Qualitative Grounding

"*22 Items and a Box*"

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Project web site: http://www.libqual.org

Premise for Mixed-Methods

- "The underlying premise of mixed-method inquiry is that each paradigm offers a meaningful and legitimate way of knowing and understanding" (p. 7).

Note. Greene, J.C. and Caracelli, V. J. (Eds.). (1997). *Advances in mixed-method valuation.* San Francisco, CA: Jossey-Bass.

LibQUAL+™ Project

13 Libraries
English LibQUAL+™ Version
4000 Respondents

Emergent
2000

	PURPOSE	DATA	ANALYSIS	PRODUCT/RESULT
QUAL	Describe library environment; build theory of library service quality from user perspective	Unstructured interviews at 8 ARL institutions	Content analysis: (cards & Atlas TI)	Case studies[1]
QUAN	Test LibQUAL+™ instrument	Web-delivered survey	Reliability/validity analyses: Cronbachs Alpha, factor analysis, SEM, descriptive statistics	Valid LibQUAL+™ protocol Scalable process Enhanced understanding of user-centered views of service quality in the library environment[2]
QUAL	Refine theory of service quality	Unstructured interviews at Health Sciences and the Smithsonian libraries	Content analysis	Cultural perspective[3]
QUAL	Refine LibQUAL+™ instrument	E-mail to survey administrators	Content analysis	Refined survey delivery process and theory of service quality[4]
QUAN	Test LibQUAL+™ instrument	Web-delivered survey	Reliability/validity analyses including Cronbachs Alpha, factor analysis, SEM, descriptive statistics	Refined LibQUAL+™ instrument[5]
QUAL	Refine theory	Focus groups	Content analysis	Local contextual understanding of LibQUAL+™ survey responses[6]

Vignette
Re-tooling

Iterative
2004 ….

315 Libraries English, Dutch, Swedish,
German LibQUAL+™ Versions
160,000 anticipated respondents

LibQUAL+™ Process

- SERVQUAL dimensions served as *a priori* theoretical starting point

Gap Theory of Assessment: Perceptions, Service Quality and Satisfaction

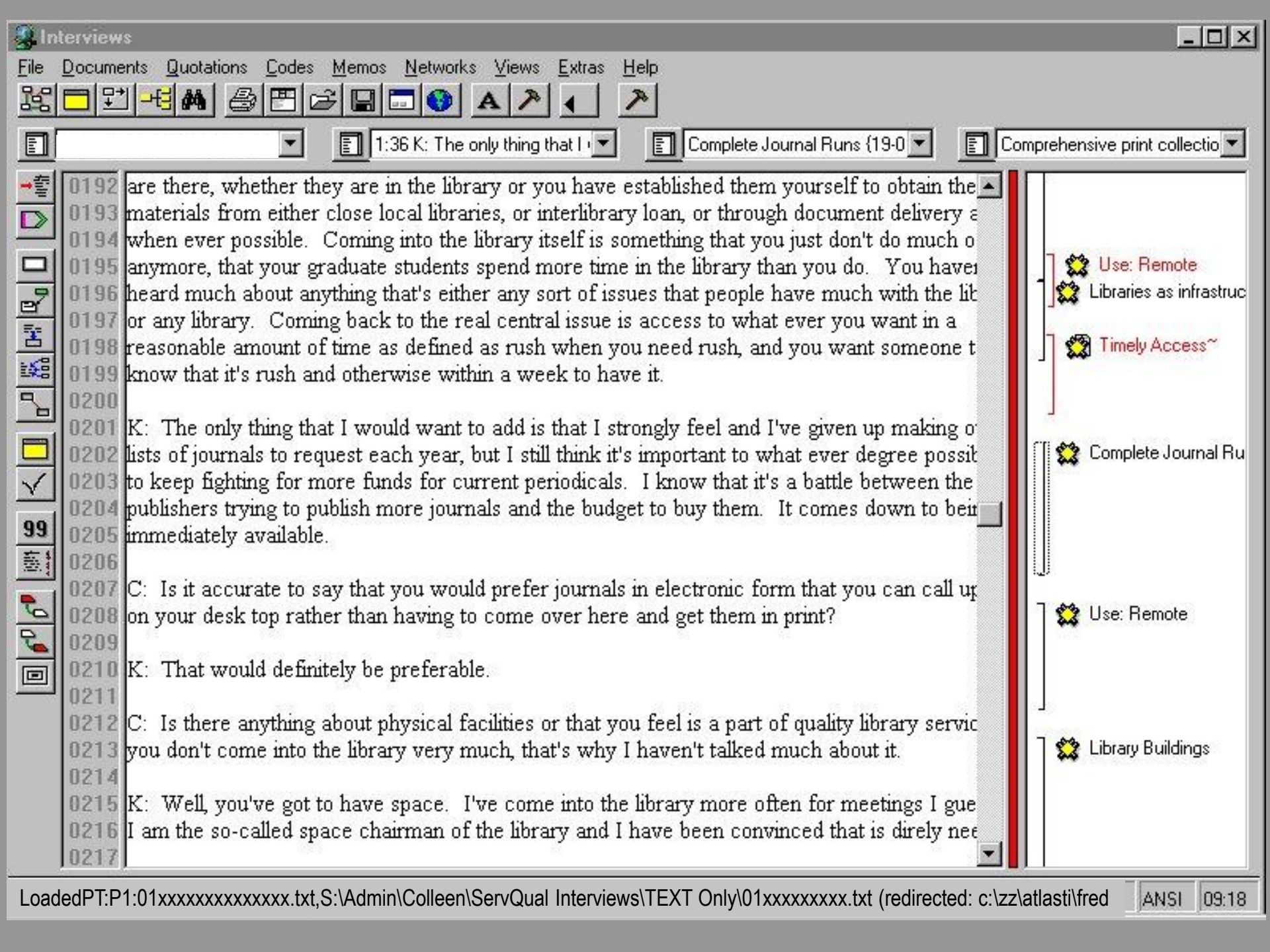
PERCEPTIONS ⟷ SERVICE

"….only customers judge quality; all other judgments are essentially irrelevant"

Note. Zeithaml, Parasuraman, Berry. (1999). Delivering quality service. NY: The Free Press.

76 Interviews Conducted

- York University
- University of Arizona
- Arizona State
- University of Connecticut
- University of Houston
- University of Kansas
- University of Minnesota
- University of Pennsylvania
- University of Washington
- Smithsonian
- Northwestern Medical


Interviews
File Documents Quotations Codes Memos Networks Views Extras Help
1:36 K: The only thing that I
Complete Journal Runs (19-0
Comprehensive print collectio
0192 are there, whether they are in the library or you have established them yourself to obtain the
0193 materials from either close local libraries, or interlibrary loan, or through document delivery a
0194 when ever possible. Coming into the library itself is something that you just don't do much o
0195 anymore, that your graduate students spend more time in the library than you do. You have
0196 heard much about anything that's either any sort of issues that people have much with the lib
0197 or any library. Coming back to the real central issue is access to what ever you want in a
0198 reasonable amount of time as defined as rush when you need rush, and you want someone t
0199 know that it's rush and otherwise within a week to have it.
0200
0201 K: The only thing that I would want to add is that I strongly feel and I've given up making o
0202 lists of journals to request each year, but I still think it's important to what ever degree possib
0203 to keep fighting for more funds for current periodicals. I know that it's a battle between the
0204 publishers trying to publish more journals and the budget to buy them. It comes down to beir
0205 immediately available.
0206
0207 C: Is it accurate to say that you would prefer journals in electronic form that you can call up
0208 on your desk top rather than having to come over here and get them in print?
0209
0210 K: That would definitely be preferable.
0211
0212 C: Is there anything about physical facilities or that you feel is a part of quality library servic
0213 you don't come into the library very much, that's why I haven't talked much about it.
0214
0215 K: Well, you've got to have space. I've come into the library more often for meetings I gue
0216 I am the so-called space chairman of the library and I have been convinced that is direly nee
0217
Use: Remote
Libraries as infrastruc
Timely Access~
Complete Journal Ru
Use: Remote
Library Buildings
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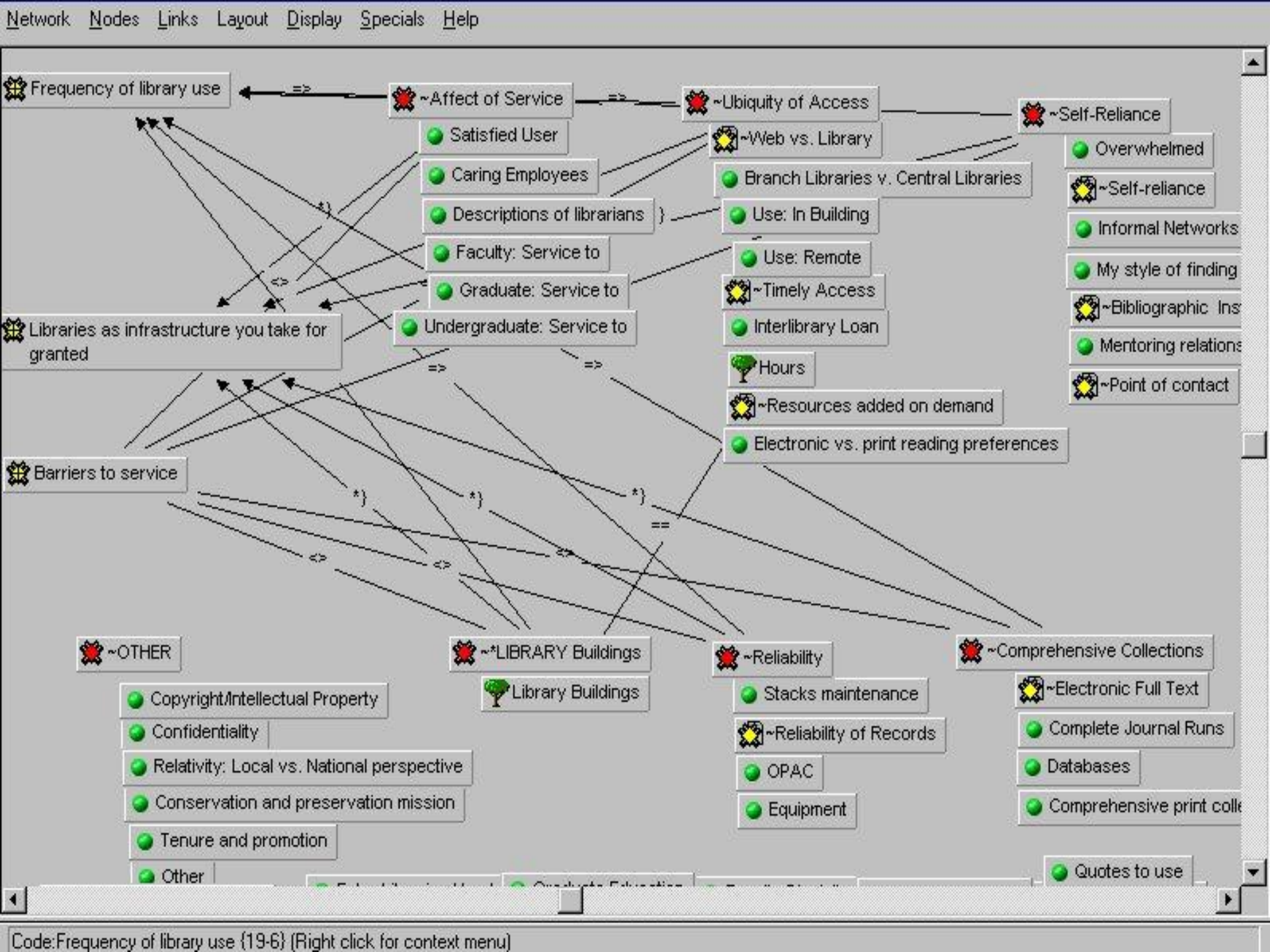
ANSI
09:18


Network
Nodes
Links
Layout
Display
Specials
Help
Frequency of library use
~Affect of Service
~Ubiquity of Access
~Self-Reliance
Satisfied User
~Web vs. Library
Overwhelmed
Caring Employees
Branch Libraries v. Central Libraries
~Self-reliance
Descriptions of librarians
Use: In Building
Informal Networks
Faculty: Service to
Use: Remote
My style of finding
Graduate: Service to
~Timely Access
~Bibliographic Ins
Libraries as infrastructure you take for granted
Undergraduate: Service to
Interlibrary Loan
Mentoring relations
Hours
~Point of contact
~Resources added on demand
Barriers to service
Electronic vs. print reading preferences
~OTHER
~*LIBRARY Buildings
~Reliability
~Comprehensive Collections
Copyright/Intellectual Property
Library Buildings
Stacks maintenance
~Electronic Full Text
Confidentiality
~Reliability of Records
Complete Journal Runs
Relativity: Local vs. National perspective
OPAC
Databases
Conservation and preservation mission
Equipment
Comprehensive print colle
Tenure and promotion
Other
Quotes to use
Code:Frequency of library use {19-6} (Right click for context menu)

Dimensions of Library Service Quality

Model 1

Reliability

"You put a search on a book and it's just gone; it's not reacquired. … There's more of a problem of lost books, of books that are gone and nobody knows why and nobody's doing anything about it."

Faculty member

Affect of Service

"I want to be treated with respect. I want you to be courteous, to look like you know what you are doing and enjoy what you are doing. … Don't get into personal conversations when I am at the desk."

Faculty member

Ubiquity of Access

"Over time my own library use has become increasingly electronic. So that the amount of time I actually spend in the library is getting smaller and the amount of time I spend at my desk on the web … is increasing."

Faculty member

Comprehensive Collections

"I think one of the things I love about academic life in the United States is that as a culture…, we tend to appreciate the extraordinary importance of libraries in the life of the mind."

Faculty member

Library as Place

"One of the cherished rituals is going up the steps and through the gorgeous doors of the library and heading up to the fifth floor to my study. … I have my books and I have six million volumes downstairs that are readily available to me in an open stack library."

Faculty member

Library as Place

"I guess you'd call them satisfiers. As long as they are not negatives, they won't be much of a factor. If they are negatives, they are a big factor."

Faculty member

Library as Place

"The poorer your situation, the more you need the public spaces to work in. When I was an undergraduate, I spent most of my time in the library, just using it as a study space."

Faculty member

Self-reliance

"…first of all, I would turn to the best search engines that are out there. That's not a person so much as an entity. In this sense, librarians are search engines [just] with a different interface."

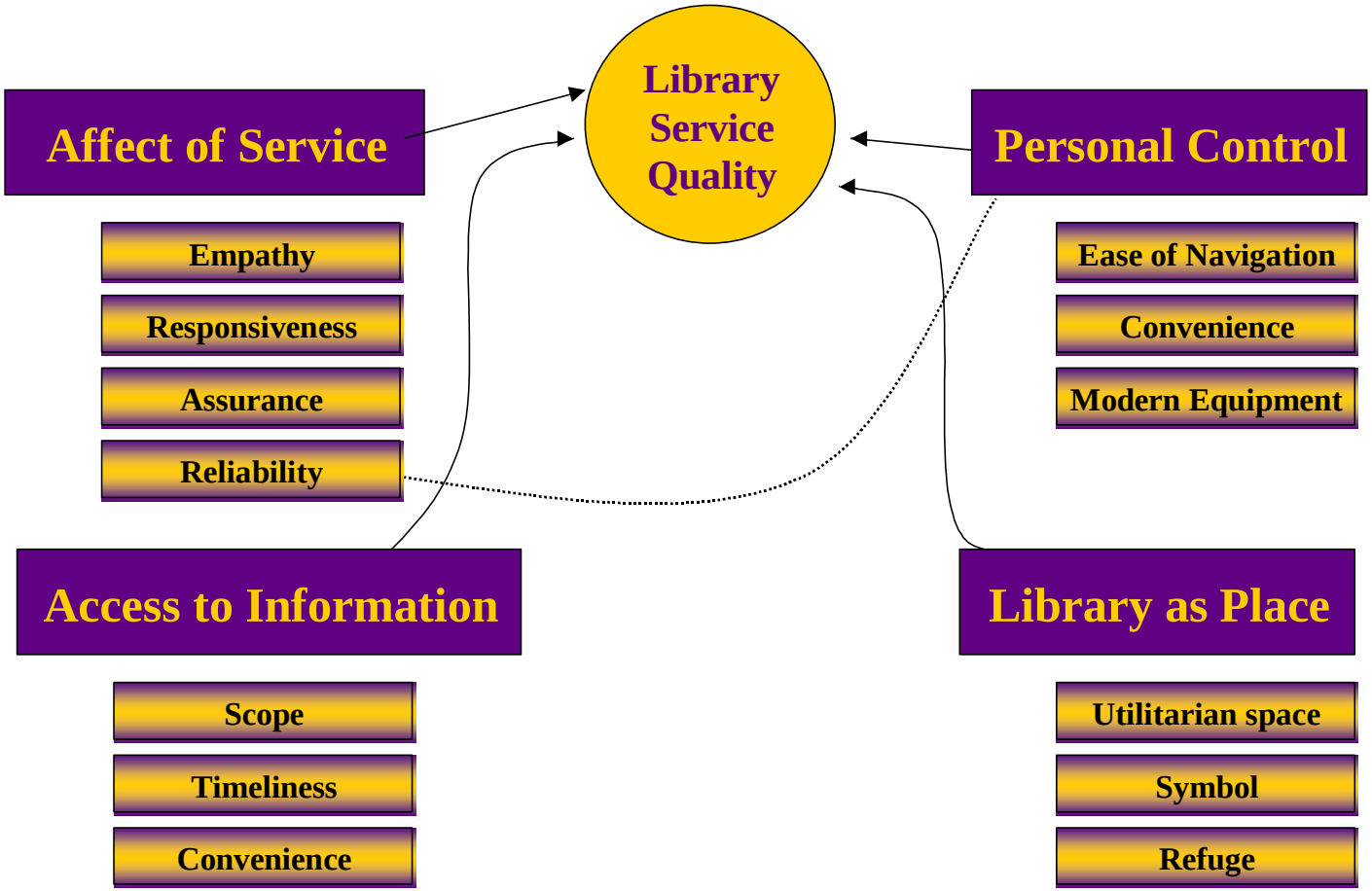
Faculty member

Self-reliance

"By habit, I usually try to be self-sufficient. And I've found that I am actually fairly proficient. I usually find what I'm looking for eventually. So I personally tend to ask a librarian only as a last resort."

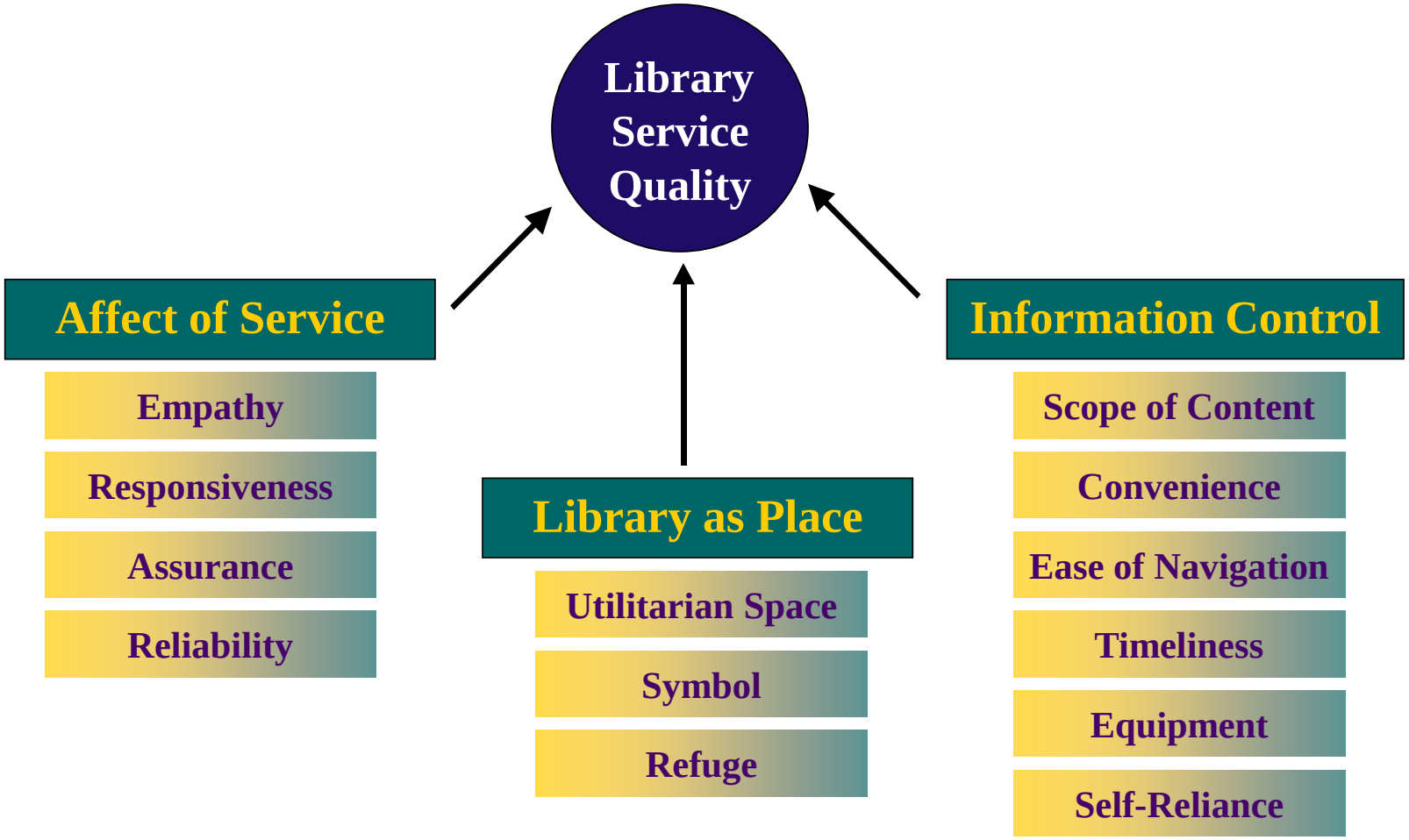
Graduate student

Dimensions of Library Service Quality



Model 2

Dimensions of Library Service Quality



LibQUAL+™ Related Documents

- LibQUAL+™ Web Site

  http://www.libqual.org

- LibQUAL+™ Bibliography

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

- Survey Participants Procedures Manual

  http://www.libqual.org/information/manual/index.cfm

TEXAS A&M UNIVERSITY LIBRARIES

What is LibQUAL+®?

LibQUAL+® is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). The program's centerpiece is a rigorously tested Web-based survey bundled with training that helps libraries assess and improve library services ....more

THE BIRTH OF LibQUAL+®?

In 1999, Fred Heath and Colleen Cook, both then at Texas A & M University, realized that use of "input" variables, such as collection or serials counts, were limited as measures of library service quality...more

THE LibQUAL+® SURVEY?

Since 2000, more than 1,000 libraries have participated in LibQUAL+® domestically and internationally, with participating institutions in Africa, Australia, Asia, and Europe.... more

VIEW A SAMPLE SURVEY?

The LibQUAL+® survey is a two-page, web-based instrument. For more information about the survey instrument, click here...

Register for LibQUAL+®

Sign up and register here to start a LibQUAL+® survey.

+ REGISTER NO

NEWS

+ **12/15/2009:** Launching New Website
+ **9/22/2009:** Register for the 2010 LibQUAL+® survey!
+ **2/20/2009:** LibQUAL+® Share Fair, Chicago, July 13, 2009: Call for Entries

+ MORE NEW

EVENTS

+ **5/24/2010:** 2010 LibQUAL+® and Beyond - Glasgow, Scotland
+ **2/5/2010:** 2010 Introduction to LibQUAL+® - London, England
+ **1/18/2010:** LibQUAL+® Training Sessions - Boston, MA

+ MORE EVENT

How will LibQUAL+® benefit your library users?

Library administrators have successfully used LibQUAL+® survey data to identify best practices, analyze deficits, and effectively allocate resources. LibQUAL+® gives your library users a chance to tell you where your services need improvement so you can respond to and better manage their expectations. Institutional data and reports enable you to assess whether your library services are meeting user expectations—and develop services that better meet these expectations.

PUBLICATIONS

+ **Describing the Research Library of the 21st Century: The ARL Profiles**
+ **Library Assessment Conference 2008, Seattle, Washington Augus 4-7: Recap & Evaluation**
+ **Library Quality Assessment through LibQUAL+®**

+ MORE RESOURCE

LibQUAL+® Top 10 Resources

A Google™ search on "LibQUAL+" yields approximately 100,000 hits, and more than 50 refereed journal articles have been published on the protocol. To use to learn about LibQUAL+®...