LibQUAL+® 2010 at Georgia State University Library

Introduction

For the fourth time, the Georgia State University Library participated in the international LibQUAL+® library assessment survey managed by the Association of Research Libraries (ARL). LibQUAL+® is a web-based survey designed to measure library users’ perceptions of their library’s services, environment, and resources.

What LibQUAL+® Records

For each survey item, respondents rate their minimum service level, their desired service level, and the service level they perceive they are receiving in the following areas:

- Affect of Service (AS): Warmth, empathy, reliability, and assurance received from library staff
- Information Control (IC): Ability to control the information universe in an efficient way
- Library as Place (LP): The library’s physical environment

The rating scale is 1 to 9, with 9 being high.

University Library Results

Participants. A random sample of 2,397 non-College of Law graduate students and 567 non-College of Law, non-library faculty were sent email invitations to complete the survey. College of Law faculty and students were excluded from the sample, since they have a unique library.

Response rates: Faculty – N=53, response rate: 9%
Graduate Students – N=78; response rate: 3%

Key Findings from the Survey

Library User Satisfaction

Overall, graduate students and faculty are most satisfied with:

1. Employees who have the knowledge to answer user questions (AS-5, 100%)
2. Readiness to respond to users’ questions (AS-4, 97%)
3. Community space for group learning and group study (LP-5, 86%)
4. Employees who are consistently courteous (AS-3, 76%)

Overall, graduate students and faculty are least satisfied with:

1. Print and/or electronic journal collections I require for my work (IC-8, -63%)
2. Quiet space for individual activities (LP-2, 0%)
3. A library Web site enabling me to locate information on my own (IC-2, 6%)
4. The electronic information resources I need (IC-4, 14%)

Service Superiority. Service superiority is a measure of whether the library is exceeding the desired expectations of our users—giving them more than what they want.
The library is exceeding graduate students’ desired level of service in one area:
Employees who have the knowledge to answer user questions. (AS-5)

The library is exceeding faculty members’ desired level of service in 4 areas:
- Readiness to respond to users’ questions (AS-4)
- Library space that inspires study and learning (LP-1)
- A comfortable and inviting location (LP-3)
- Community space for group learning and group study (LP-5)

The lowest superiority mean for graduate students is for quiet space for individual activities (LP-2). The lowest superiority mean for faculty is for a library Web site enabling me to locate information on my own (IC-2).

**Adequacy of Service.** Adequacy of service is a measure of whether the library is meeting the minimum expectations of our users.

Graduate students responded that the library is *not* meeting their minimum expectations in 8 areas:
- Print and/or electronic journal collections I require for my work (IC-8)
- Quiet space for individual activities (LP-2)
- A comfortable and inviting location (LP-3)
- A getaway for study, learning, or research (LP-4)
- A service which can find for me rapidly and easily the documents not available in my own institution (Local 1)
- Ability to navigate library Web pages easily (Local 2)
- Contribution to the intellectual atmosphere of the campus (Local 4)
- Enabling me to find information myself 24 hours a day (Local 5)

This is a shift since 2007. At that time, the Georgia State University Library was not meeting graduate students’ minimum expectations in over half of the areas within Information Control. Now they are more satisfied with Information Control and unhappy with Library as Place.

Faculty responded that the library is *not* meeting their minimum expectations in 4 areas. This is a huge improvement over 2007. Results that year indicated that the library did not meet their minimum expectations in 9 areas. This year the lowest faculty adequacy means are for:
- Employees who instill confidence in users (AS-1)
- A library Web site enabling me to locate information on my own (IC-2)
- A service which can find for me rapidly and easily the documents not available in my own institution (Local 1)
- Ability to navigate library Web pages easily (Local 2)
Some Comparisons with Other Institutions

Graduate Student Perception Scores (Mean) for Selected Questions

<table>
<thead>
<tr>
<th>LibQUAL+® uses a 9-point scale, with 9 being high.</th>
<th>Georgia State</th>
<th>A Georgia Peer Institution</th>
<th>A BOR Proposed Peer and Urban 13 Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees who instill confidence in users (AS-1)</td>
<td>7.38</td>
<td>6.69</td>
<td>6.47</td>
</tr>
<tr>
<td>Employees who have the knowledge to answers user questions (AS-5)</td>
<td>8.07</td>
<td>7.45</td>
<td>7.31</td>
</tr>
<tr>
<td>A library Web site enabling me to locate information on my own (IC-2)</td>
<td>7.74</td>
<td>7.02</td>
<td>7.11</td>
</tr>
<tr>
<td>The printed library materials I need for my work (IC-3)</td>
<td>7.05</td>
<td>6.58</td>
<td>6.85</td>
</tr>
<tr>
<td>The electronic information resources I need (IC-4)</td>
<td>7.09</td>
<td>6.89</td>
<td>7.11</td>
</tr>
<tr>
<td>Print and/or electronic journal collections I require for my work (IC-8)</td>
<td>6.82</td>
<td>7.28</td>
<td>7.05</td>
</tr>
<tr>
<td>Quiet space for individual activities (LP-2)</td>
<td>5.27</td>
<td>6.17</td>
<td>6.73</td>
</tr>
<tr>
<td>Community space for group learning and group study (LP-5)</td>
<td>7.06</td>
<td>6.80</td>
<td>6.73</td>
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</tbody>
</table>
### Faculty Perception Scores (Mean) for Selected Questions

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</tr>
<tr>
<td>Employees who instill confidence in users (AS-1)</td>
<td>7.00</td>
<td>6.87</td>
<td>7.50</td>
</tr>
<tr>
<td>Readiness to respond to users' questions (AS-4)</td>
<td>8.50</td>
<td>7.00</td>
<td>7.91</td>
</tr>
<tr>
<td>Employees who have the knowledge to answers user questions (AS-5)</td>
<td>8.07</td>
<td>7.33</td>
<td>7.82</td>
</tr>
<tr>
<td>A library Web site enabling me to locate information on my own (IC-2)</td>
<td>6.95</td>
<td>6.84</td>
<td>6.89</td>
</tr>
<tr>
<td>The printed library materials I need for my work. (IC-3)</td>
<td>6.79</td>
<td>6.36</td>
<td>7.32</td>
</tr>
<tr>
<td>The electronic information resources I need (IC-4)</td>
<td>7.33</td>
<td>6.71</td>
<td>7.26</td>
</tr>
<tr>
<td>Print and/or electronic journal collections I require for my work (IC-8)</td>
<td>7.58</td>
<td>7.00</td>
<td>6.76</td>
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### Users’ General Satisfaction with the Georgia State University Library

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<td>LibQUAL+® uses a 9-point scale, with 9 being high.</td>
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<tr>
<td>In general, I am satisfied with the way in which I am treated at the library.</td>
<td>GS: 7.58 Fac: 8.23</td>
<td>GS: 7.50 Fac: 7.24</td>
<td>GS: 7.14 Fac: 7.80</td>
</tr>
<tr>
<td>In general, I am satisfied with library support for my learning, research, and/or teaching needs.</td>
<td>GS: 7.07 Fac: 7.07</td>
<td>GS: 7.01 Fac: 7.10</td>
<td>GS: 7.03 Fac: 7.23</td>
</tr>
<tr>
<td>How would you rate the overall quality of the service provided by the library?</td>
<td>GS: 7.33 Fac: 7.47</td>
<td>GS: 7.20 Fac: 7.21</td>
<td>GS: 7.11 Fac: 7.60</td>
</tr>
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</table>
Comparisons Between 2007 and 2010

In a comparison of the 2007 and 2010 iterations of LibQUAL+®, the following conclusions can be drawn:

**Graduate students believe they are receiving better service in 12 areas, including** (based on percent change of perceived mean):
- A library Web site enabling me to locate information on my own (IC-2)
- Employees who instill confidence in users (AS-1)
- Employees who are consistently courteous (AS-3)

**Graduate students believe the level of service has dropped in 10 areas, including** (based on percent change of perceived mean):
- Quiet space for individual activities (LP-2)
- A comfortable and inviting location (LP-3)
- Library space that inspires study and learning (LP-1)

**Graduate students are much more satisfied with the library’s services in the Information Control category.** In 2007, the library met graduate students’ minimum service expectations for only 3 out of 8 items. In 2010, the library met their minimum level of service for 7 out of 8 items.

**Faculty believe they are receiving better service in 17 areas, including** (based on percent change of perceived mean):
- A getaway for study, learning, or research (LP-4)
- Print and/or electronic journal collections I require for my work (IC-8)
- Dependability in handling users’ service problems (AS-9)
- Readiness to respond to users’ questions (AS-4)

**Faculty believe the level of service has dropped in 5 areas** (based on percent change of perceived mean):
- Quiet space for individual activities (LP-2)
- Library space that inspires study and learning (LP-1)
- Employees who understand the needs of their users (AS-7)
- Easy-to-use access tools that allow me to find things on my own (IC-6)
- Making information easily accessible for independent use (IC-7)

**Faculty are much more satisfied with the library’s services in the Information Control category.** In 2007, the library did not meet faculty’s minimum service expectations for any item in this area. In 2010, the library met their minimum service expectations for every item but one (A library Web site enabling me to locate information on my own).

**The library is exceeding faculty expectations in multiple areas.** In 2007, the library exceeded faculty expectations in only one area. In 2010, the library exceeded faculty expectations in four areas:
- Readiness to respond to users’ questions (AS-4)
- Library space that inspires study and learning (LP-1)
- A comfortable and inviting location (LP-3)
- Community space for group learning and group study (LP-5)