

Two Decades of User Surveys

The Experience of Two Research Libraries
from 1992 to 2011

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User Surveys

- Accepted methodology
- Identify user issues, concerns and needs
- Measure library performance from user perspective
- Provide opportunities for open ended comments
- Provide data for statistical analysis and generalization
- Results can lead to changes and improvements
- Useful for institutional assessment and accreditation

User Surveys

- Records of perceptions, not actual performance
- Difficult to frame complicated questions
- Results affected by wording of questions
- Results often lack context
- Can be difficult and costly to do properly
- Survey fatigue can limit participation
- Not the only tool in the assessment toolkit
- *...but longitudinal data can show graphic changes*

The University of Virginia



U.Va. Library Assessment Information:

<http://www2.lib.virginia.edu/mis/>

- 15,000 undergraduates
 - 67% in-state, 33% out
 - Most notable for liberal arts
 - Highly ranked by U.S. News
- 6,000 graduate students
 - Prominent for humanities, law, business
 - Plans expansion in sciences
- Located in Charlottesville
 - Metro population of 160,000

University of Washington



- **Comprehensive public research university located in Seattle**
 - 28,000 undergraduate students
 - 12,000 graduate/professional students (80 doctoral programs)
 - 4,000 faculty
 - 23 in Times World Uni Rankings
- ***\$1.4 billion yearly in external research funds***

UW Libraries Assessment Information:
<http://www.lib.washington.edu/assessment>

U.Va. Library Surveys 1.0

- Faculty
- Sample of 500
 - 1993 (paper)
 - 1996 (paper)
 - 2000 (Web)
 - 2004 (Web)
- Students
- Separate tallies for grads and undergrads
- Sample size varied
 - 1994 (paper)
 - 1998 (Web)
 - 2001 (Web)
 - 2005 (Web)

U.Va. Library Surveys 1.5

LibQUAL+® 2006

- Why do LibQUAL?
 - Comparisons with peer libraries
 - Comparison of user ratings and desires
 - Ease of administration
- Why not?
 - Low response rates
 - Inability to customize

U.Va. Library Surveys 2.0

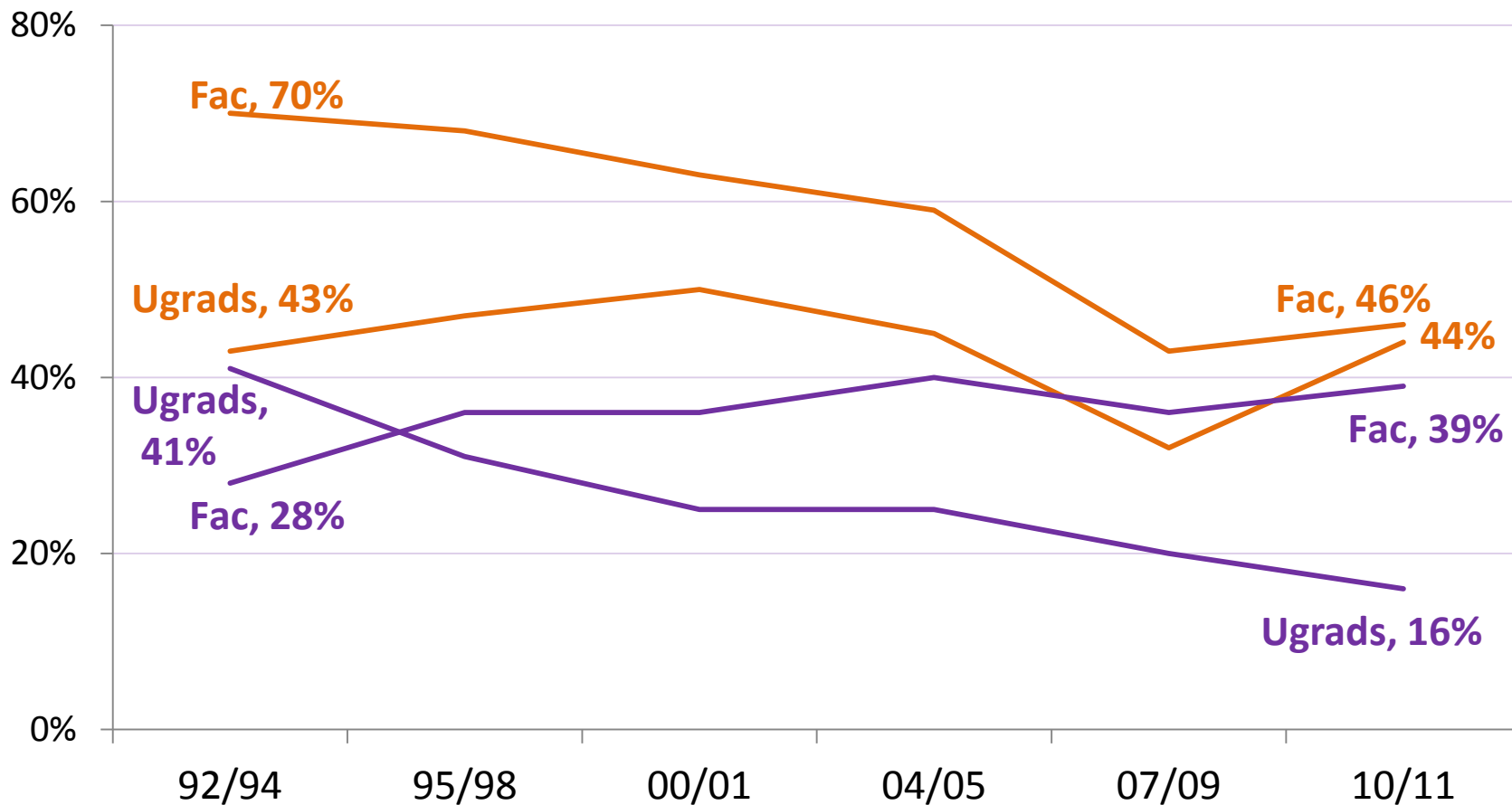
- Starting in 2008
- Annual surveys with smaller samples
- One third of teaching faculty
- 500 graduate students, 750 undergraduates
- Separate tallies and analysis for each category
- Brief report annually
- Comprehensive report every three years

UW Libraries Surveys

- Triennial surveys began in 1992 (7th survey in 2010)
- Surveys initially focused on satisfaction and use, now includes importance, impact, usefulness and priorities
- All faculty surveyed; sample of students
 - 1634 faculty respondents in 2010
- Switched from paper to Web in 2004
- Groups surveyed at same time, but questions differ between groups and may change over time
- New in-library use survey began in 2002 on 3 year cycle to better capture use of physical library

Survey Response Rates

U.Va. and UW, 1992-2011



the results ...

University of Virginia

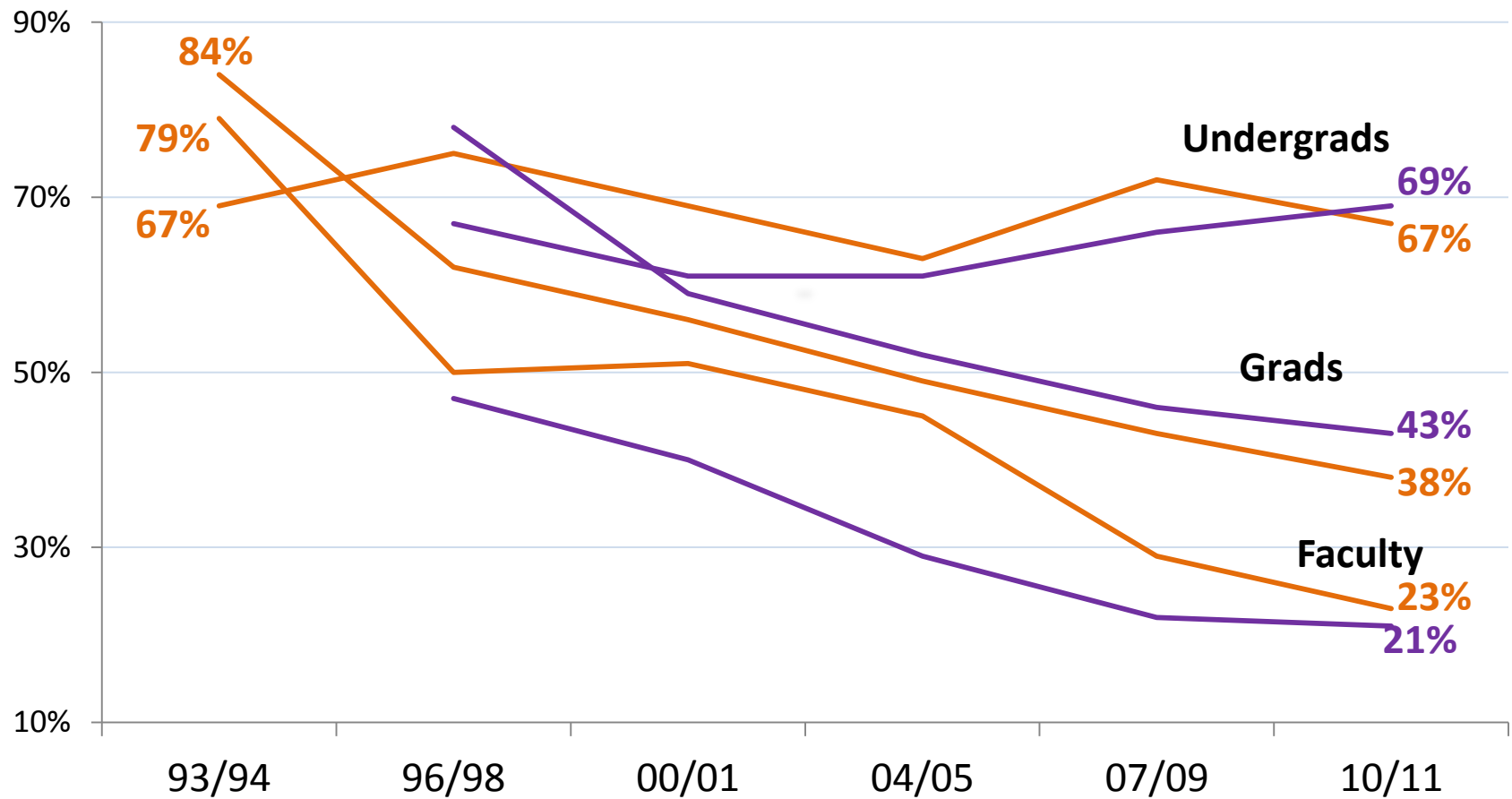
- Faculty value online access and ILL/Document Delivery
- Grad students value online collections and access
- Undergrads value space and comfort
- Customer service high in satisfaction and importance

University of Washington

- Faculty value collections
- Grad Students value access
- Undergrads value place
- Libraries get a lot of love
- Moving beyond love and satisfaction to importance and impact

Weekly Visits to a Physical Library

U.Va. and UW, 1993-2011

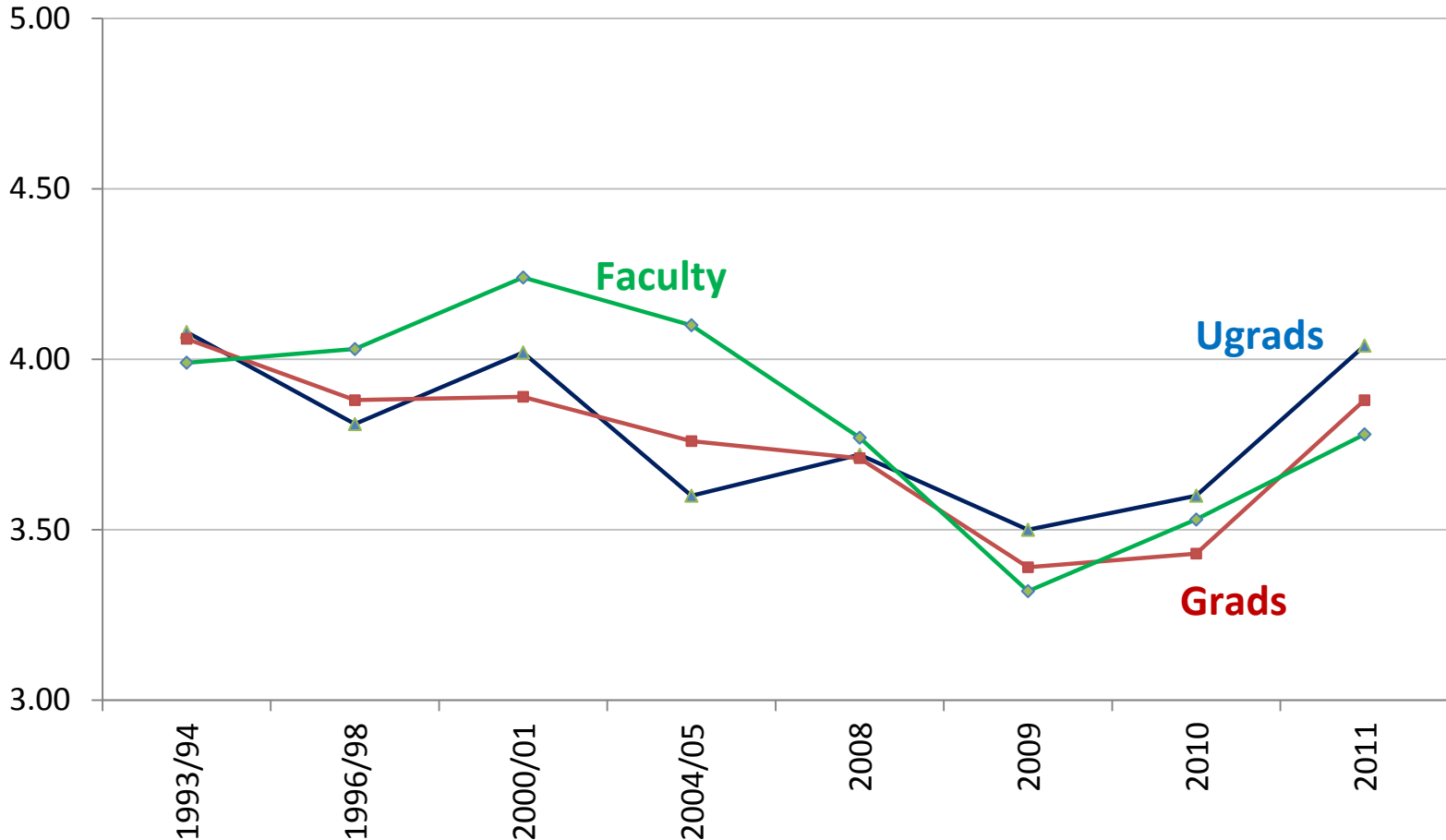


UW In-Library Use Survey

User Percentage by Group 2002-2011

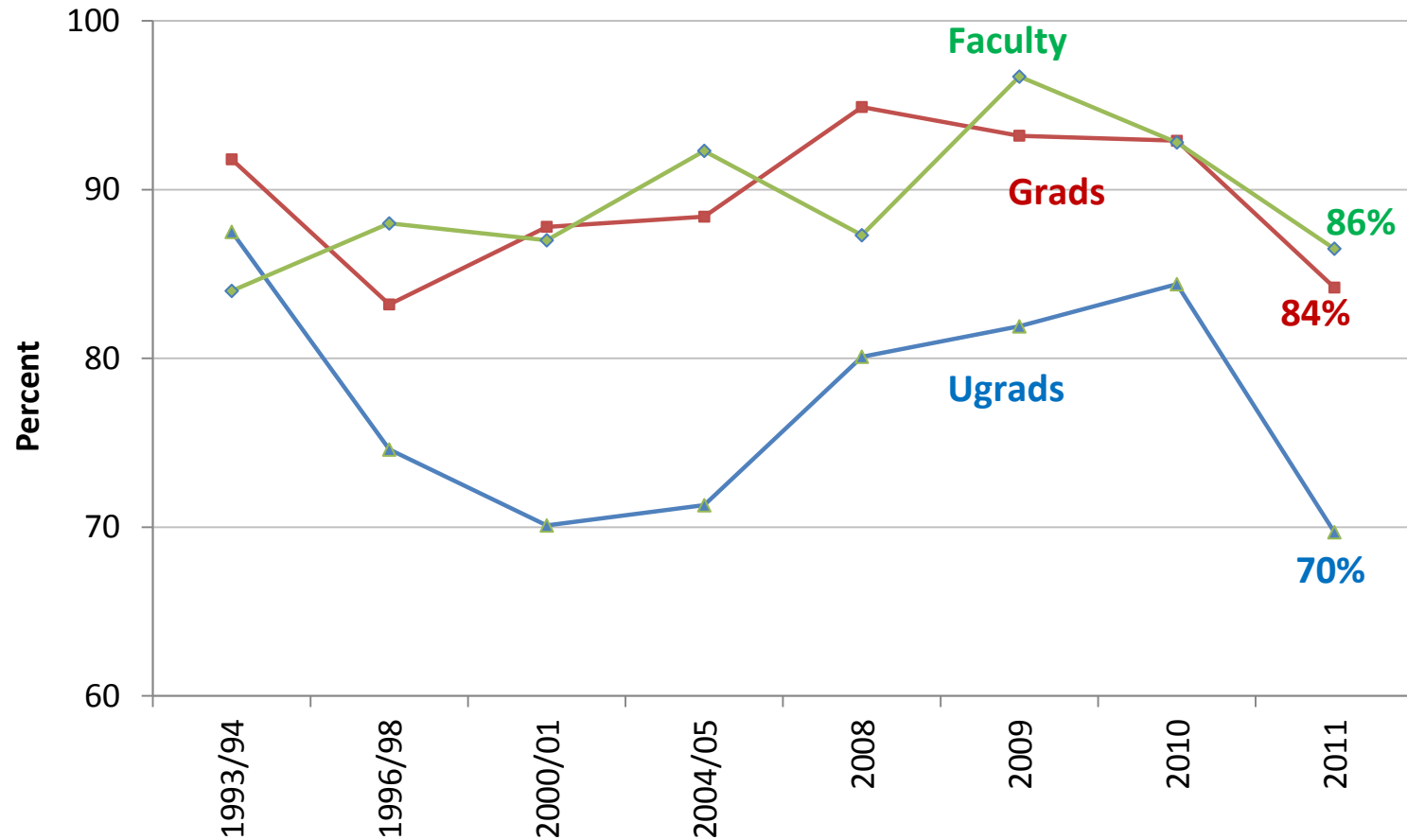
	2002 n=3878	2005 n=3266	2008 n=3196	2011 n=3379
Undergraduate Students	59%	64%	69%	74%
Graduate Students	25%	22%	20%	17%
Faculty/Staff	7%	5%	4%	4%
Not UW affiliated	8%	8%	5%	4%

U.Va: Monitoring the Online Catalog Satisfaction with VIRGO since 1993

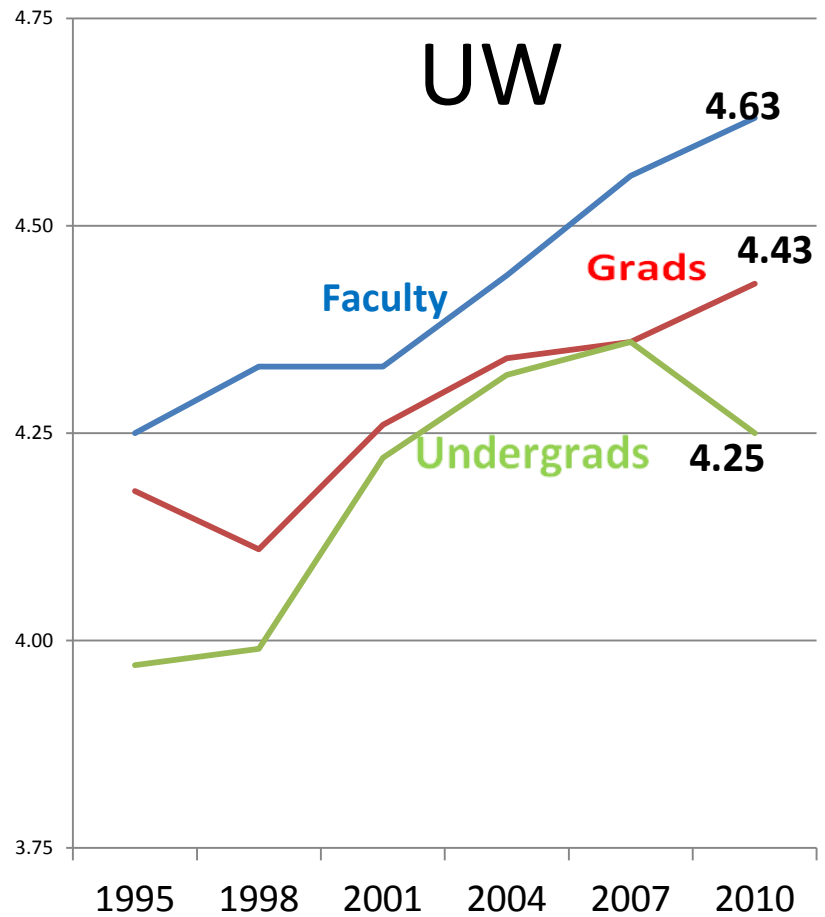
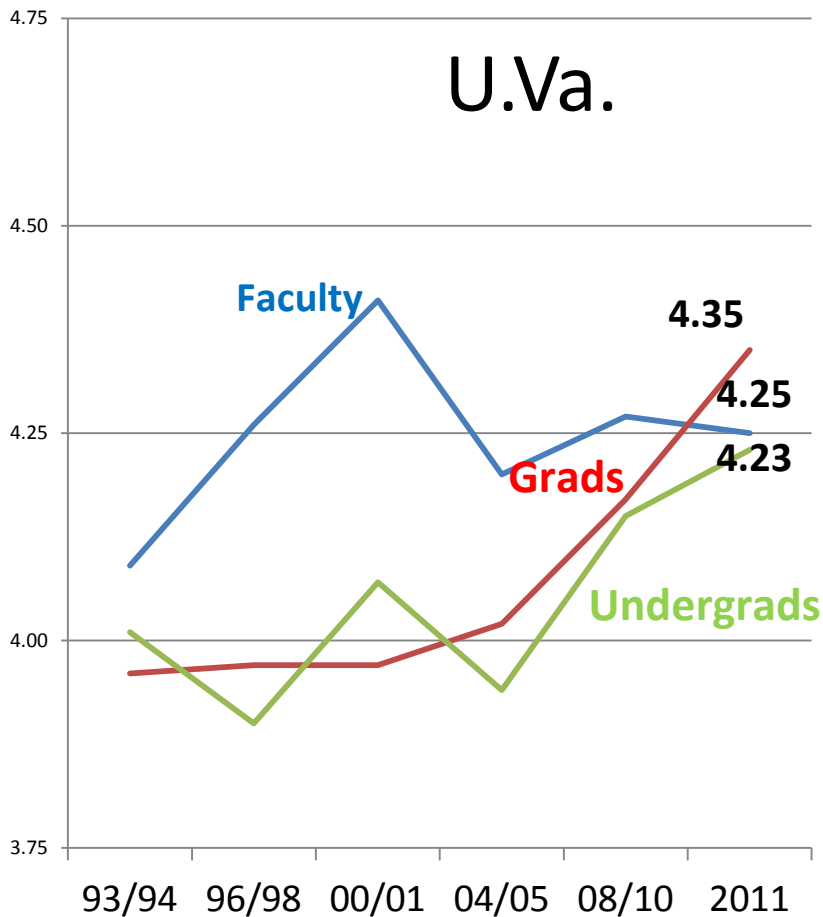


U.Va.: Monitoring the Online Catalog

Virgo Visibility since 1993

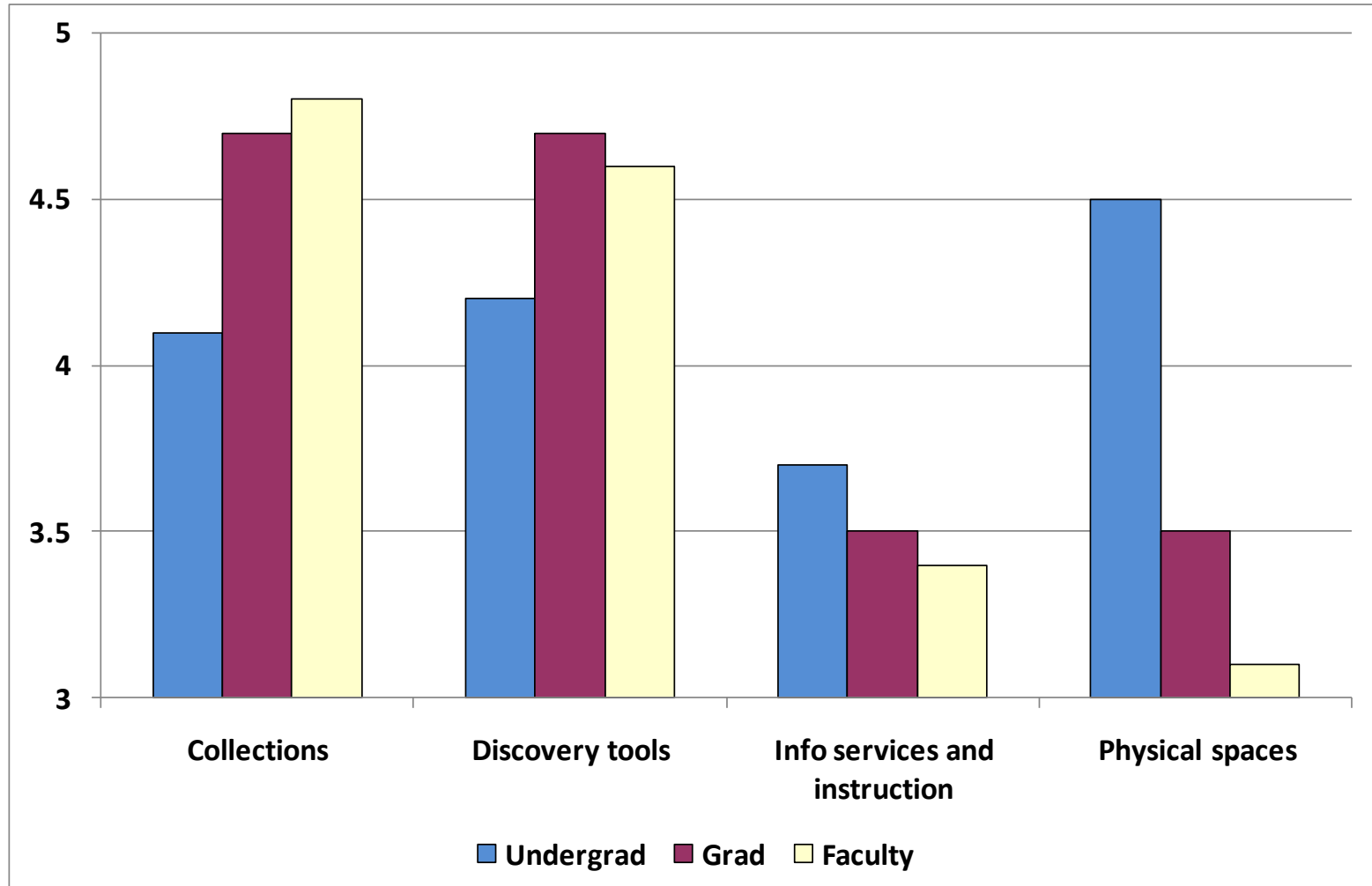


Overall Library Satisfaction 1993-2011



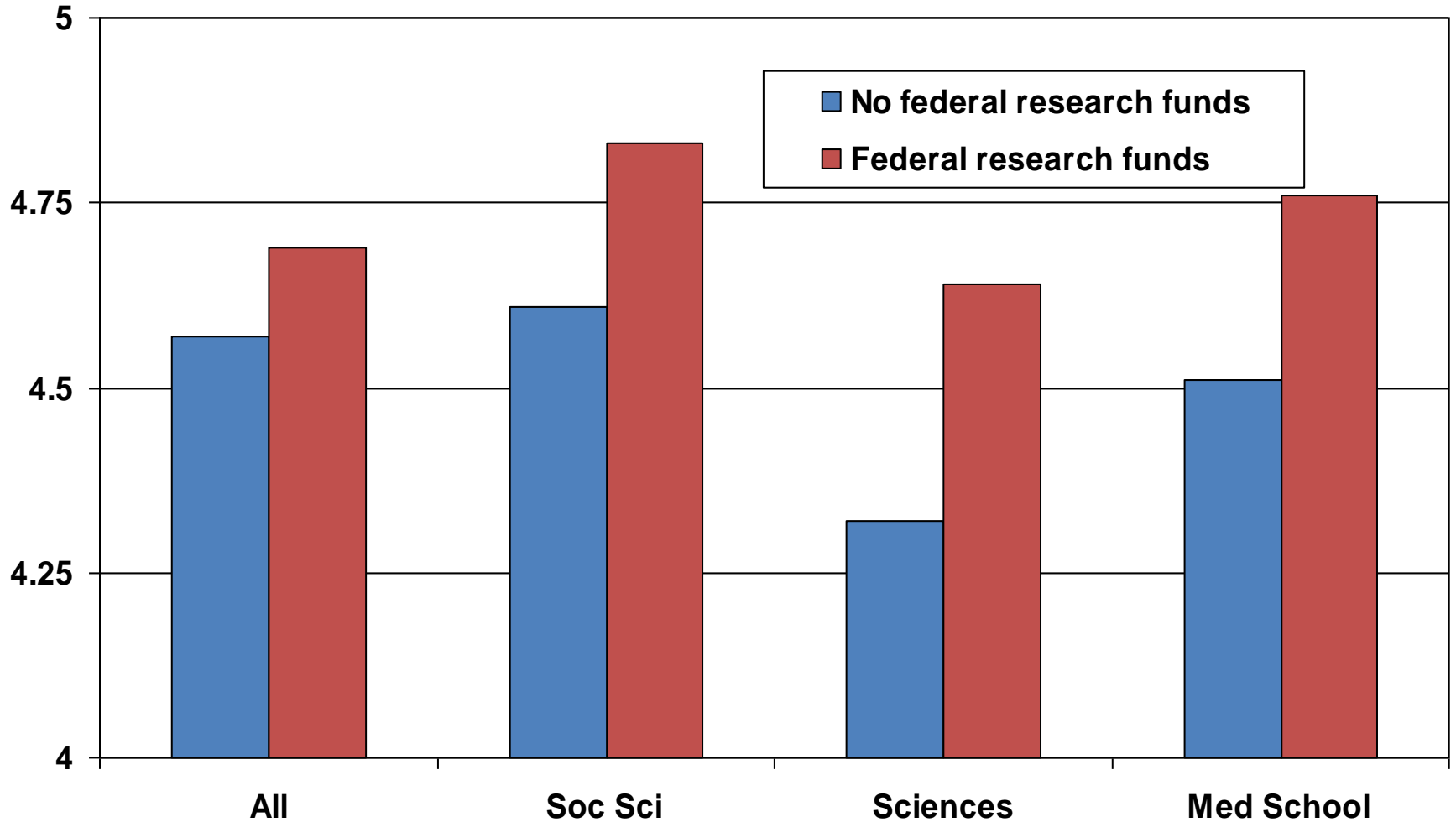
UW Library Services and Resources: Overall Importance to Work by Group

(Scale of 1 “Not Important” to 5 “Very Important”)



UW Libraries Contribution to Research Productivity (Based on Funding Source)

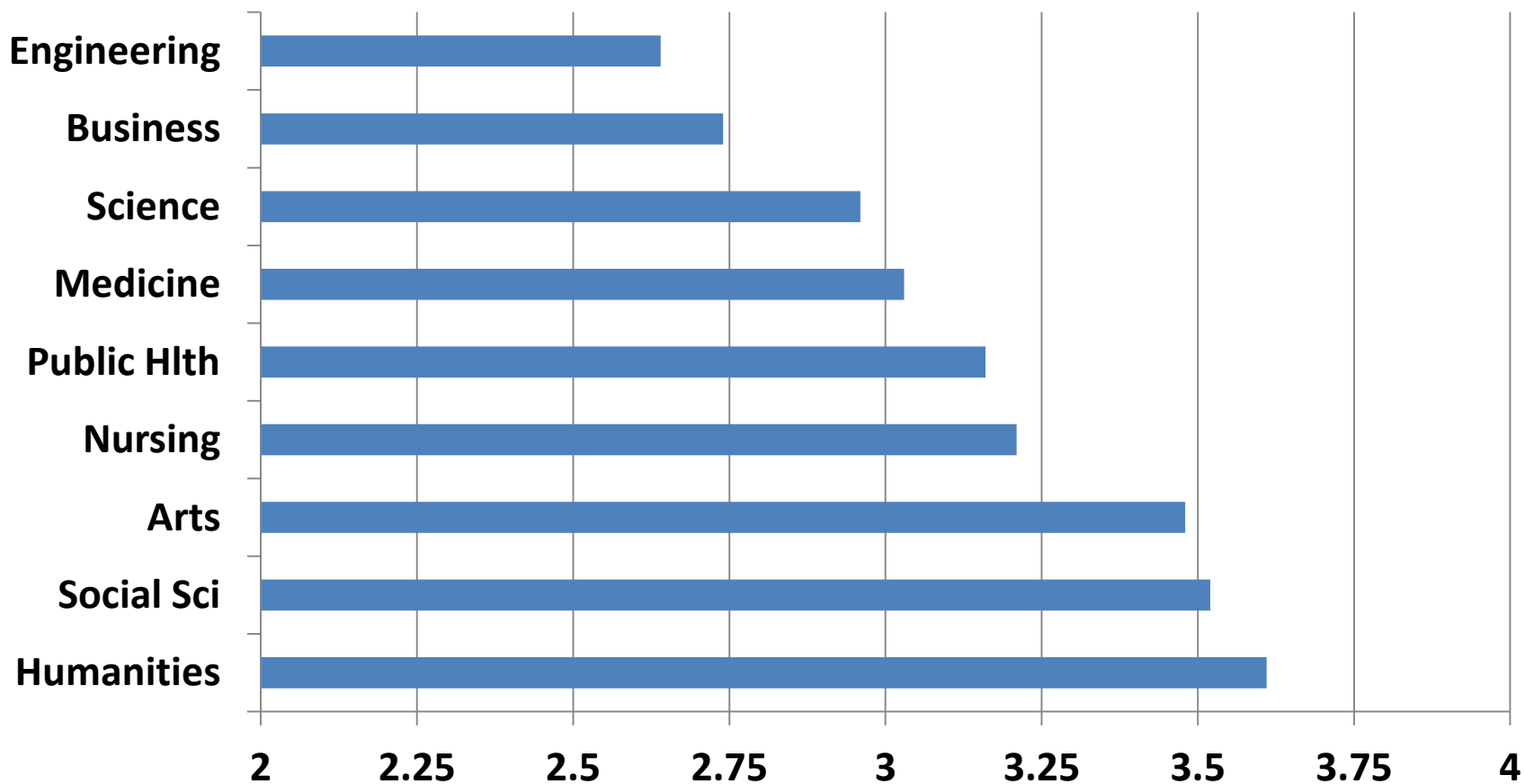
(Scale of 1 "Minor" to 5 "Major")



UW Libraries Contribution to Recruiting Colleagues & Students to UW

(Faculty Response by College/School)

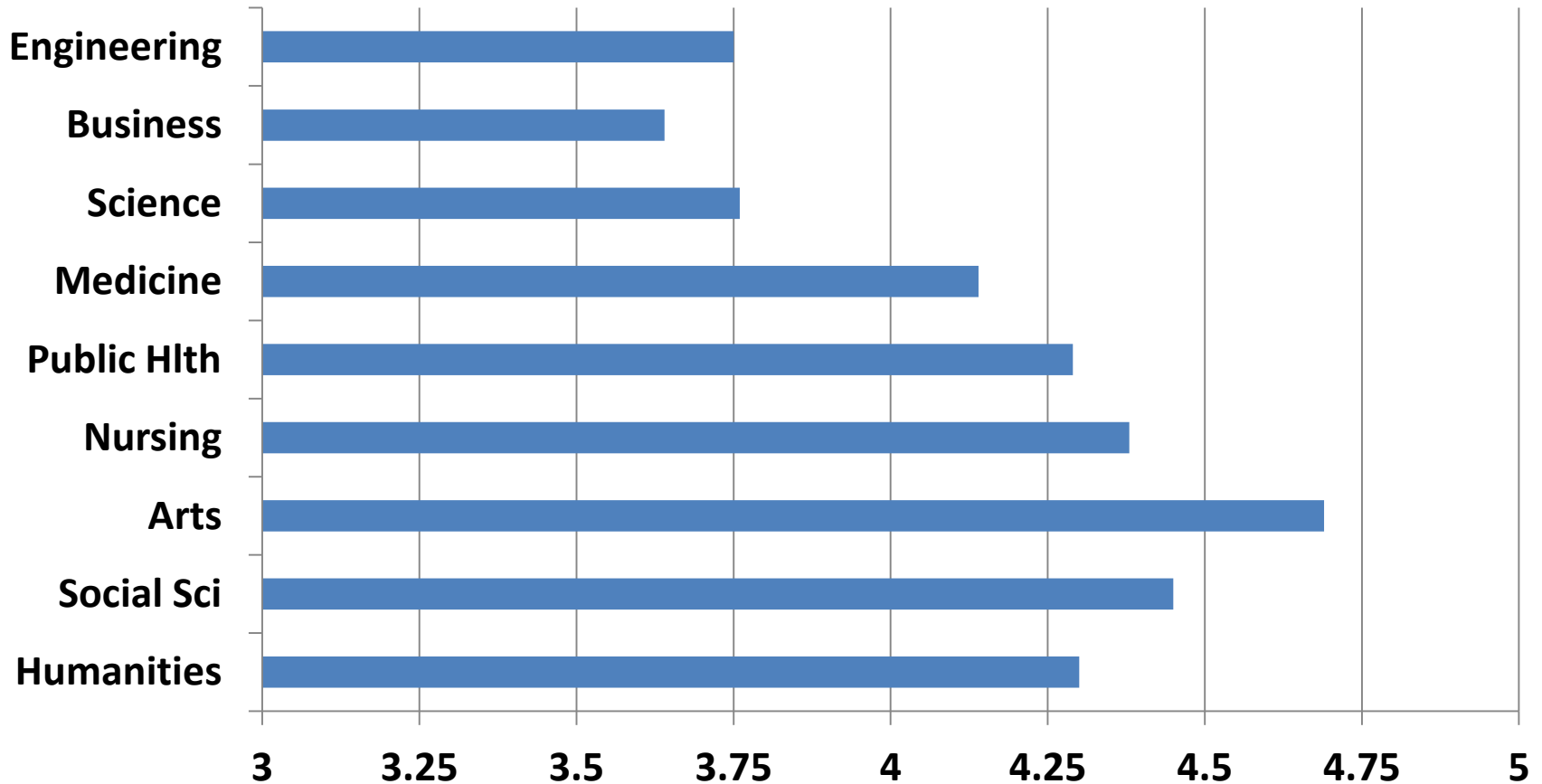
Scale of 1 (Minor) to 5 (Major)



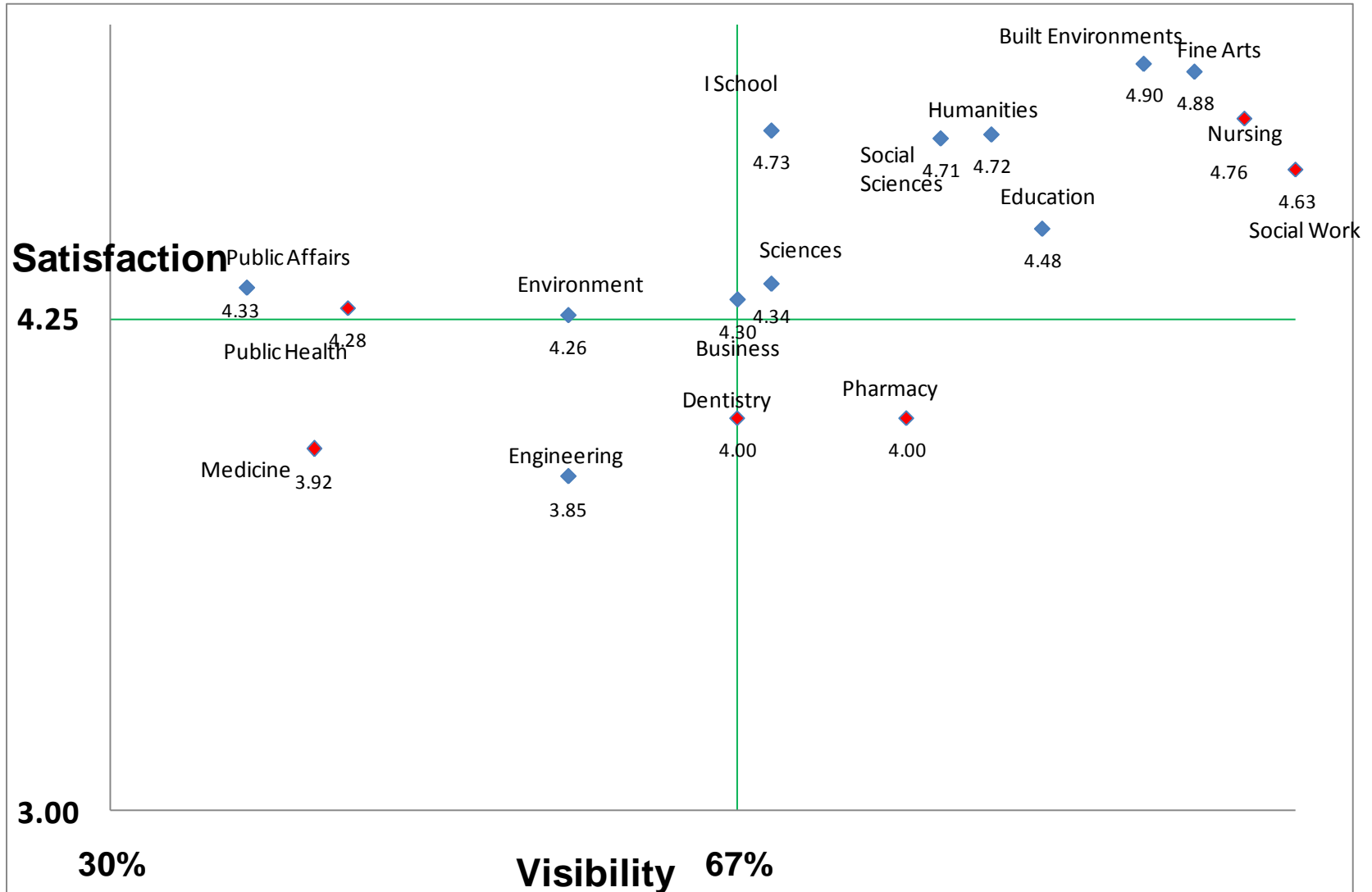
UW Libraries Contribution to Enriching Student Learning Experiences

(Faculty Response by College/School)

Scale of 1 (Minor) to 5 (Major)



UW Subject Librarian Visibility and Satisfaction By Faculty College/School



Issues in Survey Implementation

- Customized vs Standardized
- Web vs Paper
- Frequency of administration
- Longitudinal tracking vs new or changed questions
- Library only surveys

Other Tools at U.Va. and UW

- Balanced Scorecard
- Usability testing
- Focus groups
- Structured interviews
- Staff surveys
- Task surveys, with post-it notes
- In-house user surveys
- Observation
- Data mining
- Statistical compilations

Putting Survey Data to Use

- Additional resources for the science & arts libraries
- Undergraduate library open 24 hours
- Support for transition from print to e-journals
- New and improved study spaces
- Reallocate budgets and staffing internally
- Use externally in budget requests
- Inform the strategic planning process, develop performance measures,
- Enhanced usability of discovery tools
- Identify areas for further study

more info at...

- U.Va.

<http://www2.lib.virginia.edu/mis/>

- UW

<http://www.lib.washington.edu/assessment/>