

The New “Gospel Topics” Articles on LDS.org that Deal with Challenging Information

Feedback from Bishops and Active Adult Members in the USA

Research Information Division
September 2014

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Survey Features

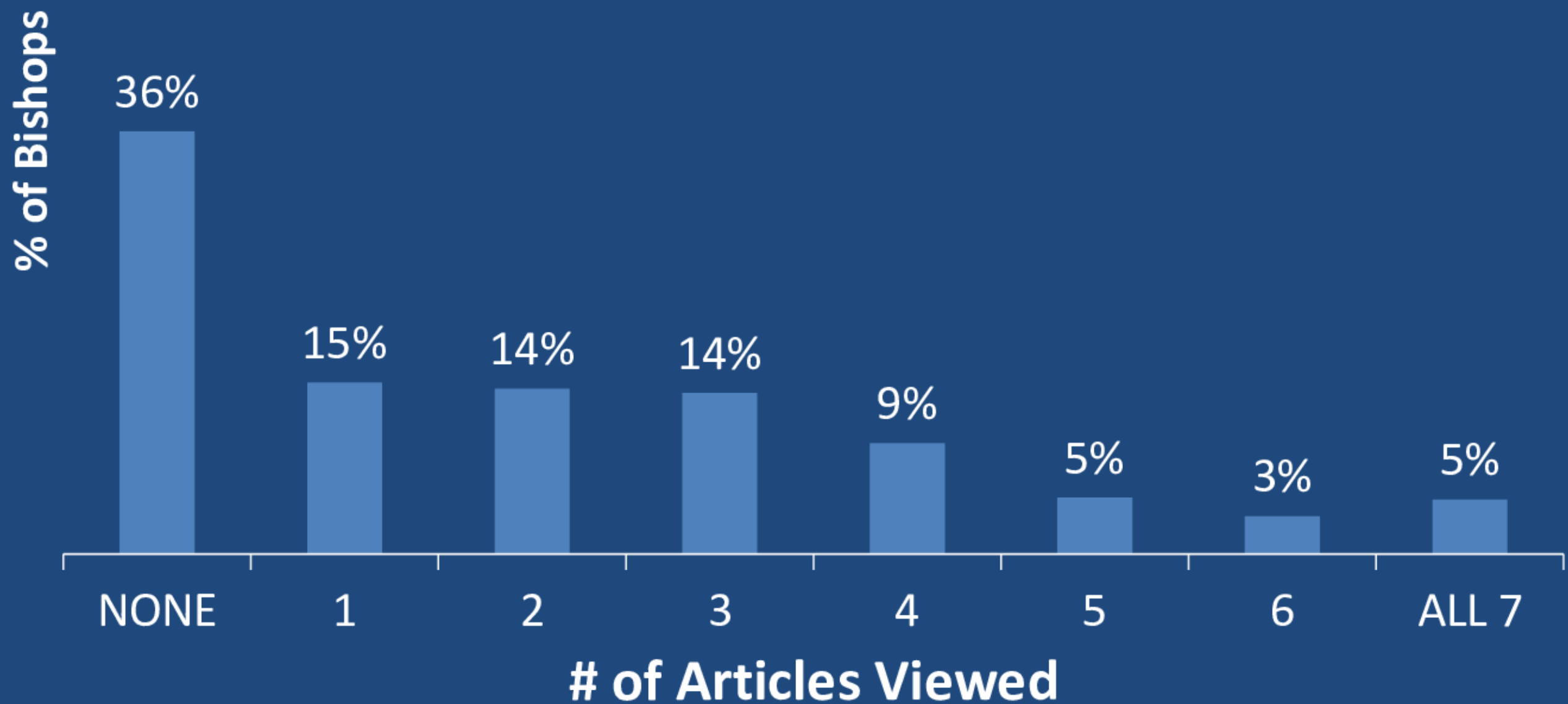
- Online surveys of bishops and active adult members in the USA
- April 2014
- Articles (7):
 - “First Vision Accounts”
 - “Are Mormons Christian?”
 - “Race and the Priesthood”
 - “Plural Marriage and Families in Early Utah”
 - “Book of Mormon Translation”
 - “Book of Mormon and DNA Studies”
 - “Becoming Like God”
 - [“Peace and Violence among 19th-Century Latter-day Saints”]
 - [“Translation and Historicity of the Book of Abraham”]

Survey Questions

- How many articles did they view?
- Which articles did they view?
- How much of the articles did they read?
- Why did they read the information?
- What were their feelings about the articles?

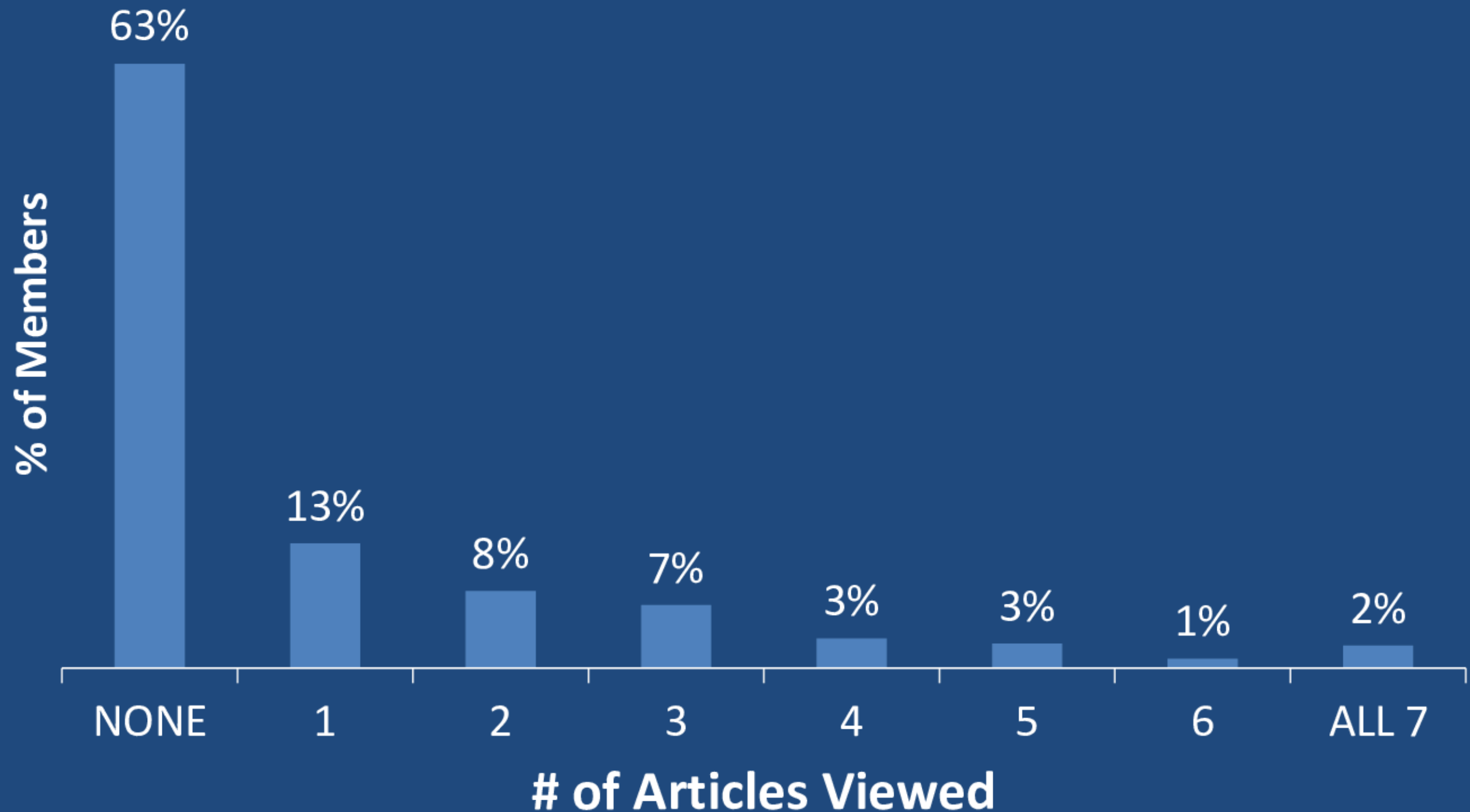
How many articles did bishops view?

Bishops



How many articles did active adult members view?

Active Adult Members



How many articles did active adult members view?

Note: Are there statistically significant differences?

1. *By region: no*

2. *By gender: yes*

Viewed at least 1 article

Men: 41%

Women: 34%

3. *By education: yes (at the higher end)*

Viewed at least 1 article

HS Diploma: 38%

Voc. Training or Some College: 36%

Associate Degree: 38%

Bachelor's Degree: 32%

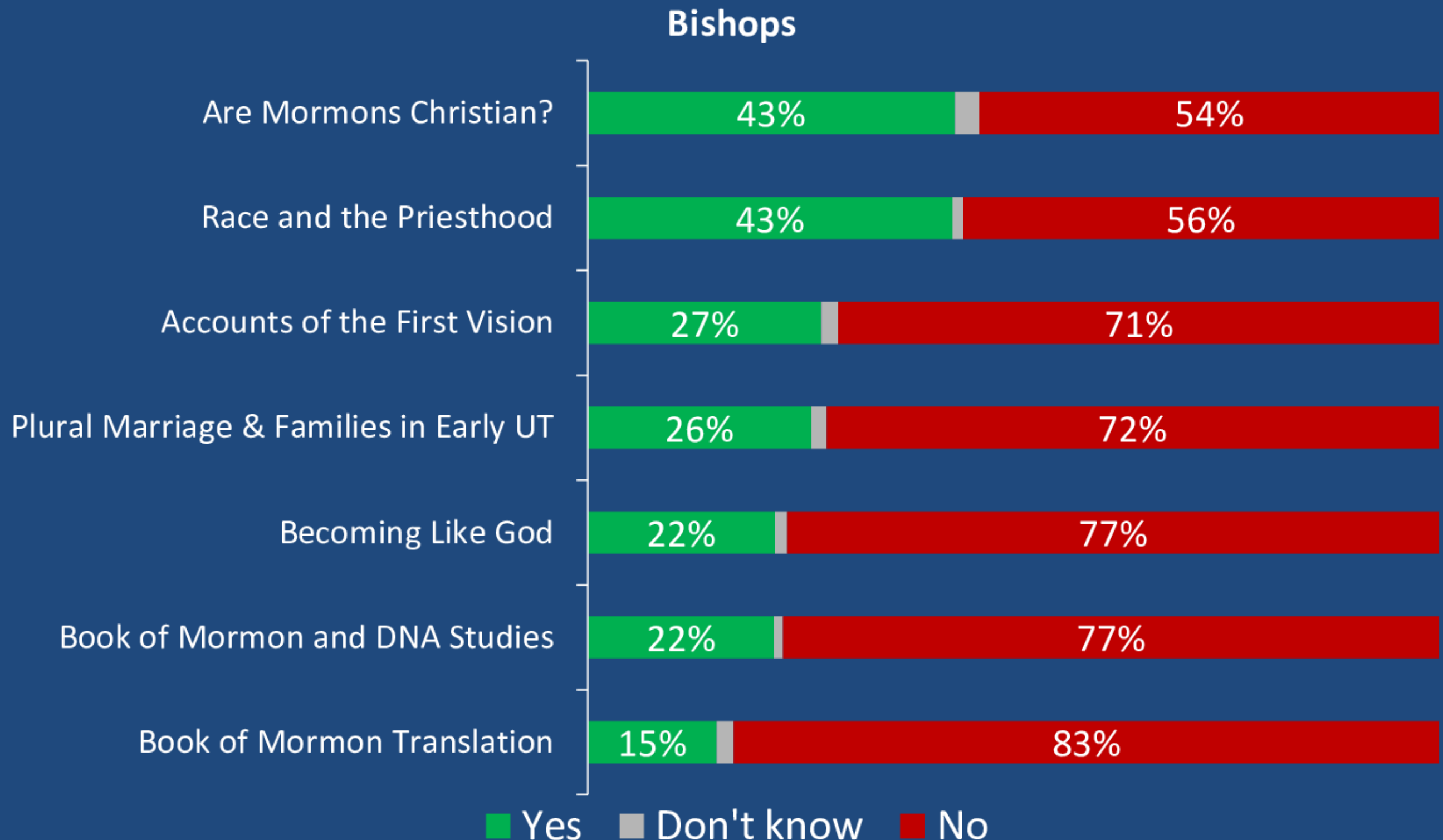
Master's Degree: 41%

Doctoral Degree: 63%

4. *By age: no*

Which articles did bishops view?

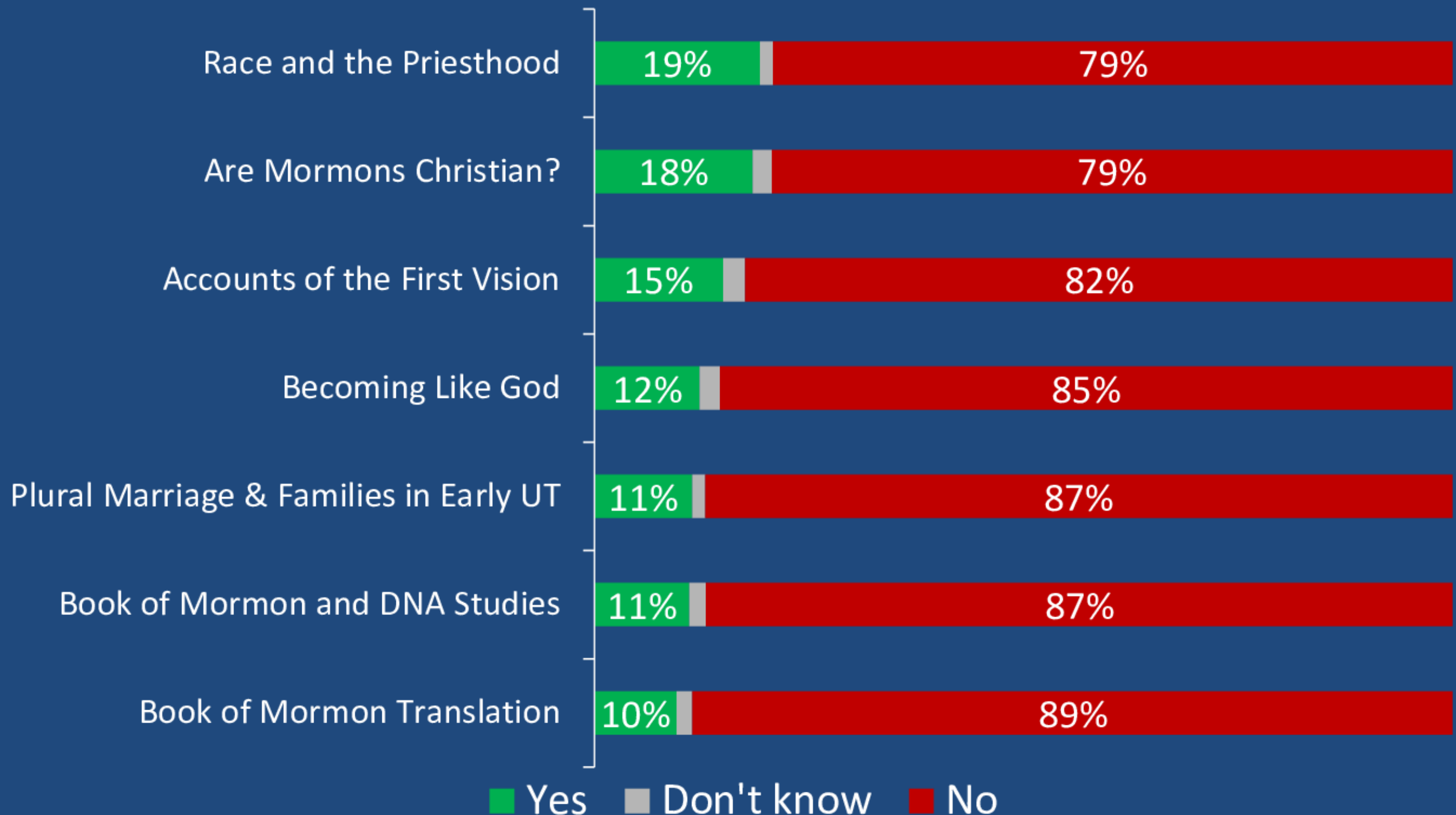
“Have you visited any of the following topic web pages on LDS.org?”



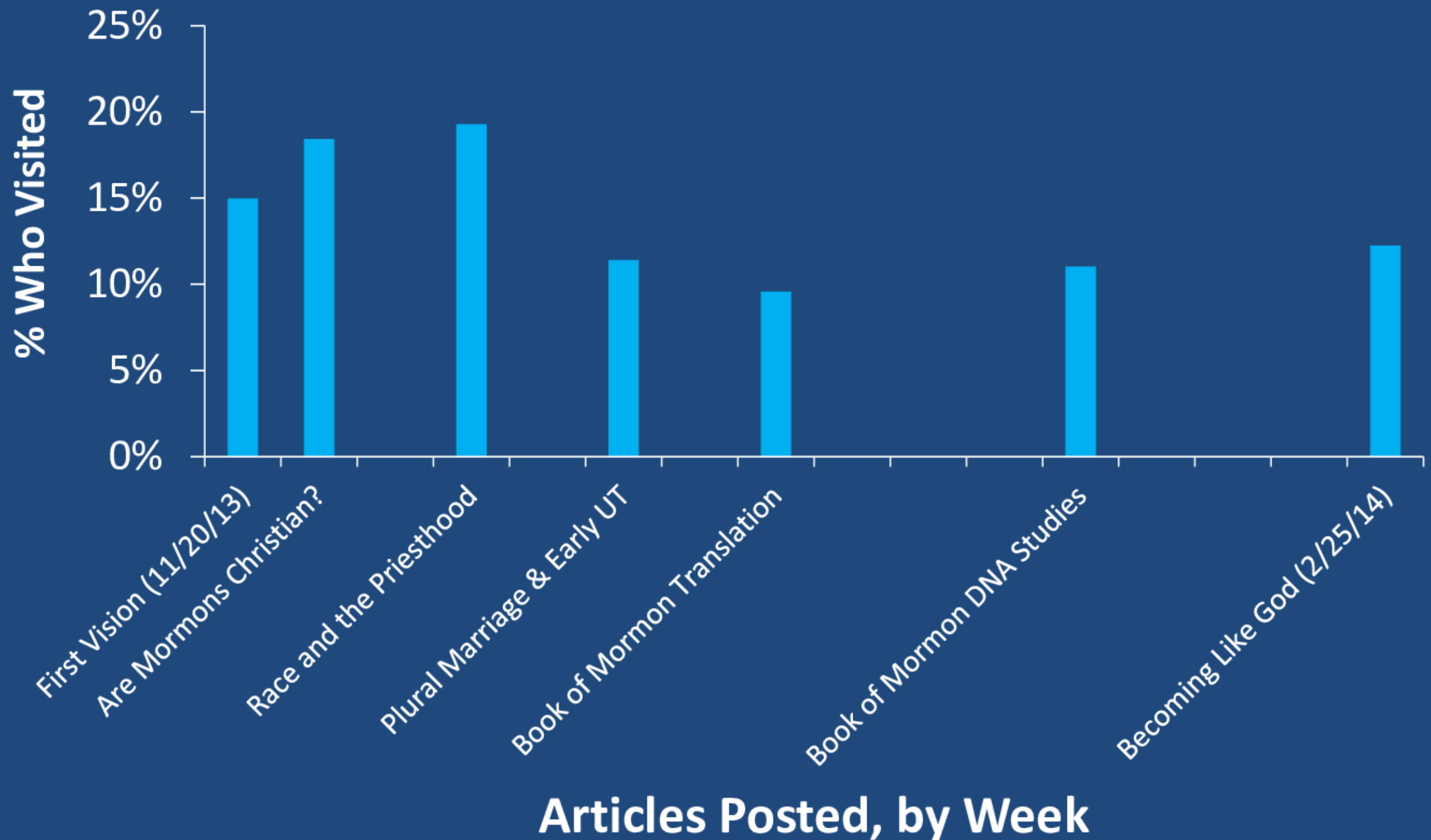
Which articles did active adult members view?

“Have you visited any of the following topic web pages on LDS.org?”

Active Adult Members

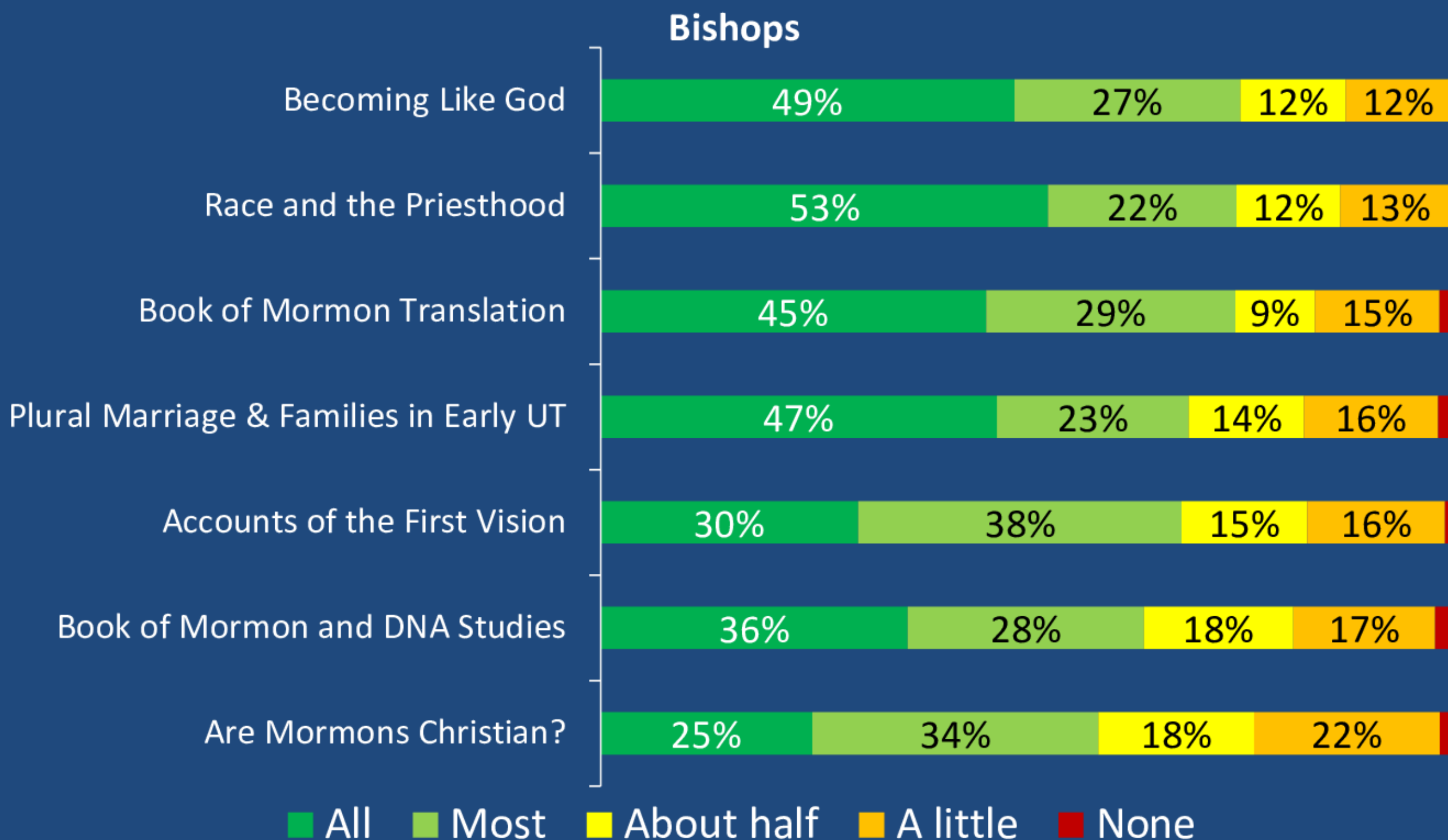


Was it a function of publication date?



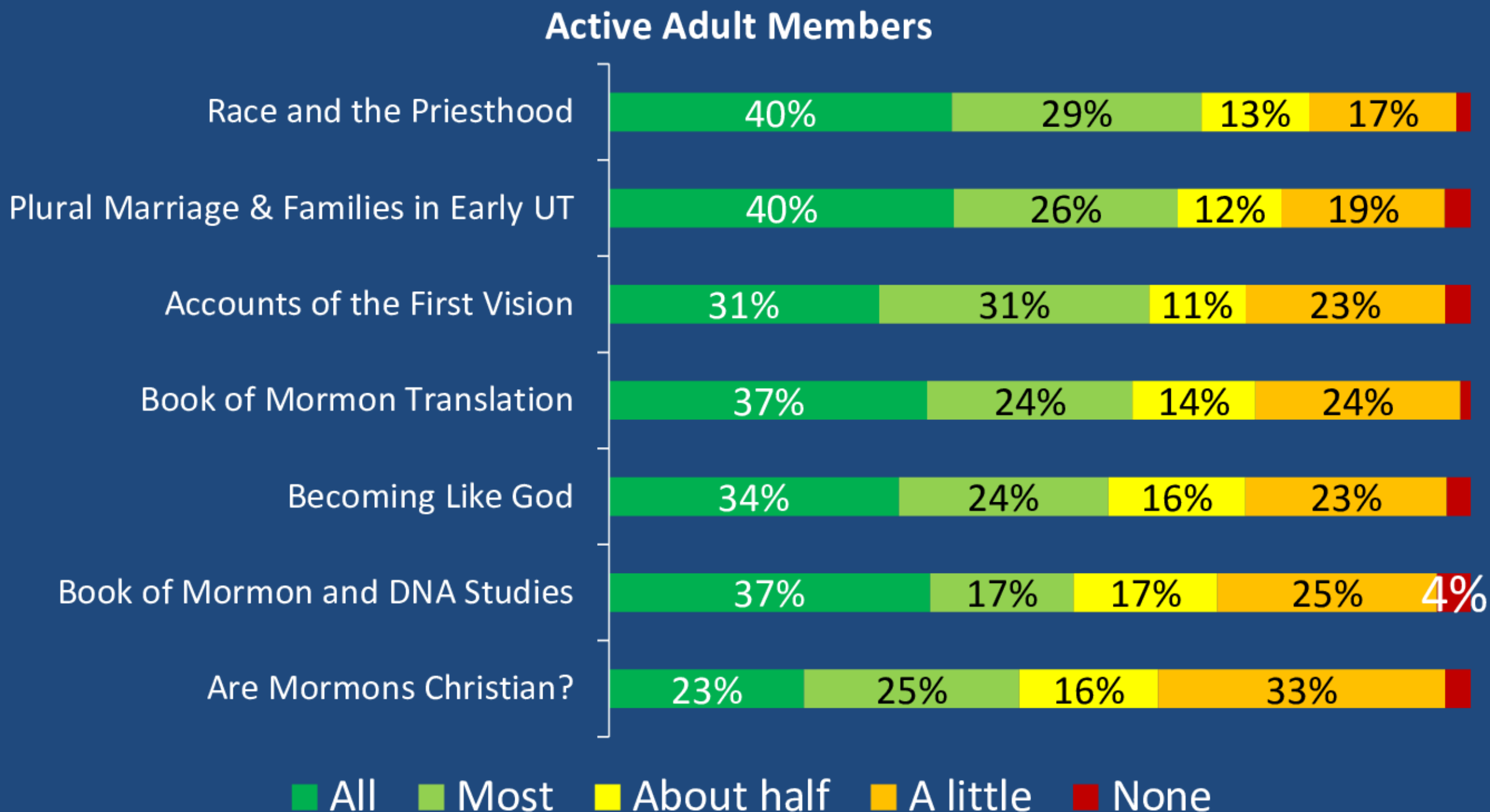
How much of the articles did bishops read?

“You reported that you have visited [this] topic page. How much of this topic page did you read?”



How much of the articles did active adults read?

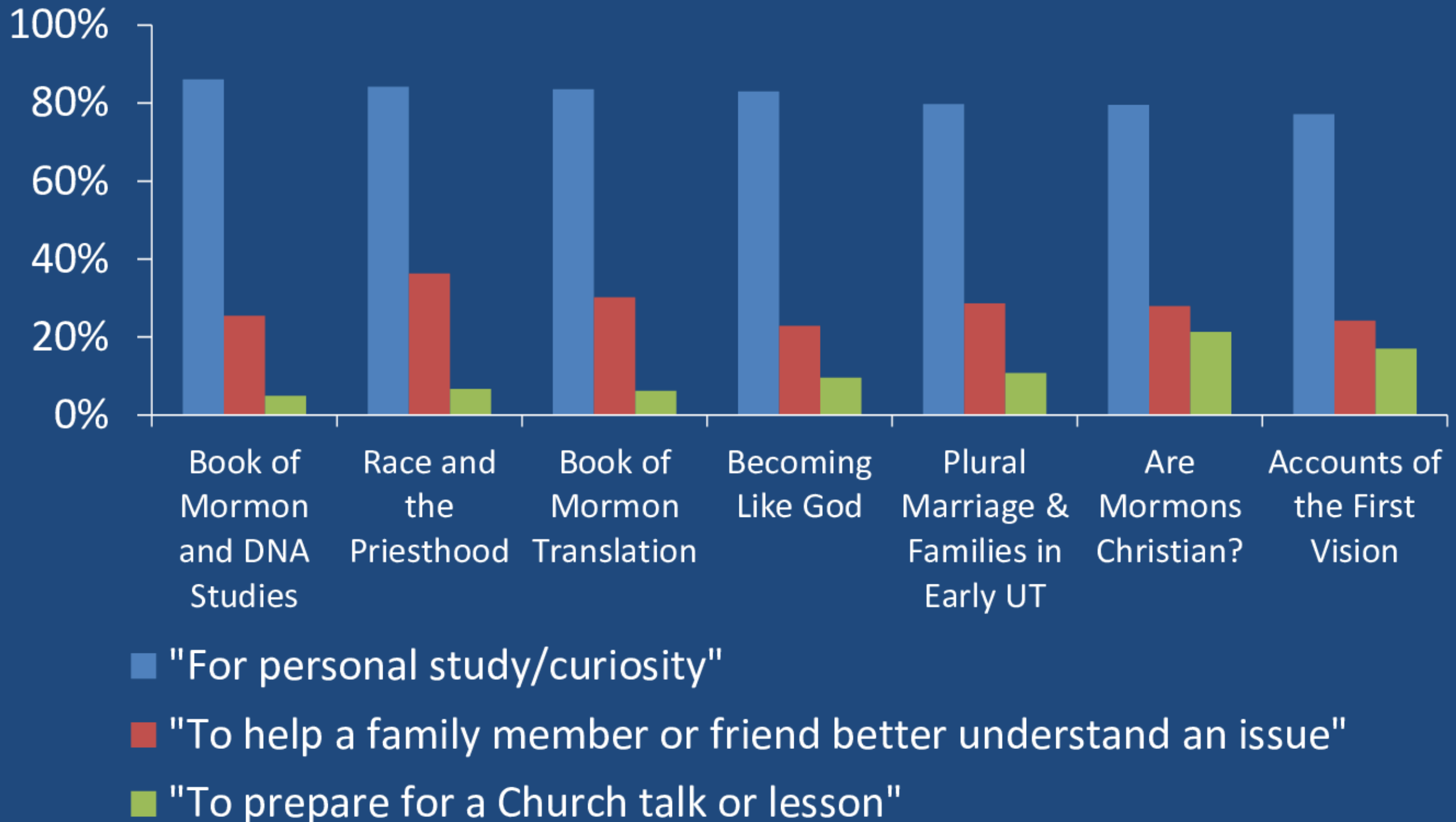
“You reported that you have visited [this] topic page. How much of this topic page did you read?”



Why did bishops read the information?

“Have you used the topic page for any of the following?”

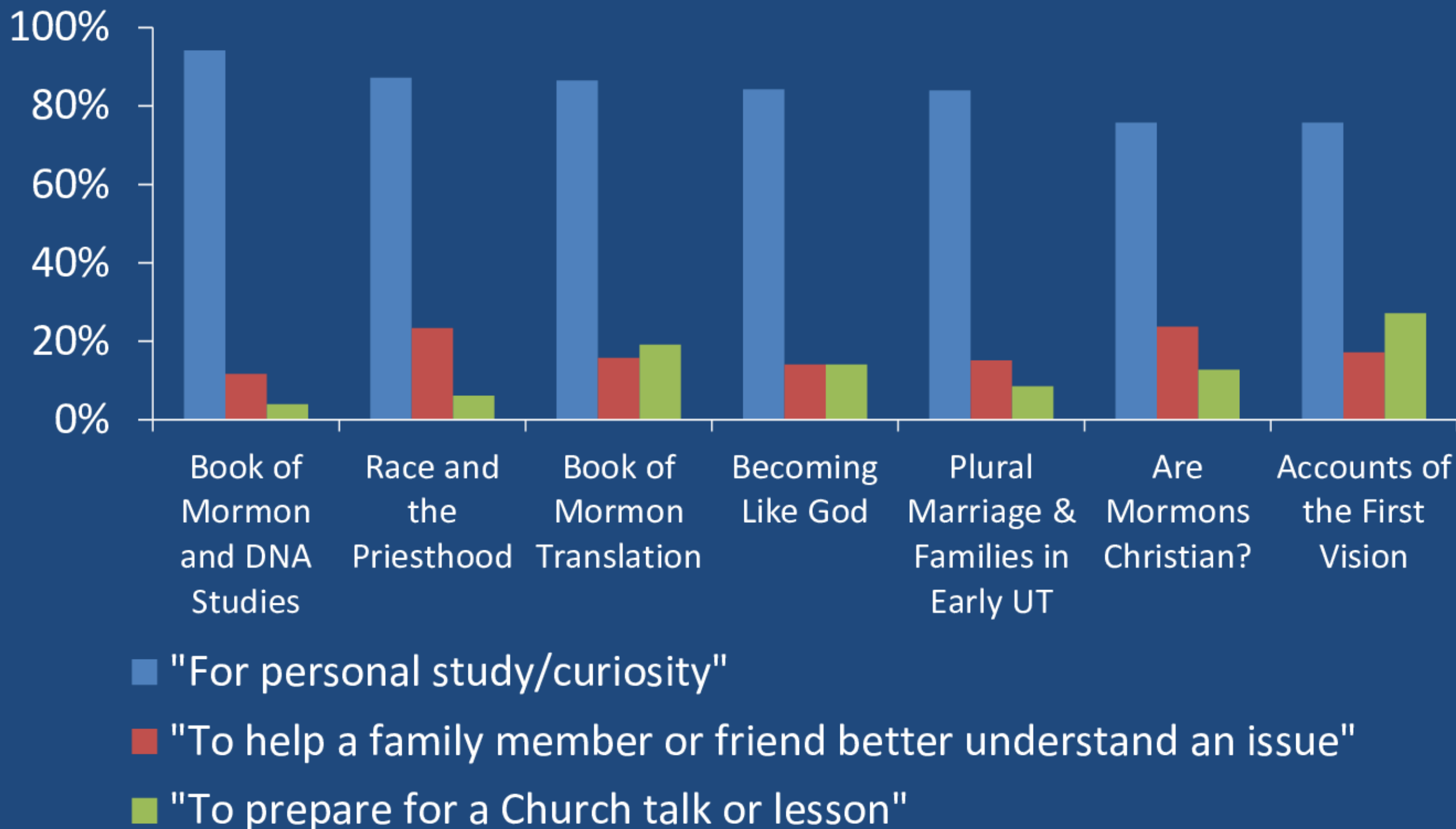
Bishops



Why did active adults read the information?

“Have you used the topic page for any of the following?”

Active Adult Members

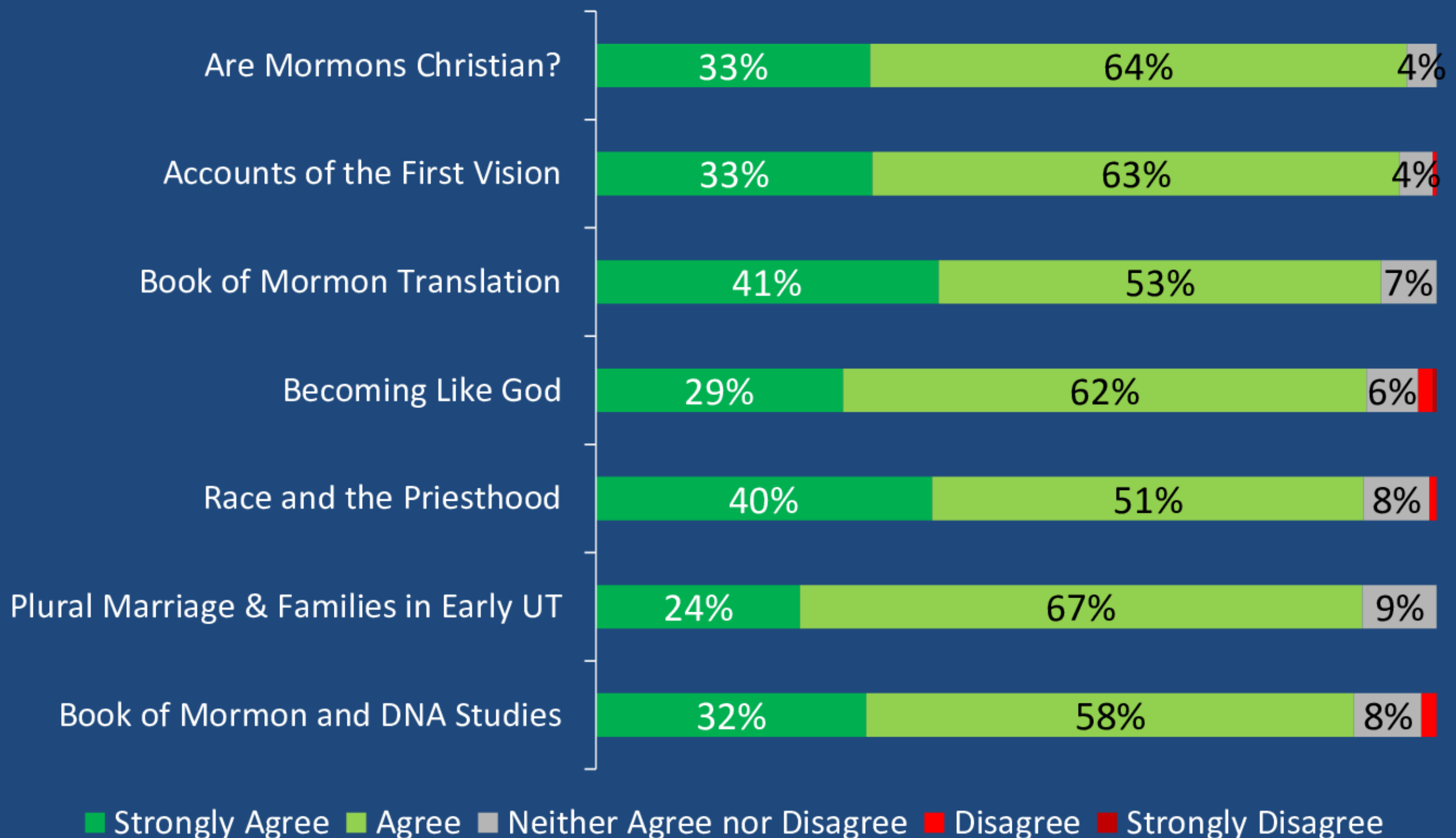


What were bishops' and active adult members' feelings about the articles?

- Clear?
- Helpful?
- Satisfying?
- Incomplete?

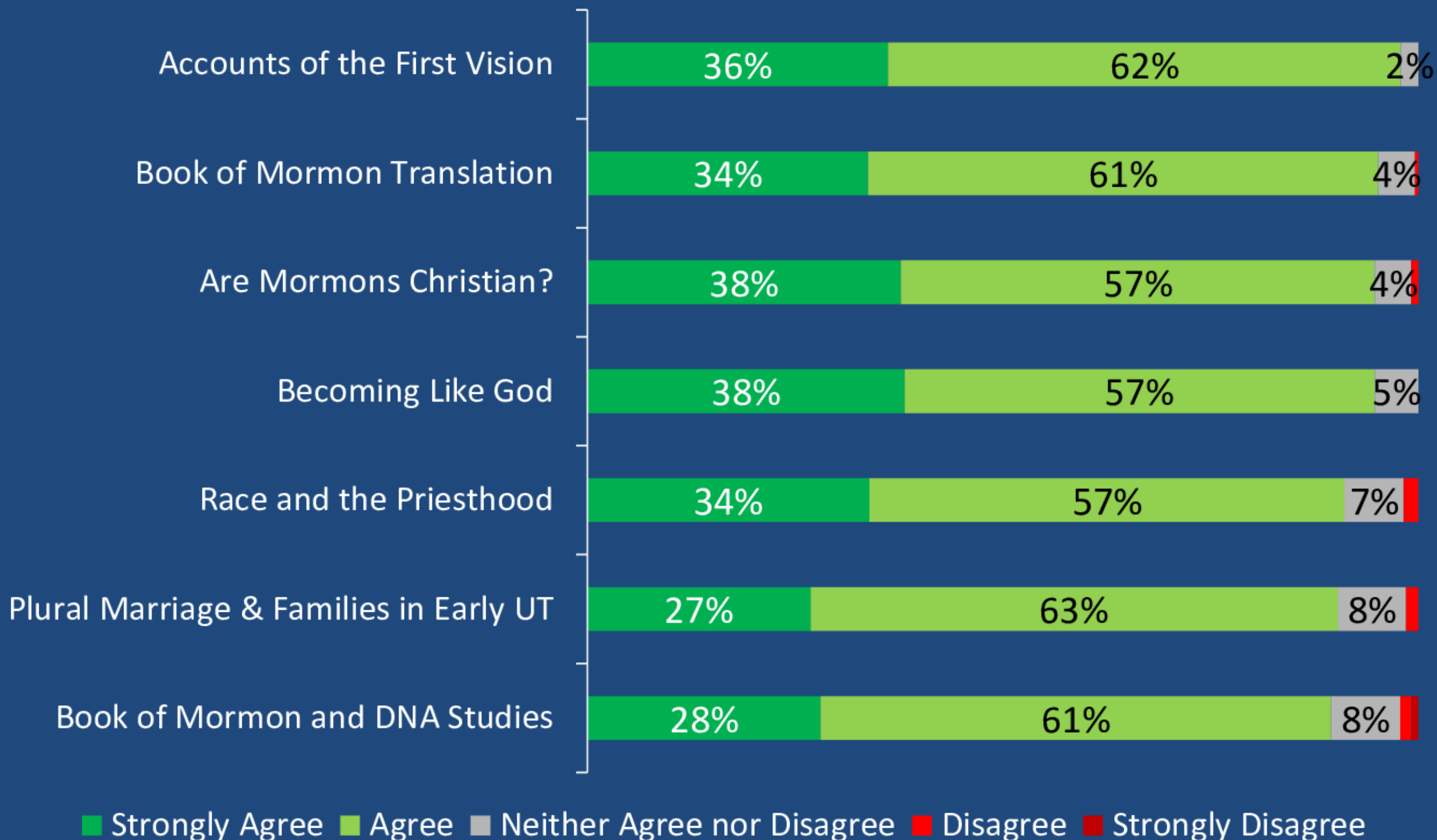
What were bishops' feelings about the articles?

"The information was clear."



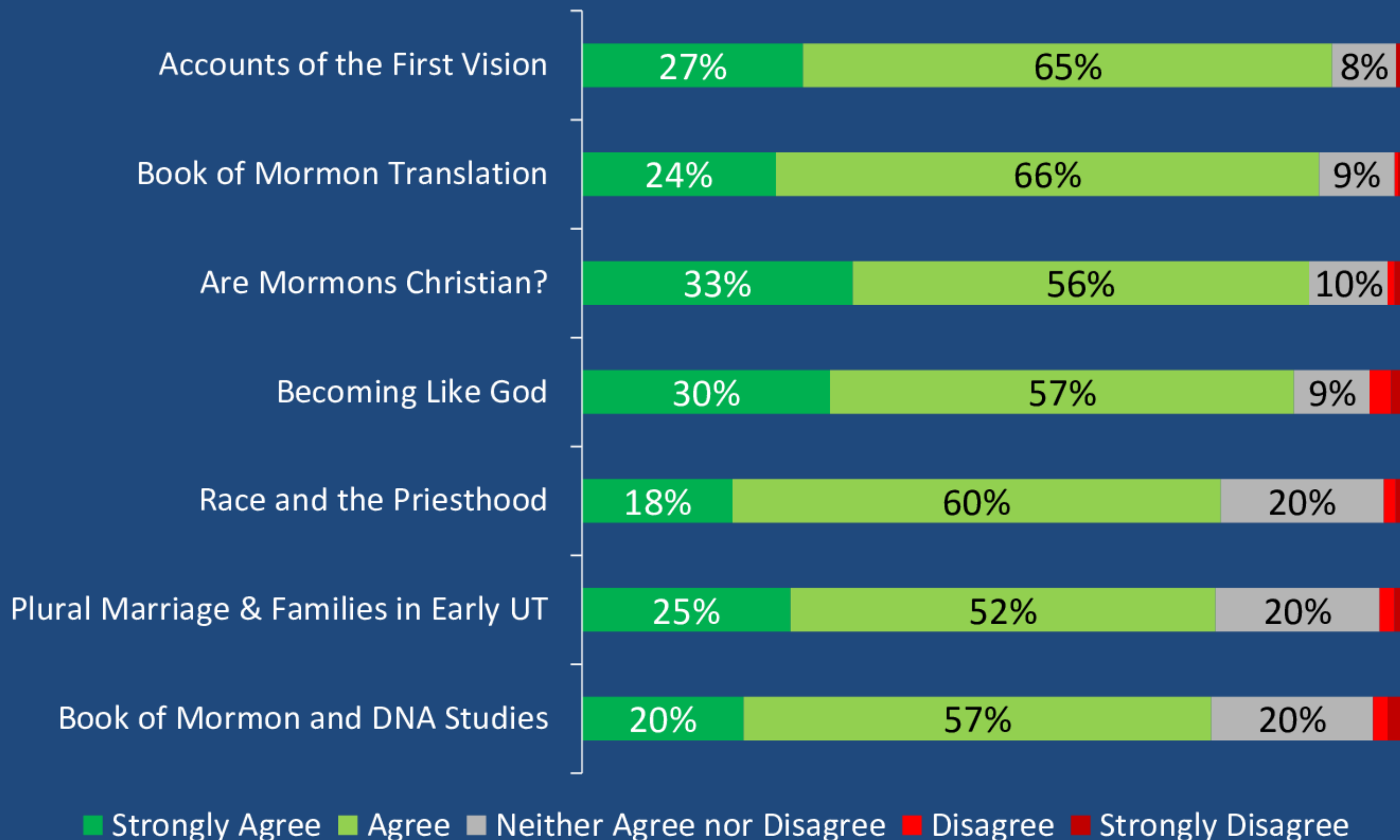
What were bishops' feelings about the articles?

"The information was helpful."



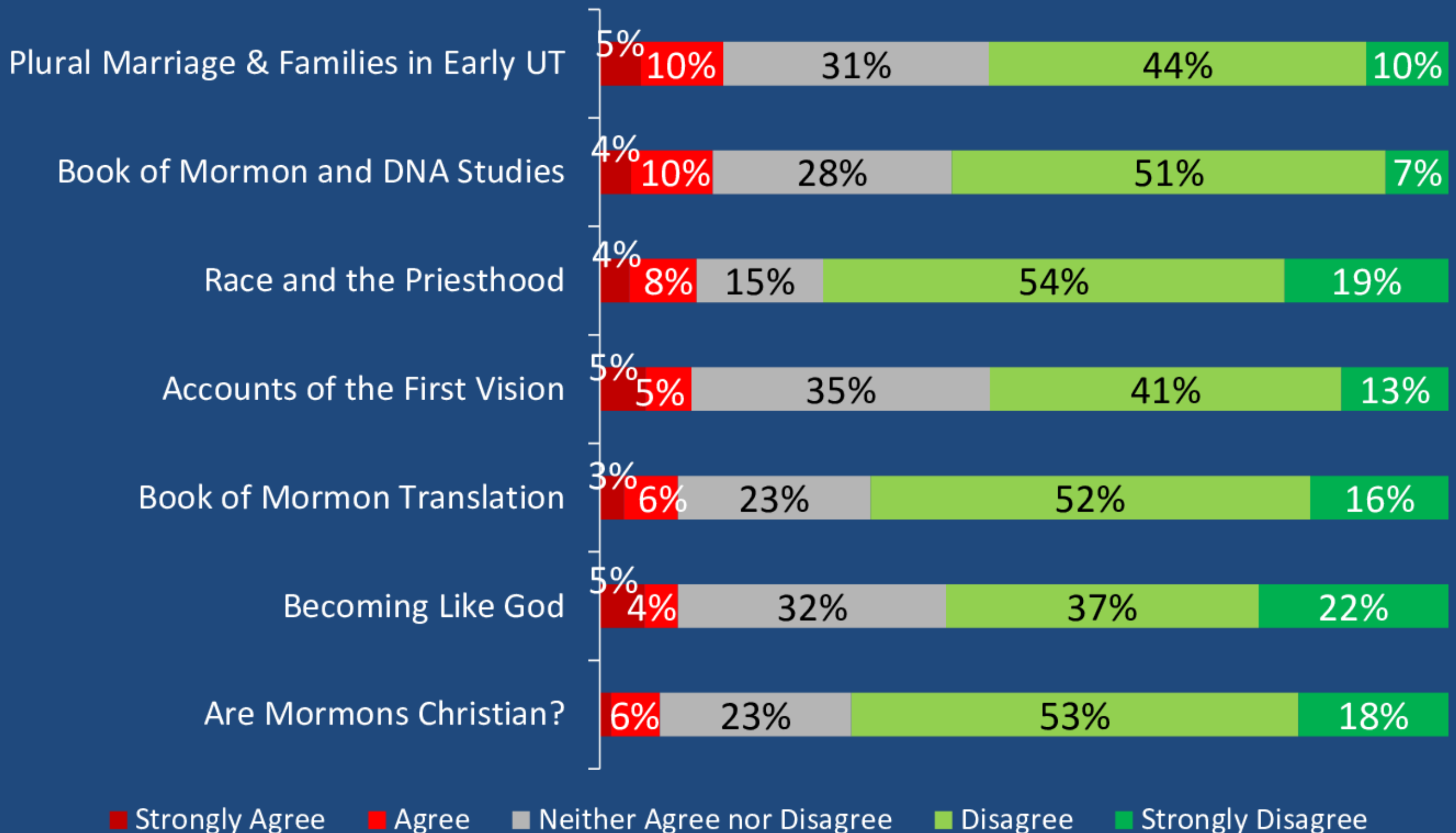
What were bishops' feelings about the articles?

"The information was satisfying."



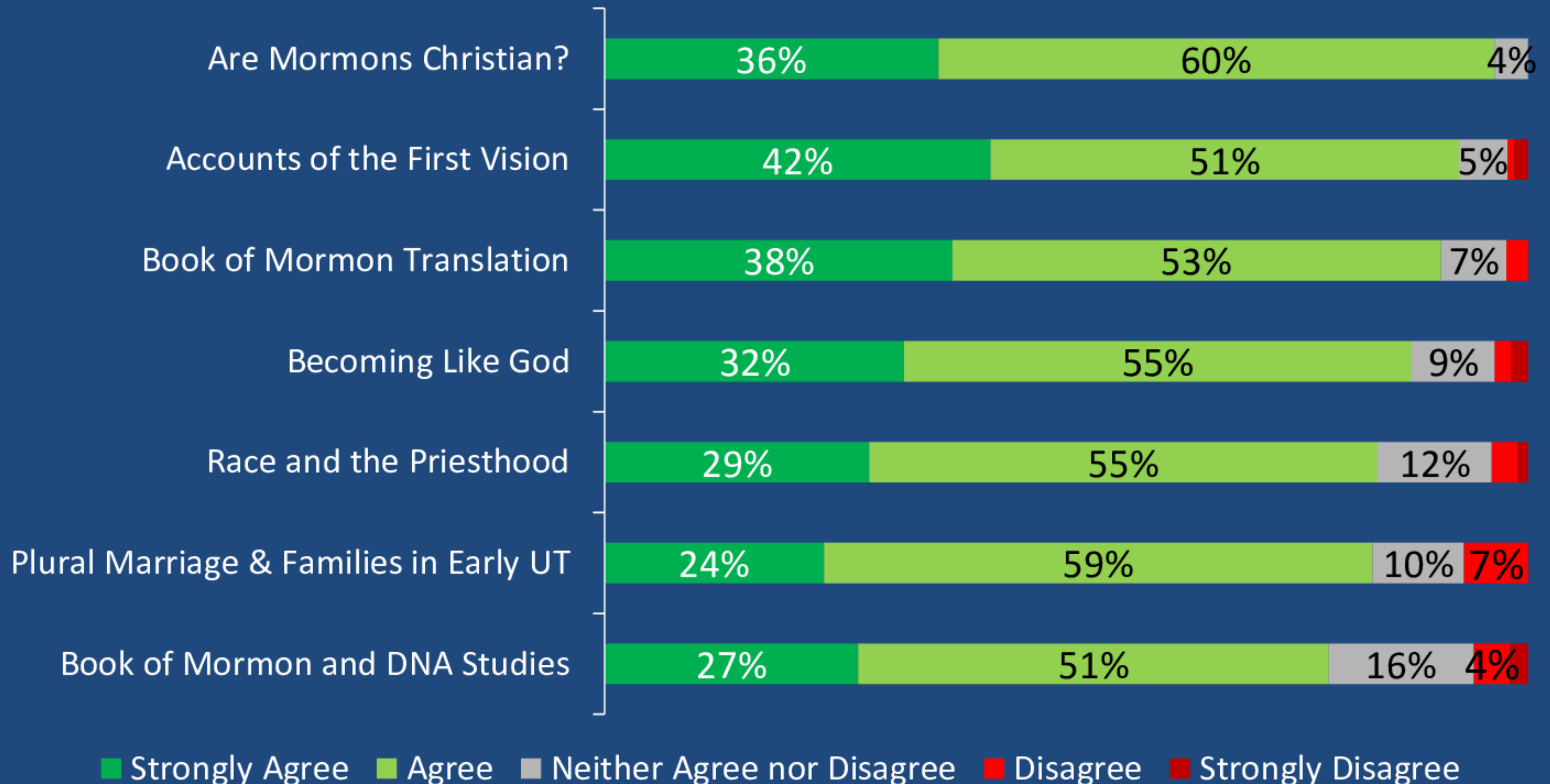
What were bishops' feelings about the articles?

"The information was incomplete."



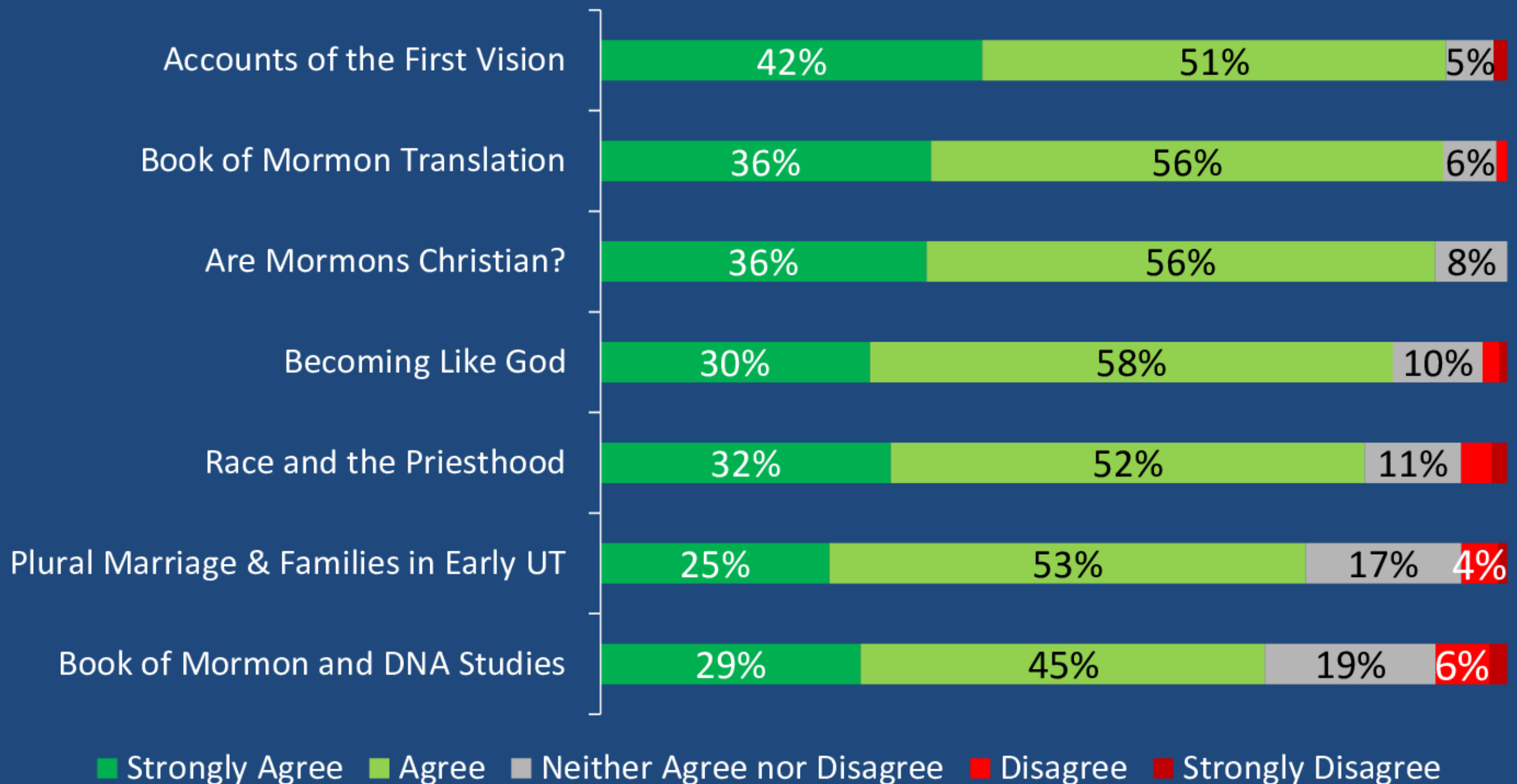
What were active adult members' feelings about the articles?

“The information was clear.”



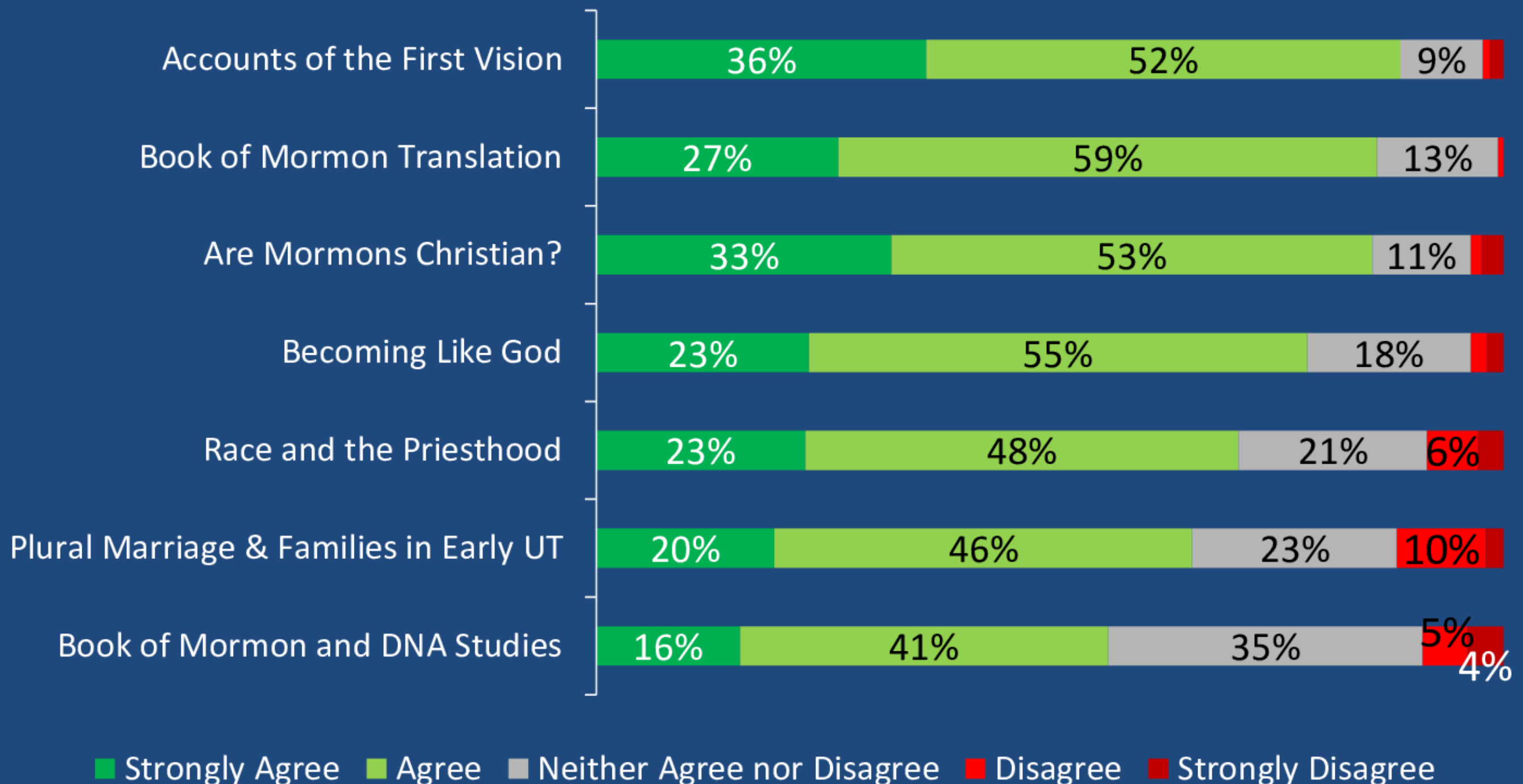
What were active adult members' feelings about the articles?

“The information was helpful.”



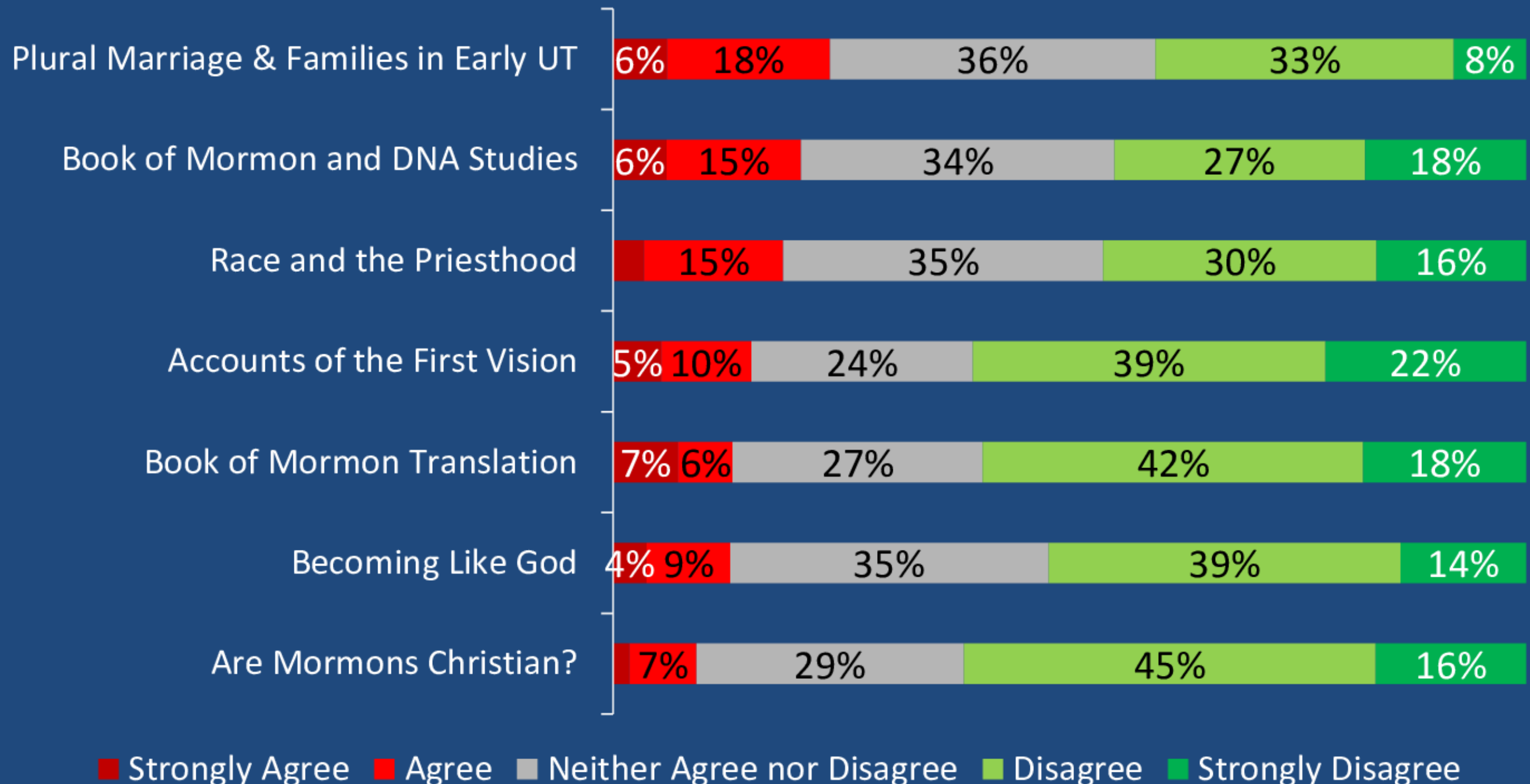
What were active adult members' feelings about the articles?

“The information was satisfying.” (Active Adult Members)



What were active adult members' feelings about the articles?

"The information was incomplete."



Summary

- About 2/3 of bishops and 1/3 of active adults viewed at least one of the new “Gospel Topics” articles.
- For both bishops and active adults:
 1. The most viewed articles were “Race and the Priesthood” and “Are Mormons Christian?”
 2. “Race and the Priesthood” was also one of the two most read articles, but “Are Mormons Christian?” was the least read.
 3. They were most likely to read the information for personal study/curiosity (as compared to other reasons).
 - Bishops more often than active adults read the information to help others.

Summary

4. Most said the information was clear, helpful, and to a lesser extent satisfying. However, a sizeable minority also said the information on plural marriage, Book of Mormon and DNA studies, and race and the priesthood was incomplete.

Discussion