



QUANTITATIVE EVIDENCE

Dallas
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Presented by:
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www.libqual.org

**“The LibQUAL+[®]
Background”**



“The Birth/Origins of LibQUAL+[®]”

<http://www.coe.tamu.edu/~bthompson/libbirth.htm>

LibQUAL+[®] “Top Ten Resources”



http://www.coe.tamu.edu/~bthompson/top_ten.htm

Also on the ARL LibQUAL+[®] site!

Premises



*Three **Seminal** Quotations*

LibQUAL+™ Premise #1



PERCEPTIONS ←————→ **SERVICE**

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

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

LibQUAL+™ Premise #2



*“Il est plus nécessaire d'étudier
les hommes que les livres”*

—FRANÇOIS DE LA ROCHEFOUCAULD

LibQUAL+™ Premise #3



“We only care about the things we measure.”

--Bruce Thompson, CASLIN, 2006

“22 Items and The Box....”



Why the Box is so Important

- ❑ About 40% of participants provide open-ended comments, and these are linked to demographics and quantitative data.
- ❑ Users elaborate the details of their concerns.
- ❑ Users feel the need to be constructive in their criticisms, and offer specific suggestions for action.

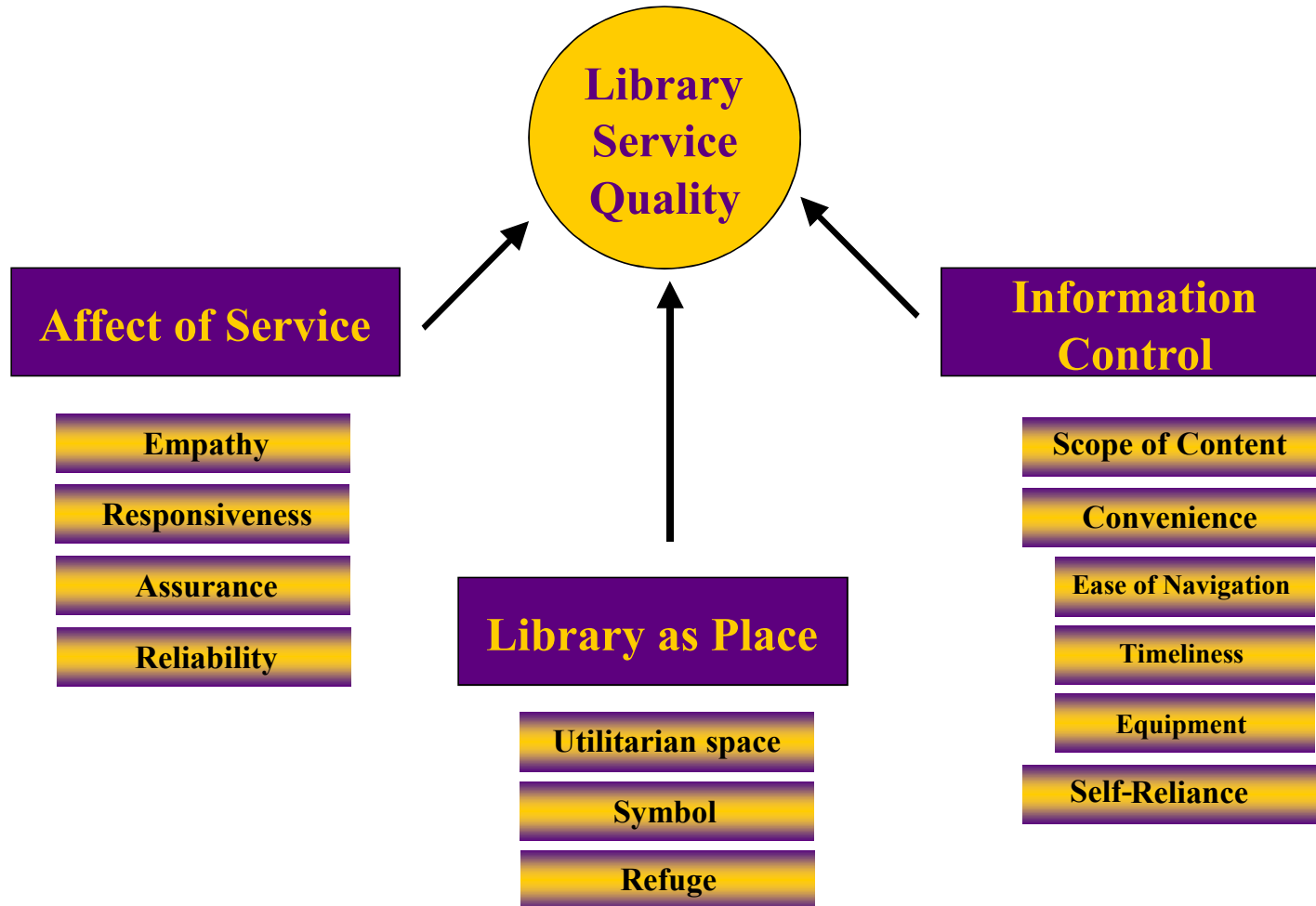
“...and Five Ancillary Items”



Either Zero or **Five Ancillary** items are selected to address local or consortial concerns

- ❑ Items from the initial LibQUAL+™ item pool.
- ❑ Items written by previous consortial groups.

Some Measurement Integrity Evidence



Model 3

alpha By Language



By Language

Group	<u>n</u>	Service Affect	Info. Control	Lib as Place	TOTAL
American (all)	59,318	.95	.91	.88	.96
British (all)	6,773	.93	.87	.81	.94
French (all)	172	.95	.90	.89	.95

alpha by University Type



By University Type

Group	<u>n</u>	Service Affect	Info. Control	Lib as Place	TOTAL
Comm Colleges	4,189	.96	.92	.89	.97
4 yr Not ARL	36,430	.95	.91	.88	.96
4 yr, ARL	14,080	.95	.90	.87	.96
Acad Health	3,263	.95	.92	.90	.96

alphas for 2006 Scores



A Key Resource:

“How You Can... Integrity...
Service Quality...”

--Virginia 2006 Assessment Conference and
Performance Measurement and Metrics

Service Affect



Service Affect ($n = 71,170$ English)

SA20APER	<u>.80541</u>	.22199	.27521
SA07APER	<u>.80338</u>	.27236	.20993
SA17APER	<u>.79655</u>	.20844	.22793
SA04APER	<u>.77062</u>	.29258	.17694
SA15APER	<u>.73437</u>	.34646	.24299
SA23APER	<u>.73391</u>	.34359	.27896
SA01APER	<u>.71589</u>	.29773	.16972
SA12APER	<u>.71541</u>	.32229	.25528
SA10APER	<u>.68825</u>	.35941	.28090

Library as Place



Library as Place ($n = 71,170$ English)

LP13APER	.26213	.25710	<u>.80013</u>
LP05APER	.20412	.15920	<u>.73601</u>
LP09APER	.27765	.24869	<u>.72631</u>
LP24APER	.26672	.34873	<u>.72148</u>
LP19APER	.19630	.28102	<u>.70295</u>

Information Control



Information Control ($n = 71,170$ English)

IA18APER	.29824	<u>.73480</u>	.28164
PC11APER	.29045	<u>.71111</u>	.19999
IA03APER	.24482	<u>.70341</u>	.18989
PC25APER	.21770	<u>.68760</u>	.22736
PC21APER	<u>.41572</u>	<u>.65615</u>	.30096
PC02APER	.37847	<u>.63860</u>	.16559
PC16APER	.33439	<u>.61598</u>	.36448
IA14APER	.28759	<u>.58521</u>	.39295

Validity Correlations

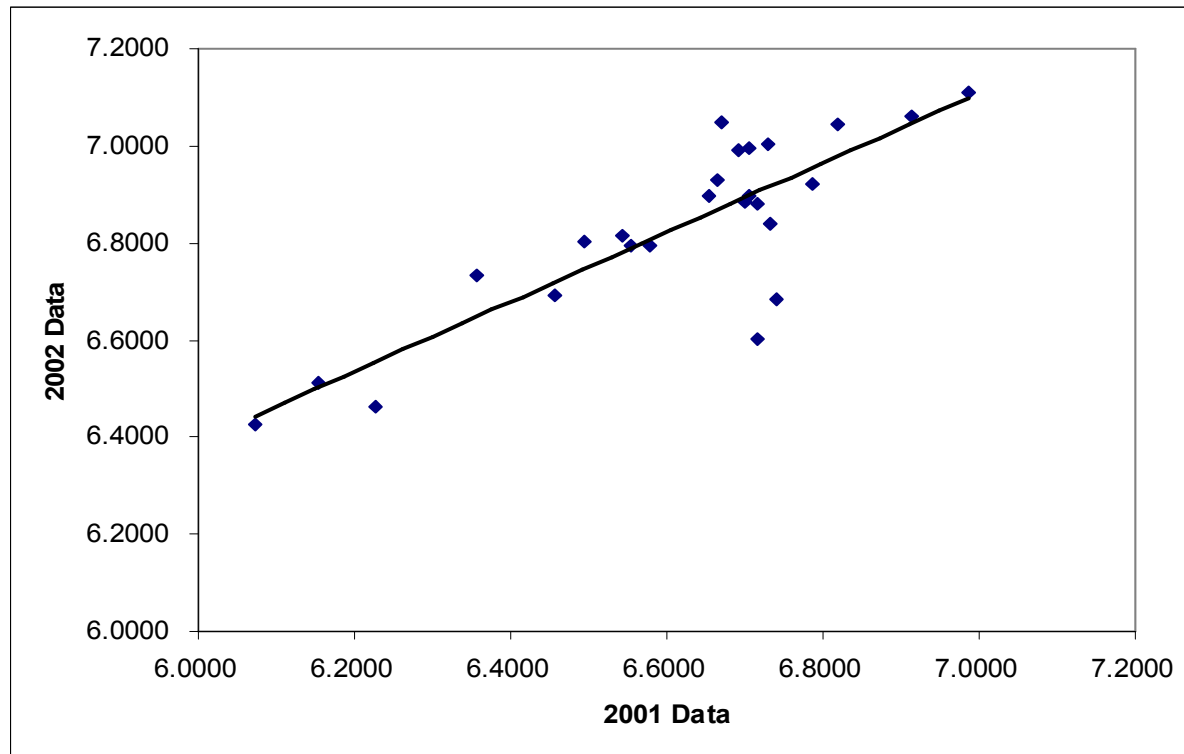


Validity Correlations

	Serv_Aff	Info_Con	LibPlace	TOTALper
Serv_Aff	1.0000	.7113	.5913	<u>.9061</u>
Info_Con	.7113	1.0000	.6495	<u>.9029</u>
LibPlace	.5913	.6495	1.0000	<u>.8053</u>
TOTALper	.9061	.9029	.8053	1.0000
ESAT_TOT	<u>.7286</u>	<u>.6761</u>	<u>.5521</u>	<u>.7587</u>
EOUT_TOT	<u>.5315</u>	<u>.6155</u>	<u>.4917</u>	<u>.6250</u>

Interpretation:

Mean Perceived Scores (n=34)



Score Norms



- Norm Conversion Tables facilitate the interpretation of observed scores using norms created for a large and representative sample.
- LibQUAL+® norms have been created at both the **individual** and **institutional** level

Institutional Norms for Perceived Means on 25 Core Questions



Percentile	Value	Percentile	Value	Percentile	Value
5.00	6.352	10.00	6.526	15.00	6.663
20.00	6.693	25.00	6.770	30.00	6.818
33.00	6.832	35.00	6.840	40.00	6.897
45.00	6.913	50.00	6.946	55.00	6.995
60.00	7.042	65.00	7.077	66.00	7.083
70.00	7.117	75.00	7.156	80.00	7.214
85.00	7.260	90.00	7.348	95.00	7.483
Valid cases	162	Missing cases	0		

Note: Thompson, B. LibQUAL+™ Spring 2002 Selected Norms, (2002).

2006 Singapore Norms Stability Study



r's for LibQUAL+™ Total Percentile Scores Across Two Language Versions and Five Years ('01 to '05)

Sample/ Variable	AmEng_01	AmEng_02	AmEng03a	BrEng_03	AmEng03b
<u>n</u>	16,918	63,285	93,550	6,853	93,550
<u>v</u>	25	25	25	25	22
AmEng_01	1.0000				
AmEng_02	.9823	1.0000			
AmEng03a	.9996	.9819	1.0000		
BrEng_03	.9998	.9827	.9994	1.0000	
AmEng03b	.9995	.9818	1.0000	.9993	1.0000
AmEng_04	.9998	.9825	.9996	.9998	.9995
BrEng_04	.9993	.9822	.9983	.9995	.9982
AmEng_05	.9996	.9819	.9999	.9994	.9998
BrEng_05	.9989	.9825	.9980	.9994	.9978

Singapore (cont.)



r's for LibQUAL+™ Service Affect Percentile
Scores Across Years for American English

Sample/ Variable	Year			
	2001	2003	2004	2005
<u>n</u>	16,918	93,413	24,980	61,991
<u>v</u>	9	9	9	9
2001	1.0000			
2003	.9988	1.0000		
2004	.9989	.9991	1.0000	
2005	.9989	.9994	.9993	1.0000

Stunning Stability of
User Desires



2008 article in Library Quarterly



- ‘total market survey’ available to libraries through a standardized web protocol; it measures service quality from the user’s perspective and allows libraries to understand performance (a) within the context of users’ expectations (zone of tolerance), (b) longitudinally, and (c) in relation to peer institutions
- It has been implemented in multiple institutions, languages and countries since 2000

Web surveys – response & burden



The measurement strategy we are about to describe, used in 'LibQUAL+ Lite,' could be used in **ANY** Web local survey with more than a few questions, to:

1. maximize response rate
2. minimize burdens on respondents
3. ascertain quality of the information gathered when shortening survey length

LibQUAL+[®] Lite RCT



LibQUAL+[®] Lite is a survey methodology in which (a) **ALL** users answer a **few, selected** survey questions, but (b) the **remaining** survey questions are answered **ONLY** by a **randomly-selected subsample** of the users. Thus, ***(a) data are collected on ALL QUESTIONS, but (b) each user answers FEWER QUESTIONS, thus shortening the required response time***

Control and Randomization



- Control group was assigned the 'long' form - by not receiving the treatment this group provides important clues to the effectiveness of the treatment ('Lite'), its effects, and parameters that modify these effects
- Balance: power is higher when **sample sizes are equal**
- Minimal selection bias: **triple-blind trial** (participant, researcher, and library)
- Accidental bias: Covariates related to the outcome that may introduce bias (**user group** and *discipline*)

Matrix sampling



Item	Person				
	Bob	Mary	Bill	Sue	Ted
Service Affect #1	X	X	X	X	X
Info Control #1	X	X	X	X	X
Service Affect #2	X		X		
Library as Place #1	X	X	X	X	X
Service Affect #3	X	X			
Info Control #2				X	X
Library as Place #2			X	X	

Randomization within sets of questions

A. Configure Your Survey

Preferences Customization Optional Questions Branch Library Options Custom Options

Preferences

Please follow the instructions below to select your survey preferences.

- **Survey Title**—Please choose a label to display on your results report. This label should not be more than 60 characters long.
 - English (British): Test (BE)
 - German: Test (German)
- **Survey Start and End Dates**—Please indicate the dates you intend to open and close the survey at your institution. Note that these dates are for our information only and are not binding. **You must manually open and close your survey.**
 - Start Date: 01/01/2008 (mm/dd)
 - End Date: 12/31/2008 (mm/dd)
- **Lite-view Percentage**—There are two versions of this survey: the full version with 22 core questions and a "lite" version with 8 core questions. Please enter the percentage of patrons who should receive the shortened "lite" survey.
 - Life Views: 50%
- **SPSS Data File Delivery**—Please check the box if you would like an SPSS datafile e-mailed to your institution's primary contact. This will be delivered to you a few months after a session closes. Note the raw data from the survey are available in a .CSV format automatically as soon as you close your survey.
 - Send me an SPSS data file

next step >

Ability to set your Lite View Percentage

Ability to customize, preview, and launch dual language surveys in one interface

B. Preview Your Survey

Preview the LibQUAL+® survey as it will appear to users at your institution. This step allows you to ensure live at your institution. You must view and complete a preview of your survey in every language in which it is being offered before you will be permitted to launch your survey. Use the checklist at the right to ensure all previews have been completed.

English (British) Preview Survey

German Preview Survey

C. Launch Your Survey

Click the button below to launch your survey and receive your URL(s) for distribution. Note that the button will not be activated until all previews are completed. Also be aware that once your survey is launched, no further changes or customizations can be made.

Launch

Core Items – Lite version



When it comes to...	My Minimum Service Level Is		My Desired Service Level Is		Perceived Service Performance Is		N/A
	Low	High	Low	High	Low	High	
1) The electronic information resources I need	○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		<input type="checkbox"/> N/A
2) Library space that inspires study and learning	○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		<input type="checkbox"/> N/A
3) Employees who deal with users in a caring fashion	○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		<input type="checkbox"/> N/A
4) The printed library materials I need for my work	○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		<input type="checkbox"/> N/A
5) Employees who are consistently courteous	○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		<input type="checkbox"/> N/A
When it comes to...	My Minimum Service Level Is		My Desired Service Level Is		Perceived Service Performance Is		N/A
	Low	High	Low	High	Low	High	
6) Print and/or electronic journal collections I require for my work	○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		<input type="checkbox"/> N/A
7) Community space for group learning and group study	○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		<input type="checkbox"/> N/A
8) Employees who have the knowledge to answer user questions	○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6 ○ 7 ○ 8 ○ 9		<input type="checkbox"/> N/A

Comparison Table



LibQUAL+® Lite

LibQUAL+®

Core Questions

IC10

LP03

AS13

IC(random)

AS(random)

IC(random)

LP(random)

AS(random)

AS01 Employees who instill confidence in users

IC02 Making electronic resources accessible from my home or office

LP03 [Library space that inspires study and learning](#)

AS04 Giving users individual attention

IC05 A library Web site enabling me to locate information on my own

AS06 Employees who are consistently courteous

IC07 The printed library materials I need for my work

LP08 Quiet space for individual activities

AS09 Readiness to respond to users' questions

IC10 [The electronic information resources I need](#)

AS11 Employees who have the knowledge to answer user questions

LP12 A comfortable and inviting location

AS13 [Employees who deal with users in a caring fashion](#)

IC14 Modern equipment that lets me easily access needed information

AS15 Employees who understand the needs of their users

IC16 Easy-to-use access tools that allow me to find things on my own

LP17 A getaway for study, learning or research

AS18 Willingness to help users

IC19 Making information easily accessible for independent use

IC20 Print and/or electronic journal collections I require for my work

LP21 Community space for group learning and group study

AS22 Dependability in handling users' service problems

Lite Advantage



1. **participation rates** – 13% more on Lite
2. **completion times** – 4 minutes less on Lite on average: *Up to 2 years time saving overall across 250+ participating institutions every year*
3. Are the perception scores the **same between the long and the Lite version** of the protocol? Yes
4. No need for score adjustment for the majority of the institutions

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](#)