LibQUAL+® Survey Results

Presented by:
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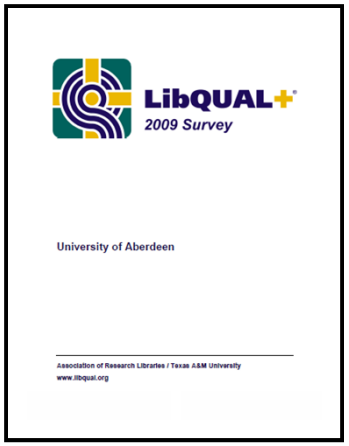
Association of Research Libraries

Monday, January 10, 2011
Hilton Bayfront, Indigo Room 202A
San Diego, CA

Results Notebooks

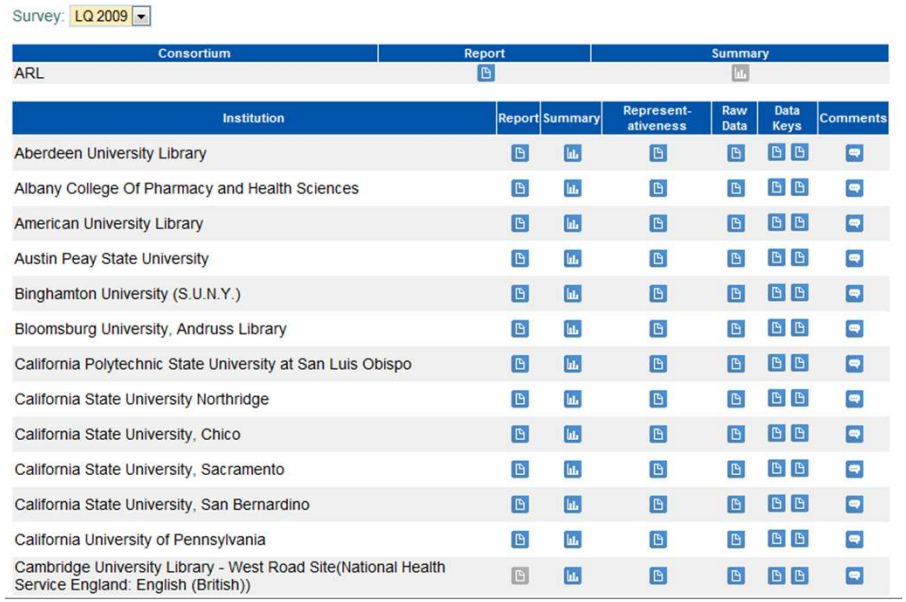
- Sections for Overall, Undergraduates, Graduates, Faculty, Staff, Library Staff include:
  - Demographic Summary
  - Core Questions Summary
  - Dimensions Summary
  - Local Questions
  - General Satisfaction Questions
  - Information Literacy Outcomes Questions
  - Library Use Summary



- Appendix describing changes in the dimensions and the questions included in each dimension.

Results

- Data Repository:
  Individual Notebooks
  Group Notebook (PDF)
  Unified Group Notebook (PDF)
- User Comments
- Excel / SPSS data files



Survey: LQ 2009

Consortium	Report	Summary
ARL		

Institution	Report	Summary	Represent-ativeness	Raw Data	Data Keys	Comments
Aberdeen University Library						
Albany College Of Pharmacy and Health Sciences						
American University Library						
Austin Peay State University						
Binghamton University (S.U.N.Y.)						
Bloomsburg University, Andruss Library						
California Polytechnic State University at San Luis Obispo						
California State University Northridge						
California State University, Chico						
California State University, Sacramento						
California State University, San Bernardino						
California University of Pennsylvania						
Cambridge University Library - West Road Site(National Health Service England: English (British))						

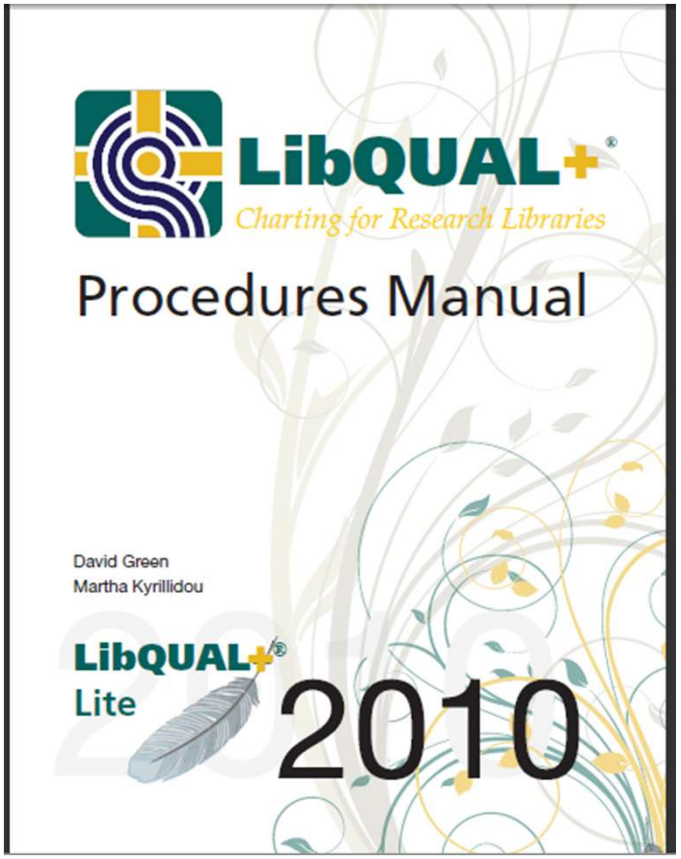
Core Items and Dimensions

22 core items (i.e., questions)

Three dimensions:

- Affect of Service – 9 questions
- Information Control – 8 questions
- Library as Place – 5 questions

DO YOU UNDERSTAND YOUR RESULTS?



Remember to check the Procedures Manual

Understanding Your Individual Results

- Look at the top 5 most desired services
- Compare your results with peer or ARL institutions
- Compare your results over time
- Compare your faculty's minimum with the aggregate minimum acceptable levels
  - Same for perceived and desired
- Look at user groups individually

Understanding Your Individual Results

- Look at user groups by discipline
- Look at results to determine if users are not aware of what the library already does
- Explore one question by discipline and user group
- Probe the questions that had meaningful gaps between perceived results and minimum expectations
- Focus on questions with negative gaps (i.e., the red)

Interpreting Your LibQUAL+® Data

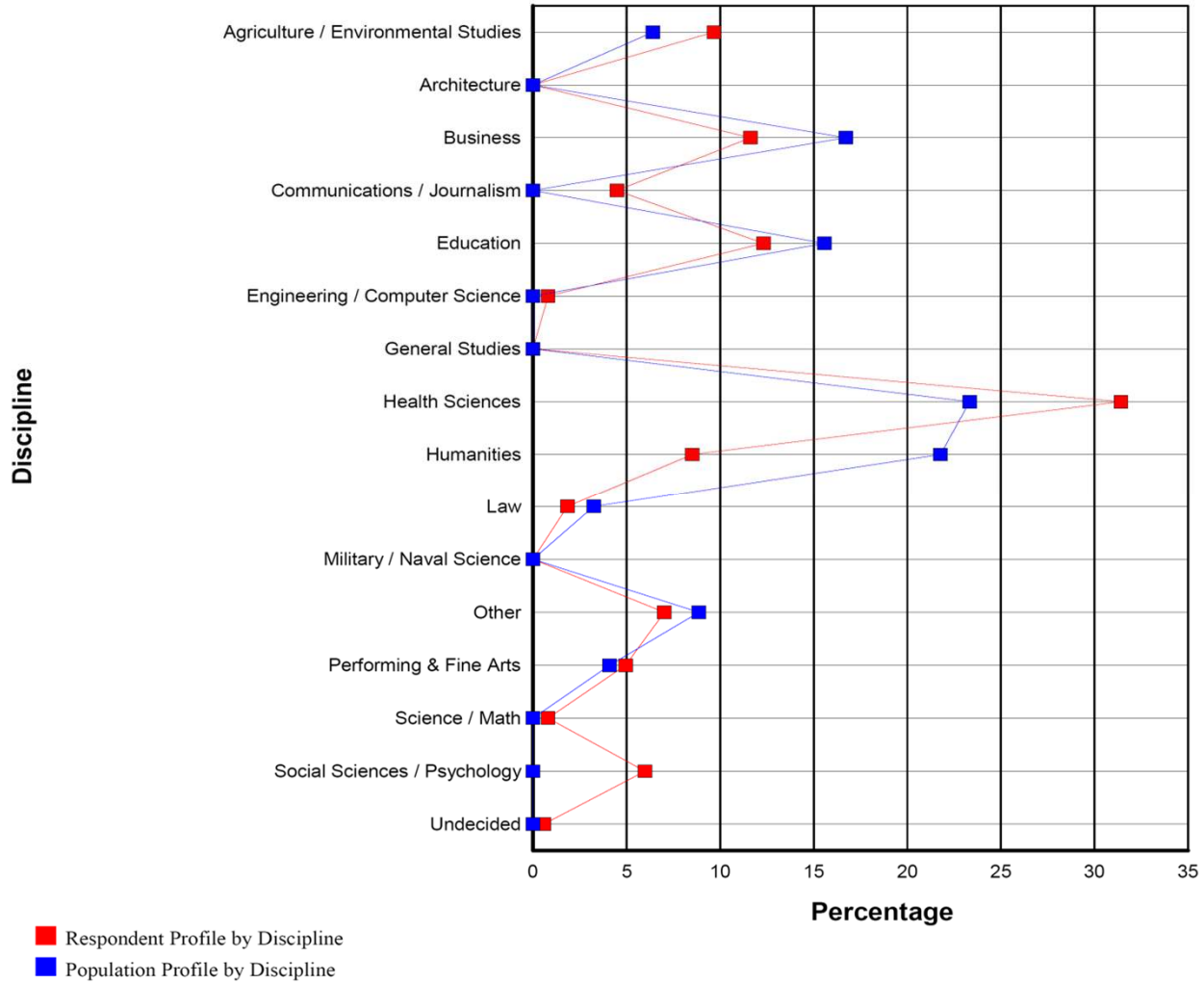
- Determining representativeness

- LibQUAL+® Scores have 3 interpretation frameworks:
  - Zone of tolerance
  - Peer comparisons
  - Longitudinal analysis

- Quantitative Analysis: Excel Data

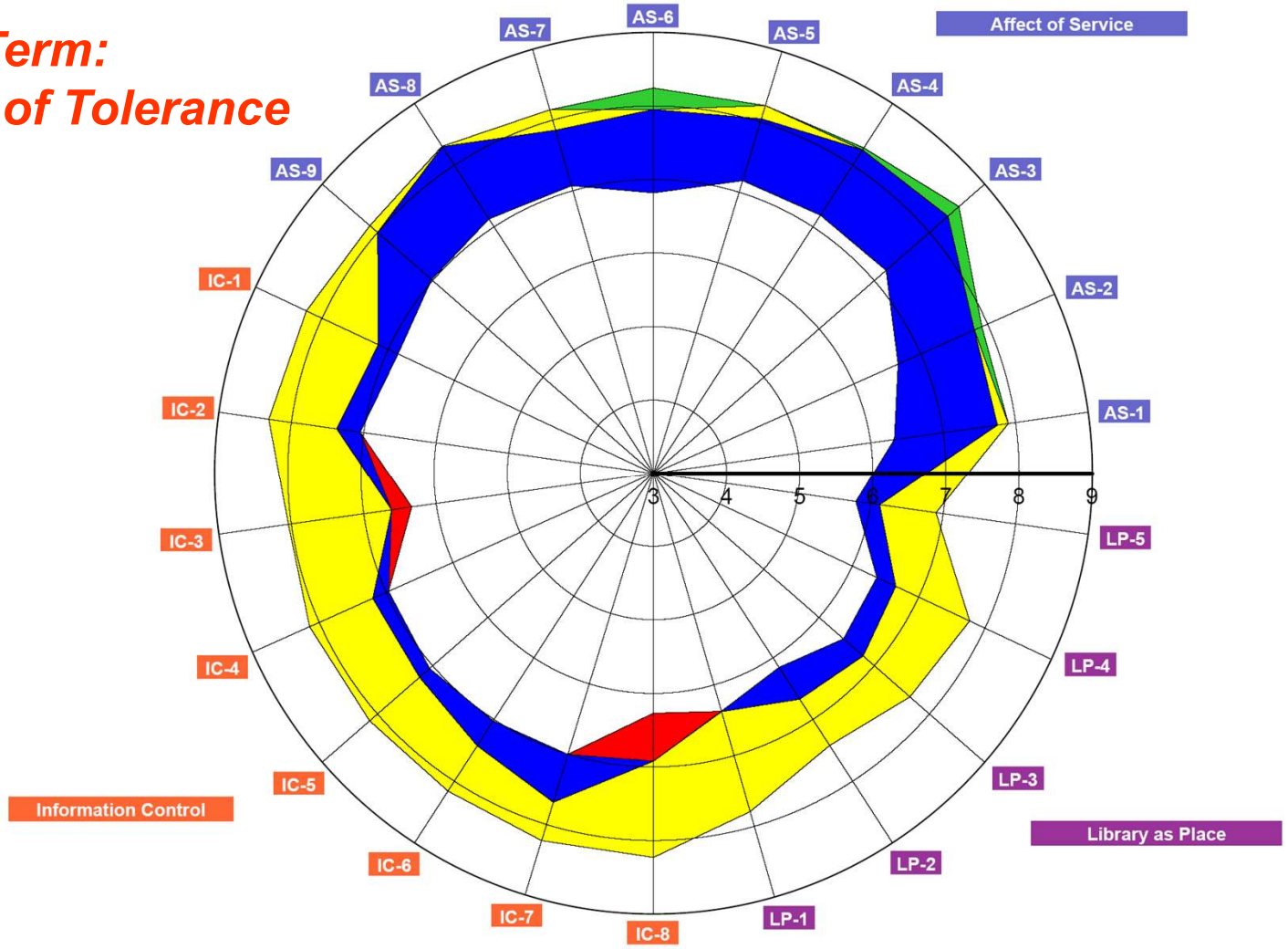
- Qualitative Analysis: Comments

Determining Representativeness



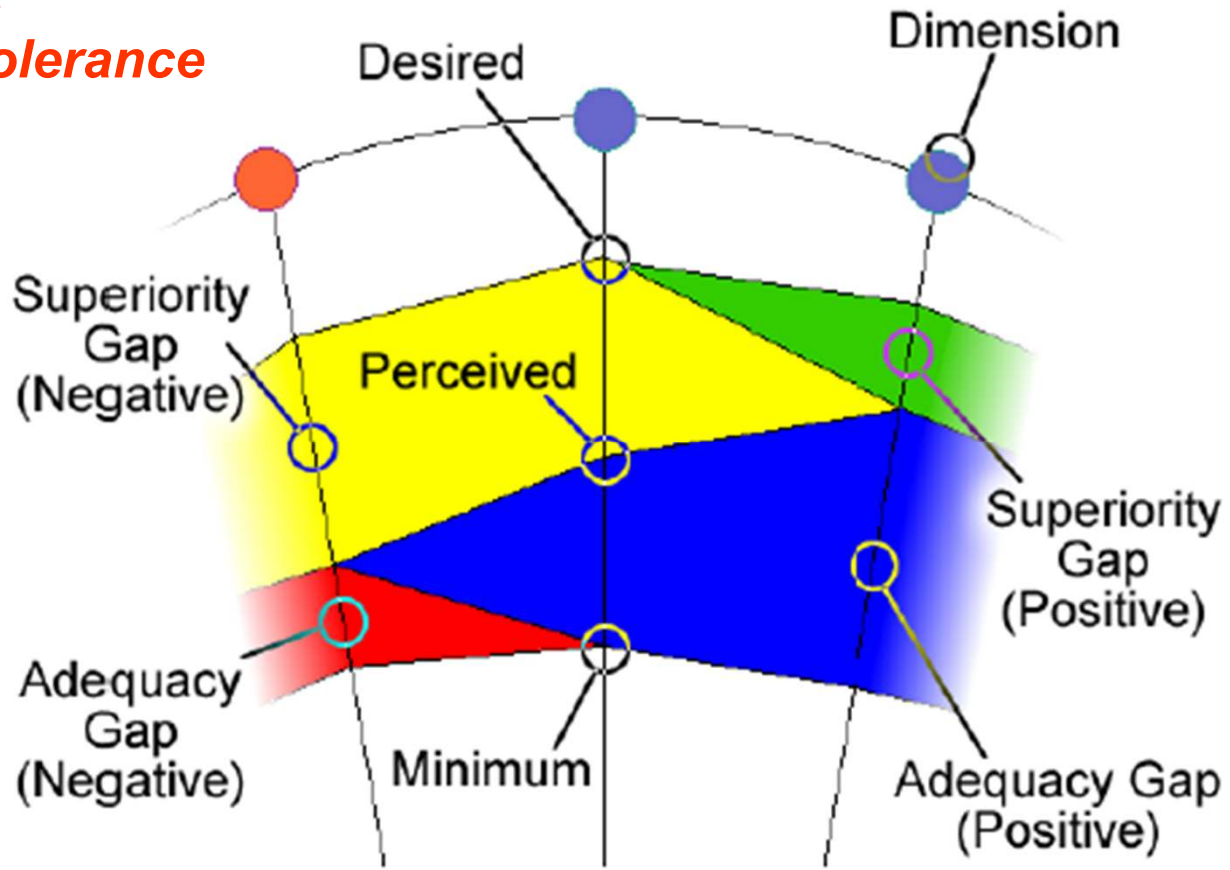
Understanding Your Individual Results: Radar Charts

Key Term:
Zone of Tolerance

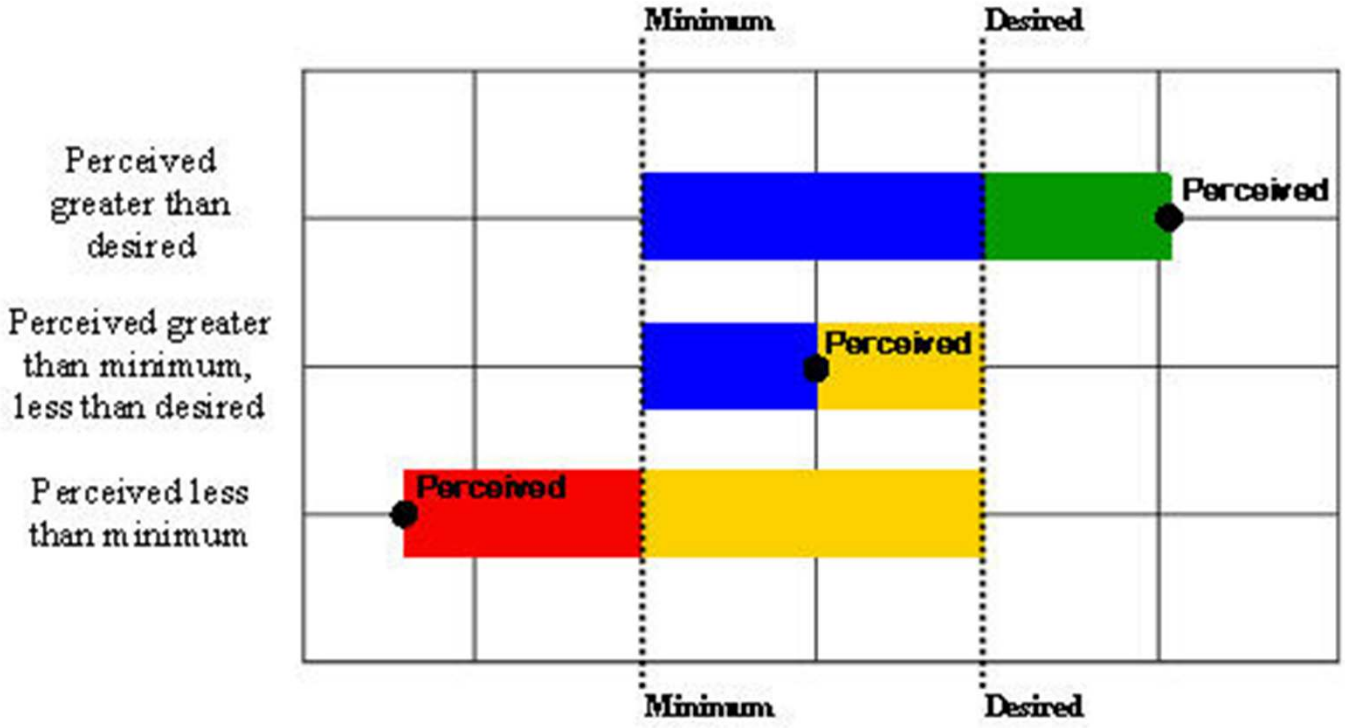


Key to Radar Charts

Key Term:
Zone of Tolerance



Radar Chart Basics



Key Term:
Zone of Tolerance

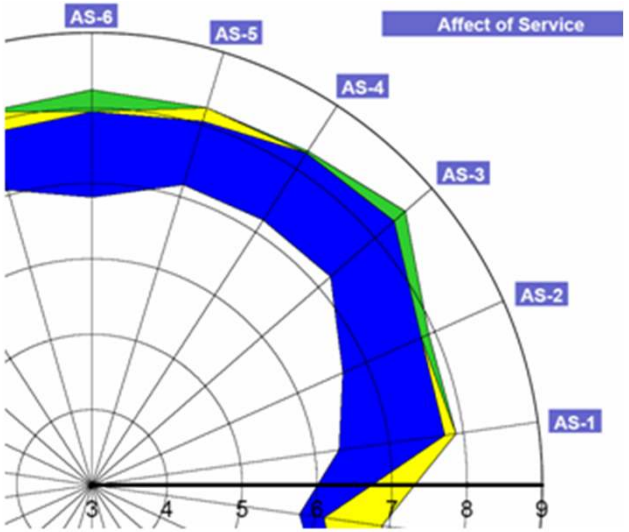
What Do the Colors Mean?

Key Term:
Zone of Tolerance

Green

And

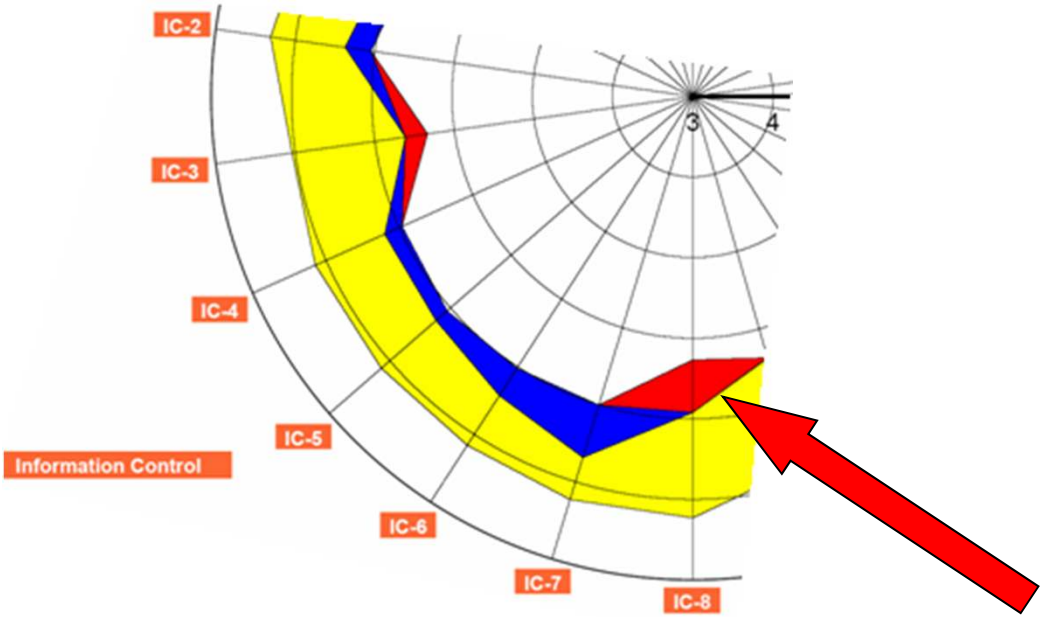
Blue



ID	Question Text	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service							
AS-1	Employees who instill confidence in users	6.33	7.90	7.75	1.42	-0.15	211
AS-2	Giving users individual attention	6.66	7.80	7.92	1.25	0.11	2
AS-3	Employees who are consistently courteous	7.21	8.33	8.53	1.32	0.20	215
AS-4	Readiness to respond to users' questions	7.19	8.25	8.28	1.09	0.03	21
AS-5	Employees who have the knowledge to answer user questions	7.17	8.23	8.05	0.88	-0.19	21
AS-6	Employees who deal with users in a caring fashion	6.82	7.95	8.24	1.43	0.29	2
AS-7	Employees who understand the needs of their u	7.07	8.15	7.86	0.79	-0.29	206

What Do the Colors Mean?

Red

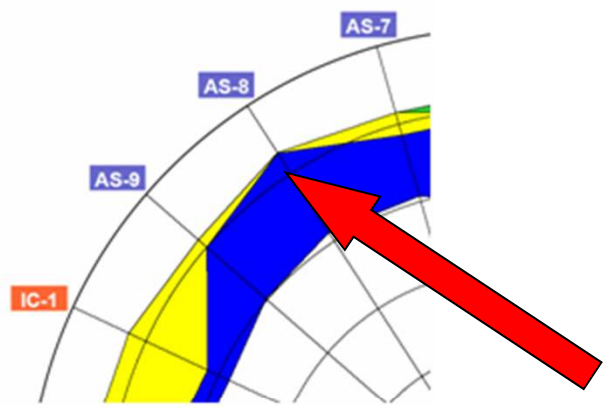


Key Term:
Zone of Tolerance

IC-3	The printed library materials I need for my work	6.62	8.04	6.34	-0.28	-1.70	198
IC-4	The electronic information resources I need	6.97	8.15	7.20	0.23	-0.95	209
IC-5	Modern equipment that lets me easily access needed information	7.06	8.14	7.24	0.18	-0.90	209
IC-6	Easy-to-use access tools that allow me to find things on my own	7.02	8.16	7.43	0.40	-0.73	211
IC-7	Making information easily accessible for independent use	7.00	8.23	7.68	0.68	-0.55	203
IC-8	Print and/or electronic journal collections I require for my work	6.92	8.23	6.27	-0.65	-1.96	204

What Do the Colors Mean?

Little Yellow

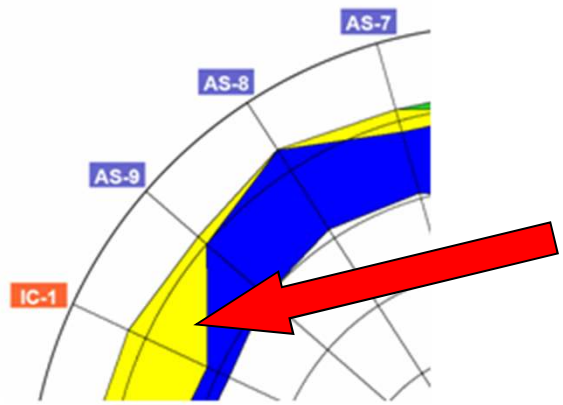


Key Term:
Zone of Tolerance

AS-7	Employees who understand the needs of their users	7.07	8.15	7.86	0.79	-0.29
AS-8	Willingness to help users	7.13	8.31	8.30	1.17	0.00
AS-9	Dependability in handling users' service problems	7.02	8.14	8.00	0.98	-0.14
Information Control						
IC-1	Making electronic resources accessible from my home or office	6.85	8.24	7.15	0.30	-1.09

What Do the Colors Mean?

A lot of Yellow



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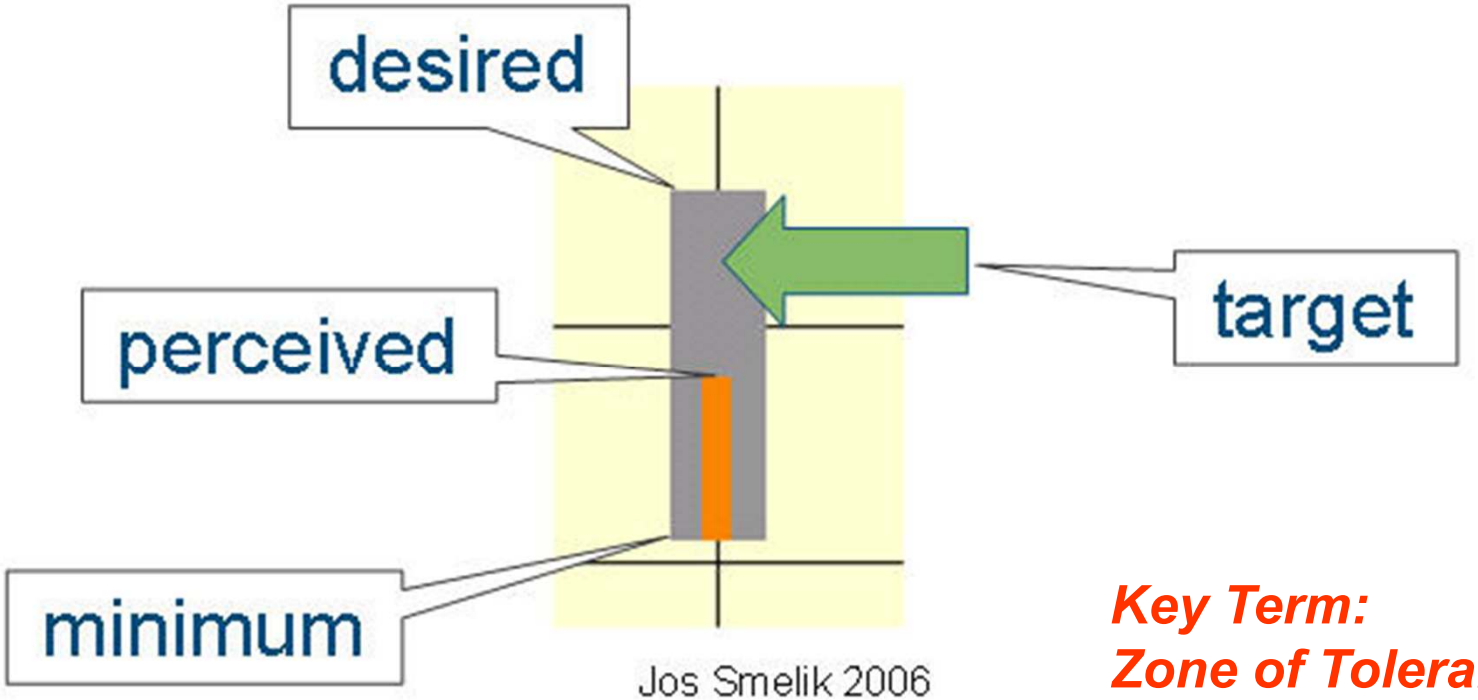
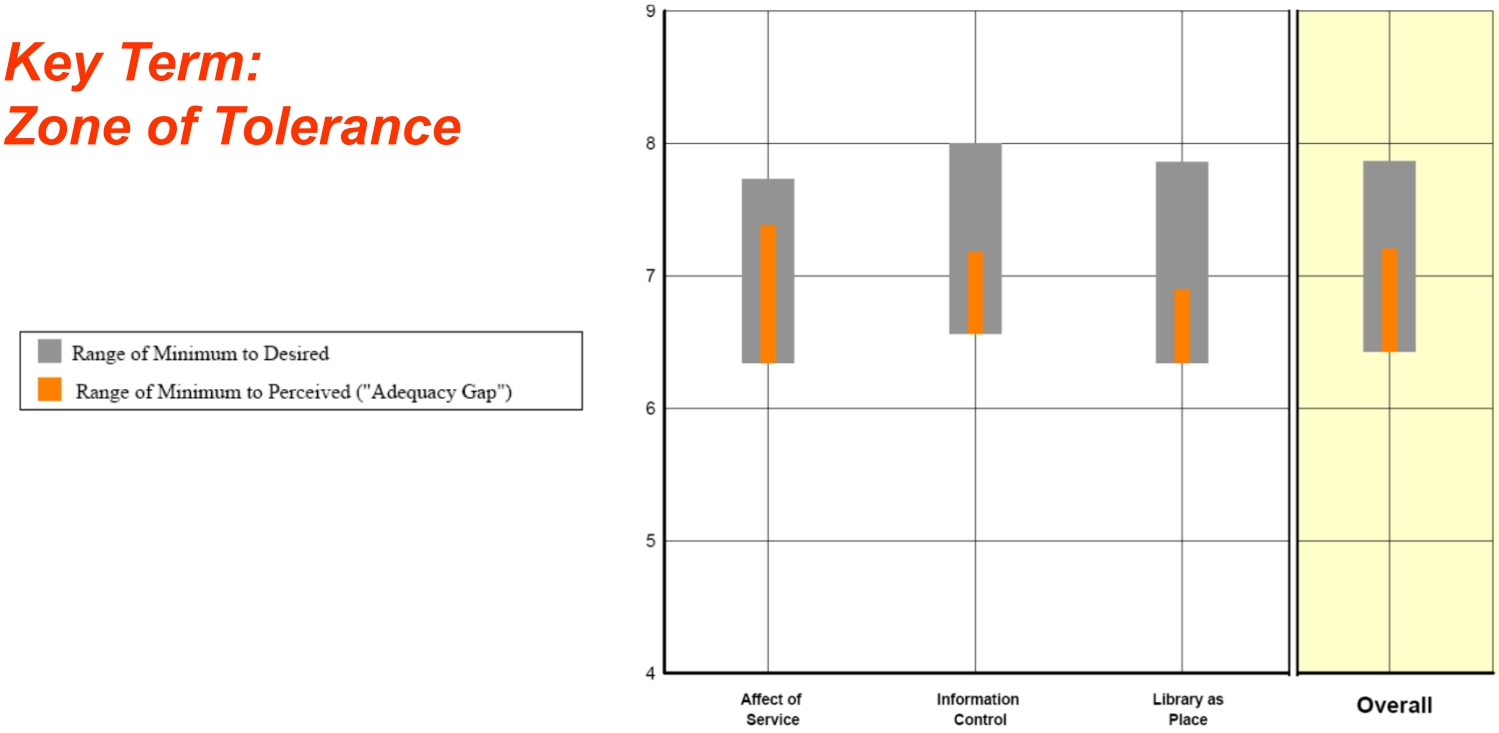
Understanding Your Individual Results: Thermometer Charts



Key Term:
Zone of Tolerance

Dimension Summary

Key Term:
Zone of Tolerance



Dimension	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service	6.34	7.73	7.38	1.04	-0.35	2,446
Information Control	6.56	8.00	7.18	0.62	-0.82	2,447
Library as Place	6.34	7.86	6.89	0.55	-0.97	2,441
Overall:	6.43	7.86	7.20	0.77	-0.67	2,448

Three interpretation frameworks

- Zone of tolerance
  - Perceptions vs. expectations
  - meeting users minimum expectations
  - Approaching users' desired expectations
- My scores over time (longitudinal)
  - Am I doing better or worse compared to last time I measured my performance
- Peer comparisons

Other Analytical Tools

- LibQUAL+® Analytics
  - Institutional Explorer (peer comparison)
  - Longitudinal Analysis

  http://www.libqual.org/Interactive/index.cfm

- Norms

- SPSS

Quantitative Analysis: Excel Data

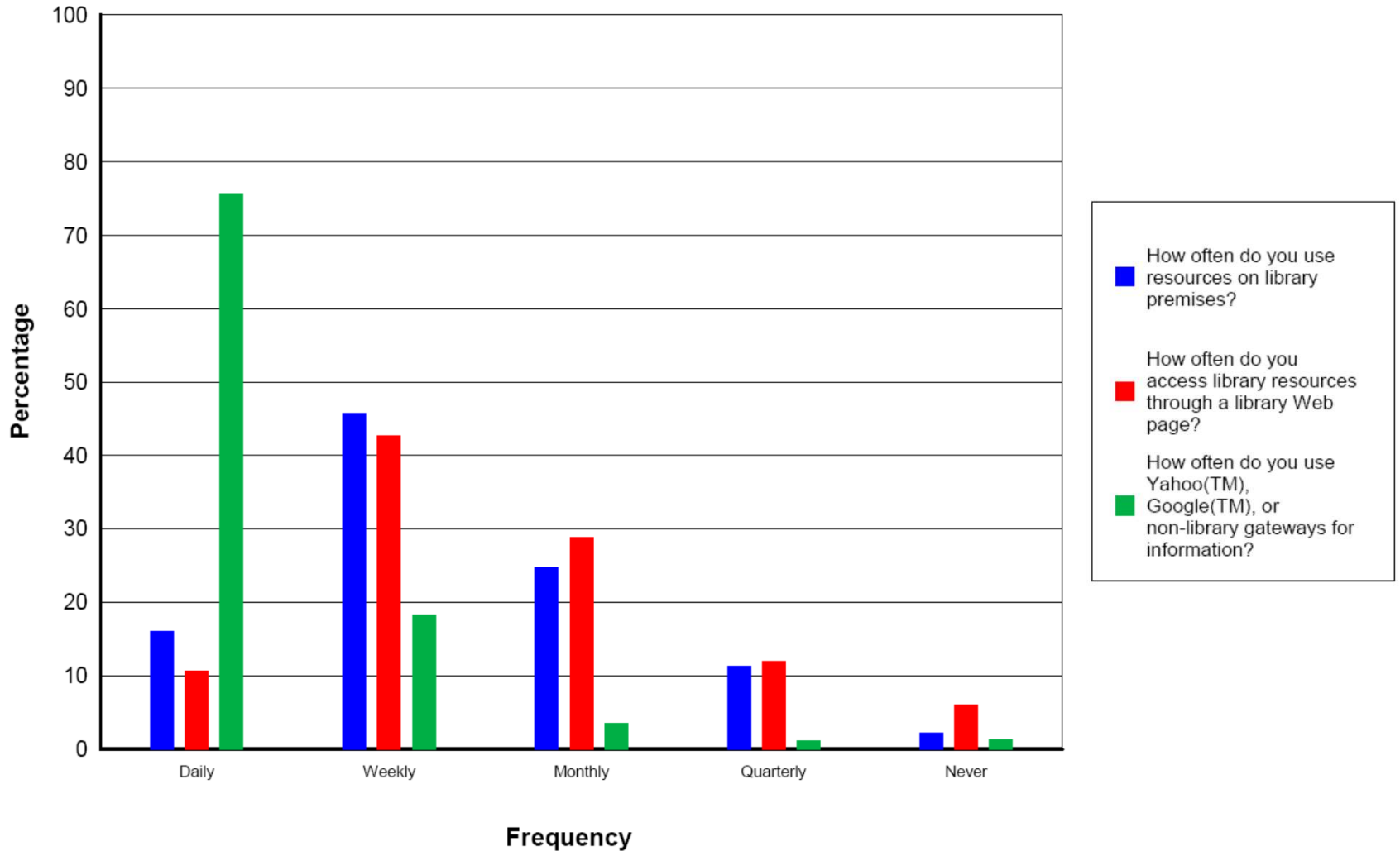
- Excel/SPSS data files available on the LibQUAL+® Web site

- Use customized radar chart template to create custom analyses

Qualitative Analysis: User Comments

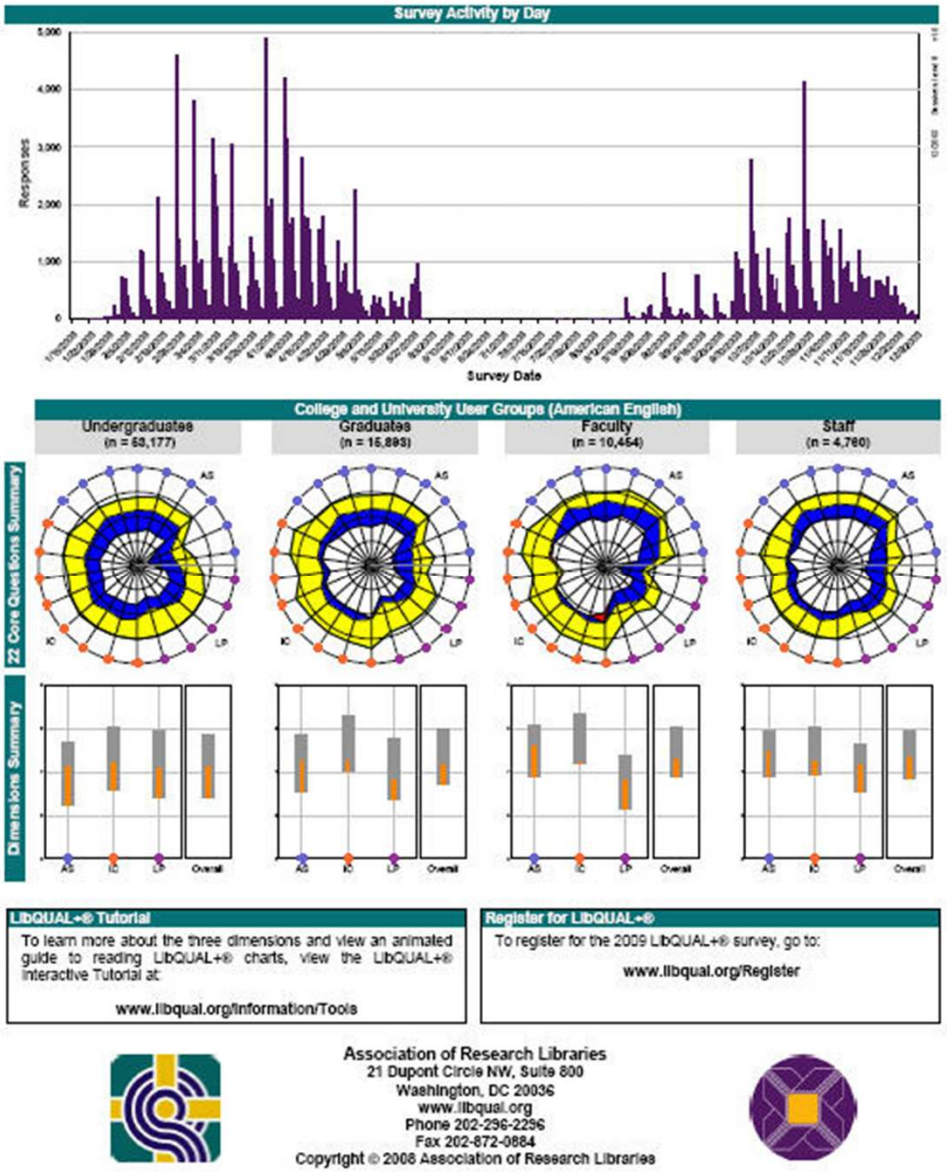
- About one-half of users include comments on their surveys
- User Comments available on the LibQUAL+® Web site
  - Download comments in Excel or text file
- Skim the comments
- Conduct ATLAS.ti analysis

Library Use Summary



2009 LibQUAL+® Highlights: Session I & II

Available for download on the Publications page at http://www.libqual.org/Publications/index.cfm



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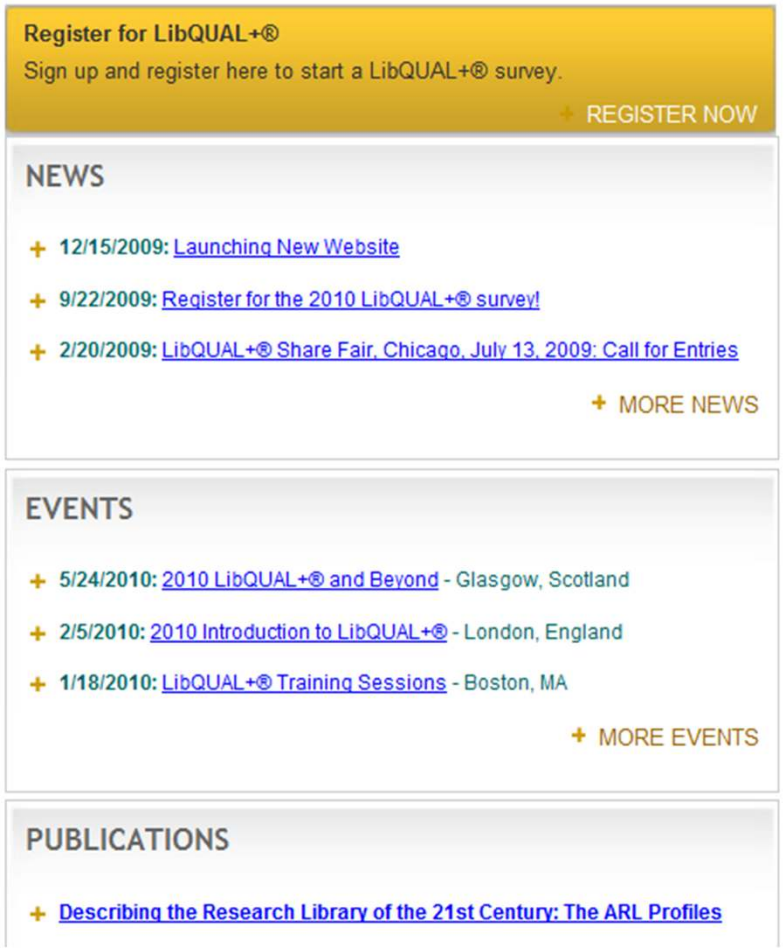
General Discussion and Q&A

Summary and Closure

LibQUAL+® Resources

- New LibQUAL+® Web site
- New LibQUAL+® Lite
- Publications
- Events and Training
- LibQUAL+® Procedures Manual

www.libqual.org



UNIVERSITY of VIRGINIA LIBRARY

ASSOCIATION OF RESEARCH LIBRARIES

UNIVERSITY LIBRARIES
UNIVERSITY of WASHINGTON

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