

Using Triangulation to Study User Groups

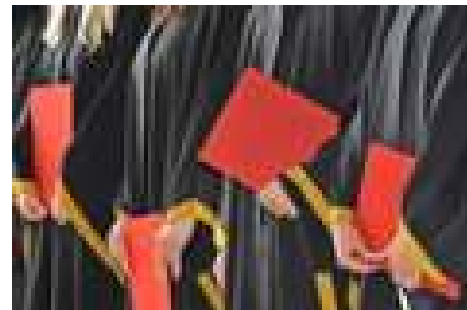
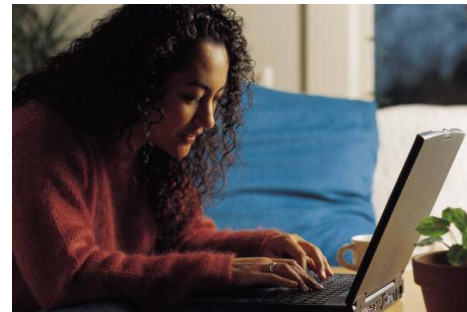
Diane Wahl
LibQUAL+® Results Meeting
ALA Midwinter
Dallas, Texas
January 23, 2012

Objectives

- Overview
- LibQUAL+®
- Focus groups
- Ethnographic study
- Comparison of findings

Populations Studied

- Distance learners
 - Improvements to online services will benefit on campus users as well as remote users
- Graduate students
 - Supports university-wide focus on research



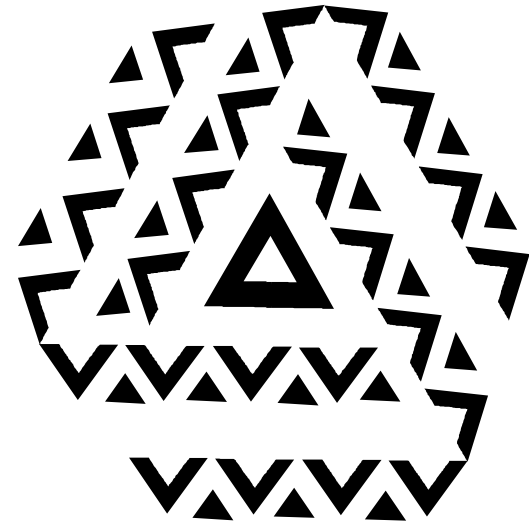
Research Approach

- Triangulation: use of multiple methods for a study
- Benefit of triangulation: Addresses the issue of biases in social science research
- Types of triangulation:
 - **Data**
 - **Researcher**
 - Theory
 - **Method**



Methods Used at UNT

- LibQUAL+® survey
- Focus groups
- Ethnographic research:
observations,
interviews



2009 and 2011 LibQUAL+® Survey Analysis

- Convenience sample
- Assessed problem areas by looking at items with largest superiority gaps
- Superiority gap = the difference between what is perceived and what is desired



Comparison of Results of 2009 and 2011 LibQUAL+® Surveys for Online Students

Rank	Spring 2009 LibQUAL+® Survey Items with Largest Superiority Gaps – Online Students
1	A library Web site enabling me to locate information on my own
2	Easy-to-use access tools that allow me to find things on my own
3	Availability of online help when using my library's electronic resources
4	Print and/or Electronic journal collections I require for my work
5	The electronic information resources I need

Rank	Spring 2011 LibQUAL+® Survey Items with Largest Superiority Gaps – Online Students
1	Online course support (readings, links, references)
2	Easy-to-use access tools that allow me to find things on my own
3	Making me aware of library services
4	A library Web site enabling me to locate information on my own
5	The electronic information resources I need

Comparison of Results of 2009 and 2011 LibQUAL+® Surveys for Graduate Students

Rank	Spring 2009 LibQUAL+® Survey Items with Largest Superiority Gaps – Graduate Students
1	A library Web site enabling me to locate information on my own
2	Print and/or electronic journal collections I require for my work
3	Easy-to-use access tools that allow me to find things on my own.
4	Availability of online help when using my library's electronic resources.
5	The electronic information resources I need

Rank	Spring 2011 LibQUAL+® Survey Items with Largest Superiority Gaps – Graduate Students
1	A library Web site enabling me to locate information on my own
2	Quiet space for individual activities
3	Print and/or electronic journal collections I require for my work
4	Easy-to-use access tools that allow me to find things on my own.
5	The electronic information resources I need

Focus Groups

- Summer 2009
- Non-probabilistic sample



Ethnographic Study by Anthropology Graduate Students

- Fall 2010
- Graduate level Anthropology Dept. qualitative and ethnographic methods classes, one on campus and one online
- Used a variety of methods:
 - Focus groups
 - Observations
 - Interviews
- Convenience sample



Comparing Results of Different Methods for Online Students

Rank	Spring 2009 LibQUAL+® Survey Items with Largest Superiority Gaps – Online Students	Summer 2009 Online Student Focus Group Recommendations	Fall 2010 Anthropology Class Recommendations	Rank	Spring 2011 LibQUAL+® Survey Items with Largest Superiority Gaps – Online Students
1	A library Web site enabling me to locate information on my own	Increase the Libraries' presence and visibility in Blackboard	Improve user experience with the UNT Libraries website (includes problems with access tools)	1	Online course support (readings, links, references)
2	Easy-to-use access tools that allow me to find things on my own	Make the UNT Libraries' website easier to search	Improve library instruction	2	Easy-to-use access tools that allow me to find things on my own
3	Availability of online help when using my library's electronic resources	Obtain, publicize, and provide instruction in the use of a discovery tool	Improve communication	3	Making me aware of library services
4	Print and/or Electronic journal collections I require for my work	Provide library instruction that doesn't require being at the physical library		4	A library Web site enabling me to locate information on my own
5	The electronic information resources I need	Communicate and collaborate more effectively with faculty members that teach online classes		5	The electronic information resources I need

Comparing Results of Different Methods for Graduate Students

Rank	Spring 2009 LibQUAL+® Survey Items with Largest Superiority Gaps – Graduate Students	Summer 2009 Graduate Student Focus Group Recommendations	Fall 2010 Anthro Class Recommendations	Rank	Spring 2011 LibQUAL+® Survey Items with Largest Superiority Gaps – Graduate Students
1	A library Web site enabling me to locate information on my own	Make information of interest to graduate students easier to find on the library website	Improve user experience with the UNT Libraries website	1	A library Web site enabling me to locate information on my own
2	Print and/or electronic journal collections I require for my work	Improve communication with and outreach to graduate students	Improve library instruction	2	Quiet space for individual activities
3	Easy-to-use access tools that allow me to find things on my own	Increase graduate student participation in library workshops targeted to them	Improve communication	3	Print and/or electronic journal collections I require for my work
4	Availability of online help when using my library's electronic resources	Customize reference services for each discipline		4	Easy-to-use access tools that allow me to find things on my own
5	The electronic information resources I need			5	The electronic information resources I need

Contact Information

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