Is LibQUAL+ an appropriate measuring instrument for evaluating strategic actions?

LibQUAL 2006, 2008 and 2013; Experiences and challenges

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Lund 20. sept 2012
BIs Vision 2010-2014
Academic rigour and relevance position BI among the top business schools in Europe.

The Library
The Library’s academic strength and relevance contributes to make BI a leading European Business School.

The Library is an important part of BI academic research infrastructure and has as its mission to help the school achieve its goals.

BI Library is to be a knowledge bank for research, teaching and learning by being the gateway to national and international information resources for BI’s students and faculty.
**Strategy, actions, results,**

- **Strategy 2005-2008-2010**
- LibQUAL 2006 -2008
- "Student facilities survey"; 2006-2008-2010
- Students: Physical working environment; working places and opening hours
- Faculty: Poor information resources – good service

**New strategy**

- **Strategy 2010-14:** Reduce the gap between desired and perceived level (superiority gap)
- Actions: e.g. collection development for faculty and easy access to information resources. For students: Expanding physical library and opening hours.
- Project: Infrastructure for research: More databases, e-journals, datasets
- (facilitate eScience or eResearch)

**Evaluation**

- Evaluation: Do the actions work and/or is user needs changing during the period? (e.g. collection development)
- Student: "Student facilities survey" 2010
- Faculty: Master thesis (phd – researcher and library users tomorrow)
- 2013: LibQUAL
Challenges 2013 survey

• Facts:
  ✓ Faculty feedback 2008:
    ✓ Critical to method
    ✓ Too difficult – perceived as provocative
    ✓ Positive response due to kindness? (22.6%)
  ✓ Student feedback 2008:
    ✓ found it so difficult that they chose not to complete the survey (7.6%)

• Statistical analysis 06-08; students – faculty 😞
  2013: User subgroup Analysis – more information 😊
To be considered

• Lite or Long?
  ➢ Students: Lite-version!!
  ➢ Faculty? Lite-version??
    Tempting - but wrong consistent questions?
    Is the target group too small for Lite? (N=350)

• Sample or everybody?
  • Students: everybody??
  • Faculty: everybody!!
We wonder......

• Is LibQUAL the correct tool to measure whether our actions have been successful?

• What response rate do we need for the result to be representative and significant?

• Will LQ confirm the findings in Idunn’s master thesis?

• Can we defend using LQ as the main instrument for measuring and evaluating our strategic actions?
Referanser
