

## Number/percentage of intended users who intend to use information and knowledge gained from a KM output

### Indicator Number:

39

### Category:

KM General

### Subcategory:

Learning (Awareness, Attitude, Intention)

### Logic Model Component:

Initial Outcomes

### Data Type(s):

Count, proportion, qualitative

### Short Definition:

Measures the extent to which intended users plan to use knowledge and information gained from KM outputs

### Definition and Explanation (Long):

This indicator measures the extent to which intended audiences plan to use knowledge/information, such as guidance or concepts, gained from KM outputs. This is the stage in the diffusion of innovation process that includes a person's intention to seek additional information about new knowledge or an innovation (Rogers, 2003).

### Data Requirements:

Self-reported information from users on their intention to change behavior or practice based on information from a KM output, including identification of the output and the purpose, scope, and nature of the intended application

### Data Sources:

User surveys distributed with the KM output or after its dissemination (online, mail), informal (unsolicited) feedback, in-depth interviews (telephone or in-person)

### Frequency of Data Collection:

Annually

**Purpose:**

This indicator reflects a person's acceptance of new knowledge and intention to act on it—intention to use precedes use. Measuring intention to use is important because it gives an indication of potential future use. Once users are exposed to new knowledge, they may expect to use it in the future even if they have not done so yet.

**Issues and Challenges:**

In addition to capturing intention at the initial data collection phase, it is a good practice in ongoing monitoring to check back with respondents later, if possible, to find out if their plans have been carried out. In addition to the more commonly used “quantity of use” indicator and the quality of and type of use indicators described in the Action sub-category, the “intent to use” indicator can provide evidence of potential success of a KM intervention. Success in KM can be defined as capturing the right knowledge and getting that knowledge to the right audience to improve organizational or professional performance. Intention to use a KM output suggests that it will be used when needed.

**Related Indicators:**

Perception of usefulness, which relate to usability (indicator 26) and content (indicator 27), influences both intention and use.

**Sample Topics and Questions for Data Collection Instruments:**

Please indicate whether or not you plan on using information from the [Web product] for the following purposes, using the scale.

(1-Definitely not, 2-Unlikely, 3-Not sure, 4- Probably, 5-Definitely)

- o To inform decision making
- o To improve practice guidelines, programs, and strategies
- o To improve training, education, or research
- o To inform public health policies and/or advocacy
- o To write reports/articles
- o To develop proposals

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