

Project Cover Sheet

Project	Main Library Gateway <i>Library Web Survey • Fall 2007 • Results & Preliminary Analysis</i>
Group & Members	Library Web Team + Suzanne Chapman, Mike Creech, Susan Hollar, Ken Varnum
Report Info	Report Author(s): Suzanne Chapman, Ken Varnum Contact Information: libwebservices@umich.edu Report Date: October 2007
Objectives	This survey, a broad overview of how our library's users view the web site and the tools we offer, provides the Web Team with a starting point for conducting focus groups and usability studies. It was not designed to answer specific questions; rather, it was intended to identify areas for improving web-based services to the library's users.
Methodology	Method – Survey 330 respondents Dates of study: September 18, 2007 – October 12, 2007
Results & Analysis	Full analysis will be provided in a forthcoming report.

LIBRARY WEB SURVEY • FALL 2007 RESULTS & PRELIMINARY ANALYSIS

Introduction

This survey, a broad overview of how our library's users view the web site and the tools we offer, provides the Web Team with a starting point for conducting focus groups and usability studies. It was not designed to answer specific questions; rather, it was intended to identify areas for improving web-based services to the library's users.

This report aims to communicate the survey results with some very basic analysis. **A full analysis and report will be forthcoming.** Because this survey is intended to be the first in a longitudinal survey series, the full report will also make recommendations as to how to improve the survey for future use.

Methodology

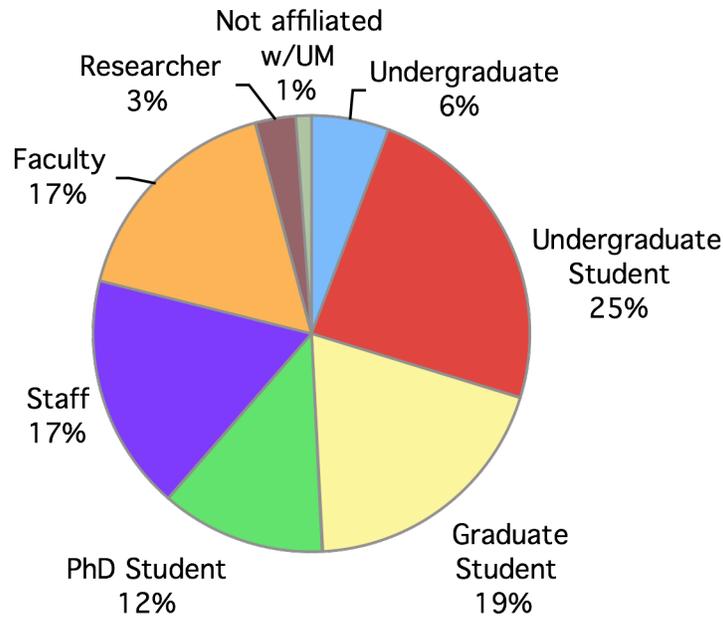
The survey was active from September 18, 2007 – October 12, 2007. All web managers were asked to include a link to the survey on their respective library homepages or distribute announcements via local newsletters or email groups. The following libraries chose to participate: Main Library Gateway, Art, Architecture & Engineering Library, Taubman Medical Library, the Social Work Library, and the Hatcher Graduate Library. The survey was also advertised in Facebook using their for-fee "flyers," free market place ads, and by posting links in various student groups.

Upon completion of a survey, participants were given the option to enter to win one of three \$50 Amazon gift certificates and winners were selected via a random drawing.

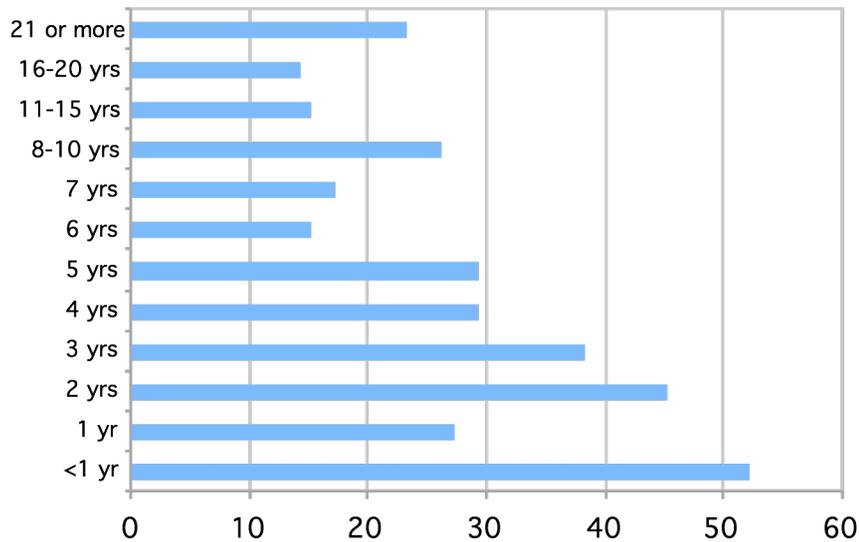
There were a total of 330 completed responses.

1 DEMOGRAPHICS

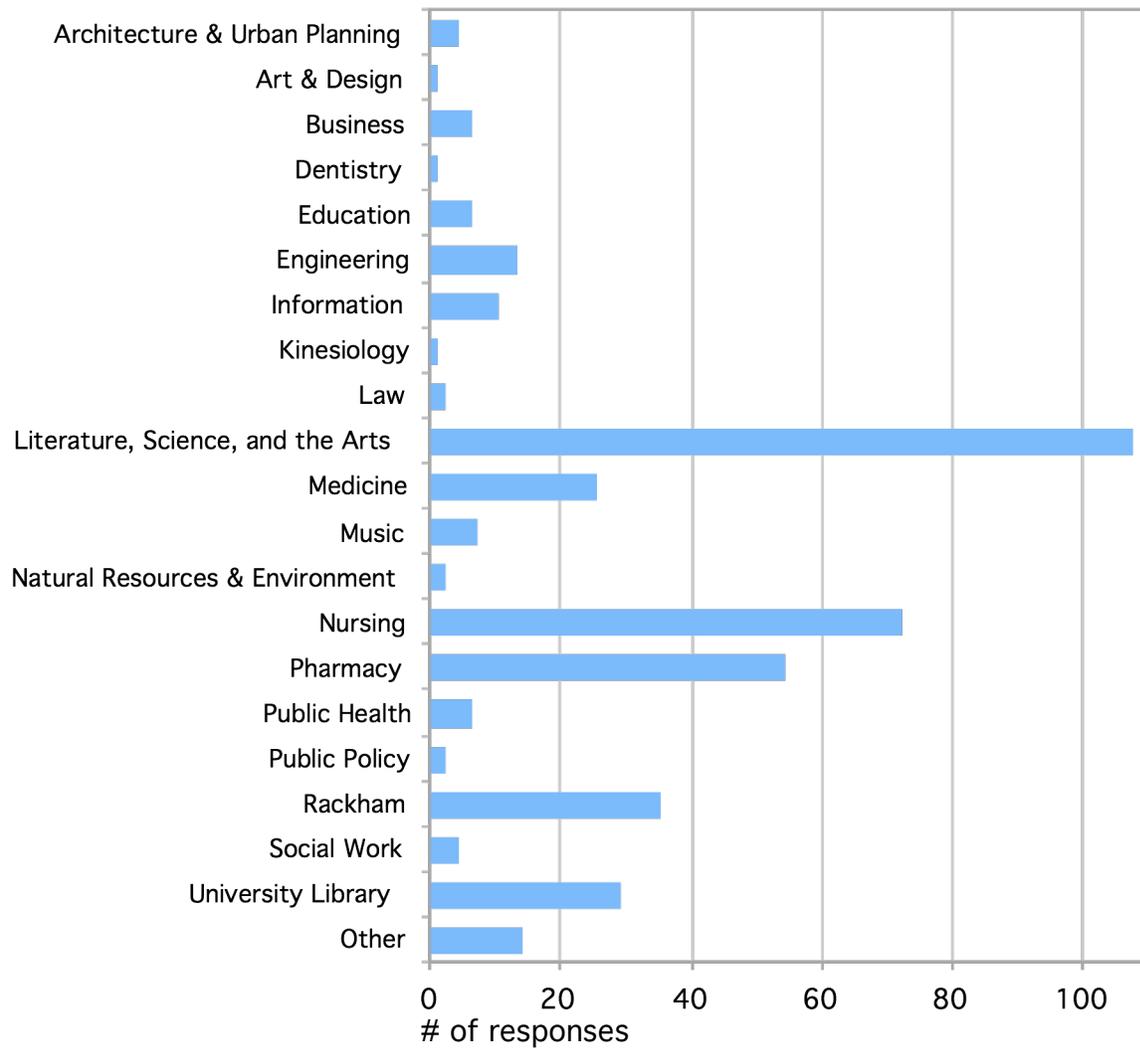
What is your current UM status? (choose the best that applies)



How many total years have you been a member of the UM community (faculty, staff, student, etc)?

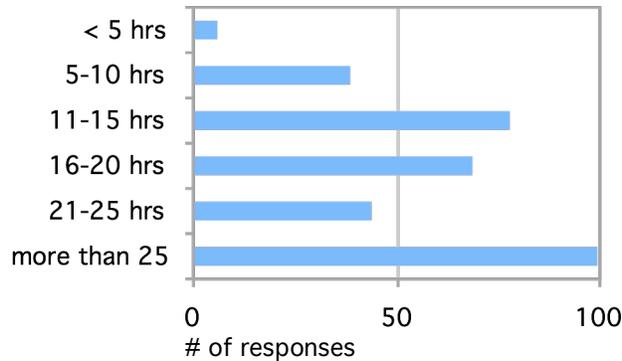


What school/program are you affiliated with?



2 WEB USE

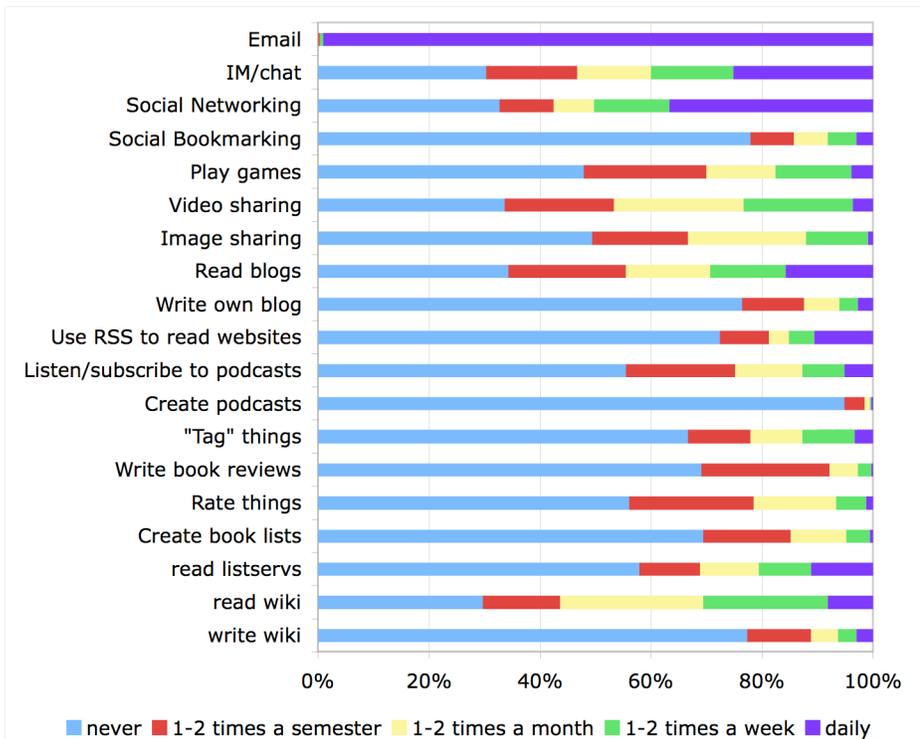
How much time do you spend on the Internet during an average week (including work, homework, email, IM, Web browsing, CTools, etc.)?



Which of the following online activities have you ever used and how often do you use them?

Top 5 activities as ranked by average response (in order): email, social networking, IM, reading/using wikis, reading blogs.

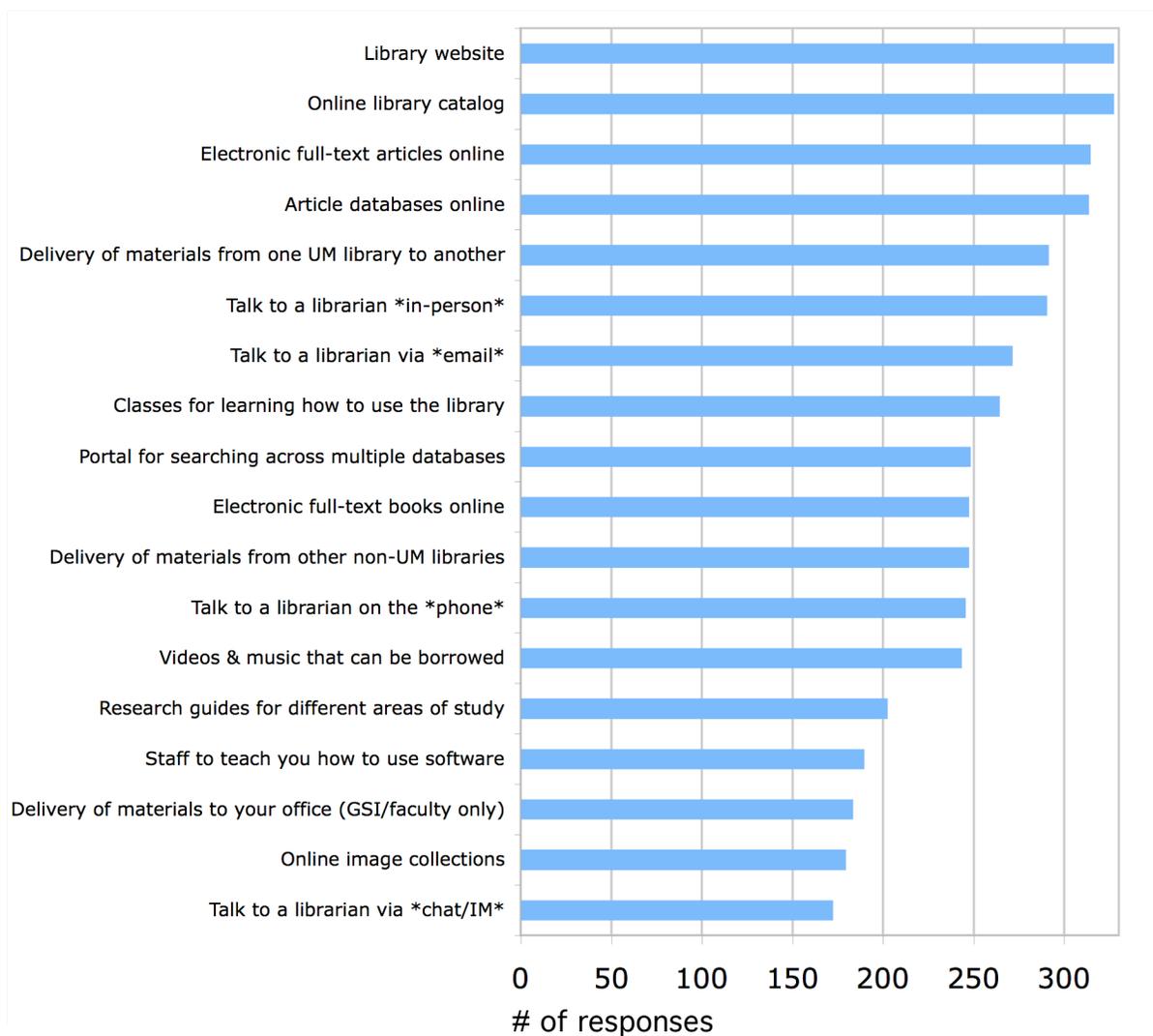
Distribution of responses:



3 LIBRARY USE

Which of the following resources/services do you think the library currently offers? (select all that apply)

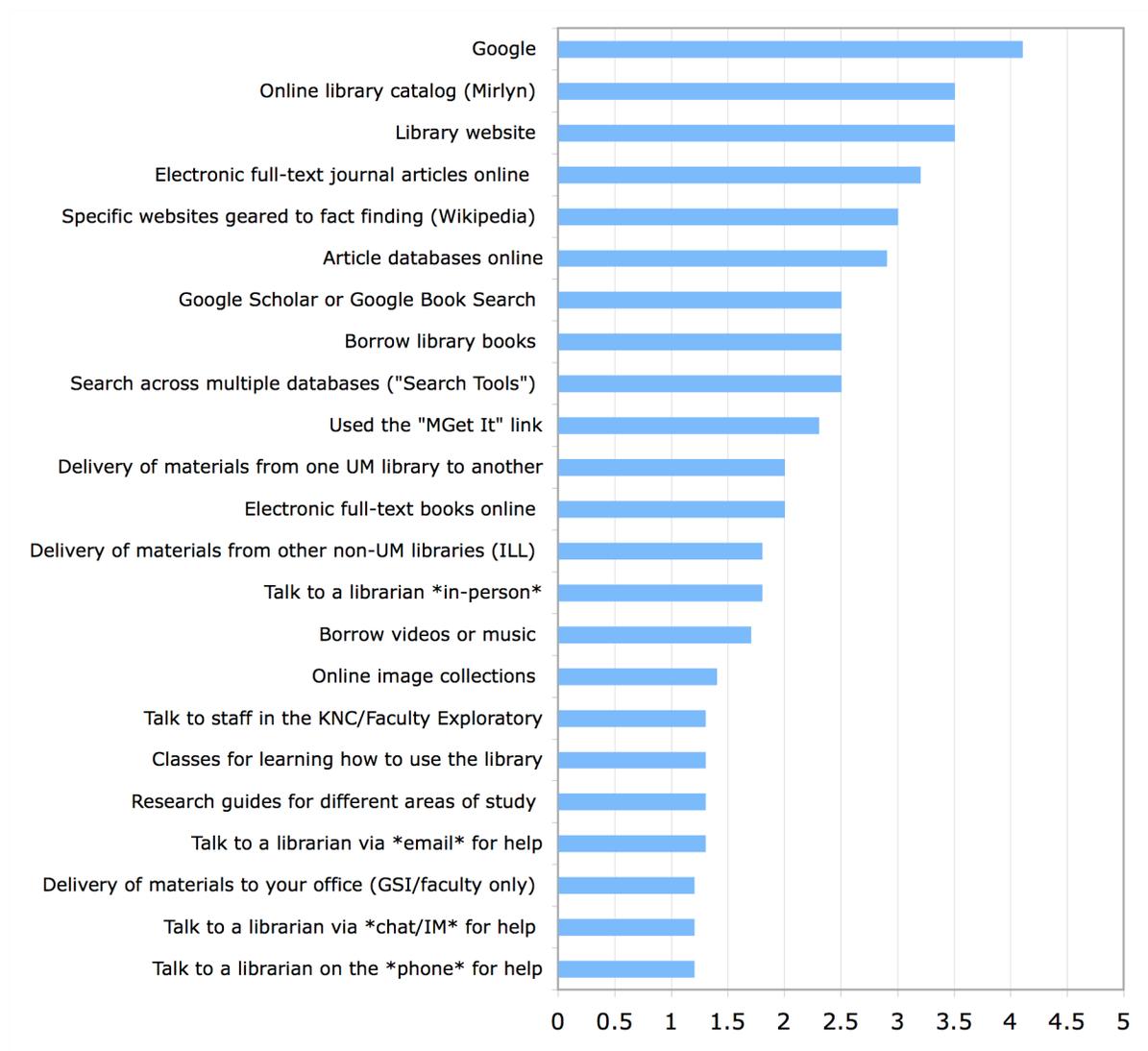
This question aimed to find out what services patrons are currently aware of. Low awareness does not necessarily imply that something is wrong. *The categories in the chart are abbreviated versions of what was displayed on the survey.*



Which of the following resources/services do you use and how often?

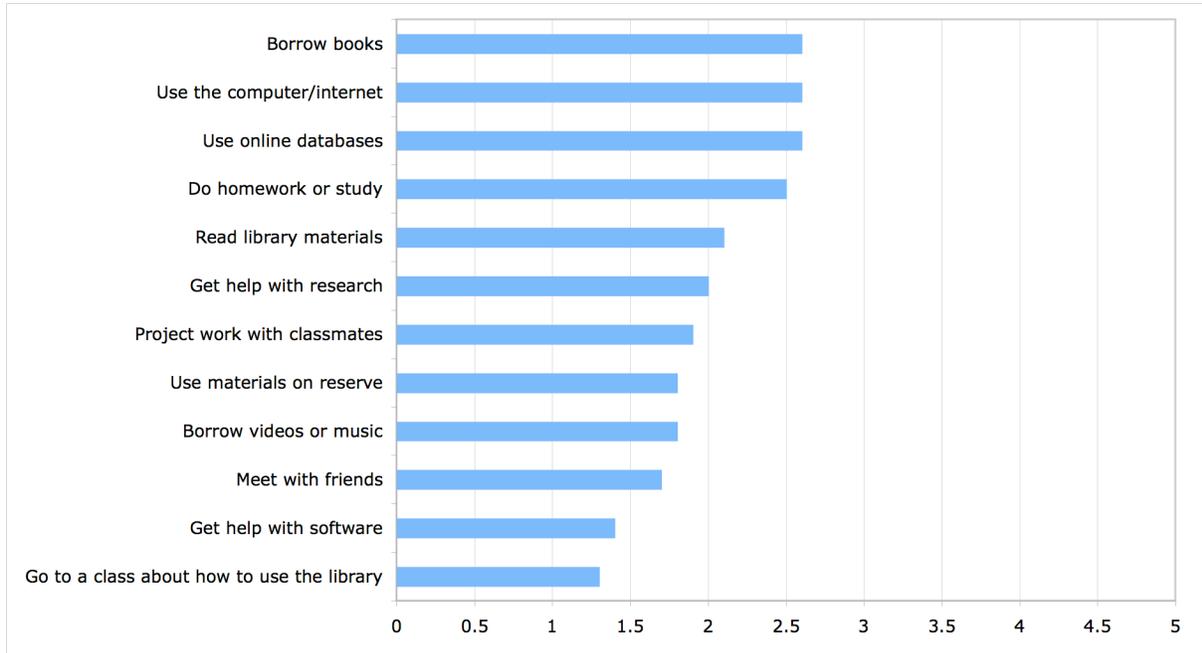
The categories in the chart are abbreviated versions of what was displayed on the survey.

Average response (on a scale of 1-5, 1=Never & 5=Daily):

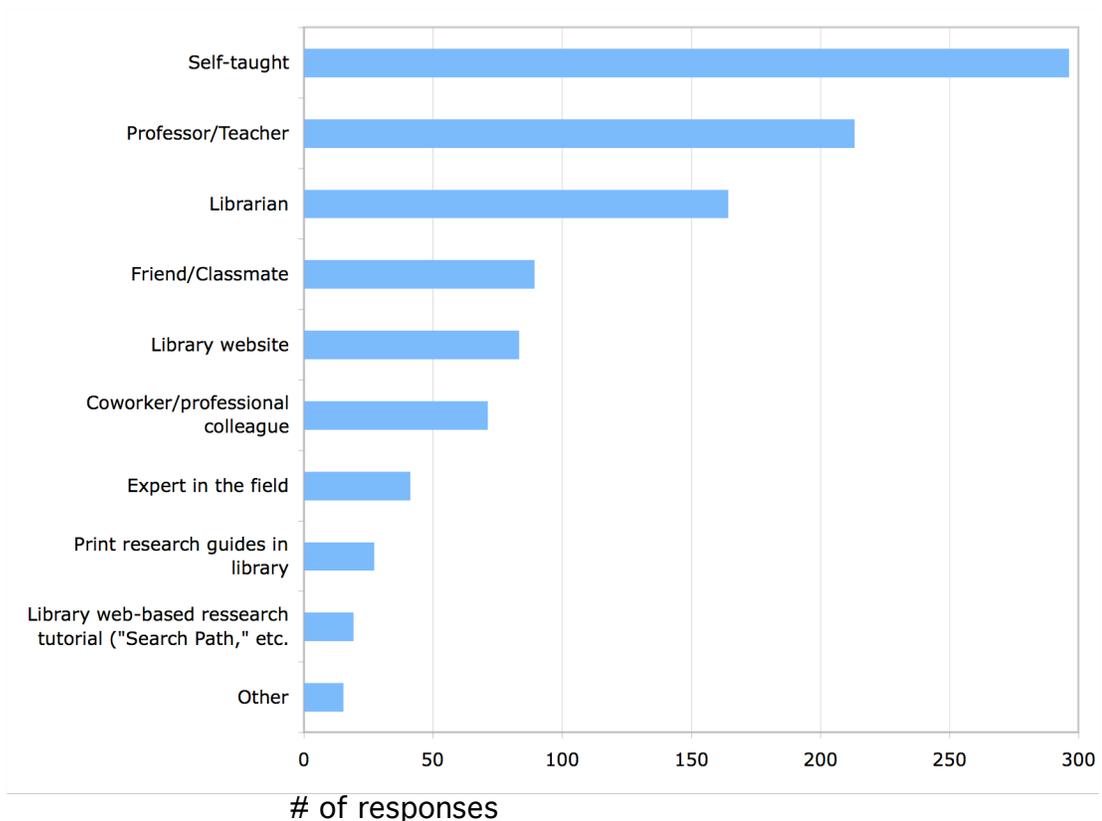


For what purpose do you go to the library, and how often? (Skip this question if you don't use any of the UM Libraries)

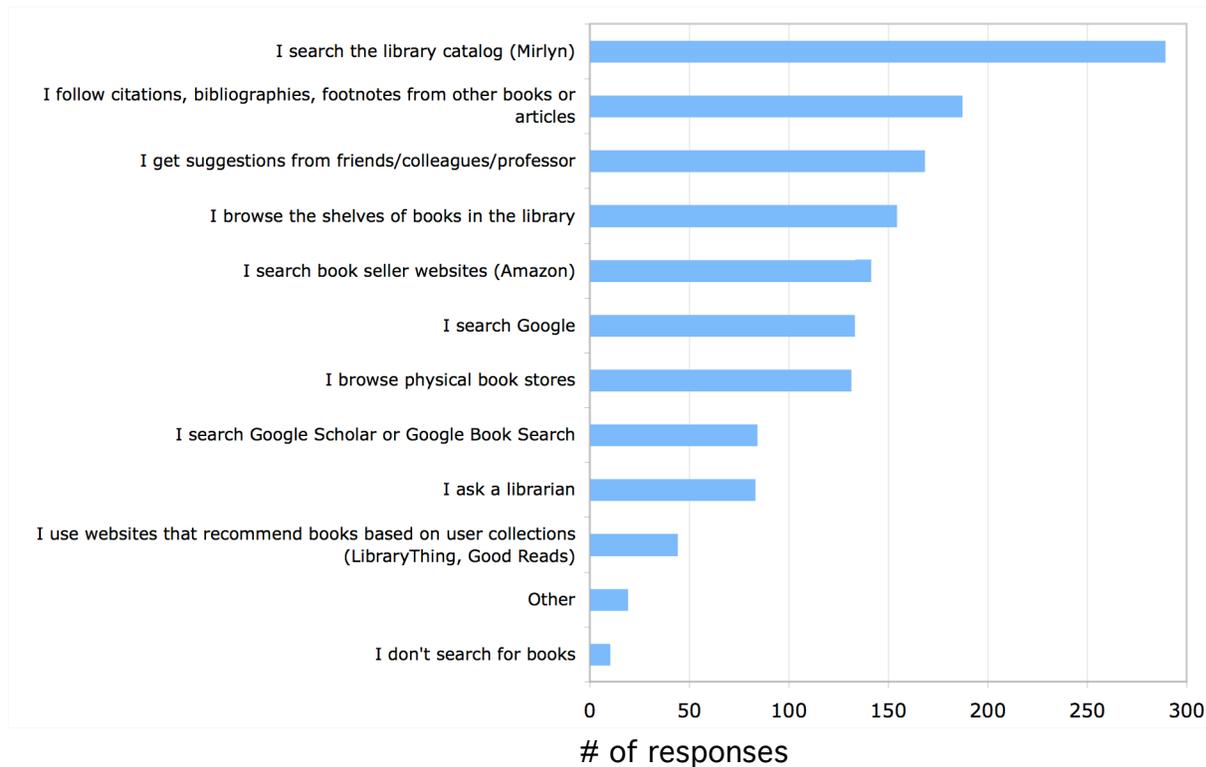
Average response (on a scale of 1-5, 1=Never & 5=Daily):



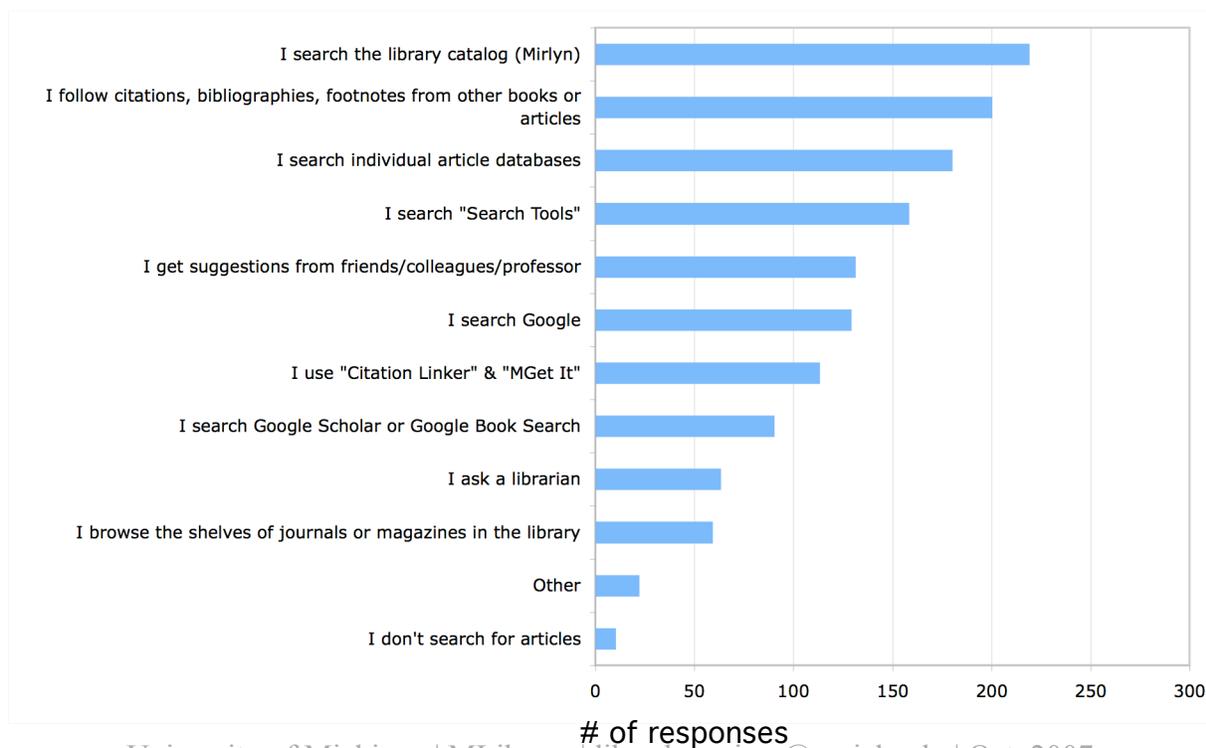
How have you learned how to do research? (select all that apply)



How do you find books (for research or entertainment)? (select all that apply)



How do you find articles (for research or entertainment)? (select all that apply)



Of the resources listed above, where do you typically start your research?

Of the resources listed above, where do you typically find the information you end up using?

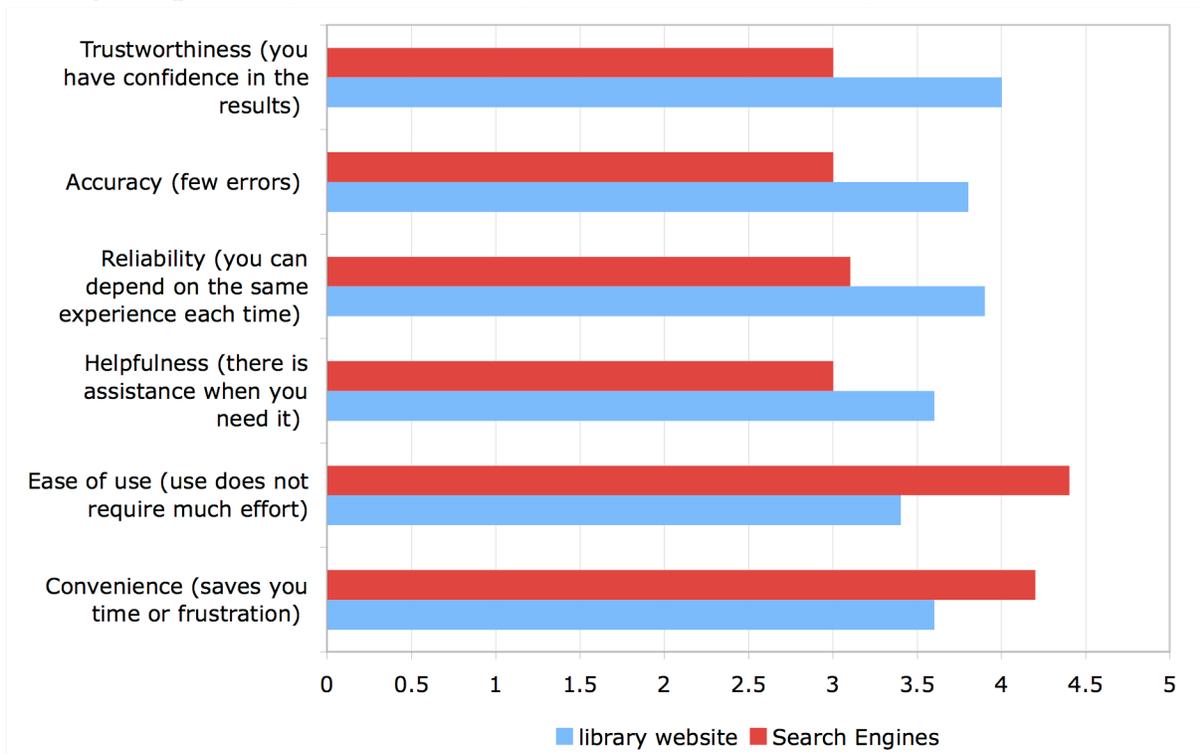
These 2 questions were free-text. As with other free-text answers, it is apparent that there are quite a few vocabulary problems (i.e., a respondent refers to “website” but maybe talking about Mirlyn or Search Tools). **These 2 questions will be analyzed in further detail in the final report.**

Most frequent responses for both questions: Google, Article Databases, and Mirlyn

Please rate the library website on the following topics:

Please rate Search Engines (Google, Yahoo, etc.) on the following topics:

Average responses (on a scale of 1-5, 1=Poor & 5=Excellent):



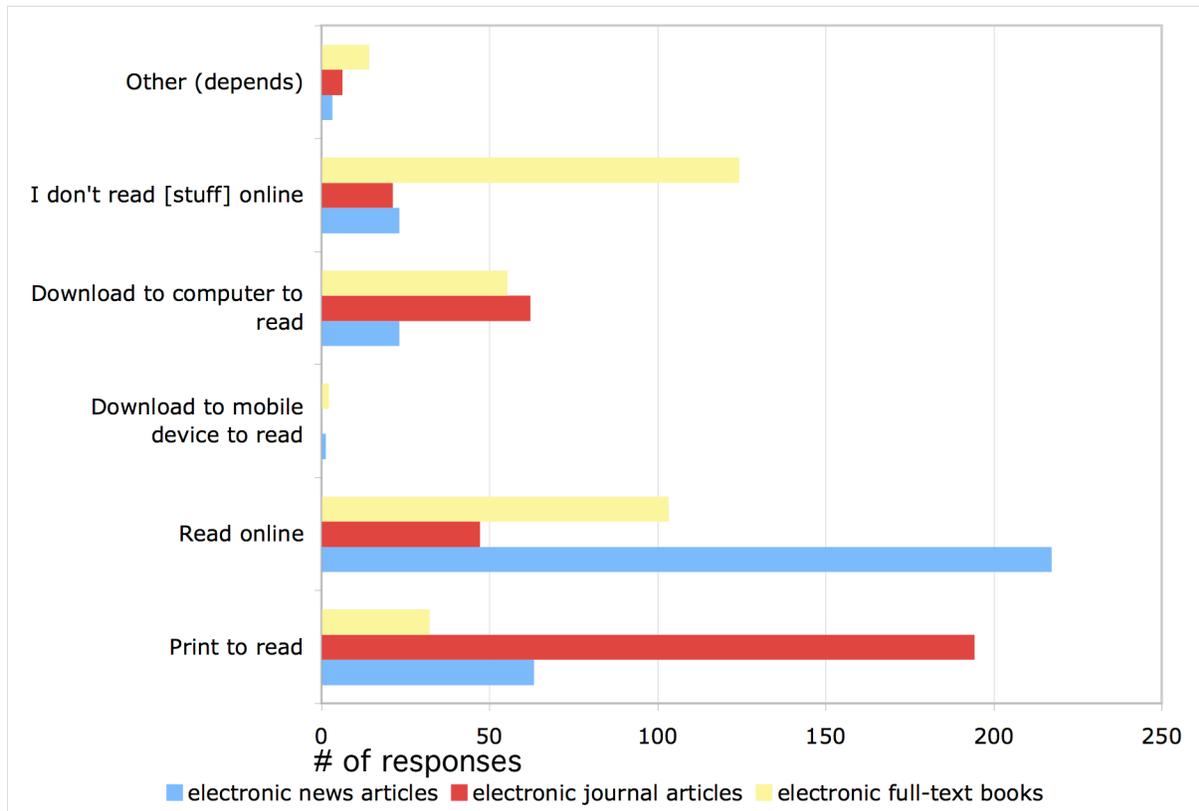
Preliminary analysis:

The library website is perceived as being slightly more trustworthy, accurate, reliable, and helpful than just searching the web but is not considered as easy to use or as convenient. Difficulty with using library resources is a constant theme in the free-text responses at the end of the survey.

When you want to read electronic news articles that you find online, you typically: (choose best that applies)

When you want to read electronic journal articles that you find online, you typically: (choose best that applies)

When you want to read electronic full-text books that you find online, you typically: (choose best that applies)



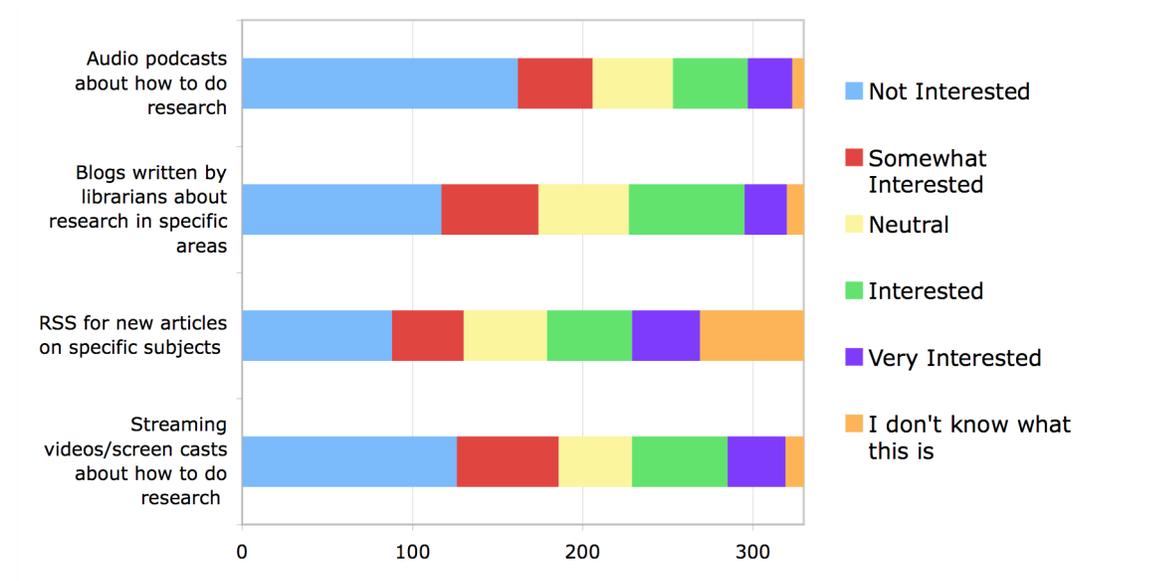
Preliminary Analysis:

Patrons are more willing to read online than expected but definitely prefer to print electronic articles. In hindsight, the question might have been more effective if we had asked, “how would you *prefer* to read _____” because we don’t actually offer full-text book downloads but may want to pursue this in the future.

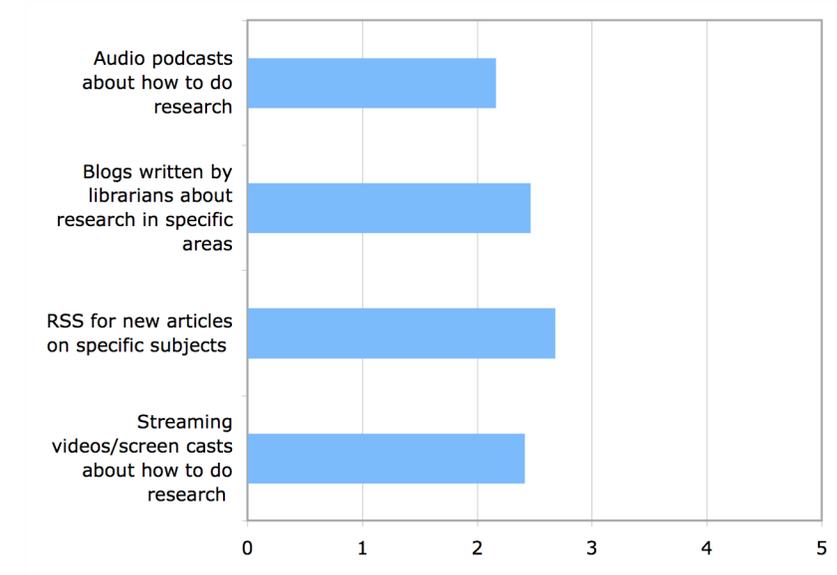
4 FUTURE LIBRARY

The following is a list of services that many of the UM libraries do not currently offer. Please rate your interest level:

Breakdown of responses:



Average response (on a scale of 1-5, 1=Never & 5=Daily):



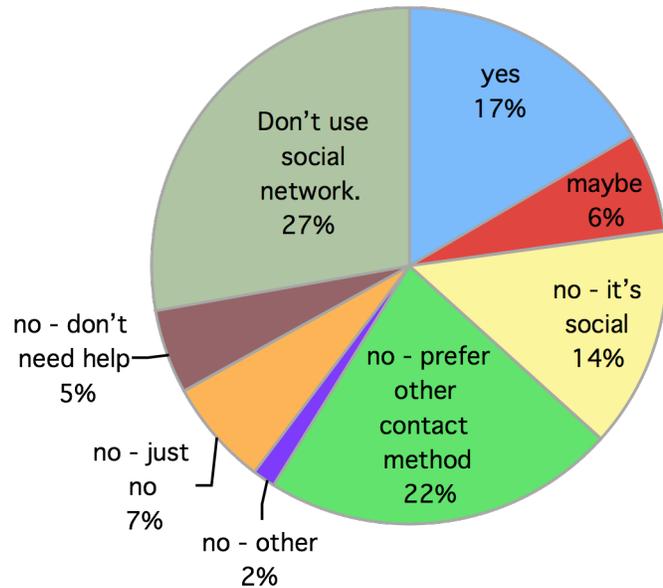
Preliminary Analysis:

There is a fairly even level of interest in the four options given, with RSS slightly lower and also slightly less known.

If you could contact a librarian via Facebook or MySpace for help with your research, would you? If not, why?

Preliminary Analysis:

23% of respondents stated that they would or might be interested in contacting a librarian via these two social networking sites. Nearly half stated they would not be interested, but for various reasons – the biggest reason being that they feel the current methods (in-person, email, IM) are more than sufficient. 14% said no because they felt it was inappropriate. Though this category does not represent a majority, these responses were the most adamant.



Some representative responses:

“Sure because its something that I check often and is quick and easy to use.”

“I wouldn't, because I feel as if I can do most of the research on my own.”

“...facebook and myspace are very public sites...it'd be weird to contact a librarian that way.”

“No, facebook does not seem like a site I would use for school purposes. I don't want librarians looking at my profile. Facebook is not for school, it's for fun.”

“No, because you can already chat with them online through the library website and I wouldn't want to contact a faculty member using my personal networking site.”

“No. I would rather just send an email or go to the library and talk to them in person.”

5 OPEN-ENDED QUESTIONS

At the end of the survey we asked three open-ended questions so that respondents could describe their relationship with the library in their own terms and submit comments about things that were not explicitly asked about or give follow-up information about a specific question. Through their responses, which have not yet been analyzed in detail, we expect to learn how the library website and other electronic resources fit into respondents' perception of what the library is.

What do you like most about the library?

Most responses fit into one or more of the following categories: resources, atmosphere, librarians, services, web site, location, technology, convenience, hours, Mirlyn, and tools.

Some representative responses:

“Nice quiet place to study.”

“I like getting lost in the stacks of journals/books.”

“I like that there are lots of different types of environments for studying in the same building, and the libraries tend to be fairly spread out around campus.”

“How easy it is to get the help I need. There is always someone available.”

“The librarians are helpful, knowledgeable, and attentive both to keeping a fantastic collection and assisting with research.”

“The stacks are filled with AWESOME books.”

“Tons of things online! Great for research! And very fast!”

“The strength of the collections and the high degree of excellent electronic resources to enable one to use them. It is also very important that the physical book is available, even if with a delay from Buhr.”

What do you like least about the library?

Most responses fit into one or more of the following categories: atmosphere, availability of materials, Search Tools, navigating the physical library, facilities, website, technology, feeling overwhelmed, Mirlyn, library locations, hours, parking, etc.

46 respondents specifically stated that they have no complaints!

Some representative responses:

“atmosphere--crowded and noisy.”

“Not enough comfy chairs for curling up and reading things in print. Not enough group study spaces.”

“don't always have online articles in journals I use”

“Its hard to find the books on the shelf even if merlyn says they are in. I can say at least 50% of the time i cant find what i want.”

“Full text not always readily available.”

“I would like to see... a more friendly library catalog”

“The physical space of the stacks is gloomy and uninviting. All I want to do it get my books and get out.”

“Some libraries have inconvenient hours...”

“The fact that it's spread across many widely-separated buildings.”

“The Google book/MBooks program has a lot of mistakes...with Journals which have a long run, say from 1830 to the present, the reference given is often just the end-date of the series... As for mistakes... Pages skipped over, illustrations and plates omitted, margins cut off...”

“Mirlyn can be cumbersome to use.”

“Separation of Mirlyn and Search Tools. There should be one search thingy.”

“I get lost in Hatcher every time I go into the stacks”

Do you have any additional comments or suggestions?

Comments included a variety of compliments, suggestions, and complaints about various topics. Most common were:

- Compliments about staff, collection, services, etc.
- Requests for food/beverages
- Requests for additional services (digitization, delivery, instructional materials)
- Problems with electronic resources (Mirlyn, Search Tools, MGet It, and the website), physical library space/hours, staff

Some representative responses:

“From this survey I realized that the library has resources that I don't know about or use.”

“Thanks for continually striving to improve!”

“Using Mirlyn can be tough and time consuming. i get really frustrated to deal with it and then the library doesn't even have the book available. Its a process that is overwhelming at times.”

“Thank you, Hatcher librarians! Thou art beloved!”

“If you search for a book and then want to use "Get This", you have to log in. But after you log in, you have to do the search all over again. This doesn't happen on EBay, so I'm sure there's a way to fix it.”

“Most of the students I've talked to don't use the library for research because it's too difficult to find what they are looking for. They use google instead. The down side of Google is the advertising and poor quality of material. Often it will lead you to professional journals but you must subscribe to use them. I'm sure these are available at the U library but it's difficult to locate them.”

“Maybe 'what's new at the library' sessions, for us expert users who maybe aren't up to speed with the niftiest and newest search tools, or a web page showcasing new features and databases.”

“...The people in the rare book collection are fantastic...”

“I am happy with the services the library offers. Without the electronic journals, my job would be much more difficult”

“Keep up the great work!”

“This is one of the greatest libraries in the world (I have worked in many of them in two continents and in many different fields, as I am a Full Professor). Be careful not to change it too quickly in case you wreck it.”

“The UM library is superb. I have had very few problems getting material, even the most arcane and hard to find.”

“...I use the library extremely often... the staff throughout the library are wonderful. These are people who are intelligent, articulate, helpful, extraordinarily patient, and incredibly efficient... I am convinced that--more than the most advanced library online presence than you could hope to establish--the proper and efficient functioning of the library will rely on these people. I hope that the library management/administration recognizes this fact.”

“make searching for article easier”

“You should put vending machines with healthy snacks in the lobbies . . . I get so hungry and have to completely leave the library building. Put some couches and some snack machines in a big room . . . then I could study longer without long interruptions.”

“I wish the individual volumes in a series were catalogued separately....”

“The Friday and Saturday Hatcher hours are horrible. Some students actually do want to work on the weekends.”

“Try showcasing different Library resources in your RSS feed - reference volumes, subscription databases, etc. Not just a one-paragraph summary, but a walk through the search interface, the content, etc. There are a ton of people here that could benefit from Safari Books Online, for example, but nobody knows about it. Promote the use of RSS for advertising University newsletters, magazines, and new web content - and index them somewhere visible. I've subscribed to several U-M feeds, and few of them are well utilized.”