

University of Edinburgh  
LibQual 2011  
Customised College Reports: Summary report  
July 2012

**Introduction**

In November 2011 Information Services published a report summarising the findings of the LibQual survey conducted throughout October 2011.

The report and subsequent report for Library Committee are available, in full, from the Information Services website:

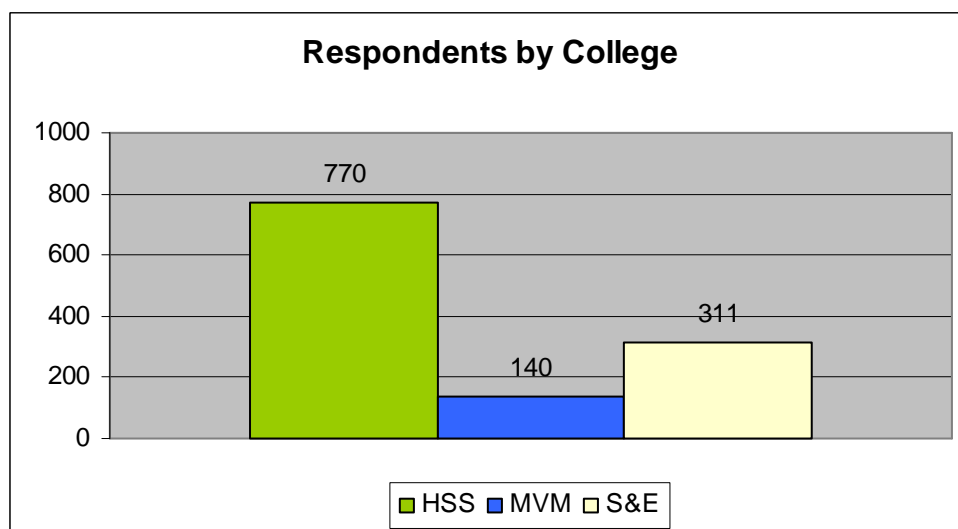
<http://www.ed.ac.uk/schools-departments/information-services/about/organisation/library-and-collections/library-and-collections-about/libqual-survey>

The LibQual report provides a valuable insight into users' perceptions of the quality of the Library service. However, as the report presents the data by user group (Undergraduate, Postgraduate and Academic staff), and not by College, it was difficult to obtain a clear picture of the differences and similarities across Colleges and by the three user groups within each College.

A significantly larger number of HSS affiliated respondents to the survey may also have obscured College-specific perceptions of service quality.

Therefore, in order to gain a better understanding, four additional reports were requested- one comparing colleges and one detailed report for each college. This paper is an overall review of the results of the three individual customised College reports.

**Demographics**



\*Includes Library Staff and non Academic staff

## **Summary of key points**

### **General points:**

- Significantly more HSS affiliated users responded to the survey than either MVM or S&E affiliated users.
- The Main Library is the most visited library for users from all Colleges.
- When it comes to having web pages that are easy to navigate, Academic staff, from all three Colleges, believe the quality of service falls below expected levels.

### **Service quality:**

- Science & Engineering affiliated library users are, by far, the most satisfied with the quality of service they receive from the library.
- In general, HSS affiliated users have higher expectations of service quality than S&E and MVM affiliated users.
- MVM Postgraduates value the quality of Library customer service more than Postgraduate respondents from either S&E or HSS
- Library users from MVM are the least satisfied and are significantly less satisfied than library users across the university as a whole when it comes to library support for their learning, research and/or teaching needs.

### **Collections:**

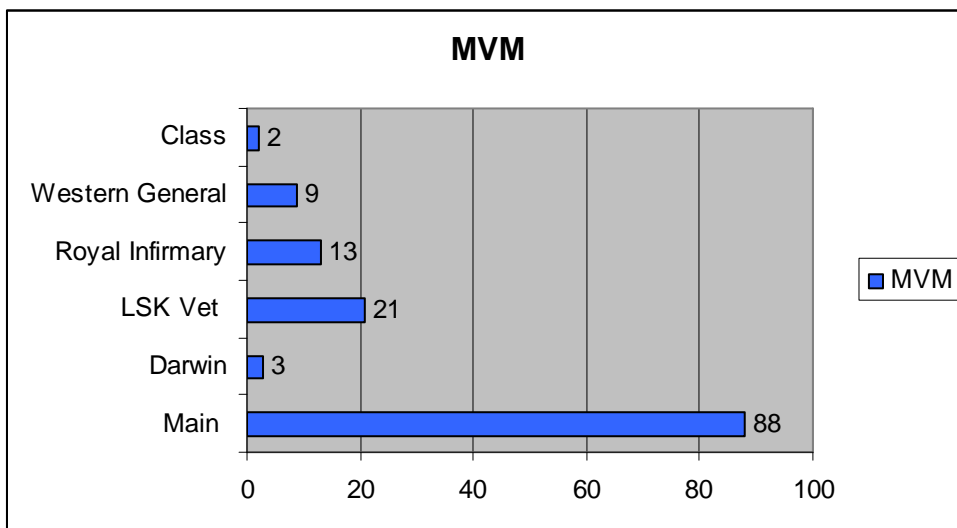
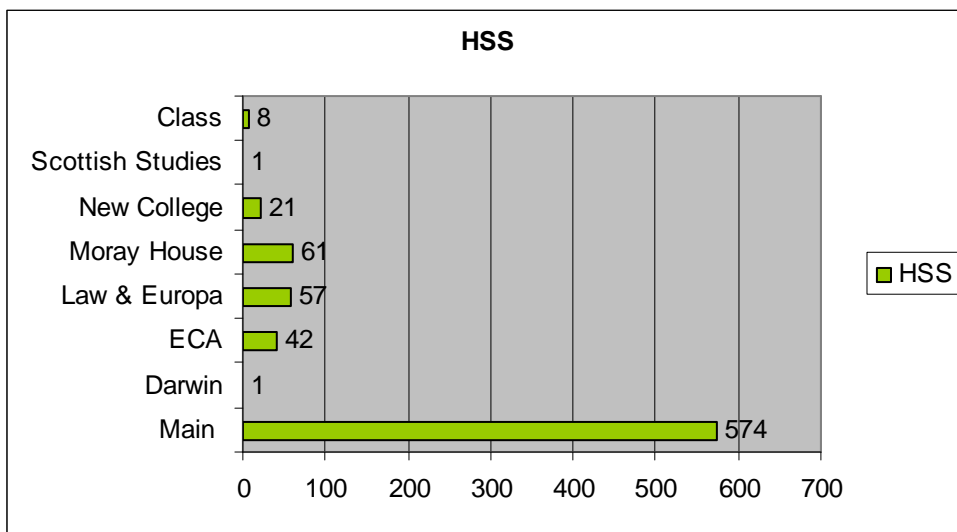
- Overall, all Colleges, place the greatest value on, and have the greatest service expectations, when it comes to the quality of Library Collections.
- S&E affiliated library users are the most satisfied with the service quality relating to collections and HSS affiliated users are the least satisfied.
- In all Colleges, Academic Staff are the most dissatisfied with service quality relating to collections and Undergraduates the most satisfied.
- For the questions relating to quality of Collections, all Academic staff respondents give the same four questions scores which fall below the minimum level of service quality.
- Strikingly, HSS Academic staff perceive service quality to be below the minimum level for ALL eight questions in the Collections category.

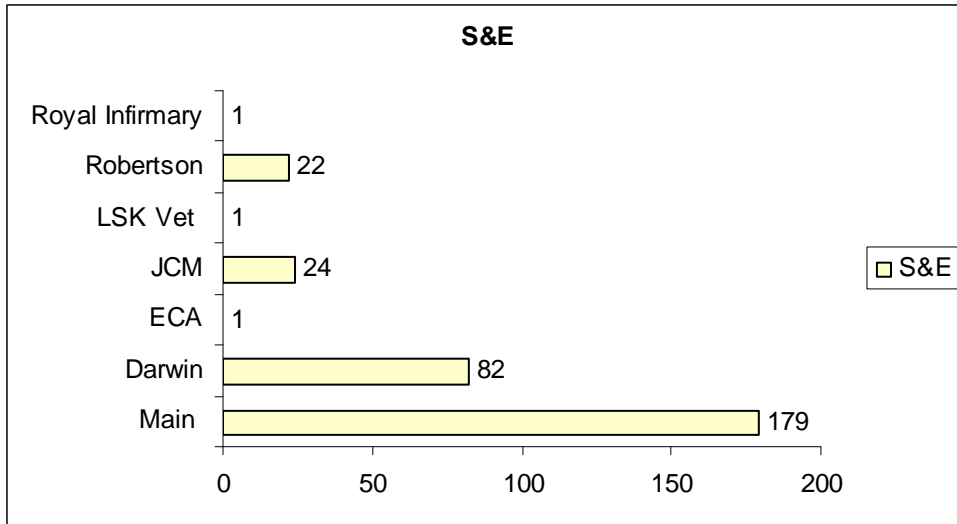
- Of the groups, across the colleges, results suggest HSS Academic staff place the highest value on, and MVM academic staff place the least value on, access to print collections.

**Library site used most often by college**

The Main Library is, by far, the most visited library for students and academic staff in all three Colleges.

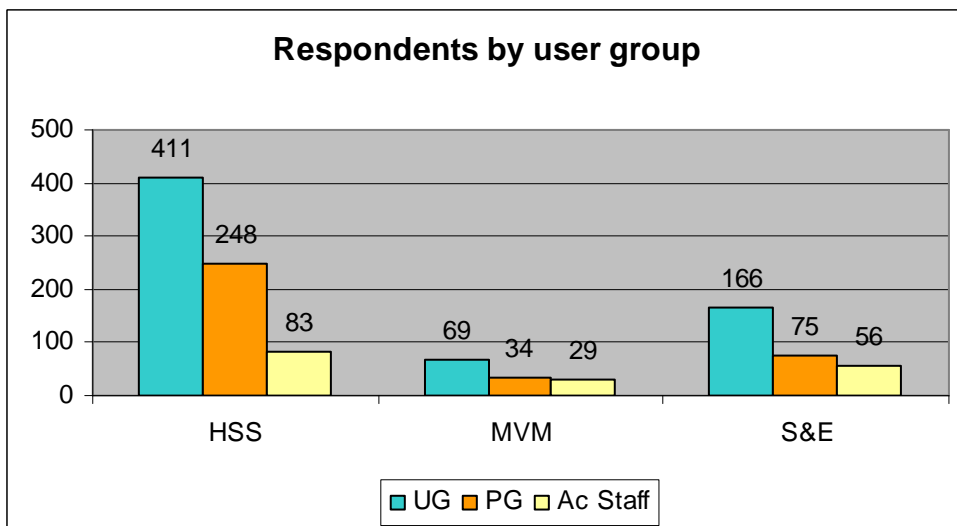
The three graphs below show the libraries visited most often by users affiliated to each College.





\* Data in graphs above includes non academic staff and excludes Library Staff

### Respondents by user group



In all colleges, undergraduates represent the highest number of respondents, accounting for approximately 50% of total responses in each college. MVM and S&E had a very similar percentage of responses from each of the user groups. The percentage of responses from Academic Staff was highest in MVM at 20.7%.

### User Satisfaction

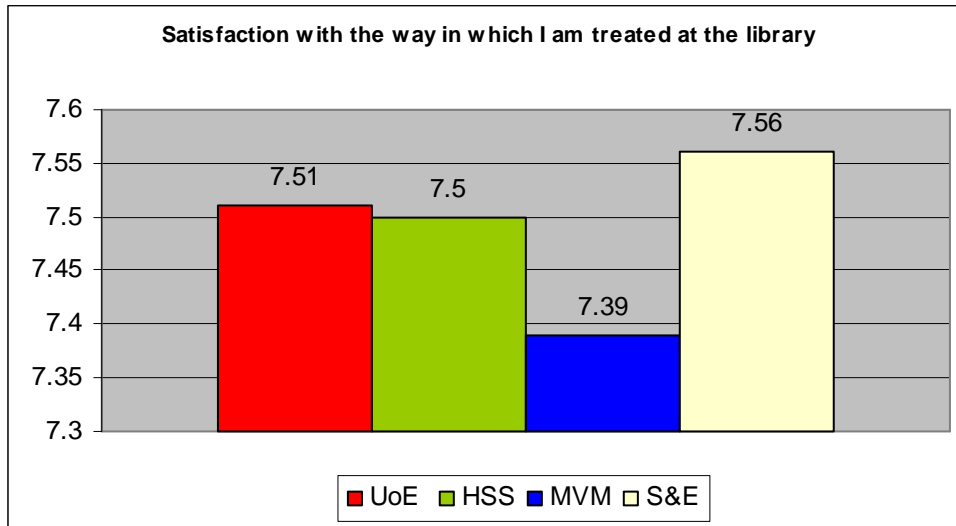
There are three general questions which respondents were asked to rate on a scale of 1 (strongly disagree) to 9 (strongly agree):

1. In general, I am satisfied with the way in which I am treated at the library
2. In general, I am satisfied with library support for my learning, research and/or teaching needs

3. How would you rate the overall quality of the service provided by the library?  
(extremely poor to extremely good)

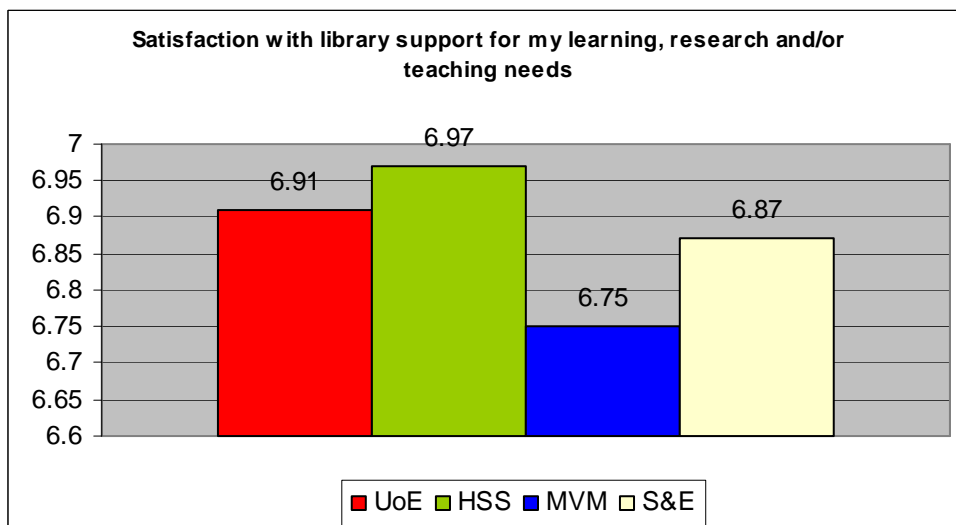
The graphs below show the average scores for each of the three questions, for each of the colleges and compares these with the overall score from the original report.

**1. In general, I am satisfied with the way in which I am treated at the library**



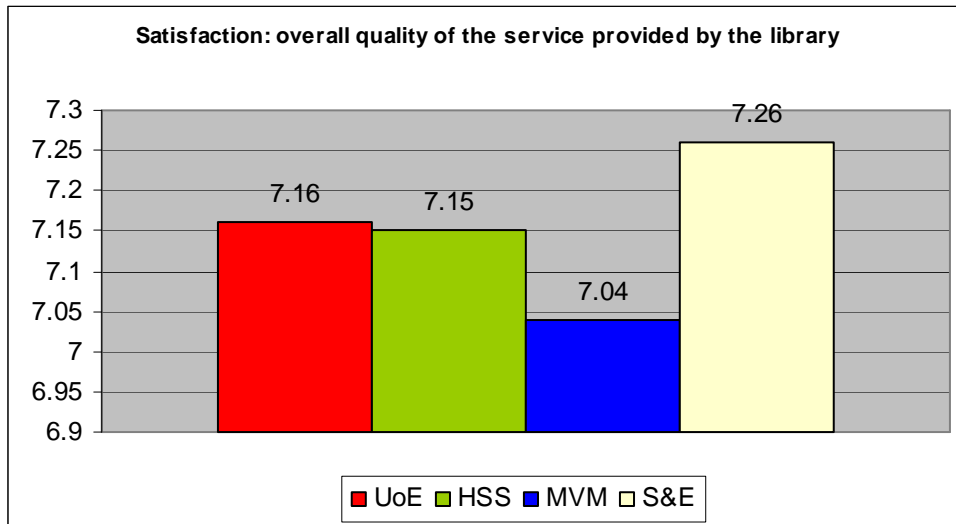
The graph above shows that of the three colleges, staff and students from MVM are least satisfied with the way in which they are treated at the library. Users from S&E are more satisfied than users across the University as a whole.

**2. In general, I am satisfied with library support for my learning, research and/or teaching needs**



The graph above shows that library users affiliated to HSS are the most satisfied with the support they receive for their learning, research and/or teaching needs from the Library. Library users from MVM are the least satisfied and are significantly less satisfied than library users across the university as a whole.

**3. How would you rate the overall quality of the service provided by the library?**



In terms of the quality of service provided by the library, once again, users affiliated to S&E are the most satisfied and are more satisfied than library users across the whole of the University. And again, in terms of satisfaction, MVM are the least satisfied of all library users. It is worth noting that the number of respondents from MVM was lower than the other two colleges. It may be that those who responded to the survey had strong opinions on the service.

**User expectations**

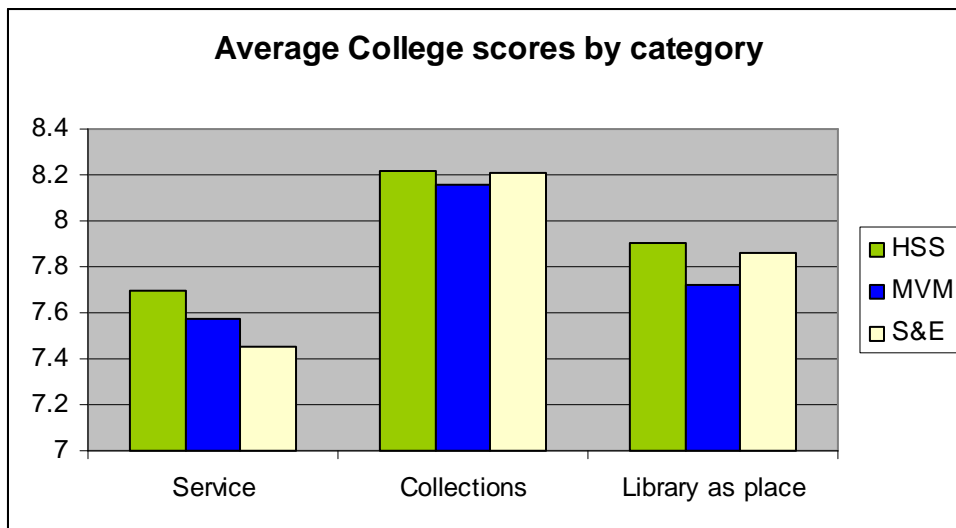
User expectations can be determined by the desired service level scores placed on the core questions. High desired service level scores indicate high expectations of service quality which, in turn, suggest a high value placed on a service by the user.

Overall, the average desired service level score for library services for the three college affiliated user groups is broadly similar.

Core questions- overall scores		
HSS	MVM	S&E
7.92	7.79	7.80

**Core questions are divided into three categories:**

1. Affect of Service (Service)- 9 questions
2. Information Control (Collections)- 8 questions
3. Library as place – 5 questions



The graph above shows each college's average desired service level score for the questions in each of the three categories.

This graph clearly shows that across the three Colleges, most value is placed on, and the greatest service expectations relate to, the provision of and access to the Library Collections.

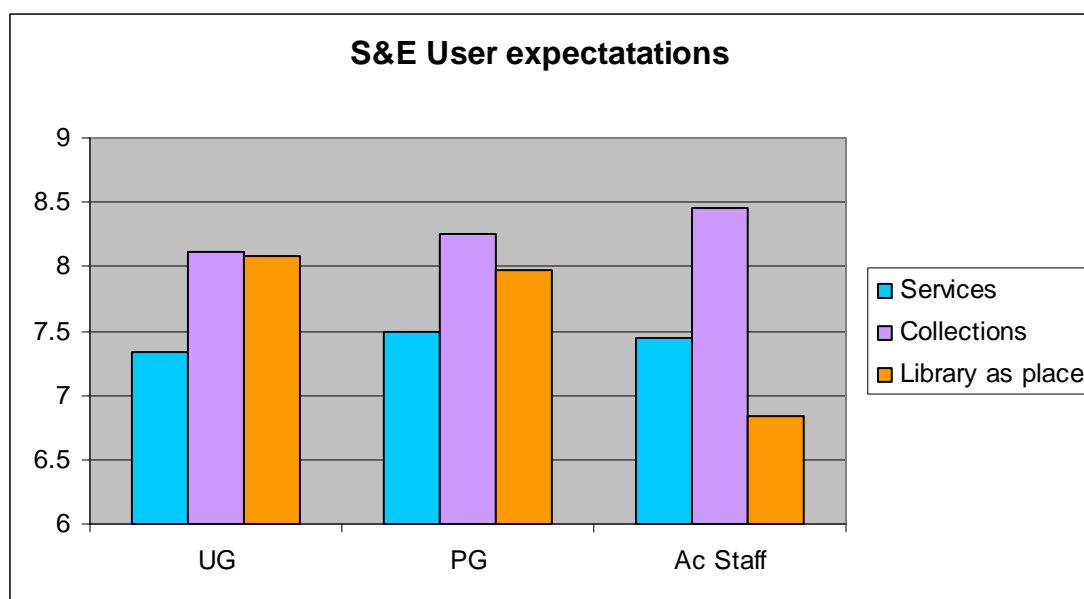
Service quality relating to customer service and interaction with Library staff (Affect of service) are most valued by HSS affiliated users and least valued by S&E affiliated library users.

Library as place has less value to MVM affiliated library users than to HSS and S&E affiliated library users.

### **Summary of user expectations by College user groups**

The graphs below show the average desired service level scores for the questions in each of the three core categories. The graphs indicate which areas of service are most valued by the three user groups in each of the Colleges.

## Science & Engineering



### Services

While the average desired service level scores are similar for all user groups in this category, Postgraduate users have greater expectations in this area and score the question *'Library staff who have the knowledge to answer user questions'* significantly higher than the other two user groups.

### Collections

The 56 academic staff affiliated to this college, who responded to the survey, place most value on having access to electronic resources and the print/electronic journal collections required for their work. The desired service level scores S&E academic staff give in this area are higher than those given by both undergraduate and post graduate students.

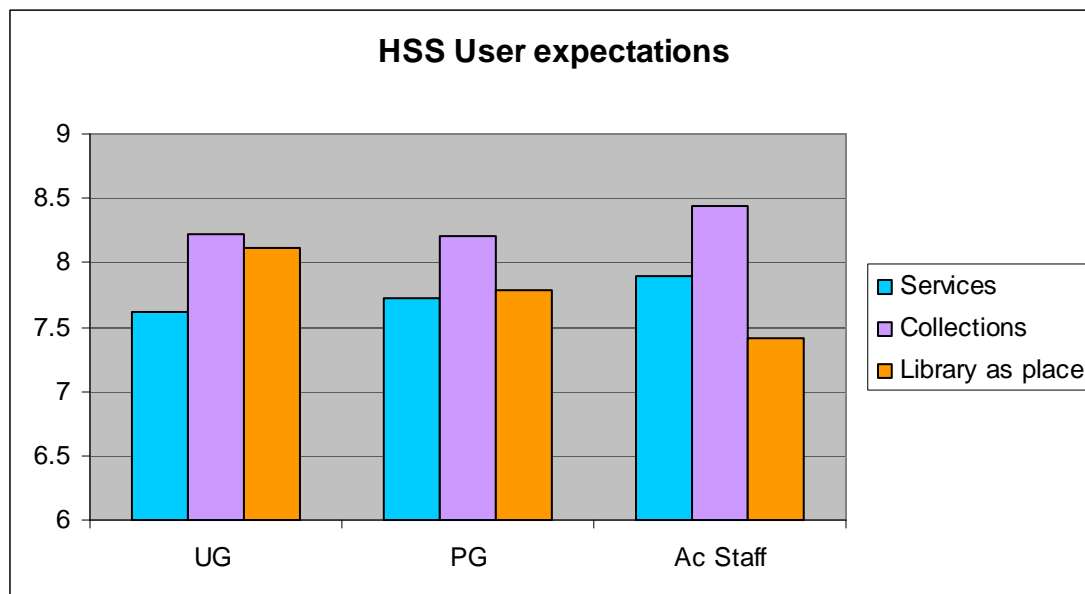
In the category *'Information control'* (Collections) all three user groups place the lowest desired service level score on printed material needed for their work. This indicates that users affiliated to this college place greater value on having access to electronic information resources than print materials.

### Library as place

Overall, Undergraduates, place the greatest value on *'library as place'*. However, if we look at the individual questions in this category, we see that S&E Postgraduates give higher desired service level scores than Undergraduates for three of the five questions in this category.

What emerges is that while Postgraduates desire a quiet library space that inspires study and learning, they place less value on space for group study. Group study space is valued more by Undergraduates. Unsurprisingly, Library as space is least important to academic staff.

## Humanities & Social Science



### **Services**

The expectations of HSS affiliated users relating to quality of customer service appear grow with each stage of their academic career. In fact, when it comes to the quality of customer service delivered by the libraries, HSS academic staff have the highest expectations in this area, of all groups, across all Colleges.

### **Collections**

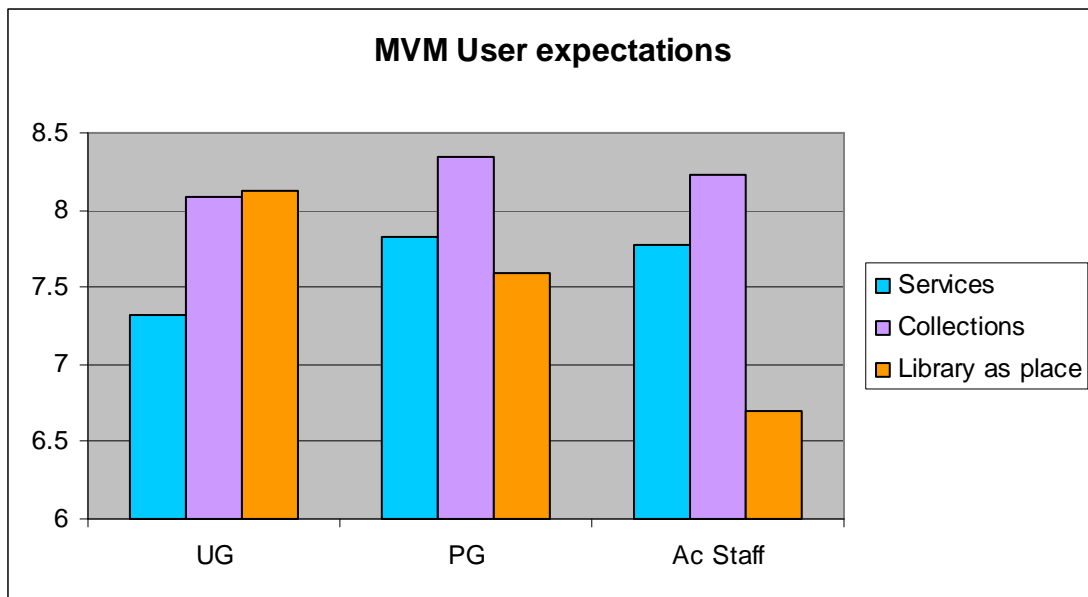
HSS Academic staff place the highest value on the Collections. *'Print and/or electronic journal collections I require for my work'* has the highest desired service level score from both HSS Postgraduates and Academic staff. It is the second highest rated question for Undergraduate users who value *'making electronic resources accessible from home or office'* slightly higher. The question *'A library Web site enabling me to locate information on my own'* is one of the top three scored questions for both Postgraduate and Academic staff.

Of all user groups, across all Colleges, HSS Academic staff record the highest desired service level score for the question, *'the printed materials I need for my work'* which suggests printed materials are most valued by this particular user group.

### **Library as place**

Overall, Library as place is most important for Undergraduate users in this group. Unsurprisingly, Academic Staff have the lowest expectations for service quality in this category.

## **MVM**



### **Services**

In MVM, expected quality of customer service is highest from Postgraduate students. This group values customer service more than Postgraduate respondents from either S&E or HSS.

### **Collections**

Interestingly, in this College, MVM affiliated Postgraduate students have slightly higher expectations regarding the Libraries' collections than their Academic staff. In Both HSS and S&E Academic staff place the highest value on Collections.

Overall, Academic staff affiliated to MVM place the lowest desired service level score on the question, *'the print materials I need for my work'* suggesting that across the Colleges, print materials are least important to this group.

The three MVM user groups share their top three priorities in this category. The highest desired service level scores are given by the three user groups to the same three user groups to the same three questions:

1. making electronic resources accessible from my home or office
2. [having access to] the electronic information resources I need
3. [access to] print an/or electronic journal collections I required for work'.

### **Library as place**

As with the other Colleges, Library as place is more important to Undergraduates than to Postgraduates or Academic staff. Undergraduates affiliated to MVM are the only group, across the Colleges, to value the library as place fractionally more than access to and quality of Collections.

## Service adequacy

For each of the 22 core questions, in the three categories, users were asked to rate the service quality they would like to receive (desired), the minimum they would expect to receive (minimum) and what they actually receive (perceived).

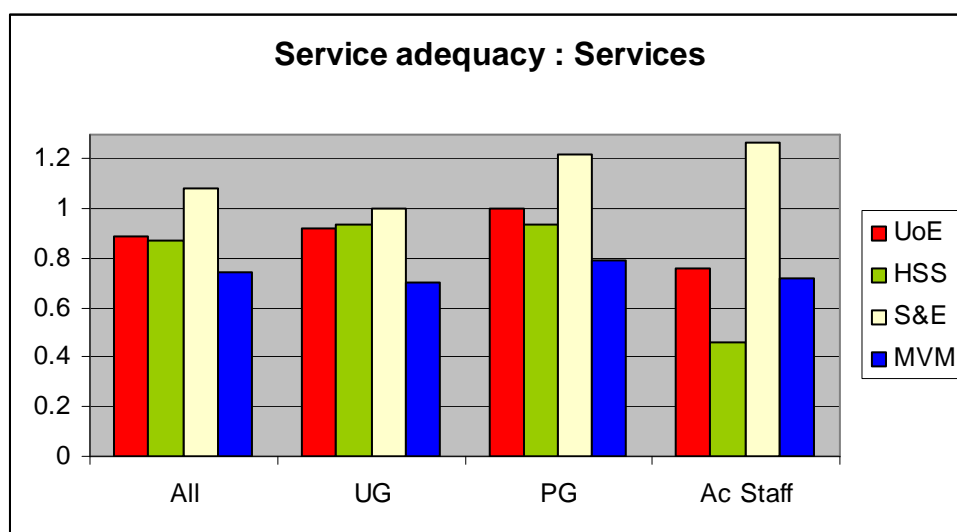
Service adequacy is then calculated by comparing the minimum scores and the perceived scores for each of these questions. In this way Libraries can determine the extent to which they are meeting the minimum requirements of their users.

A positive score indicates that the actual service is above the minimum level expected and a negative score indicates the users' perceived level of service is below the minimum they would expect. It is rare for libraries who conduct the LibQual+ survey to achieve the desired service levels.

The graphs below show the average service adequacy scores, for the questions in each of the three categories, from each user group in the three Colleges and compares the scores to the overall score received from all respondents.

### Services

There are nine questions relating to services and library staff. The graph below shows the average adequacy scores for all questions.



Overall, in this category, **no** question received a negative score from any user group in any of the Colleges.

Science & Engineering affiliated library users are notably the most satisfied with the quality of service they receive from the library in this area. Academic Staff from this College are 64% more satisfied than their academic colleagues affiliated to HSS and 43% more satisfied than MVM academic staff who responded to the survey.

However, it should be noted that these scores are calculated by asking people to state their perceived, minimum and desired levels of service. HSS Academics have

indicated they have significantly higher desired service level expectations in this category than the other two Colleges. HSS high expectations are not being met whereas S&E Academic staff's lower service level expectations are being surpassed.

In contrast to HSS Academic staff, HSS affiliated Undergraduates are more satisfied than library users overall.

In this category, S&E Academic staff rated two questions **above** the desired service level, 'Library staff who are consistently courteous' and 'library staff who deal with users in a caring fashion'. MVM Academics also scored the latter question **above** the desired service level.

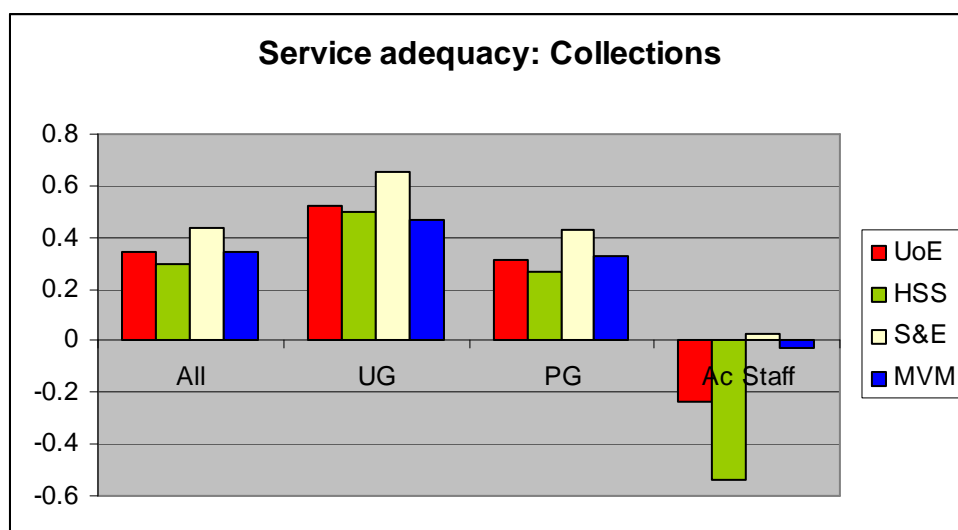
It is worth repeating that it is rare for libraries who conduct the LibQual+ survey to achieve the desired service levels.

One question in this category receives a negative score from HSS Academics, 'library staff who understand the needs of their users' this score indicates that, for this group service here falls **below** the minimum desired. It should be noted that this group has significantly higher expectations in this area than either S&E or MVM Academic respondents.

Despite MVM affiliated Academics providing a score above the desired level in this category, overall, MVM Undergraduates and Postgraduates are less satisfied with libraries' services in this category than the other two Colleges. As noted above, Postgraduates in MVM have greater expectations of service in this area than Postgraduates in either S&E or HSS. Overall, MVM affiliated users are the least satisfied in this category.

### Collections

The scores relating to the eight questions on both the provision of collections and access to resources have been averaged and are shown in the graph below. This is the category where user expectations, in all Colleges, are highest.



S&E affiliated library users are the most satisfied with the service quality relating to collections and HSS affiliated users are the least satisfied. However, while overall, MVM affiliated users are marginally more satisfied than HSS users, MVM Undergraduate respondents are less satisfied than HSS Undergraduate respondents.

Dissatisfaction with service quality relating to collections seems to grow with academic experience. In all Colleges, Academic Staff are the most dissatisfied user group and Undergraduates the most satisfied. None of the Colleges' Undergraduates scores any of the questions in this category negatively.

However, several questions in this category record a negative score from Postgraduates and Academic staff. Negative scores indicate users perceive service quality to be **below** the minimum acceptable level in this category.

Most striking is the fact that HSS academics record a negative score for **ALL** eight questions in this category. This means that for HSS Academics responding to the survey, library service quality relating to the collections falls **below** the minimum standard required in all areas. This highest level of dissatisfaction, in common with both S&E and MVM Academics is recorded against the question, *'print and/or electronic journal collections I require for my work'*.

S&E and MVM Academic staff score the same four questions negatively. For MVM service quality falls **below** the minimum expected for the four questions with the greatest desired service level scores from this group (ie their top four valued services). For S&E service quality falls **below** minimum expected for four of their top five valued services.

Therefore, the four questions resulting in **negative** score from Academic staff, in **ALL** Colleges, are:

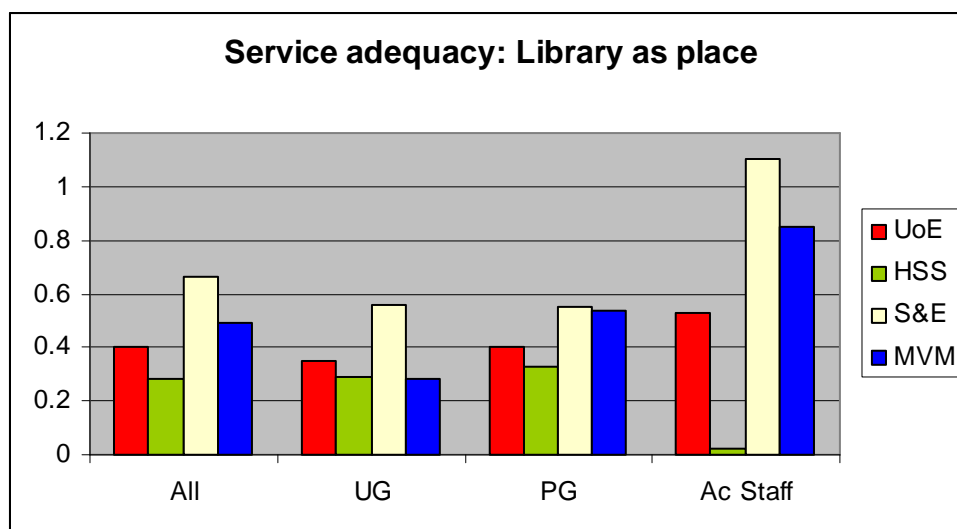
1. Making electronic resources accessible from my home or office
2. A library Web site enabling me to locate information on my own
3. The electronic information resources I need
4. Print and/or electronic journal collections I require for my work

Interestingly, the only question resulting in a negative score from HSS Postgraduates is *'The printed materials I need for my work'*. As noted above, print materials are also highly valued by HSS Academics. This suggests that, currently, the print collections are not meeting HSS Postgraduate and Academic staff needs.

By contrast, the two questions falling **below** the minimum service level expected from MVM Postgraduates are, *'the electronic information resources I need'* and *'print and/or electronic journal collections I require for my work'*.

## Library as place

The graph below shows the average scores for the five questions about the Library as place.



Once again, S&E affiliated library users are the most satisfied with service quality in this category. And again, HSS affiliated users are the least satisfied.

Amongst Undergraduates, MVM are, by a fraction, the least satisfied. Amongst Postgraduates, those affiliated to HSS are the least satisfied with Library space.

The most striking contrast is between the scores recorded from HSS and S&E affiliated Academic staff. Interestingly, HSS Academic staff rate service quality, in this category, far lower than any group of Undergraduates or Postgraduates, who we have demonstrated, value the 'library as place' more than academic staff from all Colleges.

Again HSS Academic staff have higher expectations for service quality in this area than S&E academic staff. The HSS Academic staff response is, perhaps in response to day to day feedback from students, rather than personal experience of the library. However, despite perceiving three questions in this category to be **below** the minimum level, HSS Academic respondents record a positive score, that is, they perceive service quality to be **above** the desired service level, for the question, '*Space for group learning and group study*'.

In contrast to the low HSS academic score, S&E academic staff rate Library as place highly. This group, together with MVM Academic staff, record a positive score for the question, '*Space for group learning and group study*' indicating this group consider service quality to be **above** the desired service level.

MVM Academic staff also record a positive score for the question, '*A comfortable and inviting location*,' Overall, MVM Academic respondents perceive the quality of

library as place to be higher than their student groups. This high score is likely to be, in part, because staff don't use the physical library as frequently and therefore, have not encountered the space issues expressed by students in the survey.

Unsurprisingly, given the noisy MLRP work at the time of the survey, Undergraduates from all three Colleges scored the question, '*Quiet space for individual work*' as **below** the minimum service level required. Reassuringly, this was the only question in this category to receive a negative score from Undergraduates. We know from the comments received as part of the original survey that Undergraduate issues with the Library space relate specifically to MLRP and lack of study space.

Amongst Postgraduate respondents, HSS affiliated users are the only ones to give any questions in this category a negative score. As with Undergraduates, the question, '*Quiet space for individual work*' is rated as **below** the minimum service level required. The question, '*Library space that inspires study and learning,*' also receives a negative score.

### **Library Selected Questions**

Users were also asked to rate following five 'local' questions which we selected from a list provided by LibQUAL:

1. Ability to navigate library Web pages easily
2. Access to rare and historical materials
3. Convenient service hours
4. Enabling me to find information myself 24 hours a day
5. Teaching me how to access, evaluate, and use information

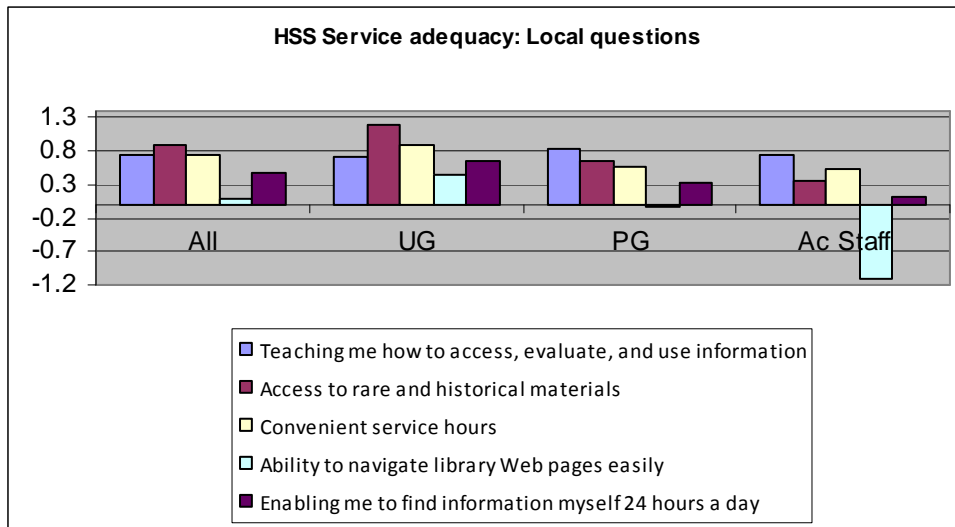
The top three most valued of the services represented by the five local questions are consistent across all Colleges and all user groups.

In no particular order:

1. Convenient service hours
2. Ability to navigate Web pages easily
3. Enabling me to find information myself 24 hours a day

The graphs below shows the service adequacy scores for the local questions.

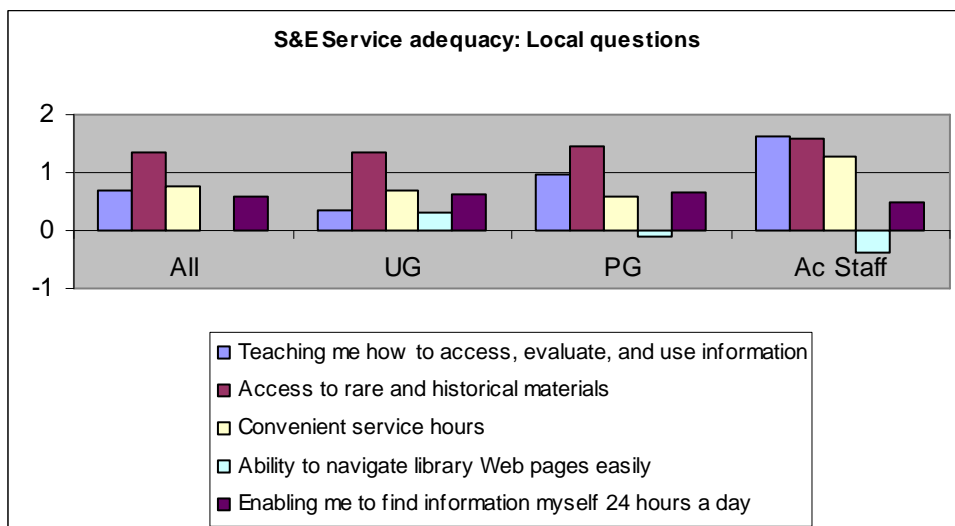
## HSS



When it comes to providing library web pages which are easy to navigate we fall **below** the minimum level of service expected by Postgraduates and Academic staff.

It should be noted that the desired level of service expected from HSS Academic staff for web pages which are easy to navigate, is significantly higher than all user groups, across the Colleges, except for MVM Postgraduates.

## S&E

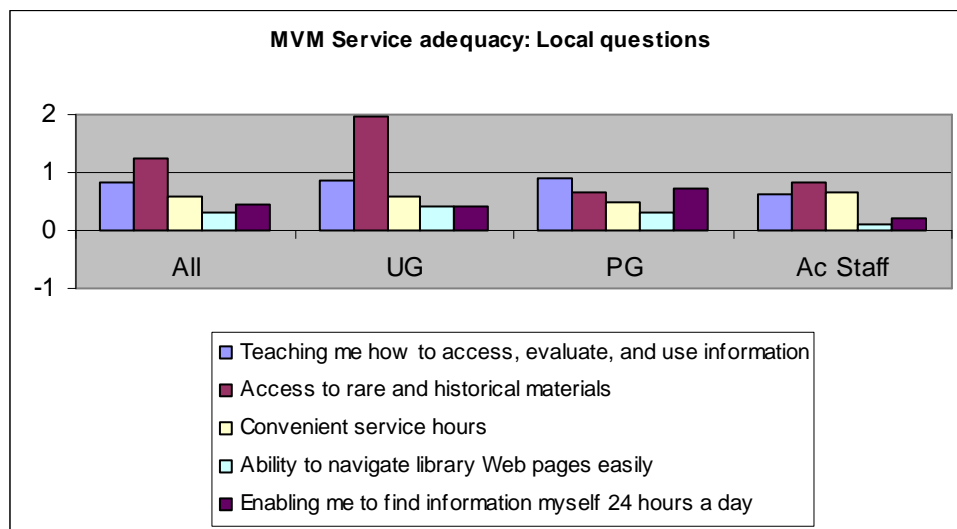


In general, S&E affiliated respondents are more satisfied in the service areas covered by the local questions than HSS affiliated Library users. For four of the five questions, S&E Academic staff are the most satisfied of all the user groups in their College.

However, as in HSS, Academic staff and Postgraduates perceive the quality of service relating to the *'ability to navigate library web pages easily'* to fall **below** the expected standard.

It should be noted that, while satisfaction with *'access to rare and historical materials'* is high, expectations of service quality in this area are significantly lower than the top three valued questions.

### MVM



Of the Postgraduates, MVM respondents value, *'the ability to navigate Web pages easily'*, the most. Curiously, MVM Undergraduates value this least of all user groups across all Colleges.

It's worth noting that, while satisfaction with *'access to rare and historical materials'* is particularly high for MVM Undergraduates, expectations of service in this area are, again, significantly lower than the top three valued questions.

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 July 2012