

## Methodology for Coding Qualitative Data (User Comments)

In order to make the qualitative data from the LibQual+ 2005 survey readily useful to Library departments and administration, the LibQUAL+ User Assessment Group determined that it would be helpful to allow staff to be able to sort the comments by different topics. The first step in this process was to review the comments as a group and then create a taxonomy – defined as a master list of themes (referred to as “nodes” by the NVivo software we used) and the specific keywords mentioned by users in the survey comments for each of the nodes. A word frequency list was also generated from the comments file which facilitated the creation of the taxonomy. The comments were imported into NVivo software, and then reports were run to assign nodes to comments based on keywords. The exported file from NVivo was used to populate a database of all the 2005 comments and their related nodes. A user interface was created to facilitate review by group members. Group members paired up and reviewed the assigned nodes for each comment, making necessary corrections and additions. The original list of nodes and keywords was in some cases too general, which resulted in initial errors in tagging. Once the comments were reviewed and tags were finalized, the data were ready to be evaluated for frequency statistics and analyses of sub-sets of the comments. The final taxonomy included 29 tags that were used to describe the distinct themes or topics reflected in the LibQUAL+ comments.

The following is an explanation of the logic used to define each node, organized by LibQUAL+ dimension:

### INFORMATION CONTROL

Node	Explanation	Keywords include:
Collection	References to the general or specific areas of the library's collection, including types of materials	popular fiction, books, collection, reserves, course, materials, periodical, subscription, microfilm, JSTOR, magazine, title, resource, article, circulation, IEEE, journal
Web Site	References to the web site as an access point for information	Digital, online, web site, searching, electronic, convenient, web, information, internet
Online Content	References to content that is specifically available online; not necessarily a subscription-based eresource and is not specifically a comment about Josiah.	Journals, eresources, course information, periodicals, research, database, WebCT
Catalog	Specific references to the library catalog.	Catalog, Josiah, browse
Off-Campus	Any references to off-campus resource use.	VPN, proxy, off campus, access
ILL	References to any inter-library loan service, including HELIN, Borrow Direct, Virtual Catalog, InRhode, Worldcat, CLAN.	Borrow, other library, inter-library, Providence, ILL, illiad
Training	References to tools and services that help users find and use resources.	Research skills, workshop, instruction, introduction, class, session, tutorial, research help, research assistance, help find, complex, refine search, instruction, training
Material Care	Reference to the physical quality of resources .	Shape, preservation, quality
Computer Equipment	References to computer equipment provided by Systems/Media Services or CIS.	Cluster, wireless, CIS, desktop, laptop, access, internet, CIT, technology
Non-computer equipment	References to any equipment that is not specifically computer access equipment – namely printing and copying.	Copy machine, scanning, paw print, print cards, money, free, printing, photocopy, PDF

## LIBRARY AS PLACE

Node	Explanation	Keywords include:
Lighting	Specific references to lighting in the physical space.	Light, lighting, dark, timers, motion, fluorescent, well-lighted, well-lit
Temperature	References to temperature or heating/cooling systems.	Temperature, hot, cold, dank, HVAC, ventilation
Ambiance	References to environment and atmosphere of the library, often an ambiguous emotional comment.	Depressing, comfort, noisy, conducive, environment, quiet, inviting, aesthetic, atmosphere, ugly, crowded, dreary
Use	References to how the user works and uses (or would like to work and use) the physical space. It is also used to refer to the overall quality of the work environment.	Café, group, work, work together, friends, carrel, study, desk, area, place, research, space, rooms, building, remodel, renovation, interior, makeover, make-over, run-down
Furnishings	Specific examples of physical furnishings (things people use) in the library.	Chair, comfort, carrel, seats, couch, table, desk, furniture, elevator, ergonomic
Location	References a specific library location.	Art Slide, Hay, Orwig, Rock, Sciences Library, Scili, Annex, off site, location, in the library, lobby, mezzanine

## AFFECT OF SERVICE

Node	Explanation	Keywords include:
Book Availability	Also referred to as "shelving failure" this tag was used in any instance where the there was a reference to a book not being where the user expected it to be.	Missing, copies, can't find, unavailable, available, mis-shelved, found, stacks
Hours	All references to hours were tagged with this node, and also the Suggestion and Policies nodes.	Open, close, hours, 24, late, longer, earlier, weekend, weeknight, night, morning, evening
Customer Service	Any reference to library service provided by people.	Helpful, assistance, support, rude, noisy, disruptive, listen, care, pay, customer service, staff, available, employee, librarian, question, reference, service, time, friendly, courteous
Ease of Use	References to ease of access and use of the physical and virtual library.	Figure it out, do it myself, frustrating, easy, hard, difficult, ease, confusing, navigate, trouble finding
Policies	Parameters and rules for a particular service were tagged for this category.	borrowing, lending, cell, operation, policy, renew, printing, hours

**GENERAL**

<b>Node</b>	<b>Explanation</b>
Comparison	References to other universities and colleges, both general (i.e. other college, better, school, ivy, universities) and specific (i.e. Dartmouth, Yale, Harvard, Wellesley, Duke, RISD).
Financial	Services and decisions perceived to be due to budget allocation and financial decisions by University Library or Brown University administration.
Named Staff	References to library staff members who were specifically mentioned; comments tagged with this node were also tagged as Customer Service.
Quotable	Particularly articulate and emphatic comments were tagged with this category. Specifically noted were those comments that would be useful for promotional materials (positive) and fundraising efforts (negative/suggestions).
Suggestion	Comments that specifically were offered suggestions for improved service.
Survey	Comments that referred to the LibQUAL+ survey itself.

**RATING**

<b>Node</b>	<b>Explanation</b>	<b>Keywords include:</b>
Positive	All references positive in nature.	Good, is nice, great, satisfied, helpful, love, appreciate, excellent, improved, thank, positive, favorite, better, kudos
Negative	All references negative in nature.	Lack, need, would be nice, poor, terrible, not helpful, difficult, would appreciate, could be better, complaint, frustrating, frustration, problem, wish, not satisfied, uninviting, annoying, hate, ridiculous, awful, unacceptable, inconvenient, dissatisfied, miserable, run-down, second-rate, shortcoming, unpleasant, ugly



[Previous Comment](#) [Next Comment](#)

Comment: Staff is very courteous; resources are great.  
 I would appreciate more electronic publications and more spaces for private study at the library (e.g. private carrels).  
 Reviewed • ( Comment Number: 1 — Respondant Number: 915276 ) • 1 [Go To Comment](#)

Assigned Tags:	Possible Tags:				
	Lib As Place	Service Affect	Info Control	Rating	General
Collection Customer Service Positive Suggestion Use (count: 5)	Ambiance Furnishings Lighting Location Temperature Use	Book Availability Customer Service Ease of Use Hours Policies	Catalog Collection Computer Equipment ILL Material Care Non-computer equipment Off campus Online content Training Web site	Negative Positive	Comparison Financial Named Staff Quotable Suggestion Survey
<a href="#">Remove Assigned Tag</a>	<a href="#">Add Tag</a>	<a href="#">Add Tag</a>	<a href="#">Add Tag</a>	<a href="#">Add Tag</a>	<a href="#">Add Tag</a>