

# Library Survey 2013

## Summary of Results



**LibQUAL+**<sup>™</sup>

Charting Library Service Quality...



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## **Introduction**

At SGUL the LibQUAL+ online survey was open from 11<sup>th</sup> March-4<sup>th</sup> April 2013. This year we used LibQual Lite which presented participants with a selection from the 22 statements given in the full version. These 22 statements are split into 3 categories; Library as Place (LP), Affect of Service (AS) (staff) and Information Control (IC). Respondents were asked to give a score out of 9 for their minimum, desired and perceived levels of service. These scores were then plotted on radar charts which give a strong visual representation of levels of satisfaction. Where the perceived level of service is higher than the minimum this is represented by a blue band. If it is lower than the minimum this appears as a red band and in a case where the perceived service is higher than the desired service level this would appear as green. The yellow band shows the gap between the perceived and desired service in cases where the perceived service is above the minimum but below the desired. In an ideal world the chart would be mainly blue and green. Respondents were also able to add comments and we received a total of 236 comments covering a range of topics.

Over the period of the survey we received 494 completed responses from the academic community (staff and students) which represents 7% of the potential population which could have responded). Once the survey was closed we were able to access a PDF file of the analysed results for the main areas of our users (undergraduates, postgraduates, academic staff and other staff). The final document presents some of the results in tables and also as radar charts and thermometer charts presenting the relationship between minimum, desired and perceived means.

## Summary

- 77% of responses came from those associated with “medicine” with 23% from “subjects allied to medicine”.
- 82.5% of responses came from undergraduates; 8% from postgraduates and 7% from academic staff
- Affect of Service (staff) scores best in all categories of user
- Both students and academic staff are concerned about access to print and electronic resources
- Students are concerned about group study space
- Students posted many comments showing satisfaction with the newly refurbished silent study space in the Library
- Comments were made in relation to computer availability

Lower levels of satisfaction in:

- Information control (ie collections of and access to both print and electronic resources)
- Library as Place (for group study)

A PDF of the full report is available on the Library web site.

## Action:

- From May 2013 a new resource discovery tool (Hunter) has been implemented. This will make access to our electronic materials much easier and students should be able to reach the materials they need.
- PC availability software will be used to indicate PC use in all open access areas. This will be displayed on a plasma screen outside the Computer Rooms as well as being visible on mobile devices.
- A new trolley of 30 netbooks will be available in the Library.
- The Library will bid for funds to redevelop the remaining library space (phase 3) to create group study facilities.
- Promotion and marketing initiatives will raise awareness of resources available and how to access them.
- Customer Service training for all Library staff – summer 2013

Sue David  
June 2013

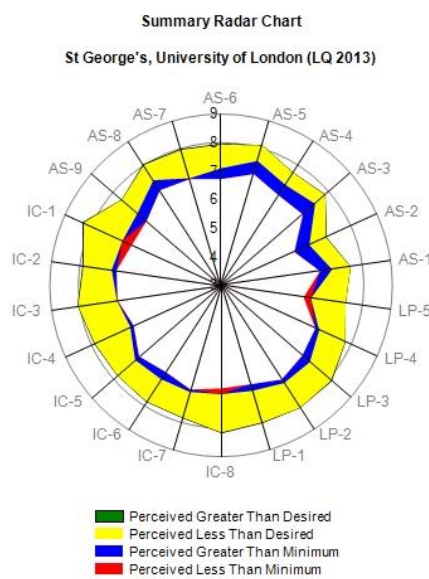
**Overall**

The overall response rate was 7% (494 responses). There was a disproportionate number of respondents from Medicine and Biomedical Sciences (77% of total) with only 23% of responses coming from the Faculty of Health and Social Care students. In 2011 these percentages were 27% Faculty and 73% Medicine.

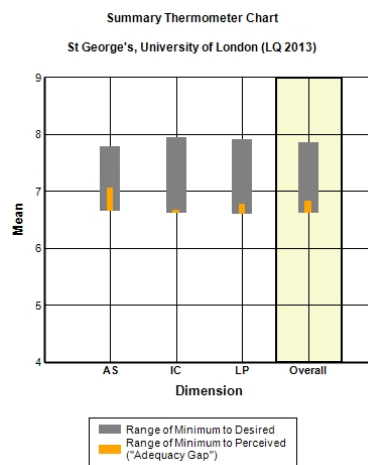
Overall the results show a negative service adequacy gap for the following questions:

- IC1 – making electronic resources accessible from my home or office
- IC8 – print and/or electronic journal collections I require for my work
- LP5 – Space for group learning and group

This means that respondents perceived level of service is lower than their minimum required level and this appears as red on the radar chart.



The radar chart above shows “Information Control” giving the area for greatest concern where the perceived level of service falls below the minimum, but this is an improvement on results in 2011. It is hoped that “Hunter” will point students more seamlessly to the electronic resources purchased by the Library.



This thermometer chart represents the information in a different way which shows that overall users are largely satisfied with the Library.

Over 230 comments were made across a number of areas. Many comments were made about staff (45) ranging from “Very lovely and helpful staff” to “Staff are often rude or surly”. Of the 45 comments 32 are extremely positive, with just 13 with negative experiences.

Resources attracted 57 comments. These ranged from “insufficient access to on-site or online journals”, “there often aren't enough copies of texts” with others more satisfied: “the resources and accessibility is very good.”

Computers generated 33 comments. Some feel there are not enough computers – “there are insufficient computers” but others praised the netbooks but would like them to have a longer battery life.

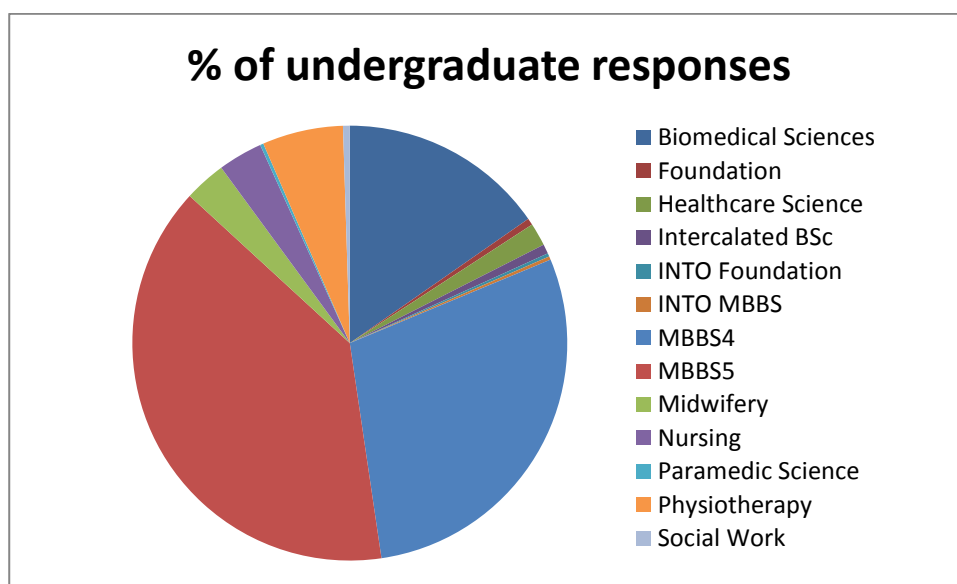
Many general comments expressing overall satisfaction with the library service, especially the newly refurbished space, were made along with several referring to noise (from the Students' Union above the Library): “excellent new study area and netbook service”, “the new study space is great”. There is clearly expressed demand for group study space: “Areas for private group study needs to drastically increase”.

## Undergraduates

These represent 82.5% of all responses and totalled 419 responses. As they are such a huge proportion of the total responses their views are clearly shown in the overall picture summarised in the previous section.

The 419 responses breakdown as follows:

| Undergrduates       | % of responses |
|---------------------|----------------|
| Biomedical Sciences | 15.30%         |
| Foundation          | 0.50%          |
| Healthcare Science  | 1.70%          |
| Intercalated BSc    | 0.70%          |
| INTO Foundation     | 0.25%          |
| INTO MBBS           | 0.25%          |
| MBBS4               | 28.90%         |
| MBBS5               | 39.10%         |
| Midwifery           | 3.10%          |
| Nursing             | 3.30%          |
| Paramedic Science   | 0.25%          |
| Physiotherapy       | 6%             |
| Social Work         | 0.50%          |



Of this group 80% use Google or similar daily, 21% come the Library on a daily basis and 48% weekly (although 3% say they never come to the library). 34% use library resources daily and 45% weekly.

The statistics shown in the overall radar chart are borne out in the comments received:

“the library space is not big enough” (MBBS5)

“too much noise generally” (MBBS4)

“I have real problems accessing journals” (BSc Nursing)

“More books should be available as an e-book” (MBBS5)

“The library staff are wonderful. Ever willing to help” (BSc Nursing)

“More group study rooms are needed” (Physiotherapy)



## Postgraduates & CPD students

Postgraduates and CPD students fall into the same category. Post graduates represent only 8.3% of respondents or 41 responses (although this reflects the percentage of postgraduates in the population as a whole).

This group of users show high levels of satisfaction in 3 areas:

AS3 (Library staff who are consistently courteous)

AS8 (willingness to help users)

LP3 (a comfortable and inviting location)

Unfortunately some areas did not score at all well with particularly disappointing scores in:

LP5 – space for group learning and group study

AS2 – giving users individual attention

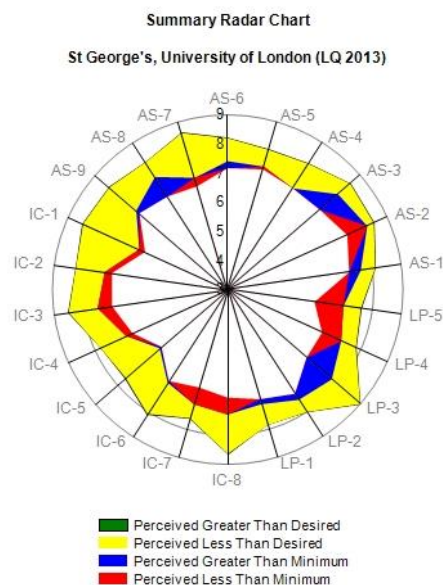
IC2 – a library website enabling me to locate information on my own

IC3 – the printed library materials I need for my work

IC4 – the electronic information resources I need

IC8 – print and/or electronic collections I need form my work

Information control (ie access to materials) is still an area for improvement across all categories, but in particular for this group of students.



25% use the Library daily with 42% using it weekly. 44% access Library resources daily (32% weekly), but 80% use Google or another search engine daily.

Post graduates made only 26 comments and most of these were positive. The most negative ones referred to access to resources:

“access to a wider range of journals” (PhD/Research).

There were a number of very positive comments about the new space:

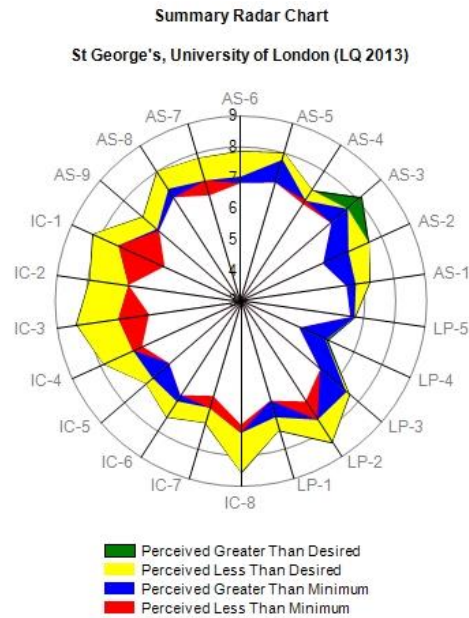
“the new improved spaces are absolutely amazing” (Masters)

Staff also received positive comments:

“the Library team are ever ready to help” (PhD)

## Academic Staff

34 Academic staff responded to the survey. 20 were from SGUL, 14 from the Faculty of Health and Social Care Sciences and Education. With such low numbers it is difficult to draw sensible conclusions from the radar chart their responses produces, although it can be seen that in general that there are some areas of great satisfaction and a number of areas which need improvement from a staff perspective



On this chart we see an area of green (where the perceived level of service is higher than the desired). This is in AS3 (library staff who are consistently courteous).

The areas of dissatisfaction are concentrated in Information Control. The questions scoring particularly badly were:

IC1 (making electronic resources accessible from my home or office)

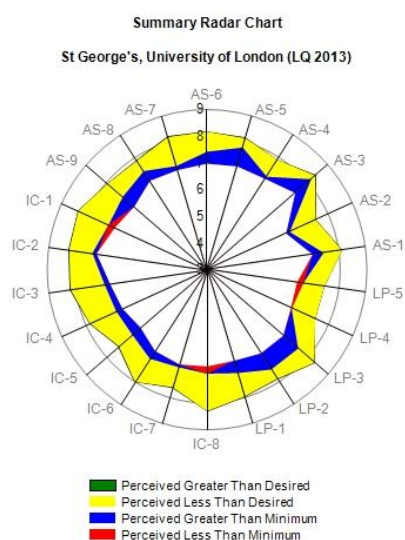
IC3 (the printed Library materials I need for my work)

The written comments are uniformly positive, with some suggestions for improvements or enhancements (such as reference management training). Academic staff are particularly impressed with staff and a number of comments reflect this e.g. "I think St Georg's Library staff are the most helpful library staff I have EVER known.

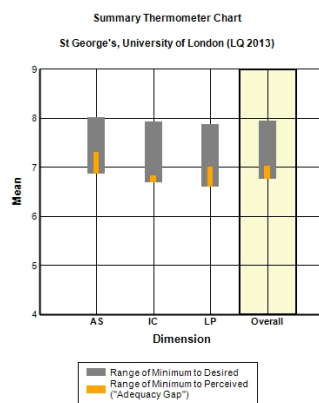
## Faculty of Health and Social Care Sciences and Education Only

The response from Faculty staff and students was very low. Only 114 respondents were from the Faculty of Health and Social Care Sciences and Education. It is not possible to drill down more deeply into the results to analyse the responses for specific subject areas.

An analysis of the results from the Faculty only (staff and students) gives a radar chart very much reflecting that of the results overall, with higher satisfaction with staff (especially AS3 – Library staff who are consistently courteous)



The thermometer chart also shows similar patterns, indicating that all areas are within the zone of tolerance and Affect of Service giving greatest satisfaction.



These results show that the Faculty issues are broadly similar to those of other Library users and that we need to pick up specific details through focus groups and our normal mechanisms of communication such as course committees and board meetings at which the Library always has a presence.

Comments from Faculty respondents reflect these statistics:

"some books seem to be old" (Midwifery)

"the resources are easy to access" (Midwifery)

"more opportunities for group work please! (Nursing)

"the silent area has improved the peace" (Physiotherapy)

"staff are extremely helpful and courteous" (Physiotherapy)

**Appendix One:  
22 Core Questions**

Dimension ID

**Affect of Service**

|   |      |
|---|------|
| Library staff who instil confidence in users                  | AS-1 |
| Giving users individual attention                             | AS-2 |
| Library staff who are consistently courteous                  | AS-3 |
| Readiness to respond to users' enquiries                      | AS-4 |
| Library staff who have the knowledge to answer user questions | AS-5 |
| Library staff who deal with users in a caring fashion         | AS-6 |
| Library staff who understand the needs of their users         | AS-7 |
| Willingness to help users                                     | AS-8 |
| Dependability in handling users' service problems             | AS-9 |

**Information Control**

|   |      |
|---|------|
| Making electronic resources accessible from my home or office     | IC-1 |
| A library Web site enabling me to locate information on my own    | IC-2 |
| The printed library materials I need for my work                  | IC-3 |
| The electronic information resources I need                       | IC-4 |
| Modern equipment that lets me easily access needed information    | IC-5 |
| Easy-to-use access tools that allow me to find things on my own   | IC-6 |
| Making information easily accessible for independent use          | IC-7 |
|   | IC-8 |
| Print and/or electronic journal collections I require for my work |      |

**Library as Place**

|  |      |
|--|------|
| Library space that inspires study and learning | LP-1 |
| Quiet space for individual work                | LP-2 |
| A comfortable and inviting location            | LP-3 |
| A haven for study, learning, or research       | LP-4 |
| Space for group learning and group study       | LP-5 |

**Appendix Two:  
5 Additional Questions**

|  |
|--|
| Librarians teaching me how to access or manage information           |
| Ease of use of electronic resources                                  |
| Collections of online full-text articles sufficient to meet my needs |
| Convenient service hours   |
| Facilitating self directed research                                  |