

Learning from our Users: Using Assessment to Drive Change

LibQUAL+ Share Fair
ALA Annual Conference
New Orleans, Louisiana
June 27, 2011

Objectives

- Overview
- LibQUAL+
- Focus Groups
- Ethnographic study
- Comparison of findings

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

Where We Started

- LibQUAL+ Survey
2009 Results
- Assessed problem areas by looking at items with largest superiority gaps
- Superiority gap = the difference between what is perceived and what is desired



Largest Online User Superiority Gaps in 2009

Rank	LibQUAL+ Survey Item	Mean Score
1	A library Web site enabling me to locate information on my own	-1.43
2	Easy-to-use access tools that allow me to find things on my own	-1.3
3	Availability of online help when using my library's electronic resources	-1.27
4	Print and/or electronic journal collections I require for my work	-1.17
5	The electronic information resources I need	-1.15

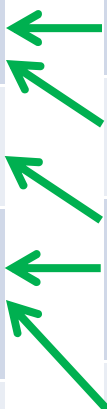
Next Step: Focus Groups

- Population: distance learning students – meeting their needs will improve services for everyone



Comparing Survey and Focus Group Results for Online Students

Rank	LibQUAL+ Survey Items with Largest Superiority Gaps – Online Students	Online Student Focus Group Recommendations
1	A library Web site enabling me to locate information on my own	Increase the Libraries' presence and visibility in Blackboard.
2	Easy-to-use access tools that allow me to find things on my own	Make the UNT Libraries' website easier to search.
3	Availability of online help when using my library's electronic resources	Obtain, publicize, and provide instruction in the use of a discovery tool.
4	Print and/or electronic journal collections I require for my work	Provide library instruction that doesn't require being at the physical library.
5	The electronic information resources I need	Communicate and collaborate more effectively with faculty members that teach online classes.



Ethnographic Study by Anthropology Graduate Students

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

Comparing Results of Different Methods for Online Students

Rank	LibQUAL+ Survey Items with Largest Superiority Gaps – Online Students	Summer 2009 Online Student Focus Group Recommendations	Fall 2010 Anthropology Class Recommendations
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)
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
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
4	Print and/or Electronic journal collections I require for my work	Provide library instruction that doesn't require being at the physical library	
5	The electronic information resources I need	Communicate and collaborate more effectively with faculty members that teach online classes	

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

LibQUAL+ Lite at UNT

YEAR	TOTAL SURVEYS	COMPL SURVEYS	% COMPL	VALID SURVEYS	% VALID	MEDIAN TIME
2005 ORIG	1283	560	44%	525	41%	9:08 min:sec
2007 ORIG	5278	3519	67%	3261	62%	8:26 min:sec
2008 ORIG 30%	1189	743	62%	668	56%	7:36 min:sec
2008 LITE 70%	2827	2086	74%	1868	66%	4:36 min:sec
2008 ALL	4016	2829	70%	2536	63%	5:11 min:sec
2009 ORIG	4096	2292	56%	2103	51%	8:09 min:sec
2011 LITE	3320	2407	73%	2184	66%	4:31 min:sec

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Link to anthropology class reports and slides:

[http://digital.library.unt.edu/search/?q1=lisa+henry&q3=&q2=&q5=&q4=&searchType=advanced&q6=&o6=NOTANY&o5=NOTANY&o4=NOTANY&o3=EXACT&o2=EXACT&o1=EXACT&t6=fulltext&t4=fulltext&t5=fulltext&t2=fulltext&t3=fulltext&t1=fulltext&q=&t=fulltext&fq=str degree department%3AAnthropology](http://digital.library.unt.edu/search/?q1=lisa+henry&q3=&q2=&q5=&q4=&searchType=advanced&q6=&o6=NOTANY&o5=NOTANY&o4=NOTANY&o3=EXACT&o2=EXACT&o1=EXACT&t6=fulltext&t4=fulltext&t5=fulltext&t2=fulltext&t3=fulltext&t1=fulltext&q=&t=fulltext&fq=str+degree+department%3AAnthropology)