Regrounding LibQUAL+® for the Digital Library Environment: An Analysis of the DigiQUAL® Data

Presented at 9th Northumbria by
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York, UK, August 22, 2011
Goal

• identify on a preliminary basis some items that might be added to the LibQUAL+® protocol, or used as a standalone DigiQUAL® protocol

• items that users deem important, and which have scores highly correlated with overall library user satisfaction scores
Developing DigiQUAL™ Survey Items

**Background:** ServQUAL → LibQUAL+® → DigiQUAL™

**LibQUAL+® Dimensions of Service Quality:**
- Affect of Service
- Information Control
- Library as Place

**DigiQUAL™ 12 themes of service quality:**
- Accessibility
- Navigability
- Interoperability
- Collection building
- Resource Use
- Evaluating collections
- DL as community for users
- DL as community for developers
- DL as community for reviewers
- Copyright
- Role of Federations
- DL Sustainability

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Some examples from the mouth of digital library users

Web Attractiveness -- “I think the homepage is too cluttered”

Accessibility-Navigability -- “...the interface needs to be designed in such a way that the data is taken advantage of in simple, easy-to-use, and intuitive ways

Resource use – “there’s a large group of educators out there that are certainly capable, knowing content, but actually using the computer is very difficult for them” “fearful that the stuff will sometimes disappear, and so I harvest that. So I’m both a searcher and a harvester. And that’s how I use MERLOT”
DIGITAL LIBRARY ENVIRONMENT

Technical Composition

Human/System Interaction

Vetting Process

Content

Community User/Creator

• Access
• Reliability
• Trustworthiness/ Accuracy
• Scope & Sequence
• Active Links
• Browsability
• Organized

• Navigability
• Self-sufficiency
• Trustworthiness (feels “right”)
• Usability
• Fulfills purpose/useful

As a social network

Preservation

Takers and givers

Propagation

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Pilot Testing Survey Items and Implementation

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Building a Survey

• Review and select items

• Issue: aligning items to individual DL needs & users – vocabulary and content

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Building a Survey, cont.

Customize Survey

DigiQUAL Survey

From April 25-May 31 we are pilot testing the DigiQUAL survey. This survey was developed by a third party and is being administered for free. Because this is an anonymous survey, your responses will be confidential. Survey data will be used to develop standardized methods for evaluating how digital libraries and other sites meet user needs.

Some of the items may not apply to your experiences with this site. In this case, select N/A in the form below. This survey should take about two minutes to complete. Thank you for your time and contribution to this research.

This work is supported in part by the Association of Research Libraries and by a grant (DUE-0121769) from the National Science Foundation.

DigiQUAL™ Survey

Survey Preview URL: http://survey.digiqual.org/digiqual

Issue: Flexibility vs. Standardization

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Criteria

• items rated "not applicable" or skipped by an excessive number of respondents were not initially retained

• items relevant to research libraries (as opposed to those more narrowly applicable to completely digital libraries) were retained

• items were sorted with respect to the "importance" ratings provided by the respondents

• 24 items were selected on this basis
<table>
<thead>
<tr>
<th>Variable</th>
<th>Importance Mean (SD)</th>
<th>Satisfaction Mean</th>
<th>n</th>
<th>r</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q0183 Content that matches my information needs</td>
<td>6.45 (1.18)</td>
<td>6.42 (1.01)</td>
<td>47</td>
<td>.7377</td>
<td>47</td>
</tr>
<tr>
<td>Q0181 Having comprehensive content</td>
<td>6.42 (0.99)</td>
<td>6.37 (1.36)</td>
<td>26</td>
<td>.6441</td>
<td>26</td>
</tr>
<tr>
<td><strong>Q0120 Easily finding information on the site</strong></td>
<td><strong>6.41 (1.01)</strong>*</td>
<td><strong>6.36 (1.11)</strong></td>
<td><strong>32</strong></td>
<td><strong>.7926</strong>*</td>
<td><strong>32</strong></td>
</tr>
<tr>
<td>Q0109 A site design that is easy to navigate</td>
<td>6.37 (1.36)</td>
<td>6.31 (1.46)</td>
<td>27</td>
<td>.5849</td>
<td>27</td>
</tr>
<tr>
<td>Q0106 Site being easy to navigate</td>
<td>6.36 (1.11)</td>
<td>6.35 (0.75)</td>
<td>55</td>
<td>.7717</td>
<td>54</td>
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<tr>
<td>Q0133 Site having a lot of resources in my area of interest</td>
<td>6.35 (0.75)</td>
<td>6.31 (1.46)</td>
<td>26</td>
<td>.8429</td>
<td>26</td>
</tr>
<tr>
<td><strong>Q0180 Site enabling me to locate information on my own</strong></td>
<td><strong>6.31 (1.46)</strong>*</td>
<td><strong>6.24 (1.32)</strong>*</td>
<td><strong>26</strong></td>
<td><strong>.8616</strong>*</td>
<td><strong>26</strong></td>
</tr>
<tr>
<td>Q0090 Content that is sufficient to meet my needs</td>
<td>6.24 (1.32)</td>
<td>5.91 (1.73)</td>
<td>35</td>
<td>.7810</td>
<td>35</td>
</tr>
<tr>
<td>Q0081 Easy to use access tools that allow me to find things on my own</td>
<td>6.17 (1.42)</td>
<td>6.10 (1.26)</td>
<td>49</td>
<td>.7941</td>
<td>48</td>
</tr>
<tr>
<td>Q0136 Available content fitting my needs</td>
<td>6.10 (1.26)</td>
<td>6.04 (1.80)</td>
<td>53</td>
<td>.8311</td>
<td>53</td>
</tr>
<tr>
<td>Q0085 Site enabling me to be more efficient in my academic pursuits</td>
<td>6.03 (1.52)</td>
<td>5.83 (1.37)</td>
<td>30</td>
<td>.4374</td>
<td>30</td>
</tr>
<tr>
<td>Q0121 Navigating the site comfortably</td>
<td>5.91 (1.73)</td>
<td>5.83 (1.37)</td>
<td>45</td>
<td>.8113</td>
<td>45</td>
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<tr>
<td>Q0108 Site being well organized</td>
<td>5.87 (1.58)</td>
<td>5.81 (1.30)</td>
<td>47</td>
<td>.7408</td>
<td>47</td>
</tr>
<tr>
<td>Q0053 Site enabling to navigate it independently</td>
<td>5.83 (1.45)</td>
<td>5.83 (1.37)</td>
<td>30</td>
<td>.4374</td>
<td>30</td>
</tr>
<tr>
<td>Q0077 Site facilitating self directed research</td>
<td>5.42 (1.91)</td>
<td>5.30 (1.54)</td>
<td>38</td>
<td>.6555</td>
<td>38</td>
</tr>
<tr>
<td>Q0011 Adequate breadth of content for my needs</td>
<td>5.42 (1.91)</td>
<td>5.69 (1.29)</td>
<td>48</td>
<td>.6810</td>
<td>47</td>
</tr>
<tr>
<td>Q0112 Staff who take feedback seriously in Putting the site together</td>
<td>5.69 (1.29)</td>
<td>5.63 (1.66)</td>
<td>43</td>
<td>.6458</td>
<td>42</td>
</tr>
<tr>
<td>Q0075 My ability to navigate the site easily</td>
<td>5.77 (1.60)</td>
<td>5.53 (1.61)</td>
<td>30</td>
<td>.5889</td>
<td>30</td>
</tr>
<tr>
<td>Q0125 Site being intuitive</td>
<td>5.53 (1.61)</td>
<td>5.42 (1.72)</td>
<td>38</td>
<td>.6648</td>
<td>38</td>
</tr>
</tbody>
</table>
Next steps

• preliminary research that represents an initial step in the process of developing a refocused LibQUAL+® protocol, or a standalone DigiQUAL protocol

• Further research is required to investigate the performance of these 24 items, and potential other digitally focused items, in relation to scores on LibQUAL+®
Social and Psychological Aspects of the Digital Libraries and their Collections


