LibQUAL+® 2008

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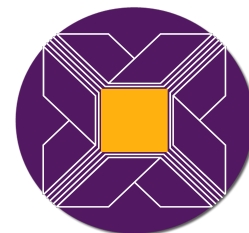
Our goals

- Learn how people feel about Murphy Library services

- Compare Murphy Library with other, similar libraries nationwide

- Compare Murphy Library with other libraries in the UW System

- Compare findings over time

LibQUAL+ survey instrument

- Longitudinal survey developed by Association of Research Libraries
- Used by thousands of libraries in the U.S.
  - 214 Institutions participated nationally this year
- Murphy Library administered LibQual+ once before in 2004

The process

- We administered the 2008 survey
- Another group administered the 2004 survey
- Longitudinal analysis has not yet been done
- We have not yet developed specific recommendations based on 2008 survey

What does it measure?

- **Affect of Service**
  - Employee/patron interactions
- **Information Control**
  - Tools, access points, collections, etc.
- **Library as Place**
  - Study areas, comfort, physical environment

What else does it measure?

- Library users' minimum expectations
- Library users' maximum desires
- Library users' service level perceptions

LibQual+ focuses on gaps that exist among these differing values

Examples of questions

When it comes to...	My Minimum Service Level Is		My Desired Service Level Is		Perceived Service Performance Is		N/A
	Low ——— High		Low ——— High		Low ——— High		
1) Employees who instill confidence in users	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		N/A
2) Making electronic resources accessible from my home or office	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		N/A
3) Library space that inspires study and learning	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		N/A
4) Giving users individual attention	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		N/A
5) A library Web site enabling me to locate information on my own	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		N/A
6) Collections of online full-text articles sufficient to meet my needs	1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		1 2 3 4 5 6 7 8 9		N/A

Examples of questions

Please indicate the degree to which you agree with the following statements:		
28) The library helps me stay abreast of developments in my field(s) of interest.	1 2 3 4 5 6 7 8 9	*Strongly Disagree* ... *Strongly Agree*
29) The library aids my advancement in my academic discipline or work.	1 2 3 4 5 6 7 8 9	*Strongly Disagree* ... *Strongly Agree*
30) The library enables me to be more efficient in my academic pursuits or work.	1 2 3 4 5 6 7 8 9	*Strongly Disagree* ... *Strongly Agree*
31) The library helps me distinguish between trustworthy and untrustworthy information.	1 2 3 4 5 6 7 8 9	*Strongly Disagree* ... *Strongly Agree*
32) The library provides me with the information skills I need in my work or study.	1 2 3 4 5 6 7 8 9	*Strongly Disagree* ... *Strongly Agree*

Other questions

- Five questions developed by UW System libraries
- An open-ended comment box

1,963 respondents

Undergraduates (1,665)

- First year - 341
- Second year - 432
- Third year - 424
- Fourth year - 348
- Fifth year-plus - 114
- (Non-degree/Undecided - 6)

Graduates (166)

- Masters - 162
- (Non-degree/Undecided 4)

Faculty/Staff (130)

- Adjunct Faculty - 7
- Assistant Professor - 21
- Associate Professor - 22 Lecturer - 13
- Professor - 20
- Other Staff - 47

Responses by gender

- Undergraduates: 71% Female and 29% Male (Actual 58% Female & 42% Male)

- Graduates: 72% Female and 28% Male (Actual 67% Female & 33% Male)

- Faculty: 49% Female and 51% Male (Actual 42% Female & 58% Male)

Responses by classification or user group

- 44% were second and third year students
- 40% were first, fourth, and fifth-plus year students.
- 8.5% were graduates
- 6.6% were faculty & Staff
- 3.54% were undecided/undeclared undergraduates

Responses by discipline

- 40% were from SAH disciplines (Biology was highest with 11.2%)

- 35% were from CLS disciplines (Education was highest with 11.35%)

- 15.42% were from Business disciplines (Marketing was highest with 3.44%)

Results: Radar charts
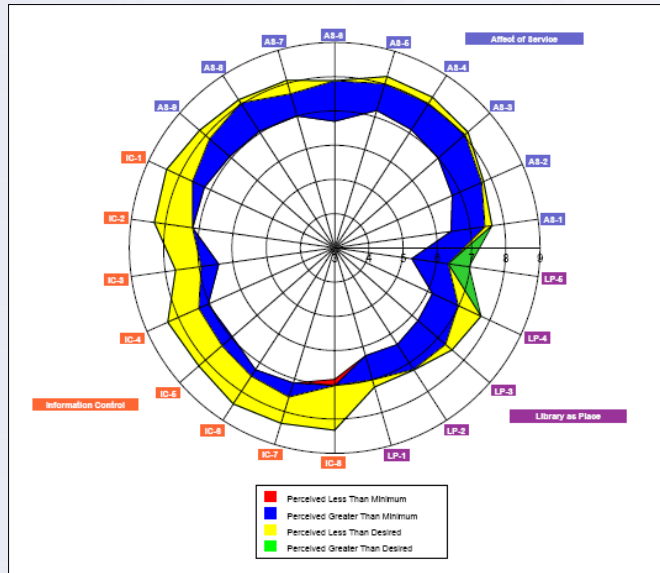
- Blue is the distance between minimum expectations and perceptions

- Yellow is the distance between perceptions and desired levels of service.

- Green areas are scores above the ideal (a positive "superiority gap" score

- Red areas are the scores below the minimum expectation (a negative "adequacy gap" score)

Undergraduate Students	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	Number
Affect of Service	6.00	7.54	7.00	1.01	-0.53	1657
Information Control	6.35	7.93	7.19	0.84	-0.75	1664
Library as Place	6.31	7.96	7.13	0.81	-0.84	1665
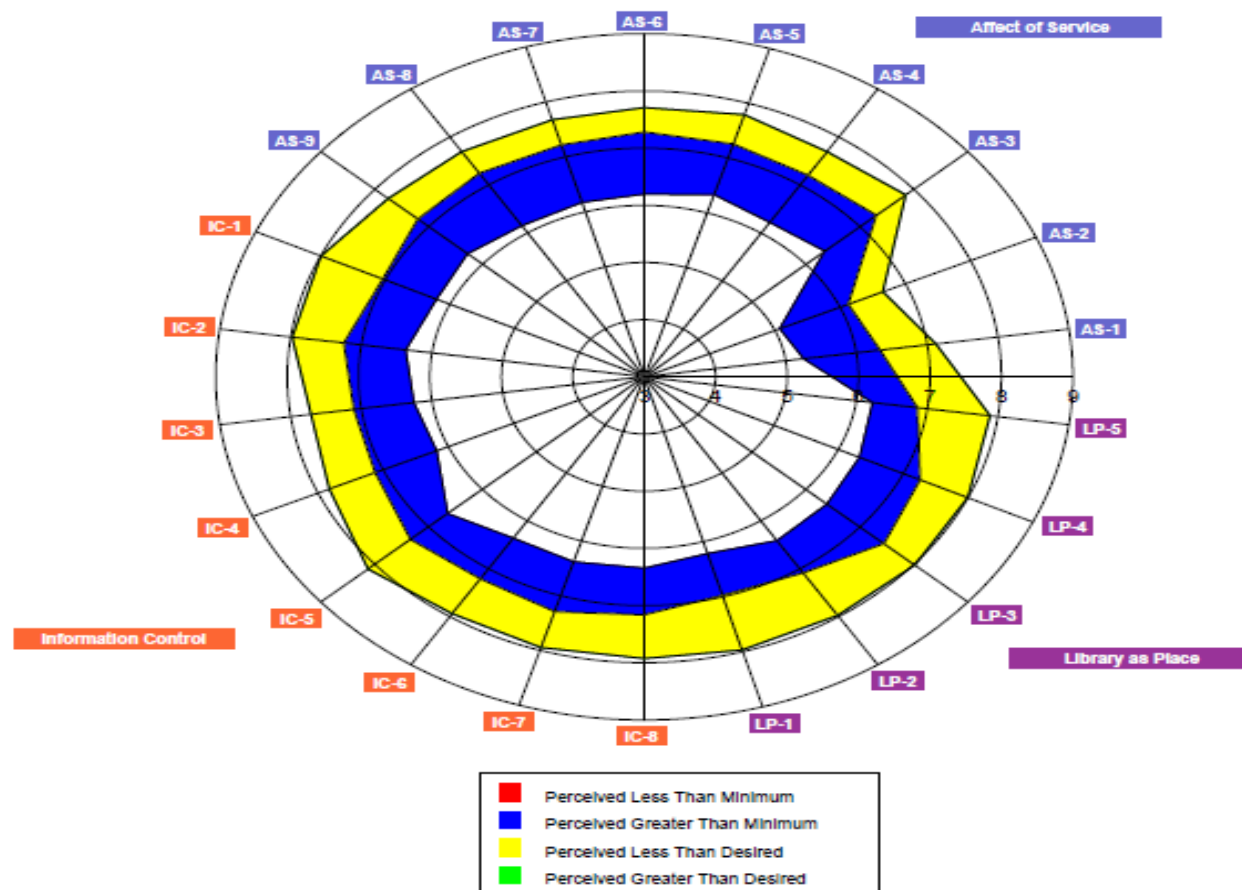
Graduate Students	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	Number
Affect of Service	6.37	7.78	7.12	0.78	-0.66	165
Information Control	6.69	8.19	7.14	0.45	-1.04	166
Library as Place	6.29	7.84	6.97	0.68	-0.87	166
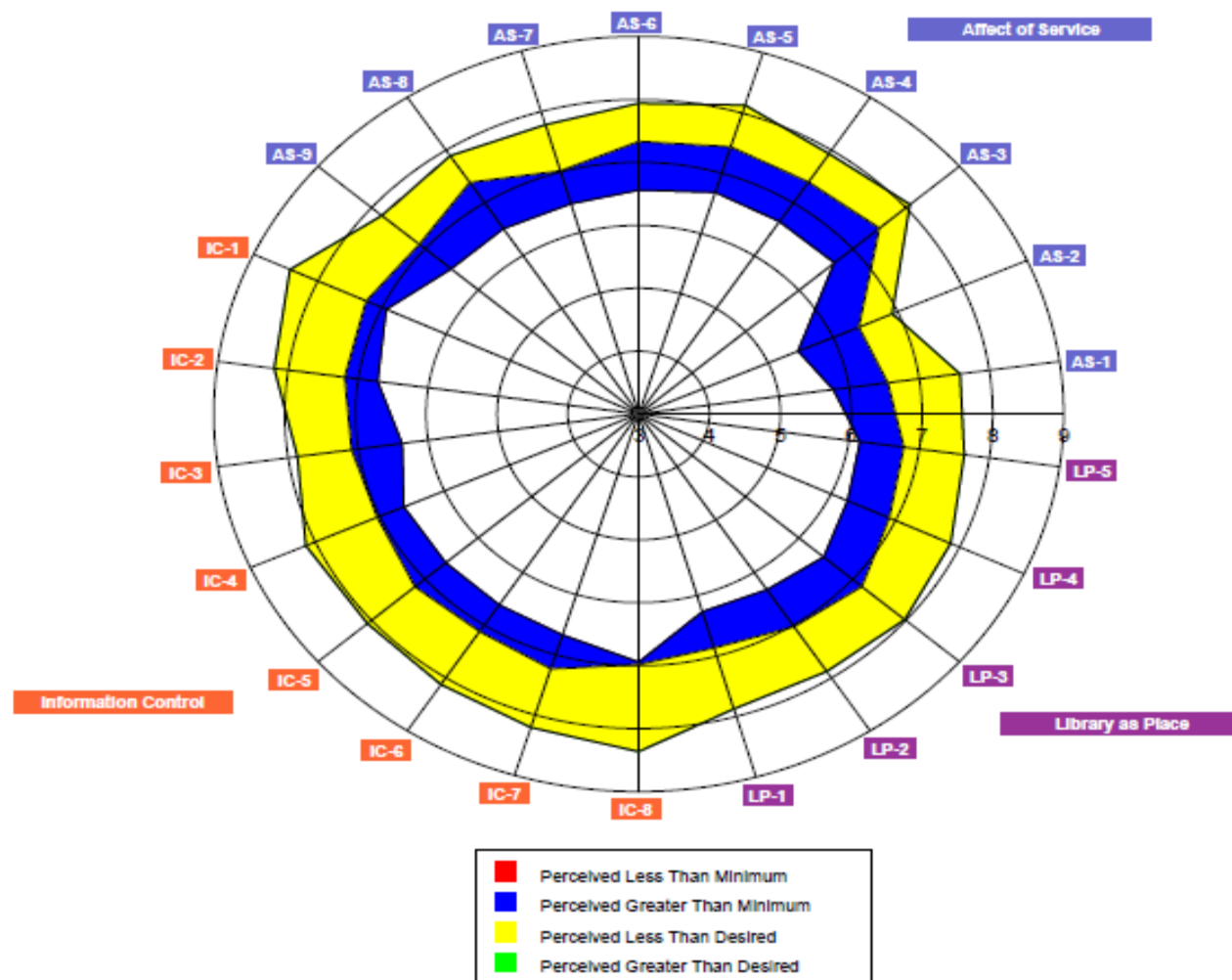
Faculty	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	Number
Affect of Service	6.88	8.03	7.84	0.95	-0.20	90
Information Control	7.04	8.27	7.30	0.26	-0.97	90
Library as Place	6.09	7.22	7.14	1.06	-0.08	88
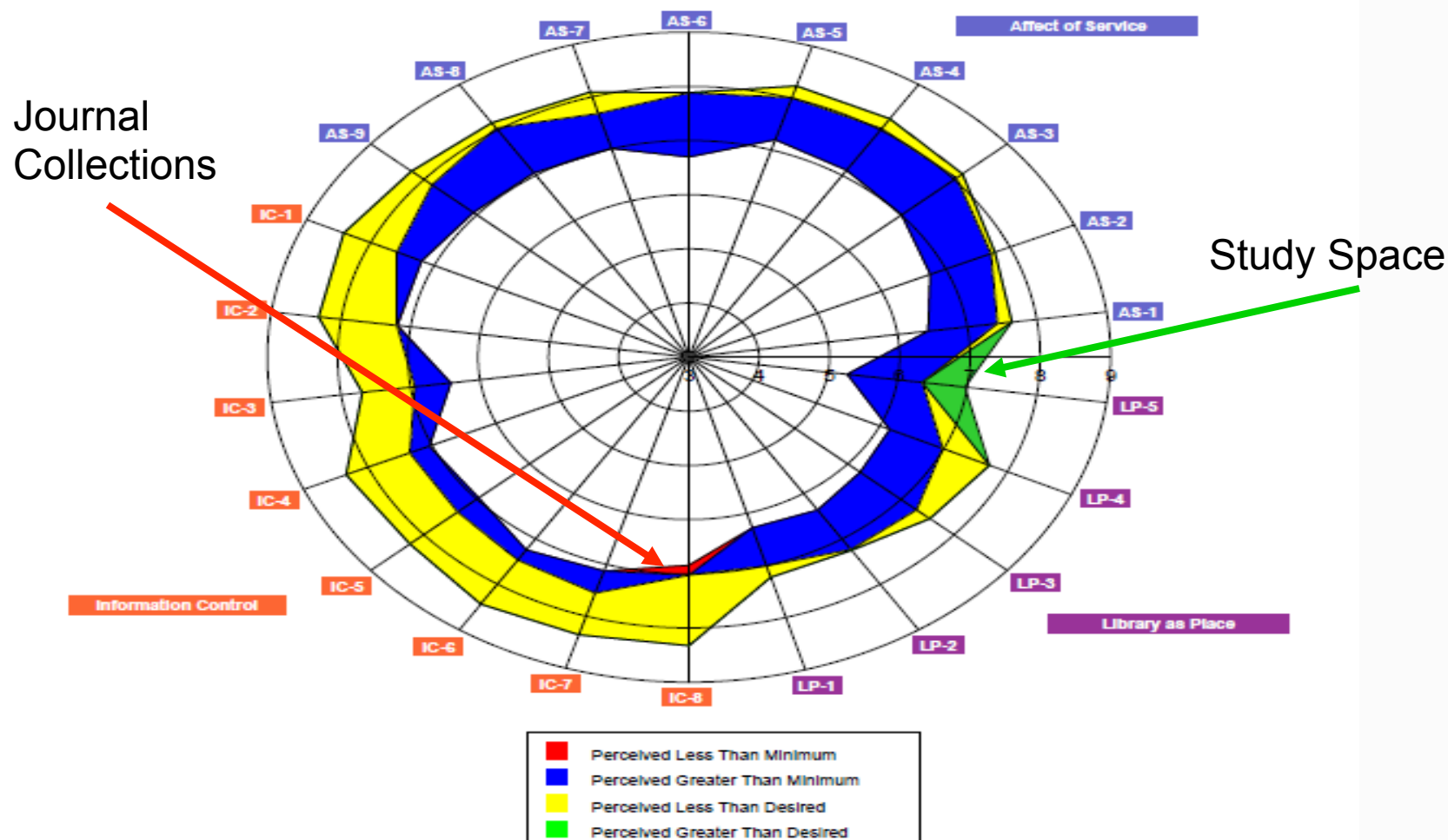
What the scores told us

- Overall, the service quality that the library provides to all users:

  - Faculty   7.62 (out of 9)
  - Staff   7.55 (out of 9)
  - Undergrads   7.33 (out of 9)
  - Grads   7.19 (out of 9)

Results: Affect of service

- Respondents ranked this highest overall in terms of the library's performance.

- Lowest was: *Dependability in handling users' service problems*

- Grad students in the sciences expressed less than minimal levels of satisfaction in the area of *dependability in handling users' service problems*

Results: Information control

- Respondents said this is the most important category, but ranked the library lowest in performance.
- Graduate students in education and the sciences indicated dissatisfaction with: *print and/or electronic journal collections*
- Lowest rated: *Modern equipment that lets me easily access needed information*

Results: Library as place

- Respondents ranked this lowest in terms of what they desire, but ranked it second in terms of the library's performance.

- While users perceived the library's space comfortable and inviting, they perceived that the library's "quiet space for individual activities" and "community space for group learning and group study" was not quite as satisfying.

- Graduate students in biology perceived less than minimal satisfaction with library space

Results: Five UW System questions

1. Collections of online full text articles
    1. Ranked the most desirable area but was perceived as the weakest in library performance
2. Making users aware of resources and services
    1. Tied for last place in importance and was in the middle in perception of library performance
3. Teaching people how to use resources
    1. Ranked in the middle of importance and was in 3rd place in perception of library performance
4. Access to archives and special collections
    1. Tied for last place in importance and tied for 2nd place in perception of library performance.
5. Timely delivery of materials
    1. Ranked as the 2nd most desirable and was perceived as the strongest overall in terms of library performance

Results: Open-ended comments

- Space, while comfortable and inviting, is not quiet
- More group study space
- Better printing & PC access (more of both)
- Faculty want more electronic access to resources (databases & journals)

- Value of these comments:
  - Less formal – "what is on your mind?"
  - Mirror scores - (trends develop)

Number of Comments	
2004	157
2008	558

What's next?

- Update web page with results
  - http://www.uwlax.edu/murphylibrary/libqual/
- Compare 2004 and 2008 results
- Address those areas that received low scores