The analysis of LibQUAL comments with the assistance of a SharePoint list
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What do libraries do with their LibQUAL comments?

- Five different software programmes
- Survey undertaken by Neurohr, Ackermann, & White
- Microsoft Excel: 73%
- Atlas.ti.: 18%
- NVivo: 7.9%
- How many staff members code? One or two mostly
- Coding at Brown University: 20+ subject librarians
Overview of programmes

- Microsoft Access
- Microsoft Excel
- Atlas.ti.
- NVivo
- N6 (QSR)
- Dedoose
- Word clouds
Overview of LibQUAL at Stellenbosch University

- LibQUAL surveys in 2005, 2008 and 2012
Gap scores comparison 2005-2012

**Gap scores: Affect of service**

- Adequacy mean 2005: 0.53
- Adequacy mean 2008: 0.74
- Adequacy mean 2012: 0.65
- Superiority mean 2005: -0.86
- Superiority mean 2008: -0.51
- Superiority mean 2012: 0.56

**Gap scores: Information control**

- Adequacy mean 2005: 0.22
- Adequacy mean 2008: 0.45
- Adequacy mean 2012: 0.5
- Superiority mean 2005: -1.18
- Superiority mean 2008: -0.85
- Superiority mean 2012: -0.87

**Gap scores: Library as place**

- Adequacy mean 2005: 0.68
- Adequacy mean 2008: 0.74
- Adequacy mean 2012: 0.61
- Superiority mean 2005: -0.69
- Superiority mean 2008: -0.58
- Superiority mean 2012: -0.75
Analysis of comments in 2005/2008

- Microsoft Access
- Time-consuming to set up correctly
- Printing of reports for all middle and senior managers
- Unnecessary paper work
Microsoft Sharepoint at Stellenbosch

- Used for building websites and document management
- Sharepoint Team Sites
- Library’s team site contains more intranet qualities
- Consist of lists, document libraries, calendars, photograph galleries, meeting work spaces, wiki’s, blogs, etc.
- Explored the use of a Sharepoint list for the coding of LibQUAL comments
Demonstration
<table>
<thead>
<tr>
<th>ID</th>
<th>Title</th>
<th>SubmitDate</th>
<th>UserGroup</th>
<th>Discipline</th>
<th>Branch</th>
<th>Age</th>
<th>Sex</th>
<th>textResponse</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>textbox11</td>
<td>8/2/2012 3:38:18 AM</td>
<td>Nagraads: Navorsingsmeestersgraad</td>
<td>Ingenieurswese</td>
<td>Ingenieurs- en Bosboubibliotheek</td>
<td>23</td>
<td>Manlik</td>
<td><strong>Ons biblioteek se verpintensie om navorsingsartikels te kry is regelig baie goed (by Elsevier en Pergamon e.t.c.). Ek benodig egter nogals diéveld artikels van Francis en Taylor waar US (meestal) nie toegang het nie. Kan daar moontlik met hulle 'n corenkomps gemaak word om sodanende ons bronne te vergroot?</strong></td>
<td>General positive, Suggestion, Electronic resources</td>
</tr>
<tr>
<td>19</td>
<td>textbox1</td>
<td>8/2/2012 4:28:56 AM</td>
<td>Nagraads: Navorsingsmeestersgraad</td>
<td>Ingenieurswese</td>
<td>Ingenieurs- en Bosboubibliotheek</td>
<td>23</td>
<td>Manlik</td>
<td>I have so far had good experiences of using the library.</td>
<td>General positive</td>
</tr>
<tr>
<td>7</td>
<td>textbox2</td>
<td>0/2/2012 4:16:24 AM</td>
<td>Voorgraads: Dendeker</td>
<td>Reuseleerh</td>
<td>JS Gerike Biblioteek (Hofbibliothek)</td>
<td>23</td>
<td>30</td>
<td><strong>Our library is a world class centre of learning and study. It has an environment that is conducive to study and has every resource that one could need for projects and assignments. The staff are always warm and more than happy to help. I have used the library daily since first year and have seen only improvements since then, especially with the amazing new section! Well done to the University of Stellenbosch for a truly top class library for its students.</strong></td>
<td>General positive, Staff positive, Library as place (general)</td>
</tr>
<tr>
<td>2</td>
<td>textbox3</td>
<td>8/2/2012 4:06:03 AM</td>
<td>Voorgraads: Tweedejaar</td>
<td>Letteren en Sociale Wetenskappe</td>
<td>JS Gerike Biblioteek (Hofbibliothek)</td>
<td>18</td>
<td>22</td>
<td><strong>Services are quite good</strong></td>
<td>General positive</td>
</tr>
</tbody>
</table>
Adding a Category column / adding a category
Categorizing the comments

I am very impressed with the services provided by the library however there are very small issue that need to be attended to such that the printers are not always functional, other than that I quite like the library.
<table>
<thead>
<tr>
<th>UserGroup</th>
<th>Discipline</th>
<th>Branch</th>
<th>Age</th>
<th>Sex</th>
<th>textResponse</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voogdraads: Vyfdejaar en hoër</td>
<td>Regsgeleerdheid</td>
<td>JS Gericke Biblioteek (Hoofbiblioteek)</td>
<td>23-30</td>
<td>Manlik</td>
<td>the noise in the downstairs section can at times become pretty distracting but otherwise toilets and general upkeep of the building is very good for a studying environment</td>
<td>General positive, Cleaning / Maintenance</td>
</tr>
<tr>
<td>Voogdraads: Vyfdejaar en hoër</td>
<td>Geneeskunde en Gesondheidswetenskappe</td>
<td>Geneeskunde en Gesondheidswetenskappe Biblioteek</td>
<td>23-30</td>
<td>Vroulik</td>
<td>construction currently does not adhere itself to a study environment! but service otherwise is good.</td>
<td>General positive, Noise</td>
</tr>
<tr>
<td>Voogdraads: Vyfdejaar en hoër</td>
<td>Natuurwetenskappe</td>
<td>JS Gericke Biblioteek (Hoofbiblioteek)</td>
<td>23-30</td>
<td>Vroulik</td>
<td>Ek gee nie om om in die bib te sit en swot nie maar ek vind dat by die onderste studie area daar te veel geraas is van mense wat met hulle vriende staan en gesels in plaas daar van om stil te bly.</td>
<td>Suggestion, Noise</td>
</tr>
<tr>
<td>Nagraads: Onseker</td>
<td>Ekonomiese en Bestuurswetenskappe</td>
<td>JS Gericke Biblioteek (Hoofbiblioteek)</td>
<td>18-22</td>
<td>Manlik</td>
<td>mense moet minder praat en gesels in studie areas</td>
<td>Suggestion, Noise</td>
</tr>
<tr>
<td>Voogdraads: Vyfdejaar en hoër</td>
<td>Geneeskunde en Gesondheidswetenskappe</td>
<td>Geneeskunde en Gesondheidswetenskappe Biblioteek</td>
<td>18-22</td>
<td>Vroulik</td>
<td>The staff is very kind and caring. They respond to any enquiries I have ever had. Too bad some users are not adherent to the quieteness protocol so I can not study in the library as often as I want to.</td>
<td>Staff positive, Noise</td>
</tr>
<tr>
<td>Nagraads: Onseker</td>
<td>Opvoedkunde</td>
<td>JS Gericke Biblioteek (Hoofbiblioteek)</td>
<td>23-30</td>
<td>Vroulik</td>
<td>Ek sal n meer afgesonder plek wil he vir studente wat regtig wil studeer en ander wat bv. meer gaan gesels terwyl hulle studeer.</td>
<td>Suggestion, Noise</td>
</tr>
</tbody>
</table>
Advantages and disadvantages of using a Sharepoint list

Criteria for assessing software programmes for qualitative analysis

- Ease of integration – quick to set up
- Type of data – no changes required to original Excel file
- Read and review text – read and search options good
- Memo writing – insert a new column
- Categorization – easy and flexible
- Analysis inventory and assessment – data sorting and filtering
- Quantitative data import and export
- Merging projects
Strategic planning

• Annual strategic planning session 2012
• Divisional managers used the LibQUAL comments list on Sharepoint in preparation for this session
• Some of the main issues to be addressed:
  - Printers (more and better maintained)
  - Refurbishment of main library and some branch libraries
  - More user-friendly website
  - Noise levels
  - Library hours
QUESTIONS?