



Qualitative Grounding

“22 Items and a Box”

Texas A&M



Presented by:
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Project web site: <http://www.libqual.org>



Premise for **Mixed-Methods**

- ◆ “The underlying premise of mixed-method inquiry is that each paradigm offers a meaningful and legitimate way of knowing and understanding” (p. 7).

Note. Greene, J.C. and Caracelli, V. J. (Eds.). (1997). *Advances in mixed-method valuation*. San Francisco, CA: Jossey-Bass.

13 Libraries
English LibQUAL+™ Version
4000 Respondents

LibQUAL+™ Project

	<u>PURPOSE</u>	<u>DATA</u>	<u>ANALYSIS</u>	<u>PRODUCT/RESULT</u>
Emergent 2000	QUAL Describe library environment; build theory of library service quality from user perspective	Unstructured interviews at 8 ARL institutions	Content analysis: (cards & Atlas TI)	Case studies ¹
	QUAN Test LibQUAL+™ instrument	Web-delivered survey	Reliability/validity analyses: Cronbachs Alpha, factor analysis, SEM, descriptive statistics	Valid LibQUAL+™ protocol Scalable process Enhanced understanding of user-centered views of service quality in the library environment ²
	QUAL Refine theory of service quality	Unstructured interviews at Health Sciences and the Smithsonian libraries	Content analysis	Cultural perspective ³
	QUAL Refine LibQUAL+™ instrument	E-mail to survey administrators	Content analysis	Refined survey delivery process and theory of service quality ⁴
	QUAN Test LibQUAL+™ instrument	Web-delivered survey	Reliability/validity analyses including Cronbachs Alpha, factor analysis, SEM, descriptive statistics	Refined LibQUAL+™ instrument ⁵
	QUAL Refine theory	Focus groups	Content analysis	Local contextual understanding of LibQUAL+™ survey responses ⁶

Vignette
Re-tooling

**Iterative
2004....**

315 Libraries English, Dutch, Swedish,
German LibQUAL+™ Versions
160,000 anticipated respondents



LibQUAL+™ Process

- SERVQUAL dimensions served as *a priori* theoretical starting point



Gap Theory of Assessment: Perceptions, Service Quality and Satisfaction

PERCEPTIONS ↔ SERVICE

“....only** customers judge quality;
all other judgments are essentially
irrelevant”**

Note. Zeithaml, Parasuraman, Berry. (1999).
Delivering quality service. NY: The Free Press.



76 Interviews Conducted

- ◆ York University
- ◆ University of Arizona
- ◆ Arizona State
- ◆ University of Connecticut
- ◆ University of Houston
- ◆ University of Kansas
- ◆ University of Minnesota
- ◆ University of Pennsylvania
- ◆ University of Washington
- ◆ Smithsonian
- ◆ Northwestern Medical

Interviews

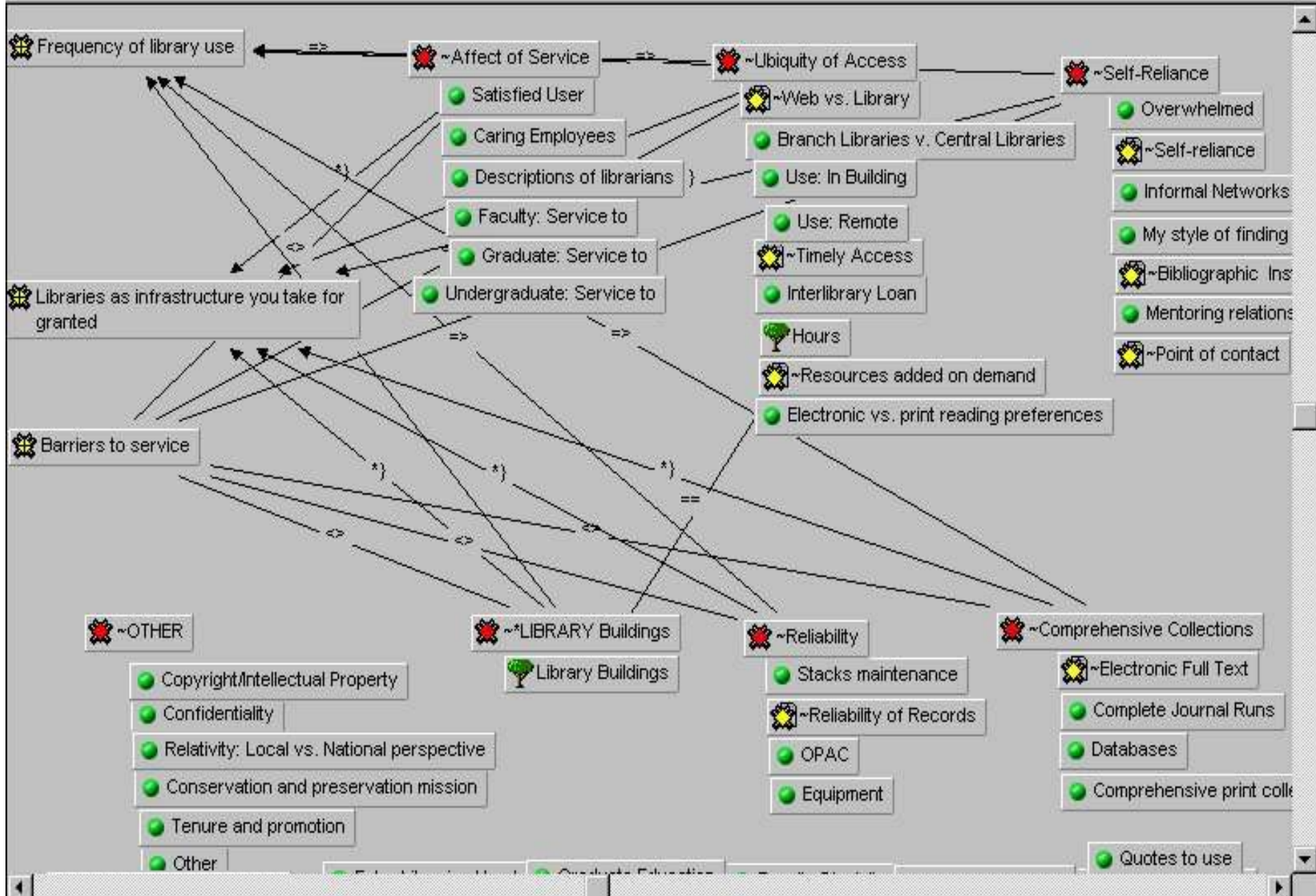
File Documents Quotations Codes Memos Networks Views Extras Help

1:36 K: The only thing that I... Complete Journal Runs (19-0) Comprehensive print collectio

0192 are there, whether they are in the library or you have established them yourself to obtain the
 0193 materials from either close local libraries, or interlibrary loan, or through document delivery a
 0194 when ever possible. Coming into the library itself is something that you just don't do much o
 0195 anymore, that your graduate students spend more time in the library than you do. You have
 0196 heard much about anything that's either any sort of issues that people have much with the lit
 0197 or any library. Coming back to the real central issue is access to what ever you want in a
 0198 reasonable amount of time as defined as rush when you need rush, and you want someone t
 0199 know that it's rush and otherwise within a week to have it.
 0200
 0201 K: The only thing that I would want to add is that I strongly feel and I've given up making o
 0202 lists of journals to request each year, but I still think it's important to what ever degree possib
 0203 to keep fighting for more funds for current periodicals. I know that it's a battle between the
 0204 publishers trying to publish more journals and the budget to buy them. It comes down to bei
 0205 immediately available.
 0206
 0207 C: Is it accurate to say that you would prefer journals in electronic form that you can call up
 0208 on your desk top rather than having to come over here and get them in print?
 0209
 0210 K: That would definitely be preferable.
 0211
 0212 C: Is there anything about physical facilities or that you feel is a part of quality library servic
 0213 you don't come into the library very much, that's why I haven't talked much about it.
 0214
 0215 K: Well, you've got to have space. I've come into the library more often for meetings I gue
 0216 I am the so-called space chairman of the library and I have been convinced that is direly nee
 0217

- Use: Remote
- Libraries as infrastruc
- Timely Access~
- Complete Journal Ru
- Use: Remote
- Library Buildings

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Dimensions of Library Service Quality



Model 1



Reliability

“You put a search on a book and it’s just gone; it’s not reacquired. ... There’s more of a problem of lost books, of books that are gone and nobody knows why and nobody’s doing anything about it.”

Faculty member



Affect of Service

“I want to be treated with respect. I want you to be courteous, to look like you know what you are doing and enjoy what you are doing. ... Don’t get into personal conversations when I am at the desk.”

Faculty member



Ubiquity of Access

“Over time my own library use has become increasingly electronic. So that the amount of time I actually spend in the library is getting smaller and the amount of time I spend at my desk on the web ... is increasing.”

Faculty member



Comprehensive Collections

“I think one of the things I love about academic life in the United States is that as a culture..., we tend to appreciate the extraordinary importance of libraries in the life of the mind.”

Faculty member



Library as Place

“One of the cherished rituals is going up the steps and through the gorgeous doors of the library and heading up to the fifth floor to my study. ... I have my books and I have six million volumes downstairs that are readily available to me in an open stack library.”

Faculty member



Library as Place

“I guess you’d call them satisfiers. As long as they are not negatives, they won’t be much of a factor. If they are negatives, they are a big factor.”

Faculty member



Library as Place

“The poorer your situation, the more you need the public spaces to work in. When I was an undergraduate, I spent most of my time in the library, just using it as a study space.”

Faculty member



Self-reliance

“...first of all, I would turn to the best search engines that are out there. That’s not a person so much as an entity. In this sense, librarians are search engines [just] with a different interface.”

Faculty member



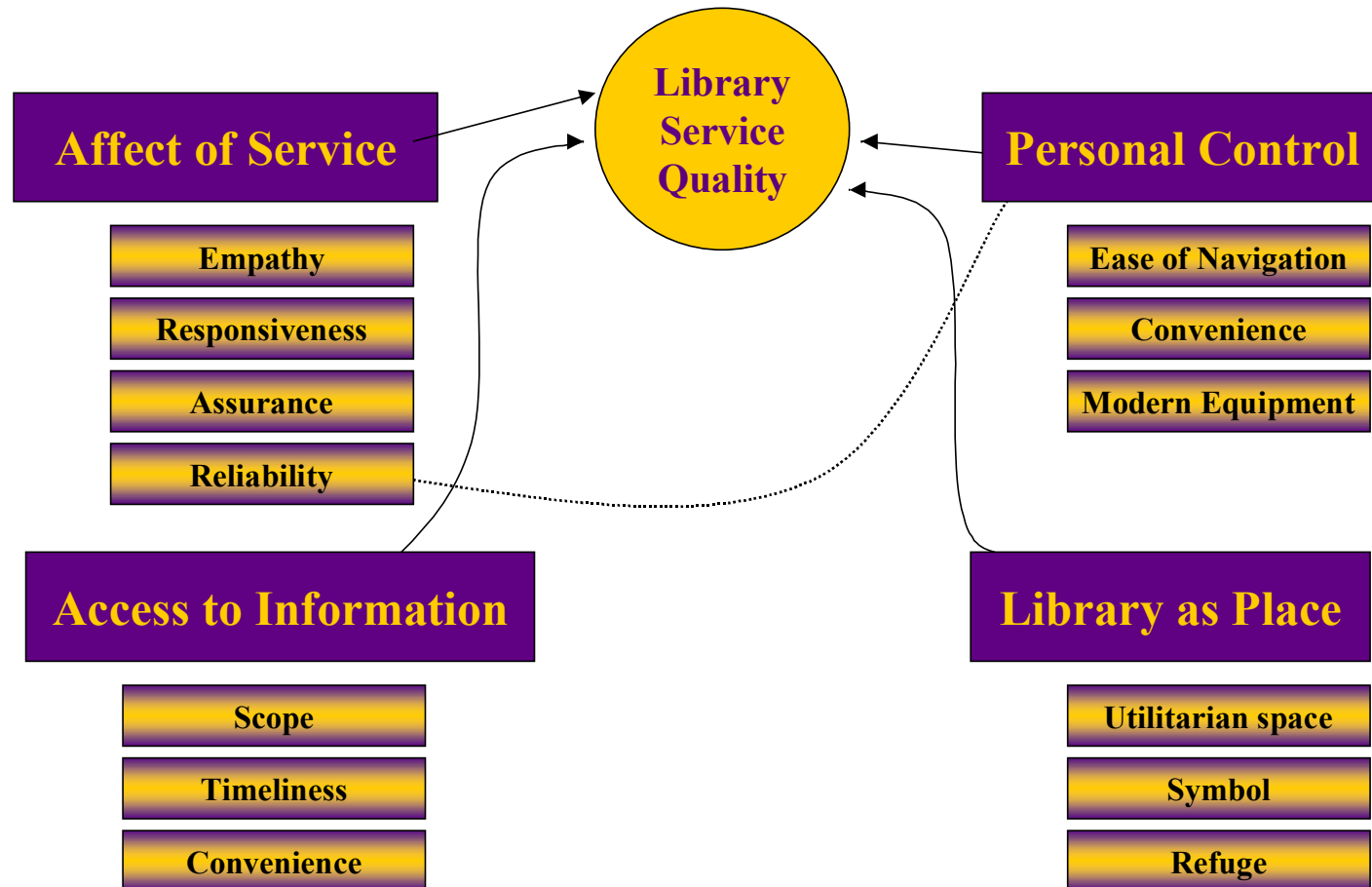
Self-reliance

“By habit, I usually try to be self-sufficient. And I’ve found that I am actually fairly proficient. I usually find what I’m looking for eventually. So I personally tend to ask a librarian only as a last resort.”

Graduate student



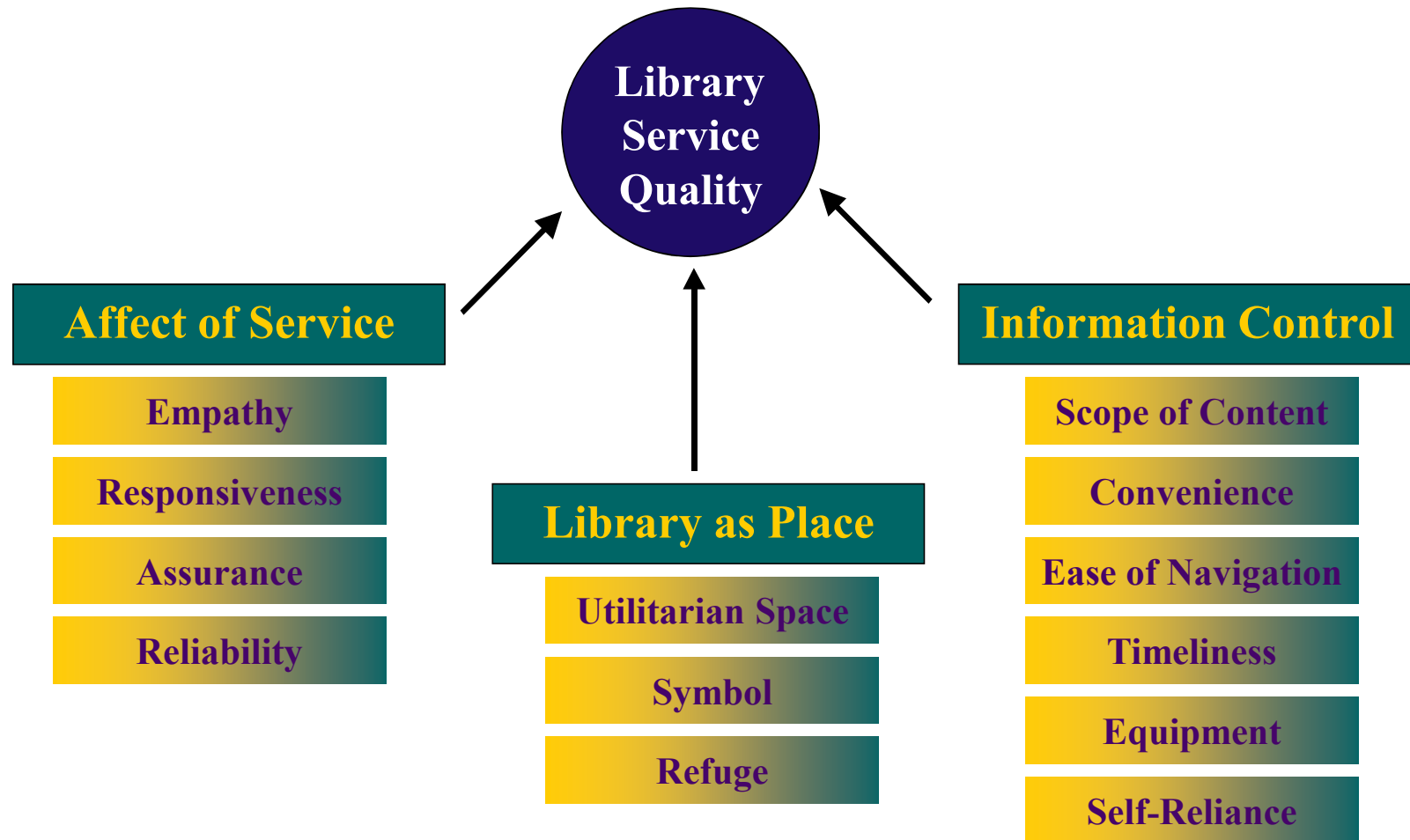
Dimensions of Library Service Quality



Model 2



Dimensions of Library Service Quality





LibQUAL+™ Related Documents

 LibQUAL+™ Web Site

<http://www.libqual.org>

 LibQUAL+™ Bibliography

<http://www.libqual.org/publications/index.cfm>

 Survey Participants Procedures Manual

<http://www.libqual.org/information/manual/index.cfm>

TEXAS A&M UNIVERSITY
LIBRARIES



woof

What is LibQUAL+®?

LibQUAL+® is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). The program's centerpiece is a rigorously tested Web-based survey bundled with training that helps libraries assess and improve library services ... [more](#)

THE BIRTH OF LibQUAL+®?

In 1999, Fred Heath and Colleen Cook, both then at Texas A & M University, realized that use of "input" variables, such as collection or serials counts, were limited as measures of library service quality ... [more](#)

THE LibQUAL+® SURVEY?

Since 2000, more than 1,000 libraries have participated in LibQUAL+® domestically and internationally, with participating institutions in Africa, Australia, Asia, and Europe ... [more](#)

VIEW A SAMPLE SURVEY?

The LibQUAL+® survey is a two-page, web-based instrument. For more information about the survey instrument, [click here](#)...

Register for LibQUAL+®

Sign up and register here to start a LibQUAL+® survey.

[+ REGISTER NOW](#)

NEWS

- [+ 12/15/2009: Launching New Website](#)
- [+ 9/22/2009: Register for the 2010 LibQUAL+® survey!](#)
- [+ 2/20/2009: LibQUAL+® Share Fair, Chicago, July 13, 2009: Call for Entries](#)

[+ MORE NEWS](#)

How will LibQUAL+® benefit your library users?

Library administrators have successfully used LibQUAL+® survey data to identify best practices, analyze deficits, and effectively allocate resources. LibQUAL+® gives your library users a chance to tell you where your services need improvement so you can respond to and better manage their expectations. Institutional data and reports enable you to assess whether your library services are meeting user expectations—and develop services that better meet these expectations.



LibQUAL+® Top 10 Resources

A Google™ search on "LibQUAL+" yields approximately 100,000 hits, and more than 50 refereed journal articles have been published on the protocol. To use to learn about LibQUAL+®...

EVENTS

- [+ 5/24/2010: 2010 LibQUAL+® and Beyond - Glasgow, Scotland](#)
- [+ 2/5/2010: 2010 Introduction to LibQUAL+® - London, England](#)
- [+ 1/18/2010: LibQUAL+® Training Sessions - Boston, MA](#)

[+ MORE EVENTS](#)

PUBLICATIONS

- [+ Describing the Research Library of the 21st Century: The ARL Profiles](#)
- [+ Library Assessment Conference 2008, Seattle, Washington August 4-7: Recap & Evaluation](#)
- [+ Library Quality Assessment through LibQUAL+®](#)

[+ MORE RESOURCES](#)