LibQual+ 2008 Radar Chart and Question Keys

Affect of Service (AS)
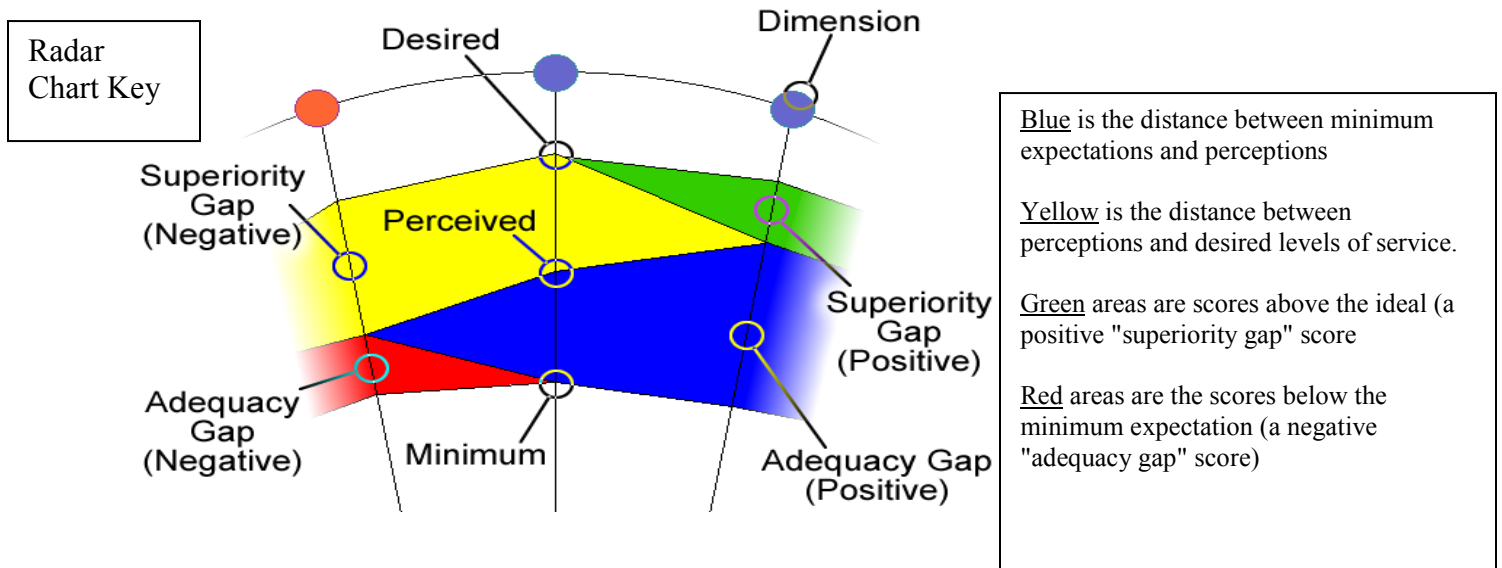> AS-1 Employees who instill confidence in users
> AS-2 Giving users individual attention
> AS-3 Employees who are consistently courteous
> AS-4 Readiness to respond to users' questions
> AS-5 Employees who have the knowledge to answer user questions
> AS-6 Employees who deal with users in a caring fashion
> 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)
> IC-1 Making electronic resource 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)
> 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

Radar Chart Key

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)

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Glossary

Affect of Service: The category name for nine survey questions about how library staff interacts with/helps users

Information Control: The category name for eight survey questions about the library's collections and access to those collections

Library as Place: The category name for five survey questions about the library's physical space

Mean: the average

Radar Chart: a chart that could be called a colorful rendition of Antarctica that renders survey results from all three columns for the 22 standard questions. Overlaying the results from each of the three columns (minimum, desired, perceived service levels) in different colors shows where the largest *service gaps* are between what is perceived, what is minimum, and what is desired. Radar Charts also show *zones of tolerance*.

Service Adequacy (Adequacy Mean): To what extent the perceived service is meeting the minimum expectations of users. To measure service adequacy, LibQUAL+ charts use an *Adequacy Mean* that shows how far above/below the results are from the minimum expectations.

Service Gaps: The gap(s) between what library users desire, their minimum acceptable, and what is perceived.

Service Superiority (Superiority Mean): To what extent the perceived service is exceeding the desired expectations of users. To measure service superiority, LibQUAL+ charts use *Superiority Mean* that shows how far above/below the results are from the desired expectations.

Standard Deviation: how spread out is the bell of the bell curve
(Illustrations From: http://www.cmh.edu/stats/definitions/stdev.htm)

Bell shaped curve w/ standard deviation of 1:
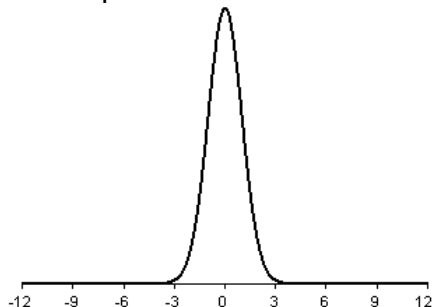
Bell shaped curve w/ standard deviation of 3:

-12   -9   -6   -3   0   3   6   9   12

Zones of Tolerance: Zones indicating that library users' perceived level of service is above the minimum requirements. Though, the level of service does not necessarily meet that which is desired, service is considered acceptable.