



UNIVERSITY OF GÖTHEBURG
GÖTHEBURG UNIVERSITY LIBRARY



LibQUAL+® at Gothenburg University Library

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University of Gothenburg

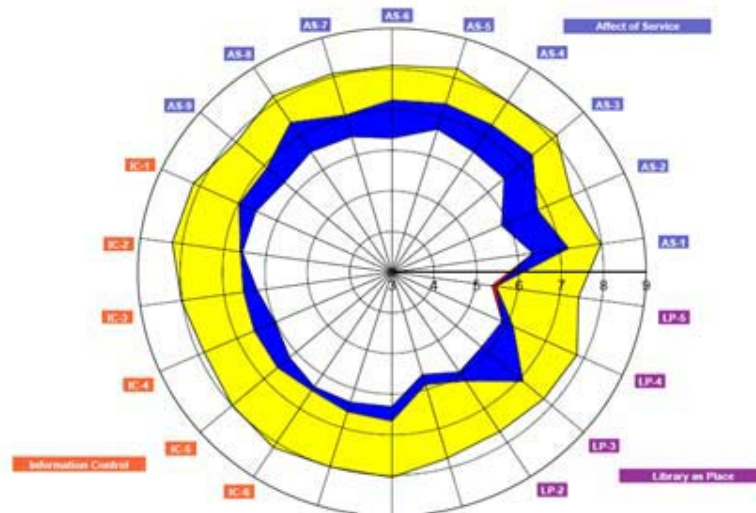
- 26 800 student FTE, 5 900 staff, 30 000 active library card holders (2011)
- Ten physical libraries organized in three library units, one department for digital services and one central library administration
- LibQUAL was first attempted 2004-2006 by individual library units and centrally administered as the LibQUAL Lite version in 2010 for the whole library system





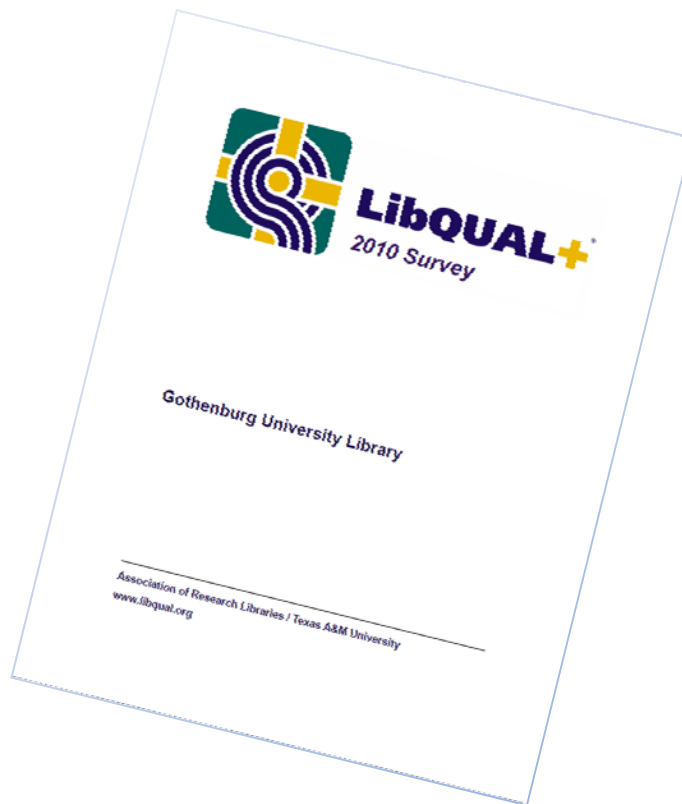
LibQUAL2010

- All library card holders were alerted by e-mail
- 6 156 of 30 462 completed the survey (20.2%)
- Reasonable distribution over subjects, user category and home libraries





LibQUAL2010

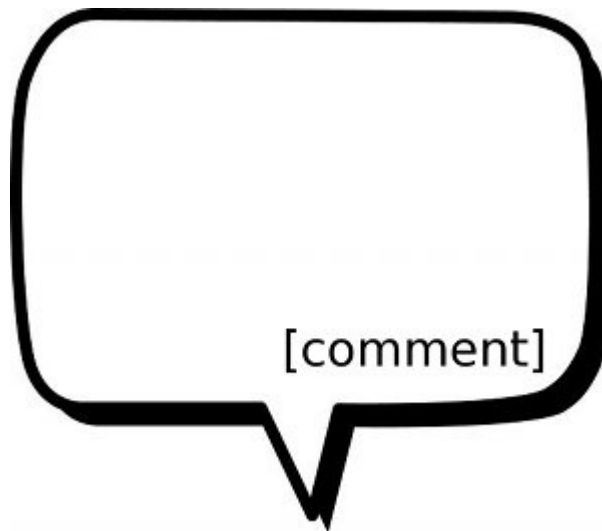


<http://www.ub.gu.se/info/kval/>



LibQUAL2010

- 2 252 left a comment in the survey.
- Comments were tagged, grouped and distributed to libraries, functions and groups.





Pros and cons from the work

Pros

- **A rich possibility for injection of user perspective into the organization - bringing real change**
- **Six larger changes (building refurbishment, staff service level policy,...) and many minor changes**
- LibQUAL demands less preparation time and focuses the work on analysis of results and implementation
- ARL does the work-up
- Possibilities for benchmarking and population comparisons (even better with a Scandinavian consortium 😊)
- ARL provides a first class manual and customer service level
- Rigid format gives reliable trends
- Comments are especially valuable



Pros and cons from the work

Cons

- Users still see the LITE survey as quite demanding (for being a web survey)
 - The three scales of each question demands an effort - some foul comments
 - Validation generates questions of perceived similar nature
 - The survey is very compactly presented – some comments such as instant tiredness or initial underestimation of effort
- The result and impact of the survey is marginally improved by the three aspects and the possibility to compare user and subject groups
- Hard to generate higher response rates from a web-administered survey
- Cumbersome work with the valuable comments material



LibQUAL - choices for 2013

Pros

- A rich possibility for an injection of user perspective to the organization
- Less preparation yields more time for analysis of results
- ARL does the work-up
- Possibilities for benchmarking
- First class manual and customer service
- Rigid format gives reliable trends
- Comments were especially valuable

Cons

- Users see the survey as being quite demanding (for a web survey)
- The result and impact of the survey is marginally improved by the three aspects and the possibility to compare user and subject groups
- Hard to generate higher response rates on web-administered survey
- Cumbersome work with the valuable comments material