

# Commonalities in LibQUAL+<sup>®</sup> (Dis)satisfaction: An international trend?

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Research conducted by

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# LibQUAL+®

- Internationally Renowned
- Web based
- Standardised
- Expectations & Perceptions



# Adequacy and Superiority

## Adequacy:

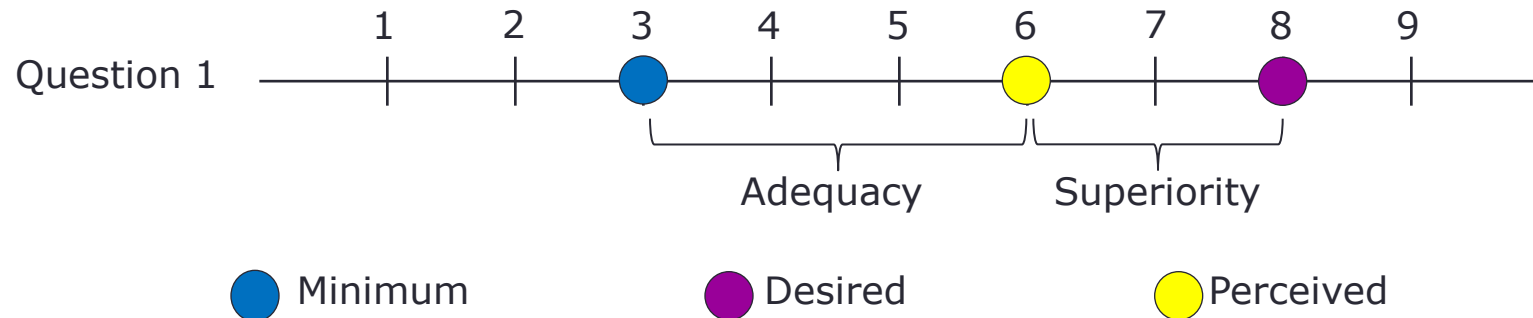
Calculated by subtracting Minimum from Perceived score.

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

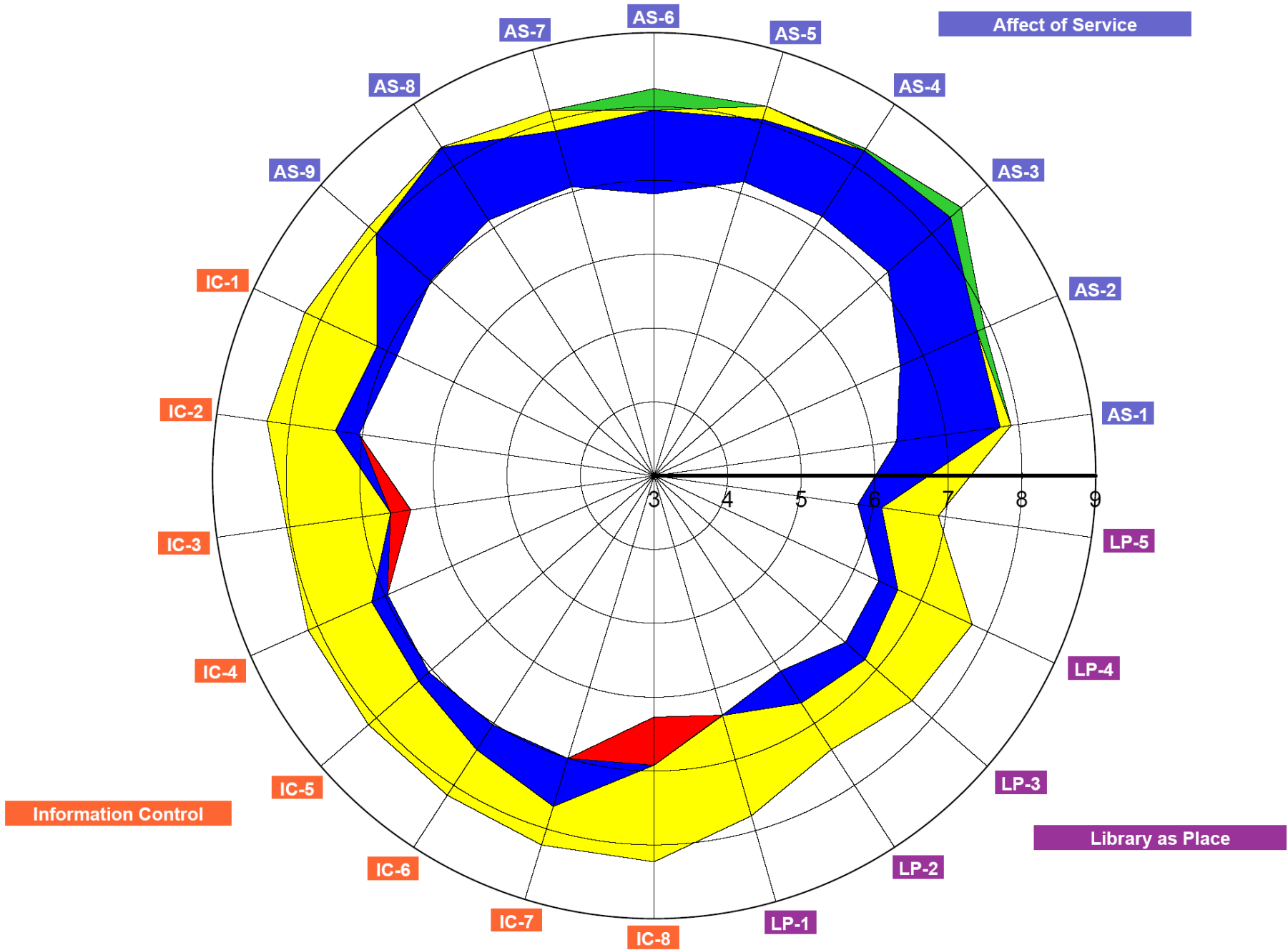
For each dimension:

Adequacy gap  $<0$

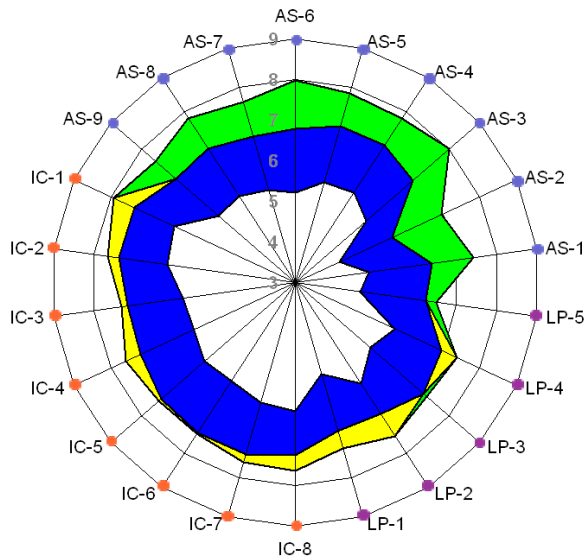
Superiority gap  $<-1$

- Desired expectations are not being met by at least 1
- **Minimum expectations are not being met**

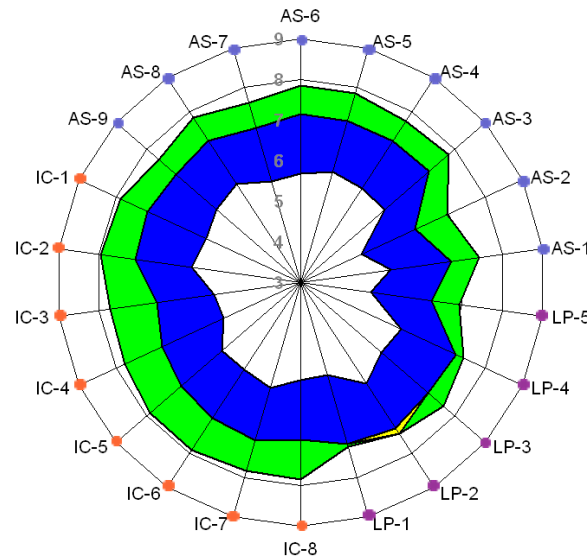




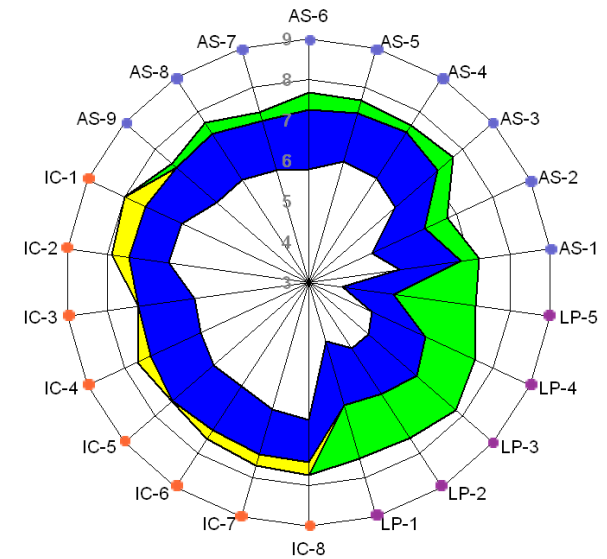
# Satisfied European Respondents



Affect of Service

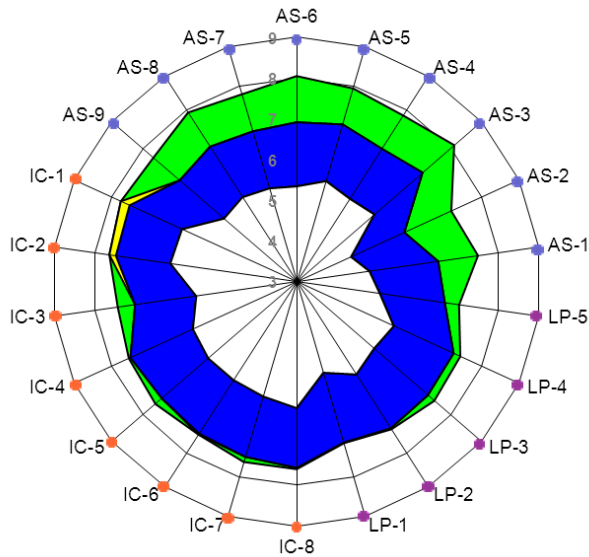


Information Control

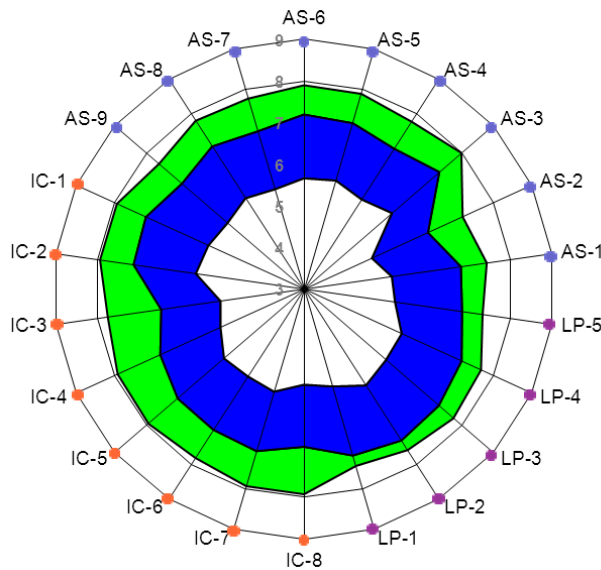


Library as Place

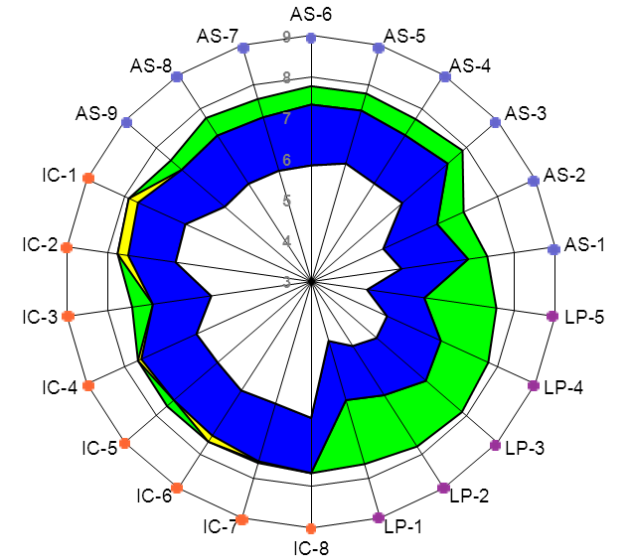
# Satisfied ARL Respondents



Affect of Service



Information Control



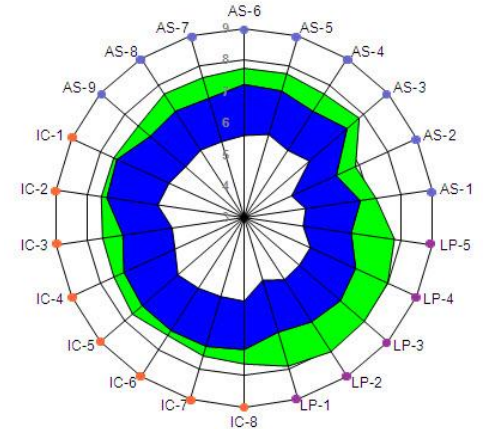
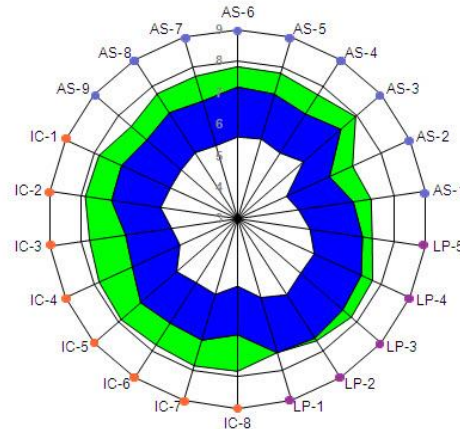
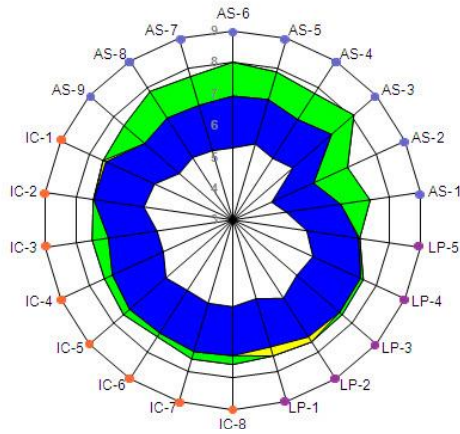
Library as Place

# Affect of Service

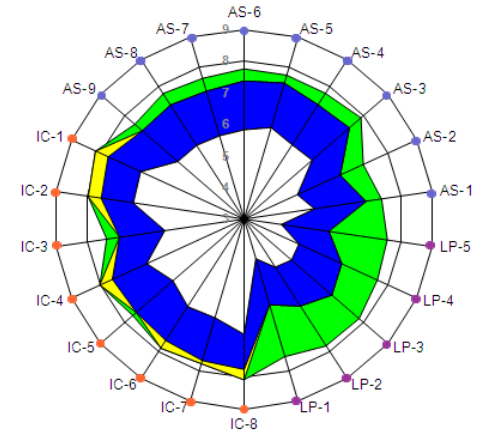
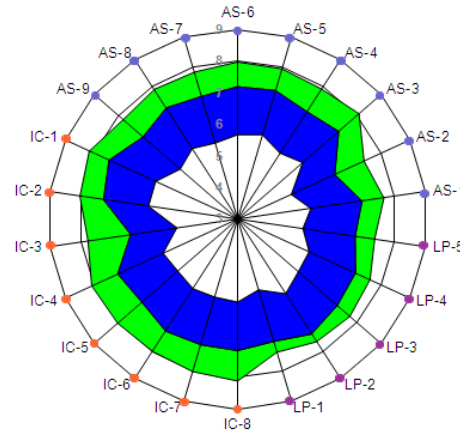
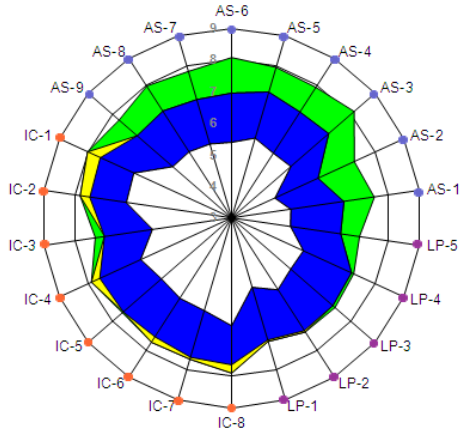
# Information Control

# Library as Place

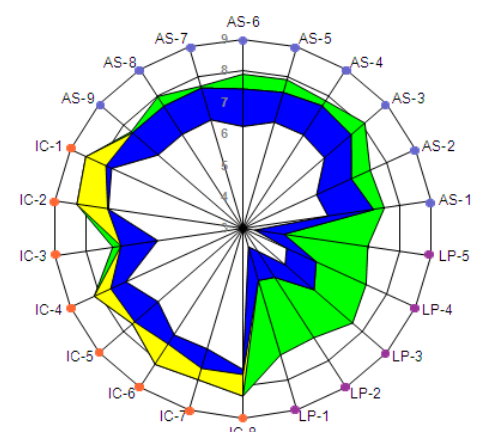
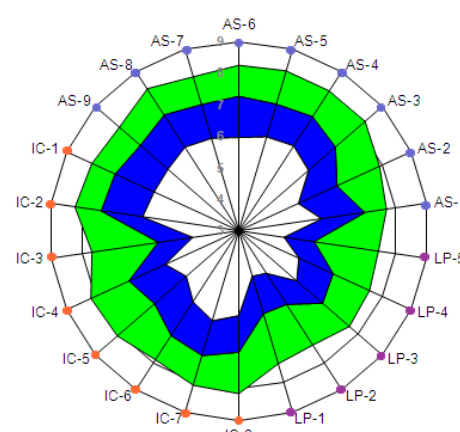
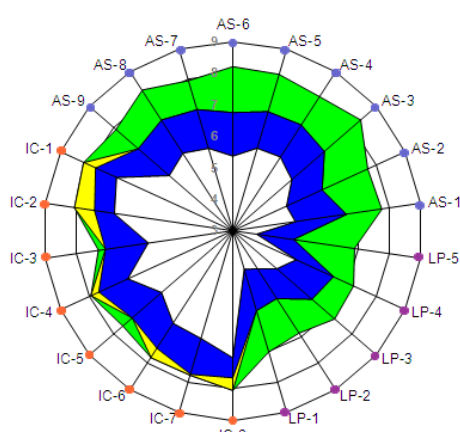
Undergraduates



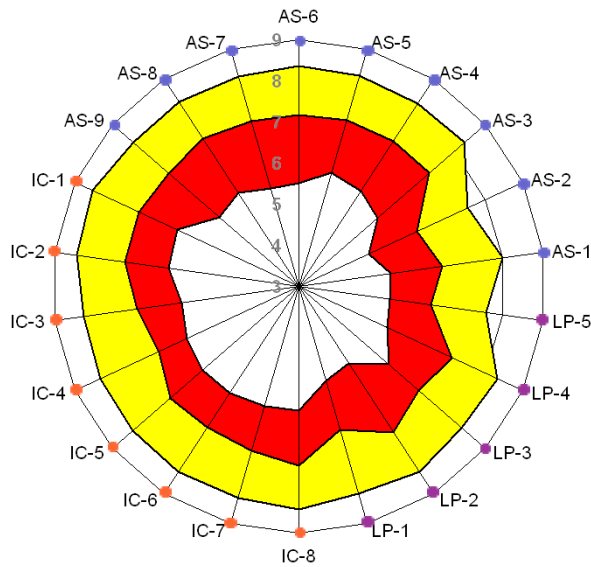
Graduates



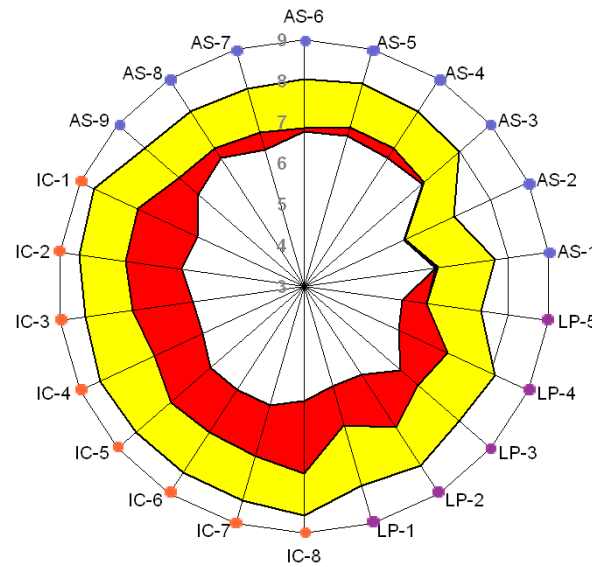
Faculty



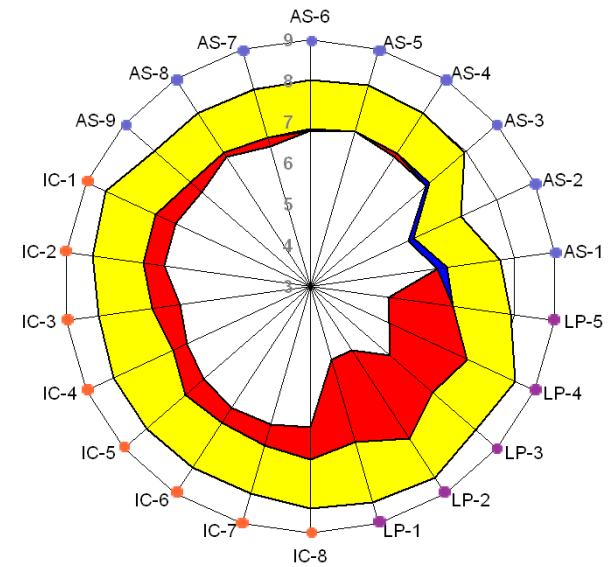
# Dissatisfied European Respondents



Affect of Service

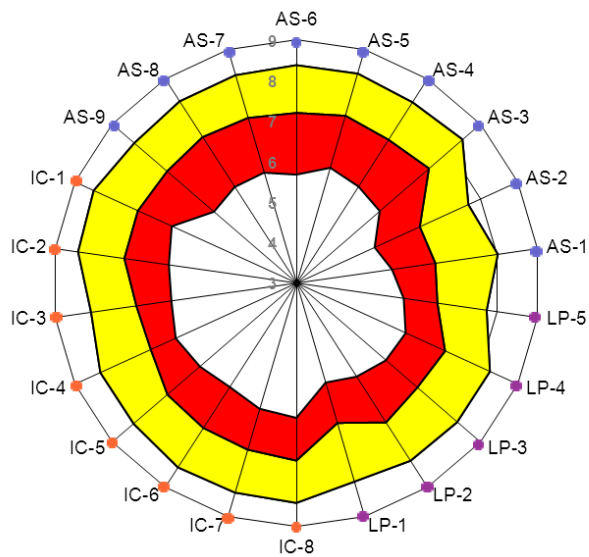


Information Control

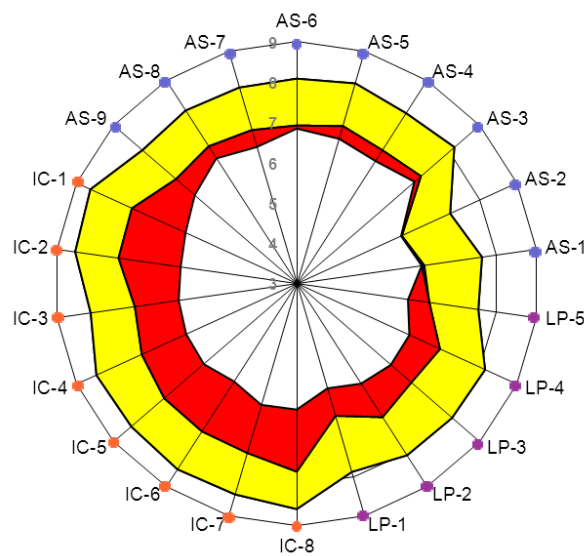


Library as Place

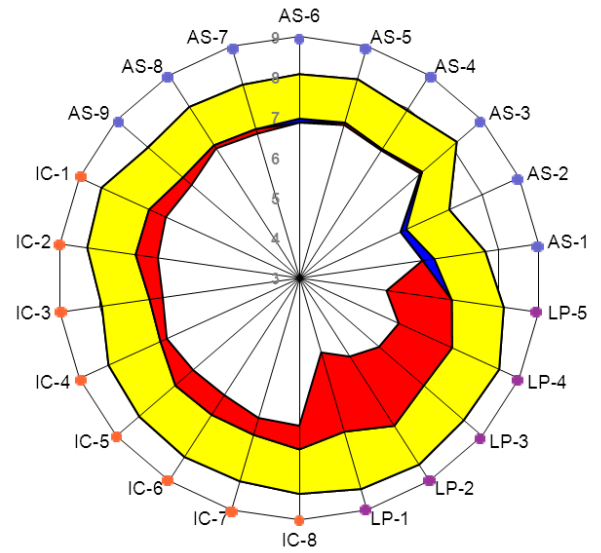
# Dissatisfied ARL Respondents



Affect of Service



Information Control



Library as Place

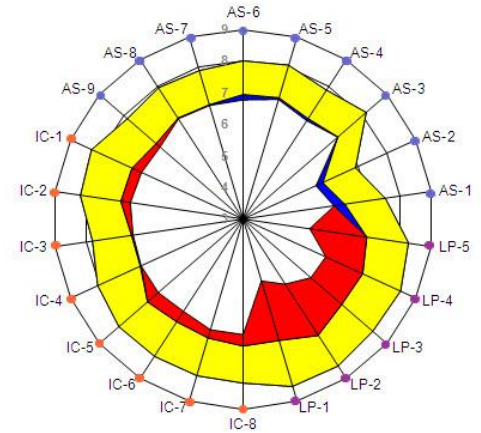
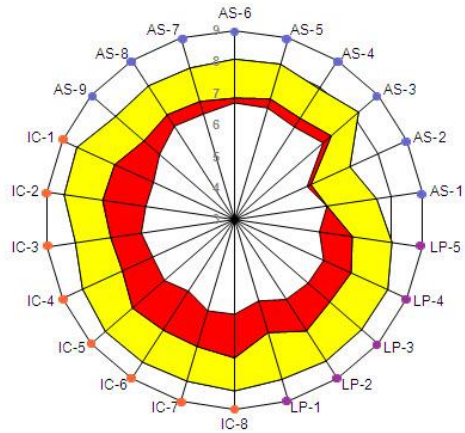
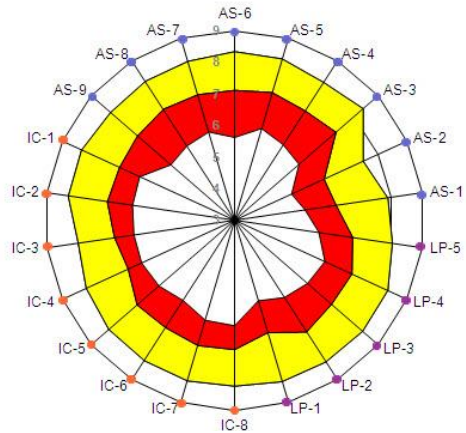


# Affect of Service

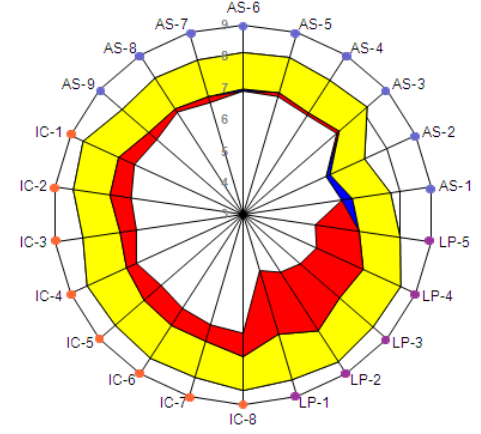
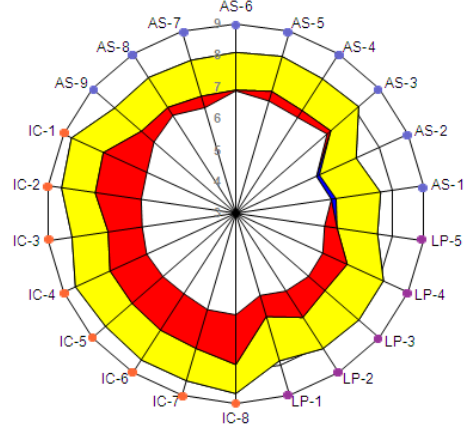
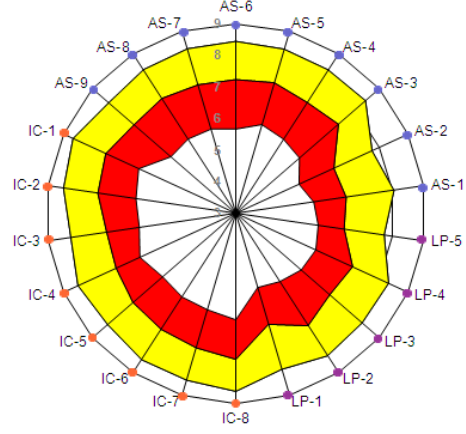
# Information Control

# Library as Place

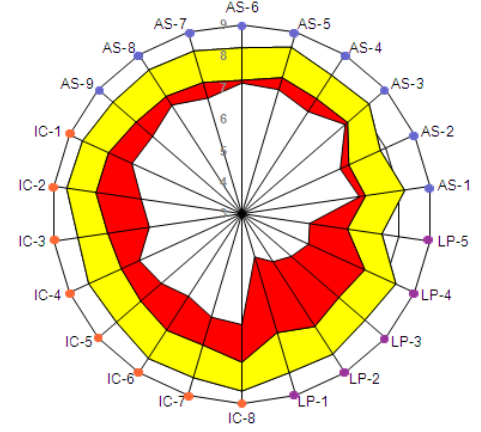
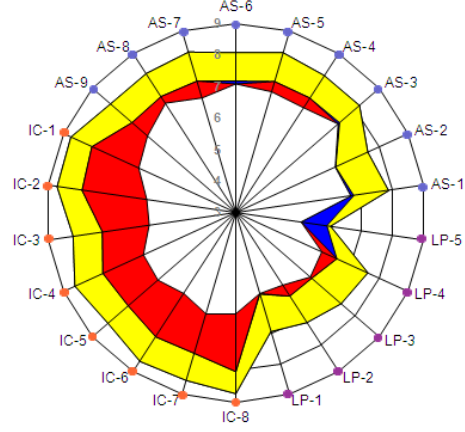
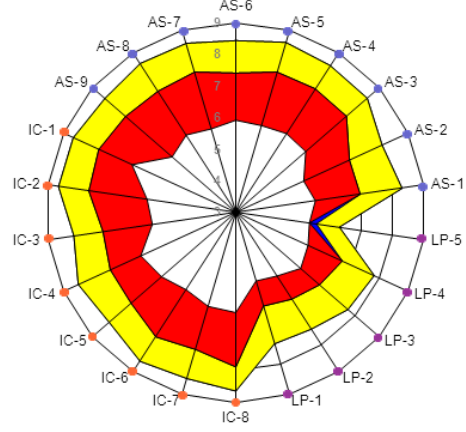
Undergraduates



Graduates



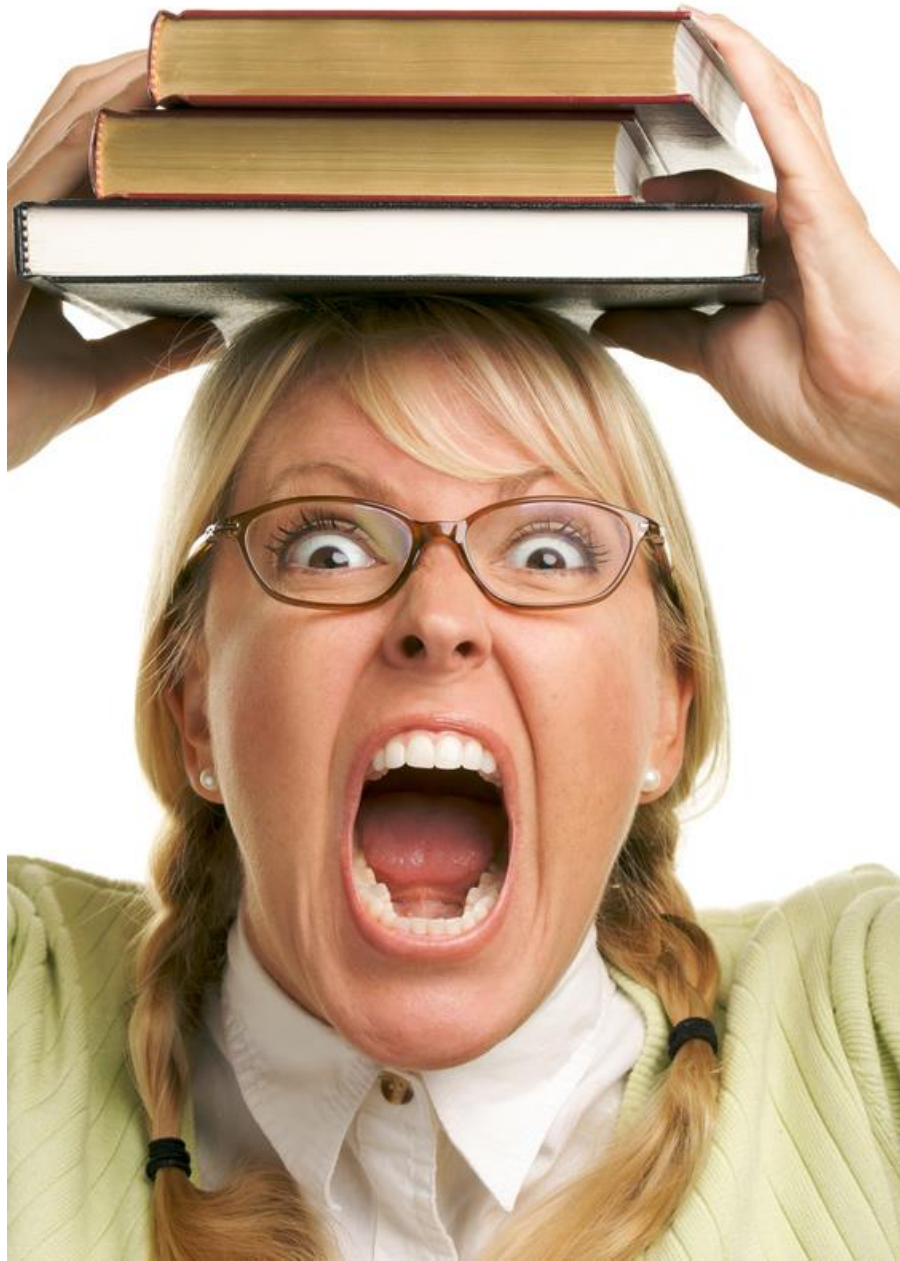
Faculty





**So what?**





# Thank You!

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