“Absolutely Amazing!”
A Comparative Study of User Satisfaction with Summon

ARL LAC 2014 Seattle

Dana Thomas, Evaluation & Assessment Librarian
Kevin Manuel, Data Librarian
Ryerson University Library & Archives
Evaluation Overview

Goals:

– Evaluate continued investment in Summon based on user satisfaction and use patterns
– Determine where to devote resources next year to maximize our investment in Summon
– Follow up to survey conducted in 2011 to see if there are any changes
Questionnaire

Format:
- Online survey (Survey Monkey)
- 10 – 15 questions (Funnelled based on status/experience)
- Open & closed ended questions

Participant Pool:
- Emailed 1/3 representative sample of Ryerson faculty, staff and students

Incentive:
- One iPad mini
Survey Questions

• Demographics – faculty, program, enrolment, year of study, and degree status

• Information on search behaviour in their last academic search assignment

• If they used Summon, its ease of use, their satisfaction with the tool, and what other resources they use to search for academic information.
# Response Rates & Results

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responses</td>
<td>6344 responses</td>
<td>2997 responses</td>
</tr>
<tr>
<td>Entered into Incentive Draw</td>
<td>3930 (61.9%)</td>
<td>2249 (75%)</td>
</tr>
<tr>
<td>Completed Survey</td>
<td>5363 (84.5%)</td>
<td>2495 (83.2%)</td>
</tr>
<tr>
<td>Undergraduates</td>
<td>4861 (88.9%)</td>
<td>2197 (88.1%)</td>
</tr>
<tr>
<td>Indicated Interest to Participate</td>
<td>424 students</td>
<td>192 students</td>
</tr>
<tr>
<td>Participated in Focus Groups</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Used Summon</td>
<td>51.5%</td>
<td>67.9%</td>
</tr>
</tbody>
</table>
Representativeness

Ted Rogers School of Management
Faculty of Community Services
Faculty of Engineering & Architectural Science
Faculty of Arts
Faculty of Communication & Design
Faculty of Science
Other

Population %
Respondents %
Ease of Finding Resources

- Not at all easy
- Slightly easy
- Moderately easy
- Very easy
- Extremely easy

Comparison between 2013 and 2011
Open Comments Tone

2011
- Positive: 36%
- Negative: 32%
- Neutral: 33%

n=1295

2013
- Positive: 51%
- Negative: 21%
- Neutral: 35%

n=412
## Comments by Discipline

### 2011

<table>
<thead>
<tr>
<th>Discipline</th>
<th>% Positive</th>
<th>% Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Ted Rogers School of Management</td>
<td>56.36%</td>
<td>43.64%</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>59.32%</td>
<td>40.68%</td>
</tr>
<tr>
<td>Arts</td>
<td>47.12%</td>
<td>52.88%</td>
</tr>
<tr>
<td>Engineering &amp; Architectural Science</td>
<td>51.61%</td>
<td>48.39%</td>
</tr>
<tr>
<td>Community Services</td>
<td>50.64%</td>
<td>49.36%</td>
</tr>
<tr>
<td>Communication &amp; Design</td>
<td>43.14%</td>
<td>56.86%</td>
</tr>
<tr>
<td>Yeates School Graduate Studies</td>
<td>35.71%</td>
<td>64.29%</td>
</tr>
</tbody>
</table>

### 2013

<table>
<thead>
<tr>
<th>Discipline</th>
<th>% Positive</th>
<th>% Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science</td>
<td>80.00%</td>
<td>20.00%</td>
</tr>
<tr>
<td>Ted Rogers School of Management</td>
<td>68.37%</td>
<td>31.63%</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>66.67%</td>
<td>33.33%</td>
</tr>
<tr>
<td>Arts</td>
<td>66.04%</td>
<td>33.96%</td>
</tr>
<tr>
<td>Engineering &amp; Architectural Science</td>
<td>58.14%</td>
<td>41.86%</td>
</tr>
<tr>
<td>Community Services</td>
<td>53.06%</td>
<td>46.94%</td>
</tr>
<tr>
<td>Communication &amp; Design</td>
<td>40.82%</td>
<td>59.18%</td>
</tr>
<tr>
<td>Yeates School Graduate Studies</td>
<td>38.89%</td>
<td>61.11%</td>
</tr>
</tbody>
</table>
Resources Used: Last Academic Search

Other Academic Database(s)

Websites

Other Library

Ryerson Library

Professor/instructor

Web Search Engine

Friends (including social media)

Search everything

2013
2011

65.86%
67.90%
28.54%
0%
10%
20%
30%
40%
50%
60%
70%
80%
Summon Users: Other Sources Used

Other Academic Database(s) 0.35% 0.65%
Websites 0.41% 0.65%
Other Library 0.71% 0.71%
Ryerson Library 62.81%
Professor/instructor 0.71% 0.71%
Web Search Engine 1.18%
Friends 1.36% 0%
Non-Users: Other Sources Used

Other Academic Database(s)
- Other Academic Database(s) 2013: 22.35%
  - 2011: 11.61%

Websites
- 2013: 54.81%
  - 2011: 23.78%

Other Library
- Other Library 2013: 25.97%
  - 2011: 18.52%

Ryerson Library
- Ryerson Library 2013: 87.39%
  - 2011: 70.49%

Professor/instructor
- Professor/instructor 2013: 48.31%
  - 2011: 31.67%

Web Search Engine
- Web Search Engine 2013: 96.75%
  - 2011: 56.81%

Friends
- Friends 2013: 25.09%
  - 2011: 19.92%
Thanks! Any questions?

Dana Thomas
d1thomas@ryerson.ca

Kevin Manuel
kevin.manuel@ryerson.ca