LibQUAL+® Triads: Observations from a Pilot Study at York University

October 31st, 2012
Agenda

- York University Libraries – Past Experiences with Library Service Quality Assessment
- Overview of LibQUAL+® Triads
- Survey Results
- Participant Reaction to the Survey
- The Triads Experience
- Next Steps
York University Libraries

• LibQUAL+® Long survey has been implemented at York University Libraries in 2002, 2004, 2007 and in 2010

• In 2010, York ran a blended survey that included 44.20% instances of the LibQUAL+® Long survey and 55.80% of the LibQUAL+® Lite survey
York University Libraries

• All implementations produced evidence that the Libraries have used to pursue constructive change, including the creation of the Learning Commons and the offering of 24-hour service
LibQUAL+® Triads

• Like both previously-designed instruments, LibQUAL+® Triads explores service quality dimensions by dividing its questions into the three subscales of Affect of Service, Information Control, and Library as Place.

• LibQUAL+® Triads questionnaire structure presents a departure from the structure found with the other options from the LibQUAL+® suite.
LibQUAL+® Triads

• For results accuracy, protocol based on ipsative measurement method directs a question item response to limit the choices the participant has on other items.

Service Quality Triad # 7 of 20

At which one of the following 3 things is your library doing BEST (“1st”)?
At which one of the following 3 things is your library doing WORST (3rd)?
And at which one of the following 3 things is your library doing NEITHER BEST NOR WORST (“2nd”)?
Please note that your choices are stored (and cannot be changed) once you leave a given web page.

13.

<table>
<thead>
<tr>
<th></th>
<th>Best</th>
<th>Worst</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

A library Web site enabling me to locate information on my own
Employees who deal with users in a caring fashion
Employees who have the knowledge to answer user questions
Survey Implementation & Results

• The sample used for the LibQUAL+® Triads Pilot at York consisted of 2600 undergraduate students (5% of undergraduate population) and 600 graduate students (10% of graduate population)

• The total sample size was 3200
Survey Implementation & Results

• The pilot produced 155 completed surveys with a split of 106 surveys completed by undergraduate students and 49 completed by graduate students.

• Participation rates by discipline closely mirror rates documented during the last implementation of the full LibQUAL+® 2010 survey at York University Libraries.
Survey Results

A - The electronic information resources I need

B - Employees who deal with users in a caring fashion

C - Library space that inspires study and learning

D - Employees who have the knowledge to answer user questions

E - A library Web site enabling me to locate information on my own

F - Print and/or electronic journal collections I require for my work

Count

1st Best 2nd Best 3rd Best
Participant Reaction

• Comments section of the survey provides added value for qualitative analysis

• 2010 complaints:
  • Space
  • Noise
  • Inadequate computers

• 2012 complaints:
  • Space
  • Staff complaints
  • Noise
Participant Reaction

• Largest increases in complaints:
  • Study Space
  • Staff complaints

• Largest decreases in complaints:
  • Electronic journal collections
  • Overall collections
The Triads Experience

- No indications of a problem with redundancy in the structure of the questionnaire
- Ranking system found in the LibQUAL+® Triads survey presents librarians and library administrators with a redefined measure of service quality
- A single assessment of desired levels of service or combined assessment of perceived and desired levels of service would work better than a single assessment of perceived levels of service
Next Steps

• Triads offers insightful measures of patron satisfaction and desire levels for library services

• Interested in exploring how the computing of intraindividual score reliability coefficients within Triads will increase the reliability of the survey

• LibQUAL+® Long 2013 at York University Libraries
Questions?