

The ATE Audience Technology Survey

How and where does your audience connect?

Do they tweet, post, or link? Laptop, tablet, or phone?

Results from the 2012 *ATE Social Media and Technology Survey* showed that many ATE PIs and staff feel that **social media** technologies are **useful** but **underutilized** or **not used strategically** to support outreach and other programmatic efforts.

To help the ATE community better understand audience needs and create services and strategies that fully utilize social media and related technologies, ATE Central has joined forces with EvauATE to deploy the *ATE Audience Technology Survey* in **spring 2015**.



Survey Details

- Survey questions developed **collaboratively** with participating ATE projects and centers.
- Participants share mailing lists with ATE Central, which are combined to create a **master list** (used for the survey only and then destroyed.)
- Results for each participant's audience (mailing list) are shared only with that participant, to give you a **snapshot** of how **your audience** uses social media and mobile devices.
- Aggregate results are used to assemble a picture of how **ATE end users as a whole** use social media and mobile devices.
- Survey will be repeated in **spring 2017**, with a new master list.

Want to get involved?

Sign up at the **ATE Central booth** or email techsurvey@atecentral.net

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