



Comparisons of Library Users Expectations and Perceptions Across North American, European, African, Asian and Australian Libraries

Presented by:

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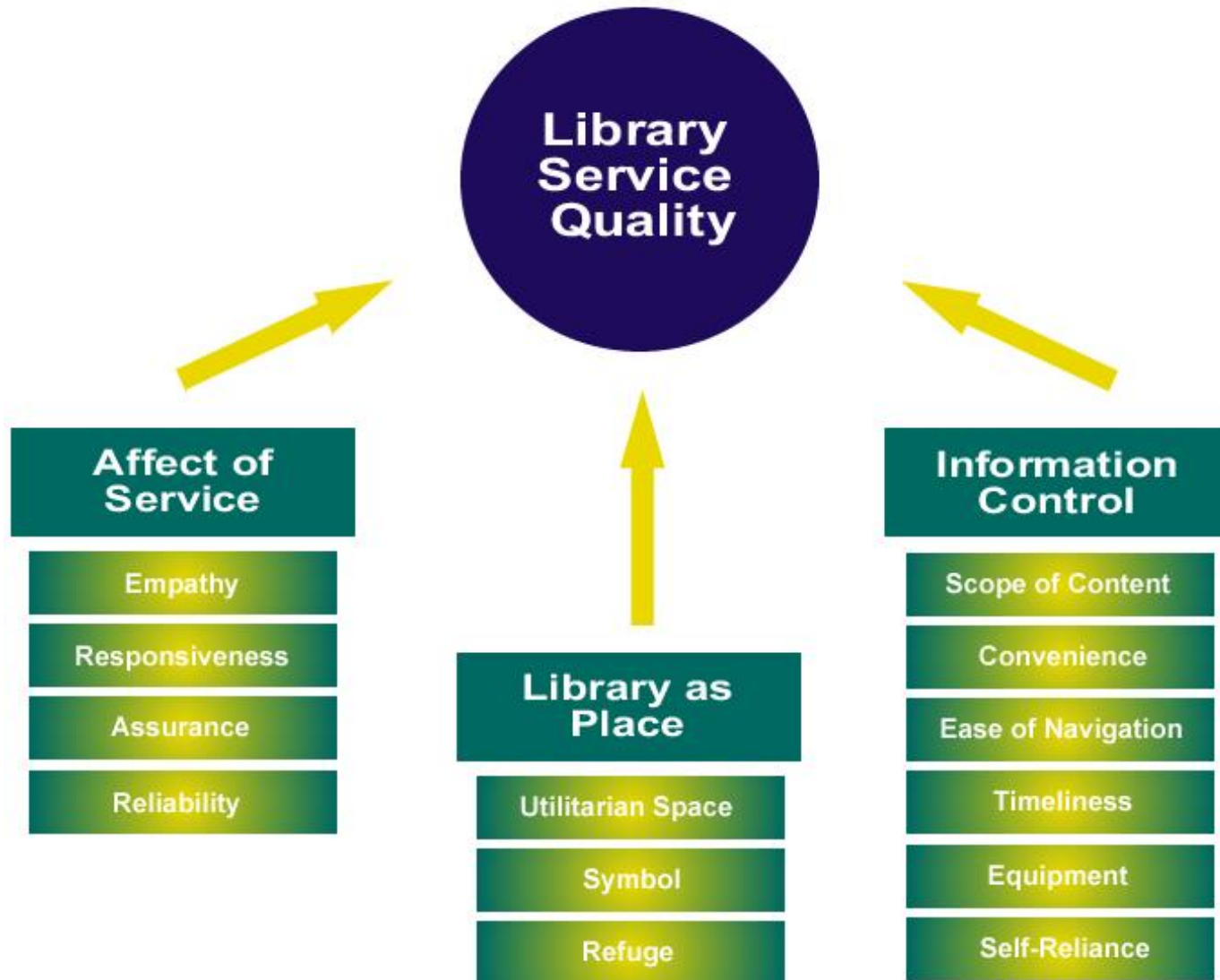
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Universal Values



LibQUAL+® Dimensions: What do they measure?



Survey Structure: What We Ask Library Users



Preview: ARL Sample 4-Year Institution Library Service Quality Survey

Please rate the following statements (1 is lowest, 9 is highest) by indicating:

Minimum -- the number that represents the *minimum* level of service that you would find acceptable

Desired -- the number that represents the level of service that *you personally want*

Perceived -- the number that represents the level of service that *you believe* our library currently provides

For each item, you must EITHER rate the item in all three columns OR identify the item as "N/A" (not applicable). Selecting "N/A" will override all other answers for that item.

When it comes to...		My Minimum Service Level Is		My Desired Service Level Is		Perceived Service Performance Is		
		Low	High	Low	High	Low	High	N/A
1)	Employees who instill confidence in users	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ N/A
2)	Easy-to-use access tools that allow me to find things on my own	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ N/A
3)	Print and/or electronic journal collections I require for my work	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ N/A
4)	Readiness to respond to users' questions	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ N/A
5)	Quiet space for individual activities	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9		☐ N/A
When it comes to...		My Minimum Service Level Is		My Desired Service Level Is		Perceived Service Performance Is		

Expansion of LibQUAL+®:

No. of Institutions by Country



Country	Survey					
	2003	2004	2005	2006	2007	2008
Australia		2	6	2	3	1
Bahamas						1
Belgium						2
Canada	9	9	15	11	71	8
Denmark		1 (EBSLG)		2		4
Egypt		1			1	
Finland				4 (EBSLG)		8
France		2 (EBSLG)		2	1	4
Hong Kong					11	
Ireland		1 (EBSLG)	1	2	1	1
Mexico					1	1
Netherlands	1	2 (EBSLG)		5		
New Zealand				1	3	1
Norway				2 (EBSLG)		4
South Africa			11	8	5	9
Sweden		7 (EBSLG)	4	2	2	3
Switzerland		2 (EBSLG)		2		
United Arab Emirates		1				1
United Kingdom	20	16	15	33	22	12
USA	278	160	195	222	162	93

Expansion of LibQUAL+®:

No. of Institutions by Language



Language	Survey					
	2003	2004	2005	2006	2007	2008
Afrikaans			4	1		4
American English	285	172	206	236	217	102
British English	20	23	31	50	38	36
Chinese (Traditional)					4	
Danish				1		2
Dutch		1		2		
Finnish				1		2
French (Canada)	2	1	4		23	1
French (Europe)		1		1		5
German				1		
Norwegian				1		2
Spanish						1
Swedish		5	2	1	1	
Swedish (BE)				1		2
Welsh						1

Expansion of LibQUAL+®: No. of Users by Country



Country	Survey					
	2003	2004	2005	2006	2007	2008
Australia		3376	15300	3039	5467	530
Bahamas						122
Belgium						426
Canada	4698	5690	8645	8451	47388	5322
Denmark		377		1005		2372
Egypt		492			326	
Finland				2146		3805
France		401		338	577	6100
Hong Kong					14516	
Ireland		1772	913	703	1063	1040
Mexico					1086	777
Netherlands	735	368		1922		
New Zealand				306	5843	541
Norway				571		500
South Africa			9318	3509	3217	6442
Sweden		2508	1645	2345	1211	1024
Switzerland		1161		872		
United Arab Emirates		415				610
United Kingdom	11329	14858	16211	19608	17268	9405
USA	103441	74659	91104	119330	93731	61580

Perceptions by Country: Mean Scores



	Survey					
Country	2003	2004	2005	2006	2007	2008
Australia		6.51	6.78	6.82	6.86	6.88
Bahamas						6.43
Belgium						7.01
Canada	6.81	6.77	6.93	6.88	7.04	7.05
Denmark		6.38		6.48		6.57
Egypt		6.53			6.67	
Finland				6.82		6.84
France		6.73		6.73	5.95	6.13
Hong Kong					6.65	
Ireland		5.96	6.03	7.08	6.50	6.69
Mexico					7.50	7.69
Netherlands	6.66	6.66		6.68		
New Zealand				7.05	7.05	6.79
Norway				6.79		6.71
South Africa			6.68	6.40	6.34	6.86
Sweden		6.28	6.59	6.60	6.24	6.64
Switzerland		6.51		6.62		
United Arab Emirates		6.83				7.10
United Kingdom	6.59	6.44	6.58	6.71	6.76	6.66
USA	7.11	7.01	7.02	7.14	7.18	7.19

Perceptions by Country: Dimension Mean Scores 2004-08



	2004			2005			2006			2007			2008		
Country	AS	IC	LP	AS	IC	LP	AS	IC	LP	AS	IC	LP	AS	IC	LP
Australia	6.59	6.69	6.06	6.81	6.91	6.50	6.91	6.90	6.50	6.89	6.94	6.63	6.82	7.08	6.64
Bahamas													6.77	6.20	6.17
Belgium													7.38	6.70	6.75
Canada	6.93	6.87	6.29	7.09	6.99	6.50	7.07	6.92	6.44	7.20	7.08	6.68	7.22	7.10	6.64
Denmark	6.74	6.65	5.21				6.97	6.77	5.12				6.63	6.78	6.08
Egypt	6.63	6.63	6.18							6.89	6.70	6.25			
Finland							6.95	6.94	6.35				6.98	6.90	6.44
France	7.02	6.87	5.93				7.11	6.95	5.71	6.08	6.05	5.60	6.15	6.26	5.90
Hong Kong										6.58	6.71	6.65			
Ireland	6.20	6.10	5.34	6.26	6.22	5.33	7.46	6.97	6.50	6.76	6.52	5.96	6.70	6.74	6.55
Mexico										7.61	7.48	7.34	7.87	7.64	7.46
Netherlands	6.82	6.87	5.96				6.71	6.85	6.32						
New Zealand							7.14	7.10	6.75	7.12	7.16	6.74	7.04	6.88	6.07
Norway							7.03	6.72	6.44				7.01	6.67	6.22
South Africa				6.70	6.72	6.59	6.54	6.35	6.23	6.43	6.38	6.08	6.87	6.83	6.85
Sweden	6.69	6.13	5.66	6.86	6.68	5.94	6.71	6.66	6.31	6.49	6.25	5.75	6.93	6.71	6.02
Switzerland	6.76	6.77	5.65				6.83	7.03	5.59						
United Arab Emirates	7.06	6.88	6.34										7.16	7.16	6.92
United Kingdom	6.59	6.57	5.97	6.70	6.67	6.19	6.87	6.80	6.25	6.85	6.85	6.44	6.77	6.82	6.18
USA	7.08	7.04	6.80	7.08	7.06	6.81	7.21	7.17	6.94	7.22	7.20	7.05	7.23	7.23	7.01

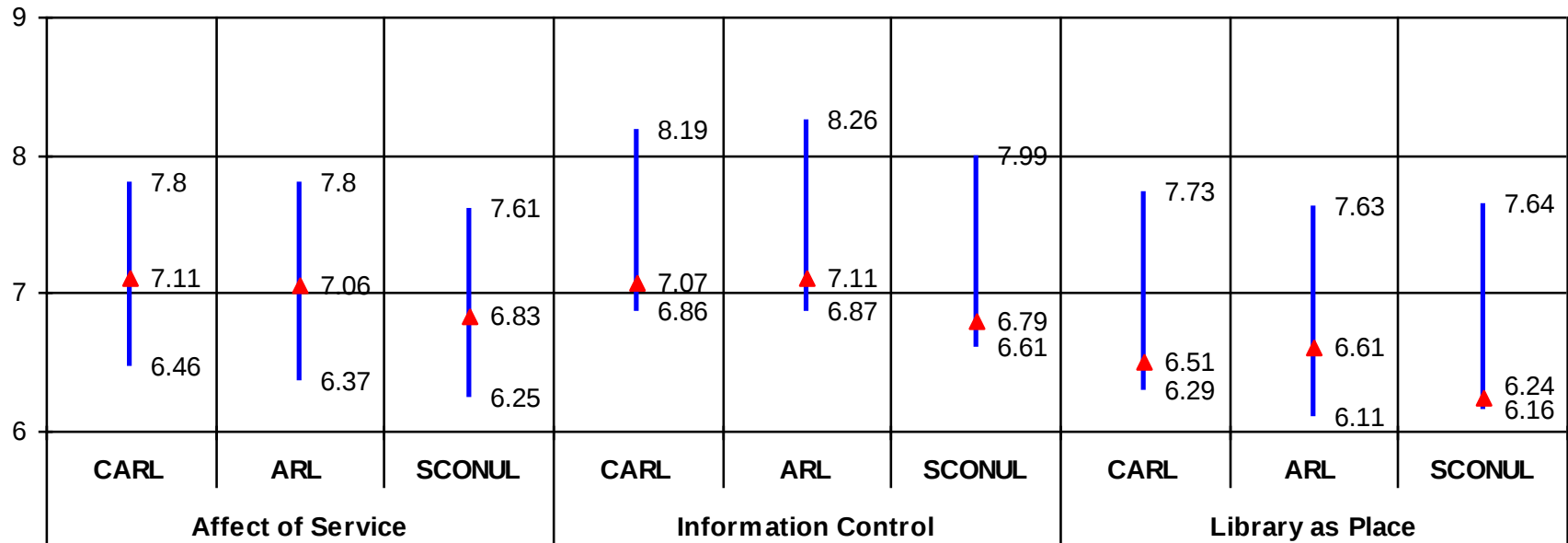
Perceptions by Language: Dimension Mean Scores 2004-08



	2004			2005			2006			2007			2008		
Language	AS	IC	LP	AS	IC	LP	AS	IC	LP	AS	IC	LP	AS	IC	LP
Afrikaans				6.96	6.80	6.92	7.41	7.02	6.85				7.13	7.04	7.17
American English	7.07	7.02	6.76	7.08	7.06	6.79	7.20	7.15	6.91	7.21	7.16	6.94	7.24	7.23	6.99
British English	6.57	6.56	5.90	6.72	6.76	6.33	6.84	6.76	6.28	6.81	6.84	6.50	6.77	6.79	6.33
Chinese (Traditional)										6.53	6.71	6.66			
Danish							6.97	6.76	5.09				6.59	6.75	6.04
Dutch	6.86	6.84	5.89				6.67	6.84	6.29						
Finnish							7.01	6.96	6.41				7.27	7.09	6.55
French (Canada)	6.86	6.71	6.14	7.23	6.95	6.13				7.22	7.07	6.73	7.97	7.57	7.65
French (Europe)	7.16	7.01	6.06				7.16	6.97	5.77				6.17	6.27	5.92
German							6.83	7.03	5.58						
Norwegian							7.04	6.70	6.42				7.01	6.63	6.23
Spanish													7.87	7.64	7.46
Swedish	6.68	6.11	5.64	6.85	6.68	5.92	6.70	6.66	6.30	6.45	6.20	5.69			
Swedish (BE)							6.66	6.82	6.04				7.01	6.82	6.15
Welsh													7.45	7.15	6.67

Research Library Comparison

CARL vs. ARL vs. SCONUL



Source: Martha Kyrrilidou & Gary Roebuck. LibQUAL Canada: Results Highlights. Presented at the LibQUAL+® Canada Workshop Ottawa, Ontario, CANADA (October 2007).

Collective consciousness needs assessment



The emerging library user sees the need for a different kind of library – a **library** that serves as a source of information ready to be **accessed any time, from anywhere**, using modern technologies.

Thompson, Kyrillidou & Cook, “Library Users’ Service Desires” *Library Quarterly* (2008)

Assessment is now **a critical skill** for librarians.

Kyrillidou & Cook, “The evolution of measurement and evaluation of libraries: a perspective from the Association of Research Libraries” *Library Trends* (2008)

Assessment frameworks



Assessment ... frameworks as they will be refined over the years to come are forming the basis of guiding our understanding of libraries in an environment where: books are morphed into bytes, graphic materials are morphed into kilobytes, audio files are morphed into megabytes, video files are morphed into petabytes, where ..users ...are transformed into avatars existing in another reality, a second life.



“If you think you're too small to have an impact, try going to bed with a mosquito.”

■ Anita Roddick

Thank You!



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