



LibQUAL⁺
Lite
Spring 2008 Survey

University of North Texas

Association of Research Libraries / Texas A&M University

www.libqual.org



LibQUAL⁺

Lite

Spring 2008 Survey

University of North Texas

Contributors

Colleen Cook
Texas A&M University

Fred Heath
University of Texas

Bruce Thompson
Texas A&M University

MaShana Davis
Association of Research Libraries

Martha Kyrillidou
Association of Research Libraries

Gary Roebuck
Association of Research Libraries

Association of Research Libraries / Texas A&M University

www.libqual.org

Association of Research Libraries

21 Dupont Circle NW, Suite 800

Washington, DC 20036

Phone 202-296-2296

Fax 202-872-0884

<http://www.libqual.org>

Copyright © 2009 Association of Research Libraries

1 Introduction

1.1 A few words about LibQUAL+® Lite

This notebook contains your institution's results from the pilot of the LibQUAL+® Lite protocol. The pilot was designed to test the validity of a short version of the LibQUAL+® protocol, a well-known service quality assessment tool that has been used to collect data from more than a million users in over 1,000 institutions worldwide and is documented in more than 50 peer reviewed journals. The goal of LibQUAL+® Lite is to measure user satisfaction in the same valid matter as the original LibQUAL+® protocol while using only a subset (8 items) of the original 22 core items. One pre-determined item from each of the three LibQUAL+® dimensions is presented, with the remaining five questions chosen randomly from the remaining core items. In this manner, each user completes fewer items, but the library is rated on all the items and in all dimensions measured by the LibQUAL+® protocol. The LibQUAL+® Lite protocol results in higher response rates and decreases in average and median survey durations for respondents.

The spring 2008 data were used to understand the comparability of an institution's scores when some users are randomly assigned the original LibQUAL+® protocol, and the remaining users randomly receive LibQUAL+® Lite. Mean scores were compared within institutions to establish that LibQUAL+® Lite produces comparable data even though demands on users are minimized by the new protocol. Caution should be exercised in comparing results across the full and the Lite version as initial analysis indicates that LibQUAL+(R) Lite may get data from respondents who do not rate libraries as high as the respondents to the full survey version. Further research in understanding the relation between the two protocols and developing conversion formulas from one version to the other is underway. For more information, see: Bruce Thompson, Martha Kyrillidou, and Collen Cook. "Item Sampling in Service Quality Assessment Surveys to Improve Response Rates and Reduce Respondent Burden: The 'LibQUAL+(R) Lite' Example." *Performance Measurement and Metrics* (2009). This protocol (i.e., item sampling) can also be used in library service quality assessment using non-LibQUAL+® items, including local survey items.

1.2 Acknowledgements

The LibQUAL+® project requires the skills of a dedicated group. We would like to thank several members of the LibQUAL+® team for their key roles in the development of this service. From Texas A&M University, the qualitative leadership of Yvonna Lincoln has been key to the project's integrity. The behind-the-scenes roles of Bill Chollet and others from the library Systems and Training units were also formative in the early years. From the Association of Research Libraries, we are appreciative of the past contributions of Consuella Askew, Richard Groves, Amy Hoseth, Mary Jackson, Jonathan Sousa, and Benny Yu.

A New Measures initiative of this scope is possible only as the collaborative effort of many libraries. To the directors and liaisons at all participating libraries goes the largest measure of gratitude. Without your commitment, the development of LibQUAL+® would not have been possible. We would like to extend a special thank you to all administrators at the participating consortia and libraries that are making this project happen effectively across various institutions.

We would like to acknowledge the role of the Fund for the Improvement of Post-secondary Education (FIPSE), U.S. Department of Education, which provided grant funds of \$498,368 over a three-year period (2001-03). We would also like to acknowledge the support of the National Science Foundation (NSF) for its grant of \$245,737 over a three-year period (2002-04) to adapt the LibQUAL+® instrument for use in the science, math, engineering, and technology education digital library community, an assessment tool in development now called DigiQUAL. We would like to express our thanks for the financial support that has enabled the researchers engaged in this project to exceed all of our expectations in stated goals and objectives and deliver a remarkable assessment tool to the library community.

Colleen Cook
Texas A&M University

MaShana Davis
Association of Research Libraries

Fred Heath
University of Texas

Martha Kyrillidou
Association of Research Libraries

Bruce Thompson
Texas A&M University

Gary Roebuck
Association of Research Libraries

1.3 LibQUAL+®: A Project from StatsQUAL®

I would personally like to say a word about the development of LibQUAL+® over the last few years and to thank the people that have been involved in this effort. LibQUAL+® would not have been possible without the many people who have offered their time and constructive feedback over the years for the cause of improving library services. In a sense, LibQUAL+® has built three kinds of partnerships: one between ARL and Texas A&M University, a second one among the participating libraries and their staff, and a third one comprising the thousands of users who have provided their valuable survey responses over the years.

LibQUAL+® was initiated in 2000 as an experimental project for benchmarking perceptions of library service quality across 13 ARL libraries under the leadership of Fred Heath and Colleen Cook, then both at Texas A&M University Libraries. It matured quickly into a standard assessment tool that has been applied at more than 1,000 libraries, collecting information on more than half a million library users. Each year since 2003, we have had more than 200 libraries conduct LibQUAL+®, more than 100,000 users respond, and annually more than 50,000 users provide rich comments about the ways they use their libraries.

There have been numerous advancements over the years. In 2005, libraries were able to conduct LibQUAL+® over a two session period (Session I: January to May and Session II: July to December). The LibQUAL+® servers were moved from Texas A&M University to an external hosting facility under the ARL brand known as StatsQUAL®. Through the StatsQUAL® gateway we will continue to provide innovative tools for libraries to assess and manage their environments in the coming years. In 2006, we added the LibQUAL+® Analytics (for more information, see Section 1.6).

LibQUAL+® findings have engaged thousands of librarians in discussions with colleagues and ARL on what these findings mean for local libraries, for their regions, and for the future of libraries across the globe. Consortia have supported their members' participation in LibQUAL+® in order to offer an informed understanding of the changes occurring in their shared environment. Summary highlights have been published on an annual basis showcasing the rich array of information available through LibQUAL+®:

LibQUAL+® 2007 Survey Highlights

<http://www.libqual.org/documents/admin/LibQUALHighlights2007_Full_Supplemental.pdf>

<http://www.libqual.org/documents/admin/LibQUALHighlights2007_Full.pdf>

LibQUAL+® 2006 Survey Highlights

<<http://www.libqual.org/documents/admin/LibQUALHighlights2006.pdf>>

LibQUAL+® 2005 Survey Highlights

<<http://www.libqual.org/documents/admin/LibQUALHighlights20051.pdf>>

LibQUAL+® 2004 Survey Highlights

<<http://www.libqual.org/documents/admin/ExecSummary%201.3.pdf>>

LibQUAL+® 2003 Survey Highlights

<http://www.libqual.org/documents/admin/ExecSummary1.1_locked.pdf>

Summary published reports have also been made available:

<<http://www.arl.org/pubscat/libqualpubs.html>>

The socio-economic and technological changes that are taking place around us are affecting the ways users interact with libraries. We used to think that libraries could provide reliable and reasonably complete access to published and scholarly output, yet we now know from LibQUAL+® that users have an insatiable appetite for content. No library can ever have sufficient information content that would come close to satisfying this appetite.

The team at ARL and beyond has worked hard to nurture the community that has been built around LibQUAL+®. We believe that closer collaboration and sharing of resources will bring libraries nearer to meeting the ever changing needs of their demanding users. It is this spirit of collaboration and a willingness to view the world of libraries as an organic, integrated, and cohesive environment that can bring forth major innovations and break new ground. Innovation and aggressive marketing of the role of libraries in benefiting their communities strengthen libraries.

In an example of collaboration, LibQUAL+® participants are sharing their results within the LibQUAL+® community with an openness that nevertheless respects the confidentiality of each institution and its users. LibQUAL+® participants are actively shaping our Share Fair gatherings, our in-person events, and our understanding of how the collected data can be used. LibQUAL+® offers a rich resource that can be viewed using many lenses, should be interpreted in multiple ways, and is a powerful tool libraries can use to understand their environment.

LibQUAL+® is a community mechanism for improving libraries and I hope we see an increasing number of libraries utilizing it successfully in the years to come. I look forward to your continuing active involvement in helping us understand the many ways we can improve library services.

With warm regards,

Martha Kyrillidou

Director, ARL Statistics and Service Quality Programs

1.4 LibQUAL+®: Defining and Promoting Library Service Quality

What is LibQUAL+®?

LibQUAL+® is a suite of services that libraries use to solicit, track, understand, and act upon users' opinions of service quality. These services are offered to the library community by the Association of Research Libraries (ARL). The program's centerpiece is a rigorously tested Web-based survey bundled with training that helps libraries assess and improve library services, change organizational culture, and market the library. The goals of LibQUAL+® are to:

- Foster a culture of excellence in providing library service
- Help libraries better understand user perceptions of library service quality
- Collect and interpret library user feedback systematically over time
- Provide libraries with comparable assessment information from peer institutions
- Identify best practices in library service
- Enhance library staff members' analytical skills for interpreting and acting on data

As of 2007, more than 1,000 libraries have participated in the LibQUAL+® survey, including Canadian government libraries, colleges and universities, community colleges, health sciences and hospital/medical libraries, law libraries, public libraries, and secondary school libraries---some through various consortia, others as independent participants. LibQUAL+® has expanded internationally, with participating institutions in Canada, the U.K. and other European countries as well as Australia and South Africa. It has been translated into a number of languages, including Afrikaans, Chinese (Traditional), Danish, Dutch, Finnish, French, German, Japanese, Norwegian, Spanish, Swedish, and Welsh. The growing LibQUAL+® community of participants and its extensive dataset are rich resources for improving library services.

How will LibQUAL+® benefit your library?

Library administrators have successfully used LibQUAL+® survey data to identify best practices, analyze deficits, and effectively allocate resources. Benefits to participating institutions include:

- Institutional data and reports that enable you to assess whether your library services are meeting user expectations
- Aggregate data and reports that allow you to compare your library's performance with that of peer institutions
- Workshops designed for participants
- Access to an online library of LibQUAL+® research articles
- The opportunity to become part of a community interested in developing excellence in library services

LibQUAL+® gives your library users a chance to tell you where your services need improvement so you can respond to and better manage their expectations. You can develop services that better meet your users' expectations by comparing your library's data with that of peer institutions and examining the practices of those libraries that are evaluated highly by their users.

How is the LibQUAL+® survey conducted?

Conducting the LibQUAL+® survey requires little technical expertise on your part. You invite your users to take the survey by distributing the URL for your library's Web form via e-mail. Respondents complete the survey form and their answers are sent to a central database. The data are analyzed and presented to you in reports describing your users' desired, perceived, and minimum expectations of service.

What are the origins of the LibQUAL+® survey?

The LibQUAL+® survey evolved from a conceptual model based on the SERVQUAL instrument, a popular tool for assessing service quality in the private sector. The Texas A&M University Libraries and other libraries used modified SERVQUAL instruments for several years; those applications revealed the need for a newly adapted tool that would serve the particular requirements of libraries. ARL, representing the largest research libraries in North America, partnered with Texas A&M University Libraries to develop, test, and refine LibQUAL+®. This effort was supported in part by a three-year grant from the U.S. Department of Education's Fund for the Improvement of Post-Secondary Education (FIPSE).

1.5 Web Access to Data

Data summaries from the 2008 iteration of the LibQUAL+® Pilot/Beta survey will be available to project participants online via the LibQUAL+® Pilot/Beta survey management site:

<<http://lq.libqual.org>>

1.6 Explanation of Charts and Tables

A working knowledge of how to read and derive relevant information from the tables and charts used in your LibQUAL+® results notebook is essential. In addition to the explanatory text below, you can find a self-paced tutorial on the project web site at:

[<http://www.libqual.org/Information/Tools/index.cfm>](http://www.libqual.org/Information/Tools/index.cfm)

Both the online tutorial and the text below are designed to help you understand your survey results and present and explain those results to others at your library.

Radar Charts

Radar charts are commonly used throughout the following pages to display both aggregate results and results from individual institutions. Basic information about radar charts is outlined below, and additional descriptive information is included throughout this notebook.

What is a radar chart?

Radar charts are useful when you want to look at several different factors all related to one item. Sometimes called “spider charts” or “polar charts”, radar charts feature multiple axes or “spokes” along which data can be plotted. Variations in the data are shown by distance from the center of the chart. Lines connect the data points for each series, forming a spiral around the center.

In the case of the LibQUAL+® survey results, each axis represents a different survey question. Questions are identified by a code at the end of each axis. The three dimensions measured by the survey are grouped together on the radar charts, and each dimension is labeled: Affect of Service (AS), Information Control (IC), and Library as Place (LP).

Radar charts are used in this notebook to present the item summaries (the results from the 22 core survey questions).

How to read a radar chart

Radar charts are an effective way to show strengths and weaknesses graphically by enabling you to observe symmetry or uniformity of data. Points close to the center indicate a low value, while points near the edge indicate a high value. When interpreting a radar chart, it is important to check each individual axis as well as the chart’s overall shape in order to gain a complete understanding of its meaning. You can see how much data fluctuates by observing whether the spiral is smooth or has spikes of variability.

Respondents’ minimum, desired, and perceived levels of service quality are plotted on each axis of your LibQUAL+® radar charts. The resulting “gaps” between the three levels are shaded in blue, yellow, green, and red. Generally, a radar graph shaded blue and yellow indicates that users’ perceptions of service fall within the “zone of tolerance”; the distance between minimum expectations and perceptions of service quality is shaded in blue, and the distance between their desired and perceived levels of service quality is shown in yellow. When users’ perceptions fall outside the “zone of tolerance,” the graph will include areas of red and green shading. If the distance between users’ minimum expectations and perceptions of service delivery is represented in red, that indicates a negative service adequacy gap score. If the distance between the desired level of service and perceptions of service delivery is represented in green, that indicates a positive service superiority gap score.

Means

The mean of a collection of numbers is their arithmetic average, computed by adding them up and dividing by their total number.

In this notebook, means are provided for users' minimum, desired, and perceived levels of service quality for each item on the LibQUAL+® survey. Means are also provided for the general satisfaction and information literacy outcomes questions.

Standard Deviation

Standard deviation is a measure of the spread of data around their mean. The standard deviation (SD) depends on calculating the average distance of each score from the mean.

In this notebook, standard deviations are provided for every mean presented in the tables.

Service Adequacy

The service adequacy gap score is calculated by subtracting the minimum score from the perceived score on any given question, for each user. Both means and standard deviations are provided for service adequacy gap scores on each item of the survey, as well as for each of the three dimensions of library service quality. In general, service adequacy is an indicator of the extent to which you are meeting the minimum expectations of your users. A negative service adequacy gap score indicates that your users' perceived level of service quality is below their minimum level of service quality and is printed in red.

Service Superiority

The service superiority gap score is calculated by subtracting the desired score from the perceived score on any given question, for each user. Both means and standard deviations are provided for service superiority gap scores on each item of the survey, as well as for each of the three dimensions of library service quality. In general, service superiority is an indicator of the extent to which you are exceeding the desired expectations of your users. A positive service superiority gap score indicates that your users' perceived level of service quality is above their desired level of service quality and is printed in green.

Sections with charts and tables are omitted from the following pages when there are three or fewer individuals in a specific group.

In consortia notebooks, institution type summaries are not shown if there is only one library for an institution type. Individual library notebooks are produced separately for each participant.

1.7 A Few Words about LibQUAL+® 2008

Libraries today confront escalating pressure to demonstrate impact. As Cullen (2001) has noted,

Academic libraries are currently facing their greatest challenge since the explosion in tertiary education and academic publishing which began after World War II... [T]he emergence of the virtual university, supported by the virtual library, calls into question many of our basic assumptions about the role of the academic library, and the security of its future. Retaining and growing their customer base, and focusing more energy on meeting their customers' expectations is the only way for academic libraries to survive in this volatile environment. (pp. 662-663)

Today, "A measure of library quality based solely on collections has become obsolete" (Nitecki, 1996, p. 181). These considerations have prompted the Association of Research Libraries (ARL) to sponsor a number of "New Measures" initiatives. The New Measures efforts represent a collective determination on the part of the ARL membership to augment the collection-count and fiscal input measures that comprise the ARL Index and ARL Statistics, to date the most consistently collected statistics for research libraries, with outcome measures such as assessments of service quality and satisfaction. One New Measures Initiative is the LibQUAL+® service (Cook, Heath & B. Thompson, 2002, 2003; Heath, Cook, Kyrillidou & Thompson, 2002; Thompson, Cook & Heath, 2003; Thompson, Cook & Thompson, 2002).

Within a service-quality assessment model, "only customers judge quality; all other judgments are **essentially irrelevant**" (Zeithaml, Parasuraman, Berry, 1990, p. 16). LibQUAL+® was modeled on the 22-item SERVQUAL tool developed by Parasuraman, Berry and Zeithaml (Parasuraman, Berry & Zeithaml, 1991). However, SERVQUAL has been shown to measure some issues not particularly relevant in libraries, and to not measure some issues of considerable interest to library users.

The final 22 LibQUAL+® items were developed through several iterations of studies involving a larger pool of 56 items. The selection of items employed in the LibQUAL+® survey has been grounded in the *users' perspective* as revealed in a series of qualitative studies involving a larger pool of items. The items were identified following qualitative research interviews with student and faculty library users at several different universities (Cook, 2002a; Cook & Heath, 2001).

LibQUAL+® is **not** just a list of 22 standardized items. First, LibQUAL+® offers libraries the ability to select five optional local service quality assessment items. Second, the survey includes a comments box soliciting open-ended user views. *Almost half of the people responding to the LibQUAL+® survey provide valuable feedback through the comments box.* These open-ended comments are helpful for not only (a) understanding **why** users provide certain ratings, but also (b) understanding **what policy changes** users suggest, because many users feel the obligation to be constructive. Participating libraries are finding the real-time access to user comments one of the most useful devices in challenging library administrators to think outside of the box and develop innovative ways for improving library services.

LibQUAL+® is one of 11 ways of listening to users, called a *total market survey*. As Berry (1995) explained,

When well designed and executed, total market surveys provide a range of information unmatched by any other method... A critical facet of total market surveys (and the reason for using the word 'total') is the measurement of competitors' service quality. This [also] requires using non-customers in the sample to rate the service of their suppliers. (p. 37)

Although (a) measuring perceptions of both users and non-users, and (b) collecting perceptions data with regard to peer institutions can provide important insights Berry recommended using multiple listening methods and emphasized that "Ongoing data collection... is a necessity. Transactional surveys, total market surveys, and employee research should always be included" (Berry, 1995, p. 54).

Score Scaling

"Perceived" scores on the 22 LibQUAL+® core items, the three subscales, and the total score, are all scaled 1 to 9, with 9 being the most favorable. Both the gap scores ("Adequacy" = "Perceived" - "Minimum"; "Superiority" = "Perceived" - "Desired") are scaled such that higher scores are more favorable. Thus, an *adequacy* gap score of +1.2 on an item, subscale, or total score is better than an adequacy gap score of +1.0. A *superiority* gap score of -0.5 on an item, subscale, or total score is better than a superiority gap score of -1.0.

Using LibQUAL+® Data

In some cases LibQUAL+® data may confirm prior expectations and library staff will readily formulate action plans to remedy perceived deficiencies. But in many cases library decision-makers will seek additional information to corroborate interpretations or to better understand the dynamics underlying user perceptions.

For example, once an interpretation is formulated, library staff might review recent submissions of users to suggestion boxes to evaluate whether LibQUAL+® data are consistent with interpretations, and the suggestion box data perhaps also provide user suggestions for remedies. User focus groups also provide a powerful way to explore problems and potential solutions. A university-wide retreat with a small-group facilitated discussion to solicit suggestions for improvement is another follow-up mechanism that has been implemented in several LibQUAL+® participating libraries.

Indeed, the open-ended comments gathered as part of LibQUAL+® are themselves useful in fleshing out insights into perceived library service quality. Respondents often use the comments box on the survey to make constructive suggestions on specific ways to address their concerns. Qualitative analysis of these comments can be very fruitful. In short, LibQUAL+® is not 22 items. LibQUAL+® is 22 items plus a comments box!

Cook (2002b) provided case study reports of how staff at various libraries have employed data from prior renditions of LibQUAL+®. Heath, Kyrillidou, and Askew edited a special issue of the *Journal of Library Administration* (Vol. 40, No. 3/4) reporting additional case studies on the use of LibQUAL+® data to aid the improvement of library service quality. This special issue has also been published by Hayworth Press as a monograph. These publications can be ordered by sending an email to libqual@arl.org.

2008 Data Screening

The 22 LibQUAL+® core items measure perceptions of total service quality, as well as three sub-dimensions of perceived library quality: (a) *Service Affect* (9 items, such as "willingness to help users"); (b) *Information Control* (8 items, such as "a library Web site enabling me to locate information on my own" and "print and/or electronic journal collections I require for my work"); and (c) *Library as Place* (5 items, such as "a getaway for study, learning, or research").

However, as happens in any survey, in 2008 some users provided incomplete data, inconsistent data, or both. In compiling the summary data reported here, several criteria were used to determine which respondents to omit from

these analyses.

1. Complete Data. The Web software that presents the 22 core items monitors whether a given user has completed all items. On each of these items, in order to submit the survey successfully, users must provide a rating of (a) minimally-acceptable service, (b) desired service, and (c) perceived service or rate the item "not applicable" ("N/A"). If these conditions are not met, when the user attempts to leave the Web page presenting the 22 core items, the software shows the user where missing data are located, and requests complete data. The user may of course abandon the survey without completing all the items. *Only records with complete data on the 22 items and where respondents chose a "user group," if applicable, were retained in summary statistics.*

2. Excessive "N/A" Responses. Because some institutions provided access to a lottery drawing for an incentive (e.g., a iPod) for completing the survey, some users might have selected "N/A" choices for all or most of the items rather than reporting their actual perceptions. Or, some users may have views on such a narrow range of quality issues that their data are not very informative. *In this survey it was decided that records containing more than 11 "N/A" responses should be eliminated from the summary statistics.*

3. Excessive Inconsistent Responses. On the LibQUAL+® survey, user perceptions can be interpreted by locating "perceived" results within the "zone of tolerance" defined by data from the "minimum" and the "desired" ratings. For example, a mean "perceived" rating of 7.5 on the 1-to-9 (9 is highest) scale might be very good if the mean "desired" rating is 6.0. But a 7.5 perception score is less satisfactory if the mean "desired" rating is 8.6, or if the mean "minimum" rating is 7.7.

One appealing feature of such a "gap measurement model" is that the rating format provides a check for inconsistencies (i.e., score inversions) in the response data (Thompson, Cook & Heath, 2000). Logically, on a given item the "minimum" rating should not be higher than the "desired" rating on the same item. For each user a count of such inconsistencies, ranging from "0" to "22," was made. *Records containing more than 9 logical inconsistencies were eliminated from the summary statistics.*

LibQUAL+® Norms

An important way to interpret LibQUAL+® data is by examining the zones of tolerance for items, the three subscale scores, and the total scores. However, the collection of such a huge number of user perceptions has afforded us with the unique opportunity to create norms tables that provide yet another perspective on results.

Norms tell us how scores "stack up" within a particular user group. For example, on the 1-to-9 (9 is highest) scale, users might provide a mean "perceived" rating of 6.5 on an item, "the printed library materials I need for my work." The same users might provide a mean rating on "minimum" for this item of 7.0, and a mean service-adequacy "gap score" (i.e., "perceived" minus "minimum") of -0.5.

The zone-of-tolerance perspective suggests that this library is not doing well on this item, because "perceived" falls below "minimally acceptable." This is important to know. But there is also a second way (i.e., normatively) to interpret the data. Both perspectives can be valuable.

A total market survey administered to more than 100,000 users, as was LibQUAL+® in 2004 and 2005, affords the opportunity to ask normative questions such as, "How does a mean 'perceived' score of 6.5 stack up among all individual users who completed the survey?", or "How does a mean service-adequacy gap score of -0.5 stack up among the gap scores of all institutions participating in the survey?"

If 70 percent of individual users generated "perceived" ratings lower than 6.5, 6.5 might not be so bad. And if 90 percent of institutions had service-adequacy gap scores lower than -0.5 (e.g., -0.7, -1.1), a mean gap score of -0.5 might actually be quite good. Users simply may have quite high expectations in this area. They may also communicate their dissatisfaction by rating both (a) "perceived" lower and (b) "minimum" higher.

This does not mean that a service-adequacy gap score of -0.5 is necessarily a cause for celebration. But a service-adequacy gap score of -0.5 on an item for which 90 percent of institutions have a lower gap score is a different gap score than the same -0.5 for a different item in which 90 percent of institutions have a higher service-adequacy gap score.

Only norms give us insight into this comparative perspective. And a local user-satisfaction survey (as against a total market survey) can never provide this insight.

Common Misconception Regarding Norms. An unfortunate and incorrect misconception is that norms make value statements. Norms do not make value statements! Norms make fact statements. If you are a forest ranger, and you make \$25,000 a year, a norms table might inform you of the fact that you make less money than 85 percent of the adults in the United States.

But if you love the outdoors, you do not care very much about money, and you are very service-oriented, this fact statement might not be relevant to you. Or, in the context of your values, you might interpret this fact as being quite satisfactory.

LibQUAL+® Norms Tables. Of course, the fact statements made by the LibQUAL+® norms are only valuable if you care about the dimensions being evaluated by the measure. More background on LibQUAL+® norms is provided by Cook and Thompson (2001), and Cook, Heath and B. Thompson (2002). We do not publish norms on an annual basis any more as research indicates a remarkable stability of norms over time (see Thompson, Cook and Kyrillidou, 2005). LibQUAL+® norms for earlier years are available on the Web at the following URLs:

<<http://www.coe.tamu.edu/~bthompson/libq2005.htm>>

<<http://www.coe.tamu.edu/~bthompson/libq2004.htm>>

Response Rates

At the American Library Association (ALA) Midwinter Meeting in San Antonio in January 2000, participants were cautioned that response rates on the final LibQUAL+® survey would probably range from 25-33 percent. Higher response rates can be realized (a) with shorter surveys that (b) are directly action-oriented (Cook, Heath & R.L. Thompson, 2000). For example, a very high response rate could be realized by a library director administering the following one-item survey to users:

Instructions. Please tell us what time to close the library every day. In the future **we will close at whatever time receives the most votes.**

Should we close the library at?

(A) 10 p.m. (B) 11 p.m. (C) midnight (D) 2 p.m.

Lower response rates will be expected for total market surveys measuring general perceptions of users across

institutions, and when an intentional effort is made to solicit perceptions of both users and non-users. Two considerations should govern the evaluation of LibQUAL+® response rates.

Minimum Response Rates. Response rates are computed by dividing the number of completed surveys at an institution by the number of persons asked to complete the survey. However, we do not know the actual response rates on LibQUAL+®, because we do not know the correct denominators for these calculations.

For example, given inadequacy in records at schools, we are not sure how many e-mail addresses for users are accurate. And we do not know how many messages to invite participation were actually opened. In other words, what we know for LibQUAL+® is the "lower-bound estimate" of response rates.

For example, if 200 out of 800 solicitations result in completed surveys, we know that the response rate is at least 25 percent. But because we are not sure whether 800 e-mail addresses were correct or that 800 e-mail messages were opened, we are not sure that 800 is the correct denominator. The response rate involving only correct e-mail addresses might be 35 or 45 percent. We don't know the exact response rate.

Representativeness Versus Response Rate. If 100 percent of the 800 people we randomly selected to complete our survey did so, then we can be assured that the results are representative of all users. But if only 25 percent of the 800 users complete the survey, the representativeness of the results is not assured. Nor is unrepresentativeness assured.

Representativeness is actually a matter of degree. And several institutions each with 25 percent response rates may have data with different degrees of representativeness.

We can never be sure about how representative our data are as long as not everyone completes the survey. But we can at least address this concern by comparing the demographic profiles of survey completers with the population (Thompson, 2000). At which university below would one feel more confident that LibQUAL+® results were reasonably representative?

Alpha University

Completers (n=200 / 800)

Gender

Students 53% female

Faculty 45% female

Disciplines

Liberal Arts 40%

Science 15%

Other 45%

Population (N=16,000)

Gender

Students 51% female

Faculty 41% female

Disciplines

Liberal Arts 35%

Science 20%

Other 45%

Omega University

Completers (n=200 / 800)

Gender

Students 35% female

Faculty 65% female

Disciplines

Liberal Arts 40%

Science 20%

Other 40%

Population (N=23,000)

Gender

Students 59% female

Faculty 43% female

Disciplines

Liberal Arts 15%

Science 35%

Other 50%

The persuasiveness of such analyses is greater as the number of variables used in the comparisons is greater. The LibQUAL+® software has been expanded to automate these comparisons and to output side-by-side graphs and

tables comparing sample and population profiles for given institutions. Show these to people who question result representativeness.

However, one caution is in order regarding percentages. When total n is small for an institution, or within a particular subgroup, huge changes in percentages can result from very small shifts in numbers.

LibQUAL+® Interactive Statistics

In addition to the institution and group notebooks and the norms, LibQUAL+® had provided an experimental interactive environment for data analysis where institutions could mine institutional data for peer comparisons in 2003 and 2004. The LibQUAL+® Interactive Statistics for these years includes graphing capabilities for all LibQUAL+® scores (total and dimension scores) for each individual institution or groups of institutions. Graphs may be generated in either JPEG format for presentation purposes or flash format that includes more detailed information for online browsing. Tables may also be produced in an interactive fashion for one or multiple selections of variables for all individual institutions or groups of participating institutions. **Our goal is to integrate this capability into the LibQUAL+® Analytics.**

LibQUAL+® Analytics

The LibQUAL+® Analytics is a new tool that permits participants to dynamically create institution-specific tables and charts for different subgroups and across years. The current interface grants access to 2004 to the most current statistical data and has two sections:

- (a) **Institution Explorer** includes a summary of all questions and dimension means for any combination of user groups and disciplines.
- (b) **Longitudinal Analysis** allows participants to perform longitudinal comparisons of their data across survey years.

These two functionalities are only the beginning of our effort to provide more customized analysis. More features are in development based on feedback we receive from our participants.

Survey Data

In addition to the notebooks, the norms, the Interactive Statistics, and the Analytics, LibQUAL+® also makes available (a) raw survey data in SPSS at the request of participating libraries, (b) raw survey data in Excel for all participating libraries, and (c) survey comments that can be downloaded to Excel or text format from the Web site.. Additional training using the SPSS data file is available as a follow-up workshop and through the Service Quality Evaluation Academy (see below), which also offers training on analyzing qualitative data.

We continually analyze and publish findings from these data that highlight important aspects of the findings (see Thompson, Kyrillidou & Cook, 2008) as well as new communities and types of libraries that have joined the project (see Thompson, Kyrillidou & Cook, 2007).

ARL Service Quality Evaluation Academy

LibQUAL+® is an important tool in the New Measures toolbox that librarians can use to improve service quality. But, even more fundamentally, the LibQUAL+® initiative is more than a single tool. LibQUAL+® is an effort to create a culture of data-driven service quality assessment and service quality improvement within libraries.

Such a culture must be informed by more than one tool, and by more than only one of the 11 ways of listening to

users. To facilitate a culture of service quality assessment, and to facilitate more informed usage of LibQUAL+® data, the Association of Research Libraries has created the ARL Service Quality Evaluation Academy. For more information about the Academy, see the LibQUAL+® events page at

[<http://www.libqual.org/Events/index.cfm>](http://www.libqual.org/Events/index.cfm)

The intensive, five-day Academy teaches both qualitative and quantitative skills that library staff can use to evaluate and generate service-quality assessment information. The Academy is one more resource for library staff who would like to develop enhanced service-quality assessment skills.

For more information, about LibQUAL+® or the Association of Research Libraries' Statistics and Measurement program, see:

[<http://www.libqual.org/>](http://www.libqual.org/)

[<http://www.statsqual.org/>](http://www.statsqual.org/)

[<http://www.arl.org/stats/>](http://www.arl.org/stats/)

References

- Berry, Leonard L. *On Great Service: A Framework For Action*. New York: The Free Press, 1995.
- Cook, Colleen C., Fred Heath, and Bruce Thompson. LibQUAL+™ from the UK Perspective. 5th Northumbria International Conference Proceedings, Durham, UK, July, 2003.
- Cook, Colleen C. (Guest Ed.). "Library Decision-Makers Speak to Their Uses of Their LibQUAL+™ Data: Some LibQUAL+™ Case Studies." *Performance Measurement and Metrics*, 3 (2002b).
- Cook, Colleen C. "A Mixed-Methods Approach to the Identification and Measurement of Academic Library Service Quality Constructs: LibQUAL+™." (PhD diss., Texas A&M University, 2001) *Dissertation Abstracts International*, 62 (2002A): 2295A (University Microfilms No. AAT3020024).
- Cook, Colleen C., and Fred Heath. "Users' Perceptions of Library Service Quality: A 'LibQUAL+™' Qualitative Study." *Library Trends*, 49 (2001): 548-84.
- Cook, Colleen C., Fred Heath, and Bruce Thompson. "'Zones of tolerance' in Perceptions of Library Service Quality: A LibQUAL+™ Study." *portal: Libraries and the Academy*, 3 (2003): 113-123.
- Cook, Colleen C., Fred Heath and Bruce Thompson.. "Score Norms for Improving Library Service Quality: A LibQUAL+™ Study." *portal: Libraries and the Academy*, 2 (2002): 13-26.
- Cook, Colleen C., Fred Heath, and Russell L. Thompson. "A Meta-Analysis of Response Rates in Web- or Internet-based Surveys." *Educational and Psychological Measurement*, 60 (2000): 821-36.
- Cook, Colleen C., and Bruce Thompson. "Psychometric Properties of Scores from the Web-based LibQUAL+™ Study of Perceptions of Library Service Quality." *Library Trends*, 49 (2001): 585-604.
- Cullen, Rowena. "Perspectives on User Satisfaction Surveys." *Library Trends*, 49 (2002): 662-86.

- Heath, Fred, Martha Kyrillidou, and Consuella A. Askew (Guest Eds.). "Libraries Report on Their LibQUAL+® Findings: From Data to Action." *Journal of Library Administration* 40 (3/4) (2004).
- Heath, Fred, Colleen C. Cook, Martha Kyrillidou, and Bruce Thompson. "ARL Index and Other Validity Correlates of LibQUAL+™ Scores." *portal: Libraries and the Academy*, 2 (2002): 27-42.
- Kyrillidou, Martha. The Globalization of Library Assessment and the Role of LibQUAL+®. From Library Science to Information Science: Studies in Honor of G. Kakouri (Athens, Greece: Tipothito-Giorgos Dardanos, 2005). [In Greek]
- Kyrillidou, Martha. "Library Assessment As A Collaborative Enterprise." *Resource Sharing and Information Networks*, 18 ½ (2005-2006): 73-87.
- Kyrillidou, Martha. "Measuring Library Service Quality: A Perceived Outcome for Libraries. This chapter appears in *Revisiting Outcomes Assessment in Higher Education*. Edited by Peter Hernon, Robert E. Dugan, and Candy Schwartz (Westport, CT: Library Unlimited, 2006): 351-66.
- Kyrillidou, Martha, Terry Olshen, Fred Heath, Claude Bonnelly, and Jean-Pierre Côte. "Cross-Cultural Implementation of LibQUAL+™: the French Language Experience. *5th Northumbria International Conference Proceedings* (Durham, UK, 2003): 193-99.
- Kyrillidou, Martha and Mark Young. ARL Statistics 2005-06. Washington, DC: Association of Research Libraries, 2008.
- Nitecki, Danuta, A. "Changing the Concept and Measure of Service Quality in Academic Libraries." *The Journal of Academic Librarianship*, 22 (1996): 181-90.
- Parasuraman, A., Leonard Berry, and Valerie Zeithaml. "Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing*, 67 (1991): 420-50.
- Thompson, Bruce. "Representativeness Versus Response Rate: It Ain't the Response Rate!." Paper presented at the Association of Research Libraries (ARL) Measuring Service Quality Symposium on the New Culture of Assessment: Measuring Service Quality, Washington, DC, October 2002.
- Thompson, Bruce, Colleen C. Cook, and Fred Heath. "The LibQUAL+™ Gap Measurement Model: The Bad, the Ugly, and the Good of Gap Measurement." *Performance Measurement and Metrics*, 1 (2002): 165-78.
- Thompson, Bruce, Colleen C. Cook, and Fred Heath. "Structure of Perceptions of Service Quality in Libraries: A LibQUAL+™ Study." *Structural Equation Modeling*, 10 (2003): 456-464.
- Thompson, Bruce, Colleen C. Cook, and Russell L. Thompson. Reliability and Structure of LibQUAL+™ Scores: Measuring Perceived Library Service Quality. *portal: Libraries and the Academy*, 2 (2002): 3-12.
- Thompson, Bruce, Colleen C. Cook, and Martha Kyrillidou. "Library Users' Service Desires: A LibQUAL+® Study." *The Library Quarterly*, 78(1) (2008): 1-18.
- Thompson, Bruce, Colleen C. Cook, and Martha Kyrillidou. "User Library Service Expectations in Health Science vs. Other Settings: A LibQUAL+® Study". *Health Information and Libraries Journal*, 24(Supplement 1)

(2007): 38-45.

Thompson, Bruce, Colleen C. Cook, and Martha Kyrillidou. "Using Localized Survey Items to Augment Standardized Benchmarking Measures: A LibQUAL+® Study. *portal: Libraries and the Academy*, 6(2) (2006): 219-30.

Thompson, Bruce, Colleen C. Cook, and Martha Kyrillidou. "How Can You Evaluate the Integrity of Your Library Assessment Data: Intercontinental LibQUAL+® Analysis Used as Concrete Heuristic Examples." Paper presented at the Library Assessment Conference: Building Effective, Sustainable, and Practical Assessment, Charlottesville, VA, August 4-6, 2006.

Thompson, Bruce, Colleen C. Cook, and Martha Kyrillidou. "Stability of Library Service Quality Benchmarking Norms Across Time and Cohorts: A LibQUAL+® Study." Paper presented at the Asia-Pacific Conference of Library and Information Education and Practice (A-LIEP), Singapore, April 3-4 2006. <<http://www.coe.tamu.edu/~bthompson/libq2005.htm#1>>.

Thompson, Bruce, Colleen C. Cook, and Martha Kyrillidou. Concurrent Validity of LibQUAL+® Scores: What Do LibQUAL+® Scores Measure? *Journal of Academic Librarianship*, 31 (2005): 517-22.

Zeithaml, Valerie, A. Parasuraman, and Leonard L. Berry. *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. New York: Free Press, 1990.

1.8 Library Statistics for University of North Texas

The statistical data below were provided by the participating institution in the online Representativeness* section. Definitions for these items can be found in the *ARL Statistics*: <<http://www.arl.org/stats/>>.

Note: Participating institutions were not required to complete the Representativeness section. When statistical data is missing or incomplete, it is because this data was not provided.

Volumes held : **2,095,666**

Volumes added during year - Gross : **37,877**

Total number of serial titles currently received, : **29,323**

Total library expenditures (in U.S. \$) : **13,364,400**

Personnel - professional staff, FTE : **48**

Personnel - support staff, FTE : **83**

1.9 Contact Information for University of North Texas

The person below served as the institution's primary LibQUAL+® liaison during this survey implementation.

Name: **Diane Wahl**

Title: **Librarian for Planning, Assessment, and Training**

Address: **1506 W. Highland St.
Denton, Texas 76203-5190
USA**

Phone: **940-891-6897**

Email: **diane.wahl@unt.edu**

2 Demographic Summary for University of North Texas

2.1 Respondents by User Group

User Group	Respondent n	Respondent %
Undergraduate:		
First year	378	14.91%
Second year	325	12.82%
Third year	494	19.48%
Fourth year	386	15.22%
Fifth year and above	215	8.48%
Non-degree	2	0.08%
Sub Total:	1,800	70.98%
Graduate:		
Masters	472	18.61%
Doctoral	232	9.15%
Non-degree or Undecided	29	1.14%
Sub Total:	733	28.90%
Faculty:		
Adjunct Faculty	0	0.00%
Assistant Professor	0	0.00%
Associate Professor	0	0.00%
Lecturer	0	0.00%
Professor	0	0.00%
Other Academic Status	0	0.00%
Sub Total:	0	0.00%
Library Staff:		
Administrator	0	0.00%
Manager, Head of Unit	0	0.00%
Public Services	1	0.04%
Systems	0	0.00%
Technical Services	0	0.00%
Other	0	0.00%
Sub Total:	1	0.04%
Staff:		
Research Staff	1	0.04%
Other Staff Positions	1	0.04%
Sub Total:	2	0.08%
Total:	2,536	100.00%

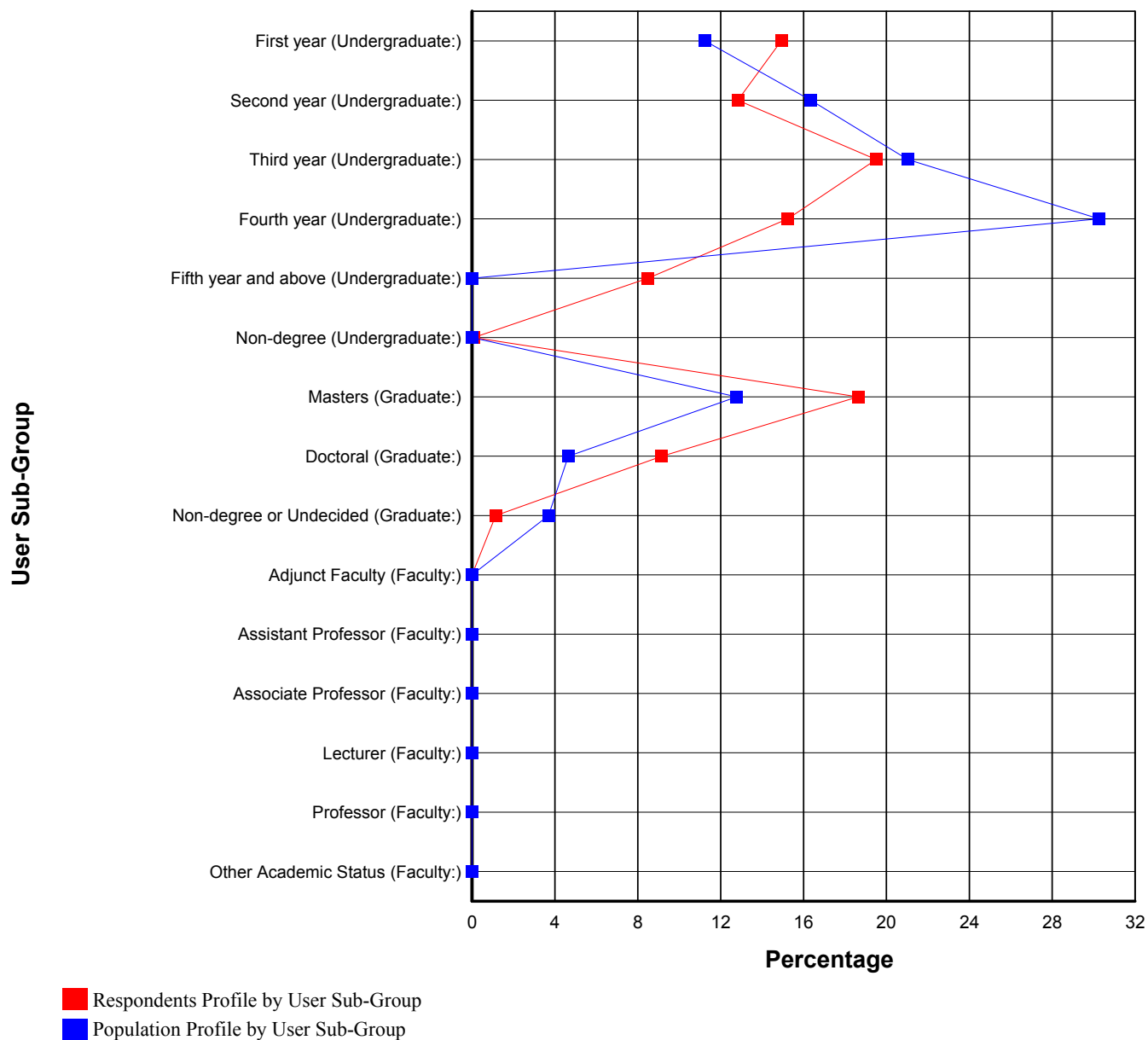
Language: English (American)
 Institution Type: College or University
 Consortium: None
 User Group: All

2.2 Population and Respondents by User Sub-Group

The chart and table below show a breakdown of survey respondents by sub-group (e.g. First year, Masters, Professor), based on user responses to the demographic questions at the end of the survey instrument and the demographic data provided by institutions in the online Representativeness section*.

The chart maps the percentage of respondents for each user subgroup in red. Population percentages for each user subgroup are mapped in blue. The table shows the number and percentage for each user sub-group for the general population (N) and for survey respondents (n).

**Note: Participating institutions were not required to complete the Representativeness section. When population data is missing or incomplete, it is because this data was not provided.*



Language: English (American)
 Institution Type: College or University
 Consortium: None
 User Group: All (Excluding Library Staff, Staff)

User Sub-Group	Population N	Population %	Respondents n	Respondents %	%N - %n
First year (Undergraduate:)	3,629	11.25	378	14.92	-3.67
Second year (Undergraduate:)	5,275	16.35	325	12.83	3.52
Third year (Undergraduate:)	6,784	21.03	494	19.50	1.53
Fourth year (Undergraduate:)	9,760	30.26	386	15.24	15.02
Fifth year and above (Undergraduate:)	0	0.00	215	8.49	-8.49
Non-degree (Undergraduate:)	0	0.00	2	0.08	-0.08
Masters (Graduate:)	4,121	12.78	472	18.63	-5.86
Doctoral (Graduate:)	1,497	4.64	232	9.16	-4.52
Non-degree or Undecided (Graduate:)	1,191	3.69	29	1.14	2.55
Adjunct Faculty (Faculty:)	0	0.00	0	0.00	0.00
Assistant Professor (Faculty:)	0	0.00	0	0.00	0.00
Associate Professor (Faculty:)	0	0.00	0	0.00	0.00
Lecturer (Faculty:)	0	0.00	0	0.00	0.00
Professor (Faculty:)	0	0.00	0	0.00	0.00
Other Academic Status (Faculty:)	0	0.00	0	0.00	0.00
Total:	32,257	100.00%	2,533	100.00%	0.00%

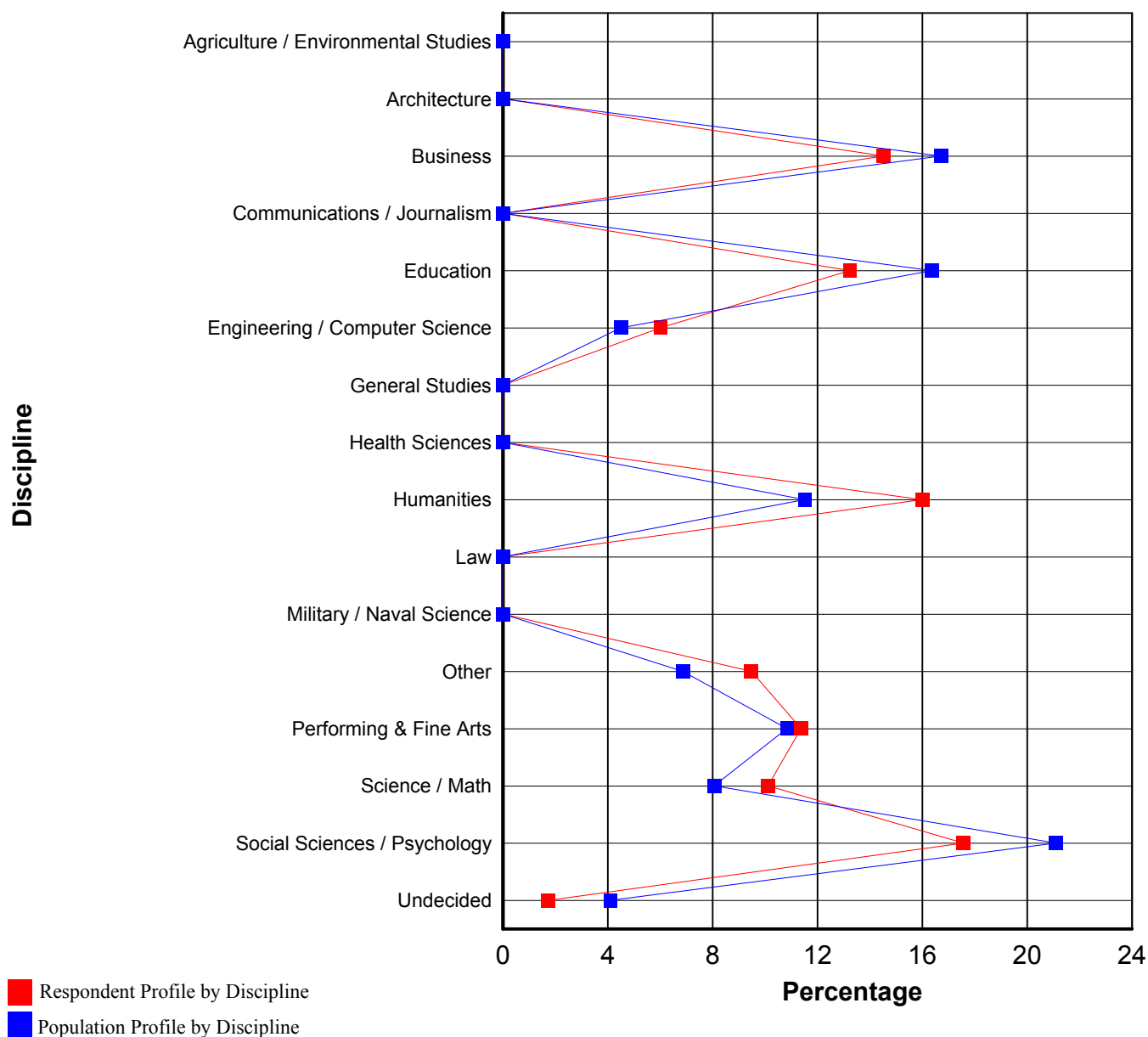
Language: English (American)
 Institution Type: College or University
 Consortium: None
 User Group: All (Excluding Library Staff, Staff)

2.3 Population and Respondents by Standard Discipline

The chart and table below show a breakdown of survey respondents by discipline, based on user responses to the demographic questions and the demographic data provided by institutions in the online Representativeness section*.

This section shows survey respondents broken down based on the LibQUAL+® standard discipline categories. The chart maps percentage of respondents for each discipline in red. Population percentages for each discipline are mapped in blue. The table shows the number and percentage for each discipline, for the general population (N) and for survey respondents (n).

**Note: Participating institutions were not required to complete the Representativeness section. When population data is missing or incomplete, it is because this data was not provided.*



Language: English (American)
Institution Type: College or University
Consortium: None
User Group: All (Excluding Library Staff, Staff)

Discipline	Population N	Population %	Respondents n	Respondents %	%N - %n
Agriculture / Environmental Studies	0	0.00	0	0.00	0.00
Architecture	0	0.00	0	0.00	0.00
Business	5,389	16.71	368	14.53	2.18
Communications / Journalism	0	0.00	0	0.00	0.00
Education	5,278	16.36	335	13.23	3.14
Engineering / Computer Science	1,450	4.50	152	6.00	-1.51
General Studies	0	0.00	0	0.00	0.00
Health Sciences	0	0.00	0	0.00	0.00
Humanities	3,712	11.51	405	15.99	-4.48
Law	0	0.00	0	0.00	0.00
Military / Naval Science	0	0.00	0	0.00	0.00
Other	2,211	6.85	240	9.47	-2.62
Performing & Fine Arts	3,494	10.83	288	11.37	-0.54
Science / Math	2,597	8.05	256	10.11	-2.06
Social Sciences / Psychology	6,806	21.10	445	17.57	3.53
Undecided	1,320	4.09	44	1.74	2.36
Total:	32,257	100.00%	2,533	100.00%	0.00%

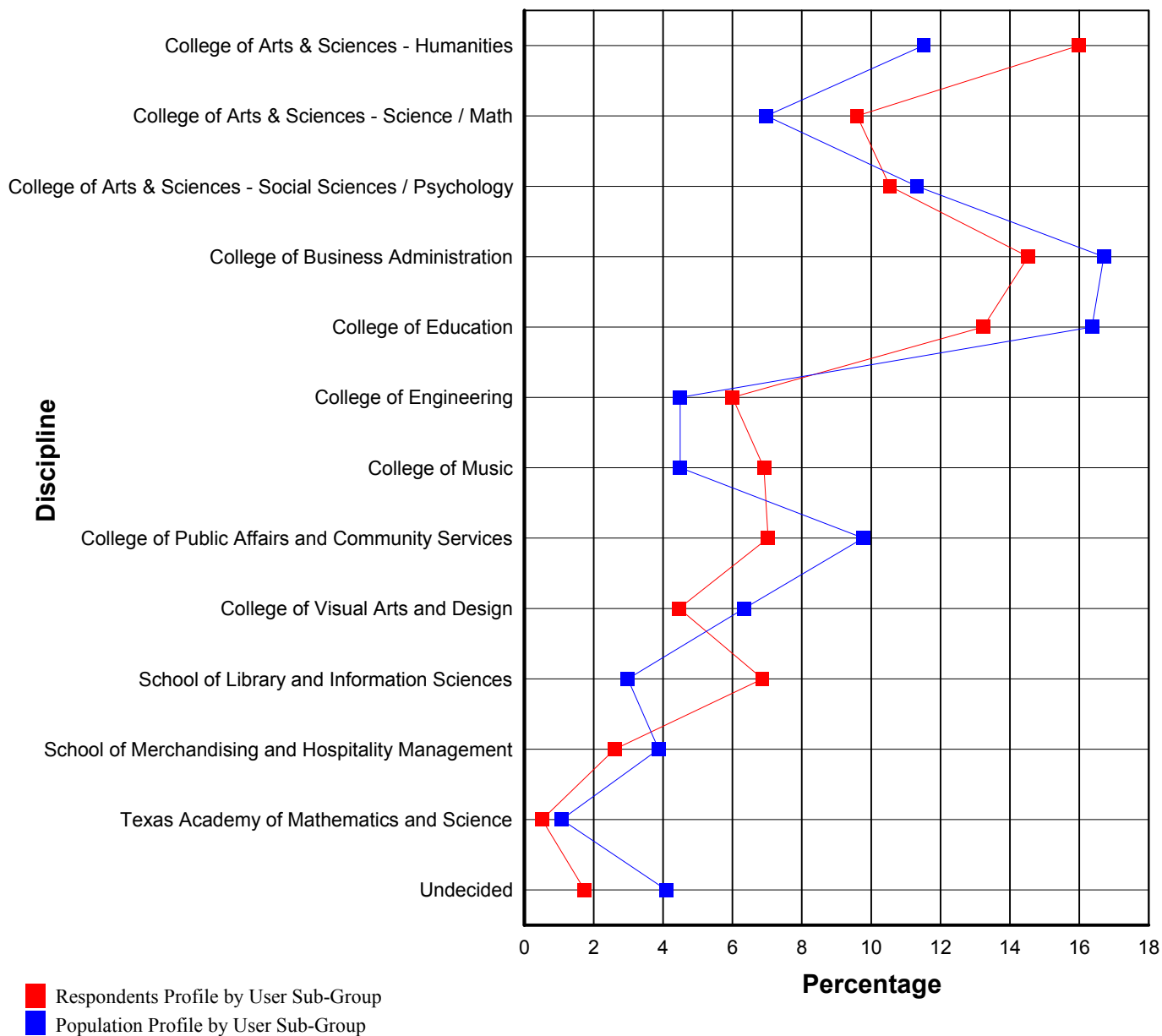
Language: English (American)
 Institution Type: College or University
 Consortium: None
 User Group: All (Excluding Library Staff, Staff)

2.4 Population and Respondents by Customized Discipline

The chart and table below show a breakdown of survey respondents by discipline, based on user responses to the demographic questions and the demographic data provided by institutions in the online Representativeness section*.

This section shows survey respondents broken down based on the customized discipline categories supplied by the participating library. The chart maps percentage of respondents for each discipline in red. Population percentages for each discipline are mapped in blue. The table shows the number and percentage for each discipline, for the general population (N) and for survey respondents (n).

**Note: Participating institutions were not required to complete the Representativeness section. When population data is missing or incomplete, it is because this data was not provided.*



Language: English (American)
Institution Type: College or University
Consortium: None
User Group: All (Excluding Library Staff, Staff)

Discipline	Population N	Population %	Respondents n	Respondents %	%N - %n
College of Arts & Sciences - Humanities	3,712	11.51	405	15.99	-4.48
College of Arts & Sciences - Science / Math	2,251	6.98	243	9.59	-2.62
College of Arts & Sciences - Social Sciences / Psychology	3,653	11.32	267	10.54	0.78
College of Business Administration	5,389	16.71	368	14.53	2.18
College of Education	5,278	16.36	335	13.23	3.14
College of Engineering	1,450	4.50	152	6.00	-1.51
College of Music	1,449	4.49	175	6.91	-2.42
College of Public Affairs and Community Services	3,153	9.77	178	7.03	2.75
College of Visual Arts and Design	2,045	6.34	113	4.46	1.88
School of Library and Information Sciences	962	2.98	174	6.87	-3.89
School of Merchandising and Hospitality Management	1,249	3.87	66	2.61	1.27
Texas Academy of Mathematics and Science	346	1.07	13	0.51	0.56
Undecided	1,320	4.09	44	1.74	2.36
Total:	32,257	100.00%	2,533	100.00%	0.00%

Language: English (American)
 Institution Type: College or University
 Consortium: None
 User Group: All (Excluding Library Staff, Staff)

2.5 Respondent Profile by Answer to the Question: The library that you use most often:

The library that you use most often:	Respondents n	Respondents %
Willis Library	1,674	66.06%
Media Library	136	5.37%
Music Library (Willis)	168	6.63%
Research Park Library	62	2.45%
Science and Technology Library	189	7.46%
Dallas Campus Library	73	2.88%
Only use UNT online library services	218	8.60%
Do not use UNT Libraries	14	0.55%
Total:	2,534	100.00%

2.6 Respondent Profile by Age:

This table shows a breakdown of survey respondents by age; both the number of respondents (n) and the percentage of the total number of respondents represented by each age group are displayed.

Age:	Respondents n	Respondents %
Under 18	16	0.63%
18 - 22	1,325	52.27%
23 - 30	741	29.23%
31 - 45	339	13.37%
46 - 65	113	4.46%
Over 65	1	0.04%
Total:	2,535	100.00%

2.7 Respondent Profile by Sex:

The table below shows a breakdown of survey respondents by sex, based on user responses to the demographic questions and the demographic data provided by institutions in the online Representativeness section*. The number and percentage for each sex are given for the general population and for survey respondents.

*Note: Participating institutions were not required to complete the Representativeness section. When population data is missing or incomplete, it is because this data was not provided.

Sex:	Respondents n	Respondents %
Female	1,513	59.68%
Male	1,022	40.32%
Total:	2,535	100.00%

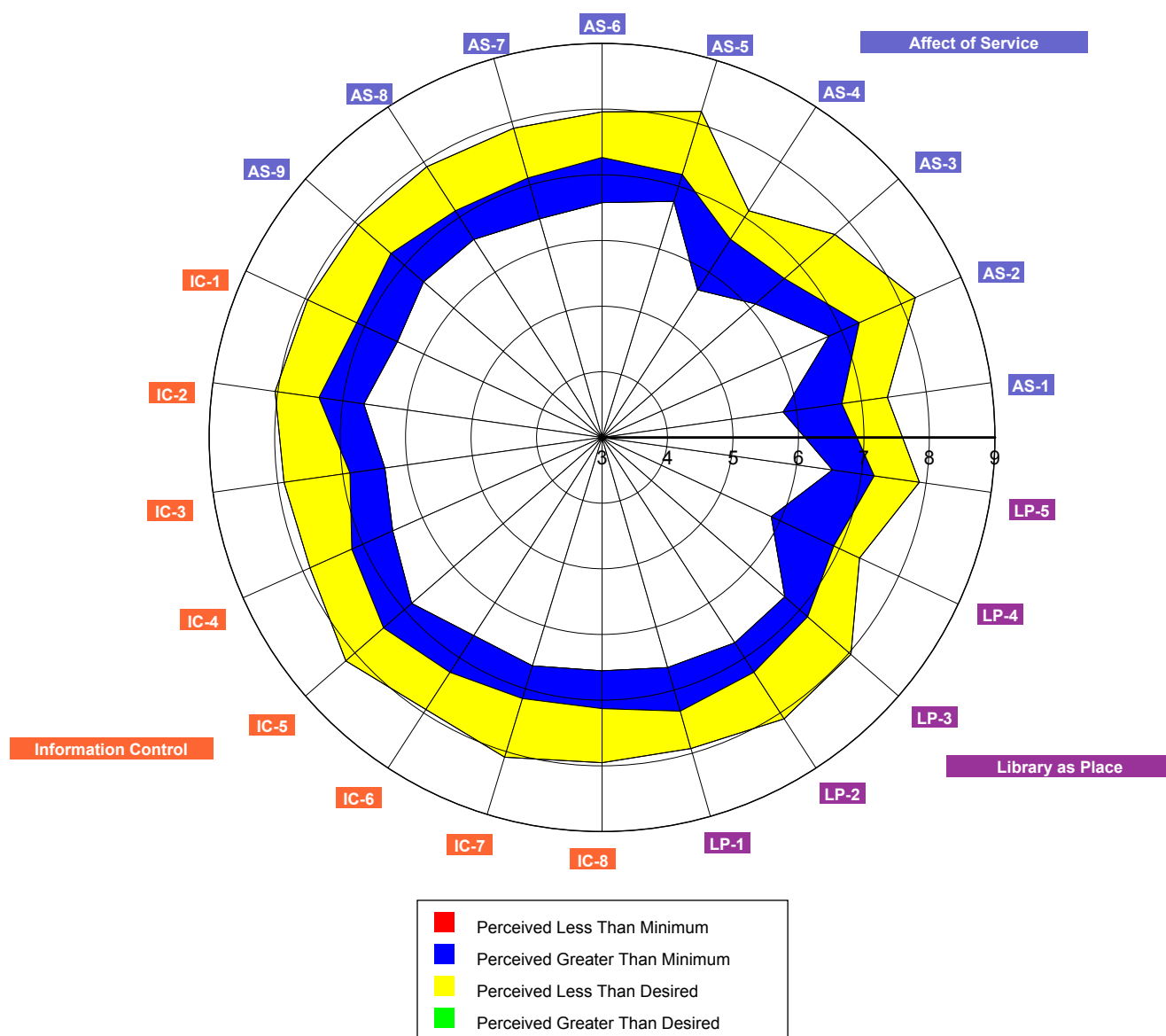
3. Survey Item Summary for University of North Texas

3.1 Core Questions Summary

This radar chart shows the aggregate results for the core survey questions. Each axis represents one question. A code to identify each question is displayed at the outer point of each axis. While questions for each dimension of library service quality are scattered randomly throughout the survey, on this chart they are grouped into sections: Affect of Service, Information Control, and Library as Place.

On each axis, respondents' minimum, desired, and perceived levels of service quality are plotted, and the resulting "gaps" between the three levels (representing service adequacy or service superiority) are shaded in blue, yellow, green, and red.

The following two tables show mean scores and standard deviations for each question, where n is the number of respondents for each particular question. (For a more detailed explanation of the headings, see the Introduction to this notebook.)



Language: English (American)
 Institution Type: College or University
 Consortium: None
 User Group: All (Excluding Library Staff)

ID	Question Text	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service							
AS-1	Employees who instill confidence in users	5.80	7.40	6.70	0.90	-0.70	1,078
AS-2	Giving users individual attention	5.68	7.12	6.60	0.92	-0.52	1,081
AS-3	Employees who are consistently courteous	6.58	7.96	7.27	0.69	-0.69	1,127
AS-4	Readiness to respond to users' questions	6.61	7.94	7.27	0.66	-0.66	1,059
AS-5	Employees who have the knowledge to answer user questions	6.67	8.04	7.37	0.69	-0.67	1,057
AS-6	Employees who deal with users in a caring fashion	6.50	7.88	7.18	0.68	-0.70	2,419
AS-7	Employees who understand the needs of their users	6.60	7.94	7.26	0.67	-0.68	1,102
AS-8	Willingness to help users	6.64	7.93	7.34	0.69	-0.59	1,034
AS-9	Dependability in handling users' service problems	6.56	7.90	7.20	0.64	-0.70	982
Information Control							
IC-1	Making electronic resources accessible from my home or office	6.80	8.24	7.30	0.50	-0.94	1,197
IC-2	A library Web site enabling me to locate information on my own	6.76	8.19	7.19	0.43	-1.00	1,177
IC-3	The printed library materials I need for my work	6.47	7.90	7.11	0.65	-0.79	1,077
IC-4	The electronic information resources I need	6.45	7.96	7.14	0.69	-0.83	2,488
IC-5	Modern equipment that lets me easily access needed information	6.85	8.19	7.42	0.57	-0.76	1,186
IC-6	Easy-to-use access tools that allow me to find things on my own	6.64	8.09	7.16	0.52	-0.93	1,163
IC-7	Making information easily accessible for independent use	6.73	8.11	7.26	0.54	-0.84	1,155
IC-8	Print and/or electronic journal collections I require for my work	6.70	8.04	7.16	0.46	-0.88	1,151
Library as Place							
LP-1	Library space that inspires study and learning	6.10	7.71	6.69	0.59	-1.02	2,403
LP-2	Quiet space for individual activities	6.60	7.92	7.12	0.52	-0.80	1,095
LP-3	A comfortable and inviting location	6.35	7.91	6.89	0.54	-1.02	1,176
LP-4	A getaway for study, learning, or research	6.55	7.95	7.13	0.57	-0.82	1,010
LP-5	Community space for group learning and group study	5.85	7.34	6.91	1.05	-0.43	965
Overall:		6.07	7.48	6.66	0.59	-0.82	2,535

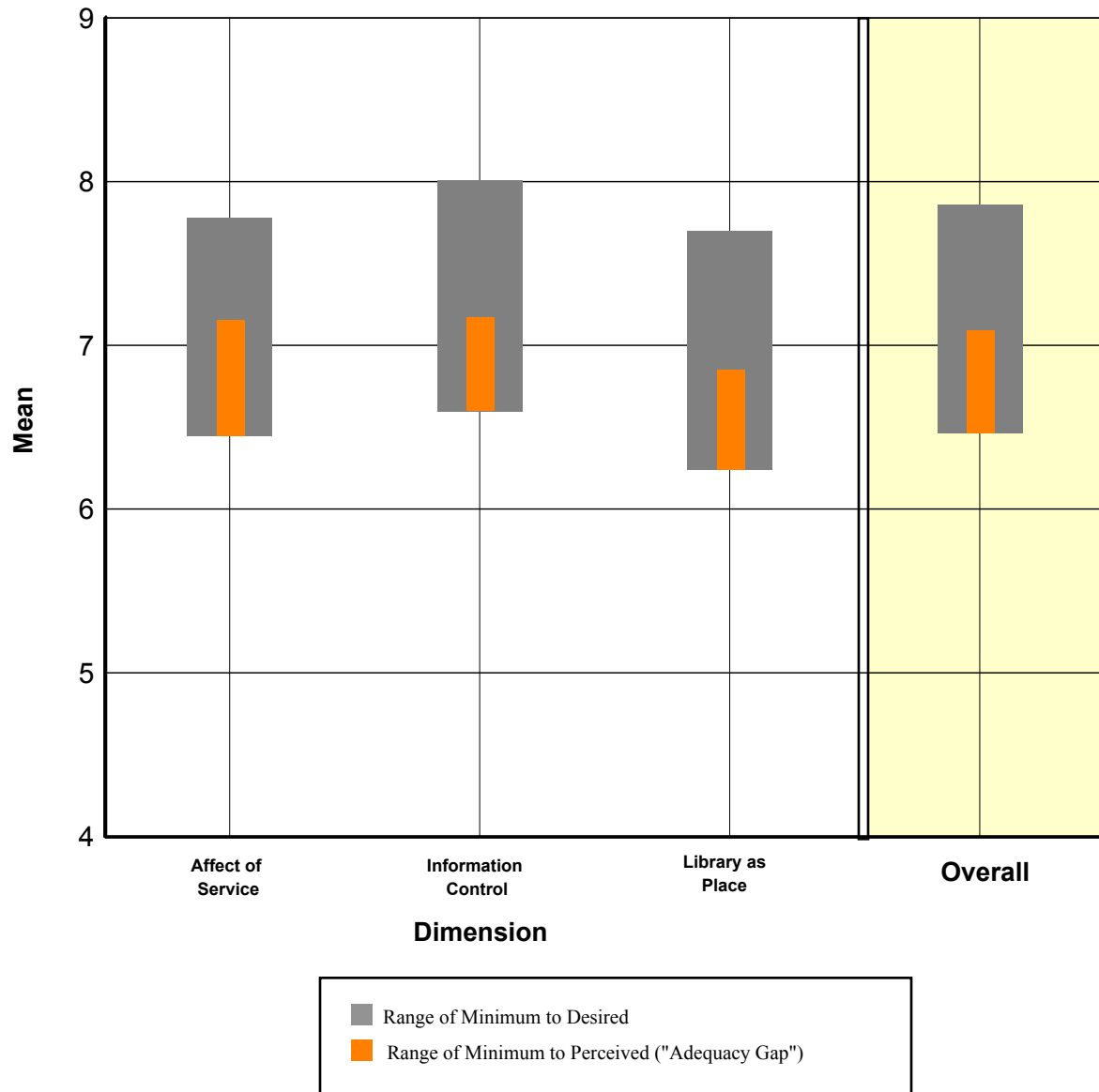
Language: English (American)
Institution Type: College or University
Consortium: None
User Group: All (Excluding Library Staff)

ID	Question Text	Minimum SD	Desired SD	Perceived SD	Adequacy SD	Superiority SD	n
Affect of Service							
AS-1	Employees who instill confidence in users	1.93	1.68	1.65	1.87	1.75	1,078
AS-2	Giving users individual attention	2.06	1.86	1.79	1.90	1.74	1,081
AS-3	Employees who are consistently courteous	1.89	1.38	1.61	1.91	1.67	1,127
AS-4	Readiness to respond to users' questions	1.78	1.36	1.54	1.69	1.48	1,059
AS-5	Employees who have the knowledge to answer user questions	1.73	1.33	1.46	1.66	1.49	1,057
AS-6	Employees who deal with users in a caring fashion	1.88	1.43	1.64	1.88	1.68	2,419
AS-7	Employees who understand the needs of their users	1.79	1.36	1.53	1.75	1.59	1,102
AS-8	Willingness to help users	1.82	1.38	1.53	1.72	1.54	1,034
AS-9	Dependability in handling users' service problems	1.75	1.36	1.51	1.78	1.49	982
Information Control							
IC-1	Making electronic resources accessible from my home or office	1.85	1.31	1.65	1.95	1.72	1,197
IC-2	A library Web site enabling me to locate information on my own	1.76	1.26	1.62	1.88	1.71	1,177
IC-3	The printed library materials I need for my work	1.88	1.49	1.65	1.94	1.69	1,077
IC-4	The electronic information resources I need	1.82	1.38	1.57	1.92	1.66	2,488
IC-5	Modern equipment that lets me easily access needed information	1.68	1.23	1.51	1.75	1.55	1,186
IC-6	Easy-to-use access tools that allow me to find things on my own	1.74	1.28	1.54	1.79	1.61	1,163
IC-7	Making information easily accessible for independent use	1.74	1.22	1.49	1.79	1.54	1,155
IC-8	Print and/or electronic journal collections I require for my work	1.87	1.42	1.58	1.97	1.73	1,151
Library as Place							
LP-1	Library space that inspires study and learning	1.97	1.66	1.89	2.19	2.13	2,403
LP-2	Quiet space for individual activities	1.92	1.51	1.74	2.15	1.95	1,095
LP-3	A comfortable and inviting location	1.85	1.42	1.85	2.08	1.95	1,176
LP-4	A getaway for study, learning, or research	1.88	1.47	1.69	2.07	1.90	1,010
LP-5	Community space for group learning and group study	2.11	1.91	1.80	2.22	2.11	965
Overall:		1.50	1.15	1.28	1.47	1.30	2,535

Language: English (American)
Institution Type: College or University
Consortium: None
User Group: All (Excluding Library Staff)

3.2 Core Question Dimensions Summary

On the chart below, scores for each dimension of library service quality have been plotted graphically. The exterior bars represent the range of minimum to desired mean scores for each dimension. The interior bars represent the range of minimum to perceived mean scores (the service adequacy gap) for each dimension of library service quality.



The following table displays mean scores for each dimension of library service quality measured by the LibQUAL+® survey, where *n* is the number of respondents for each particular dimension. (For a more detailed explanation of the headings, see the Introduction to this notebook.) A complete listing of the survey questions and their dimensions can be found in Appendix A.

Dimension	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service	6.45	7.78	7.15	0.70	-0.63	2,498
Information Control	6.60	8.01	7.17	0.57	-0.84	2,533
Library as Place	6.24	7.70	6.85	0.61	-0.85	2,447
Overall	6.07	7.48	6.66	0.59	-0.82	2,535

The following table displays standard deviation for each dimension of library service quality measured by the LibQUAL+® survey, where *n* is the number of respondents for each particular dimension. (For a more detailed explanation of the headings, see the Introduction to this notebook.) A complete listing of the survey questions and their dimensions can be found in Appendix A.

Dimension	Minimum SD	Desired SD	Perceived SD	Adequacy SD	Superiority SD	n
Affect of Service	1.63	1.24	1.39	1.56	1.35	2,498
Information Control	1.53	1.13	1.31	1.55	1.33	2,533
Library as Place	1.74	1.43	1.63	1.91	1.79	2,447
Overall	1.50	1.15	1.28	1.47	1.30	2,535

3.3 General Satisfaction Questions Summary

This table displays the mean score and standard deviation for each of the general satisfaction questions: Satisfaction with Treatment, Satisfaction with Support, and Satisfaction with Overall Quality of Service, where n is the number of respondents for each question. These scores are calculated from responses to the general satisfaction questions on the LibQUAL+® survey, in which respondents rated their levels of general satisfaction on a scale from 1-9.

Satisfaction Question	Mean	SD	n
In general, I am satisfied with the way in which I am treated at the library.	7.54	1.46	1,536
In general, I am satisfied with library support for my learning, research, and/or teaching needs.	7.23	1.58	1,666
How would you rate the overall quality of the service provided by the library?	7.39	1.33	2,535

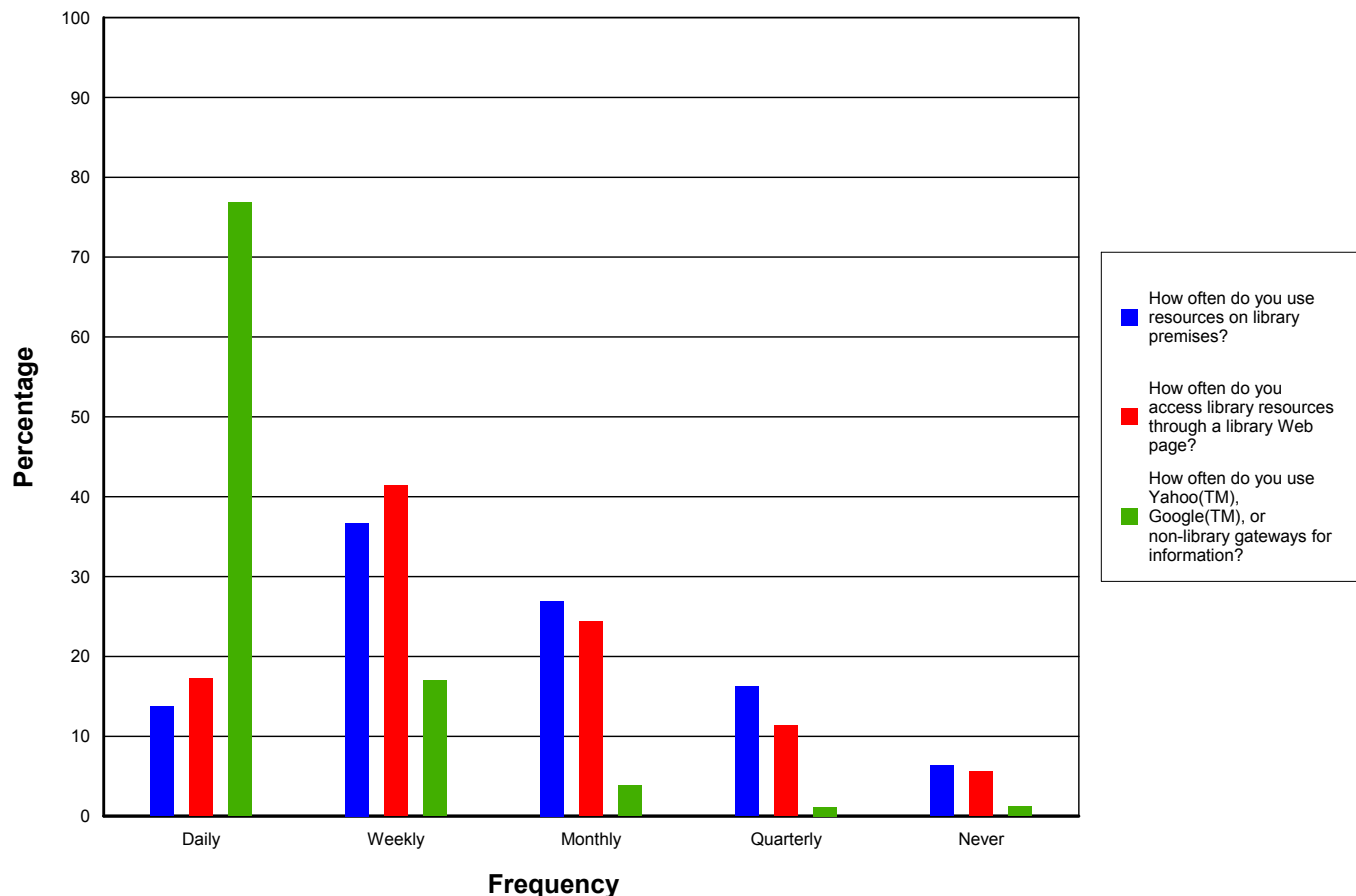
3.4 Information Literacy Outcomes Questions Summary

This table displays the mean score and standard deviation for each of the information literacy outcomes questions, where n is the number of respondents for each question. These scores are calculated from responses to the information literacy outcomes questions on the LibQUAL+® survey, in which respondents rated their levels of general satisfaction on a scale from 1-9 with 1 being "strongly disagree" and 9 representing "strongly agree".

Information Literacy Outcomes Questions	Mean	SD	n
The library helps me stay abreast of developments in my field(s) of interest.	6.34	1.87	1,466
The library aids my advancement in my academic discipline or work.	7.07	1.66	1,370
The library enables me to be more efficient in my academic pursuits or work.	7.19	1.61	1,296
The library helps me distinguish between trustworthy and untrustworthy information.	6.58	1.83	1,442
The library provides me with the information skills I need in my work or study.	6.98	1.62	1,497

3.5 Library Use Summary

This chart shows a graphic representation of library use (both on the premises and electronically), as well as use of non-library information gateways such as Yahoo™ and Google™. Bars represent the frequency with which respondents report using these resources: Daily, Weekly, Monthly, Quarterly, or Never. The table below the chart displays the number and percentage of respondents who selected each option.



	Daily	Weekly	Monthly	Quarterly	Never	n/%
How often do you use resources on library premises?	348 13.73%	931 36.73%	683 26.94%	412 16.25%	161 6.35%	2,535 100.00%
How often do you access library resources through a library Web page?	437 17.24%	1,049 41.38%	619 24.42%	288 11.36%	142 5.60%	2,535 100.00%
How often do you use Yahoo(TM), Google(TM), or non-library gateways for information?	1,948 76.84%	431 17.00%	96 3.79%	29 1.14%	31 1.22%	2,535 100.00%

Language: English (American)
Institution Type: College or University
Consortium: None
User Group: All (Excluding Library Staff)

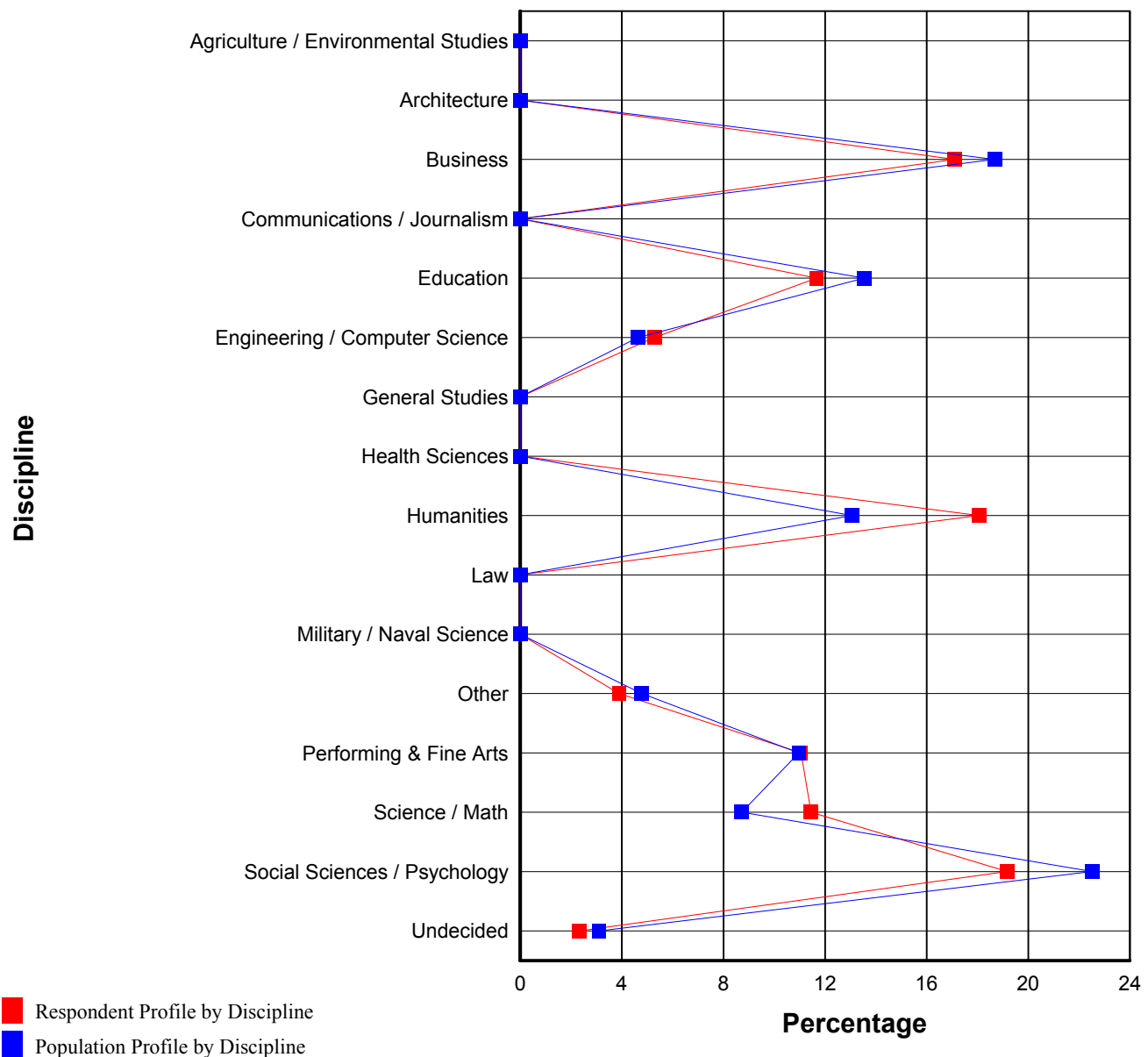
4 Undergraduate Summary

4.1 Demographic Summary for Undergraduate

4.1.1 Population and Respondent Profiles for Undergraduate by Standard Discipline

The chart and table below show a breakdown of survey respondents by discipline, based on user responses to the demographic questions and the demographic data provided by institutions in the online Representativeness section.

This section shows survey respondents broken down based on the LibQUAL+® standard discipline categories. The chart maps percentage of respondents for each discipline in red. Population percentages for each discipline are mapped in blue. The table shows the number and percentage for each discipline, for the general population (N) and for survey respondents (n).



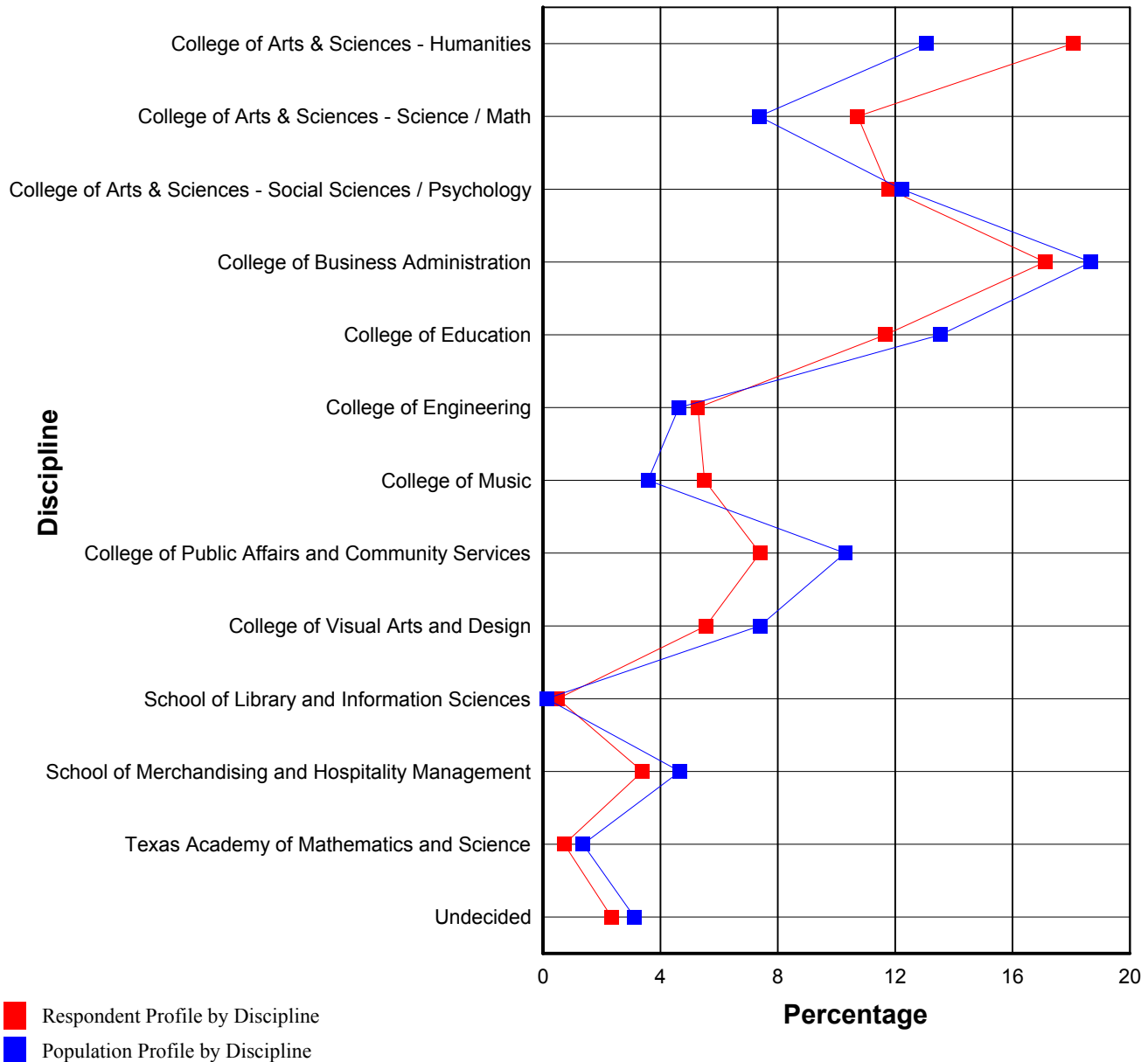
Language: English (American)
Institution Type: College or University
Consortium: None
User Group: Undergraduate

Discipline	Population N	Population %	Respondents n	Respondents %	%N - %n
Agriculture / Environmental Studies	0	0.00	0	0.00	0.00
Architecture	0	0.00	0	0.00	0.00
Business	4,753	18.68	308	17.11	1.57
Communications / Journalism	0	0.00	0	0.00	0.00
Education	3,446	13.54	210	11.67	1.87
Engineering / Computer Science	1,178	4.63	95	5.28	-0.65
General Studies	0	0.00	0	0.00	0.00
Health Sciences	0	0.00	0	0.00	0.00
Humanities	3,324	13.06	325	18.06	-4.99
Law	0	0.00	0	0.00	0.00
Military / Naval Science	0	0.00	0	0.00	0.00
Other	1,217	4.78	70	3.89	0.89
Performing & Fine Arts	2,791	10.97	199	11.06	-0.09
Science / Math	2,219	8.72	206	11.44	-2.72
Social Sciences / Psychology	5,728	22.51	345	19.17	3.34
Undecided	792	3.11	42	2.33	0.78
Total:	25,448	100.00%	1,800	100.00%	0.00%

4.1.2 Population and Respondent Profiles for by Customized Discipline

The chart and table below show a breakdown of survey respondents by discipline, based on user responses to the demographic questions and the demographic data provided by institutions in the online Representativeness section.

This section shows survey respondents broken down based on the customized discipline categories supplied by the participating library. The chart maps percentage of respondents for each discipline in red. Population percentages for each discipline are mapped in blue. The table shows the number and percentage for each discipline, for the general population (N) and for survey respondents (n).



Language: English (American)
 Institution Type: College or University
 Consortium: None
 User Group: Undergraduate

Discipline	Population N	Population %	Respondents n	Respondents %	%N - %n
College of Arts & Sciences - Humanities	3,324	13.06	325	18.06	-4.99
College of Arts & Sciences - Science / Math	1,873	7.36	193	10.72	-3.36
College of Arts & Sciences - Social Sciences / Psychology	3,109	12.22	212	11.78	0.44
College of Business Administration	4,753	18.68	308	17.11	1.57
College of Education	3,446	13.54	210	11.67	1.87
College of Engineering	1,178	4.63	95	5.28	-0.65
College of Music	910	3.58	99	5.50	-1.92
College of Public Affairs and Community Services	2,619	10.29	133	7.39	2.90
College of Visual Arts and Design	1,881	7.39	100	5.56	1.84
School of Library and Information Sciences	30	0.12	9	0.50	-0.38
School of Merchandising and Hospitality Management	1,187	4.66	61	3.39	1.28
Texas Academy of Mathematics and Science	346	1.36	13	0.72	0.64
Undecided	792	3.11	42	2.33	0.78
Total:	25,448	100.00%	1,800	100.00%	0.00%

4.1.3 Respondent Profile by Answer to the Question: The library that you use most often:

The library that you use most often:	Respondents n	Respondents %
Willis Library	1,334	74.11%
Media Library	118	6.56%
Music Library (Willis)	106	5.89%
Research Park Library	25	1.39%
Science and Technology Library	96	5.33%
Dallas Campus Library	57	3.17%
Only use UNT online library services	53	2.94%
Do not use UNT Libraries	11	0.61%
Total:	1,800	100.00%

4.1.4 Respondent Profile by Age:

This table shows a breakdown of survey respondents by age; both the number of respondents (n) and the percentage of the total number of respondents represented by each age group are displayed.

Age:	Respondents n	Respondents %
Under 18	16	0.89%
18 - 22	1,284	71.33%
23 - 30	379	21.06%
31 - 45	92	5.11%
46 - 65	29	1.61%
Over 65	0	0.00%
Total:	1,800	100.00%

4.1.5 Respondent Profile by Sex:

The table below shows a breakdown of survey respondents by sex, based on user responses to the demographic questions and the demographic data provided by institutions in the online Representativeness section*. The number and percentage for each sex are given for the general population and for survey respondents.

*Note: Participating institutions were not required to complete the Representativeness section. When population data is missing or incomplete, it is because this data was not provided.

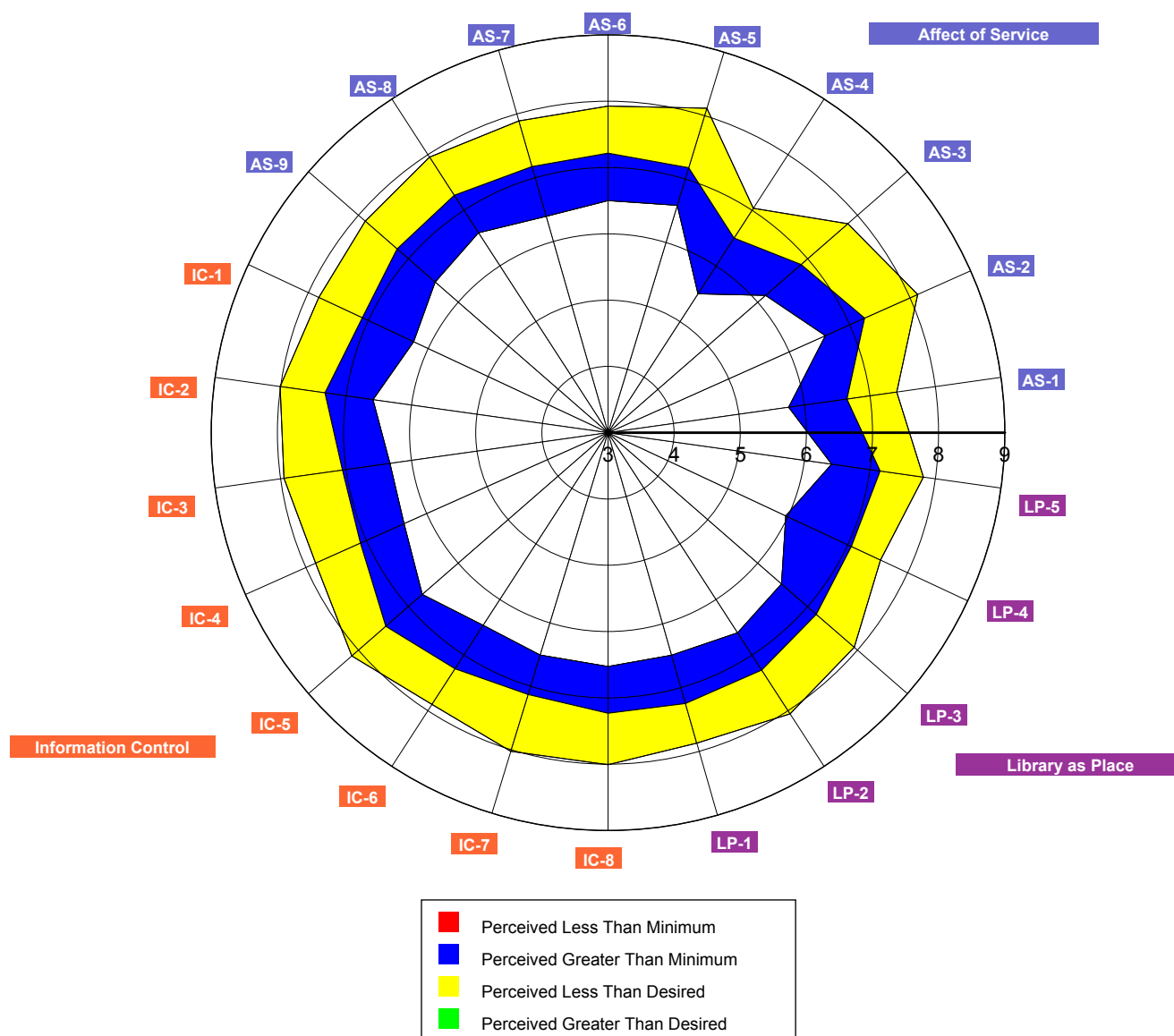
Sex:	Respondents n	Respondents %
Female	1,062	59.00%
Male	738	41.00%
Total:	1,800	100.00%

4.2 Core Questions Summary for Undergraduate

This radar chart shows the aggregate results for the core survey questions. Each axis represents one question. A code to identify each question is displayed at the outer point of each axis. While questions for each dimension of library service quality are scattered randomly throughout the survey, on this chart they are grouped into sections: Affect of Service, Information Control, and Library as Place.

On each axis, respondents' minimum, desired, and perceived levels of service quality are plotted, and the resulting "gaps" between the three levels (representing service adequacy or service superiority) are shaded in blue, yellow, green, and red.

The following two tables show mean scores and standard deviations for each question, where n is the number of respondents for each particular question. (For a more detailed explanation of the headings, see the Introduction to this notebook.)



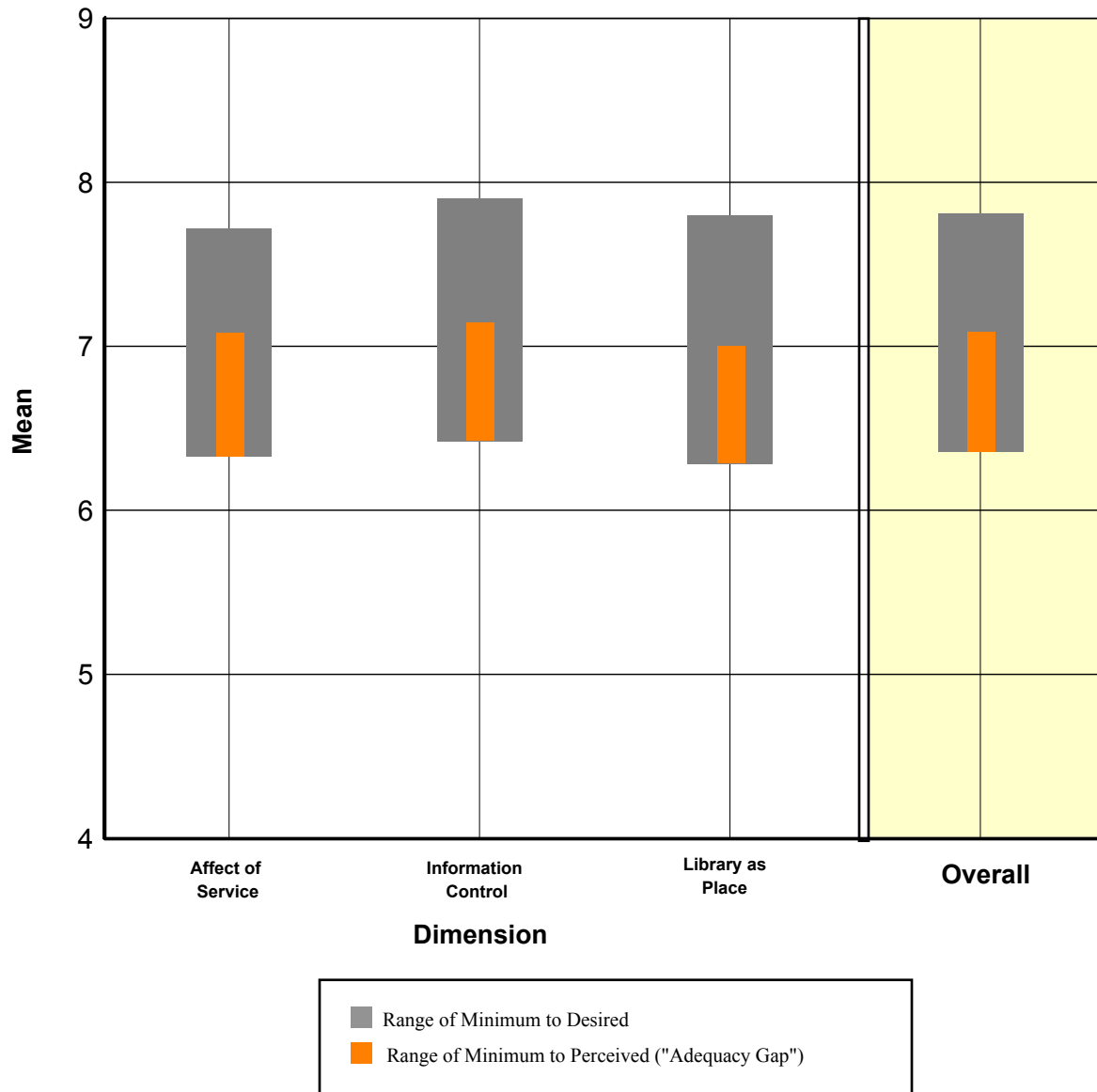
ID	Question Text	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service							
AS-1	Employees who instill confidence in users	5.76	7.41	6.65	0.89	-0.76	781
AS-2	Giving users individual attention	5.50	7.04	6.50	1.00	-0.54	783
AS-3	Employees who are consistently courteous	6.50	7.93	7.22	0.72	-0.71	824
AS-4	Readiness to respond to users' questions	6.47	7.87	7.23	0.76	-0.64	763
AS-5	Employees who have the knowledge to answer user questions	6.59	8.01	7.32	0.74	-0.68	748
AS-6	Employees who deal with users in a caring fashion	6.38	7.84	7.10	0.72	-0.74	1,717
AS-7	Employees who understand the needs of their users	6.47	7.89	7.25	0.78	-0.64	801
AS-8	Willingness to help users	6.49	7.87	7.25	0.76	-0.62	757
AS-9	Dependability in handling users' service problems	6.42	7.82	7.16	0.74	-0.66	714
Information Control							
IC-1	Making electronic resources accessible from my home or office	6.60	8.13	7.25	0.65	-0.88	859
IC-2	A library Web site enabling me to locate information on my own	6.59	8.12	7.18	0.59	-0.94	858
IC-3	The printed library materials I need for my work	6.40	7.89	7.18	0.78	-0.72	770
IC-4	The electronic information resources I need	6.25	7.83	7.10	0.86	-0.72	1,760
IC-5	Modern equipment that lets me easily access needed information	6.72	8.13	7.45	0.73	-0.68	862
IC-6	Easy-to-use access tools that allow me to find things on my own	6.51	8.03	7.13	0.62	-0.90	846
IC-7	Making information easily accessible for independent use	6.60	8.06	7.27	0.67	-0.79	820
IC-8	Print and/or electronic journal collections I require for my work	6.48	7.93	7.18	0.70	-0.76	828
Library as Place							
LP-1	Library space that inspires study and learning	6.16	7.81	6.87	0.71	-0.94	1,783
LP-2	Quiet space for individual activities	6.60	7.96	7.27	0.67	-0.68	824
LP-3	A comfortable and inviting location	6.33	7.95	7.06	0.73	-0.89	876
LP-4	A getaway for study, learning, or research	6.53	8.01	7.23	0.71	-0.78	756
LP-5	Community space for group learning and group study	5.97	7.55	7.06	1.09	-0.49	733
Overall:		5.96	7.44	6.65	0.69	-0.79	1,800

ID	Question Text	Minimum SD	Desired SD	Perceived SD	Adequacy SD	Superiority SD	n
Affect of Service							
AS-1	Employees who instill confidence in users	1.93	1.65	1.65	1.88	1.76	781
AS-2	Giving users individual attention	2.09	1.88	1.79	1.90	1.73	783
AS-3	Employees who are consistently courteous	1.90	1.41	1.57	1.95	1.67	824
AS-4	Readiness to respond to users' questions	1.81	1.37	1.51	1.69	1.45	763
AS-5	Employees who have the knowledge to answer user questions	1.78	1.36	1.47	1.72	1.50	748
AS-6	Employees who deal with users in a caring fashion	1.91	1.45	1.66	1.94	1.71	1,717
AS-7	Employees who understand the needs of their users	1.82	1.39	1.52	1.81	1.63	801
AS-8	Willingness to help users	1.85	1.40	1.51	1.73	1.54	757
AS-9	Dependability in handling users' service problems	1.76	1.41	1.49	1.76	1.49	714
Information Control							
IC-1	Making electronic resources accessible from my home or office	1.87	1.39	1.68	1.95	1.77	859
IC-2	A library Web site enabling me to locate information on my own	1.78	1.30	1.64	1.86	1.72	858
IC-3	The printed library materials I need for my work	1.87	1.48	1.65	1.90	1.66	770
IC-4	The electronic information resources I need	1.85	1.45	1.58	1.90	1.66	1,760
IC-5	Modern equipment that lets me easily access needed information	1.68	1.24	1.47	1.66	1.48	862
IC-6	Easy-to-use access tools that allow me to find things on my own	1.76	1.31	1.53	1.79	1.62	846
IC-7	Making information easily accessible for independent use	1.76	1.23	1.48	1.82	1.53	820
IC-8	Print and/or electronic journal collections I require for my work	1.91	1.47	1.60	1.93	1.73	828
Library as Place							
LP-1	Library space that inspires study and learning	1.93	1.55	1.81	2.08	1.97	1,783
LP-2	Quiet space for individual activities	1.92	1.46	1.66	2.08	1.87	824
LP-3	A comfortable and inviting location	1.87	1.38	1.77	2.01	1.85	876
LP-4	A getaway for study, learning, or research	1.83	1.36	1.60	1.96	1.77	756
LP-5	Community space for group learning and group study	2.06	1.73	1.76	2.21	2.03	733
Overall:		1.52	1.19	1.29	1.48	1.31	1,800

Language: English (American)
Institution Type: College or University
Consortium: None
User Group: Undergraduate

4.3 Core Question Dimensions Summary for Undergraduate

On the chart below, scores for each dimension of library service quality have been plotted graphically. The exterior bars represent the range of minimum to desired mean scores for each dimension. The interior bars represent the range of minimum to perceived mean scores (the service adequacy gap) for each dimension of library service quality.



The following table displays mean scores for each dimension of library service quality measured by the LibQUAL+® survey, where *n* is the number of respondents for each particular dimension. (For a more detailed explanation of the headings, see the Introduction to this notebook.) A complete listing of the survey questions and their dimensions can be found in Appendix A.

Dimension	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service	6.33	7.72	7.08	0.75	-0.64	1,770
Information Control	6.42	7.90	7.14	0.72	-0.76	1,798
Library as Place	6.28	7.80	7.00	0.71	-0.80	1,793
Overall	5.96	7.44	6.65	0.69	-0.79	1,800

The following table displays standard deviation for each dimension of library service quality measured by the LibQUAL+® survey, where *n* is the number of respondents for each particular dimension. (For a more detailed explanation of the headings, see the Introduction to this notebook.) A complete listing of the survey questions and their dimensions can be found in Appendix A.

Dimension	Minimum SD	Desired SD	Perceived SD	Adequacy SD	Superiority SD	n
Affect of Service	1.66	1.27	1.40	1.59	1.37	1,770
Information Control	1.54	1.18	1.32	1.53	1.33	1,798
Library as Place	1.70	1.34	1.57	1.84	1.69	1,793
Overall	1.52	1.19	1.29	1.48	1.31	1,800

4.4 General Satisfaction Questions Summary for Undergraduate

This table displays the mean score and standard deviation for each of the general satisfaction questions: Satisfaction with Treatment, Satisfaction with Support, and Satisfaction with Overall Quality of Service, where n is the number of respondents for each question. These scores are calculated from responses to the general satisfaction questions on the LibQUAL+® survey, in which respondents rated their levels of general satisfaction on a scale from 1-9.

Satisfaction Question	Mean	SD	n
In general, I am satisfied with the way in which I am treated at the library.	7.54	1.44	1,112
In general, I am satisfied with library support for my learning, research, and/or teaching needs.	7.21	1.55	1,181
How would you rate the overall quality of the service provided by the library?	7.37	1.33	1,800

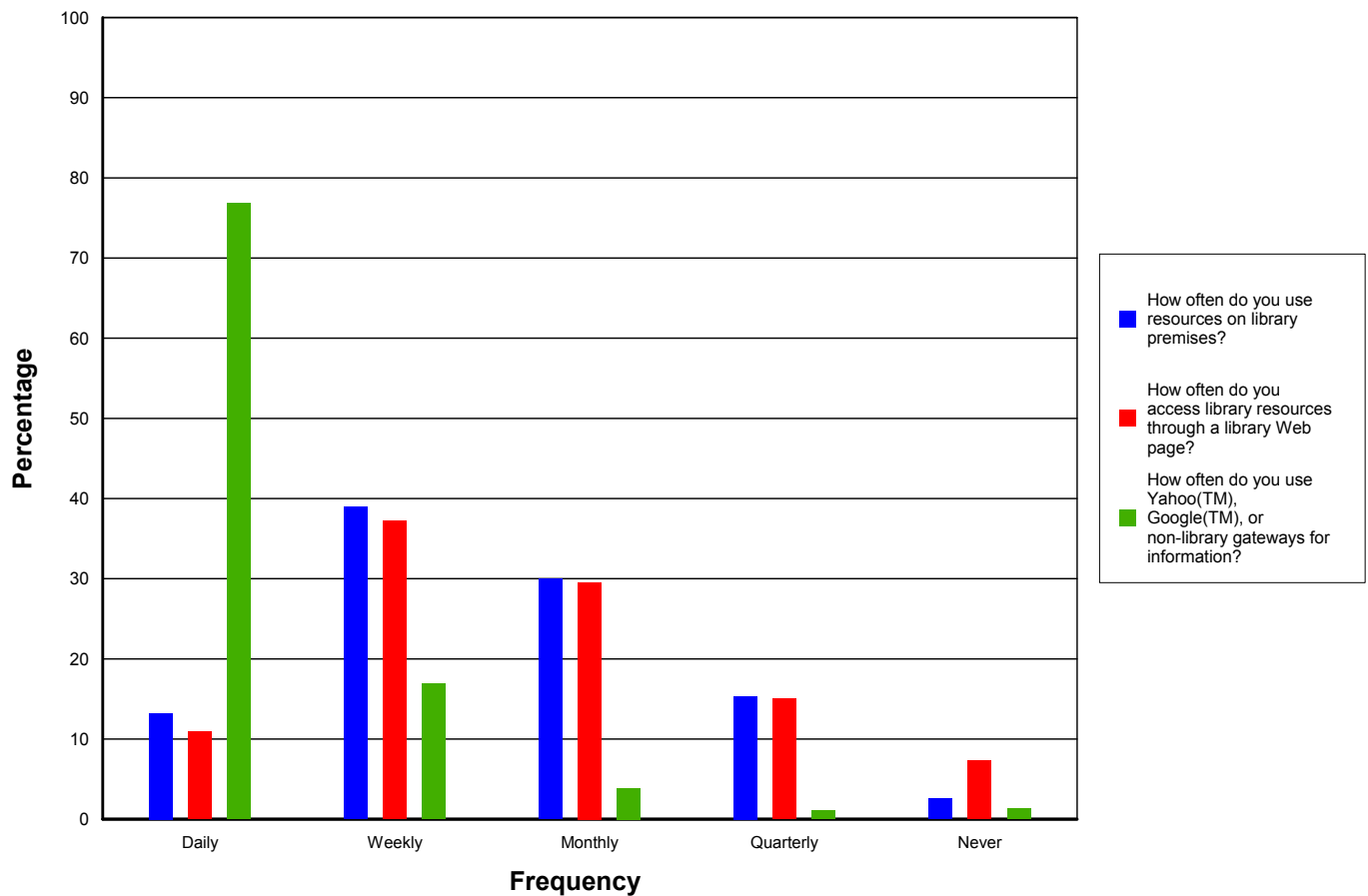
4.5 Information Literacy Outcomes Questions Summary for Undergraduate

This table displays the mean score and standard deviation for each of the information literacy outcomes questions, where n is the number of respondents for each question. These scores are calculated from responses to the information literacy outcomes questions on the LibQUAL+® survey, in which respondents rated their levels of general satisfaction on a scale from 1-9 with 1 being "strongly disagree" and 9 representing "strongly agree".

Information Literacy Outcomes Questions	Mean	SD	n
The library helps me stay abreast of developments in my field(s) of interest.	6.25	1.85	1,046
The library aids my advancement in my academic discipline or work.	6.93	1.66	975
The library enables me to be more efficient in my academic pursuits or work.	7.12	1.61	930
The library helps me distinguish between trustworthy and untrustworthy information.	6.64	1.82	1,043
The library provides me with the information skills I need in my work or study.	6.98	1.60	1,085

4.6 Library Use Summary for Undergraduate

This chart shows a graphic representation of library use (both on the premises and electronically), as well as use of non-library information gateways such as Yahoo™ and Google™. Bars represent the frequency with which respondents report using these resources: Daily, Weekly, Monthly, Quarterly, or Never. The table below the chart displays the number and percentage of respondents who selected each option.



	Daily	Weekly	Monthly	Quarterly	Never	n/%
How often do you use resources on library premises?	238 13.22%	701 38.94%	539 29.94%	276 15.33%	46 2.56%	1,800 100.00%
How often do you access library resources through a library Web page?	196 10.89%	669 37.17%	532 29.56%	271 15.06%	132 7.33%	1,800 100.00%
How often do you use Yahoo(TM), Google(TM), or non-library gateways for information?	1,383 76.83%	304 16.89%	70 3.89%	19 1.06%	24 1.33%	1,800 100.00%

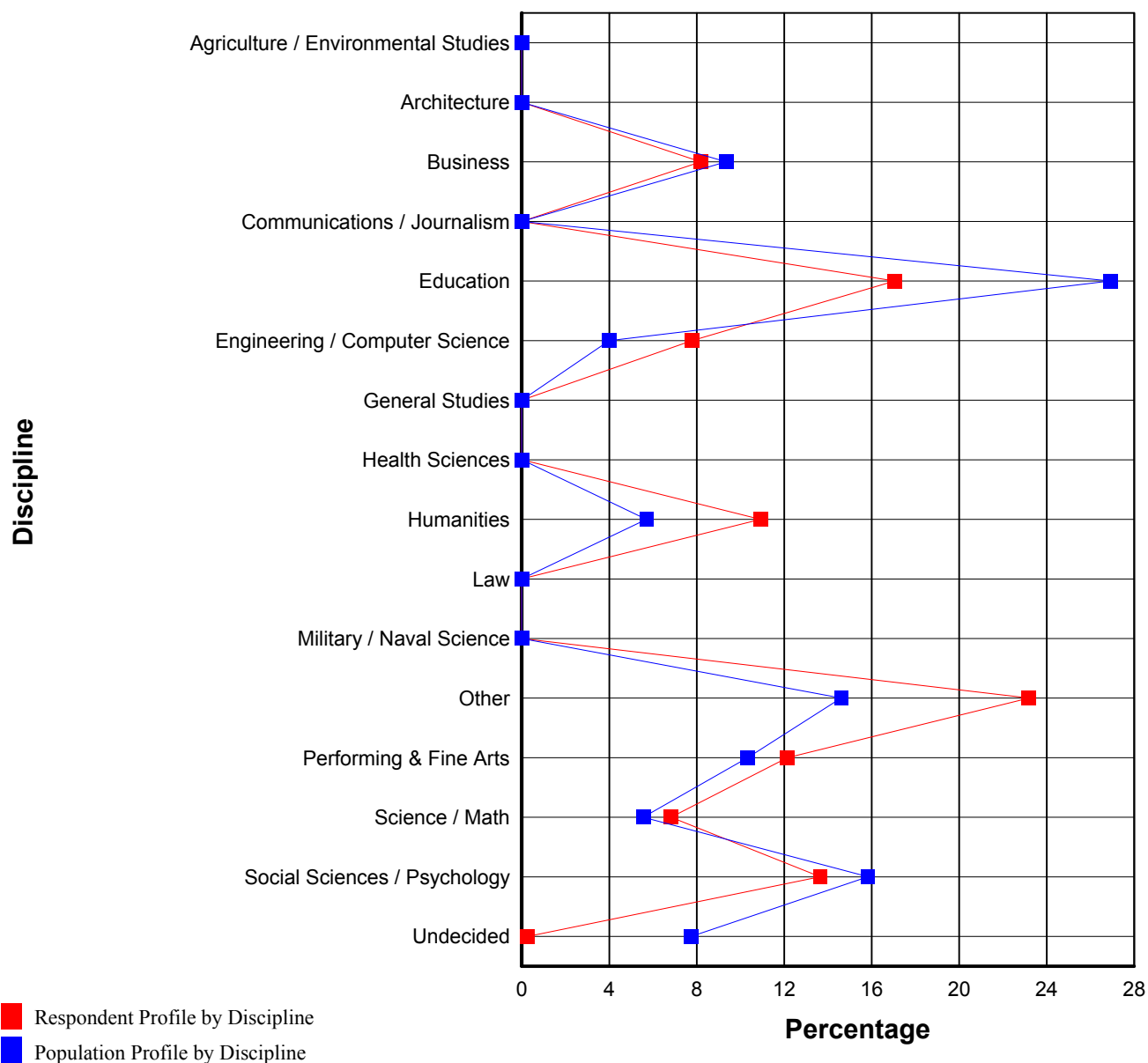
5 Graduate Summary

5.1 Demographic Summary for Graduate

5.1.1 Population and Respondent Profiles for Graduate by Standard Discipline

The chart and table below show a breakdown of survey respondents by discipline, based on user responses to the demographic questions and the demographic data provided by institutions in the online Representativeness section.

This section shows survey respondents broken down based on the LibQUAL+® standard discipline categories. The chart maps percentage of respondents for each discipline in red. Population percentages for each discipline are mapped in blue. The table shows the number and percentage for each discipline, for the general population (N) and for survey respondents (n).



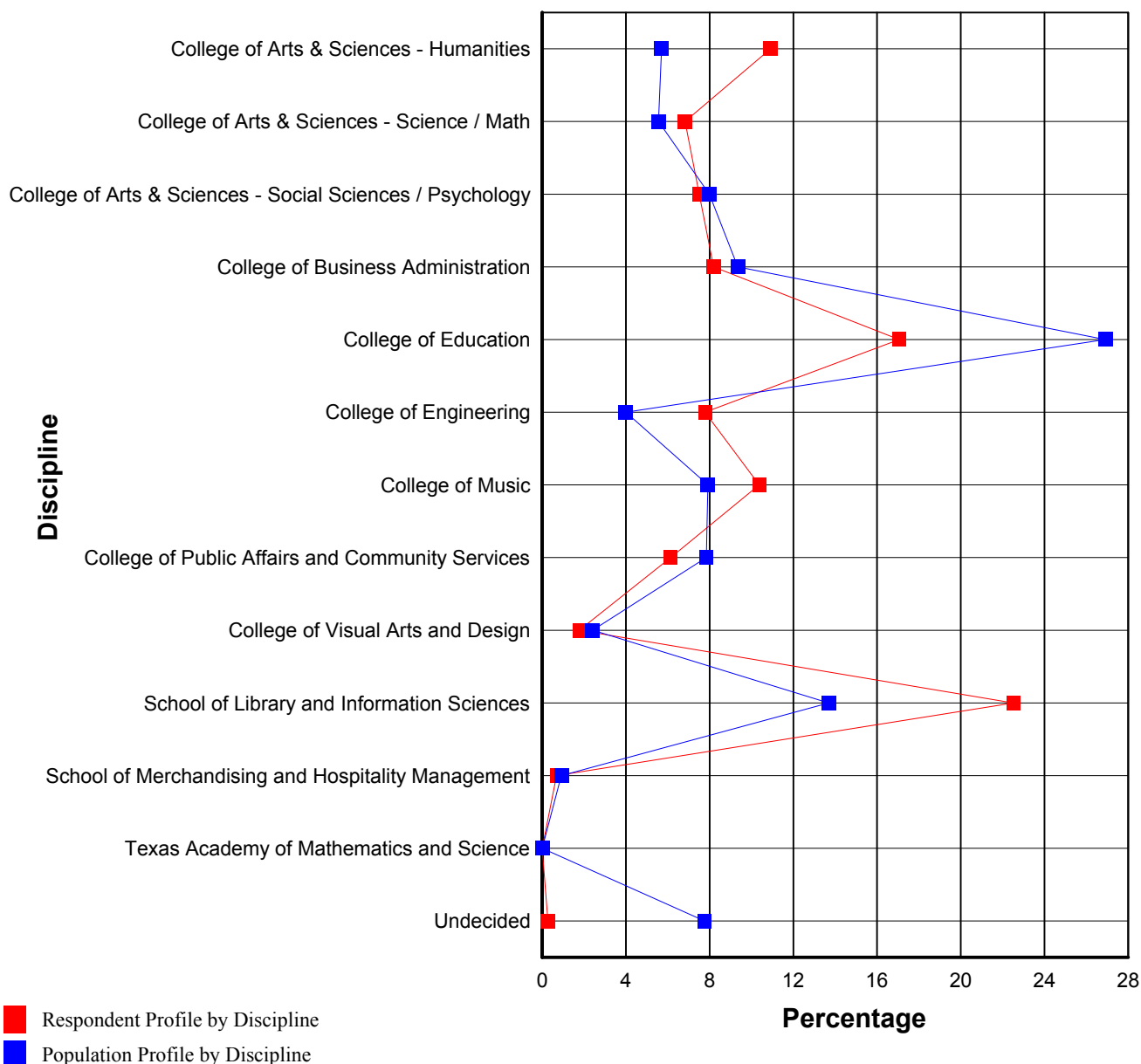
Discipline	Population N	Population %	Respondents n	Respondents %	%N - %n
Agriculture / Environmental Studies	0	0.00	0	0.00	0.00
Architecture	0	0.00	0	0.00	0.00
Business	636	9.34	60	8.19	1.16
Communications / Journalism	0	0.00	0	0.00	0.00
Education	1,832	26.91	125	17.05	9.85
Engineering / Computer Science	272	3.99	57	7.78	-3.78
General Studies	0	0.00	0	0.00	0.00
Health Sciences	0	0.00	0	0.00	0.00
Humanities	388	5.70	80	10.91	-5.22
Law	0	0.00	0	0.00	0.00
Military / Naval Science	0	0.00	0	0.00	0.00
Other	994	14.60	170	23.19	-8.59
Performing & Fine Arts	703	10.32	89	12.14	-1.82
Science / Math	378	5.55	50	6.82	-1.27
Social Sciences / Psychology	1,078	15.83	100	13.64	2.19
Undecided	528	7.75	2	0.27	7.48
Total:	6,809	100.00%	733	100.00%	0.00%

Language: English (American)
 Institution Type: College or University
 Consortium: None
 User Group: Graduate

5.1.2 Population and Respondent Profiles for by Customized Discipline

The chart and table below show a breakdown of survey respondents by discipline, based on user responses to the demographic questions and the demographic data provided by institutions in the online Representativeness section.

This section shows survey respondents broken down based on the customized discipline categories supplied by the participating library. The chart maps percentage of respondents for each discipline in red. Population percentages for each discipline are mapped in blue. The table shows the number and percentage for each discipline, for the general population (N) and for survey respondents (n).



Discipline	Population N	Population %	Respondents n	Respondents %	%N - %n
College of Arts & Sciences - Humanities	388	5.70	80	10.91	-5.22
College of Arts & Sciences - Science / Math	378	5.55	50	6.82	-1.27
College of Arts & Sciences - Social Sciences / Psychology	544	7.99	55	7.50	0.49
College of Business Administration	636	9.34	60	8.19	1.16
College of Education	1,832	26.91	125	17.05	9.85
College of Engineering	272	3.99	57	7.78	-3.78
College of Music	539	7.92	76	10.37	-2.45
College of Public Affairs and Community Services	534	7.84	45	6.14	1.70
College of Visual Arts and Design	164	2.41	13	1.77	0.64
School of Library and Information Sciences	932	13.69	165	22.51	-8.82
School of Merchandising and Hospitality Management	62	0.91	5	0.68	0.23
Texas Academy of Mathematics and Science	0	0.00	0	0.00	0.00
Undecided	528	7.75	2	0.27	7.48
Total:	6,809	100.00%	733	100.00%	0.00%

Language: English (American)
 Institution Type: College or University
 Consortium: None
 User Group: Graduate

5.1.3 Respondent Profile by Answer to the Question: The library that you use most often:

The library that you use most often:	Respondents n	Respondents %
Willis Library	339	46.31%
Media Library	18	2.46%
Music Library (Willis)	62	8.47%
Research Park Library	37	5.05%
Science and Technology Library	92	12.57%
Dallas Campus Library	16	2.19%
Only use UNT online library services	165	22.54%
Do not use UNT Libraries	3	0.41%
Total:	732	100.00%

5.1.4 Respondent Profile by Age:

This table shows a breakdown of survey respondents by age; both the number of respondents (n) and the percentage of the total number of respondents represented by each age group are displayed.

Age:	Respondents n	Respondents %
Under 18	0	0.00%
18 - 22	40	5.46%
23 - 30	362	49.39%
31 - 45	246	33.56%
46 - 65	84	11.46%
Over 65	1	0.14%
Total:	733	100.00%

5.1.5 Respondent Profile by Sex:

The table below shows a breakdown of survey respondents by sex, based on user responses to the demographic questions and the demographic data provided by institutions in the online Representativeness section*. The number and percentage for each sex are given for the general population and for survey respondents.

*Note: Participating institutions were not required to complete the Representativeness section. When population data is missing or incomplete, it is because this data was not provided.

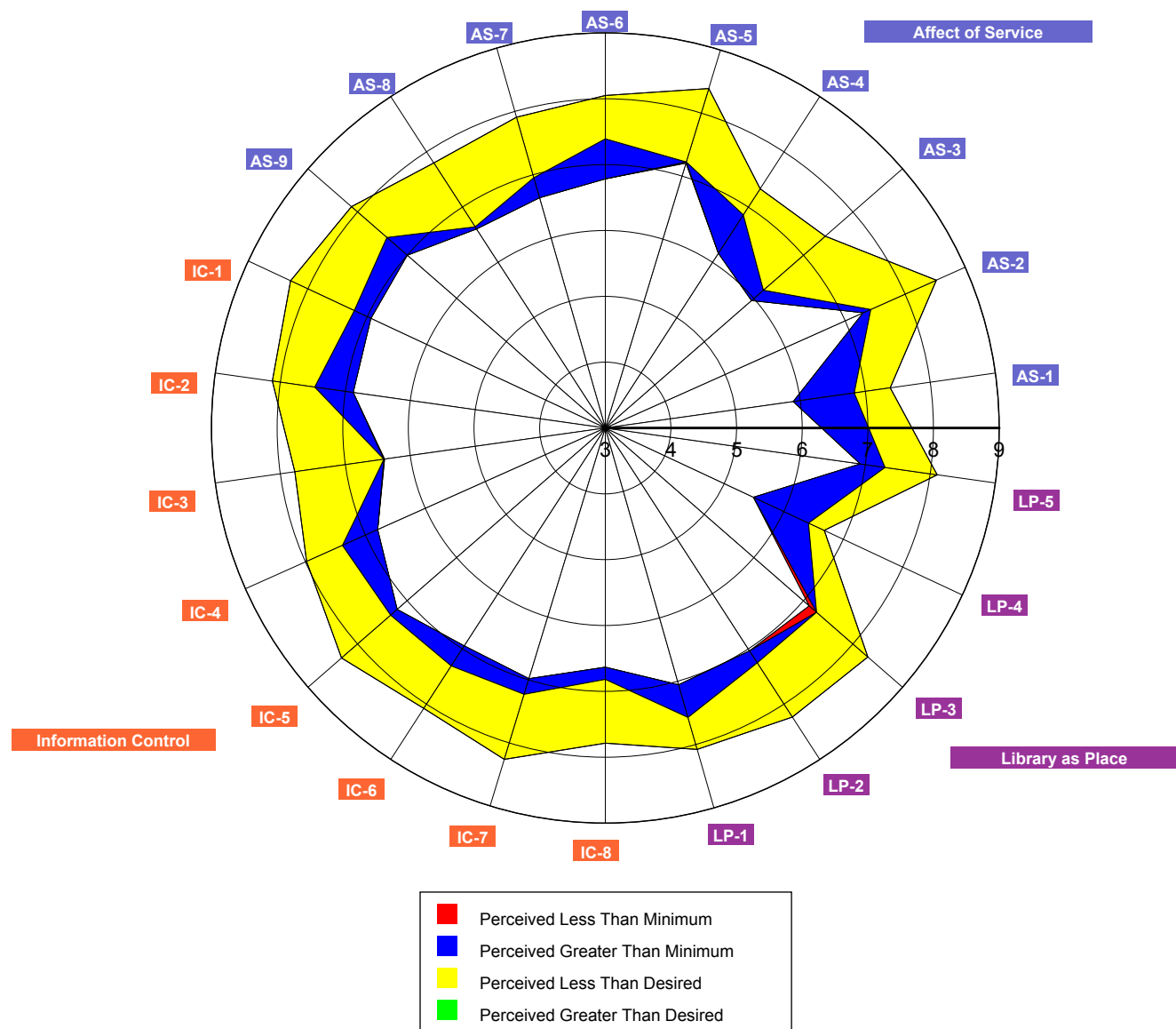
Sex:	Respondents n	Respondents %
Female	449	61.26%
Male	284	38.74%
Total:	733	100.00%

5.2 Core Questions Summary for Graduate

This radar chart shows the aggregate results for the core survey questions. Each axis represents one question. A code to identify each question is displayed at the outer point of each axis. While questions for each dimension of library service quality are scattered randomly throughout the survey, on this chart they are grouped into sections: Affect of Service, Information Control, and Library as Place.

On each axis, respondents' minimum, desired, and perceived levels of service quality are plotted, and the resulting "gaps" between the three levels (representing service adequacy or service superiority) are shaded in blue, yellow, green, and red.

The following two tables show mean scores and standard deviations for each question, where n is the number of respondents for each particular question. (For a more detailed explanation of the headings, see the Introduction to this notebook.)

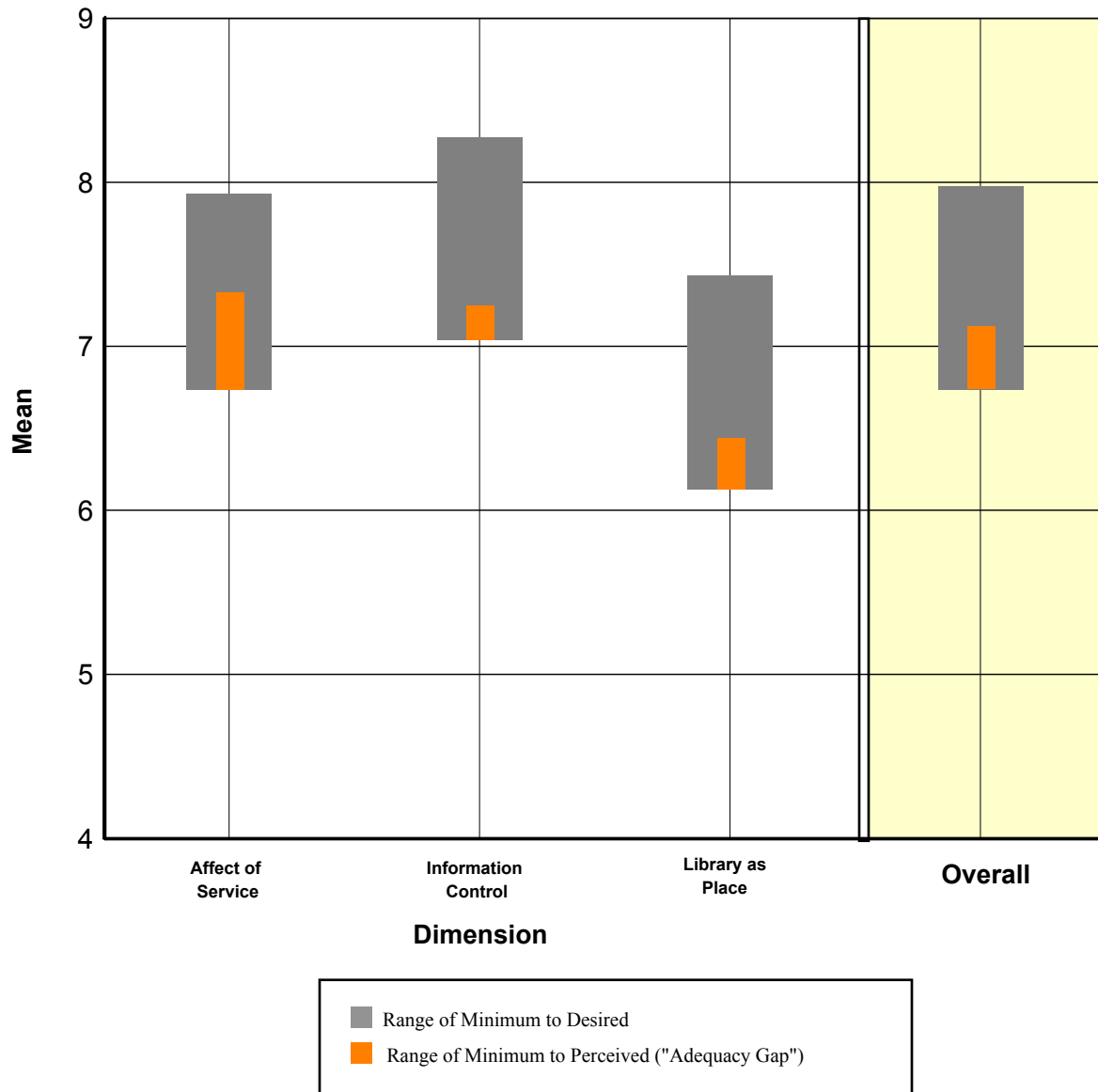


ID	Question Text	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service							
AS-1	Employees who instill confidence in users	5.89	7.38	6.83	0.94	-0.55	297
AS-2	Giving users individual attention	6.16	7.33	6.86	0.70	-0.47	297
AS-3	Employees who are consistently courteous	6.79	8.05	7.39	0.61	-0.66	303
AS-4	Readiness to respond to users' questions	7.00	8.13	7.41	0.41	-0.72	295
AS-5	Employees who have the knowledge to answer user questions	6.88	8.12	7.47	0.59	-0.65	309
AS-6	Employees who deal with users in a caring fashion	6.80	7.98	7.39	0.59	-0.60	700
AS-7	Employees who understand the needs of their users	6.95	8.08	7.31	0.36	-0.77	300
AS-8	Willingness to help users	7.06	8.08	7.57	0.52	-0.51	277
AS-9	Dependability in handling users' service problems	6.93	8.11	7.31	0.38	-0.80	268
Information Control							
IC-1	Making electronic resources accessible from my home or office	7.30	8.52	7.43	0.12	-1.09	338
IC-2	A library Web site enabling me to locate information on my own	7.23	8.39	7.21	-0.02	-1.18	319
IC-3	The printed library materials I need for my work	6.64	7.91	6.95	0.31	-0.96	305
IC-4	The electronic information resources I need	6.94	8.29	7.22	0.28	-1.07	726
IC-5	Modern equipment that lets me easily access needed information	7.20	8.32	7.33	0.13	-0.99	324
IC-6	Easy-to-use access tools that allow me to find things on my own	6.98	8.26	7.23	0.25	-1.03	317
IC-7	Making information easily accessible for independent use	7.04	8.23	7.25	0.22	-0.98	333
IC-8	Print and/or electronic journal collections I require for my work	7.27	8.30	7.12	-0.15	-1.18	323
Library as Place							
LP-1	Library space that inspires study and learning	5.95	7.44	6.19	0.24	-1.25	618
LP-2	Quiet space for individual activities	6.61	7.80	6.64	0.04	-1.16	269
LP-3	A comfortable and inviting location	6.41	7.78	6.40	-0.01	-1.38	300
LP-4	A getaway for study, learning, or research	6.63	7.79	6.82	0.19	-0.97	254
LP-5	Community space for group learning and group study	5.49	6.68	6.42	0.93	-0.26	232
Overall:		6.35	7.57	6.68	0.33	-0.89	733

ID	Question Text	Minimum SD	Desired SD	Perceived SD	Adequacy SD	Superiority SD	n
Affect of Service							
AS-1	Employees who instill confidence in users	1.93	1.76	1.65	1.86	1.73	297
AS-2	Giving users individual attention	1.88	1.77	1.78	1.86	1.76	297
AS-3	Employees who are consistently courteous	1.84	1.31	1.69	1.80	1.67	303
AS-4	Readiness to respond to users' questions	1.64	1.30	1.59	1.67	1.53	295
AS-5	Employees who have the knowledge to answer user questions	1.59	1.25	1.43	1.48	1.45	309
AS-6	Employees who deal with users in a caring fashion	1.77	1.37	1.55	1.74	1.59	700
AS-7	Employees who understand the needs of their users	1.67	1.29	1.55	1.53	1.48	300
AS-8	Willingness to help users	1.66	1.30	1.56	1.68	1.55	277
AS-9	Dependability in handling users' service problems	1.69	1.20	1.57	1.81	1.51	268
Information Control							
IC-1	Making electronic resources accessible from my home or office	1.72	1.03	1.57	1.90	1.57	338
IC-2	A library Web site enabling me to locate information on my own	1.61	1.11	1.59	1.84	1.67	319
IC-3	The printed library materials I need for my work	1.90	1.52	1.65	2.00	1.74	305
IC-4	The electronic information resources I need	1.64	1.13	1.54	1.90	1.65	726
IC-5	Modern equipment that lets me easily access needed information	1.65	1.17	1.62	1.89	1.71	324
IC-6	Easy-to-use access tools that allow me to find things on my own	1.66	1.18	1.56	1.77	1.56	317
IC-7	Making information easily accessible for independent use	1.65	1.20	1.50	1.67	1.54	333
IC-8	Print and/or electronic journal collections I require for my work	1.62	1.25	1.55	1.93	1.72	323
Library as Place							
LP-1	Library space that inspires study and learning	2.07	1.91	2.02	2.48	2.53	618
LP-2	Quiet space for individual activities	1.93	1.63	1.90	2.30	2.17	269
LP-3	A comfortable and inviting location	1.79	1.51	1.98	2.18	2.18	300
LP-4	A getaway for study, learning, or research	2.04	1.76	1.93	2.30	2.23	254
LP-5	Community space for group learning and group study	2.23	2.27	1.86	2.25	2.33	232
Overall:		1.39	1.05	1.24	1.42	1.28	733

5.3 Core Question Dimensions Summary for Graduate

On the chart below, scores for each dimension of library service quality have been plotted graphically. The exterior bars represent the range of minimum to desired mean scores for each dimension. The interior bars represent the range of minimum to perceived mean scores (the service adequacy gap) for each dimension of library service quality.



The following table displays mean scores for each dimension of library service quality measured by the LibQUAL+® survey, where n is the number of respondents for each particular dimension. (For a more detailed explanation of the headings, see the Introduction to this notebook.) A complete listing of the survey questions and their dimensions can be found in Appendix A.

Dimension	Minimum Mean	Desired Mean	Perceived Mean	Adequacy Mean	Superiority Mean	n
Affect of Service	6.73	7.93	7.33	0.59	-0.60	726
Information Control	7.03	8.27	7.25	0.21	-1.03	733
Library as Place	6.13	7.43	6.44	0.31	-0.99	652
Overall	6.35	7.57	6.68	0.33	-0.89	733

The following table displays standard deviation for each dimension of library service quality measured by the LibQUAL+® survey, where n is the number of respondents for each particular dimension. (For a more detailed explanation of the headings, see the Introduction to this notebook.) A complete listing of the survey questions and their dimensions can be found in Appendix A.

Dimension	Minimum SD	Desired SD	Perceived SD	Adequacy SD	Superiority SD	n
Affect of Service	1.54	1.16	1.35	1.46	1.30	726
Information Control	1.41	0.95	1.27	1.54	1.31	733
Library as Place	1.83	1.64	1.74	2.06	2.05	652
Overall	1.39	1.05	1.24	1.42	1.28	733

5.4 General Satisfaction Questions Summary for Graduate

This table displays the mean score and standard deviation for each of the general satisfaction questions: Satisfaction with Treatment, Satisfaction with Support, and Satisfaction with Overall Quality of Service, where n is the number of respondents for each question. These scores are calculated from responses to the general satisfaction questions on the LibQUAL+® survey, in which respondents rated their levels of general satisfaction on a scale from 1-9.

Satisfaction Question	Mean	SD	n
In general, I am satisfied with the way in which I am treated at the library.	7.54	1.49	424
In general, I am satisfied with library support for my learning, research, and/or teaching needs.	7.29	1.67	483
How would you rate the overall quality of the service provided by the library?	7.42	1.34	733

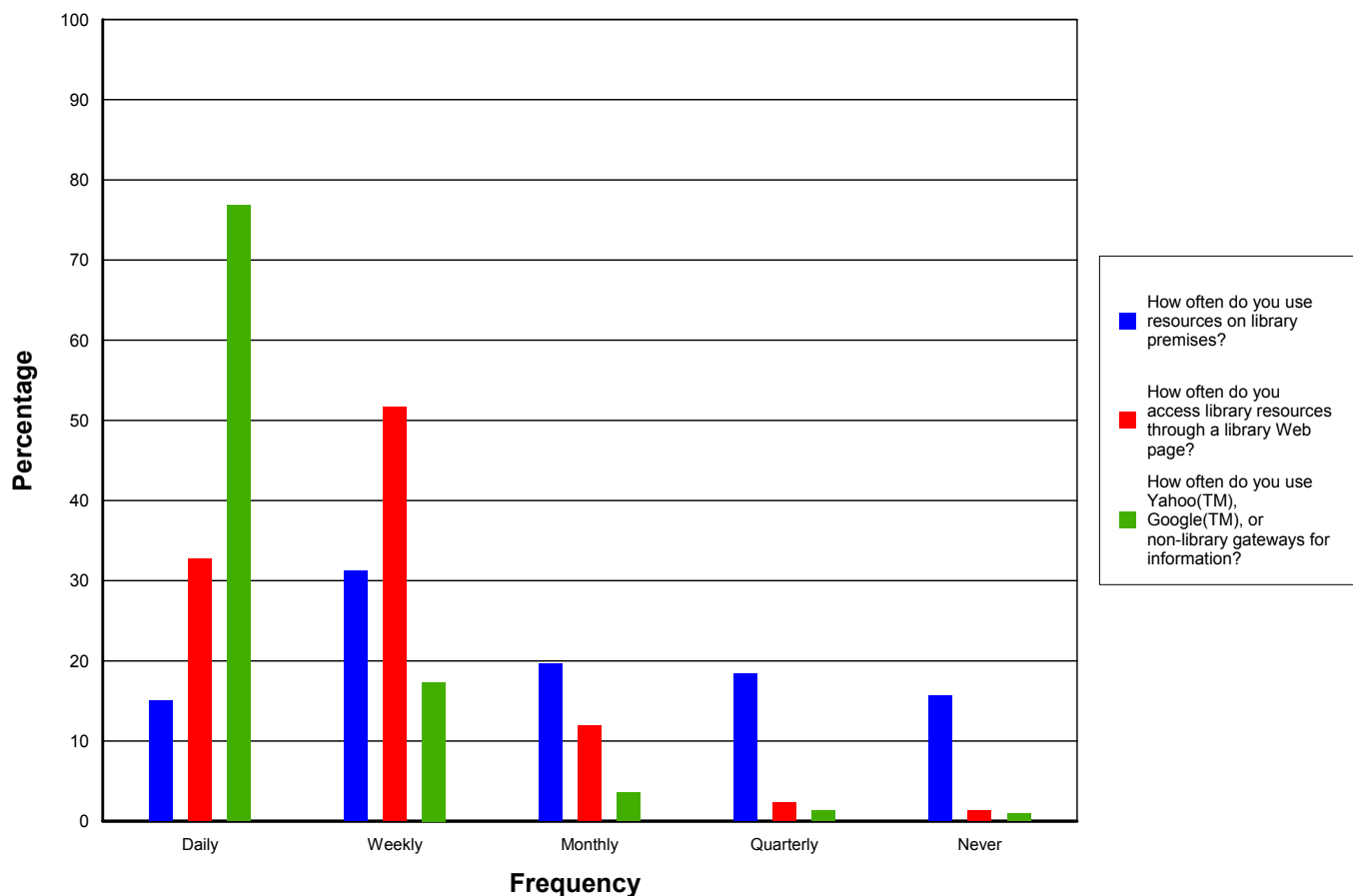
5.5 Information Literacy Outcomes Questions Summary for Graduate

This table displays the mean score and standard deviation for each of the information literacy outcomes questions, where n is the number of respondents for each question. These scores are calculated from responses to the information literacy outcomes questions on the LibQUAL+® survey, in which respondents rated their levels of general satisfaction on a scale from 1-9 with 1 being "strongly disagree" and 9 representing "strongly agree".

Information Literacy Outcomes Questions	Mean	SD	n
The library helps me stay abreast of developments in my field(s) of interest.	6.56	1.90	419
The library aids my advancement in my academic discipline or work.	7.39	1.63	394
The library enables me to be more efficient in my academic pursuits or work.	7.37	1.62	364
The library helps me distinguish between trustworthy and untrustworthy information.	6.40	1.86	399
The library provides me with the information skills I need in my work or study.	6.98	1.68	412

5.6 Library Use Summary for Graduate

This chart shows a graphic representation of library use (both on the premises and electronically), as well as use of non-library information gateways such as Yahoo™ and Google™. Bars represent the frequency with which respondents report using these resources: Daily, Weekly, Monthly, Quarterly, or Never. The table below the chart displays the number and percentage of respondents who selected each option.



	Daily	Weekly	Monthly	Quarterly	Never	n/%
How often do you use resources on library premises?	110 15.01%	229 31.24%	144 19.65%	135 18.42%	115 15.69%	733 100.00%
How often do you access library resources through a library Web page?	240 32.74%	379 51.71%	87 11.87%	17 2.32%	10 1.36%	733 100.00%
How often do you use Yahoo(TM), Google(TM), or non-library gateways for information?	563 76.81%	127 17.33%	26 3.55%	10 1.36%	7 0.95%	733 100.00%

Appendix A: LibQUAL+® Dimensions

LibQUAL+® measures dimensions of perceived library quality---that is, each survey question is part of a broader category (a dimension), and scores within those categories are analyzed in order to derive more general information about library users' perceptions of service. These dimensions were first based on the original SERVQUAL survey instrument (the framework for the LibQUAL+® survey tool; for more information on the origins of LibQUAL+®, go to [<http://www.libqual.org/Publications/>](http://www.libqual.org/Publications/)). The LibQUAL+® survey dimensions have evolved with each iteration, becoming more refined and focused for application to the library context. Dimensions for each iteration of the LibQUAL+® survey are outlined below.

LibQUAL+® 2000 Dimensions

The 2000 iteration of the LibQUAL+® survey, which had 41 questions, measured eight separate dimensions:

- Assurance (the knowledge and courtesy of employees, and their ability to convey trust and confidence)
- Empathy (caring, individual attention)
- Library as Place (library as a sanctuary/haven or site for learning and contemplation)
- Reliability (ability to perform the promised service dependably and accurately)
- Responsiveness (willingness to help customers and provide prompt service)
- Tangibles (appearance of physical facilities, equipment, personnel and communications materials)
- Instructions/Custom Items
- Self-Reliance

LibQUAL+® 2001 Dimensions

After careful analysis of the results from the 2000 survey, the dimensions were further refined to re-ground the SERVQUAL items in the library context. Four sub-dimensions resulted for the 2001 iteration:

- Service Affect (nine items, such as “willingness to help users”)
- Library as Place (five items, such as “a haven for quiet and solitude”)
- Personal Control (six items, such as “website enabling me to locate information on my own”), and
- Information Access (five items, such as “comprehensive print collections” and “convenient business hours”)

LibQUAL+® 2002 and 2003 Dimensions

For the 2002 iteration of the LibQUAL+® survey, the dimensions were once again refined based on analysis of the previous year's results. While the four dimensions were retained, their titles were changed slightly to more clearly represent the questions and data. The same four dimensions were also used on the 2003 survey:

- Access to Information
- Affect of Service
- Library as Place
- Personal Control

LibQUAL+® 2004 - Present

After the 2003 survey was completed, factor and reliability analyses on the resulting data revealed that two of the

dimensions measured by the survey-Access to Information and Personal Control-had collapsed into one. The following three dimensions have been measured since then: Affect of Service, Information Control, and Library as Place. In addition, three core items were eliminated from the 2003 version of the survey, leaving 22 core items on the final survey instrument.

The list below displays the dimensions used to present the results in the 2007 notebooks, along with the questions that relate to each dimension. *(Note: The questions below are those used in the College and University implementation of the survey, American English version.)*

Affect of Service

- [AS-1] Employees who instill confidence in users
- [AS-2] Giving users individual attention
- [AS-3] Employees who are consistently courteous
- [AS-4] Readiness to respond to users' questions
- [AS-5] Employees who have the knowledge to answer user questions
- [AS-6] Employees who deal with users in a caring fashion
- [AS-7] Employees who understand the needs of their users
- [AS-8] Willingness to help users
- [AS-9] Dependability in handling users' service problems

Information Control

- [IC-1] Making electronic resources accessible from my home or office
- [IC-2] A library Web site enabling me to locate information on my own
- [IC-3] The printed library materials I need for my work
- [IC-4] The electronic information resources I need
- [IC-5] Modern equipment that lets me easily access needed information
- [IC-6] Easy-to-use access tools that allow me to find things on my own
- [IC-7] Making information easily accessible for independent use
- [IC-8] Print and/or electronic journal collections I require for my work

Library as Place

- [LP-1] Library space that inspires study and learning
- [LP-2] Quiet space for individual activities
- [LP-3] A comfortable and inviting location
- [LP-4] A getaway for study, learning or research
- [LP-5] Community space for group learning and group study



Association of Research Libraries

21 Dupont Circle NW, Suite 800

Washington, DC 20036

Phone 202-296-2296

Fax 202-872-0884

<http://www.libqual.org>

Copyright © 2009 Association of Research Libraries