**Methodology – Information Seeking Behaviours of Recently Arrived Immigrants in the City of Burnaby**

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**Background research**

For background research I consulted government census data and locally published material concerning community composition and community needs within the City of Burnaby.

I also accessed and summarised comparative academic case studies of Information research projects involving immigrant communities, both within and outside Canada. I then compiled this into a 9-page Literature review, which examined the 10 most applicable case studies.

**Initial Survey Formulation**

Deb Thomas and I collaborated on the creation of an initial template for the survey. We knew from the beginning that we want to include two broad sections:

(1) Demographic (Q's 1 – 8)
(2) Information Behaviour (Q's 9 – 20)
      a. Information Attitude (Q's 9 – 12)
      b. Information Sources (Q's 13 – 18)
      c. Initial Information Priorities (Q 19)
      d. Information Assessment (Q 20)

**Interviews with partner organizations**

I endeavoured to collaborate as closely with the primary immigrant organizations as I could, since I knew that effective networking within that agency community would benefit the chances of the survey's success.

This also provided an excellent opportunity to accumulate information from those working at the grass roots level. Through our work with the representative from the organizations we were able to acquire excellent feedback regarding the survey, suggestions for amendments to the survey, connections to other sources of information, access to further contact agencies and persons (and hence potential survey partners), and also advice regarding our general approach.

**Final Survey Creation**

Deb and I used the information gathered from partner organizations to dictate changes to the "initial" survey, as well as using our own insights (educated in part by the interview experience) to make final amendments

A decision was made to create both English language and simplified Chinese surveys, and to simplify the wording used on the survey forms. We outsourced the creation of the simplified Chinese survey, and

used a member of the Bob Prittie Library staff to made additional changes to this form after it had been received back by us.

**Coordination with partner organizations**

We asked for and received information regarding how many forms each of our partner organizations would require, and of when they would require the forms.

**Survey distribution**

A slight delay in survey distribution was caused by the failure to acquire the simplified Chinese survey at the specified deadline time. As mentioned, we also needed additional time to *finesse* this survey further once received (the original was too "formal")

However, once this was completed we printed off the required number of surveys and delivered them to the partner organizations.

**Survey retrieval**

An agreed upon end date for the surveys was specified for the Late-September/Early-October period, and it was during this period that I collected the completed survey forms from the organizations. There were 439 completed survey returns.

**Collation of data results**

I used Microsoft Excel spreadsheets to collate the data, using the following format:

-   Two sheets
    -   o   One for questions 1-18 and question 20
    -   o   One for question 19 (the only multiple choice question on the survey)

**Analysis of data**

Having assembled the survey results I proceeded to cross-reference the data to look for interesting patterns. I concentrated a lot of my time on the more negative results as I believed this was the set of the data that Deb Thomas and the Inter-agency committee would be most interested in.

**Presentation of data**

On Monday, 16th November, 2015 I informed the members of the Inter-agency committee of our initial findings via a PowerPoint presentation in the Bob Prittie Metrotown Library.