User Satisfaction Surveys in Two Italian University Libraries: Model, Results and Good Practices

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Workshop «Customer Satisfaction in Education»

Summary

➢ The User Satisfaction Survey

➢ A Conceptual Model

➢ Survey Process and Tool

➢ Main Survey Results

➢ Good Practices

The User Satisfaction Survey

Context

In 2012 the same user satisfaction survey was carried out in two Italian university libraries: Milano-Bicocca and Siena.

Both organizations are members of the GIM (Interuniversity Group for the Monitoring of Academic Libraries) but they are very different.

Information	Milano-Bicocca	Siena
Foundation of University	1998	1240
Location	Northern Italy	Central Italy
Faculties	8	9
Institutional Users	34,634	24,042
Library Sites	3	19
Library Staff	34 [30.64 FTE]	99 [96.45 FTE]

Objectives

We wanted to overall analyze the perceived quality, and find out users' behaviors and opinions.

Library attendance

- Who attends libraries, who doesn't and why?
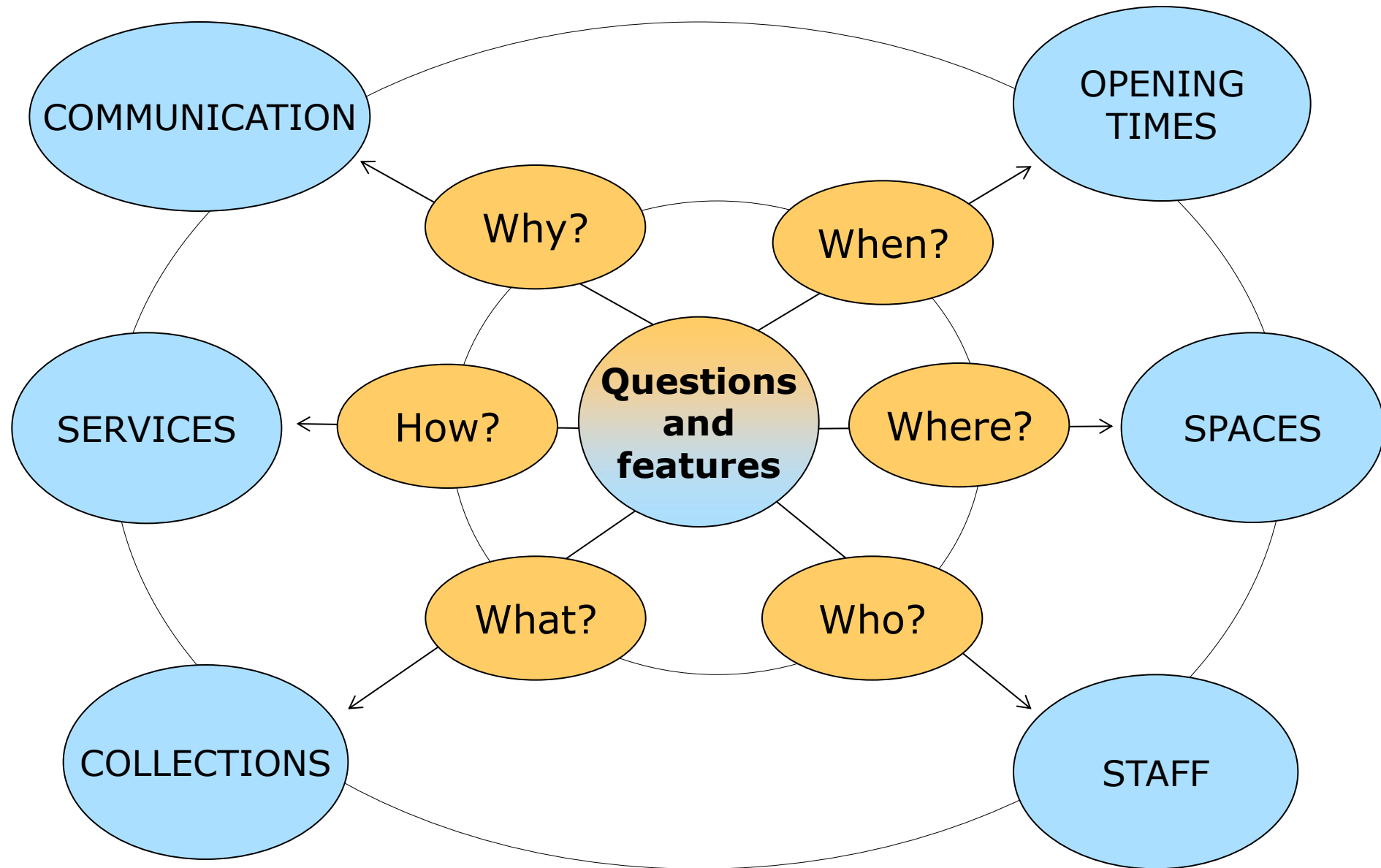
Library services and features

- How and how often are services used and by whom? What are the reasons behind this?
- How important and satisfying are library services and features to users? What do people think of them?
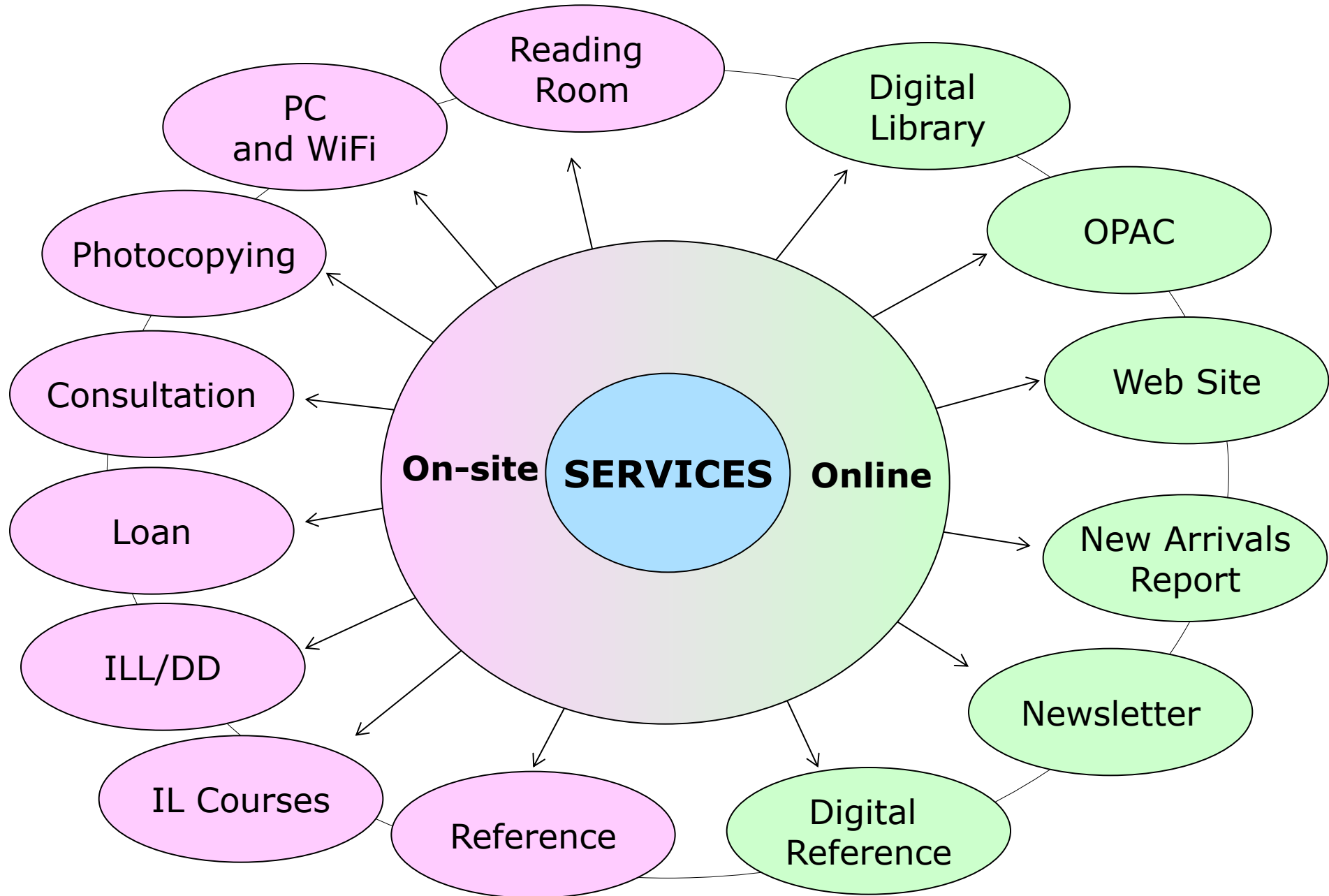
Overall perception

- What is overall perception of the library and why?
- What are users' suggestions for improving libraries?

A Conceptual Model

Library Features

COMMUNICATION

OPENING TIMES

Why?

When?

SERVICES

How?

Questions and features

Where?

SPACES

COLLECTIONS

What?

Who?

STAFF

Library Services

SERVICES

On-site

Online

- Reading Room
- PC and WiFi
- Photocopying
- Consultation
- Loan
- ILL/DD
- IL Courses
- Reference
- Digital Library
- OPAC
- Web Site
- New Arrivals Report
- Newsletter
- Digital Reference

Library Services and other Features

SERVICES	TIMES	SPACES	STAFF	COLLECTIONS	COMMUNICATION
Reading Room	**X**	**X**			X
PC and WiFi	X	X			X
Photocopying	X	X			X
Consultation	X	X		**X**	X
Loan	X		X	**X**	X
ILL/DD	X		X	**X**	X
IL courses	X	X	**X**		X
Reference	X		**X**		X
Digital Reference			**X**		X
Newsletter					**X**
New Arrivals Report				X	**X**
Web Site					**X**
OPAC				X	**X**
Digital Library				**X**	**X**

Variables and useful Questions

FEATURES	SATISFACTION	IMPORTANCE	KNOWLEDGE	USE
OPENING TIMES	X	X		
SPACES	X	X		
STAFF	X	X		
COLLECTIONS	X	X		
SERVICES	X	X	X	X
COMMUNICATION	X	X		

Closed questions:
• Level of satisfaction and importance for library features
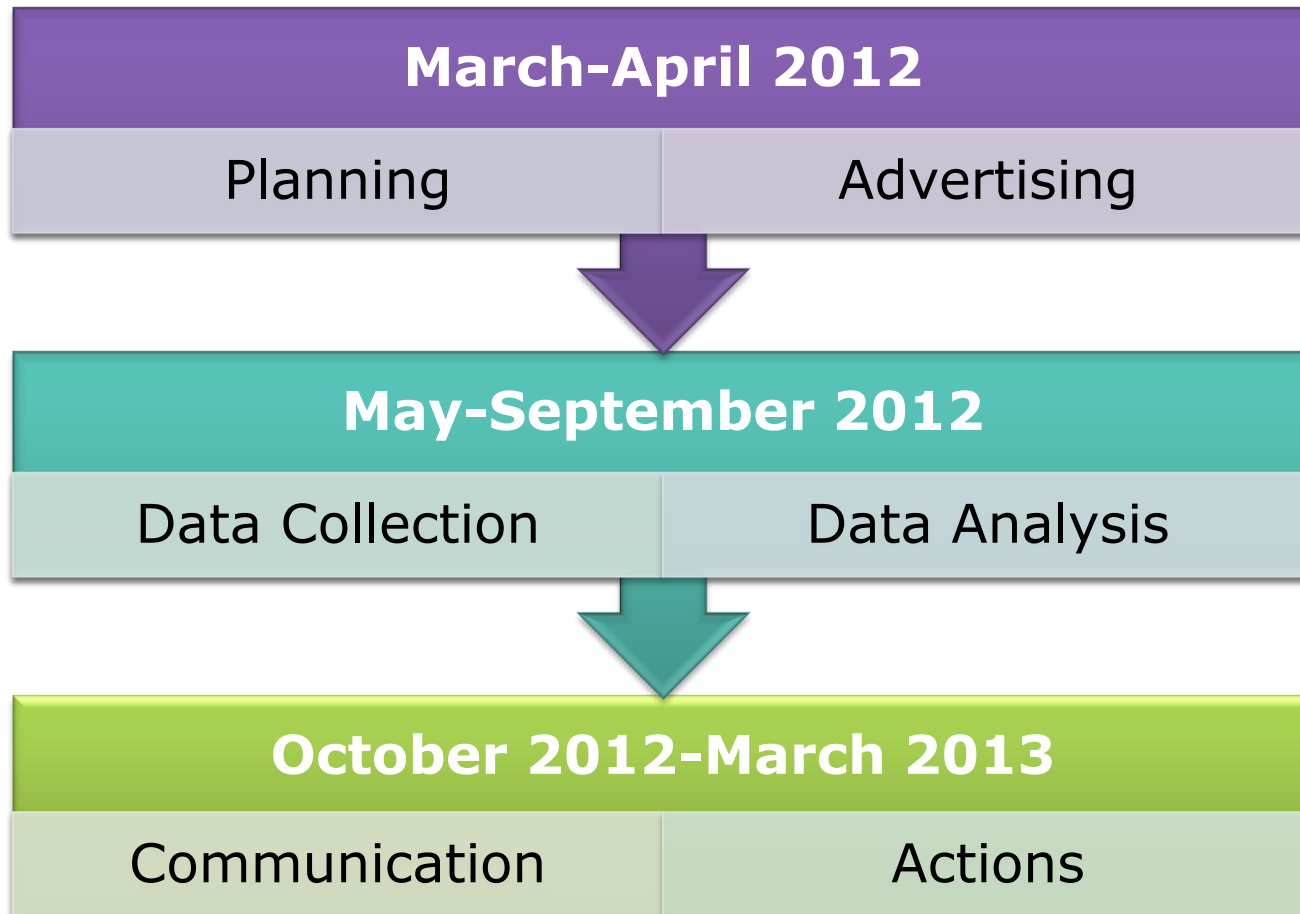• Level of use, satisfaction and importance for library services

Open questions:
• Reasons for satisfaction/dissatisfaction, and little use of services
• Suggestions for improving library features and services

Survey Process and Tool

Scheduled Activities

This was the survey schedule in both universities.

March-April 2012	
Planning	Advertising

May-September 2012	
Data Collection	Data Analysis

October 2012-March 2013	
Communication	Actions

Survey Tool

We created a survey tool using open and closed questions to gather both Qualitative and Quantitative data.

We invited all institutional users to fill in the online questionnaire, through the open source application Lime Survey.

Collected Data
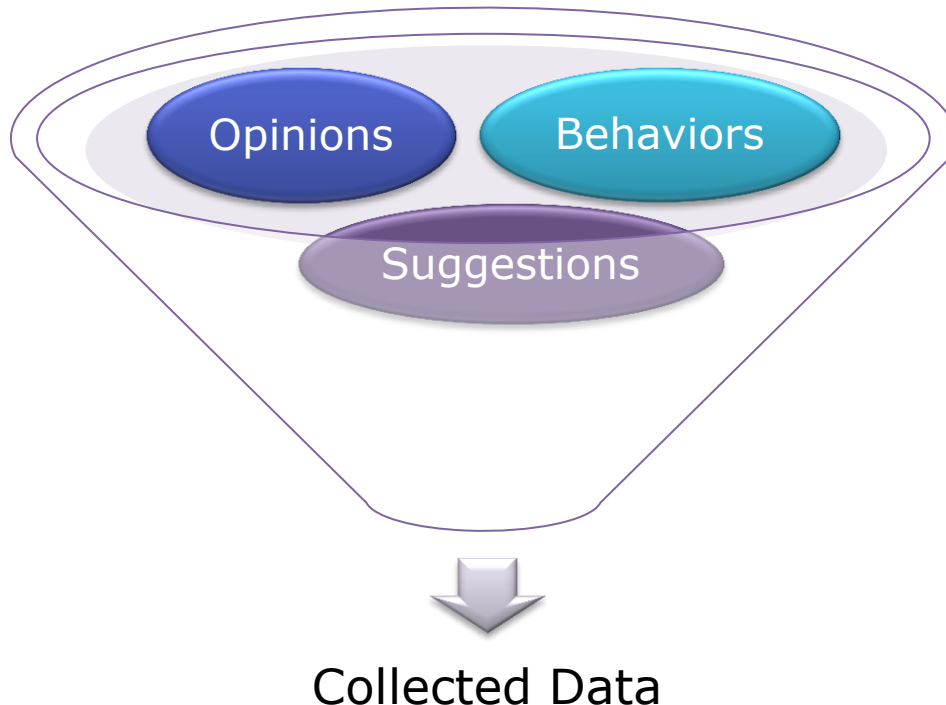
Questionnaire Sections

The questionnaire was divided into 5 sections.

User Profile	• User type (student, teacher, scholar, employee and so on) • Faculty and type of graduate courses
Attendance	• Attending university libraries: level, and reasons • Attending other libraries or not attending libraries: reasons
Services	• Using services: level (4-point scale), reasons for using/not using • Importance and Satisfaction level (4-point scale), opinions
Features	• Importance and Satisfaction level (4-point scale) • Opinions about features (opening times, spaces, collections, etc.)
Overall Perception	• Level of the overall Satisfaction (4-point scale) with the library • Reasons for evaluation, and suggestions for improving libraries

Partition of services

In the introduction of survey results, we used a colour code to identify the library services examined, according to their prevalent features.
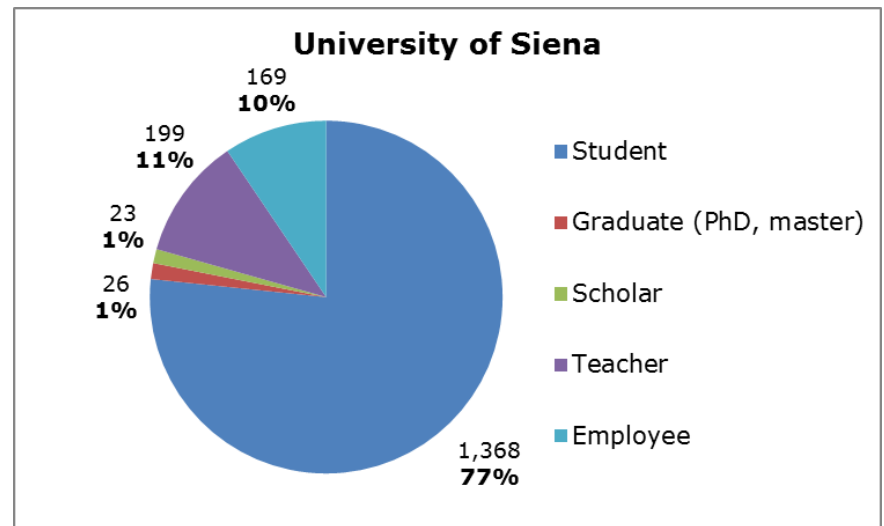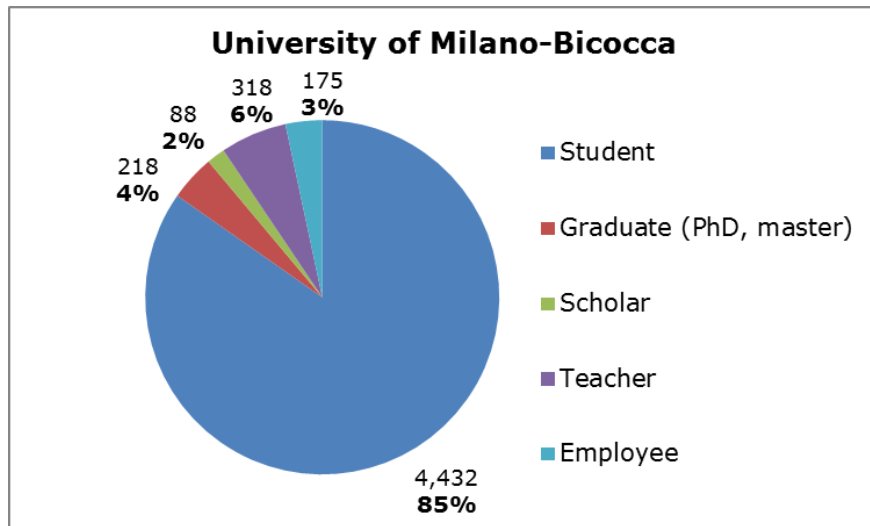
Spaces and tools:
Reading room
PC and WiFi
Photocopying

Collections:
Consultation
Loan
ILL/DD

Services

Staff:
Quick Reference
Reference
IL Courses

Online services:
Website
OPAC
Digital Library
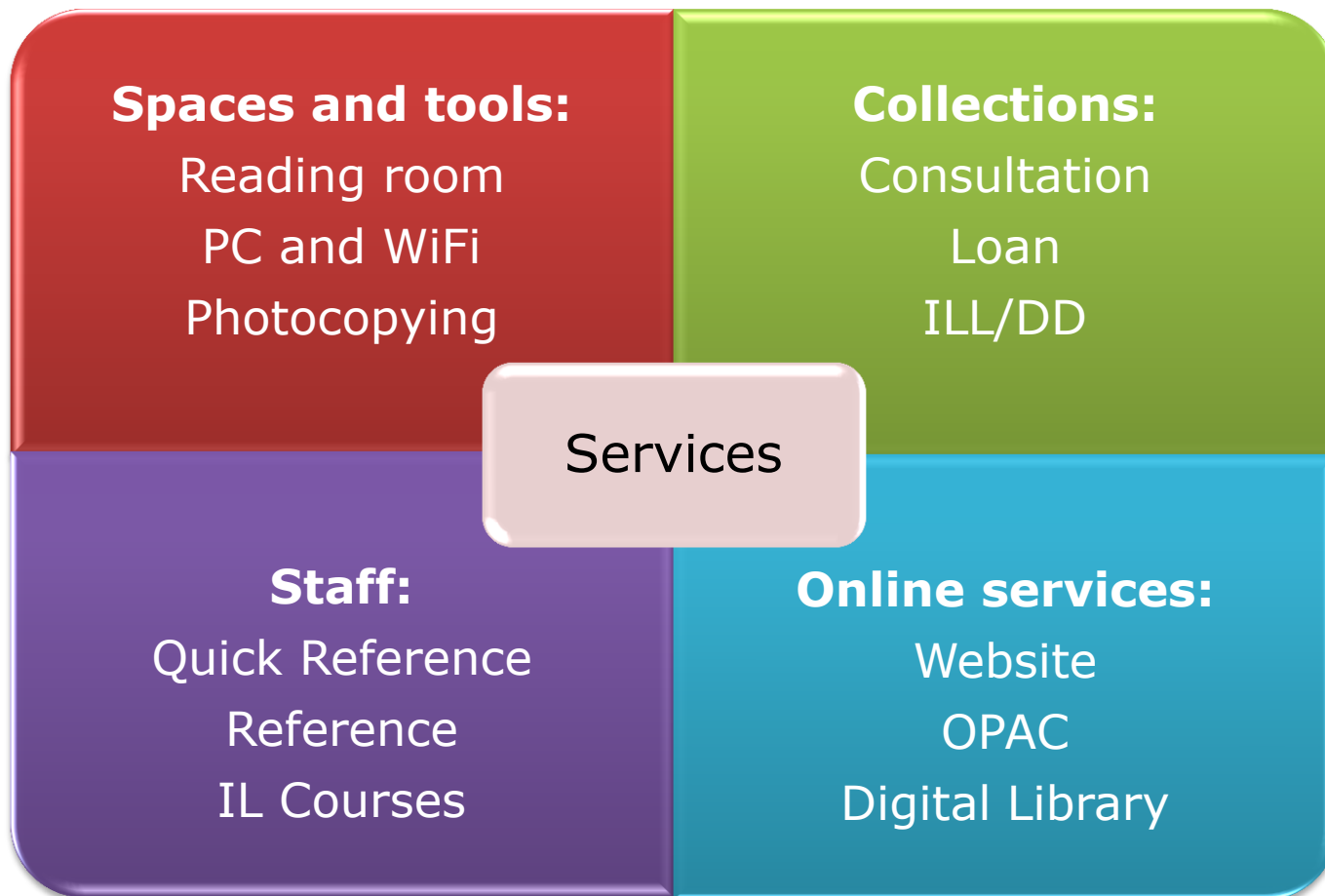
Main Survey Results

Sample Composition

15% of population took part in the survey as for Milano-Bicocca, and 9% as for Siena.

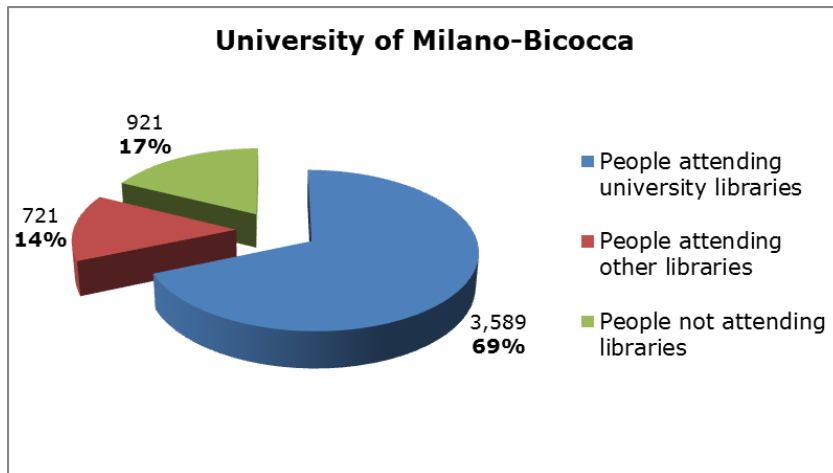The two pie charts illustrate the sample composition according to user type.

University of Milano-Bicocca

- 318 6%
- 175 3%
- 88 2%
- 218 4%
- 4,432 85%

Legend: Student, Graduate (PhD, master), Scholar, Teacher, Employee

University of Siena

- 169 10%
- 199 11%
- 23 1%
- 26 1%
- 1,368 77%

Legend: Student, Graduate (PhD, master), Scholar, Teacher, Employee

Comparing sample and population, in both cases teachers and scholars took part in the survey to a greater extent.

Library Attendance

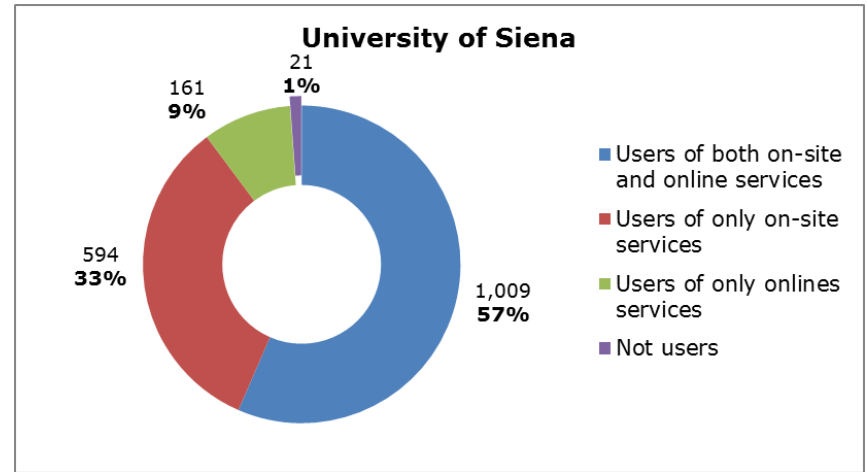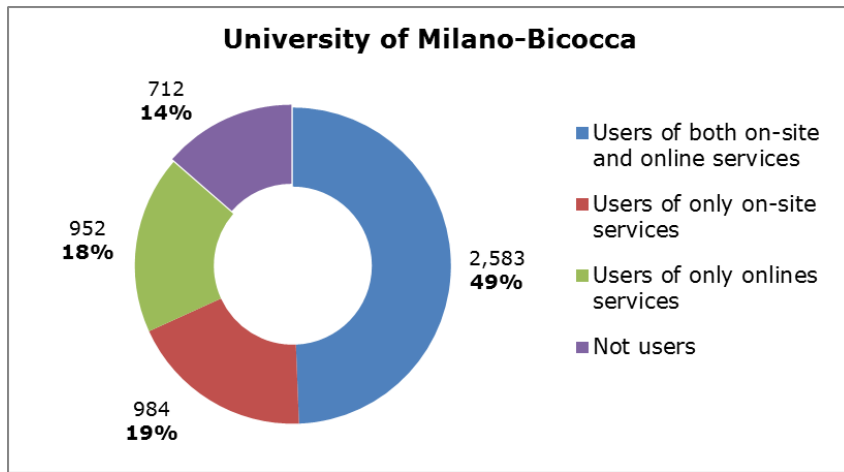The two pie charts illustrate the sample composition as for what concerns library attendance.

University of Milano-Bicocca

- 921 **17%**
- 721 **14%**
- 3,589 **69%**

- ■ People attending university libraries
- ■ People attending other libraries
- ■ People not attending libraries

University of Siena

- 27 **1%**
- 155 **9%**
- 1,603 **90%**

- ■ People attending university libraries
- ■ People attending other libraries
- ■ People not attending libraries
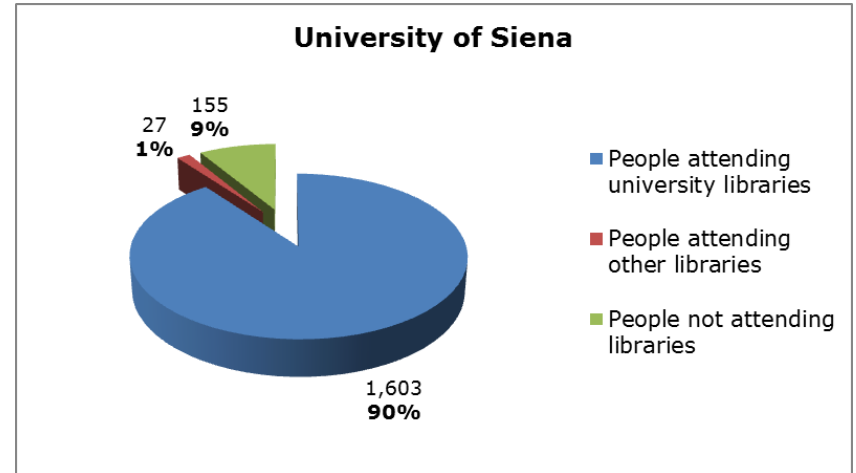
In Siena, a university town, there are more people who attend university libraries than in Milan, a city full of commuters.

As for Milano-Bicocca, the people who don't attend university libraries say they either don't need them or attend public libraries, as nearer to their home.

Use of Services

The two pie charts show the sample composition according to the use of library services.

University of Milano-Bicocca

712 **14%**
952 **18%**
2,583 **49%**
984 **19%**

- Users of both on-site and online services
- Users of only on-site services
- Users of only onlines services
- Not users

University of Siena

21 **1%**
161 **9%**
594 **33%**
1,009 **57%**

- Users of both on-site and online services
- Users of only on-site services
- Users of only onlines services
- Not users

In Siena there are more people who use only on-site services than in Milan: 33% compared with 19%.

Among people who don't attend university libraries, there are many users of online services: 18% out of 31% in Milan, and 9% out of 10% in Siena.

Importance of Services

In both universities the most important services are also the most used.
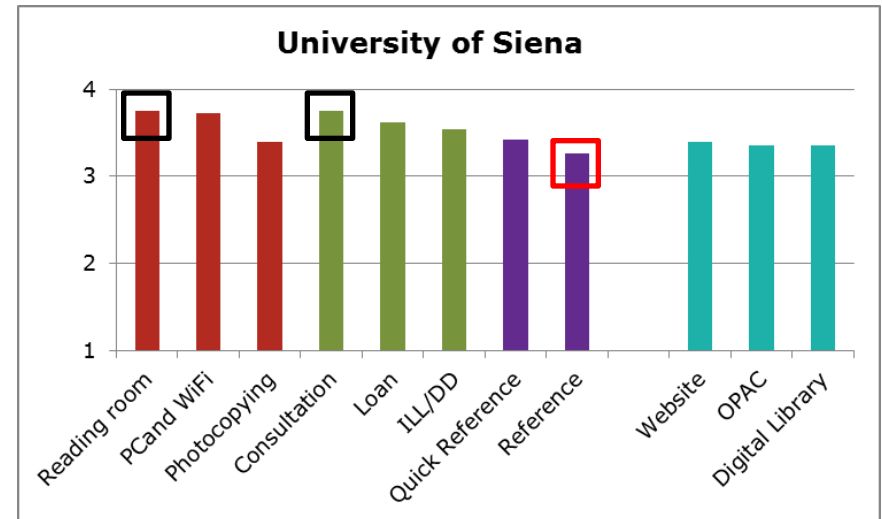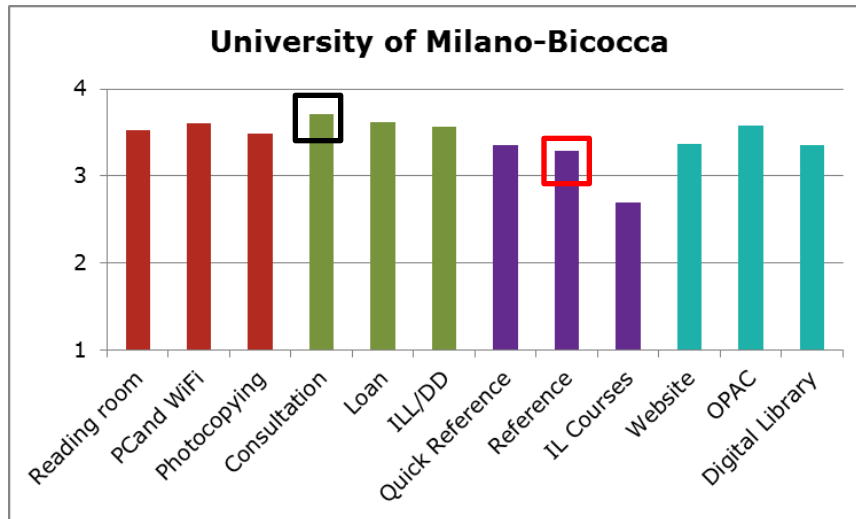

The most important service is Reading room together with Consultation in Siena, and Consultation in Milan.
The least important one is Reference in both towns, excluding IL courses that weren't examined in Siena.

In both cases the least important services are often unknown.

Satisfaction with Services

In both universities the least satisfactory services are the same, whereas the most satisfactory ones are different.
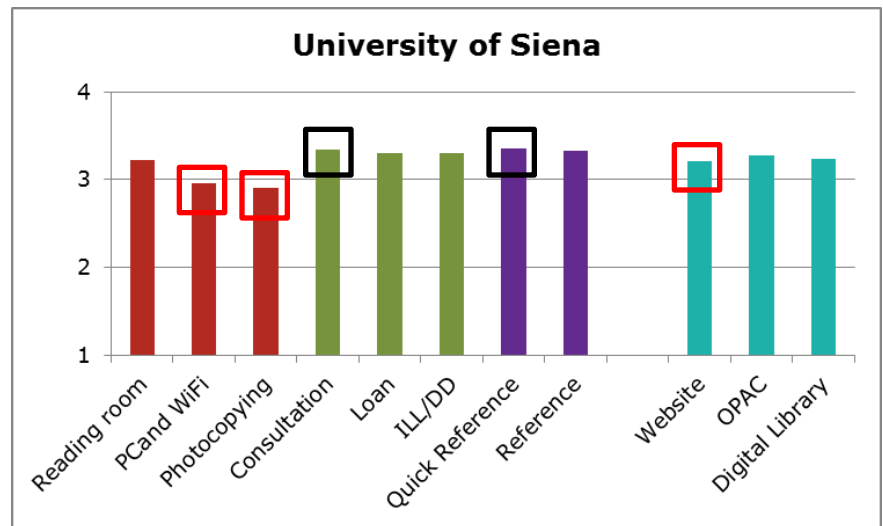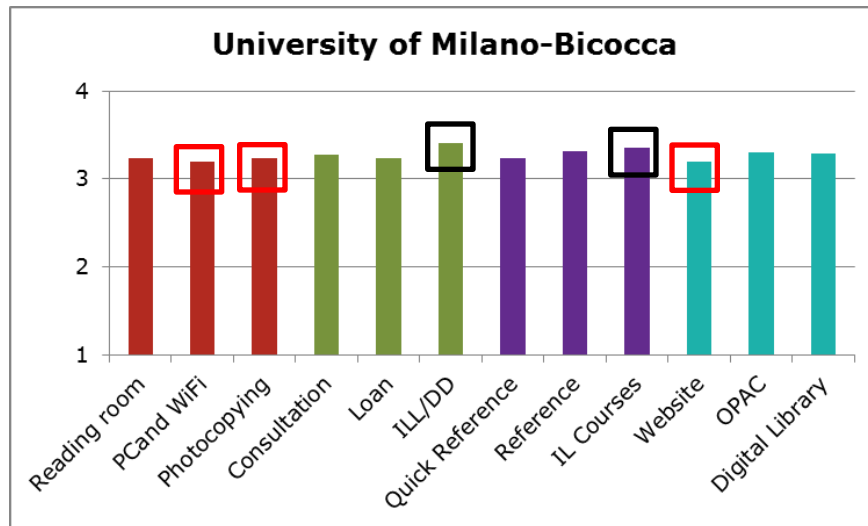
The least satisfactory services are PC/WiFi, Photocopying, and Website. The most satisfactory ones are Quick Reference and Consultation in Siena, ILL/DD and IL courses in Milan.

The biggest negative gap between importance and satisfaction occurs for PC/WiFi (-0,76) in Siena, and for Consultation (-0,43) in Milan.

Importance of Features

The most and least important library features are almost the same in both universities.

University of Milano-Bicocca

University of Siena
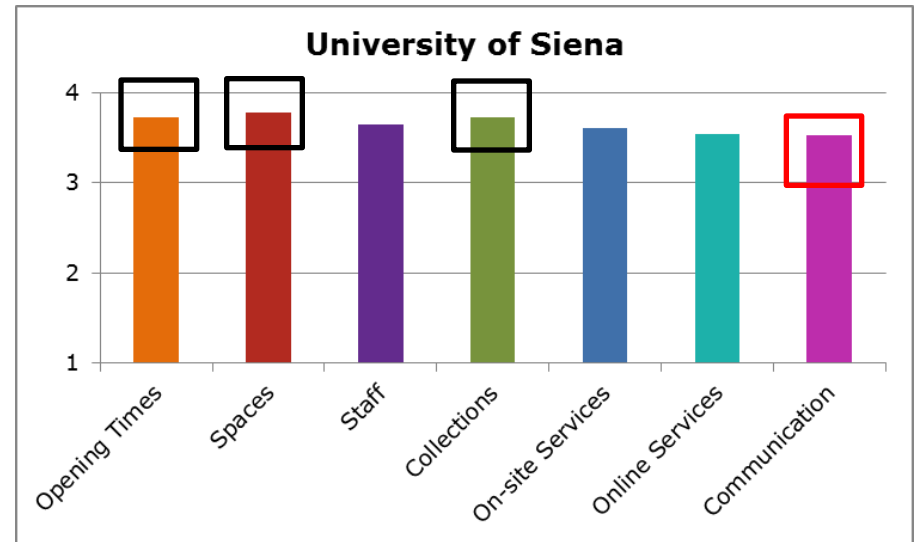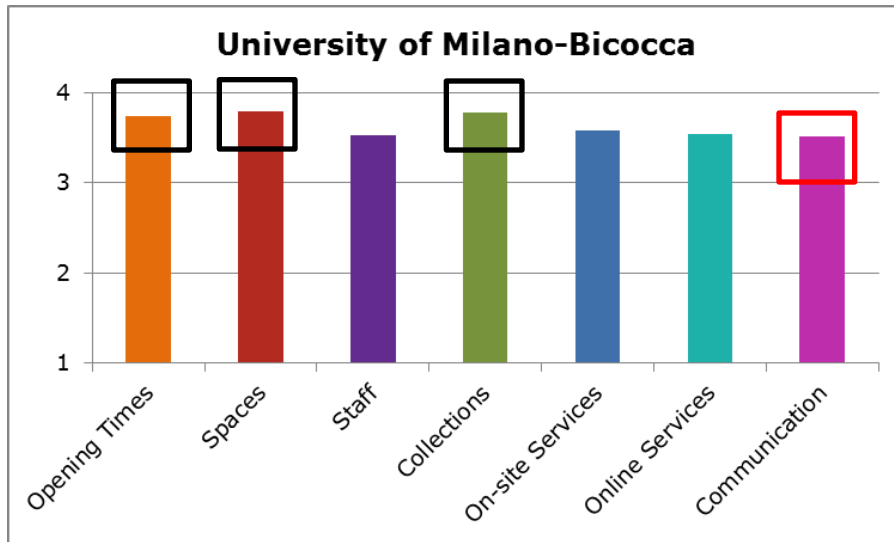
In both cases among the most important library features there are Spaces, Collections, and Opening Times.

The least important library feature is Communication both in Milan and in Siena.

Satisfaction with Features

The most satisfactory library features are the same in both universities, but the least satisfactory ones are different.
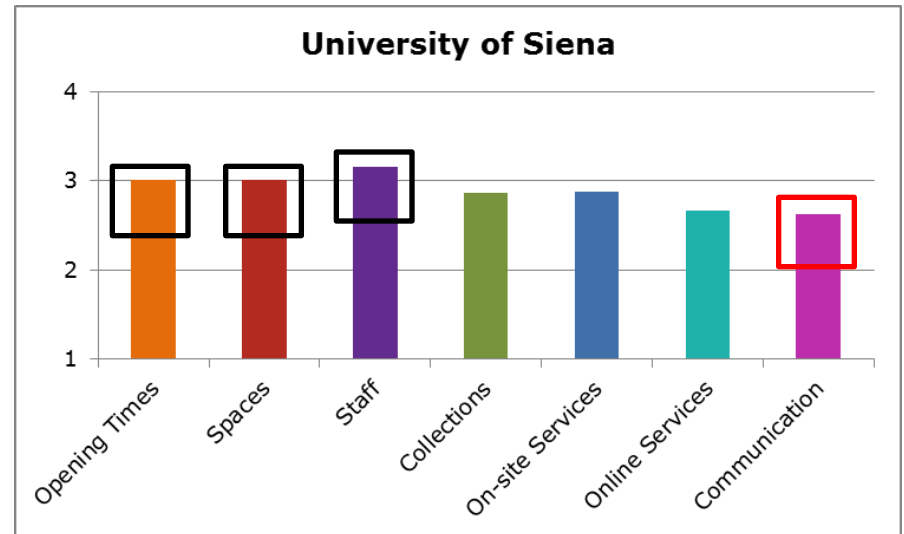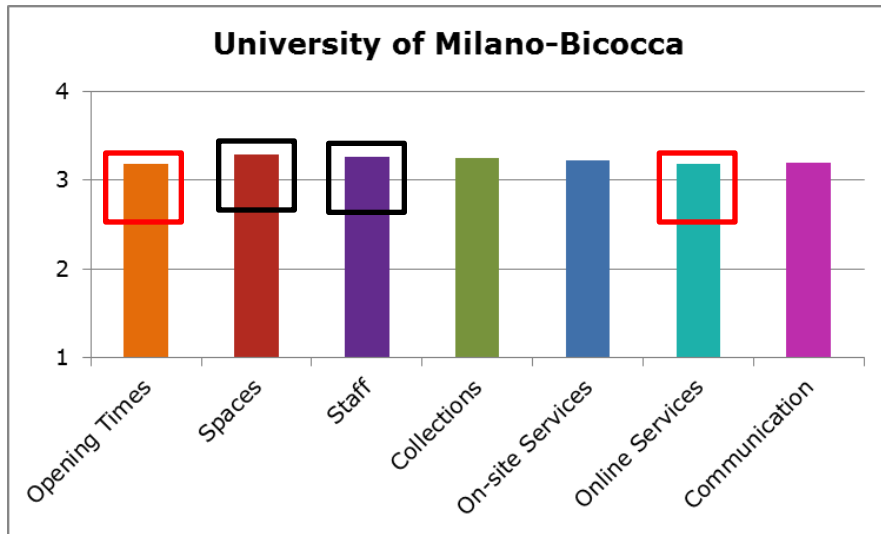

Among the most satisfactory library features there are Staff and Spaces in both cases. The least satisfactory ones are Communication in Siena, Opening Times and Online Services in Milan.

The biggest negative gap between importance and satisfaction occurs for Communication (-0,91) in Siena, and for Opening Times (-0,55) in Milan.

Overall Perception

The level of overall satisfaction is average high in both universities.
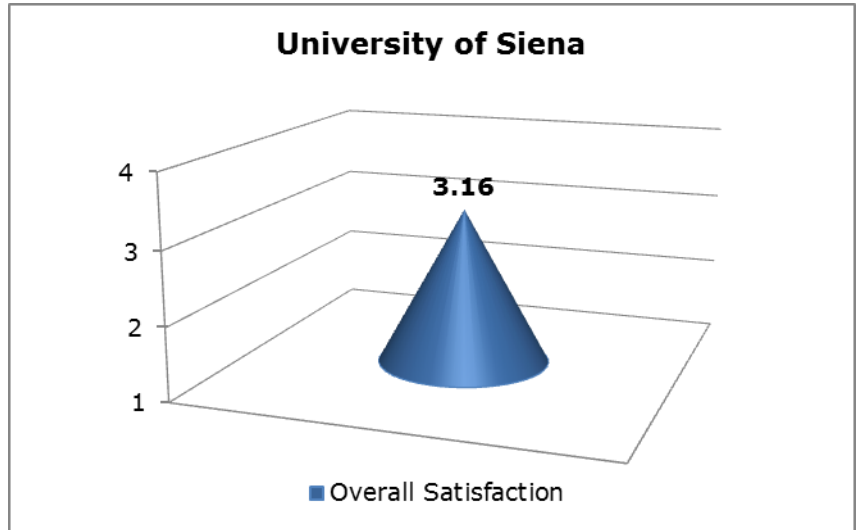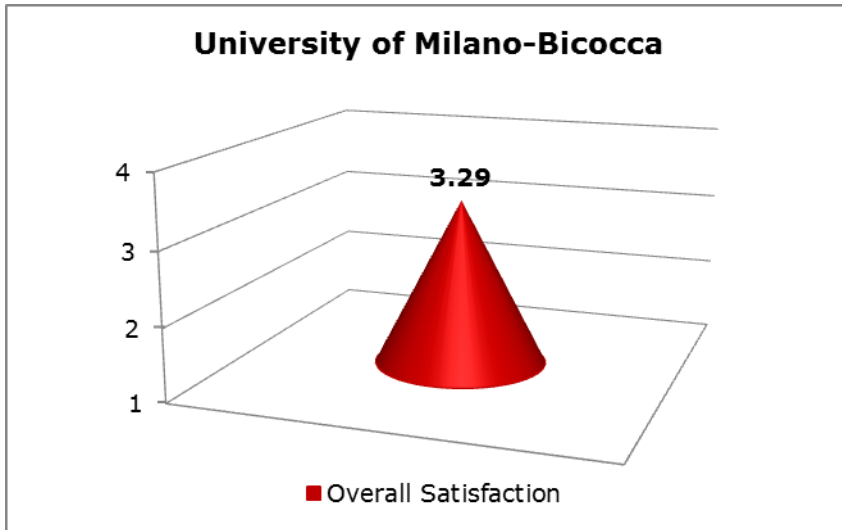
The reasons for dissatisfaction and the suggestions for improving libraries were very useful to understand how to do better in both contexts.

The gap between importance and satisfaction was useful to identify priority actions about services and library features.

Library Profiles [1]

The table below illustrates the results in Milan.

Library Profiles	The most important Features	The most used Services	User Type	Satisfaction Level
Place to study	Opening Times, Spaces	Reading Room, PC and WiFi	Students	Average high
Point to use on-site services	On-site Services, Collections	Consultation, Loan, Photocopying, OPAC, Quick Reference	Students, Teachers, Scholars, Graduates	High
Gateway to online services	Online Services, Communication	Digital Library, OPAC, Website	Teachers, Scholars, Graduates	High
Mediator for bibliographic research	Staff, On-site Services	Reference, IL courses, ILL/DD	Teachers, Scholars, Graduates	Very high

Library Profiles [2]

Users fall into two main categories.

Teachers, Scholars, Graduates, Graduands (34%)

Students (63%)

Mediator

Gateway

Place

Point
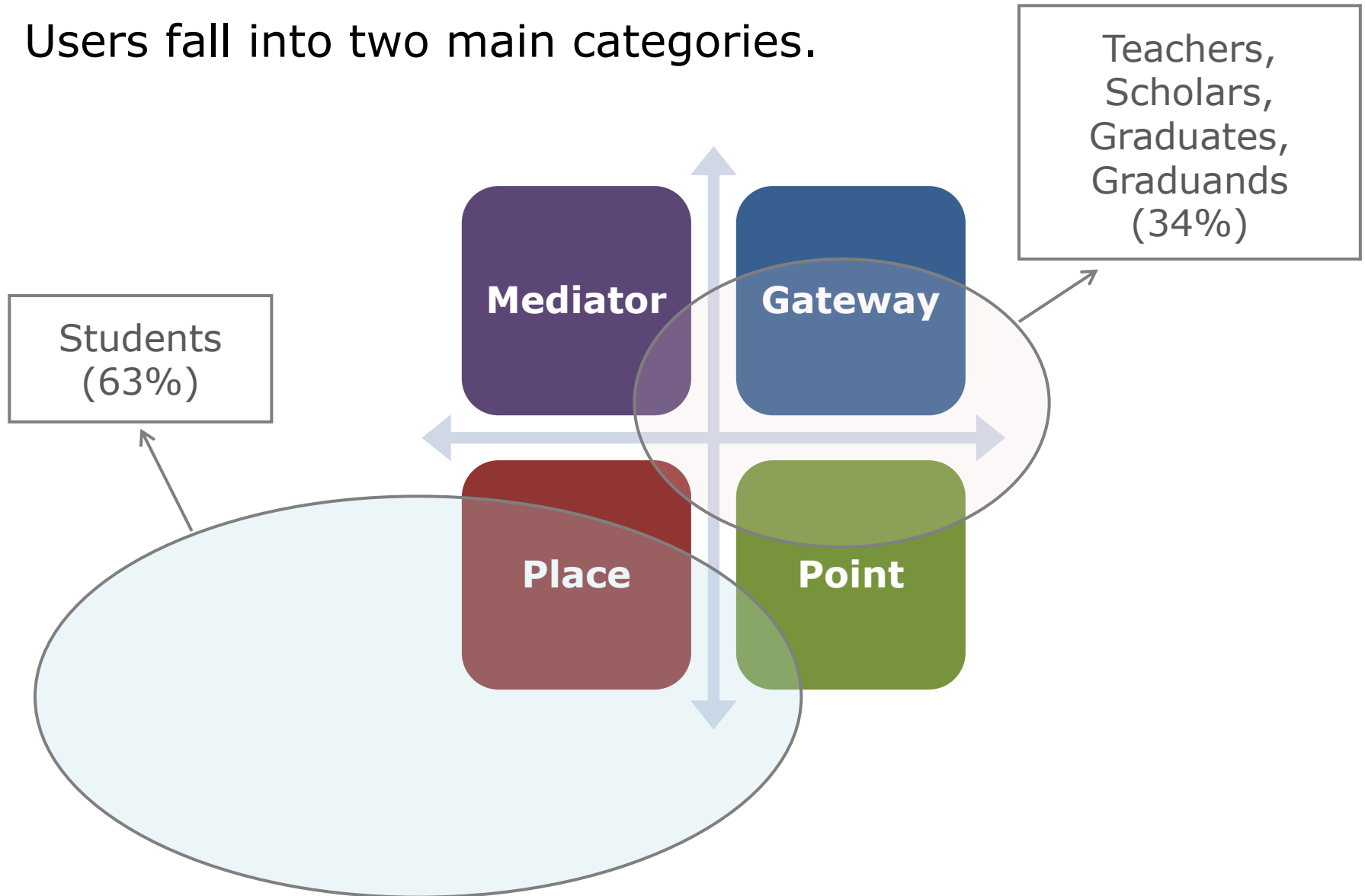
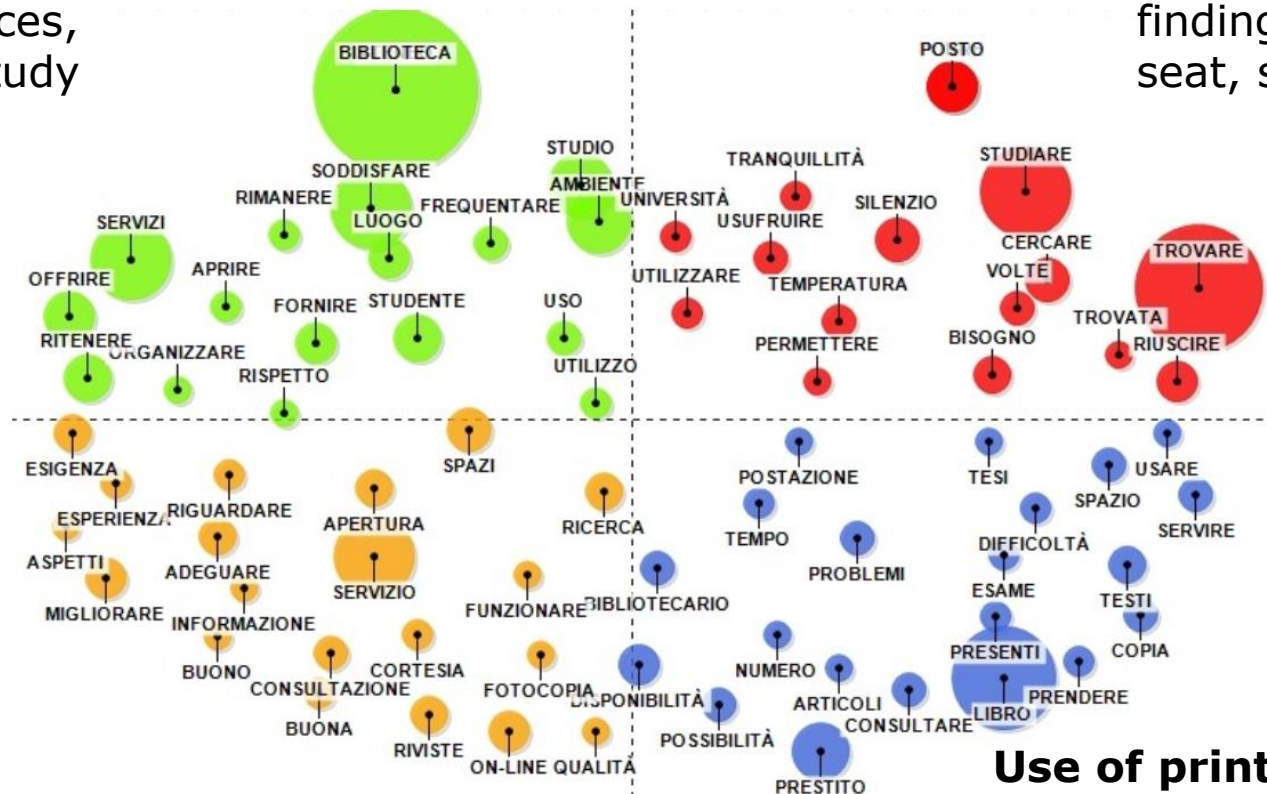# Qualitative Analysis by T-LAB

The diagram shows the Multi Dimensional Scaling analysis on overall perception in Milano-Bicocca [from Laura Oliva's thesis].

General evaluation:
library, services, satisfying, study

Use of spaces:
finding, studying, seat, silence

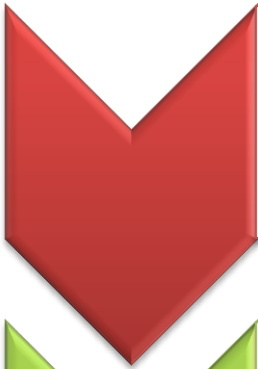**Specific evaluation**:
service, opening, improving, online

Use of printed copies:
book, loan, copy, available

Good Practices

Realized Activities

In both universities we planned and realized the following activities, which can be considered Good Practices.

- Organizing staff training courses
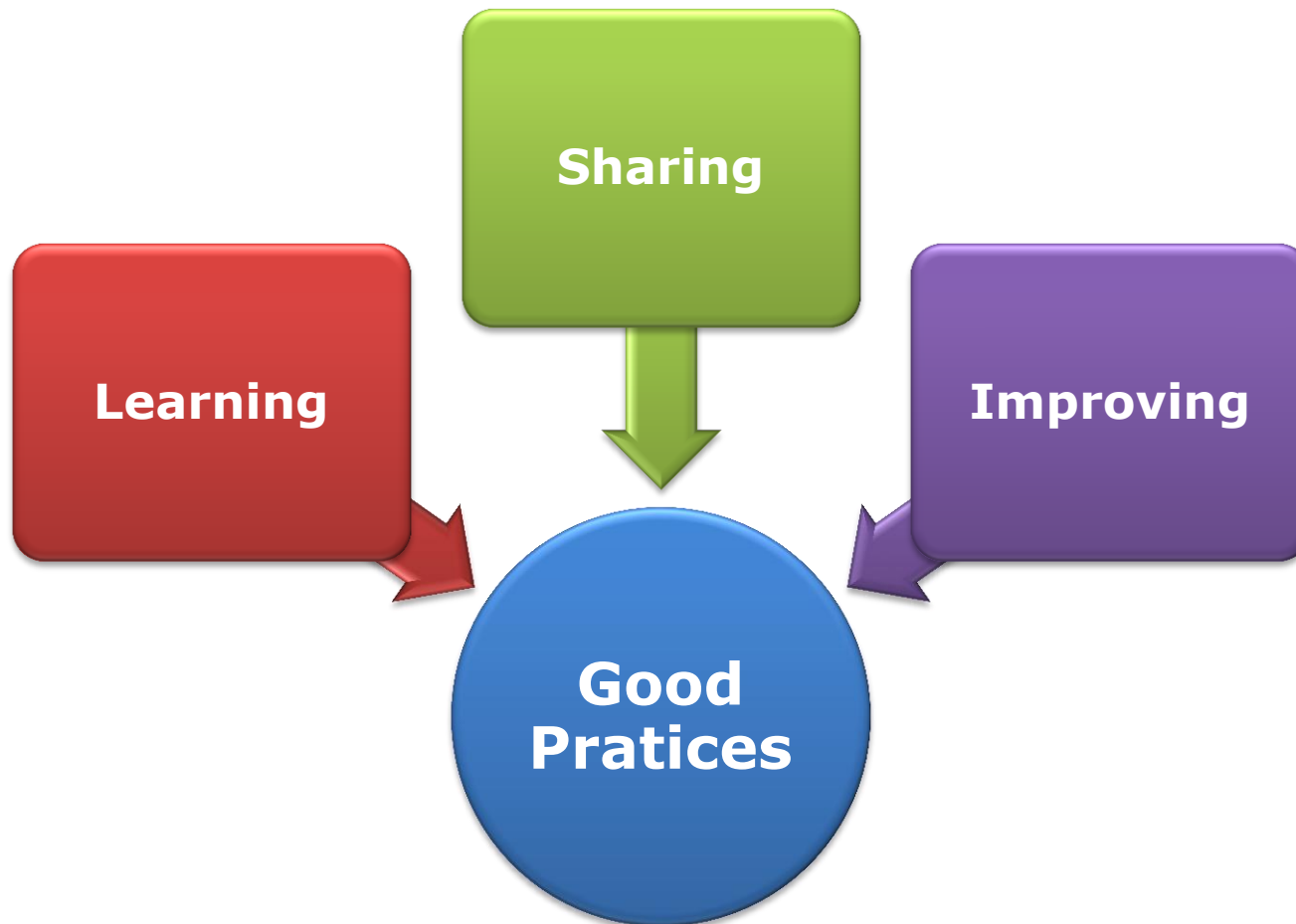- Carrying out internal and external benchmarking

- Taking care of internal and external communication
- Sharing results with various stakeholders

- Gathering users' suggestions and complaints
- Taking actions to improve libraries

Good Practices

To sum up, when you carry out a User Satisfaction Survey, you could follow these Good Practices.

Thanks for your attention!

Any questions?

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