



Regrounding LibQUAL+® for the Digital Library Environment: An Analysis of the DigiQUAL® Data

Presented at 9th Northumbria by

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Goal

- identify on a preliminary basis some items that might be added to the LibQUAL+® protocol, or used as a standalone DigiQUAL® protocol
- items that users deem important, and which have scores highly correlated with overall library user satisfaction scores

Developing DigiQUAL™ Survey Items

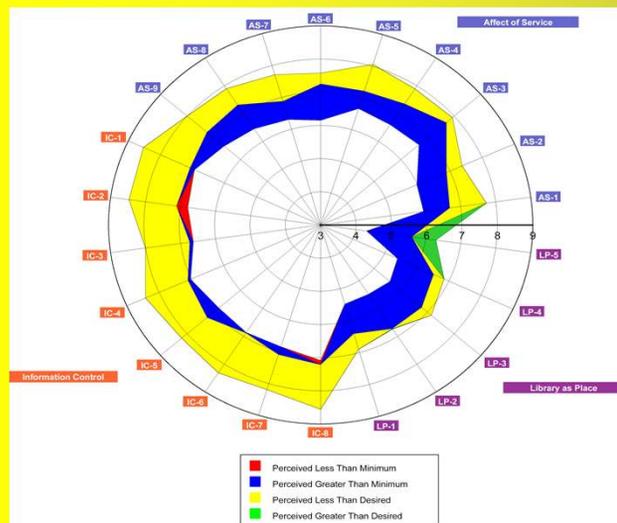


Background: ServQUAL → LibQUAL+® → DigiQUAL™

LibQUAL+®

Dimensions of Service Quality:

- Affect of Service
- **Information Control**
- **Library as Place**



DigiQUAL™

12 themes of service quality:

- Accessibility
- Navigability
- Interoperability
- Collection building
- Resource Use
- Evaluating collections
- DL as community for users
- DL as community for developers
- DL as community for reviewers
- Copyright
- Role of Federations
- DL Sustainability

Some examples from the mouth of digital library users

Web Attractiveness -- “I think the homepage is too cluttered”

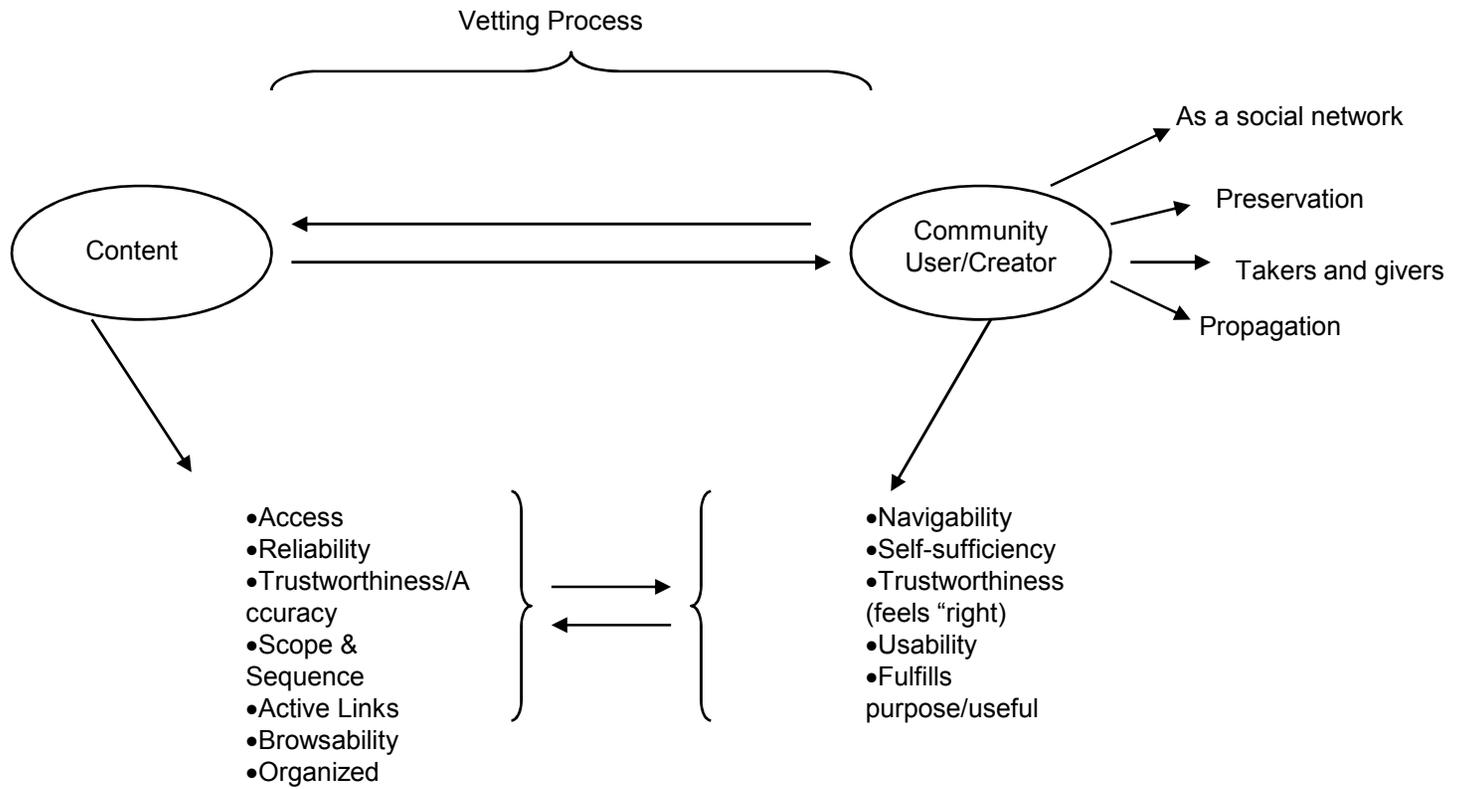
Accessibility-Navigability -- “...the interface needs to be designed in such a way that the data is taken advantage of in simple, easy-to-use, and intuitive ways

Resource use – “there’s a large group of educators out there that are certainly capable, knowing content, but actually using the computer is very difficult for them”
“fearful that the stuff will sometimes disappear, and so I harvest that. So I’m both a searcher and a harvester. And that’s how I use MERLOT”

DIGITAL LIBRARY ENVIRONMENT

Technical Composition

Human/System Interaction



Pilot Testing Survey Items Implementation



The Math Forum @ Drexel

Your Digital Library?



Building a Survey



- Review and select items

DigiQUAL

DigiQUAL --> Manage --> Items

part of the StatsQUAL suite of services

DigiQUAL Item Evaluation

Please review the following items for possible inclusion in your site's DigiQUAL implementation. Since all of the items are marked "Yes," you must select "No" so items not relevant to your site and audience will not be included in the survey. Once you are finished, click Save My Answers at the bottom of the page. This will generate a report at ARL. Each site may want to review the items as a group before submitting your responses. If you have questions, contact [Sarah Giersch](#) or [Martha Kyrillidou](#).

Note: You can save your changes as you go along, and you can log in to see what was saved, since the latest set of changes is always displayed on this page. After 30 minutes of inactivity, you will be logged out of this site.

	Items	Response
1)	The site having reviewers	<input checked="" type="radio"/> Yes <input type="radio"/> No
2)	The site allowing my feedback	<input checked="" type="radio"/> Yes <input type="radio"/> No

- Issue:
aligning items to individual DL needs & users –
vocabulary and content

Building a Survey, cont.



Customize
Survey

DigiQUAL part of the StatsQUAL suite of services
DigiQUAL --> Manage --> Preferences

DigiQUAL Preferences

Methodology
Manage
Items
Meeting Notes
Preferences
Contact
Interactive Statistics
Manage Your Account
Logout

1) Upload an institutional logo for the survey:	<input type="text"/> Browse... Currently: "DigiQUAL_rough_small.gif" (click to view) Check this box to delete this image: <input type="checkbox"/>
2) Enter a title for your survey (if left blank, the default is "DigiQUAL™ Survey"):	<input type="text"/>
3) Will you offer an incentive?	<input type="radio"/> Yes <input checked="" type="radio"/> No
4) Please enter a contact email address to appear on the survey:	<input type="text"/>

Save My Preferences

Survey Preview URL:
<http://survey.libqual.org/digiqual/>



DigiQUAL™ Survey

From April 25-May 31 we are pilot testing the DigiQUAL survey. This survey was developed by a third party and is being administered for free. Because this is an anonymous survey, your responses will be confidential. Survey data will be used to develop standardized methods for evaluating how digital libraries and other sites meet user needs.

Some of the items may not apply to your experiences with this site. In this case, select N/A in the form below. This survey should take about two minutes to complete. Thank you for your time and contribution to this research.

This work is supported in part by the Association of Research Libraries and by a grant (DUE-0121769) from the National Science Foundation.

CSERD Computational Science
Education Reference Desk

DigiQUAL™ Survey

We are committed to improving this Website to better meet your needs. Understanding how well you think this site performs will help us reach this goal.

Because this is an anonymous survey, your responses will be confidential. Survey data will be used to identify and improve upon areas where we are not meeting user expectations.

This survey should take about two minutes to complete. Thank you for your time.

Issue: Flexibility vs. Standardization

Criteria

- items rated "not applicable" or skipped by an excessive number of respondents were not initially retained
- items relevant to research libraries (as opposed to those more narrowly applicable to completely digital libraries) were retained
- items were sorted with respect to the "importance" ratings provided by the respondents
- 24 items were selected on this basis

Variable	Importance		Satisfaction	
	Mean (SD)	n	r	n
Q0183 Content that matches my information needs	6.45 (1.18)	47	.7377	47
Q0181 Having comprehensive content	6.42 (0.99)	26	.6441	26
Q0120 Easily finding information on the site	6.41 (1.01)	32	.7926	32
Q0109 A site design that is easy to navigate	6.37 (1.36)	27	.5849	27
Q0106 Site being easy to navigate	6.36 (1.11)	55	.7717	54
Q0133 Site having a lot of resources in my area of interest	6.35 (0.75)	43	.5876	43
Q0180 Site enabling me to locate information on my own	6.31 (1.46)	26	.8429	26
Q0090 Content that is sufficient to meet my needs	6.24 (1.32)	38	.8616	38
Q0081 Easy to use access tools that allow me to find things on my own	6.17 (1.42)	35	.7810	35
Q0136 Available content fitting my needs	6.10 (1.26)	49	.7941	48
Q0140 Being able to find what I want	6.04 (1.80)	53	.8311	53
Q0085 Site enabling me to be more efficient in my academic pursuits	6.03 (1.52)	31	.7121	31
Q0121 Navigating the site comfortably	5.91 (1.73)	45	.8113	45
Q0108 Site being well organized	5.87 (1.58)	47	.7408	47
Q0021 Easy to use menus	5.83 (1.37)	30	.4374	30
Q0053 Site enabling to navigate it independently	5.83 (1.45)	41	.6876	41
Q0112 Staff who take feedback seriously in Putting the site together	5.81 (1.30)	26	.7683	25
Q0075 My ability to navigate the site easily	5.77 (1.60)	48	.8131	48
Q0161 A site that is accessible to the Independent learner	5.70 (1.54)	40	.6555	40
Q0102 Meeting the needs of the new user	5.69 (1.29)	48	.6810	47
Q0011 Adequate breadth of content for my needs	5.63 (1.66)	43	.6458	42
Q0125 Site being intuitive	5.53 (1.61)	30	.5889	30
Q0101 Bridging the gap between site, students and assignments	5.45 (1.72)	33	.8324	33
Q0077 Site facilitating self directed research	5.42 (1.91)	38	.6648	38

Next steps

- preliminary research that represents an initial step in the process of developing a refocused LibQUAL+® protocol, or a standalone DigiQUAL protocol
- Further research is required to investigate the performance of these 24 items, and potential other digitally focused items, in relation to scores on LibQUAL+®

Social and Psychological Aspects of the Digital Libraries and their Collections

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