Commonalities in LibQUAL+® (Dis)satisfaction: An international trend?

Research conducted by

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LibQUAL+®

• Internationally Renowned
• Web based
• Standardised
• Expectations & Perceptions
Adequacy and Superiority

**Adequacy:**
Calculated by subtracting Minimum from Perceived score.
A negative score indicates failing to meet minimum expectations.

**Superiority:**
Calculated by subtracting Desired from Perceived score.
A positive score indicates exceeding desired expectations.
Dimensions

Affect of Service
- Empathy
- Responsiveness
- Assurance
- Reliability

Information Control
- Scope of Content
- Convenience
- Ease of Navigation
- Timeliness
- Equipment
- Self-Reliance

Library as Place
- Utilitarian Space
- Symbol
- Refuge
Commonalities in Satisfaction?

- Affect of Service
- Information Control
- Library as Place
Commonalities in Dissatisfaction?

- Affect of Service
- Information Control
- Library as Place
Sample Group

- 2012: 19 European Libraries
- 2013: ARL LibQUAL+ consortium 2013
- All respondents excluding Library staff
- After data screening, n = 41,018 (~50% UG)
Definitions of satisfied/dissatisfied

Satisfied

For each dimension:
Superiority gap $>0$
Adequacy gap $>1$

- Minimum expectations are being exceeded by at least 1
- Desired expectations are being met or exceeded

Dissatisfied

For each dimension:
Adequacy gap $<0$
Superiority gap $<-1$

- Desired expectations are not being met by at least 1
- Minimum expectations are not being met
Satisfied European Respondents

Affect of Service

Information Control

Library as Place
Satisfied ARL Respondents

Affect of Service

Information Control

Library as Place
Dissatisfied European Respondents

Affect of Service

Information Control

Library as Place
Dissatisfied ARL Respondents

Affect of Service

Information Control

Library as Place
So what?
Thank You!

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