

EPALE Platform Malta User Survey Report

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MINISTRY FOR EDUCATION AND EMPLOYMENT

Table of Contents

- I. List of Figures..... 2
- II. List of Abbreviations and Acronyms..... 3
- III. Executive Summary 4
- IV. Background..... 7
- V. Methodology 10
- VI. Findings 12
- VII. Analysis and Recommendations..... 28
- VIII. List of Annexes..... 32

List of Figures

Figure 1: Survey Respondents by Age	12
Figure 2: Survey Respondents by Gender	13
Figure 3: Survey Respondents by Age and Gender	13
Figure 4: Survey Respondents by Level of Education	13
Figure 5: Survey Respondents by Age and Level of Education	14
Figure 6: Survey Respondents by Employment Status	15
Figure 7: Survey Respondents by Location	15
Figure 8: PechaKucha event	16
Figure 9: Medium PechaKucha event	16
Figure 10: Attendance PechaKucha event	17
Figure 11: EPALE Awards	17
Figure 12: Medium EPALE Awards	18
Figure 13: EPALE Awards Nominations	18
Figure 14: EPALE Thematic Advertising Campaigns	18
Figure 15: EPALE Platform Users	19
Figure 16: EPALE Platform Users by Gender	19
Figure 17: EPALE Platform Users by Age	19
Figure 18: EPALE Platform Users by Education	20
Figure 19: Performance EPALE Platform	21
Figure 20: Ease of Use EPALE Platform	21
Figure 21: Aesthetics of the EPALE Platform	22
Figure 22: Content Viability on the EPALE Platform	22
Figure 23: Specific Content on the EPALE Platform	23
Figure 24: Media communication	23
Figure 25: The Role of NSS	23
Figure 26: Attendance to training or course	25
Figure 27: Respondents Course Attendance Consideration	25
Figure 28: Subject of Interest Future Courses	26
Figure 29: EPALE Platform Future Users	26
Figure 30: Question 20 Response Rate	27

List of Abbreviations and Acronyms

Directorate	Directorate for Research, Lifelong Learning and Employability
DRLE	Directorate for Research, Lifelong Learning and Employability
EPALE	Electronic Platform for Adult Learning in Europe
Facebook Page	Adult Learning in Malta Facebook profile
Location	Unless specified it means Malta and Gozo
Malta	Unless specified it refers to the Maltese Islands including Gozo
Maltese	Persons living in Malta and Gozo
MEDE	Ministry for Education and Employment
NSS	National Support Service
Registered users	EPALE Users, Malta platform
Respondents	Persons who replied to the survey
Users	EPALE Users, Malta platform
Mx	Gender neutral

Executive Summary

The survey commissioned by the Directorate for Research, Lifelong Learning and Employability analysed the progress and national user satisfaction amongst EPALE Platform registered users in Malta, as well as, analysed potential users' interest in resources and content they would be mainly attracted to. Additionally, the Directorate added a number of questions that were related to events and advertising that did not feature in the 2016 Survey.

The final survey included general questions that stipulated the demographics of all respondents; questions with regards to events and advertising; questions that were specific for EPALE Platform Registered Users and another set of questions specific for non-EPALE Platform Users

The demographics of the respondents were segregated by age, gender, level of education, employment status, and location.

The questions related to events and advertising were added to substantiate the reach of the Directorate with the general public.

The questions targeted to registered users of the EPALE platform were set to analyse the satisfaction level as well as the progress the users would like to see on the platform.

The questions directed to non-registered EPALE Users evaluated the interest by respondents in adult learning and if this was the case, would they consider the EPALE platform as a useful tool in this undertaking.

The survey was launched on 7 December 2018 and closed on 15 December 2018, as directed by DRLLE, since the targeted sample size of 200 respondents was surpassed. The survey attracted 224 unique responses from a diverse range of individuals that included adult learners, educators, registered EPALE users and non-registered users.

The survey was sent using the following mediums:

- emails sent directly by the Directorate to registered users and educators, and to persons within their DRLLE database of registered users and adult educators
- Facebook boosted post on the Adult Learning in Malta page.

The survey was set up in a way that each respondent could only participate once. This was monitored automatically by the provider, Survey Monkey, ensuring that the 224 respondents were unique participants and there were no double entries on the survey results. However, it was noticed that 24 participants did not go beyond the first set of general questions and the system still accepted their entry therefore the actual number of participants is 200.

Unfortunately Survey Monkey does not give the opportunity to separate these 24 participants for the first 5 questions. Nonetheless, the survey results were analysed and cross analysed in order to have a valid analysis of the results obtained throughout the survey questions.

The survey was directed to both EPALE Registered Users and non-EPALE Users. Similar to the survey conducted in 2016 most of the respondents were non-EPALE Users, at 78%, equivalent to 155 respondents. There were 22% (45) respondents that were EPALE Platform registered users.

Overall, the findings indicate that:

1. The survey reached mostly:
 - respondents within the age groups 55 to 64 (27%, 61) and 35 to 44 (23%, 52)
 - females (68%, 152)
 - respondents with a Master's Degree (24%, 54) and Post-graduates or Diploma holders (20%, 44)
 - full-time employees (56%, 125)
 - respondents located in Malta (96%, 214)
2. The question relating to events and advertising showed:
 - most respondents knew about the EPALE Awards ceremony (48%, 95) but not as much about the PechaKucha event (23%, 47)
 - but the majority did not know about the nominations of the EPALE Awards (65%, 130)
 - most of the respondents have not noticed the adverts (45%, 90) or have not seen the advert (38%, 77)
3. The registered EPALE users found the platforms'
 - performance as functioning 'Somewhat well' (53%, 20); meaning that to some extent, users found performance adequate
 - user friendliness as 'Somewhat easy' (41%, 16); meaning that to some degree users found the platform user friendly
 - aesthetics as 'Somewhat appealing' (54%, 21); meaning that users found the platform quite visually appealing
 - content as 'Somewhat easy' (44%, 17); meaning that users found the content fairly easy to understand
 - Resources page (33%, 13) followed by the Articles page (31%, 12), were the most useful to users [Users could choose more than one option]

The registered EPALE users:

- found Facebook (74%, 28) as the best medium to keep abreast with updates and content on EPALE's platform
 - did not fully understand the role of the NSS
 - would recommend the EPALE platform to a friend or colleague (87%, 34)
4. Replies by the non-registered EPALE users showed that most respondents:
 - were not attending a course, only 29% (34) replied that they were attending training, mostly learning a language
 - would consider (85%, 100) attending a course or some form of adult learning in the future, again most respondents (18%), would choose to learn a language
 - would consider (83%, 96) using EPALE's online platform as a tool or resource should they attend a course in the future.

Non-registered EPALE users were asked about the content they would expect to find on an adult learning online platform. Out of the 117 respondents that would consider registering to EPALE online platform, 31% knew what to expect on the EPALE platform.

The recommendations given, are based on the results of the survey and where possible in comparison with the results for the survey conducted in 2016.

Background

The survey was commissioned by DRLLE within MEDE to analyse progress and national user satisfaction amongst EPALE platform users in Malta, as well as, analyse potential users interest to which resources and content they would be most attracted to within the platform. The survey also included a section about two events organised by DRLLE, and google advertising running throughout the year.

Background on EPALE

EPALE is an online community of open partnerships, multilingual teachers, trainers, researchers, academics, policy makers and anyone who has a professional role in adult learning throughout Europe.

The platform EPALE was founded on the principal of sharing of content linked to adult learning, thus creating a virtual community. The platform includes news, posts on blogs, resources, events and adult learning tools such as the policy tool.

EPALE is co-financed by the European Commission, showing the Commission's commitment to an ongoing improvement of the quality and provision of adult learning in Europe.

Members of the EPALE online community can engage with colleagues involved in adult education from across Europe via the site's fora. Blogs are regularly updated and registered users can engage into conversations and communicate their views by posting their comments. The platform is also a medium for interaction between peers from across Europe. Registered users can also find projects and make professional connections using a search partner tool.

EPALE aims to provide a site that contains trustworthy information that focuses on the adult learning community.

The Directorate's undertaking is to always improve on the EPALE platform so that through the members' involvement, but not limited to, the platform meets the needs and expectations of users and thus serve as an important tool and resource for adults' development.

To this effect, the Directorate commissioned this survey to evaluate what resources and content potential users would find useful. Additionally the survey analyses the progress and the national user satisfaction amongst EPALE platform users.

The survey had to be conducted amongst and therefore disseminated to:

- registered EPALE users, through an email sent to the users by the Directorate;
- a number of potential users and users reached via a post on social media pages namely: Adult Learning in Malta Facebook page and EPALE_MT Twitter page.

Since the dissemination of the survey was done directly from Survey Monkey to Facebook but was handled by the Directorate, we could not determine if the responses were coming from the email or the Facebook link.

The data collected had to be segregated by:

- age
- gender
- level of education
- employment
- location (Malta or Gozo)

The overall sample size had to be of at least 200 respondents.

The survey had to be conducted only through an online medium and the platform used for the design and commission of the survey was Survey Monkey.

The questions had to be a mix of closed and open ended questions. The minimum number of closed ended questions was set at 10, whilst the minimum number of open ended question was of 3 questions.

The final survey (Annex A) had a total of 30 questions of which 4 were open ended. Since the survey had to address both registered users and non-registered users, not all questions featured in the individual survey.

All the General questions, that is, Questions 1 to 5 (Annex A) and all the General Questions – Events and Advertising, Question 6 to 13 (Annex A) had to be answered by all participants.

According to the participants reply to Question 13, the Survey Monkey platform automatically directed respondents to their relevant section.



* 13. Are you an EPALE Platform user?

Yes

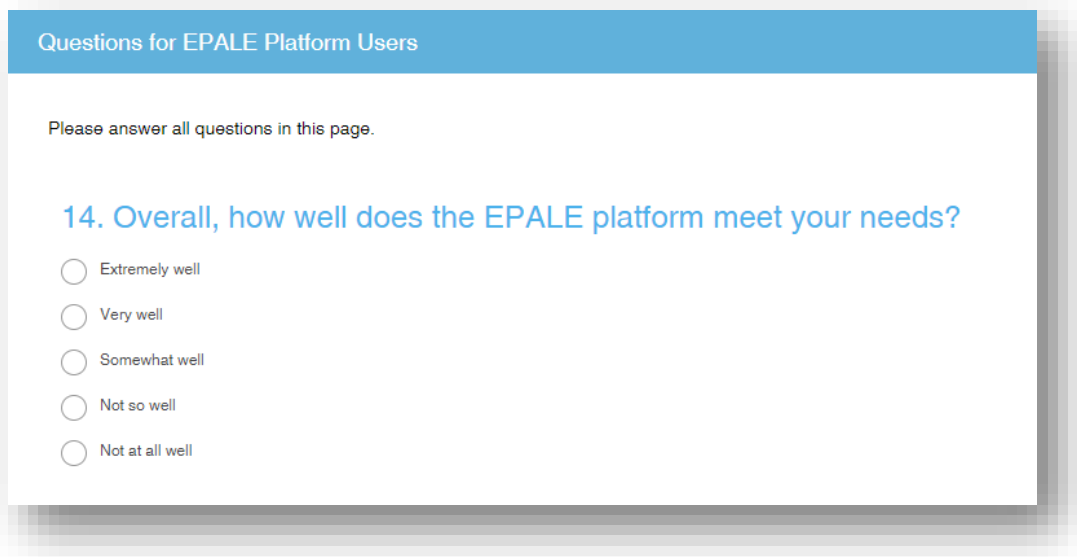
No

Prev Next

EPALE Users replied to Questions 21 to 30 (Annex A). EPALE Users replied to 10 closed ended questions and 2 open ended questions.

Whilst Non-EPALE Users replied to Questions 14 to 20 (Annex A). Non-EPALE Users replied to 7 closed ended questions and 2 open ended questions.

EPALE users who therefore replied 'Yes' to Question 13, were automatically directed to Question 21 (Annex A) which was also automatically renumbered as Question 14 for the participant.



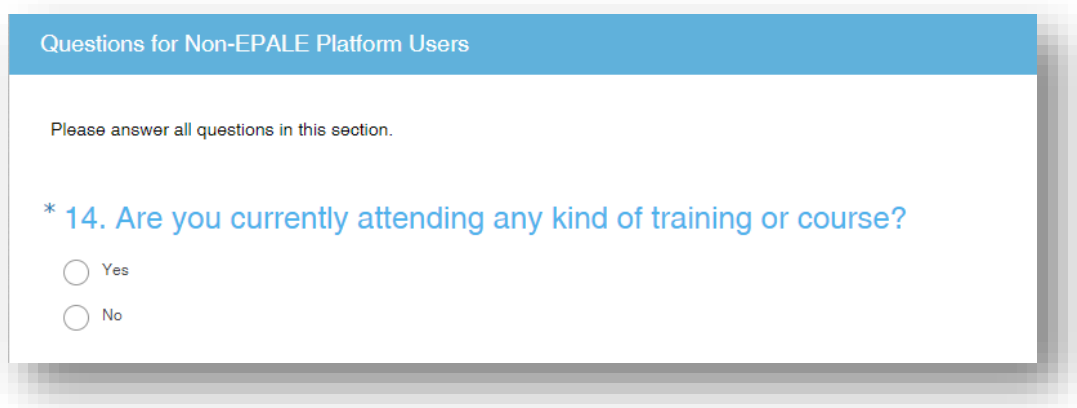
Questions for EPAL Platform Users

Please answer all questions in this page.

14. Overall, how well does the EPAL platform meet your needs?

- Extremely well
- Very well
- Somewhat well
- Not so well
- Not at all well

Non-EPAL users who replied 'No' to Question 13 were automatically directed to Question 14 (Annex A).



Questions for Non-EPAL Platform Users

Please answer all questions in this section.

*** 14. Are you currently attending any kind of training or course?**

- Yes
- No

Note: The complete survey questionnaire is included later in this document for reference (Annex A).

Methodology

The survey form was developed following a briefing session with Ms. Mahira Spiteri, the Project Manager at DRLLE.

A preliminary draft of the survey was then sent to the team at the Directorate who were asked to respond to the questions and make suggestions for possible changes, additions, or deletions. All of the amendments were taken into consideration and in turn, the survey was amended accordingly.

The final survey form had four sections:

Section 1: Questions 1 to 5 – General questions to be answered by all respondents

Section 2: Questions 6 to 13 – General questions – Events and Advertising to be answered by all respondents

Section 3: Questions 14 to 20 – Questions for non-EPALE Platform Users

Section 4: Questions 21 to 30 – Questions for EPALE Platform Registered Users

Section 1 determined the demographics of the respondents which were segregated as follows:

- age
- gender
- level of education
- employment status
- location (Malta or Gozo)

Section 2 analysed the catchment of respondents to advertising and participation in events organised by the Directorate.

Section 3 analysed the interest by respondents in adult learning and if this was the case, whether they would consider the EPALE platform as a useful tool in this endeavour.

Questionnaire topics within Section 3 included:

- Participation in adult learning courses
- Course topics of interest
- Consideration of using an online platform

Section 4 asked respondents about their satisfaction level being registered users of the EPALE platform. This section also analysed progress the users would like to see throughout the platform.

Questionnaire topics within Section 4 included:

- User friendliness of the online platform
- Aesthetics of the online platform
- Content viability of the platform
- Communication medium for updates
- Suggestions for improvement

The survey was conducted amongst:

- registered EPALE users reached through an email that included a link to the survey sent directly by the Directorate;
- social media users, mainly Facebook, a link and post on the EPALE Malta Facebook page that was boosted to reach people who like the page and their friends.

The survey was launched on 7 December 2018 and ended on 15 December 2018 and the respondents totalled 224.

The survey was set up in a way that each respondent could only participate once. This was monitored automatically by the provider, Survey Monkey in three ways:

1. collecting individual IP addresses
2. monitoring unique email addresses to whom the invitation to participate was sent
3. collecting the data from the Facebook profiles for those who replied via clicking link on the social media post or boosted advert

This ensures that the all the respondents were unique participants and there were no double entries on the survey results. However, it was noticed that 24 participants did not go beyond the first set of general questions and the system still accepted their entry therefore the actual number of participants was 200.

Unfortunately the system does not give the opportunity to remove the 24 respondents in the first 5 questions.

Note: The results reported can only be considered the opinions of the survey participants. They cannot be generalised to represent the entire client population as a whole.

Findings

Survey responses were broken down by the following demographic categories:

- Age
- Gender
- Level of education
- Employment
- Location

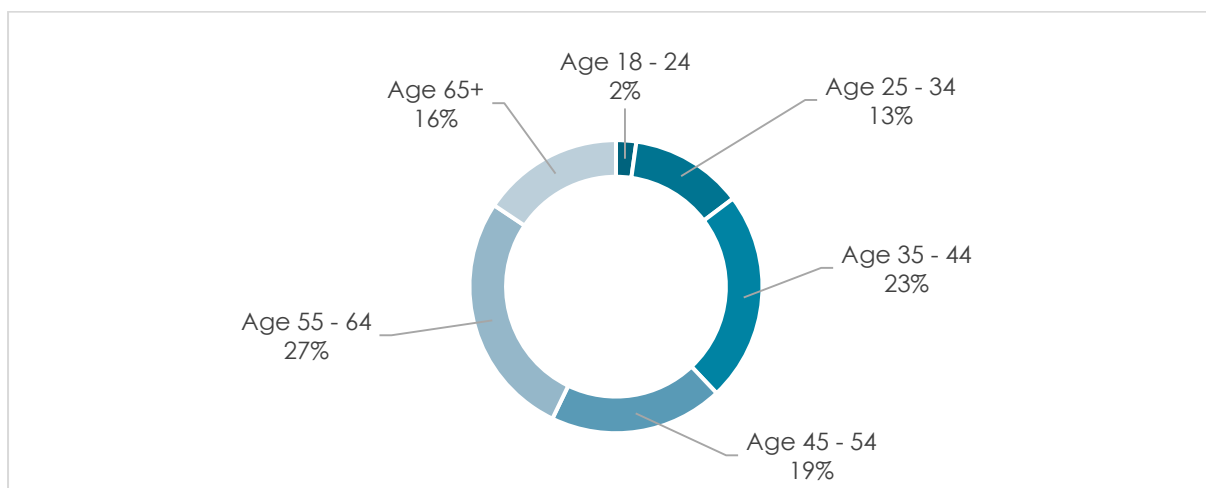
Note: Unfortunately Survey Monkey does not give the facility to remove the 24 participants that did not answer the rest of the questions.

Age

The percentage of respondents were broken down by the following age groups:

- Under age 18
- Age 18 to 24
- Age 25 to 34
- Age 35 to 44
- Age 45 to 54
- Age 55 to 64
- Age 65 and above

Figure 1: Survey Respondents by Age



As per survey conducted in 2016, there were no respondents under the age of 18. Most respondents, 27% (61) were aged 55 to 64, followed by 23% (52) aged 35 to 44, then 19% (43) aged 45 to 54. There were 35 (16%) respondents aged 65+, whilst respondents aged 25 to 34 amounted to 28 (13%). Only 5 respondents were aged 18 to 24 (2%).

Gender

The percentage of respondents were broken down as shown in Figure 2.

The majority of the respondents were female with 68%, (152) whilst 31% were male (70) and 1% (2) reserved the right not to answer.

Figure 3 shows the co-relation of gender and age of the respondents. Females from age groups 55 to 64 and 45 to 54 were mostly engaged and thus replied to the survey.

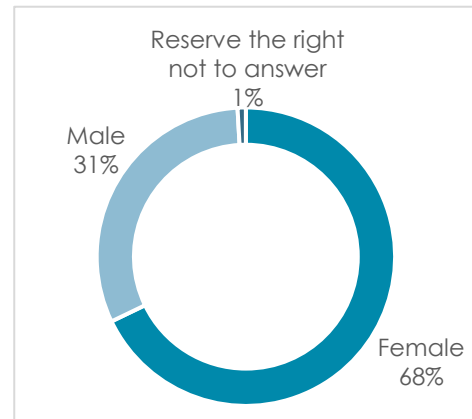


Figure 2: Survey Respondents by Gender

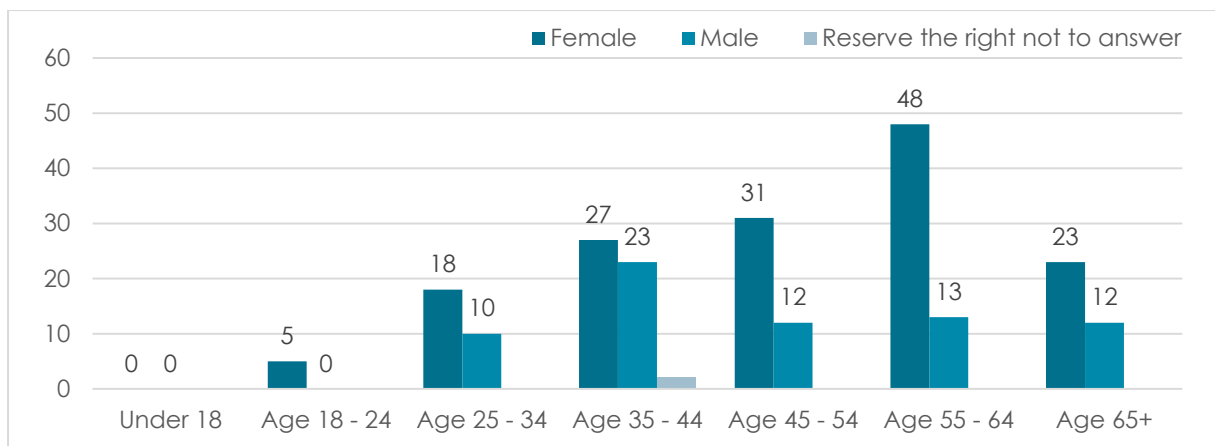
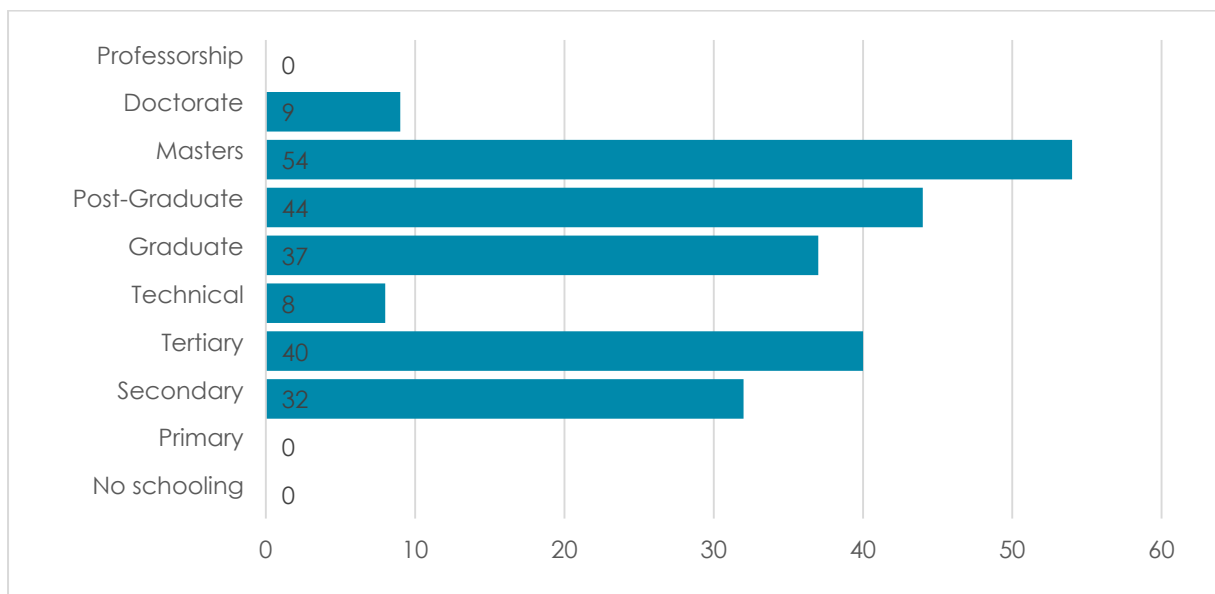


Figure 3: Survey Respondents by Age and Gender

Level of Education

The percentage of respondents were broken down by the level of education as per graph in Figure 4 below.

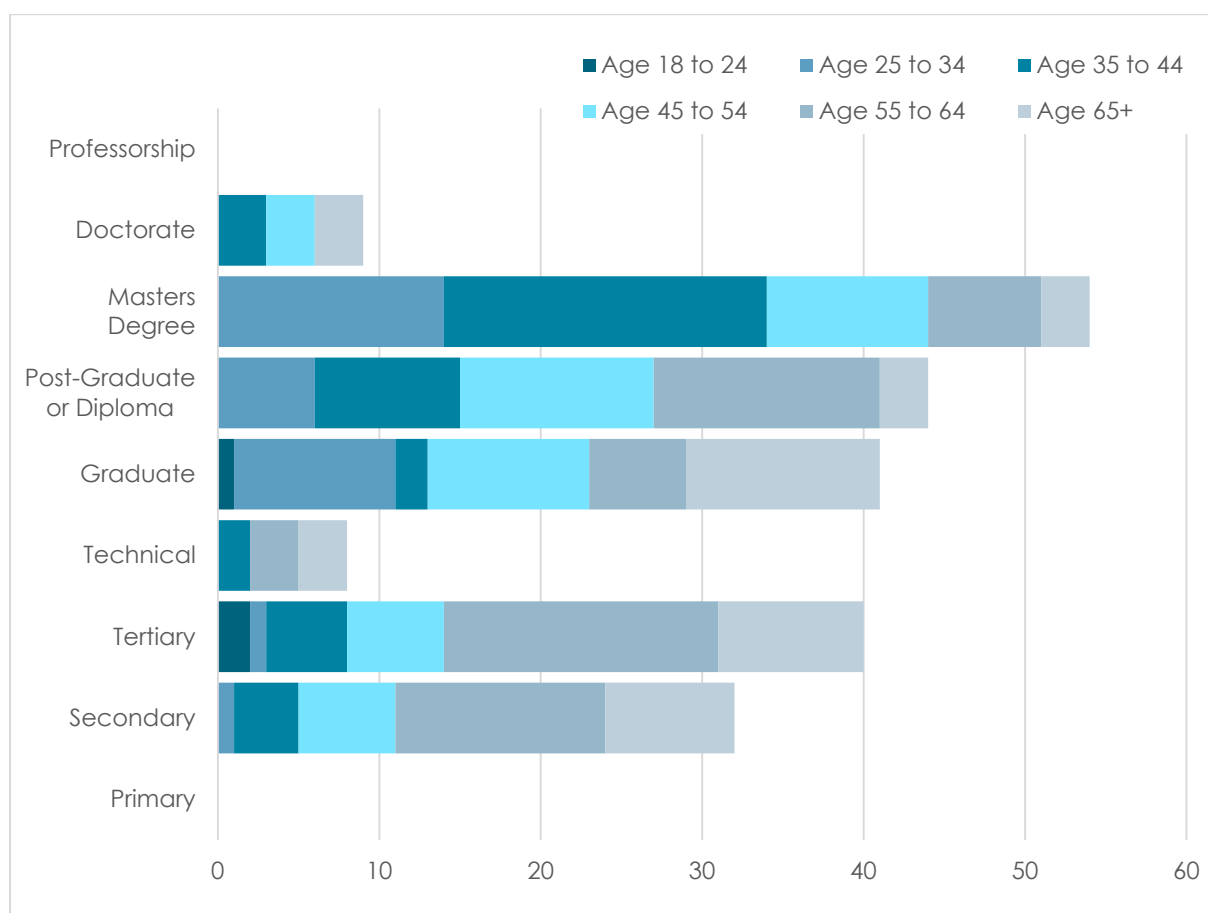
Figure 4: Survey Respondents by Level of Education



All respondents had some form of schooling with no participants with no schooling and all had some form of education beyond the primary school level. The majority 24% (54) were Master's Degree graduates and Post-graduates or holders of a Diploma (20%, 44).

The co-relation between the level of education and the age groups of the respondents are shown in Figure 5, which indicated that respondents were mainly within the age group 35 to 44 and have a Master's Degree.

Figure 5: Survey Respondents by Age and Level of Education

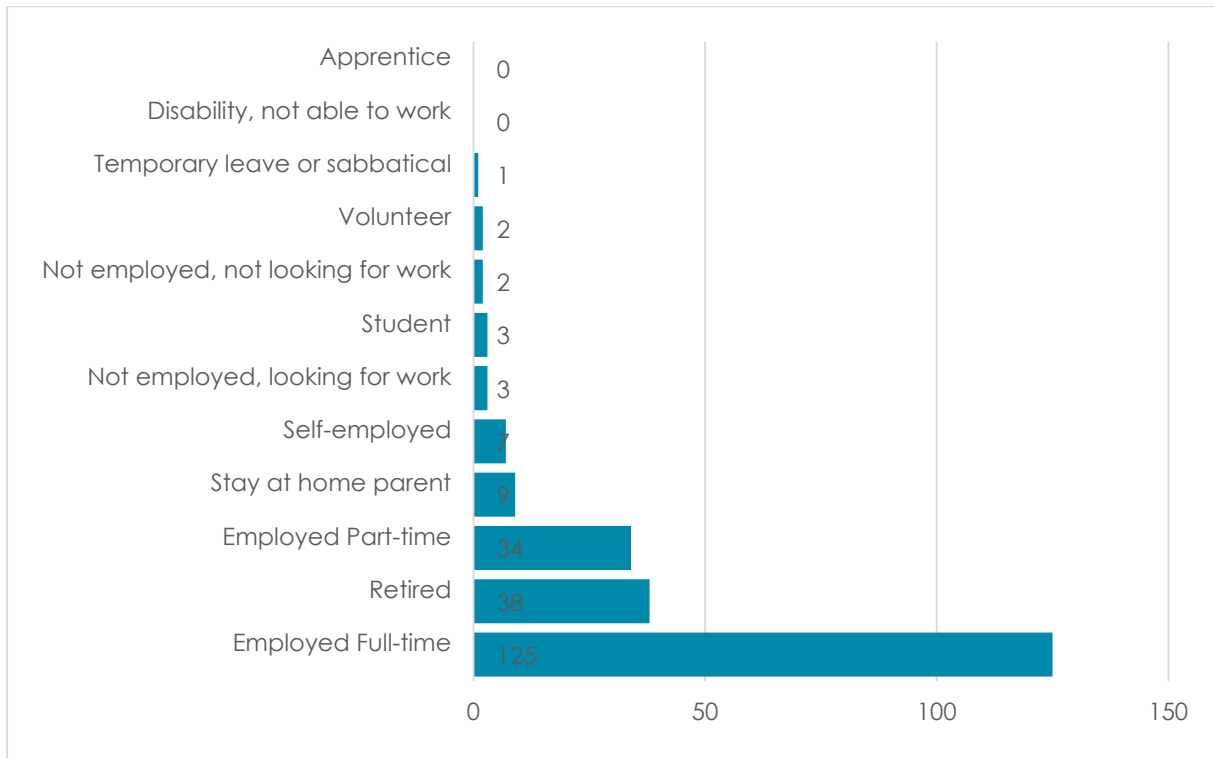


Employment Status

The percentage of respondents were broken down by their employment status categories as shown in the graph in Figure 6.

The majority of the respondents were employed full-time (56%, 125) or retired (17%, 38). Respondents that were employed part-time reached 15% (34), whilst 4% (9) were stay at home parents.

Figure 6: Survey Respondents by Employment Status

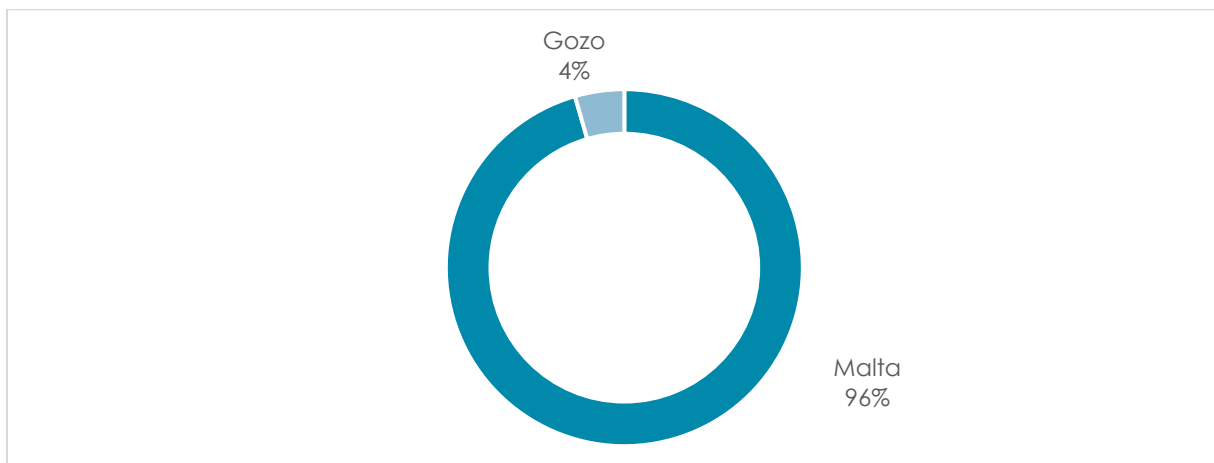


Location

The percentage of respondents were broken down by location as follows:

- Malta
- Gozo

Figure 7: Survey Respondents by Location



The majority, 96% (214) of the respondents were located in Malta, whilst only 4% (10) were received from Gozo.

Events and Advertising

This time round the Directorate wanted also to question all participants about two particular events that were directly related to EPALE and also one of the advertising mediums used throughout the year. The events were:

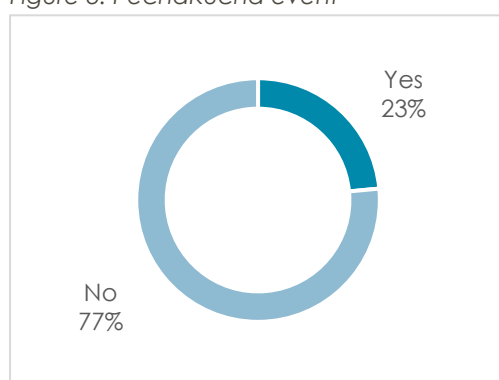
- PechaKucha event on 15 May 2018
- EPALE Awards on 23 October 2018

One question directly asked about google advertising.

PechaKucha Event

Question 6 asked if participants knew about the PechaKucha EPALE event that happened in May 2018.

Figure 8: PechaKucha event



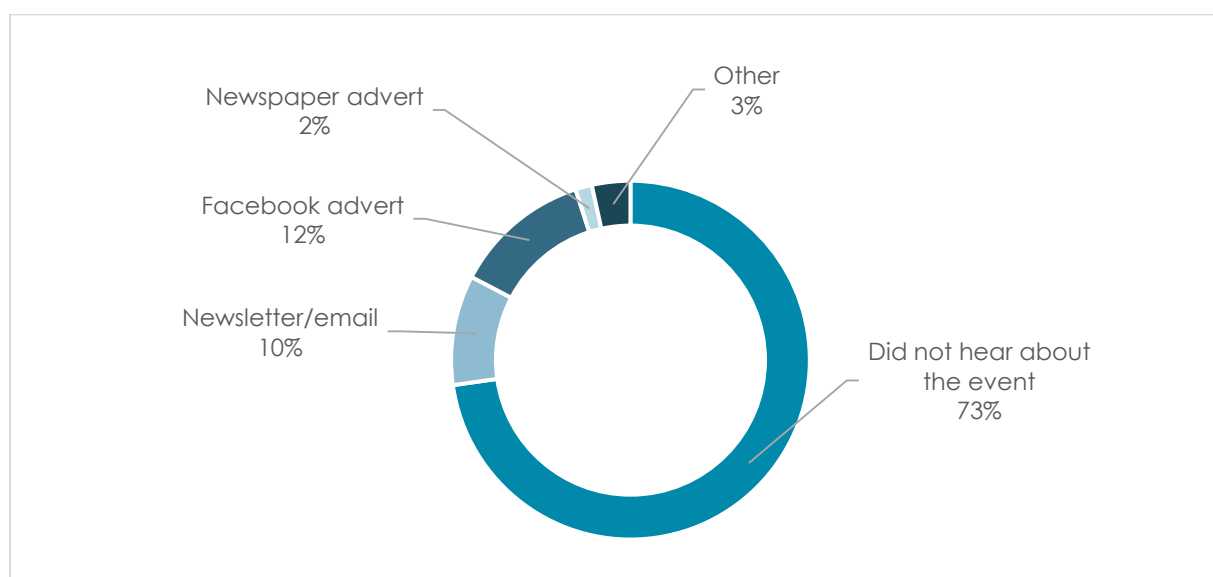
Out of 200 participants, 23% (47) knew about the PechaKucha event, whilst 77% (153) did not, as shown in Figure 8.

Figure 9 below shows through which medium the participants heard about the PechaKucha event.

When participants were asked how they heard about the event, there were two participants that have chosen more than one option.

There were 147 participants out of the 153 who in question 6 marked that they did not hear about the event that reconfirmed it in question 7.

Figure 9: Medium PechaKucha event

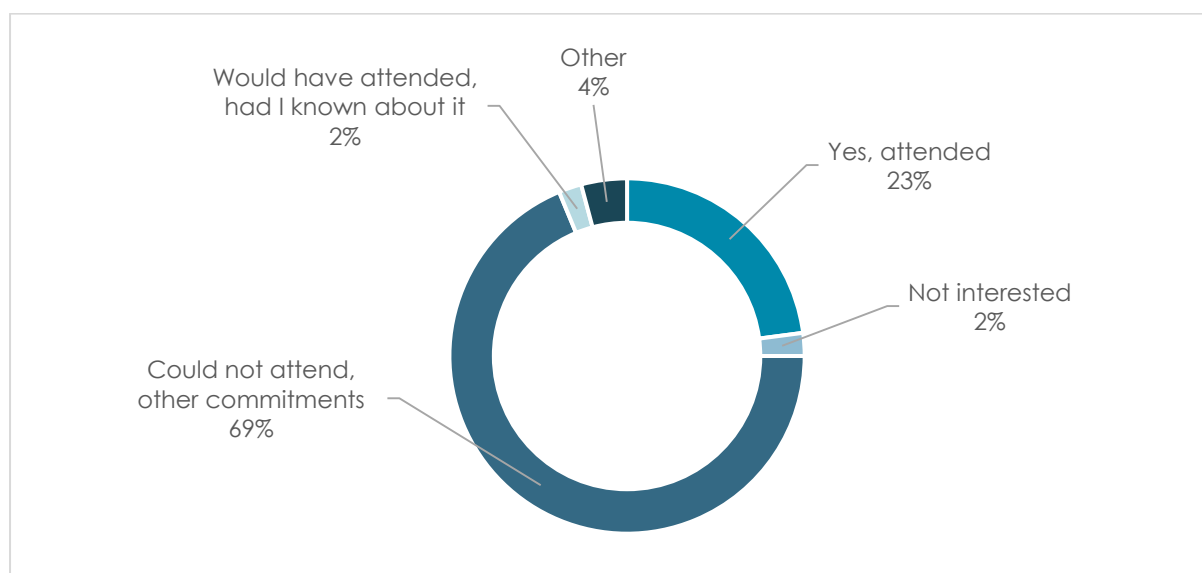


For those who knew about the event, Facebook (12%, 25) was the medium that reached most participants as well as the newsletter or email (10%, 20).

Since the PechaKucha event was open to the general public and had no entrance fee, we also asked whether the participants attended or were interested to attend – results in Figure 10 below.

Figure 10 omits the 152 participants who did not know about the event, reconfirming the data in Figure 8. Figure 10 concentrated on those who attended (23%, 11) and the number of participants that could not attend due to other commitments (69%, 33).

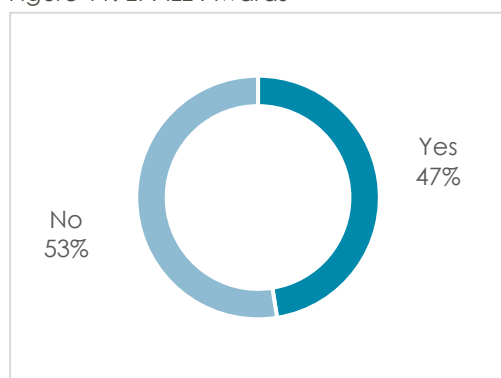
Figure 10: Attendance PechaKucha event



EPALE Awards

The EPALE Awards event was by-invite-only occasion, but it was the second time these awards were being held. It is a highly advertised event as nominations were open to the general public.

Figure 11: EPALE Awards



Out of 200 participants, 53% (105) knew about the EPALE Awards, whilst 47% (95) did not, as shown in Figure 11.

Figure 12 below shows through which medium the participants heard about the EPALE Awards.

When participants were asked how they heard about the event, there were six participants that have chosen more than one option.

There were 103 participants out of the 105 who in question 9 marked that they did not hear about the event that reconfirmed it in question 10.

Figure 12: Medium EPALE Awards

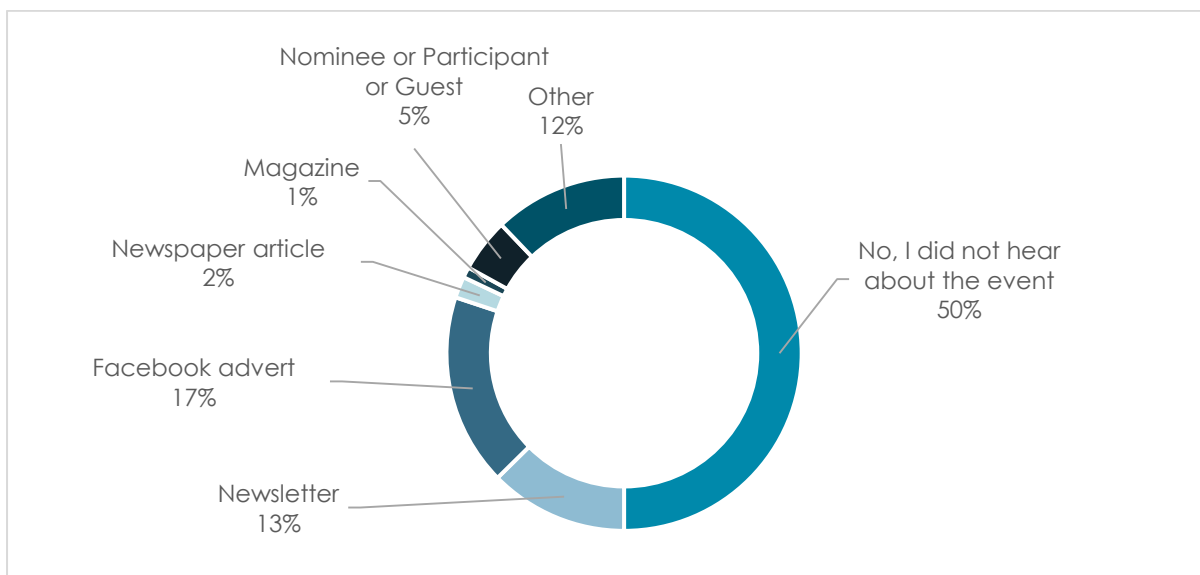
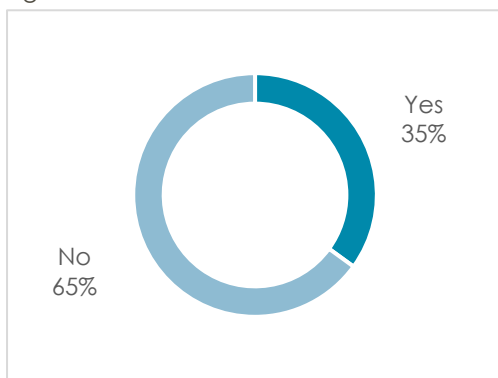


Figure 13: EPALE Awards Nominations



Out of 200 participants, 65% (130) did not know that they could nominate people, projects and organisations for the EPALE Awards, whilst 35% (70) did know, as shown in Figure 13.

EPALE Thematic Advertising Campaigns

Out of 200 participants, 39% (77) did not see any of the google adverts, 45% (90) replied that they have not noticed, and 16% (33) have seen the adverts, as shown in Figure 13.

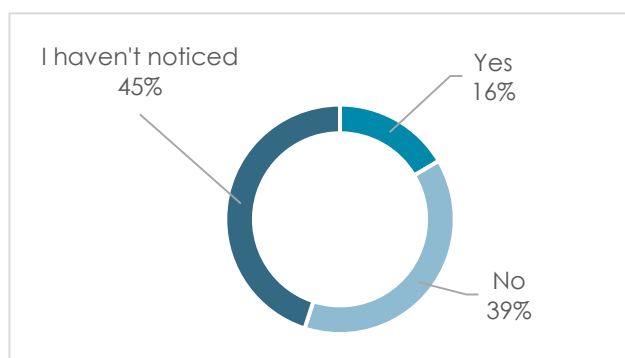
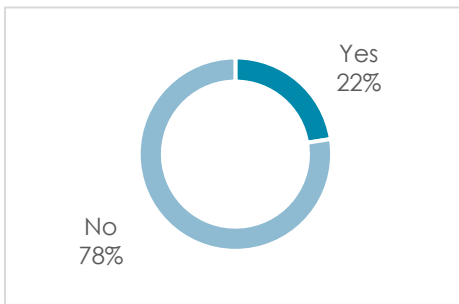


Figure 14: EPALE Thematic Advertising Campaigns

EPALE Platform Users

Figure 15: EPALE Platform Users



The number of respondents which were EPALE registered users totalled to 45, equivalent to 22% of the respondents.

The percentage of non-EPALE Users was 78% equivalent to 155 respondents as shown in Figure 15.

There were nearly twice as much females, than males that were registered users as shown in Figure 16. In Figure 17, the registered users and non-registered users were split by age group showing that the age groups of registered users fall mostly in the age band 45 to 54, followed equally by both 35 to 44 and 55 to 64.

Figure 16: EPALE Platform Users by Gender

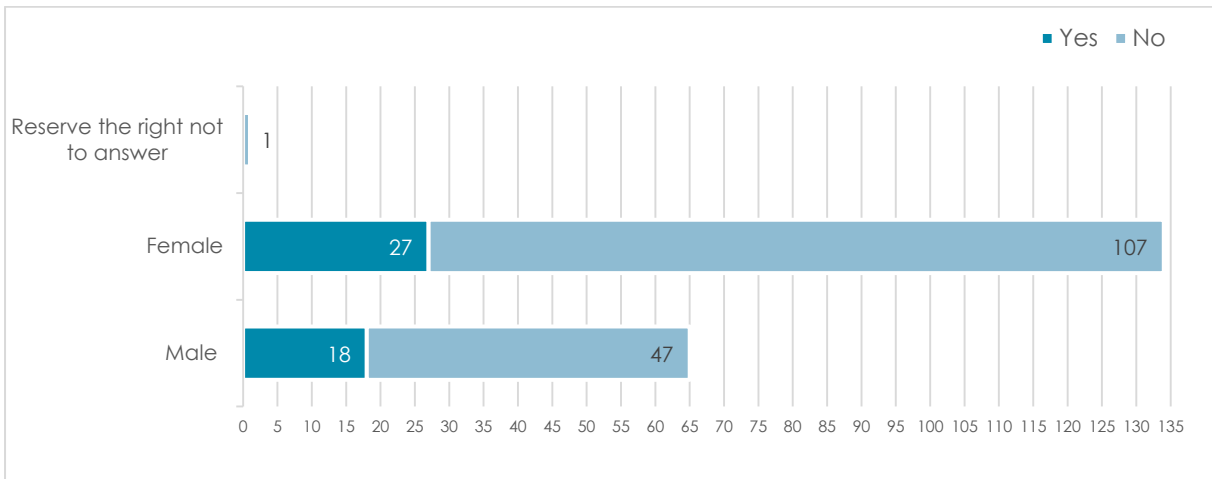
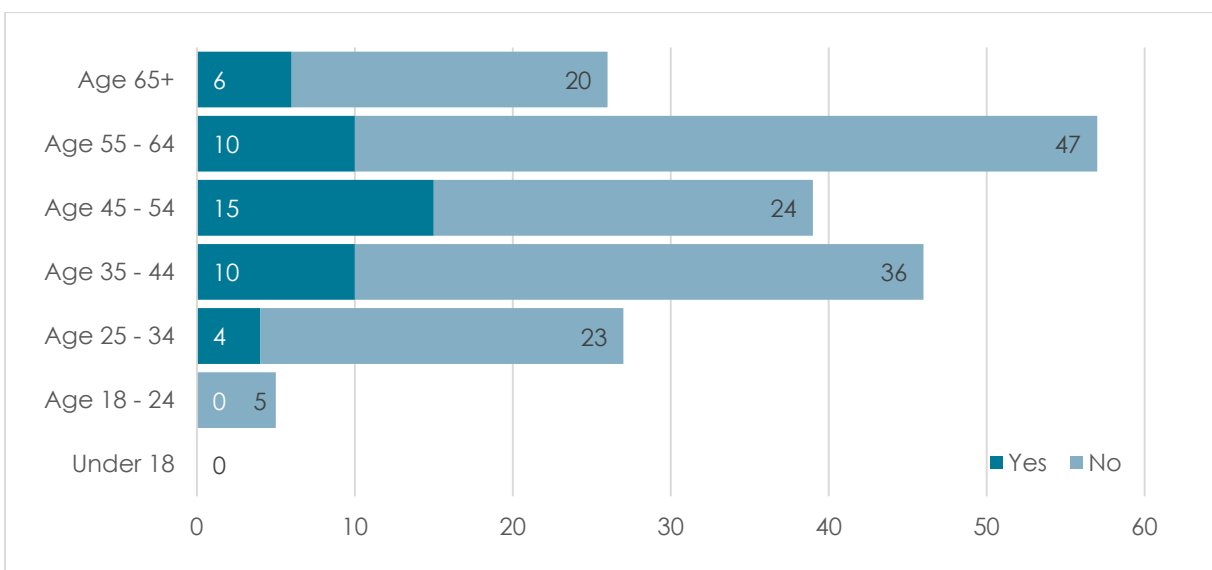
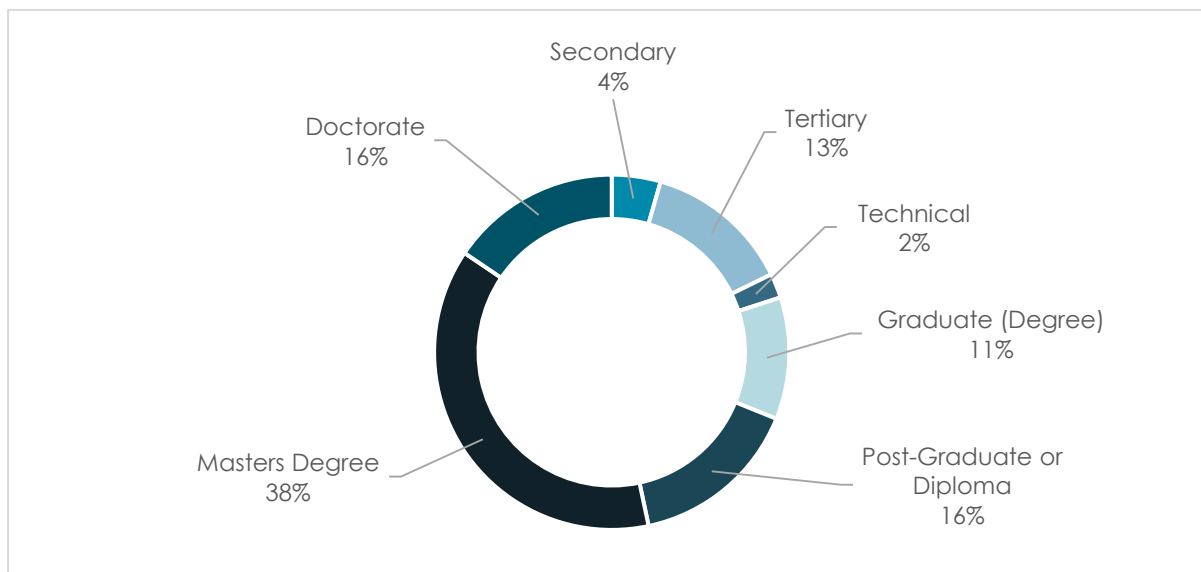


Figure 17: EPALE Platform Users by Age



The EPALE Platform Registered Users that responded to the survey mostly have a Masters Degree (38%) followed equally by Post-Graduate or Diploma holders and Doctorate level of education, as shown in Figure 18.

Figure 18: EPALE Platform Users by Education



Feedback from EPALE Registered Users

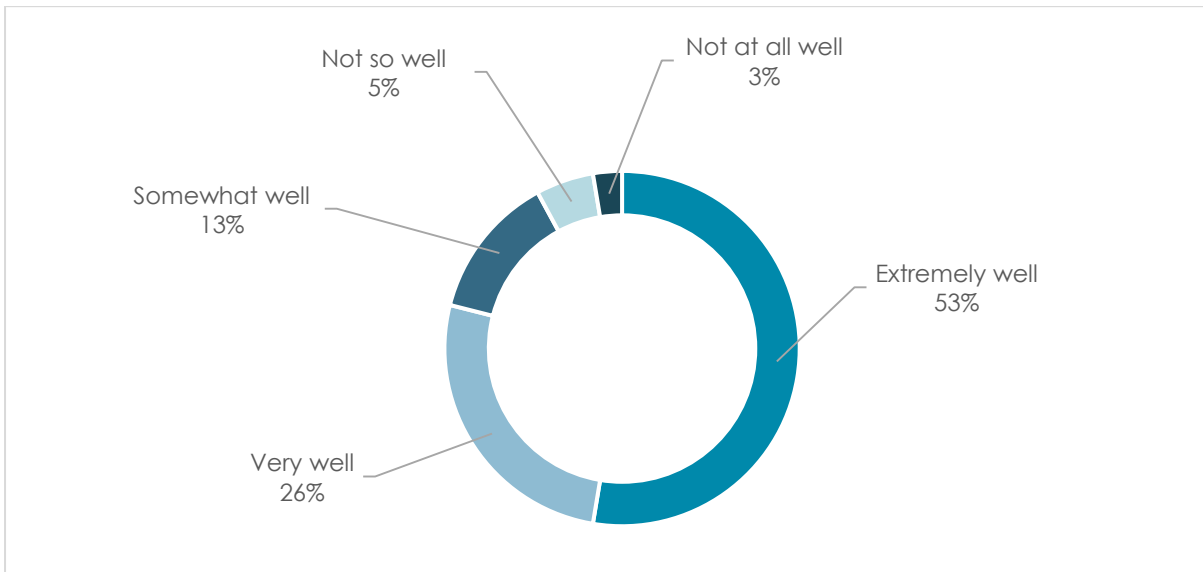
The questions directed to EPALE Users asked respondents about their satisfaction level as registered users of the EPALE platform. This section also analysed progress the users would like to see on the platform, as well as user experience related questions including:

- User friendliness of the online platform
- Aesthetics of the online platform
- Content viability of the platform
- Communication medium for updates
- Suggestions for improvement

There were 45 respondents that were EPALE Platform registered users.

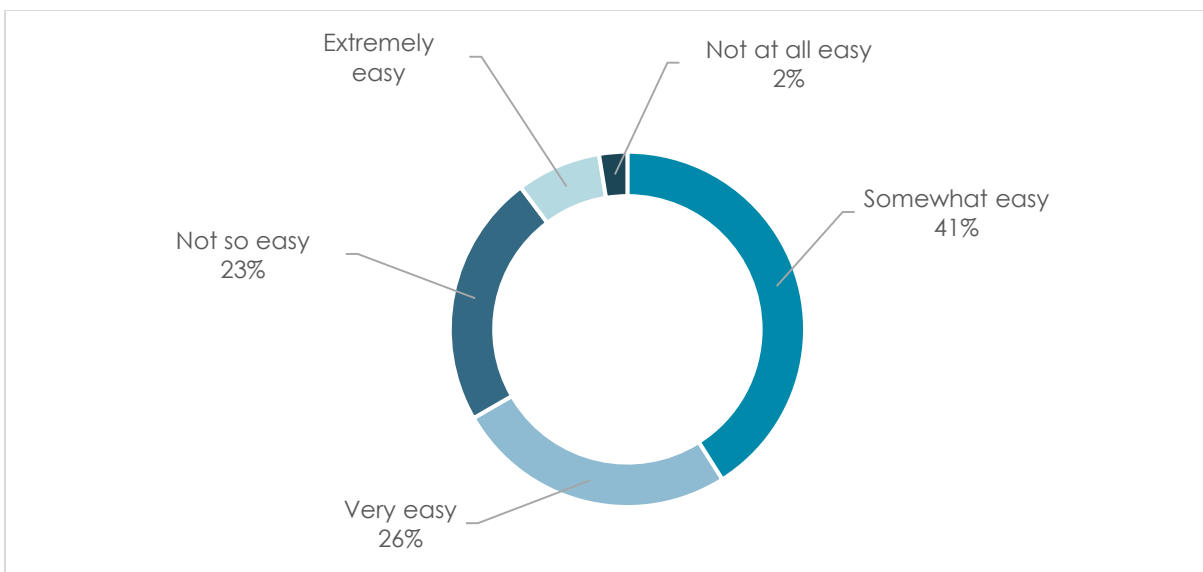
Question 21, asked the respondents, how well the EPALE Platform meets their needs. There were 38 respondents and the majority, 53% (20) replied 'Somewhat well', followed by 26% (10) that responded 'Very well'. There were 3% (2) that replied in the negative, that is, 'Not at all well' and 9.5% (4) replied 'Not so well' (See Figure 19).

Figure 19: Performance EPALE Platform



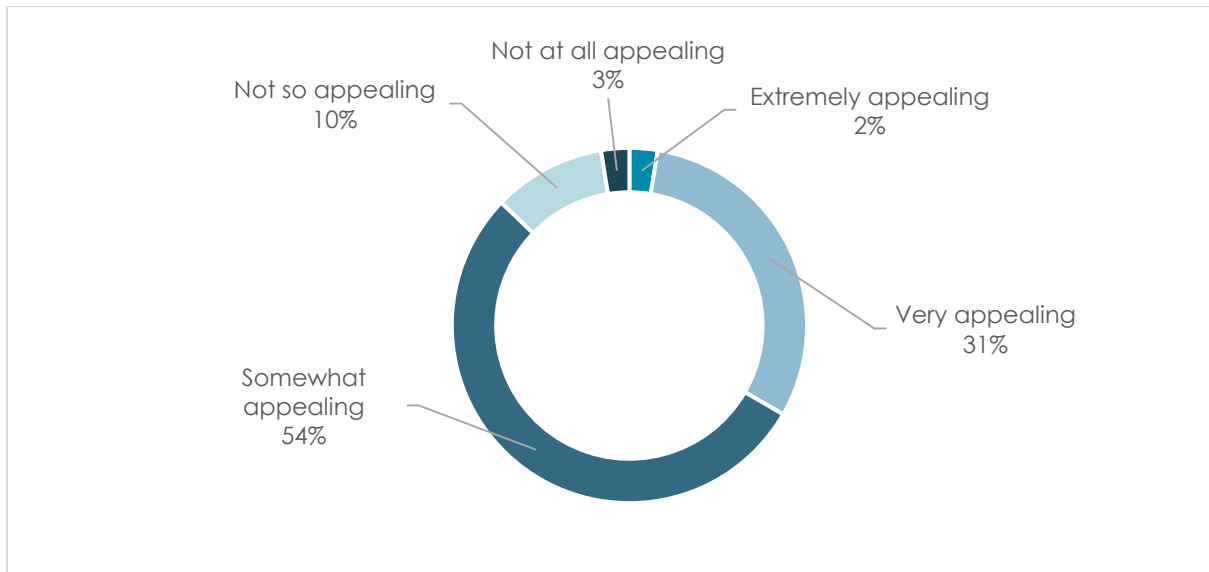
Question 22 asked the respondents about the ease of use of the EPALE Platform. There were 39 respondents and the majority, 41% (16) replied 'Somewhat easy', followed by 26% (10) that responded 'Very easy'. There were 2% (1) who replied 'Not at all easy' and 23% (9) replied 'Not so easy' as highlighted in Figure 20.

Figure 20: Ease of Use EPALE Platform



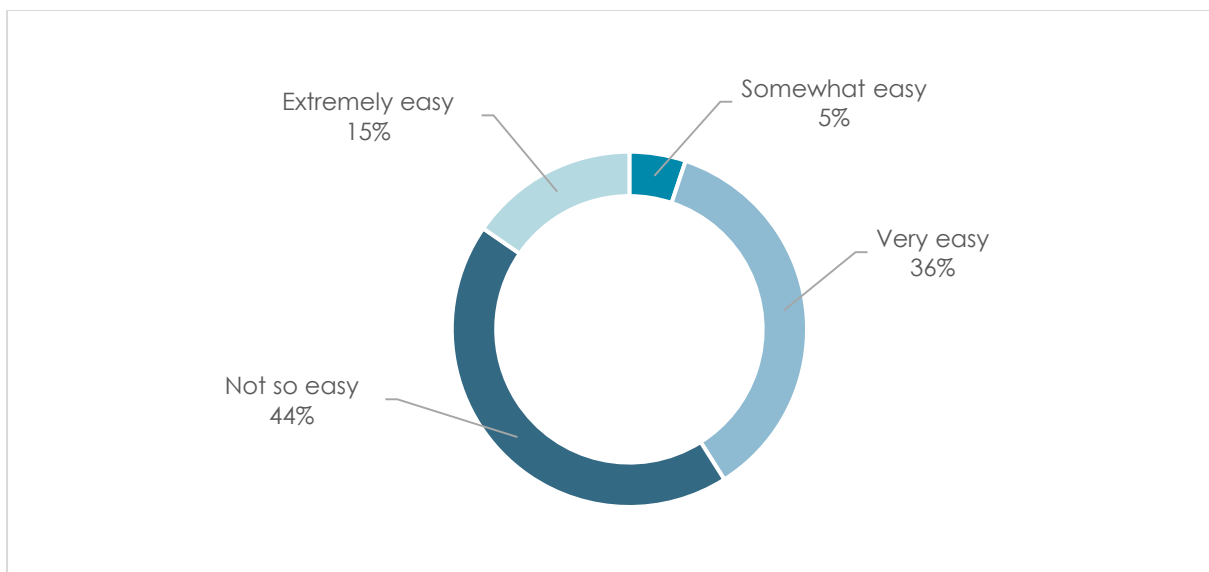
Question 23 asked the respondents about the aesthetics of the EPALE Platform. There were 39 respondents and the majority, 54% (21) replied 'Somewhat appealing', followed by 31% (12) that responded 'Very appealing'. There were 10% (4) who replied 'Not so appealing', and 3% (1) replied 'Not at all appealing' as highlighted in Figure 21.

Figure 21: Aesthetics of the EPALE Platform



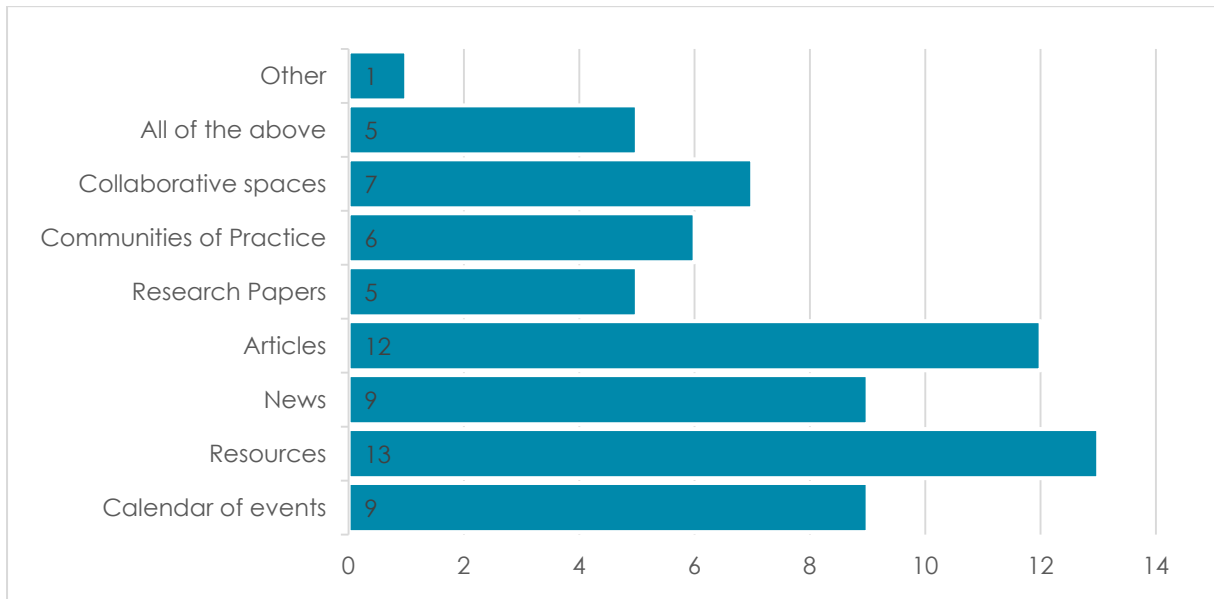
Question 24 asked the respondents about the content viability on the EPALE Platform. There were 39 respondents and the majority, 44% (17) replied 'Not so easy', followed by 36% (14) that responded 'Very easy' and 15% (6) replied 'Extremely easy'. No one replied in the negative and 5% (2) replied 'Somewhat easy', as shown in Figure 22.

Figure 22: Content Viability on the EPALE Platform



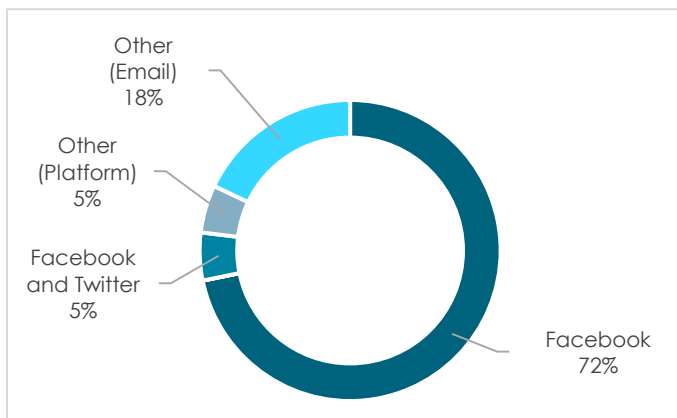
Question 25 asked the respondents about specific content and resources found on the EPALE Platform. There were 39 respondents. The most useful content was the Resources (33%, 13), and Articles (31%, 12), followed by the Calendar of events and News alike (23%, 9). Only 1 respondent replied 'Other' and specified Blogs. (See Figure 23).

Figure 23: Specific Content on the EPALE Platform



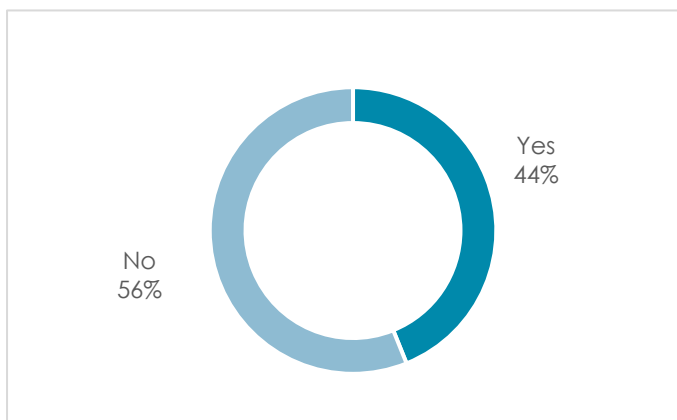
Note: Respondents could choose one more than one category.

Figure 24: Media communication



Question 26 asked the respondents how they keep updated with EPALE content. The replies are highlighted in Figure 24, with the majority by far, 72% (28), using Facebook to keep updated. No one uses just Twitter but 5% (2) use both Twitter and Facebook. The second preferred medium for keeping updated was email (18%, 7. (See Figure 24).

Figure 25: The Role of NSS



Question 27 was an open ended question asking participants about the role of the National Support Service. Out of 45 total users who participated in the survey 41 replied to this question. The majority 56% (23) replied 'no' and 44% (18) replied 'yes'. From the analysis of the replies 37% (15) knew correctly what the role of the NSS was. (See Figure 25).

Question 28 asked the respondents whether they would recommend the EPALE Platform to a friend or colleague. Most of the respondents, 76% (34) replied yes, 13% (6) did not reply to the question and 11% (5) replied in the negative.

In Question 29, an open ended question, respondents were asked to say why they responded yes or no to the previous question. On analysing the reasons of the respondents that replied 'no', the following transpired:

- finds the platform not relevant unless one is attending a course
- does not understand the use of the platform

The final question, number 30, was also an open ended question and asked the participants to give any comments that could help improve the EPALE platform. There were 25 who responded to this question out of the 45 respondents who are EPALE Users. The majority 56% (14) replied with a simple 'no' whilst 44% (11) of the respondents gave constructive comments or observations, as follows:

- The website is very informative and easy to access but not all service users are aware of the opportunities especially where projects are involved.
- Directions on how to make full use of the platform for people who recognise its potential but are uncertain as to how to use it.
- More awareness campaigns should be conducted about EPALE platform and how can one makes the best use out of it.
- More information online of how and why it should be used.
- Ability to stay logged in or to visit on one click (like Facebook).
- Include more visuals and make it easier to upload (large) photos and videos, etc.
- Usability and interactivity should be improved to make the website more responsive and efficient.
- Must be more user friendly.
- Better search-ability and search engine needs to be improved.
- What is called Communities of Practice are not really CoPs; more like Special Interest Groups. Many CoPs spaces are not active.
- More lesson plans, presentations, and exercises.

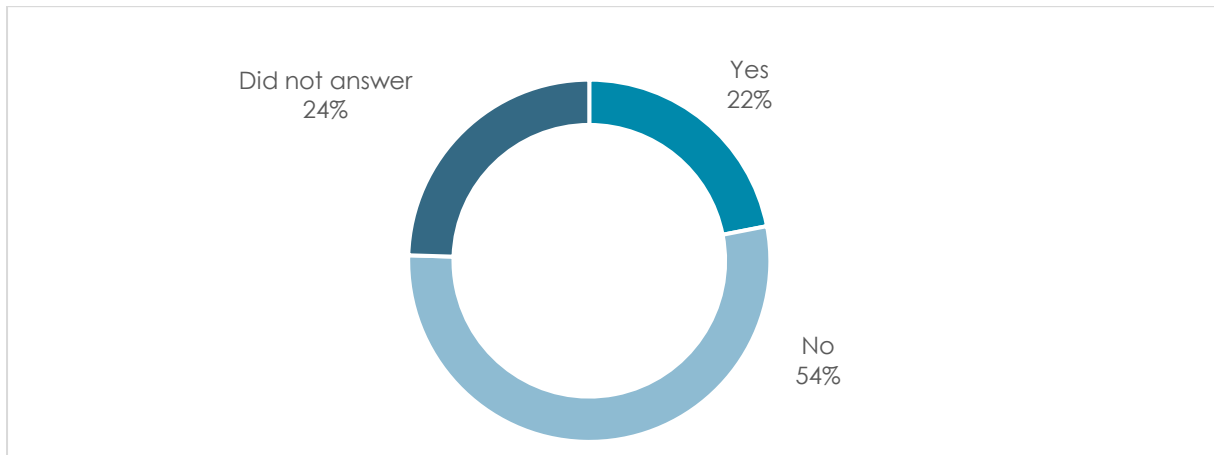
Feedback from non-EPALE Users

The questions directed to non-EPALE Users analysed:

- participation in adult learning
- the interest by respondents in adult learning and if this was the case, whether they would consider the EPALE platform as a useful tool in this endeavour
- course or learning topics of interest
- consideration of using an online platform

The first question (Question 14, Annex A) asked to non-EPALE Users was to determine interest in training or adult learning. The response showed that only 22% (34) were currently attending some form of training or course. (See figure 26).

Figure 26: Attendance to training or course



Note: The complete list of replies is included later in this document for reference (Annex B).

In Question 16, (Annex A) the participants were asked if they would consider attending a course in the future. This question was asked to determine the interest in adult learning.

Out of the number of respondents 64% replied in the affirmative (Figure 27) and also listed their area of interest in terms of subject. Figure 28 shows the percentage per subject or area of interest.

Figure 27: Respondents Course Attendance Consideration

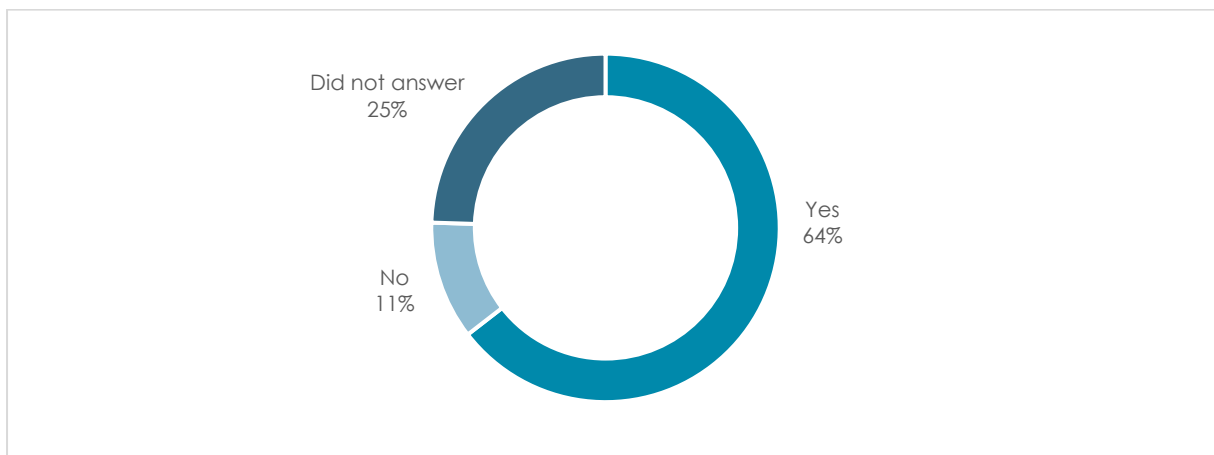
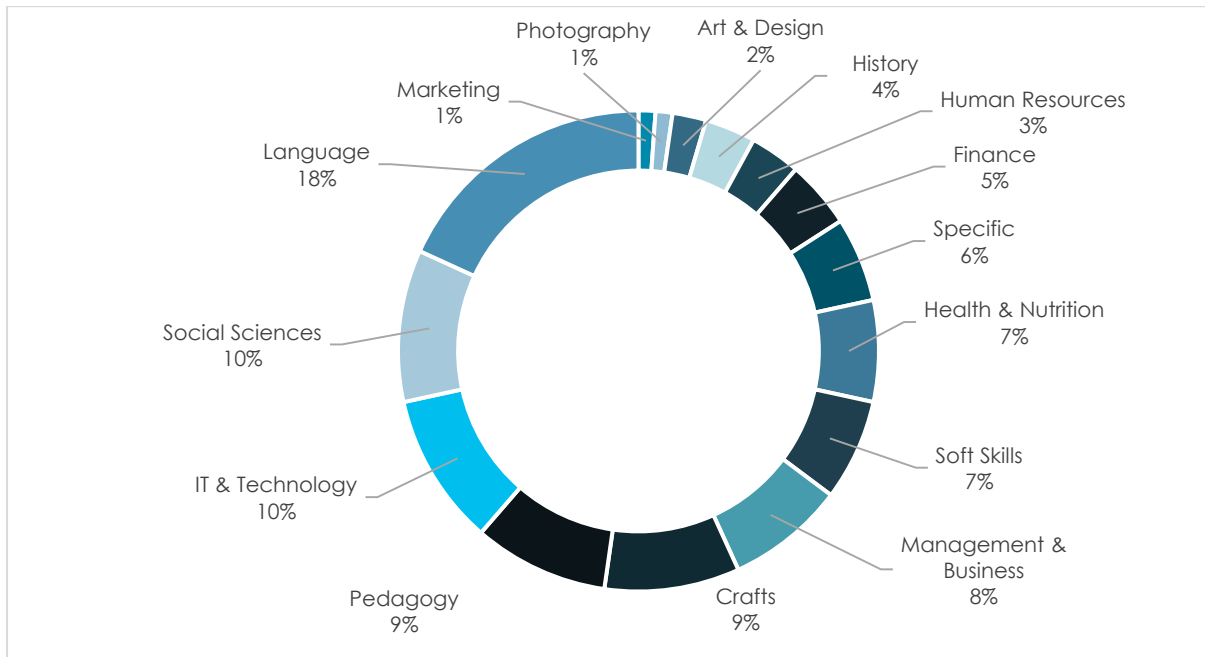


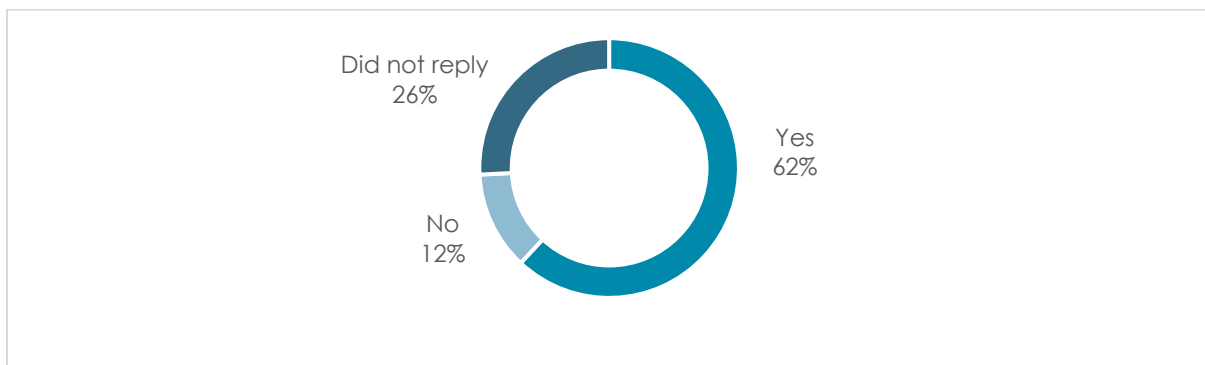
Figure 28: Subject of Interest Future Courses



Respondents clearly would be interested in learning a language. In fact, 18% of the respondents mentioned either a specific language or simply replied 'a language'. The next in line, at 10%, in terms of area of interest were Social Sciences subjects and IT & Technology, Pedagogy and Crafts were both mentioned by 9% of the respondents.

Question 18, (Annex A) briefly explained the EPALE Platform and participants were asked if they would consider EPALE's online platform as a tool or resource, out of which 62% replied in the affirmative. (See Figure 29).

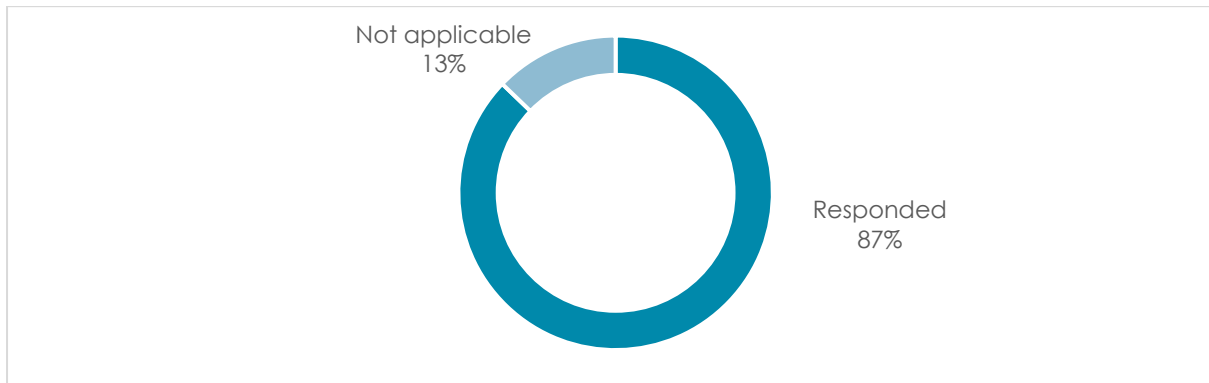
Figure 29: EPALE Platform Future Users



In Question 19, (Annex A) participants were asked about the content they would expect to find on an adult learning online platform. Out of the 117 respondents that would consider registering to EPALE online platform 31% knew what to expect on the EPALE platform.

The last Question to the non-EPALE Users was Question 20, asking respondents their topics of interest. Being an open ended question, responses were analysed individually and it resulted that 87% had a valid response to the question. (See Figure 30).

Figure 30: Question 20 Response Rate



Few participants, and rather an insignificant number, changed their subject of interest that was indicated in question 17.

Analysis and Recommendations

The survey was launched on 7 December 2018 and ended on 15 December 2018. It attracted responses from a diverse range of individuals that included adult learners, educators, registered EPAL Users and non-registered users. The respondents totalled 224.

The survey had to be conducted amongst and therefore disseminated to:

- registered EPAL users, through an email sent to the users by the Directorate;
- a number of potential users and users reached via a post on the Lifelong Learning Facebook page.

Since the dissemination of the survey was done via a link and this was handled by third parties, not through the SurveyMonkey platform, we could not determine if the responses were coming from the email or the Facebook link. Thus the recommendations cannot be based on this as the 2016 Survey results.

The overall findings, observations, recommendations and comparison with 2016 Survey results are being presented hereunder.

General

Reach

The survey was directed to both EPAL Users and non-EPAL Users. The highest number of respondents were non-EPAL Users, at 78% equivalent to 155 respondents and only 22% (45) of the respondents were EPAL Users. The same percentage as per 2016 Survey.

Observation: After two years the number of EPAL Users has increased from 165 to 610 but the reach through the survey did not falter. Although we cannot assume that the reach is weak as there can be other reasons why users did not participate in the survey, this is still notable point that needs to be addressed.

Recommendation: A survey specifically addressed to Users might be the best way forward to have a better picture in terms of usability of the platform. An exercise by the Directorate would need to be done beforehand, if possible, to see who the really active users are. For example some users might have deactivated their email address or not be using that email address anymore.

Age

Most respondents, 27% (61) were in the age group 55 to 64, followed by the age group 35 to 44 (23%, 52) and age group 45 to 54 (19%, 43). The EPAL platform Users that participated in the survey fell mostly within the age band 45 to 54, followed equally by the age groups 35 to 44 and 55 to 64.

Observation: The age group bands varied slightly from the 2016 Survey results. This shows that the direction taken by the Directorate to target all audiences and target to specific age groups depending on content has worked, as the results show it has attracted a wider range of audiences within different age groups in a more balanced ways.

Recommendation: Keep targeting audiences depending on content as well as continue to push social media within a wider audience.

Level of Education

In terms of level of education, the EPALE platform was attractive to respondents having a level of education beyond Secondary level. Most EPALE Platform Users had a Masters level of education, followed by Doctorate, post-graduate and diploma level.

Observation: The Directorate attracted the right and intended demographic of adult learning professionals.

Employment status

Similar to the 2016 Survey respondents the unemployed were not attracted to adult learning or were not being reached. This time round students and persons on sabbatical were the groups that were not reached.

Recommendation: Once again, social media can be used to reach this demographic.
Tip: The time of day of posts will probably need to be different than the other sections of the demographic.

Location

Stronger reach needed to attract Gozitans.

Observation: Since the 2016 Survey the Directorate tried to engage more ambassadors from Gozo, but no one from Gozo applied.

Recommendation: A way forward could be to organise more activities or awareness campaigns specifically for Gozitans educators in Gozo.

EPALE Platform Users

Although, the number of registered EPALE Users that participated in the survey amounted to only 45, from the responses received, it transpired that users:

- did not fully understand the use of the platform and all its resources
- found the website as being very slow in terms of response in upload and download functions
- would like search engine and interactivity of the platform to be improved
- found the website not so user friendly
- would like to see Communities of Practice to all be active, rather than just be special interest groups

Observation: Although the Directorate has disseminated videos on how to use the platform, users are still asking for more information on usability. Although this might be due to various reasons, from the comments by users who participated in the survey it shows that probably it is more linked to functionality, user friendliness and aesthetics.

Non-EPALE Platform Users

The survey directed to non-EPALE platform users was set to analyse what resources and content potential users would find useful. The percentage of non-EPALE users that participated in the survey amounted to 155, 78% of total respondents.

This means that the NSS managed to reach and communicate with non-registered users and successfully engaged them enough to participate in the survey through Facebook posts.

More than half of the respondents, 64%, consider attending some form of adult education, thus there is potential of engaging new users.

Observation: Compared to the 2016 Survey results; the result shows that there are even more potential EPALE platform users. This time around the survey has reached more persons with a higher level of education, which is the right demographic for NSS Malta.

Recommendation: Facebook adverts linked to a short video clip or presentation showing screen shots from the platform, giving a brief and simple explanation of the benefits for the users. This should reach persons that are considering attending a course in the near future.

Outreach programmes with public and private entities providing adult learning could be organised to engage more users who are already attending a course.

Events

A new set of questions was added to the survey to analyse the catchment of respondents to advertising campaigns. Although most respondents did not know about the events, both EPALE PechaKucha and EPALE Awards, those respondents who knew about it took interest in the events. Email or newsletter and social media were the best medium to inform participants regarding events. Most respondents gave a very positive feedback and knew about the EPALE Awards ceremony (48%, 95) but not as much about the PechaKucha event (23%, 47). The majority did not know about the nominations of the EPALE Awards (65%, 130).

Observation: The survey results showed that there was interest in both events that were organised. Participants were more aware of the EPALE Awards than the PechaKucha event. Rightly so, as the EPALE Awards was in its second time running this year. The PechaKucha event was the first time being organised, and a new concept in Malta in terms of type of event.

Although a good percentage of the survey participants knew about the EPALE Awards ceremony, this did not match the number of survey participants that knew about the nominations.

Recommendation: When the PechaKucha event was organised it was a one off event. Also, PechaKucha events are particular in style. In fact, when the Directorate organised this event it was the second of its kind organised in Malta. Unlike the EPALE Awards this was a one-off event, thus such events would need more advertising especially through social media to reach more participants, especially for an event like PechaKucha when the concept was new and the public would not know exactly what it is.

Targeted communication and advertising should be dedicated to inform the general public and organisation about the EPALE Awards nominations. Participation in educational or lifestyle television programmes or news item slots wherein a short explanation about the EPALE Awards nominations could be an ideal channel to attract even more nominations and know-how.

Advertising

The Directorate had a number of thematic google adverts that ran until end of August 2018. Most of the respondents have not noticed the adverts (45%, 90) or have not seen the advert (38%, 77).

Observation: With the amount of advertising the general public is continuously exposed to every day, it is fair to take in consideration that since four months have passed, from the advert to the survey, most participants might have forgotten about the advert.

Recommendation: To actually assess the reach or view ship of the advert, survey should be done not more than a month after the advertising campaign is stopped, closer if possible.

List of Annexes

Annex A	Survey questionnaire
Annex B	List of courses being attended by non-EPALE Users respondents



Copy of EPALE Malta Platform 2018 Survey

Welcome to the EPALE Platform Survey

This is a survey commissioned by the Directorate for Lifelong Learning within the Ministry for Education and Employment in Malta. The Directorate for Lifelong Learning is the National Support Service for EPALE (Electronic Platform for Adult Learning in Europe).

EPALE is a multilingual open membership community for teachers, trainers, researchers, academics, policy makers and anyone else with a professional role in adult learning across Europe.

Community is at the heart of EPALE. It is set up around the sharing of content related to adult learning, including news, blog posts, resources, and events.

EPALE is funded by the European Commission, as the latest development in an ongoing commitment to improve the quality of adult learning provision in Europe.

Thank you for participating in our survey. Your feedback is important to us.



Copy of EPALE Malta Platform 2018 Survey

General Questions

Please answer all questions in this section.

* 1. What is your age?

- under 18
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

* 2. What is your gender?

- Female
- Male
- Mx
- Reserve the right not to answer

* 3. What is the highest level of education you have completed?

- No schooling completed
- Primary
- Secondary
- Tertiary
- Technical
- Graduate (Degree)
- Post-Graduate or Diploma
- Masters Degree
- Doctorate
- Professorship

* 4. Which of the following categories best describes your employment status?

- Employed, working full-time
- Employed, working part-time
- Not employed, looking for work
- Not employed, not looking for work
- Retired
- A person with disability, not able to work
- Student
- In training (apprentice)
- Volunteer
- Stay at home parent
- On temporary leave or sabbatical
- Self-employed

* 5. Location

- Malta
- Gozo



Copy of EPALE Malta Platform 2018 Survey

General Questions - Events and Advertising

Please answer all questions in this section.

* 6. The Directorate for Research, Lifelong Learning and Employability has organised a PechaKucha EPALE event on 15 May 2018 at Villa Arrigo.

Did you know about the PechaKucha EPALE event?

- Yes
 No

* 7. Where did you hear about the PechaKucha EPALE event?

- Did not hear about the event
 Newsletter
 Facebook advert
 Newspaper advert
 Newspaper article
 Magazine
 Other (please specify)

4

* 8. Did you attend the PechaKucha EPALE event?

- No, did not hear about the event
- Yes, attended
- Not interested
- Could not attend, other commitments
- Would have attended, had I known about it
- Other (please specify)

* 9. The Directorate also organised for the second year the EPALE Awards. These awards celebrate adult learning in Malta. This year's EPALE Awards were held on 23 October 2018 at Villa Arrigo. Did you know about the EPALE Awards?

- Yes
- No

* 10. How did you hear about about the EPALE Awards ceremony?

- No, I did not hear about the event
- Newsletter
- Facebook advert
- Newspaper article
- Magazine
- Nominee or Participant or Guest
- Other (please specify)

11. The EPALE Awards nominations are gathered from the community; nominations of people, projects and organisations involved in the adult learning and education sector. Did you know you could nominate someone or a project or an organisation for the EPALE Awards?

- Yes
- No

5

* 12. Five EPALE thematic campaigns were advertised via Google ads this year. Did the adverts feature when you were browsing the internet?

- Yes
- No
- I haven't noticed

* 13. Are you an EPALE Platform user?

- Yes
- No



Copy of EPALE Malta Platform 2018 Survey

Questions for Non-EPALE Platform Users

Please answer all questions in this section.

* 14. Are you currently attending any kind of training or course?

Yes

No

15. If yes, please provide us with further information on the course you are completing.

* 16. Would you consider attending a course in the future?

Yes

No

17. If you would consider to attend a course in the future, what would be a subject of interest?

18. EPALE is Europe's online platform for adult learning professionals. Do you think the EPALE Platform would be helpful to you?

Yes

No

7

*19. What content would you expect to find on an adult learning online platform?

*20. What topics would you most like to learn about?



Copy of EPALE Malta Platform 2018 Survey

Questions for EPALE Platform Users

Please answer all questions in this page.

21. Overall, how well does the EPALE platform meet your needs?

- Extremely well
- Very well
- Somewhat well
- Not so well
- Not at all well

22. How easy is it to use the EPALE platform?

- Extremely easy
- Very easy
- Somewhat easy
- Not so easy
- Not at all easy

23. How visually appealing is the EPALE Platform?

- Extremely appealing
- Very appealing
- Somewhat appealing
- Not so appealing
- Not at all appealing

24. How easy is it to understand the information on the EPALE Platform?

- Extremely easy
- Very easy
- Somewhat easy
- Not so easy
- Not at all easy

25. What part or content on the EPALE platform do you find most useful?

- Calendar of events
- Resources
- News
- Articles
- Research Papers
- Communities of Practice
- Collaborative spaces
- All of the above
- Other (please specify)

26. How do you keep up to date with EPALE content?

- Facebook
- Twitter
- Facebook and Twitter
- Other (please specify)

* 27. Do you know what the role of the EPALE National Support Service in Malta is?

No

Yes
(Please explain further)

28. Would you recommend the EPALE platform to a friend or colleague?

Yes

No

* 29. Why would you recommend the EPALE Platform?

30. Do you have any other comments on how we can improve the EPALE platform?

Replies to Question 8.

If yes, please provide us with further information on the course you are completing.

Turkish Language
 Mathematics and English
 CPD COURSE AWARD IN HRM
 Educators exchange and pedagogy
 MATEFL PD sessions
 Curtain Making
 Maths - Lifelong evening classes
 Spanish - Lifelong evening classes
 Private .Management diploma course
 CPD for EFL teachers
 Matefl seminars during the year, about 4 in all yearly
 Lifelong learning French and Japanese + Creative writing on Udemey
 BA Honours in youth and community studies
 Lace Making, Ballroom and Line dance
 Masters in Teaching and Learning and English with Second and Foreign Language
 Teaching
 Spanish language MQF 1
 Bobbin lace
 starting january language hebrew
 Self-confidence
 Health, wellbeing and successful ageing.
 First year italian course
 Intermediate level Spanish and as from February 2019 I am starting Spanish conversation
 also.
 Il-Malti Intermedju f'HSS u Avvanzat fit-Tagħlim tul il-Ħajja
 University of Malta course
 U3A, school of art., arts
 Cookery and Nutrition Adult Life Long Learning
 Maltese lace making

This is the final version of the report
commissioned to GMA Concepts,
by the Directorate for Lifelong Learning in Malta.



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