LibQUAL+® Triads Pilot: Results from the University of Manitoba Libraries

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Overview

• Implementation
• Results
• Comparison to previous LibQUAL+ Surveys
• User response
• Assessment/Suggestions
Survey Implementation

- Random sample
  - 1500 undergraduates
  - 600 graduate students
  - 500 faculty members

- Total sample size = 2600
Results

• 284 respondents completed the entire survey
  – 107 undergraduates
  – 122 graduate students
  – 49 faculty
  – 6 staff
All Responses

- Electronic information resources
- Caring employees
- Inspiring library space
- Knowledgeable employees
- Library web site
- Print and/or electronic journals

Graph showing count for each response, with categories ranked from left to right:

- Inspiring library space
- Knowledgeable employees
- Print and/or electronic journals
# All Responses - Overall Means

<table>
<thead>
<tr>
<th>Survey Question</th>
<th>Mean Rank</th>
<th>Rank (best=1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A- The electronic information resources I need</td>
<td>1.88</td>
<td>3</td>
</tr>
<tr>
<td>B- Employees who deal with using in a caring fashion</td>
<td>2.06</td>
<td>5</td>
</tr>
<tr>
<td>C- Library space that inspires study and learning</td>
<td>2.43</td>
<td>6</td>
</tr>
<tr>
<td>D- Employees who have the knowledge to answer user questions</td>
<td>1.91</td>
<td>4</td>
</tr>
<tr>
<td>E- A library Web site enabling me to locate information on my own</td>
<td>1.86</td>
<td>2</td>
</tr>
<tr>
<td>F- Print and/or electronic journal collections I require for my work.</td>
<td>1.85</td>
<td>1</td>
</tr>
</tbody>
</table>
Comparison to Previous LibQUAL+ Surveys

- Compared perceived means of 2007 and 2010 LibQUAL+ Surveys with LibQUAL+ Triads overall means
Previous LibQUAL+ Surveys - Trends

All User Groups

- Lowest perceived means for:
  - Inspiring library space

- Highest perceived means for:
  - “Employees who deal with users in a caring fashion”
  - “Employees who have the knowledge to answer user questions”
Triads Compared to Previous LibQUAL+ Surveys

• Library space

• Caring employees

• Employee knowledge
User Response to the Triads Survey

• Disliked the repetitiveness

• Difficulty of answering an item being ranked that had not been used by the respondent

• Disliked being required to select best to worst answers
Comments on the Triads Survey

“I believe the results from my responses on this survey will be misleading as a result of being required to choose "best" to "worst" answers.”
Comments on the Triad Survey

“... this triad survey is a rather frustrating endeavour. It offers no baseline or comparative info besides realizing at some point that it wasn't really a ranking system but rather a mess of priorities... Anyhow, more useful to ask might have been - what matters to you most? What are your needs? Are we serving THOSE well? What could we do better?”
Comments on the Triads Survey

“The survey was annoying in its repetition and I don't think my answers will do it justice.”
Triads Survey - Pros

• Survey format easier to understand than the Full or Lite LibQUAL+ Survey

• Takes less time to complete
Triads Survey - Cons

• Repetition

• Results difficult to interpret - several means very similar

• Some results seemed inconsistent with results from previous surveys
Assessment of the Triads Survey

• LibQUAL+ Full or Lite provide more insight into user’s perception of service

• Print and/or electronic journal collections rated high in Triads survey by faculty
  – Past LibQUAL+ Full or Lite results indicate faculty unsatisfied with journals
Suggestions for Improvement

• Reduce number of items to 5 and remove inconsistent responses

• Focus on desired instead of perceived values

• Add ability to select questions

• Add initial question that determines experience of user
Summary

• Triads project – new way of determining priorities for libraries

• More development required to obtain clear priorities/results

• Full or Lite versions of LibQUAL+ still preferred
Questions?