A Longitudinal Analysis of 2003-2013 LibQUAL+ Survey Results

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LibQUAL+ at UCLA
The Problem: Data Analysis
Data Analysis at UCLA
Project Objectives

- Create a method by which to combine and present the past reports longitudinally across the different years and user groups
- Make it easily understood by different members of the library system staff
- Create a guide or directions for this method, ensuring that this method could be replicated for future deployment of the LibQUAL+ survey.
Finding a Method
Literature Review

- Lit review done to find methods of analyzing LibQUAL+ data
- Method needed to fit several parameters, including the ability to simplify the raw data, allow for longitudinal analysis
- Seven articles caught our attention
- In the end we found one article and one method that fit our needs
“How to Get More from your Quantitative LibQUAL+ Dataset: Making Results Practical”
- Tim Bower and Bradford Dennis
- Western Michigan University, 2007

They needed a way to easily interpret and disseminate LibQUAL+ data to stakeholders

Allows libraries’ to rank problem areas that needed to be addressed first
Why D-M Score?

- Analyzed the three facets: minimum, desired, and perceived score, and created one number
- Concise, comprehensible
- Versatile, multi-faceted
- Able to study data longitudinally
- Relatively easy to deploy
  - Microsoft Excel or other spreadsheet software
D-M Score Method
D-M Score Formula

D-M Score =

\[
\frac{(\text{perceived score} - \text{minimum score})}{(\text{desired score} - \text{minimum score})} \times 100
\]
Applying the D-M Score

- Formula was applied to raw data for the three main dimensions of the survey
  - Affect of Service, Library as Place, Information Control
- Each respondent then has three D-M scores (one for each dimension of survey)
- D-M scores of each survey dimension were averaged within each user group
- D-M scores were plotted on a line graph
Other Survey Questions

Two other question types in LibQUAL+:
- **Answer on a scale from 1-10**
  - Simple average on a line graph
- **Answer based on frequency**
  - Daily, Weekly, Monthly, Quarterly, Never
  - Tabulated the data and created bar graphs
What do the D-M scores mean?

Simple Breakdown:
- Positive scores: Library is exceeding minimum desired level of service
- Score of zero: Library is meeting minimum level of service
- Negative scores: Library is below minimum level of service

Detailed Breakdown:
- D-M Score > 100: Above desired level of service
- D-M Score = 100: Meeting the desired level of service
- 0 < D-M Score < 100: Above the minimum, below the desired
- D-M Score = 0: Meeting the minimum level of service
- D-M Score < 0: Below minimum level of service
Data Analysis Process
LibQUAL+ Data Repository

Introducing LibQUAL+® Data Repository

LibQUAL+® is a comprehensive service quality survey and assessment tool developed by the American Library Association (ALA) to help libraries measure and improve the quality of their services. LibQUAL+® Data Repository is a password-protected database where LibQUAL+ survey data from participating libraries are housed. Libraries can use this repository to access data from other libraries and compare their own performance against others.

Instructions for creating your own SPSS file.

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LibQUAL+ Data Repository is a valuable resource for libraries looking to benchmark their service quality against others and identify areas for improvement.
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Analysis Process

● We created a step-by-step process to follow to convert the raw data into usable data, graphs
  ○ A. Calculate and interpret raw data
  ○ B. Creating graphs
  ○ C. Updating graphs with new LibQUAL+ data

● A handout is available for more information
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Jeremy Whitt: jwhitt@gmail.com
D-M Score Graphs

- D-M Score > 100: Above desired level of service
- D-M Score = 100: Meeting the desired level of service
- $0 < \text{D-M Score} < 100$: Above the minimum, below the desired
- D-M Score = 0: Meeting the minimum level of service
- D-M Score < 0: Below minimum level of service
Literacy Outcome
Graphs
On a scale from 1-10
The library helps me stay abreast of developments in my field(s) of interest.
The library aids my advancement in my academic discipline or work.
The library enables me to be more efficient in my academic pursuits or work.
The library helps me distinguish between trustworthy and untrustworthy information.
The library provides me with the information skills I need in my work or study.
Satisfaction Graphs

On a scale from 1-10
In general, I am satisfied with the way in which I am treated at the library.
In general, I am satisfied with library support for my learning, research, and/or teaching needs.
How would you rate the overall quality of the service provided by the library?
Library Usage Graphs

Tallied by Usage: daily, weekly, monthly, quarterly, never

Sorted by LibQUAL+ designated user groups: Undergraduates, Graduates, Faculty, Staff
(Undergraduate) How often do you use resources on library premises?
(Undergraduate) How often do you access library resources through a library Web page?


Number of Responses

- Never
- Quarterly
- Monthly
- Weekly
- Daily
(Undergraduate) How often do you use Yahoo, Google, or non-library gateways for information?
(Graduate) How often do you use resources on library premises?
(Graduate) How often do you access library resources through a library Web page?


Number of Responses

- Never
- Quarterly
- Monthly
- Weekly
- Daily
(Graduate) How often do you use Yahoo, Google, or non-library gateways for information?
(Faculty) How often do you use resources on library premises?

- 2003: 170 responses
  - Never: 20
  - Quarterly: 40
  - Monthly: 60
  - Weekly: 30
  - Daily: 20

- 2005: 120 responses
  - Never: 10
  - Quarterly: 40
  - Monthly: 40
  - Weekly: 20
  - Daily: 20

- 2007: 50 responses
  - Never: 10
  - Quarterly: 20
  - Monthly: 10
  - Weekly: 10
  - Daily: 10

- 2009: 30 responses
  - Never: 5
  - Quarterly: 10
  - Monthly: 10
  - Weekly: 5
  - Daily: 5

- 2011: 20 responses
  - Never: 5
  - Quarterly: 5
  - Monthly: 5
  - Weekly: 5
  - Daily: 5

- 2013: 10 responses
  - Never: 2
  - Quarterly: 2
  - Monthly: 2
  - Weekly: 2
  - Daily: 2
(Faculty) How often do you access library resources through a library Web page?
(Faculty) How often do you use Yahoo, Google, or non-library gateways for information?
Questions?