

**Implied consent for website owners**

We are conducting a study to assess the value of digital special collections from the University of Tennessee Libraries. Because your web site, ---specify name and URL here--- contains one or more links to digital image items in the Great Smoky Mountains Regional Collection (GSMRC) at <http://www.lib.utk.edu/digitalcollections/gsm.html>, we are asking you to participate in a telephone interview that should take no more than 30-40 minutes.

The interview will be recorded and transcribed, with your permission, with all identifying information removed. Responses will be kept confidential, stored securely, and available only to persons conducting the study. The recording will be destroyed once the transcription has been completed. Your comments may be quoted anonymously in papers or presentations related to this study and data will be reported in the aggregate. There is no foreseeable risk to you.

Participation in the interview is voluntary and you may terminate it at any time. We would greatly appreciate your participation. If you have questions at any time about this study or the survey, please contact Gayle Baker ([gsbaker@utk.edu](mailto:gsbaker@utk.edu) or 865-974-3519) or Ken Wise ([kwise@utk.edu](mailto:kwise@utk.edu) or 865-974-2359). If you have questions about your rights as a participant, contact the Office of Research Compliance Officer at 865-974-3466.

If you are 18 years old or older and agree to participate in the interview, please place an "X" in the box ( Yes) below:

- Yes
- No

If you consent to have your interview recorded, please place an "X" in the box ( Yes) below:

- Yes
- No

Please supply:

Phone number, with area code, where you can be reached: \_\_\_\_\_

Time zone: \_\_\_\_\_

Generally speaking, which times/days of the week would be better for you to speak with us for 30-40 minutes? Please check all that apply.

- Monday (4/23/12), 8-11 a.m. EDT
- Tuesday (4/24/12), 11 a.m.-2 p.m. EDT (Note that exact days, dates and times will be listed on this email)
- Wednesday (4/25/12), 2 p.m.-5 p.m. EDT
- Thursday (4/26/12), 5 p.m.-8 p.m. EDT

Thank you very much for agreeing to participate in this study.

Best regards,

Gayle Baker & Ken Wise  
University of Tennessee Libraries  
Knoxville, TN 37996-1000

**Implied consent for persons who have contacted GSMRC co-director(s)**

We are conducting a study to assess the value of digital special collections from the University of Tennessee Libraries. The purpose of this study is to understand how people make use of these unique digital collections. Because you have contacted one of the co-directors of the Great Smoky Mountains Regional Collection (GSMRC) about one or more of the digital image collections at <http://www.lib.utk.edu/digitalcollections/gsm.html>, we are asking you to participate in a telephone interview that should take no more than 30-40 minutes.

The interview will be recorded and transcribed, with your permission, with all identifying information removed. Responses will be kept confidential, stored securely, and available only to persons conducting the study. The recording will be destroyed once the transcription has been completed. Your comments may be quoted anonymously in papers or presentations related to this study and data will be reported in the aggregate. There is no foreseeable risk to you.

Participation in the interview is voluntary and you may terminate it at any time. We would greatly appreciate your participation. If you have questions at any time about this study or the survey, please contact Gayle Baker ([gsbaker@utk.edu](mailto:gsbaker@utk.edu) or 865-974-3519) or Ken Wise ([kwise@utk.edu](mailto:kwise@utk.edu) or 865-974-2359). If you have questions about your rights as a participant, contact the Office of Research Compliance Officer at 865-974-3466.

If you are 18 years old or older and agree to participate in the interview, please place an "X" in the box ( Yes) below:

- Yes
- No

If you consent to have your interview recorded, please place an "X" in the box ( Yes) below:

- Yes
- No

Please supply:

Phone number, with area code, where you can be reached: \_\_\_\_\_

Time zone: \_\_\_\_\_

Generally speaking, which times/days of the week would be better for you to speak with us for 30-40 minutes? Please check all that apply.

- Monday (4/23/12), 8-11 a.m. EDT
- Tuesday (4/24/12), 11 a.m.-2 p.m. EDT (Note that exact days, dates and times will be listed)
- Wednesday (4/25/12), 2 p.m.-5 p.m. EDT
- Thursday (4/26/12), 5 p.m.-8 p.m. EDT

Thank you very much for agreeing to participate in this study.

Best regards,

Gayle Baker & Ken Wise  
University of Tennessee Libraries  
Knoxville, TN 37996-1000

### Interview Questions

This interview is intended to gather information about the Great Smoky Mountains digital collections at the University of Tennessee Libraries. Since you have visited one or more of the online collections in the Great Smoky Mountains collection, we are interested in your responses.

Q1. Did you know that the Albert “Dutch” Roth Photograph online collection was hosted by the University of Tennessee Library Digital Special Collections?

Q2. Have you use the Albert “Dutch” Roth online collection?

If yes. In a typical month, how often?

If response is unclear. How many times in the last two years?

Q3. How satisfied were you with the content of the online collection?

- A. Very satisfied
- B. Satisfied
- C. Dissatisfied
- D. Very dissatisfied

Q4. How satisfied were you with access to the online collection?

- A. Very satisfied
- B. Satisfied
- C. Dissatisfied
- D. Very dissatisfied

Q5. Have you used the Special Collections at the University of Tennessee?

If yes. In a typical month, how often?

Q6. If the Albert “Dutch” Roth Photograph collection were not freely available online, how much would you be willing to pay for online access to this collection?

- A. \$\_\_\_\_\_ (enter dollar amount) GO TO Q7
- B. Zero or nothing GO TO X1
- C. Don’t know GO TO Y1
- D. Refused GO TO Y1

X1. People have different reasons for saying zero dollars or nothing. For some, that is how much the Albert “Dutch” Roth Photograph online collection is worth to them. Other people give different reason for saying this. I’m going to read you some reasons. Please tell me whether they accurately describe you reasons for answering as you do.

A. Did you say zero dollars or nothing because you thought we were asking you to begin paying for access to the collection? IF YES, GO TO X2

B. Did you give this answer because you think the University of Tennessee should be able to provide access with the money it has, or because you think UT spends too much money on online collections? IF YES, GO TO X3

C. Did you say zero dollars or nothing because that is what the Albert “Dutch” Roth Photograph online collection is really worth to you? IF YES, GO TO Q7

D. Can you specify to me the reason for saying zero dollars or nothing? (SPECIFY REASON: ) \_\_\_\_\_ GO TO Q7

E. Refused. GO TO Q7

F. Don’t know. GO TO Q7

X2. The Library’s online special collections are supported by student tuition and funding from the state of Tennessee. It is important for us to learn what value you place on access to these collections when you are given the chance to make the choice yourself. Would you be willing to answer these questions later if I give you a chance to make changes in your answers if you wish?

- A. Yes. GO BACK TO Q6
- B. No. GO TO Q7
- C. Refused. GO TO Q7
- D. Don’t know. GO TO Q7

X3. It is important for us to learn what value you place on access to online special collections when you are given the chance to make the choice. This value is the highest amount you are willing to pay for immediate electronic access. If we know the value that users place on online special collections, then we can determine whether the money spent on developing and maintaining these collections is worthwhile. Would you be willing to answer these questions about online special collections if I noted that you think the university spends too much on some services that are not important?

- A. YES. GO BACK TO Q6.
- B. NO. GO TO Q7.
- C. REFUSED. GO TO Q7.
- D. DON’T KNOW. GO TO Q7.



developing and maintaining these collections is worthwhile. Would you be willing to answer these questions about online special collections if I noted that you think the university spends too much on some services that are not important?

- A. Yes. GO BACK TO Q6
- B. No. GO TO Q7
- C. Refused. GO TO Q7
- D. Don't know. GO TO Q7

Y4. It is important for us to learn what value you place on the online Albert "Dutch" Roth Photograph collection without being influenced by what student tuition and university support is already paying to provide access to this collection. Would you be willing to answer these questions later if I tell you how much the university is currently paying to maintain electronic access to the collection and give you the chance to make changes in your answers if you wish?

- A. Yes. GOBACK TO Q6
- B. No. GO TO Q7
- C. Refused. GO TO Q7
- D. Don't know. GO TO Q7

Q7. If the Albert "Dutch" Roth Photograph collection were not available online, would you travel to the University of Tennessee Library to research the paper copy of the material?

- A. Yes. Record response, then GO TO Q8
- B. No. Record response, then GO TO Q8

Q8. Are you willing to identify the city and state in which you are doing your research?

- A. Yes. Specify city/state \_\_\_\_\_ (enter response) GO TO Q9
- B. No. GO TO Q9

Q9. Would you explain to us your primary purpose for using the online Albert "Dutch" Roth Photograph collection? (e.g. research, class assignment, entertainment, etc.)

Q10. How would you characterize your role with respect to using the Albert "Dutch" Roth collection? (e.g. student, researcher, blogger, hiker, etc.)

Q11. Would you care to share with us any comments you might have about your experience in viewing the online Albert "Dutch" Roth collection?

Note: The specific collections queried in the interview questionnaire will vary depending upon log data on the individual interviewee. Collections include:

Albert "Dutch" Roth Photograph Collection  
From Pi Beta Phi to Arrowmont  
Thompson Brothers Digital Photograph Collection

William Cox Cochran Photograph Collection