ITERATIVE CHAT TRANSCRIPT ANALYSIS

Qualitative data analysis of library public services
PRINCIPAL INVESTIGATORS

- Reference Assessment Working Group, Reference Management Team

- Steve Baumgart
  - Instruction Coordinator
  - Memorial Library

- Erin Carrillo
  - Information Services Librarian
  - Steenbock Library

- Laura Schmidli
  - Information Services Librarian
  - Wendt Commons
ITERATIVE

- Public service improvement
- Process improvement
- New directions for analysis
CHAT TRANSCRIPT

- LibraryH3lp chat reference service
- General queue:
  - 33+ librarians
  - 2 campus libraries
  - Generalists and specialists
- Sweeps Week: November 4-10, 2013

10:21 Patron: Hi I am just wondering if the Library has scanners that can scan straight to pdf?
10:21 Librarian: Hello, this is Laura at Wendt.
10:22 Librarian: Yes, we do have scanners that will scan to PDF for free.
10:24 Patron: Thanks!
10:26 Librarian: No problem. Have a good weekend!

Anonymized prior to analysis!
ANALYSIS

- Qualitative analysis of existing data

- How have librarian behaviors associated with patron satisfaction changed since 2010?
- Are librarians better demonstrating best practices?

- Listening and questioning
- Comeback again
- Instruction
- Searching for patron
- Maintain contact
HISTORY

2010
- Librarian behaviors + user satisfaction
- Institution-specific questions
- Low cost
- 28 codes (22 usable, 6 not)

2013
- Improvement in librarian behavior + weaknesses
- 14 codes (11 usable, 3 not)
- Streamline process
- More in-depth analysis

- Improve best practices
- Simplify process
- Improve inter-rater reliability
## TRAINING

<table>
<thead>
<tr>
<th>2010</th>
<th>2013</th>
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<tbody>
<tr>
<td>• Video tutorial</td>
<td>• Updated video tutorial</td>
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<tr>
<td>• In-person training</td>
<td>• Calibration exercise</td>
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<tr>
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<td>• In-person training</td>
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CODING PROCESS

- Memorial
  - Emma
  - Stephanie
- Steenbock
  - Anna
- Wendt
  - Jamie

- 14 codes
- 403 transcripts
- R and RQDA software
- 4 weeks
- 24 student + 3 pro hours
ANALYSIS & SCRIPT

Codes
- SQLite
- Consolidate locations
- Clean up

R Script
- 2010 version
- File locations
- Packages

Additional
- Compared to 2010
- Examine peculiarities
- Text mining
RESULTS: USER SATISFACTION

Increase from 2010:
- Listening and questioning (64%)
- Invitation to use service again (21%)
- Instruction (36%)

Not directly comparable:
- Searching for patron (72%)
- Maintaining contact (?)
RESULTS: BEST PRACTICES
2013 RECOMMENDATIONS

Patron Satisfaction

• Target 4 librarian behaviors for improvement through training
• Analyze patron initial questions to identify “pain points”

Data Analysis

• Improve training based on student coder feedback
• Analyze and improve 6 potentially problematic codes
TAKEAWAYS

- Build on data you already collect
- Initial time investment pays off over time
- Focus on process improvement
- Reassess what you want to know with each iteration
- Draw on your colleagues for support!
QUESTIONS?

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- Erin: ecarrillo@library.wisc.edu
- Laura: lschmidli@library.wisc.edu

- Supplementary materials available: http://go.wisc.edu/3na1sp