

2016 Library Assessment Conference

Relationships between LibQUAL+ Outcomes and Service Quality Scores

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Research question

- Are there important correlations and other relationships between Outcomes questions, overall service quality scores and use?

Methods

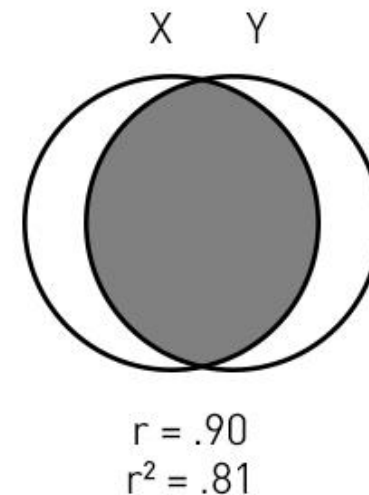
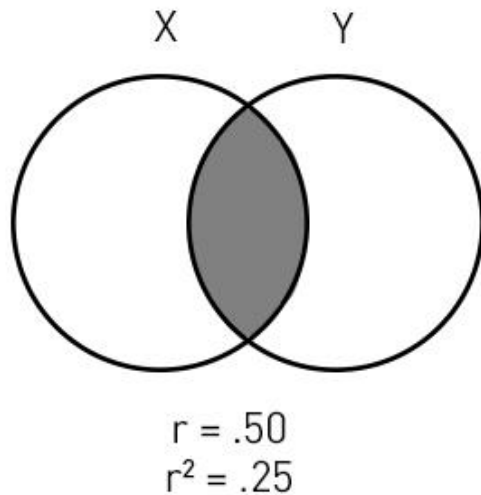
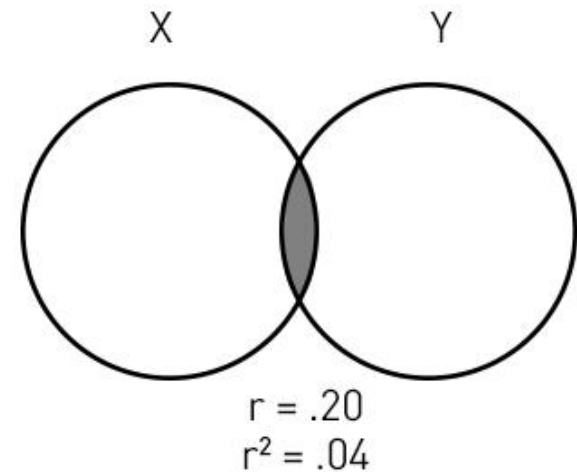
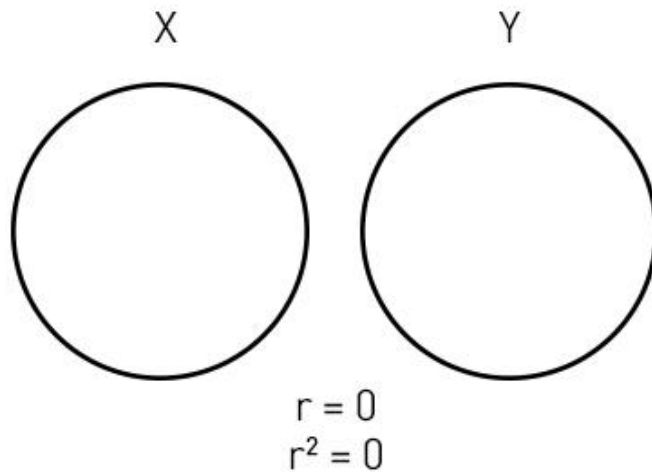
- Data = 2015 LibQUAL+ data for colleges and universities
- Institutions – 124
- N – 159,329

Methods

- Pairwise correlations are all statistically significant due to large n
- N varies from Pairwise correlation to pairwise correlation because of the LibQUAL+ Lite survey design.
- Here's a brief summary of the ranges of the n pairwise comparisons across user groups:
 - Faculty n ranges between
 - 11,636 to 2,633
 - Undergraduate student n ranges between
 - 100,106 to 27,180
 - Graduate student n ranges between
 - 32,729 to 11,699

- Pearson: r
- Effect sizes: r^2

Square before you compare!



Outcomes Questions

	<u>Mean</u>	<u>SD</u>	<u>n</u>
■ The library helps me stay abreast of developments in my field(s) of interest.	6.32	1.79	85,518
■ The library aids my advancement in my academic discipline or work.	7.12	1.54	95,551
■ The library enables me to be more efficient in my academic pursuits or work.	7.20	1.54	96,511
■ The library helps me distinguish between trustworthy and untrustworthy information.	6.49	1.79	96,260
■ The library provides me with the information skills I need in my work or study.	6.91	1.59	81,929

Note. LibQUAL+ 2015 survey.

Results:

Undergraduate Outcomes

	LibQUAL Scores			Satisfaction		
	AvgPer Affect of Service	AvgPer Information Control	AvgPer Library as Place	In general, I am satisfied with the way in which I am treated at the library.	In general, I am satisfied with library support for my learning, research, and/or teaching needs.	How would you rate the overall quality of the service provided by the library?
The library helps me stay abreast of developments in my field(s) of interest.	.434 $r^2 = .188$.471 $r^2 = .222$.409 $r^2 = .167$.437 $r^2 = .191$.535 $r^2 = .286$.525 $r^2 = .276$
The library aids my advancement in my academic discipline or work.	.450 $r^2 = .203$.494 $r^2 = .244$.458 $r^2 = .210$.539 $r^2 = .291$.626 $r^2 = .392$.606 $r^2 = .367$
The library enables me to be more efficient in my academic pursuits or work.	.432 $r^2 = .187$.484 $r^2 = .234$.487 $r^2 = .237$.542 $r^2 = .294$.633 $r^2 = .401$.612 $r^2 = .375$
The library helps me distinguish between trustworthy and untrustworthy information.	.421 $r^2 = .177$.425 $r^2 = .181$.352 $r^2 = .124$.428 $r^2 = .183$.511 $r^2 = .261$.494 $r^2 = .244$
The library provides me with the information skills I need in my work or study.	.475 $r^2 = .226$.524 $r^2 = .275$.438 $r^2 = .192$.512 $r^2 = .262$.639 $r^2 = .408$.601 $r^2 = .361$

Graduate Outcomes

	LibQUAL Scores			Satisfaction		
	AvgPer Affect of Service	AvgPer Information Control	AvgPer Library as Place	In general, I am satisfied with the way in which I am treated at the library.	In general, I am satisfied with library support for my learning, research, and/or teaching needs.	How would you rate the overall quality of the service provided by the library?
The library helps me stay abreast of developments in my field(s) of interest.	.446 $r^2 = .119$.516 $r^2 = .266$.434 $r^2 = .188$.441 $r^2 = .194$.564 $r^2 = .318$.564 $r^2 = .318$
The library aids my advancement in my academic discipline or work.	.482 $r^2 = .232$.540 $r^2 = .292$.450 $r^2 = .203$.539 $r^2 = .291$.661 $r^2 = .437$.647 $r^2 = .419$
The library enables me to be more efficient in my academic pursuits or work.	.471 $r^2 = .222$.541 $r^2 = .293$.471 $r^2 = .222$.541 $r^2 = .293$.674 $r^2 = .454$.656 $r^2 = .430$
The library helps me distinguish between trustworthy and untrustworthy information.	.403 $r^2 = .162$.433 $r^2 = .187$.370 $r^2 = .137$.416 $r^2 = .173$.510 $r^2 = .260$.503 $r^2 = .253$
The library provides me with the information skills I need in my work or study.	.476 $r^2 = .227$.546 $r^2 = .298$.446 $r^2 = .199$.502 $r^2 = .252$.653 $r^2 = .426$.620 $r^2 = .384$

Faculty Outcomes

	LibQUAL Scores			Satisfaction		
	AvgPer Affect of Service	AvgPer Information Control	AvgPer Library as Place	In general, I am satisfied with the way in which I am treated at the library.	In general, I am satisfied with library support for my learning, research, and/or teaching needs.	How would you rate the overall quality of the service provided by the library?
The library helps me stay abreast of developments in my field(s) of interest.	.367 $r^2 = .135$.508 $r^2 = .258$.392 $r^2 = .154$.398 $r^2 = .158$.603 $r^2 = .364$.552 $r^2 = .304$
The library aids my advancement in my academic discipline or work.	.422 $r^2 = .178$.558 $r^2 = .311$.381 $r^2 = .145$.491 $r^2 = .241$.688 $r^2 = .473$.655 $r^2 = .429$
The library enables me to be more efficient in my academic pursuits or work.	.446 $r^2 = .199$.602 $r^2 = .362$.398 $r^2 = .158$.523 $r^2 = .274$.736 $r^2 = .541$.690 $r^2 = .476$
The library helps me distinguish between trustworthy and untrustworthy information.	.393 $r^2 = .154$.406 $r^2 = .165$.375 $r^2 = .141$.421 $r^2 = .177$.487 $r^2 = .234$.482 $r^2 = .232$
The library provides me with the information skills I need in my work or study.	.475 $r^2 = .226$.541 $r^2 = .292$.422 $r^2 = .178$.487 $r^2 = .237$.655 $r^2 = .429$.633 $r^2 = .400$

Results

- Consistently across all user groups the highest relation of outcomes questions is with Information Control.
- From the five outcomes questions that relate highly with Information Control, the one that has consistently the weakest relationship is the ‘Library helps me distinguish between trustworthy and untrustworthy information.’
- Consistently across all user groups the highest relation of satisfaction question with Outcomes is the one that captures ‘satisfaction with library support for my learning, research and/or teaching needs.’
- The strongest relationships is between ‘satisfaction with library support for my learning, research and/or teaching needs’ and the Outcomes questions for Faculty that the ‘library enables me to be more efficient in my academic pursuits.’

Conclusions

- Methodologically speaking: LibQUAL+ Outcomes questions provide an easy, scalable method to generate Outcomes information.
- To a substantial degree, Satisfaction scores can be used to predict Outcomes scores.
- Further LibQUAL+ Outcomes questions should be written, tested and refined.

Thank you! Questions?

