

- Background** The Equity, Diversity, and Inclusion (EDI) Task Force recommended we revamp the content on the Departmental Website. The webpage was redesigned so that resources and content prominently display our EDI positions and efforts, while serving the needs of our community.
- Research Question** Does the new EDI webpage provide users with enough resources, events, history, knowledge, and understanding of EDI activities in the department so that it can convey our commitment to EDI while serving the community?
- Method and participants** Impression Gathering sessions were 15 minutes of a guided self-reflection activity followed by 45 minutes of facilitated discussion. During the initial 15 minutes, participants added their thoughts about the kind of users they were, and about the EDI webpage, to a google doc. We recruited 28 total participants across 9 sessions. Five sessions included EDI Working Group members, three included undergraduates, and two were open to the general department. Participants were diverse in terms of gender, age, race, and membership to 2SLGBTQIA+ communities.
- Analytic strategy** We conducted thematic analyses of output from the open discussion portion, and written feedback on the google docs.

## Results

### Pre-impression question: Why users think they will visit the EDI webpage

1. To uncover information on a specific topic: events, resources, accessibility, news, funding, mentoring, teaching, research best practices, and more
2. To support a student or colleague, to prepare for a meeting with them
3. To monitor progress on Task Force goals
4. For interest, personal growth, to create a safe space, teaching and mentoring
5. To prepare for a specific role, task, related to EDI
6. To get involved
7. To look up a policy
8. To support hiring / recruiting / being hired or recruited
9. To find names of people accountable for EDI
10. To connect with their community

### Web page impressions

<i>Strengths</i>	Users thought the website was attractive and easy to navigate, generally. They liked the balance of text and visuals, accessibility of the language, and breadth of information.
<i>Areas where we can improve</i>	<p>Information architecture</p> <ul style="list-style-type: none"> <li>● Users noted that the homepage navigation is different from navigating child pages, and preferred navigating with the side menu featured on child pages</li> <li>● Some categories were confusing: Get Involved was expected to lead to Events or to EDI In Practice and not Working Groups</li> <li>● Users had various suggestions about what information should be most prominent; an undergraduate user was less interested in Events than in EDI In Practice because Events often don't target undergraduates</li> </ul> <p>Design</p> <ul style="list-style-type: none"> <li>● Users found the images to be too large, and the overlapping cut-outs to be strange design</li> <li>● They wanted more negative space</li> </ul> <p>Personalization</p> <ul style="list-style-type: none"> <li>● Users wanted a unique journey depending on their mission / needs, including personalization based on what they came to do</li> <li>● They especially wanted an 'If You Need Help' journey</li> <li>● Undergrads might want different resources (e.g., Ubyyssey articles, students spotlights, blogs) from faculty / grads</li> </ul> <p>Resources missing</p>

	<ul style="list-style-type: none"> <li>• Users observed limited teaching / mentoring material, accessibility, recruiting tips, and resources for improving practices</li> <li>• Missing resources that could help Working Groups (e.g., research on the impact of EDI in educational settings)</li> </ul> <p>Missing EDI Task Force Goal Tracking</p> <ul style="list-style-type: none"> <li>• A major concern of many users was that the website is not tracking progress on goals</li> <li>• Users suggested a goal tracker, or a report on the culture via a quarterly survey</li> <li>• The demographics of the department are being monitored or tracked on the webpage</li> </ul> <p>Copy missing</p> <ul style="list-style-type: none"> <li>• More details are needed about the history of EDI in the department, including why we are making these efforts</li> <li>• More acknowledgement of the issue</li> <li>• A more authentic and comprehensive land acknowledgement</li> </ul> <p>Missing content for undergraduates</p> <ul style="list-style-type: none"> <li>• Fewer ways for undergraduates to get involved (e.g., clubs and opportunities, Journal Club)</li> <li>• Users want more information on where to find support, more blogs / opinion pieces</li> </ul> <p>Events</p> <ul style="list-style-type: none"> <li>• Users wanted assurance that events and news will be kept up to date</li> <li>• Users wanted more organization of past, and upcoming events, and resources attached to past events they can easily access</li> <li>• One user asked for a 'subscribe' feature so they could be added to a mailing list</li> <li>• It would be useful to know which are internal to the department vs. external</li> </ul> <p>Integrations and incentive to explore</p> <ul style="list-style-type: none"> <li>• Some users were curious about how people are landing on this page</li> <li>• Users wondered how users will be incentivized to engage with the website; can this be something teachers assign to students? Maybe labs need to each add a statement?</li> </ul> <p>Missing personal touch</p> <ul style="list-style-type: none"> <li>• More content like articles / blogs, opinion pieces, and challenges that marginalized undergrads have experienced</li> <li>• A few users mentioned they would like to see captions or names on images, to personalize them</li> </ul> <p>Missing features</p> <ul style="list-style-type: none"> <li>• Users wanted multimedia information (a short video)</li> <li>• Users requested a search tool</li> <li>• Accessibility features missing</li> </ul>
<p><i>Other themes</i></p>	<p>What caught their eye</p> <ul style="list-style-type: none"> <li>• Some users responded to our prompt "what caught your eye". They were drawn by specific sections (EDI in practice, events, news, and how to get involved)</li> <li>• Generally, users noted the breadth of content</li> </ul> <p>What happens next</p> <ul style="list-style-type: none"> <li>• Users thought this could be an information hub for working groups</li> <li>• They wanted to see us broadcasting news about teaching / mentorship opportunities, and retain information here</li> </ul> <p>Future research</p> <ul style="list-style-type: none"> <li>• Users thought we should involve members of marginalised groups in future research</li> </ul>

### Recommendations

#### We recommend the Working Group

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| <ul style="list-style-type: none"> <li>• Establish a method for tracking progress on Task Force goals or linking to Task Force progress tracker more prominently</li> <li>• Develop a response flowchart for individuals needing help in the department</li> <li>• Craft and display a meaningful EDI position for the department or revisit existing statements for tone/authenticity, feature them more prominently</li> </ul> | <ul style="list-style-type: none"> <li>• Develop an EDI editorial strategy to feature students, faculty and staff</li> <li>• Work with Arts ISIT to explore options for functionality (unique journey/ progress bar)</li> <li>• Conduct usability testing to evaluate accessibility, inclusivity of design</li> </ul> |
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