

Focus Group Thoughts

Nottingham Pre-Conference Workshop July 12, 2011

- How to make content available for professions allied to veterinary medicine as the resource could be very valuable to them, but more specific areas, no need to access everything
- How would different groups use the resource? Important for tutors to know whether the resource is reliable and can be used as a reference. Would need expert review status.
- Where would be best to focus the efforts of one person working for 3 months? Take time to send to places where learning is taking place and have some brain storming sessions having had a session to look at WikiVet and build up a knowledge base of users and potential users.
- Resource for learners or for tutors? Focused more at learners. Potential for public – may be a good source for funding, eg. nutrition, drug companies, but in order for this to be an option the site would need to be open.
- Take a step back to see where the site is going and what the aims are. Consider target audience and perhaps have a road map of sections to evaluate and modify in the near future. Concentrate on small sections at a time.
- Danger in putting too much detailed material onto the site if main aim is at undergraduate students. Information needs to be stratified in order to make it useful to different year groups within the veterinary curriculum. Perhaps using text sizes, in depth pages. Needs to be managed before the site grows too big.
- Use of technology – potential to be in practice and use as a quick reference. Specific case at time. Useful to be able to have a quick glance at something in order to have a better understanding of a case there and then. Ensure works well on different mobile devices to make more accessible from different places. Is this a priority and how important is this for users? Currently only 2% of users use a mobile device to view the site.
- Involvement of different institutions and what they want to get out of it. Difficult as some lecturers don't like the idea due to time and technology constraints. Differs between institutions and mind-sets. Academics are a bit dubious as to whether the site is 100% bona fide. Relationships with staff in institutions is very important.
- Also perhaps have student representatives to try and identify individuals who may be interested in contributing and also make students aware that it is editable and that they can get involved.
- Students take a lot of notice if a lecturer is endorsing the site as opposed to one of their peers.
- Concentrate on quality or growth? Having peer review will maintain quality level and make it a reliable resource as opposed to opening it and allowing exponential growth.