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### 13.1 Demographic Summary for Undecided

#### 13.1.1 Respondent Profile by Answer to the Question: The library that you use most often:

| The library that you use most often: | Respondents<br>n | Respondents<br>% |
|--------------------------------------|------------------|------------------|
| Branch 1                             | 8                | 88.89            |
| Branch 2                             | 1                | 11.11            |
| Branch 3                             | 0                | 0.00             |
| <b>Total:</b>                        | <b>9</b>         | <b>100.00</b>    |

#### 13.1.2 Respondent Profile by Age:

This table shows a breakdown of survey respondents by age; both the number of respondents (n) and the percentage of the total number of respondents represented by each age group are displayed.

| Age:          | Respondents<br>n | Respondents<br>% |
|---------------|------------------|------------------|
| Under 18      | 1                | 10.00            |
| 18 - 22       | 8                | 80.00            |
| 23 - 30       | 0                | 0.00             |
| 31 - 45       | 1                | 10.00            |
| 46 - 65       | 0                | 0.00             |
| Over 65       | 0                | 0.00             |
| <b>Total:</b> | <b>10</b>        | <b>100.00</b>    |

### 13.1.3 Respondent Profile by Sex:

The table below shows a breakdown of survey respondents by sex, based on user responses to the demographic questions and the demographic data provided by institutions in the online Representativeness section\*. The number and percentage for each sex are given for the general population and for survey respondents.

\*Note: Participating institutions were not required to complete the Representativeness section. When population data is missing or incomplete, it is because this data was not provided.

| <b>Sex:</b>   | <b>Respondents<br/>n</b> | <b>Respondents<br/>%</b> |
|---------------|--------------------------|--------------------------|
| Female        | 9                        | 90.00                    |
| Male          | 1                        | 10.00                    |
| <b>Total:</b> | <b>10</b>                | <b>100.00</b>            |

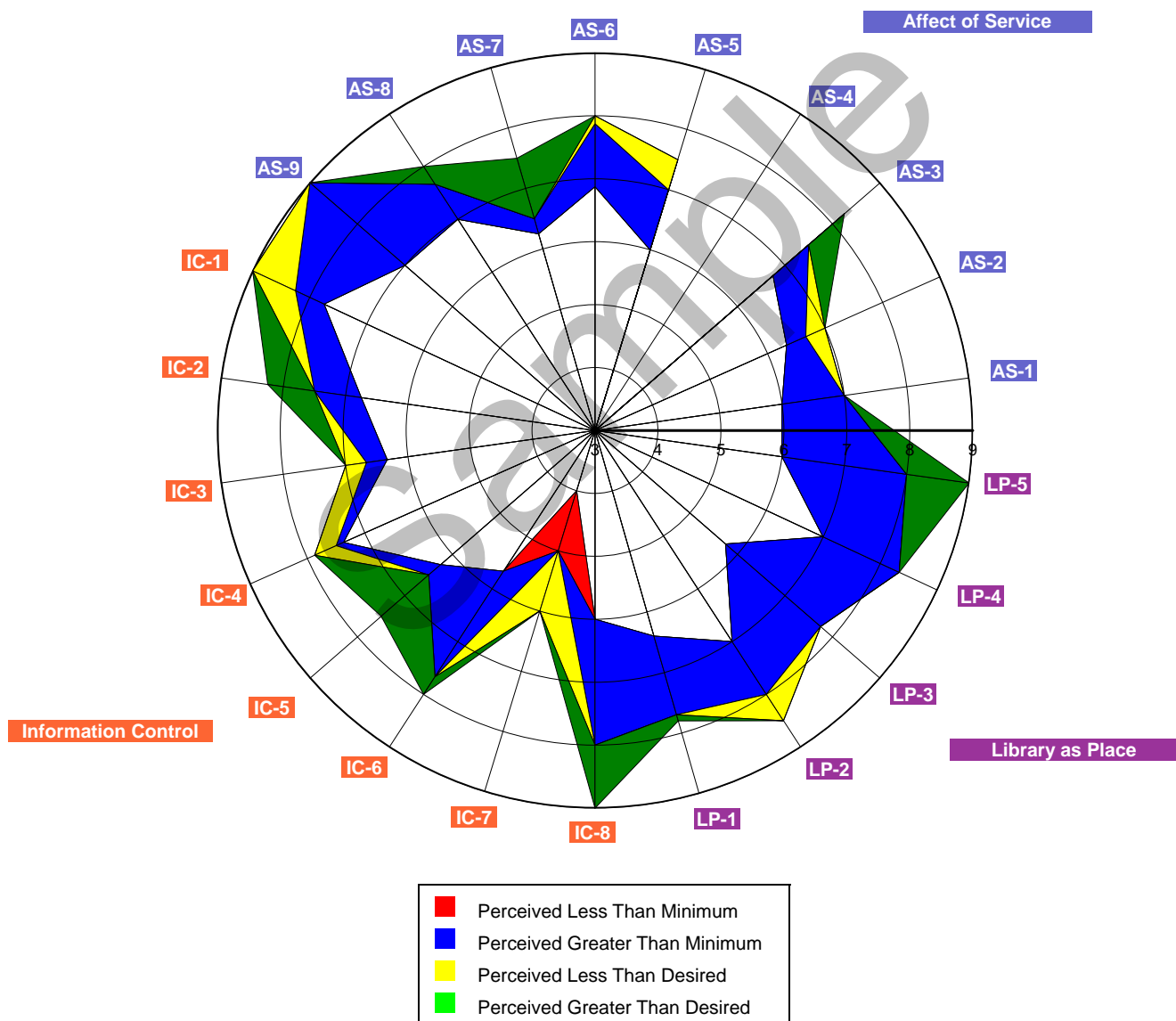
Sample

## 13.2 Core Questions Summary for Undecided

This radar chart shows the aggregate results for the core survey questions. Each axis represents one question. A code to identify each question is displayed at the outer point of each axis. While questions for each dimension of library service quality are scattered randomly throughout the survey, on this chart they are grouped into sections: Affect of Service Information Control, and Library as Place.

On each axis, respondents' minimum, desired, and perceived levels of service quality are plotted, and the resulting "gaps" between the three levels (representing service adequacy or service superiority) are shaded in blue, yellow, green, and red.

The following two tables show mean scores and standard deviations for each question, where *n* is the number of respondents for each particular question. (For a more detailed explanation of the headings, see the Introduction to this notebook.)



Language: English (American)  
 Institution Type: College or University  
 Consortium: None  
 Discipline: Undecided

| ID                         | Question Text   | Minimum Mean | Desired Mean | Perceived Mean | Adequacy Mean | Superiority Mean | n  |
|----------------------------|---|--------------|--------------|----------------|---------------|------------------|----|
| <b>Affect of Service</b>   |   |              |              |                |               |                  |    |
| AS-1                       | Employees who instill confidence in users                         | 6.00         | 7.00         | 7.00           | 1.00          | 0.00             | 2  |
| AS-2                       | Giving users individual attention                                 | 6.33         | 7.00         | 6.67           | 0.33          | -0.33            | 3  |
| AS-3                       | Employees who are consistently courteous                          | 6.75         | 7.50         | 8.25           | 1.50          | 0.75             | 4  |
| AS-4                       | Readiness to respond to users' questions                          |              |              |                |               |                  | 0  |
| AS-5                       | Employees who have the knowledge to answer user questions         | 6.00         | 7.50         | 7.00           | 1.00          | -0.50            | 2  |
| AS-6                       | Employees who deal with users in a caring fashion                 | 6.88         | 8.00         | 7.88           | 1.00          | -0.13            | 8  |
| AS-7                       | Employees who understand the needs of their users                 | 6.25         | 6.50         | 7.50           | 1.25          | 1.00             | 4  |
| AS-8                       | Willingness to help users   | 7.00         | 7.67         | 8.00           | 1.00          | 0.33             | 3  |
| AS-9                       | Dependability in handling users' service problems                 | 7.00         | 9.00         | 9.00           | 2.00          | 0.00             | 1  |
| <b>Information Control</b> |   |              |              |                |               |                  |    |
| IC-1                       | Making electronic resources accessible from my home or office     | 7.75         | 9.00         | 8.25           | 0.50          | -0.75            | 4  |
| IC-2                       | A library Web site enabling me to locate information on my own    | 6.75         | 7.50         | 8.25           | 1.50          | 0.75             | 4  |
| IC-3                       | The printed library materials I need for my work                  | 6.33         | 7.00         | 6.67           | 0.33          | -0.33            | 3  |
| IC-4                       | The electronic information resources I need                       | 7.38         | 7.88         | 7.50           | 0.13          | -0.38            | 8  |
| IC-5                       | Modern equipment that lets me easily access needed information    | 6.25         | 6.50         | 7.50           | 1.25          | 1.00             | 4  |
| IC-6                       | Easy-to-use access tools that allow me to find things on my own   | 5.67         | 7.67         | 8.00           | 2.33          | 0.33             | 3  |
| IC-7                       | Making information easily accessible for independent use          | 5.00         | 6.00         | 4.00           | -1.00         | -2.00            | 1  |
| IC-8                       | Print and/or electronic journal collections I require for my work | 6.00         | 8.00         | 9.00           | 3.00          | 1.00             | 2  |
| <b>Library as Place</b>    |   |              |              |                |               |                  |    |
| LP-1                       | Library space that inspires study and learning                    | 6.40         | 7.70         | 7.80           | 1.40          | 0.10             | 10 |
| LP-2                       | Quiet space for individual activities                             | 7.00         | 8.50         | 8.00           | 1.00          | -0.50            | 2  |
| LP-3                       | A comfortable and inviting location                               | 5.75         | 7.75         | 7.75           | 2.00          | 0.00             | 4  |
| LP-4                       | A getaway for study, learning, or research                        | 7.00         | 8.33         | 8.33           | 1.33          | 0.00             | 3  |
| LP-5                       | Community space for group learning and group study                | 6.00         | 8.00         | 9.00           | 3.00          | 1.00             | 2  |
| <b>Overall:</b>            |   | 6.44         | 7.64         | 7.64           | 1.20          | 0.01             | 10 |

Language: English (American)  
Institution Type: College or University  
Consortium: None  
Discipline: Undecided

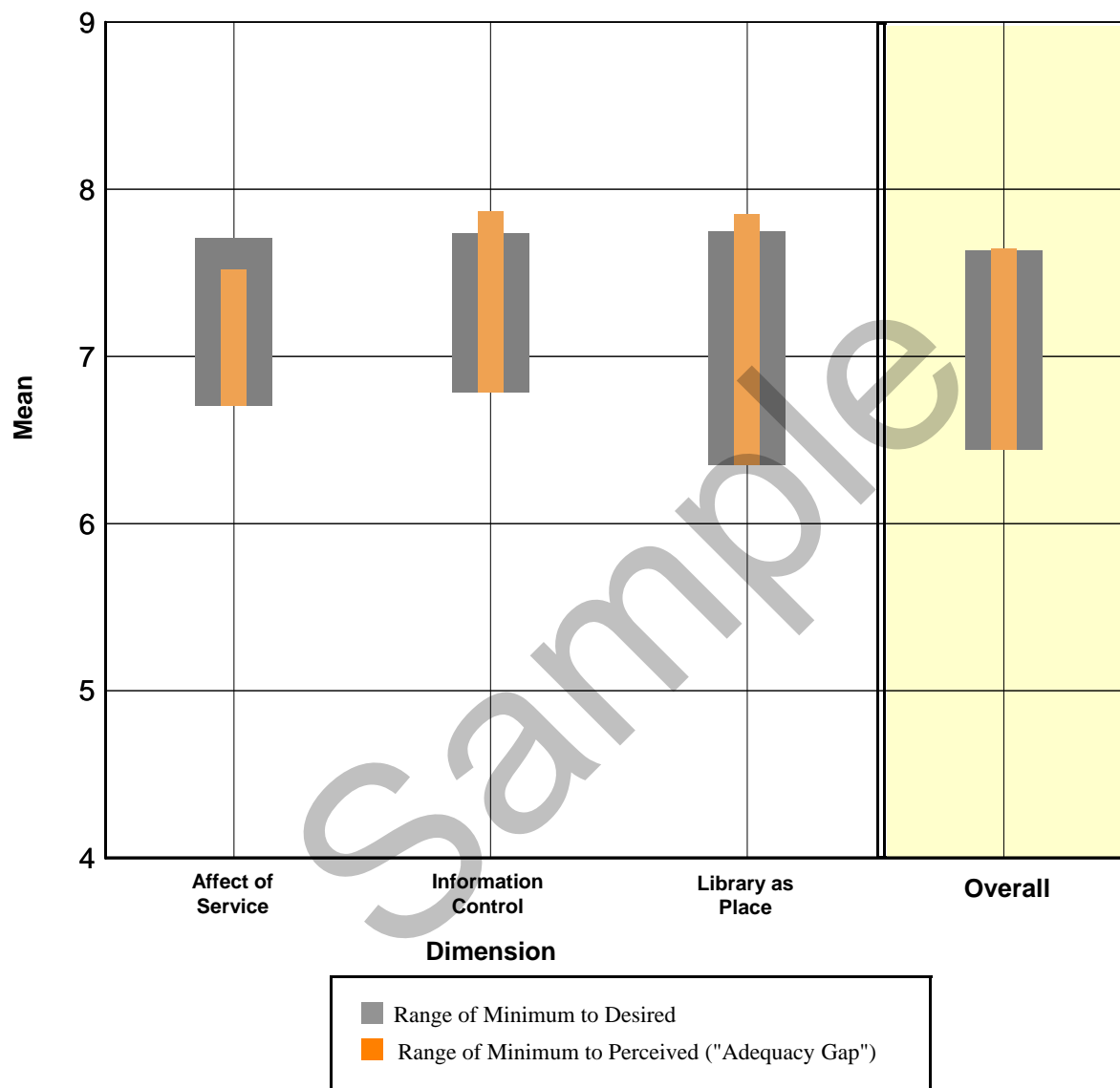
| ID                         | Question Text   | Minimum SD | Desired SD | Perceived SD | Adequacy SD | Superiority SD | n  |
|----------------------------|---|------------|------------|--------------|-------------|----------------|----|
| <b>Affect of Service</b>   |   |            |            |              |             |                |    |
| AS-1                       | Employees who instill confidence in users                         | 4.24       | 2.83       | 2.83         | 1.41        | 0.00           | 2  |
| AS-2                       | Giving users individual attention                                 | 1.53       | 2.00       | 2.08         | 0.58        | 0.58           | 3  |
| AS-3                       | Employees who are consistently courteous                          | 1.71       | 1.91       | 0.96         | 1.00        | 0.96           | 4  |
| AS-4                       | Readiness to respond to users' questions                          |            |            |              |             |                | 0  |
| AS-5                       | Employees who have the knowledge to answer user questions         | 1.41       | 0.71       | 1.41         | 2.83        | 0.71           | 2  |
| AS-6                       | Employees who deal with users in a caring fashion                 | 2.30       | 1.51       | 1.13         | 2.00        | 1.46           | 8  |
| AS-7                       | Employees who understand the needs of their users                 | 3.77       | 3.00       | 1.91         | 1.89        | 1.15           | 4  |
| AS-8                       | Willingness to help users   | 2.00       | 1.15       | 1.00         | 1.00        | 0.58           | 3  |
| AS-9                       | Dependability in handling users' service problems                 |            |            |              |             |                | 1  |
| <b>Information Control</b> |   |            |            |              |             |                |    |
| IC-1                       | Making electronic resources accessible from my home or office     | 1.89       | 0.00       | 1.50         | 0.58        | 1.50           | 4  |
| IC-2                       | A library Web site enabling me to locate information on my own    | 1.71       | 1.91       | 0.96         | 1.00        | 0.96           | 4  |
| IC-3                       | The printed library materials I need for my work                  | 1.53       | 2.00       | 2.08         | 0.58        | 0.58           | 3  |
| IC-4                       | The electronic information resources I need                       | 1.69       | 0.99       | 1.41         | 1.55        | 0.74           | 8  |
| IC-5                       | Modern equipment that lets me easily access needed information    | 3.77       | 3.00       | 1.91         | 1.89        | 1.15           | 4  |
| IC-6                       | Easy-to-use access tools that allow me to find things on my own   | 1.15       | 1.15       | 1.00         | 0.58        | 0.58           | 3  |
| IC-7                       | Making information easily accessible for independent use          |            |            |              |             |                | 1  |
| IC-8                       | Print and/or electronic journal collections I require for my work | 4.24       | 1.41       | 0.00         | 4.24        | 1.41           | 2  |
| <b>Library as Place</b>    |   |            |            |              |             |                |    |
| LP-1                       | Library space that inspires study and learning                    | 2.55       | 1.64       | 1.55         | 2.50        | 2.28           | 10 |
| LP-2                       | Quiet space for individual activities                             | 2.83       | 0.71       | 1.41         | 1.41        | 0.71           | 2  |
| LP-3                       | A comfortable and inviting location                               | 2.50       | 2.50       | 1.26         | 3.46        | 3.46           | 4  |
| LP-4                       | A getaway for study, learning, or research                        | 1.00       | 0.58       | 1.15         | 1.53        | 1.00           | 3  |
| LP-5                       | Community space for group learning and group study                | 4.24       | 1.41       | 0.00         | 4.24        | 1.41           | 2  |
| <b>Overall:</b>            |   | 1.57       | 1.24       | 1.09         | 1.24        | 0.87           | 10 |

Language: English (American)  
Institution Type: College or University  
Consortium: None  
Discipline: Undecided



### 13.3 Core Question Dimensions Summary for Undecided

On the chart below, scores for each dimension of library service quality have been plotted graphically. The exterior bars represent the range of minimum to desired mean scores for each dimension. The interior bars represent the range of minimum to perceived mean scores (the service adequacy gap) for each dimension of library service quality.



The following table displays mean scores for each dimension of library service quality measured by the LibQUAL+® survey, where *n* is the number of respondents for each particular dimension. (For a more detailed explanation of the headings, see the Introduction to this notebook.) A complete listing of the survey questions and their dimensions can be found in Appendix A.

| Dimension           | Minimum Mean | Desired Mean | Perceived Mean | Adequacy Mean | Superiority Mean | n  |
|---------------------|--------------|--------------|----------------|---------------|------------------|----|
| Affect of Service   | 6.71         | 7.71         | 7.52           | 0.81          | -0.19            | 8  |
| Information Control | 6.78         | 7.73         | 7.87           | 1.08          | 0.13             | 10 |
| Library as Place    | 6.35         | 7.75         | 7.85           | 1.50          | 0.10             | 10 |
| <b>Overall</b>      | 6.44         | 7.64         | 7.64           | 1.20          | 0.01             | 10 |

The following table displays standard deviation for each dimension of library service quality measured by the LibQUAL+® survey, where *n* is the number of respondents for each particular dimension. (For a more detailed explanation of the headings, see the Introduction to this notebook.) A complete listing of the survey questions and their dimensions can be found in Appendix A.

| Dimension           | Minimum SD | Desired SD | Perceived SD | Adequacy SD | Superiority SD | n  |
|---------------------|------------|------------|--------------|-------------|----------------|----|
| Affect of Service   | 1.84       | 1.35       | 1.24         | 1.49        | 0.94           | 8  |
| Information Control | 1.73       | 1.43       | 1.22         | 1.24        | 0.69           | 10 |
| Library as Place    | 2.10       | 1.48       | 1.11         | 2.07        | 1.56           | 10 |
| <b>Overall</b>      | 1.57       | 1.24       | 1.09         | 1.24        | 0.87           | 10 |

### 13.4 Local Question Summary for Undecided

This table shows mean scores of each of the local questions added by the individual library or consortium, where  $n$  is the number of respondents for each particular question. For a more detailed explanation of the headings, see the introduction to this notebook.

| Question Text   | Minimum Mean | Desired Mean | Perceived Mean | Adequacy Mean | Superiority Mean | n |
|---|--------------|--------------|----------------|---------------|------------------|---|
| Access to information resources that support patient care | 4.50         | 7.50         | 6.50           | 2.00          | -1.00            | 2 |
| Access to photocopying and printing facilities            |              |              |                |               |                  | 0 |
| Efficient interlibrary loan / document delivery           | 6.00         | 6.00         | 7.00           | 1.00          | 1.00             | 1 |
| Access to archives, special collections                   | 6.25         | 7.00         | 8.50           | 2.25          | 1.50             | 4 |
| Adequate hours of service                                 | 4.50         | 7.50         | 6.50           | 2.00          | -1.00            | 2 |

This table displays the standard deviations of each of the local questions added by the individual library or consortium, where  $n$  is the number of respondents for each particular question. For a more detailed explanation of the headings, see the introduction to this notebook.

| Question Text   | Minimum SD | Desired SD | Perceived SD | Adequacy SD | Superiority SD | n |
|---|------------|------------|--------------|-------------|----------------|---|
| Access to information resources that support patient care | 2.12       | 2.12       | 3.54         | 1.41        | 1.41           | 2 |
| Access to photocopying and printing facilities            |            |            |              |             |                | 0 |
| Efficient interlibrary loan / document delivery           |            |            |              |             |                | 1 |
| Access to archives, special collections                   | 2.50       | 1.63       | 0.58         | 2.63        | 1.73           | 4 |
| Adequate hours of service                                 | 2.12       | 2.12       | 3.54         | 1.41        | 1.41           | 2 |

### 13.5 General Satisfaction Questions Summary for Undecided

This table displays the mean score and standard deviation for each of the general satisfaction questions: Satisfaction with Treatment, Satisfaction with Support, and Satisfaction with Overall Quality of Service, where  $n$  is the number of respondents for each question. These scores are calculated from responses to the general satisfaction questions on the LibQUAL+® survey, in which respondents rated their levels of general satisfaction on a scale from 1-9.

| Satisfaction Question   | Mean | SD   | n  |
|---|------|------|----|
| In general, I am satisfied with the way in which I am treated at the library.                     | 7.75 | 0.96 | 4  |
| In general, I am satisfied with library support for my learning, research, and/or teaching needs. | 7.50 | 1.64 | 6  |
| How would you rate the overall quality of the service provided by the library?                    | 8.00 | 1.05 | 10 |

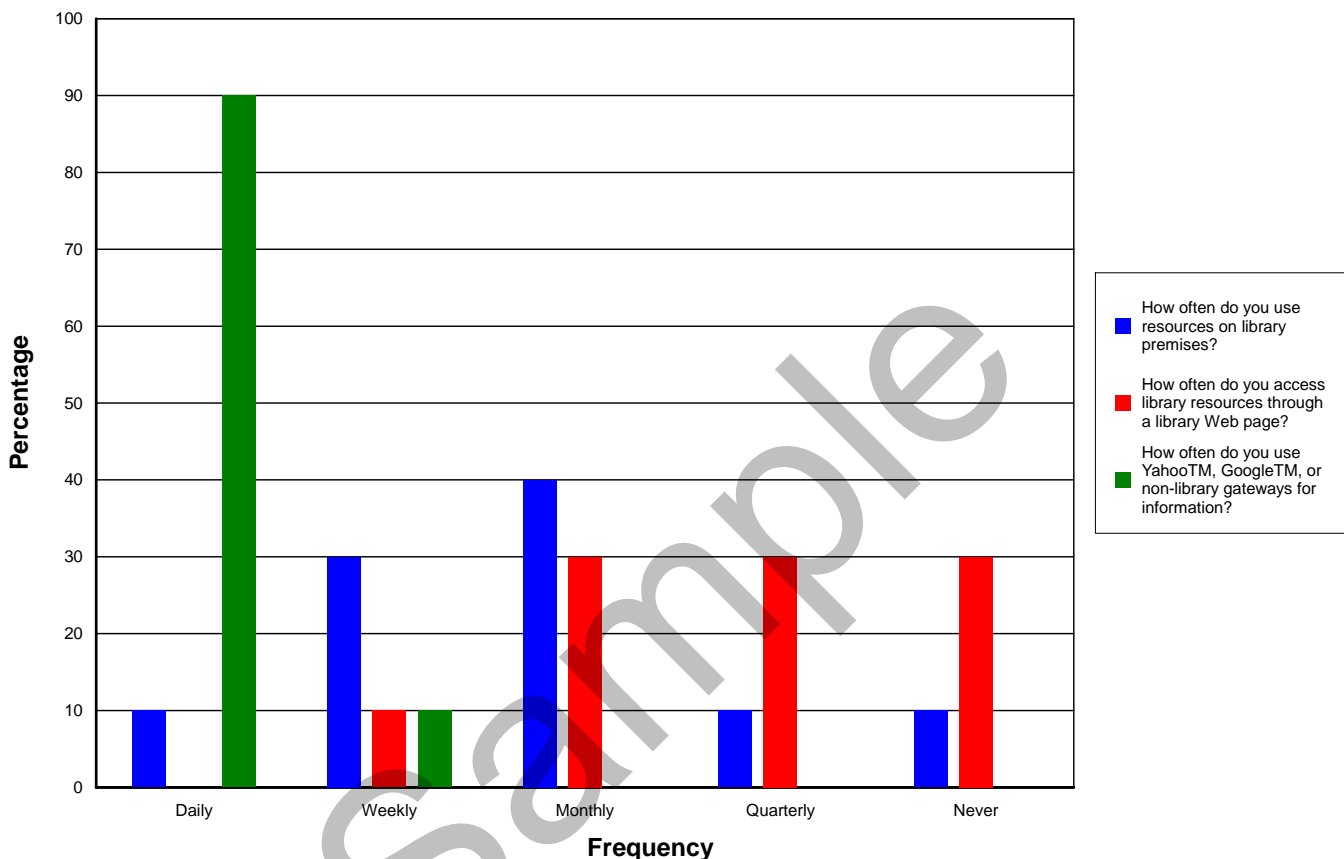
### 13.6 Information Literacy Outcomes Questions Summary for Undecided

This table displays the mean score and standard deviation for each of the information literacy outcomes questions, where  $n$  is the number of respondents for each question. These scores are calculated from responses to the information literacy outcomes questions on the LibQUAL+® survey, in which respondents rated their levels of general satisfaction on a scale from 1-9 with 1 being "strongly disagree" and 9 representing "strongly agree".

| Information Literacy Outcomes Questions   | Mean | SD   | n |
|---|------|------|---|
| The library helps me stay abreast of developments in my field(s) of interest.       | 5.75 | 1.71 | 4 |
| The library aids my advancement in my academic discipline or work.                  | 7.60 | 1.95 | 5 |
| The library enables me to be more efficient in my academic pursuits or work.        |      |      | 0 |
| The library helps me distinguish between trustworthy and untrustworthy information. | 7.20 | 1.48 | 5 |
| The library provides me with the information skills I need in my work or study.     | 5.00 | 1.41 | 2 |

### 13.7 Library Use Summary for Undecided

This chart shows a graphic representation of library use (both on the premises and electronically), as well as use of non-library information gateways such as Yahoo® and Google®. Bars represent the frequency with which respondents report using these resources: Daily, Weekly, Monthly, Quarterly, or Never. The table below the chart displays the number and percentage of respondents who selected each option.



|  | Daily       | Weekly      | Monthly     | Quarterly   | Never       | n/%           |
|--|-------------|-------------|-------------|-------------|-------------|---------------|
| How often do you use resources on library premises?                              | 1<br>10.00% | 3<br>30.00% | 4<br>40.00% | 1<br>10.00% | 1<br>10.00% | 10<br>100.00% |
| How often do you access library resources through a library Web page?            | 0<br>0.00%  | 1<br>10.00% | 3<br>30.00% | 3<br>30.00% | 3<br>30.00% | 10<br>100.00% |
| How often do you use YahooTM, GoogleTM, or non-library gateways for information? | 9<br>90.00% | 1<br>10.00% | 0<br>0.00%  | 0<br>0.00%  | 0<br>0.00%  | 10<br>100.00% |

## Appendix A: LibQUAL+® Dimensions

LibQUAL+® measures dimensions of perceived library quality--that is, each survey question is part of a broader category (a dimension), and scores within those categories are analyzed in order to derive more general information about library users' perceptions of service. These dimensions were first based on the original SERVQUAL survey instrument (the framework for the LibQUAL+® survey tool; for more information on the origins of LibQUAL+®, go to <http://www.libqual.org/Publications/>). The LibQUAL+® survey dimensions have evolved with each iteration, becoming more refined and focused for application to the library context. Dimensions for each iteration of the LibQUAL+® survey are outlined below.

### LibQUAL+® 2000 Dimensions

The 2000 iteration of the LibQUAL+® survey, which had 41 questions, measured eight separate dimensions:

- Assurance (the knowledge and courtesy of employees, and their ability to convey trust and confidence)
- Empathy (caring, individual attention)
- Library as Place (library as a sanctuary/haven or site for learning and contemplation)
- Reliability (ability to perform the promised service dependably and accurately)
- Responsiveness (willingness to help customers and provide prompt service)
- Tangibles (appearance of physical facilities, equipment, personnel and communications materials)
- Instructions/Custom Items
- Self-Reliance

### LibQUAL+® 2001 Dimensions

After careful analysis of the results from the 2000 survey, the dimensions were further refined to re-ground the SERVQUAL items in the library context. Four sub-dimensions resulted for the 2001 iteration:

- Service Affect (nine items, such as “willingness to help users”)
- Library as Place (five items, such as “a haven for quiet and solitude”)
- Personal Control (six items, such as “website enabling me to locate information on my own”), and
- Information Access (five items, such as “comprehensive print collections” and “convenient business hours”)

### LibQUAL+® 2002 and 2003 Dimensions

For the 2002 iteration of the LibQUAL+® survey, the dimensions were once again refined based on analysis of the previous year's results. While the four dimensions were retained, their titles were changed slightly to more clearly represent the questions and data. The same four dimensions were also used on the 2003 survey:

- Access to Information
- Affect of Service
- Library as Place
- Personal Control

### LibQUAL+® 2004 - Present Dimensions

After the 2003 survey was completed, factor and reliability analyses on the resulting data revealed that two of the

dimensions measured by the survey-Access to Information and Personal Control-had collapsed into one. The following three dimensions have been measured since then: Affect of Service, Information Control, and Library as Place. In addition, three core items were eliminated from the 2003 version of the survey, leaving 22 core items on the final survey instrument.

The list below displays the dimensions used to present the results in the 2012 notebooks, along with the questions that relate to each dimension. *(Note: The questions below are those used in the College and University implementation of the survey, American English version.)*

**Affect of Service**

- [AS-1] Employees who instill confidence in users
- [AS-2] Giving users individual attention
- [AS-3] Employees who are consistently courteous
- [AS-4] Readiness to respond to users' questions
- [AS-5] Employees who have the knowledge to answer user questions
- [AS-6] Employees who deal with users in a caring fashion
- [AS-7] Employees who understand the needs of their users
- [AS-8] Willingness to help users
- [AS-9] Dependability in handling users' service problems

**Information Control**

- [IC-1] Making electronic resources accessible from my home or office
- [IC-2] A library Web site enabling me to locate information on my own
- [IC-3] The printed library materials I need for my work
- [IC-4] The electronic information resources I need
- [IC-5] Modern equipment that lets me easily access needed information
- [IC-6] Easy-to-use access tools that allow me to find things on my own
- [IC-7] Making information easily accessible for independent use
- [IC-8] Print and/or electronic journal collections I require for my work

**Library as Place**

- [LP-1] Library space that inspires study and learning
- [LP-2] Quiet space for individual activities
- [LP-3] A comfortable and inviting location
- [LP-4] A getaway for study, learning or research
- [LP-5] Community space for group learning and group study

Sample



Sample

Sample



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