Building on success: Increasing the impact of an in-house user survey

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Duke University Libraries
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In-house survey, take one

• For many years, distributed LibQUAL+ or LibQUAL+ Lite surveys

• Moved to in-house survey in 2013-14 for variety of reasons

• Was good first attempt…but we knew we could do better
Target population = students
Goals of survey

• Gather feedback on existing and potential services from undergraduates and graduate students
• Identify services we provide that students are unaware of
• Involve staff in designing questions, analyzing findings, and developing recommendations
• Of less importance: Tracking trends in user satisfaction between 2013-14 and 2016
Survey format

• Sections on spaces, materials, services
• Short: 5-7 min to complete
• Respondents reported on what is most important to their research, coursework, or teaching
• ...and how well library spaces, services, materials meet their needs
• Users told us the library services they didn’t know exist
• Respondents ranked expanded services we might pursue
Which of the following are important to your **research, teaching, or coursework**? (Select all that apply)

<table>
<thead>
<tr>
<th>Library materials</th>
<th>Important</th>
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<tbody>
<tr>
<td>Online journals/articles</td>
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<td>Print journals/articles</td>
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<td>E-books</td>
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<td>Physical books and articles on reserve for your class</td>
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<td>Streaming video</td>
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<tr>
<td>Archives and special collections</td>
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<tr>
<td>Print books</td>
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<td>DVDs</td>
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<td>Music CDs</td>
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<td>Streaming music</td>
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<tr>
<td>Digital maps</td>
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<tr>
<td>Other</td>
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</tbody>
</table>

Other: [ ]
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<thead>
<tr>
<th>Service</th>
<th>I didn’t know the library provided this</th>
<th>Completely meets my needs</th>
<th>Somewhat meets my needs</th>
<th>Does not meet my needs</th>
<th>Not applicable</th>
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Library staff are considering expanding the following library services and technologies. Which would most enhance your experience using Duke University Libraries? (select up to **three** choices)

- Having books delivered between East and West Campuses
- Reservable space for personal or academic Skype, Google Hangouts, video meetings
- Remote/off-campus options to participate in training sessions and workshops offered by the Libraries
- Assistance with scientific and/or high performance computing
- Online access to more of Duke Libraries’ special collections (e.g. manuscripts, primary sources)
- Additional devices or equipment to check out, such as:
  - More space for quiet or individual study
- Additional lockers or places to store personal belongings
- Large format color printers for printing posters
LOTS of testing
Feedback from staff...
...and students
Working with Institutional Research

• Sample of 5,889 students from IR with demographic info:
  – Undergrad/graduate status
  – Class (for undergrads)
  – Library discipline group (mapped from depts.)
  – Department
  – International student status
  – Gender
  – Academic program
Survey recruitment & incentive

Raffle for one $75 Amazon gift card

1. Open survey link
   - Advertised on DUL homepage and in email blasts
   - Requested student ID; used to get demographic data from IR

2. Direct email through Qualtrics
   - A/B tested message
   - “Regret lottery” versus traditional recruitment
   - Idea from the Duke Center for Advanced Hindsight
Using behavioral economics

Regret Principles

Regret Lottery – You feel more pain of loss if you believe you were close to avoiding loss (or had an easy alternative to avoid loss).

“...happiness frequently depends not on where we are at the moment, but how easily we perceive we might be elsewhere, or in another, better situation.”

Dan Ariely

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Miss flight due to connection by 45 minutes

Misery index - high

Miss flight due to connection by 1 minute

Misery index – VERY HIGH

See more at danariely.com/2012/03/10/regret/
Regret lottery

Option A: Typical Library recruitment email

“I am writing to invite you to participate in a brief Duke University Libraries Survey.

The survey will give you an opportunity to share your thoughts about using Duke Libraries and provide suggestions for improving current library spaces, collections, and services. Your responses will help us enhance existing services and develop innovative programs.

To thank you for your participation, you will be entered in a raffle to win a $75 Amazon gift certificate.”
Option B: Regret Lottery

“Your name has been entered in a drawing for a $75 Amazon gift certificate. On February 15th, we will notify you if you have won the raffle, and if so, send you the $75 Amazon gift certificate.

Note that you will only be eligible to receive the $75 Amazon gift certificate if you complete the survey below. If you are the winner of the gift certificate but you have not completed the survey, you are not eligible to receive the $75 Amazon gift certificate. ...”
Regret lottery responses

A = typical recruitment email, B = Regret Lottery

First hour (572)

- A: 29%
- B: 71%

First week (1,452)

- A: 34%
- B: 66%
Response rate

- 2,522 responses from sample (43% response rate)
- 945 responses outside of sample through open URL
- 3,467 total respondents

Based on our experience, we recommend combination of a **raffle** for a single item as incentive, a **large sample**, and a **Regret Lottery**
Coding comments

Comments dashboard

Note: if the embedded dashboard does not appear, view it here

Each comment is coded as either a request or a compliment. You can find the "type of comment" filter in the "filter comments by" drop down. Additionally, comments that address more than one issue may have multiple categories assigned, meaning the same comment may appear repeatedly when different categories are selected.

Comments dashboard

Based on your filters, 10 comments displayed

- Make official Nap spaces
- Make official Nap Spaces / Create more storage for personal items / Perform maintenance regular faulty outlets / Have the Link perform more software set-up /
- Nap pods or other designated napping spaces/facilities, for short periods of time (30 minutes or less) would be extremely helpful.
- Napping areas would be a huge bonus to the academic endeavors of all students:
- Only complaint is there aren’t enough nap locations in Lilly as opposed to Perkins or Bostock. Not a concern though.
- Perkins is home :3 there should be a sleeping lounge!

Follow-up focus groups
Tableau dashboards

- Three dashboards for staff to use to explore survey data and comments

Staff workshop

Acting on recommendations

• Survey findings analyzed by staff at workshop and then by Assessment Team and dept. heads

• Recommendations developed by Assessment & User Experience department (combo of survey, comments, focus group findings)

• Now being used by units and committees (e.g., Communications Team, Assessment Team, Web Team) to prioritize projects and direct areas of further assessment
Questions?

Contact:
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joyce.chapman@duke.edu

Tableau dashboards and full survey instrument:

Images:
www.flickr.com/photos/dukeunivlibraries/

Special thanks to Joyce Chapman for her incredible work on all aspects of this project!