



Library Client Survey
2008/2009

A qualitative
perspective

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1 Introduction

The Council of Australian University Librarians (CAUL) has a longstanding relationship with Insync Surveys to assist CAUL members to develop, administer and analyse client satisfaction surveys.

The surveys generate significant amounts of open feedback, ranging from a few hundred to a few thousand comments per survey. This feedback provides a rich source of information about library performance both at an individual and aggregate level.

In 2008, thirty CAUL libraries undertook the survey. Of these, 20 elected to take up the offer of thematic analysis of verbatim comments – a service offered by Insync Surveys for the first time in 2008. At the time this report was compiled, a further 3 libraries participated in early 2009.

A relatively new development in the qualitative process is the availability of software that automates the analysis of qualitative data. SPSS Text Analysis for Surveys is a software program that extracts key concepts from open ended text. The process of *extraction* of key terms and concepts is the first – and largely automated – stage in the analytical process. The extracted data then undergoes a series of (manual) refinements until responses are *quantified* into themes.

The following diagram illustrates the stages in the analytical process:



Note: A comment may contain multiple responses

In order to facilitate broader assessments of qualitative feedback, the themes are also clustered into *Best Practice Categories*. Five *Best Practice Categories* are identified – *Communication, Service delivery, Facilities and equipment, Library staff* and *Information resources* – in line with those used for benchmarking in the Library Client Survey.

Responses are also classified into *positive* and *negative* domains.

To date, the following CAUL libraries elected to take up the offer of thematic analysis of verbatim comments:

2008 (20 participants)

- Australian Catholic University
- Australian National University
- Charles Darwin University
- Charles Sturt University
- Edith Cowan University
- Griffith University
- James Cook University
- Macquarie University
- Murdoch University
- Southern Cross University
- Swinburne University of Technology
- University of Adelaide
- University of Canberra
- University of Melbourne
- University of Newcastle
- University of Southern Queensland
- University of Sydney
- University of Tasmania
- University of Wollongong
- Victoria University

2009 (3 participants)

- Monash University
- Curtin University
- University of Ballarat

The 31012 comments generated 111 themes, incorporating 93343 responses.

With such a large pool of data, we are now able to report on the aggregate feedback of university library patrons. The service of analysis of verbatim comments that we first offered in early 2008 has been developed to a point where we are now able to compare the qualitative data of individual libraries with the aggregate data, and identify top performers.

For interest, comparisons are also made, where practicable, with the quantitative scores recorded by the participating CAUL libraries. While there is no evidence of strong correlation between the qualitative and quantitative data across the board, there are many instances where a strong correlation does exist.

2 Response Statistics: Comments

The following table details the number of comments received from library clients.

CAUL Library Client Survey 2008/2009 Analysis of Verbatim Comments Total Comments = 31012		
University	<i>n</i>	%
University of Melbourne	3962	12.8%
University of Wollongong	2594	8.4%
Charles Sturt University	2526	8.1%
Victoria University	2513	8.1%
Monash University 2009	2063	6.7%
University of Tasmania	2009	6.5%
Griffith University	1997	6.4%
Australian National University	1420	4.6%
University of Sydney	1375	4.4%
James Cook University	1276	4.1%
University of Newcastle	1218	3.9%
University of Adelaide	1009	3.3%
Macquarie University	949	3.1%
Southern Cross University	928	3.0%
Curtin University 2009	822	2.7%
Australian Catholic University	746	2.4%
Edith Cowan University	737	2.4%
University of Southern Queensland	635	2.0%
Murdoch University	574	1.9%
University of Ballarat 2009	524	1.7%
University of Canberra	513	1.7%
Swinburne University of Technology	454	1.5%
Charles Darwin University	168	0.5%
Category of Respondent	<i>n</i>	%
Undergraduate	21424	69.1%
Postgraduate	6038	19.5%
Academic/Research Staff	1519	4.9%
General Staff	681	2.2%
Other	446	1.4%
TAFE	417	1.3%
From community/school	238	0.8%
From another university	130	0.4%
Library Staff	20	0.1%
Alumni	14	0.0%
<i>Unspecified</i>	85	0.3%

3 Response Statistics: Responses

The table below details the number of responses extracted from the verbatim comments.

CAUL Library Client Survey 2008/2009 Analysis of Verbatim Comments Total Responses = 93343		
University	<i>n</i>	%
University of Melbourne	14880	15.9%
University of Wollongong	9427	10.1%
Victoria University	8566	9.2%
University of Tasmania	8037	8.6%
Griffith University	6856	7.3%
Charles Sturt University	6267	6.7%
Australian National University	5086	5.4%
Monash University 2009	3944	4.2%
James Cook University	3908	4.2%
Macquarie University	3697	4.0%
Southern Cross University	3320	3.6%
University of Sydney	3182	3.4%
University of Newcastle	2560	2.7%
University of Southern Queensland	2165	2.3%
Edith Cowan University	2025	2.2%
University of Adelaide	1903	2.0%
Murdoch University	1639	1.8%
Curtin University 2009	1590	1.7%
Australian Catholic University	1295	1.4%
University of Ballarat 2009	973	1.0%
University of Canberra	891	1.0%
Swinburne University of Technology	863	0.9%
Charles Darwin University	269	0.3%
Respondent type	<i>n</i>	%
Undergraduate	66943	71.7%
Postgraduate	17567	18.8%
Academic/Research Staff	3716	4.0%
General Staff	1641	1.8%
Other	1249	1.3%
TAFE	993	1.1%
From another university	444	0.5%
From community/school	440	0.5%
Library Staff	81	0.1%
Alumni	51	0.1%
<i>Unspecified</i>	218	0.2%

4 Themes

The following table shows the 111 themes and the number of responses – both *positive* and *negative* – attributed to each in descending order:

CAUL Library Client Survey 2008/2009 Analysis of Verbatim Comments Total Responses = 93343				
Themes	<i>n</i>			%
	Doing well <i>(positive responses)</i>	Can do better <i>(negative responses)</i>	Total	
Staff (professionalism/helpfulness)	9146	1567	10713	11.5%
Computers (numbers/accessibility)	1193	8728	9921	10.6%
Study environment (noise levels/ambience)	3290	4459	7749	8.3%
Opening hours	1018	3202	4220	4.5%
e-Resources (e-journals/databases/e-books)	1271	2508	3779	4.0%
Book collection	1550	1997	3547	3.8%
Course/subject specific resources	590	2846	3436	3.7%
Group study facilities	811	2312	3123	3.3%
Resources (overall)	2602	516	3118	3.3%
Library layout (design/functionality/refurbishments)	2395	699	3094	3.3%
Printing/scanning/photocopying	483	2174	2657	2.8%
Seating	480	1929	2409	2.6%
Laptop facilities (power/loans)	369	1833	2202	2.4%
Catalogue	503	1399	1902	2.0%
Space	830	957	1787	1.9%
Items on shelves (arrangement/missing)	235	1293	1528	1.6%
Wireless	351	1002	1353	1.4%
Individual study facilities	432	832	1264	1.4%
Desks	218	1033	1251	1.3%
Inter library/campus loans	819	384	1203	1.3%
Overall impressions	1140	58	1198	1.3%
Website	296	761	1057	1.1%
Communication/consultation	113	888	1001	1.1%
Signage	97	836	933	1.0%
Service (overall)	754	160	914	1.0%
Help/support (phone/online)	371	375	746	0.8%
Access to internet	328	413	741	0.8%
Cleanliness	478	257	735	0.8%
Loan periods	59	655	714	0.8%
Facilities (overall)	535	157	692	0.7%
Air temperature/ventilation	174	509	683	0.7%
Library location/accessibility	505	173	678	0.7%
Staff numbers/availability	124	534	658	0.7%
Journal collection	319	330	649	0.7%

CAUL				
Library Client Survey 2008/2009				
Analysis of Verbatim Comments				
Total Responses = 93343				
Themes	<i>n</i>			%
	Doing well <i>(positive responses)</i>	Can do better <i>(negative responses)</i>	Total	
e-Journals (full text access)	44	589	633	0.7%
Library skills/orientation (tutorials/tours)	196	419	615	0.7%
Holds/requests/renewals	301	310	611	0.7%
Reserve collection	167	375	542	0.6%
Quality/functionality of computers/printers/photocopiers	112	409	521	0.6%
Off campus access	202	307	509	0.5%
Printing/photocopying fees	11	490	501	0.5%
Metasearch	154	317	471	0.5%
Navigating the library	188	272	460	0.5%
Self serve facilities (check out/recharge)	161	261	422	0.5%
Eating/drinking/sleeping in library (amenities/behaviours)	84	333	417	0.4%
Lighting	219	172	391	0.4%
Toilets	54	318	372	0.4%
Fines/penalties	19	335	354	0.4%
Reminders/notifications (email)	134	188	322	0.3%
IT support	80	230	310	0.3%
Computer usage (recreational)	1	307	308	0.3%
Audio-visual	79	222	301	0.3%
Reshelving	92	188	280	0.3%
Location of resources (campus)	5	233	238	0.3%
Borrowing	77	138	215	0.2%
Service to external/distance students	86	113	199	0.2%
Software programs (installed)	16	178	194	0.2%
Recreational resources (fiction)	16	164	180	0.2%
Newspapers/magazines	79	94	173	0.2%
Purchasing (acquisitions)	43	122	165	0.2%
Online services	113	29	142	0.2%
Security/safety	21	111	132	0.1%
Survey	11	106	117	0.1%
Retrieval of resources (compactus/storage)	24	86	110	0.1%
Queuing	8	101	109	0.1%
Displays/exhibitions	59	39	98	0.1%
Library closures/mergers	1	97	98	0.1%
Desk usage (belongings left unattended)	0	95	95	0.1%
Accessories (staplers/guillotines)	15	79	94	0.1%
Disability support	20	68	88	0.1%
Return chutes	3	68	71	0.1%
Bonus (scheme)	52	1	53	0.1%
Reference collection	25	26	51	0.1%
Online access (login/passwords)	0	50	50	0.1%
Library hubs/lounges	41	8	49	0.1%
Lockers	5	44	49	0.1%
Loan limits	13	33	46	0.0%

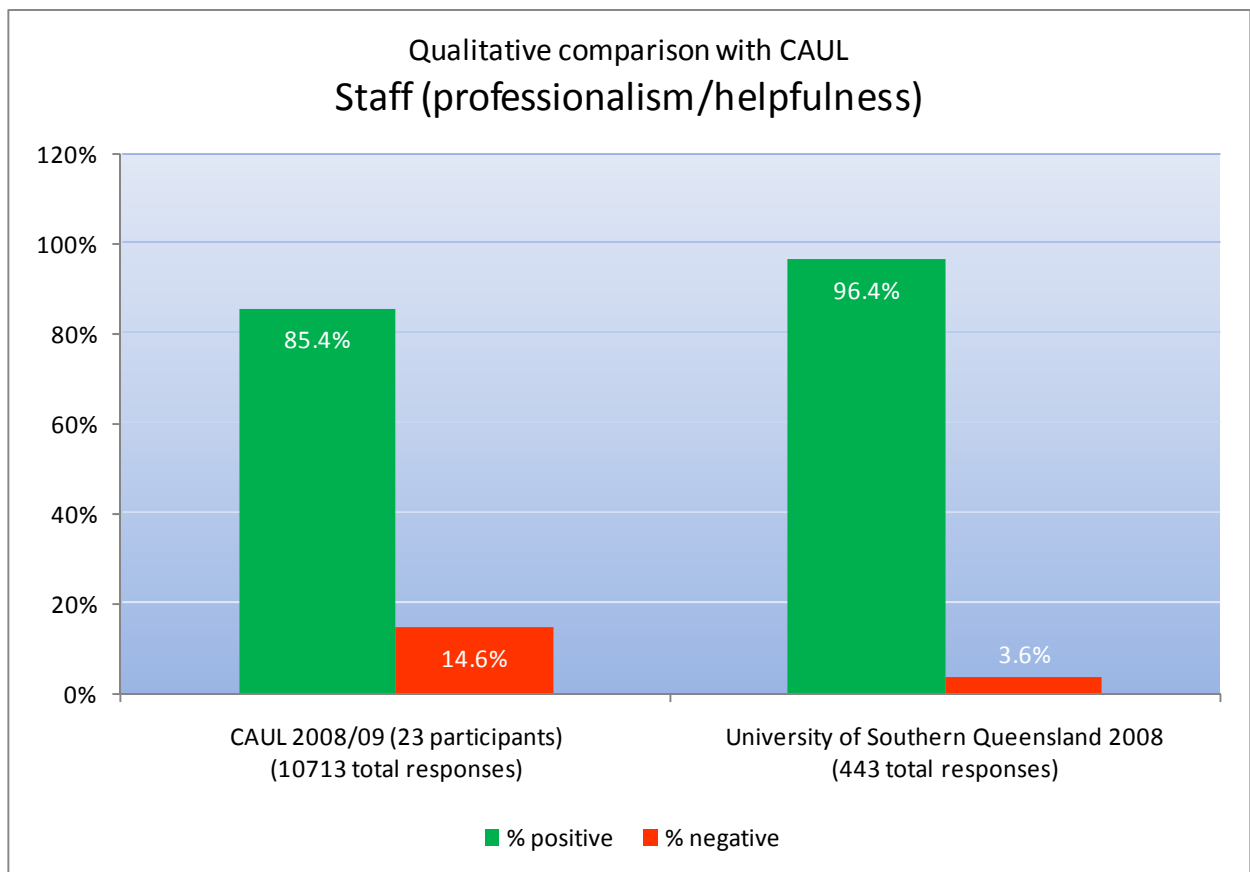
CAUL					
Library Client Survey 2008/2009					
Analysis of Verbatim Comments					
Total Responses = 93343					
Themes	<i>n</i>			%	
	Doing well <i>(positive responses)</i>	Can do better <i>(negative responses)</i>	Total		
Vandalism (resources/furniture)	0	46	46	0.0%	
Learning commons	35	8	43	0.0%	
Recycling	4	34	38	0.0%	
Virus protection	0	36	36	0.0%	
Short loans	17	18	35	0.0%	
Item check-in (borrowing)	1	27	28	0.0%	
Assignments (submission)	1	25	26	0.0%	
Browsing	1	25	26	0.0%	
Special collections	12	12	24	0.0%	
Car parking	2	19	21	0.0%	
Postgraduate room	4	16	20	0.0%	
Email kiosks	17	1	18	0.0%	
Rooms for postgraduates	14	4	18	0.0%	
Equipment (whiteboards/dictaphones)	1	16	17	0.0%	
Equipment hire	4	11	15	0.0%	
Microfiche/microfilm	2	13	15	0.0%	
Media room	12	0	12	0.0%	
Multiple campus libraries	5	6	11	0.0%	
Buzzers (exit to library)	0	8	8	0.0%	
Collection maintenance (weeding/binding)	0	8	8	0.0%	
Rubbish bins	1	7	8	0.0%	
Service to alumni/visitors	0	8	8	0.0%	
Rooms for prayer	3	4	7	0.0%	
Maintenance (facilities)	0	6	6	0.0%	
Rovers (staff)	4	2	6	0.0%	
Spine labels	0	6	6	0.0%	
Clocks	0	5	5	0.0%	
Items on hold shelf (pick up time)	0	5	5	0.0%	
OH&S	0	4	4	0.0%	
Renovations/maintenance (timing)	0	4	4	0.0%	
Supply of stationery (pens/paper)	0	3	3	0.0%	
Carry bags/trolleys	0	2	2	0.0%	
Theses	0	2	2	0.0%	
Past exam papers	1	0	1	0.0%	
Total responses:		37051	56292	93343	100.0%

4.1 Major Themes: Top Performers

The following tables show the top 20 CAUL themes (those that generated the most responses, both positive + negative). A comparison is made between the CAUL qualitative mean and each of the top performing libraries.

Qualitative/quantitative comparisons are also made *where practicable (against the closest match)*. While there is no evidence of strong correlations between the qualitative and quantitative data across the board, there are many instances where a correlation does exist.

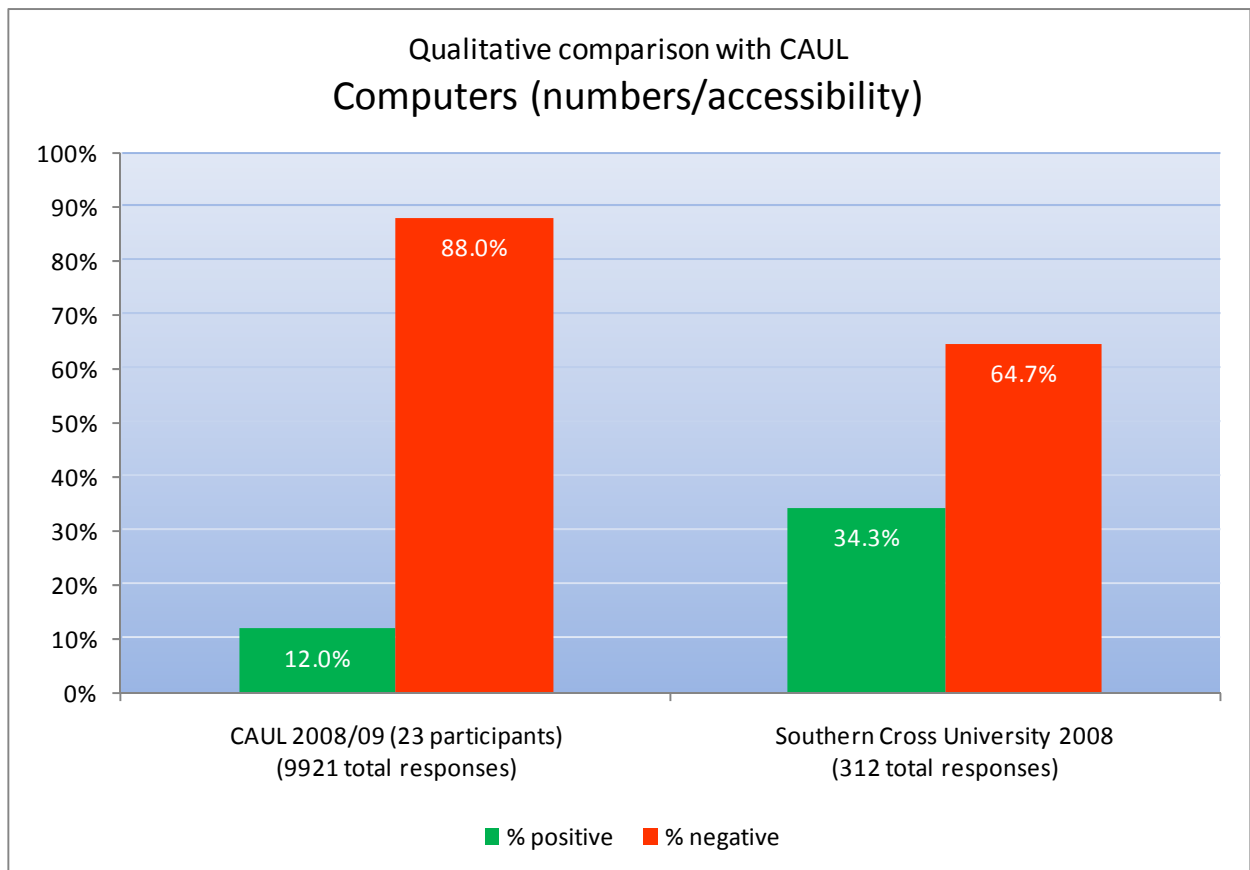
1. Staff (professionalism/helpfulness)



The following table presents a comparison with *Library Staff* (closest quantitative benchmark):

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
University of Southern Queensland	96.4	University of Southern Queensland	6.26
University of Tasmania	94.7	University of Wollongong	6.18
University of Wollongong	93.0	University of Ballarat	6.16
Southern Cross University	92.5	Southern Cross University	6.10
Charles Sturt University	91.7	Charles Darwin University	6.08

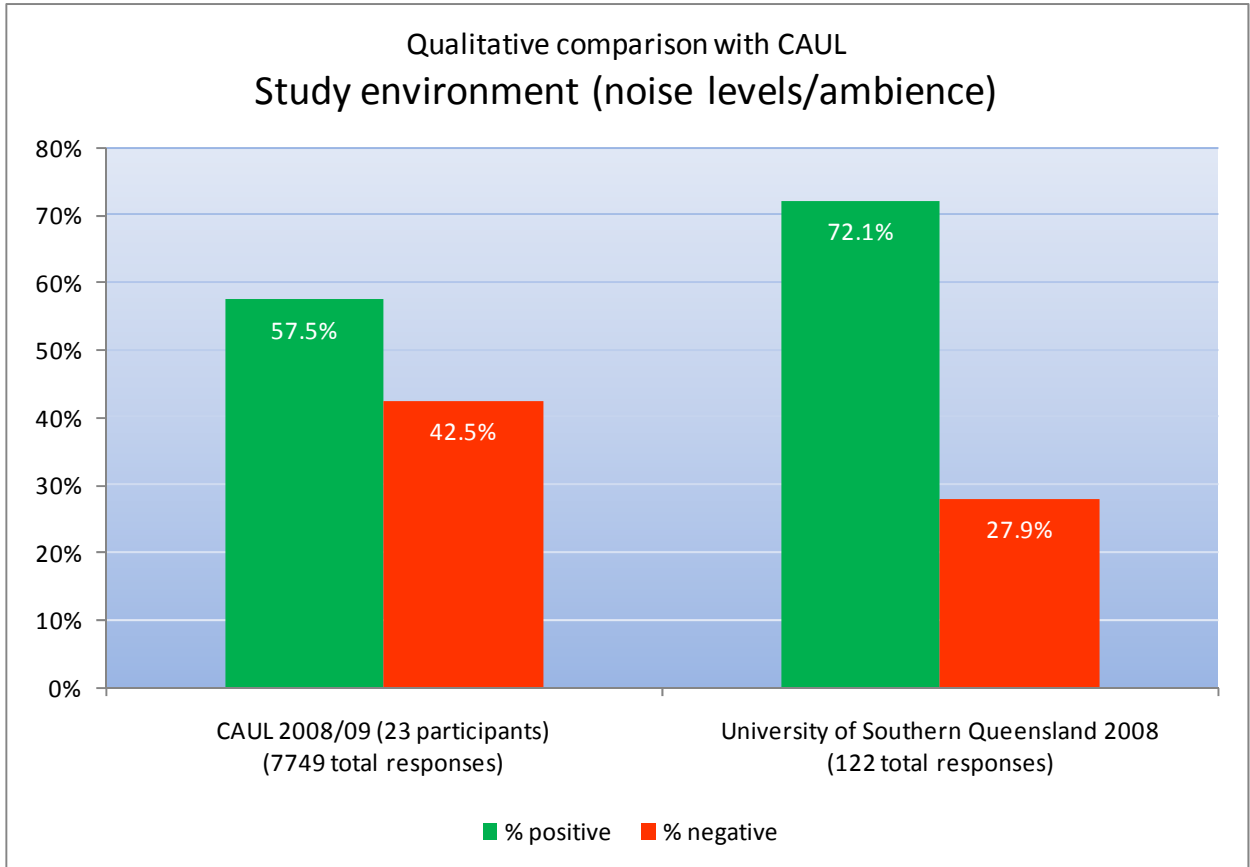
2. Computers (numbers/accessibility)



A comparison with the benchmark variable *a computer is available when I need one*:

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
Southern Cross University	34.3	University of Southern Queensland	5.27
University of Wollongong	32.7	James Cook University	5.24
University of Southern Queensland	16.8	Southern Cross University	4.93
Australian National University	16.8	Murdoch University	4.89
Victoria University	15.4	Charles Sturt University	4.85

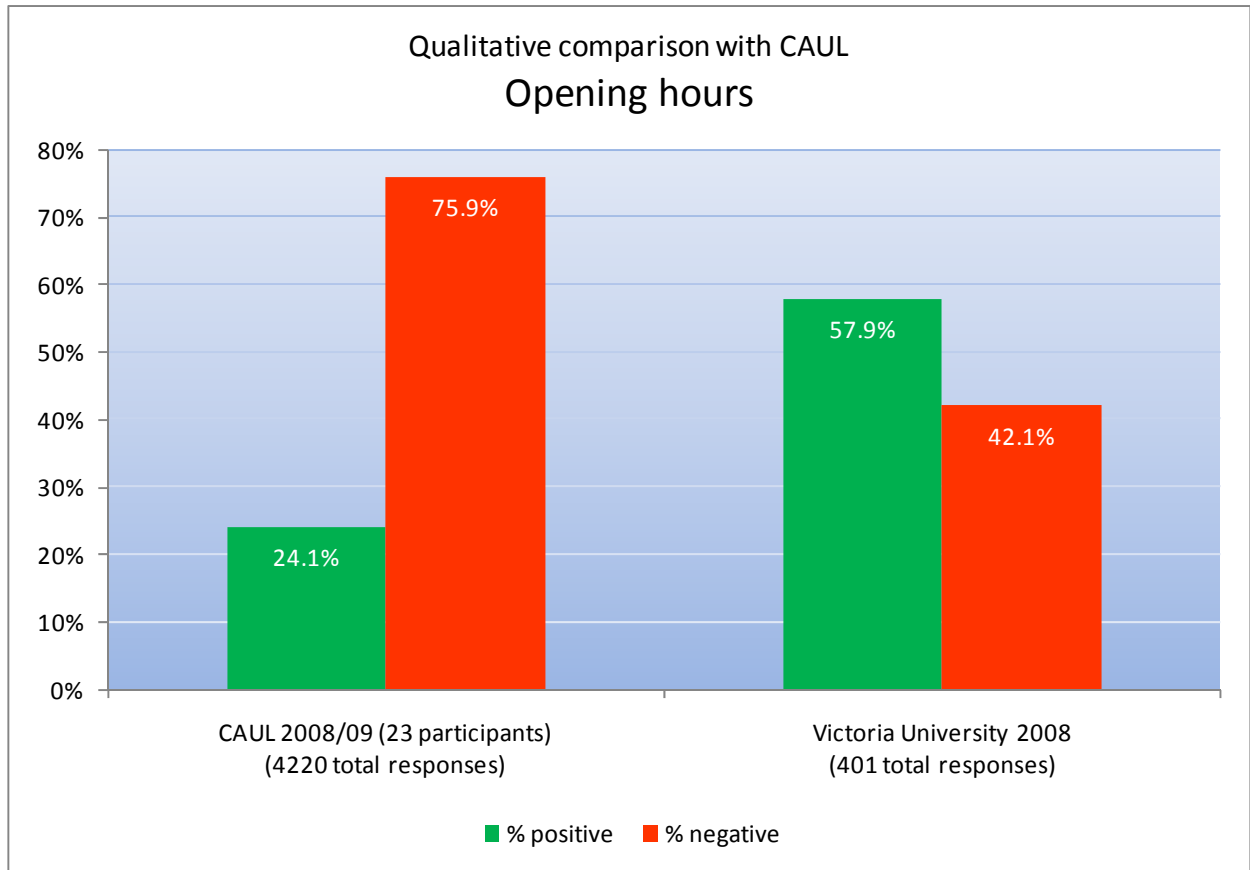
3. Study environment (noise levels/ambience)



There is insufficient matching data at this time to make any definitive quantitative performance comparisons with this theme.

Qualitative top 5	% positive	Quantitative top 5	Benchmark score
University of Southern Queensland	72.1		
University of Wollongong	67.1		
University of Tasmania	66.8		
Southern Cross University	65.3		
Charles Sturt University	56.9		

4. Opening hours

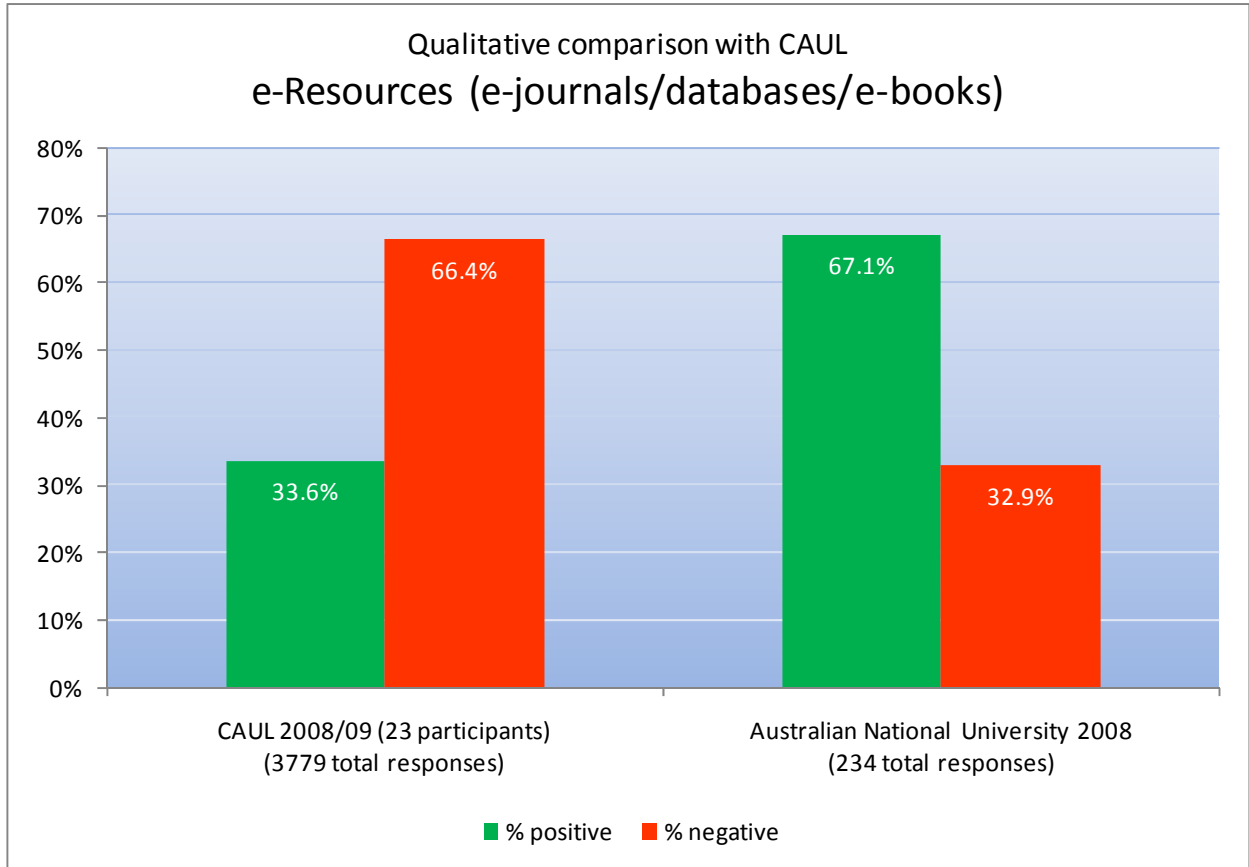


A comparison between this theme and the benchmark variable *Opening hours meet my needs* reveals a reasonably strong correlation between the results:

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
Victoria University	57.9	University of Newcastle	5.82
University of Tasmania	46.0	Victoria University	5.76
University of Southern Queensland	32.9	Swinburne University	5.73
University of Wollongong	32.6	Murdoch University	5.72
University of Newcastle	31.9	University of Wollongong	5.66

Noteworthy: Victoria University was the only participant to record greater positive than negative comments in qualitative terms for *Opening Hours*.

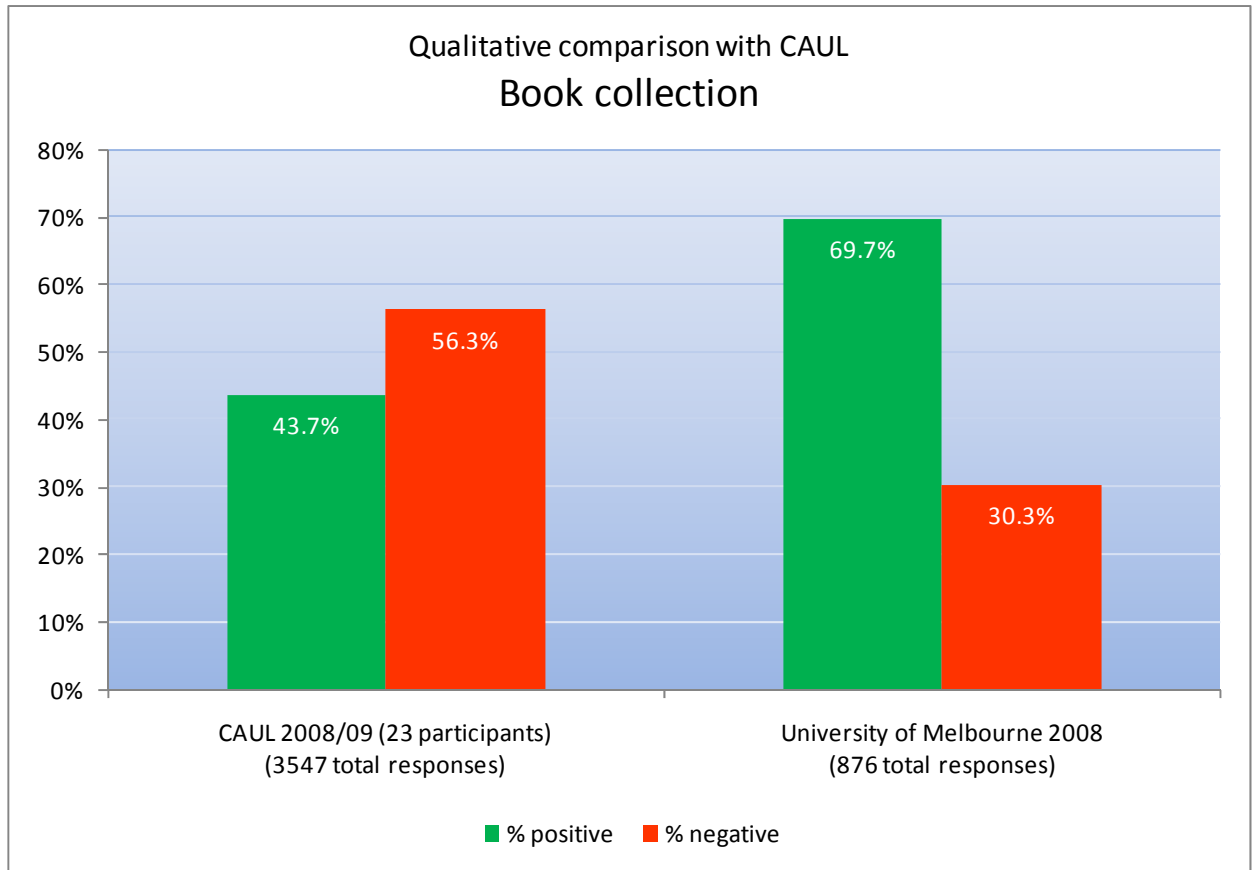
5. e-Resources (e-journals/databases/e-books)



There is insufficient matching benchmark quantitative data to make any definitive performance comparisons with this theme at this stage. However, there will be an opportunity in future to compare with the 'new' benchmark variable *Online resources (eg ejournals, databases, ebooks) meet my learning/research needs*.

Qualitative top 5	% positive	Quantitative top 5	Benchmark score
Australian National University	67.1		
University of Melbourne	64.6		
Victoria University	51.1		
University of Wollongong	48.3		
University of Tasmania	40.0		

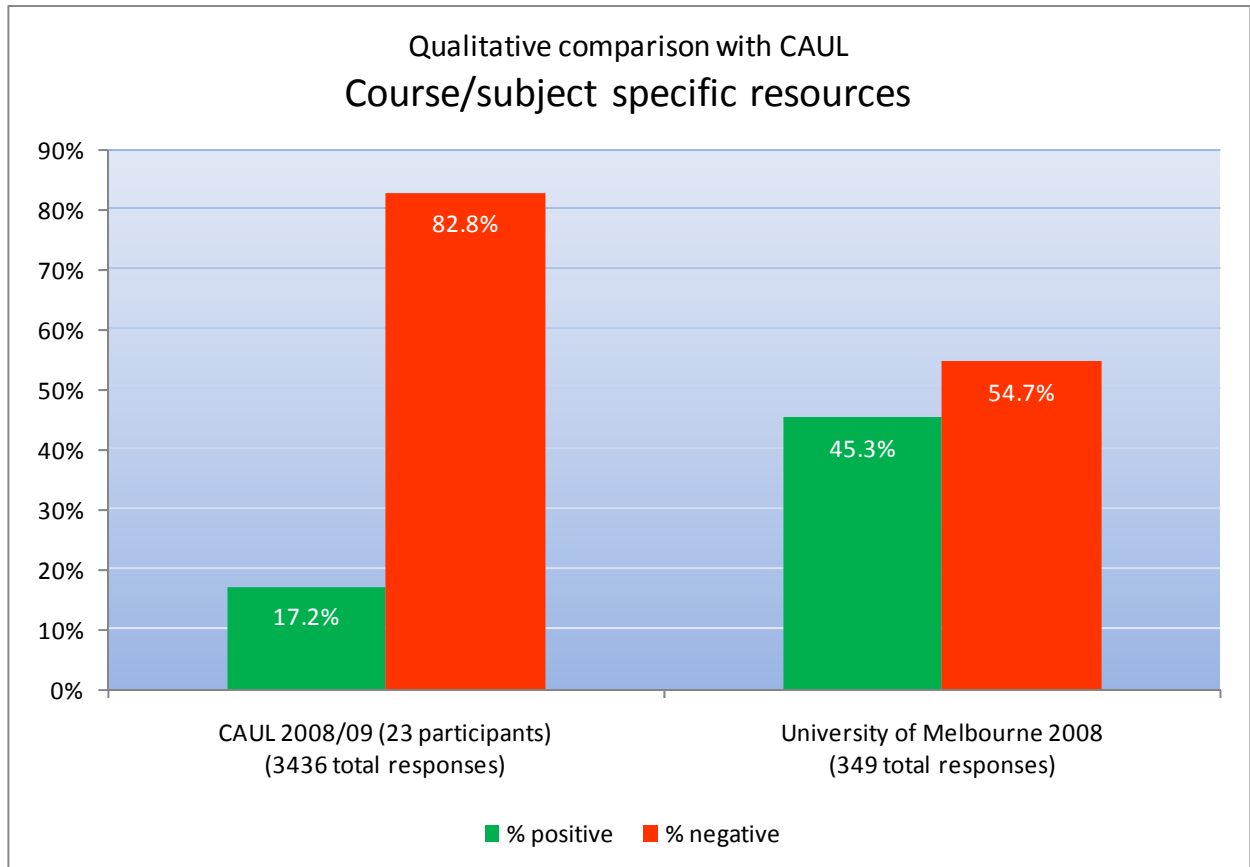
6. Book collection



There is currently insufficient matching data to make any definitive quantitative performance comparisons with this theme.

Qualitative top 5	% positive	Quantitative top 5	Benchmark score
University of Melbourne	69.7		
University of Wollongong	56.5		
Victoria University	54.9		
Charles Sturt University	50.4		
Australian National University	47.7		

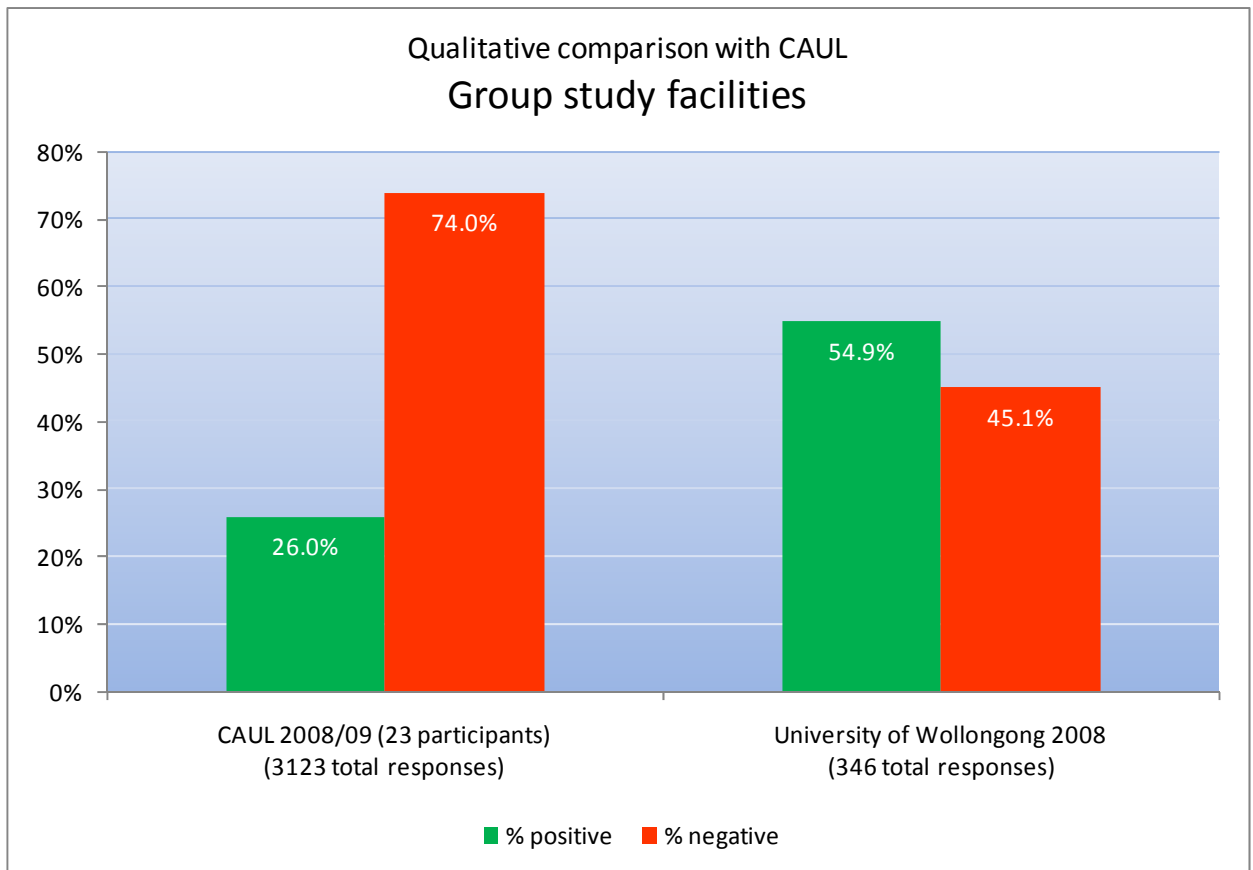
7. Course/subject specific resources



There is insufficient matching data to make any definitive quantitative performance comparisons with this theme at this point. However there will be opportunities to make comparisons with *Course specific resources meet my learning needs* in future.

Qualitative top 5	% positive	Quantitative top 5	Benchmark score
University of Melbourne	45.3		
Victoria University	32.5		
University of Wollongong	28.0		
Australian National University	27.7		
University of Southern Queensland	26.2		

8. Group study facilities

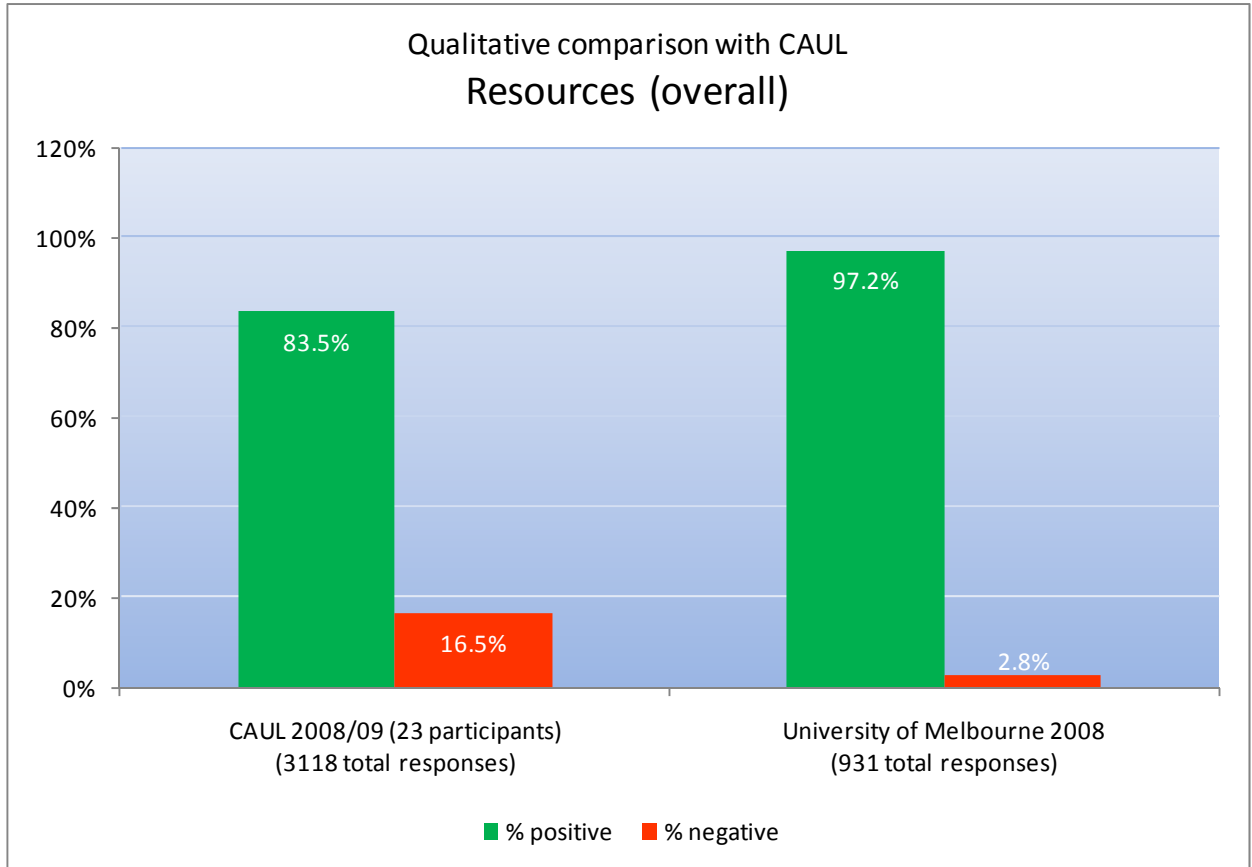


A comparison with the benchmark variable *I can find a place in the library to work in a group when I need to:*

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
University of Wollongong	54.9	University of Southern Queensland	5.46
University of Melbourne	54.2	University of Wollongong	5.17
Australian National University	46.7	Southern Cross University	5.16
Southern Cross University	41.4	Swinburne University	5.07
University of Tasmania	39.1	Charles Sturt University	5.00

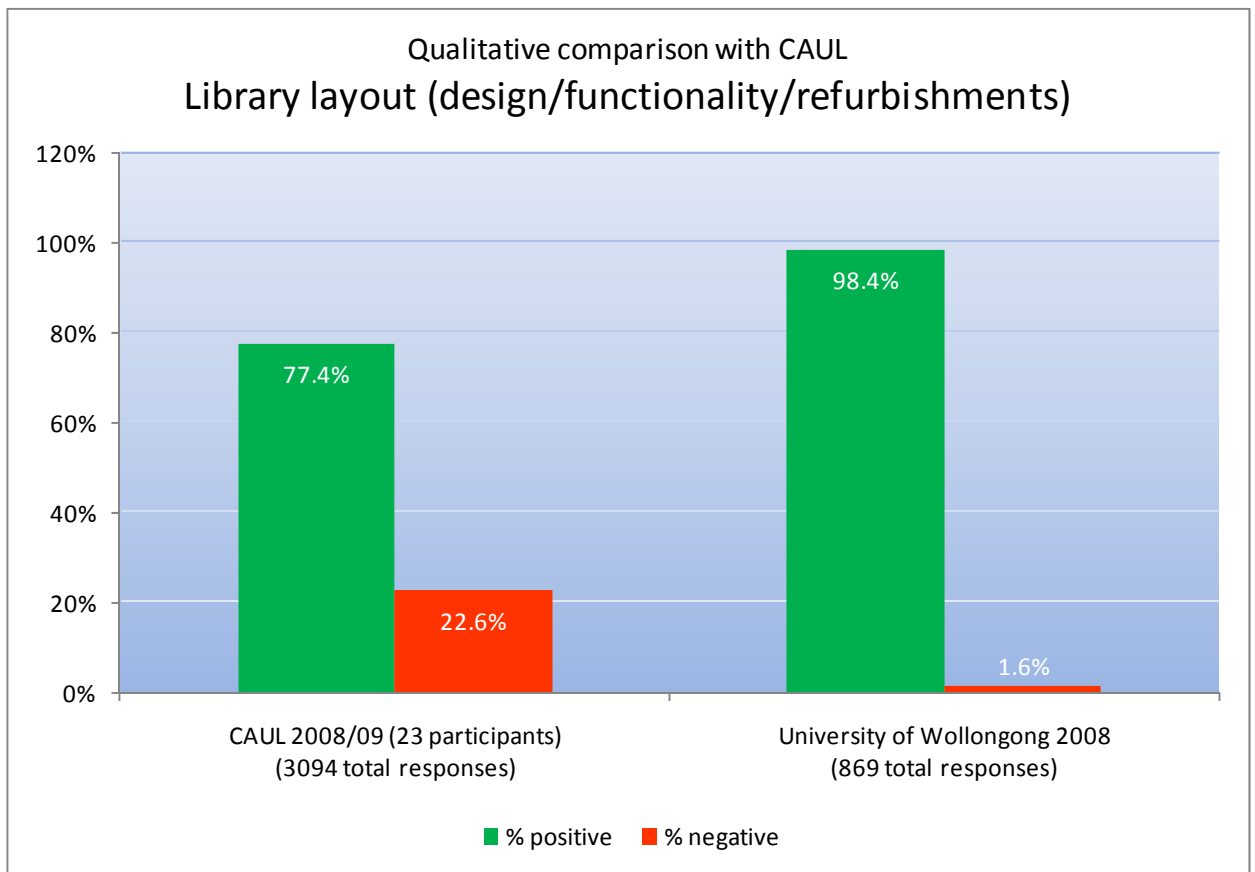
Noteworthy: University of Wollongong and University of Melbourne were the only two participants to record greater positive than negative qualitative scores for this variable.

9. Resources (overall)



There is insufficient matching data to make any definitive quantitative performance comparisons with this theme at this point.

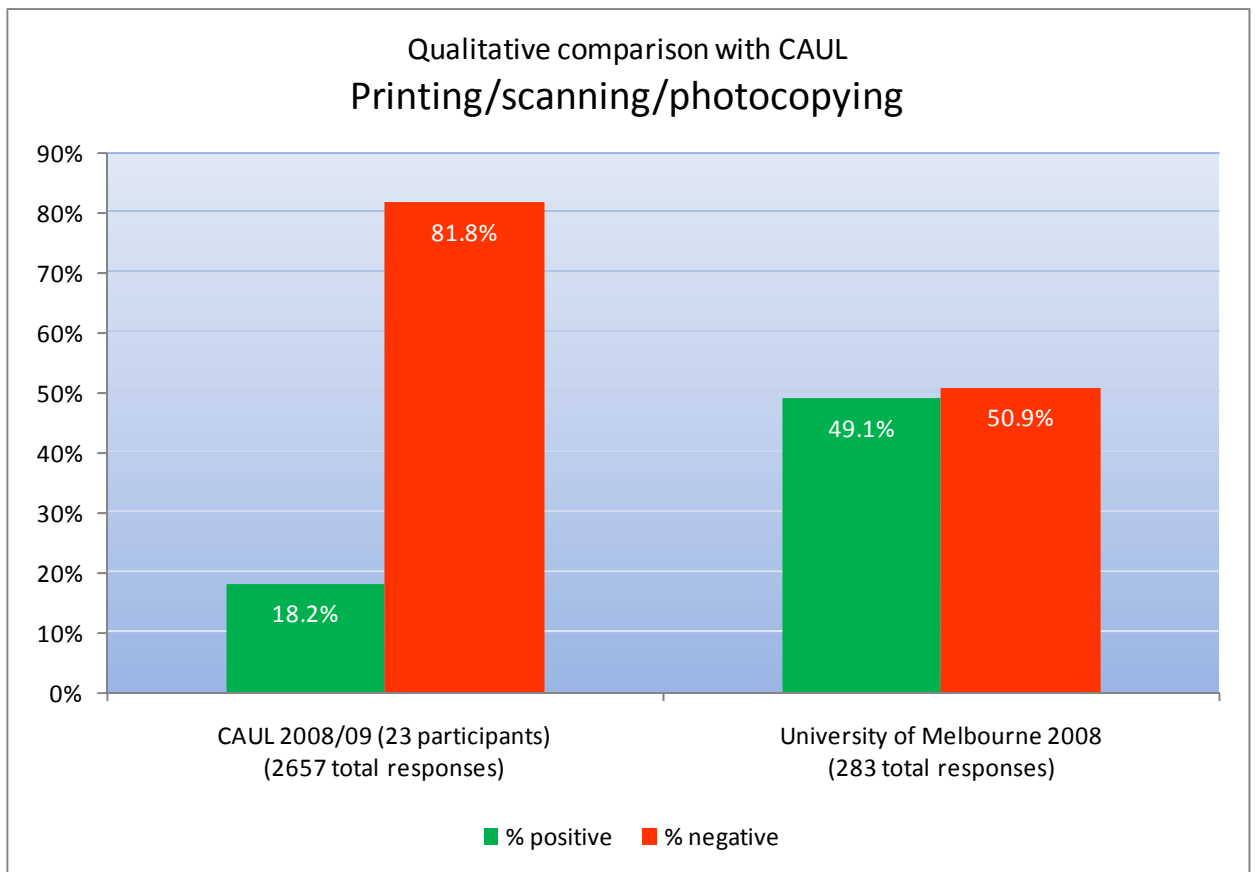
Qualitative top 5	% positive	Quantitative top 5	Benchmark score
University of Melbourne	97.2		
Victoria University	91.6		
University of Wollongong	86.4		
Australian National University	86.2		
Southern Cross University	85.1		

10. Library layout (design/functionality/refurbishments)

There is insufficient matching data to make any definitive quantitative performance comparisons with this theme at this point.

Qualitative top 5	% positive	Quantitative top 5	Benchmark score
University of Wollongong	98.4		
Southern Cross University	94.5		
University of Tasmania	91.9		
University of Southern Queensland	87.5		
Charles Sturt University	84.1		

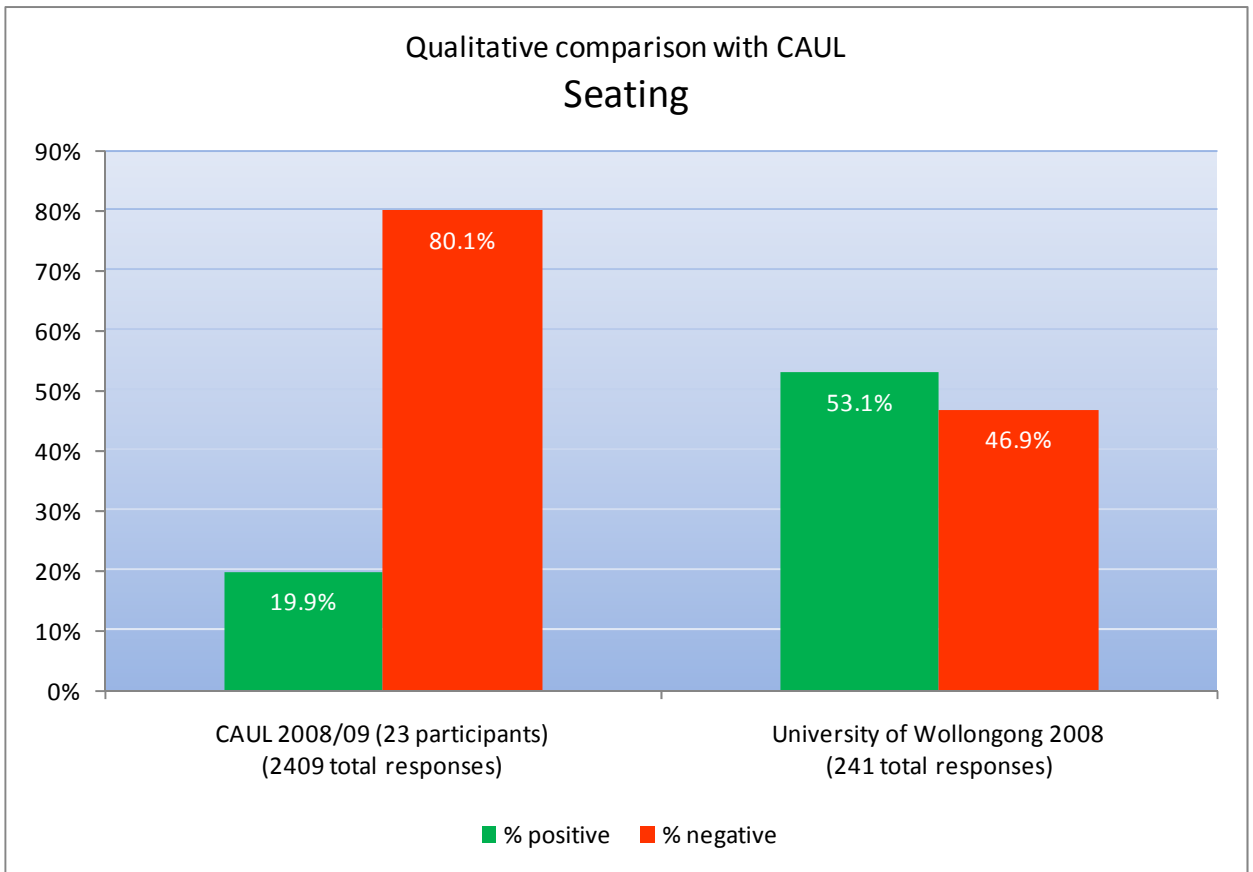
11. Printing/scanning/photocopying



The following table presents a comparison with the variable *Printing/scanning/photocopying facilities in the Library meet my needs*:

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
University of Melbourne	49.1	Southern Cross University	5.59
Southern Cross University	41.5	University of Southern Queensland	5.44
University of Tasmania	31.6	Griffith University	5.39
Victoria University	30.5	University of Wollongong	5.39
University of Wollongong	28.4	Charles Darwin University	5.39

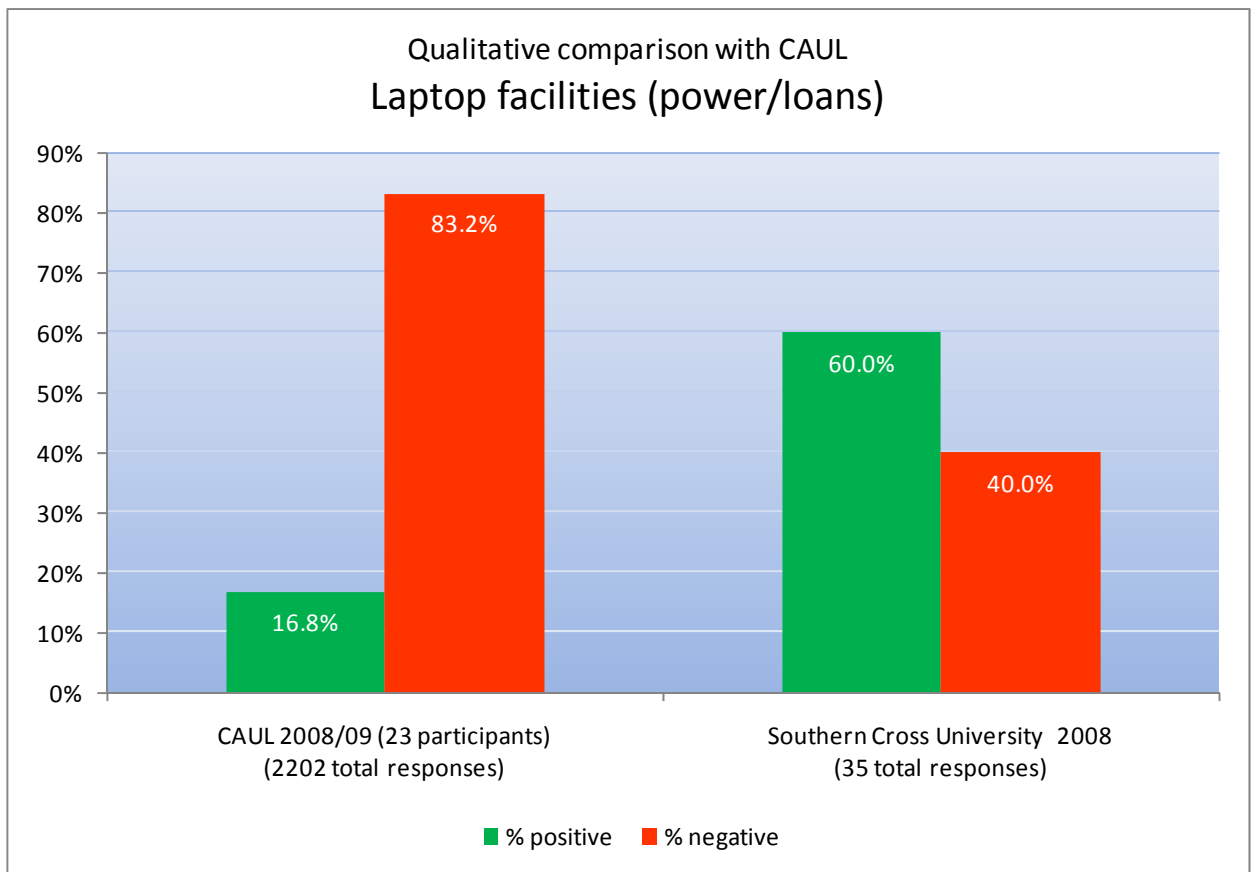
12. Seating



There is insufficient matching data to make any definitive quantitative performance comparisons with this theme.

Qualitative top 5	% positive	Quantitative top 5	Benchmark score
University of Melbourne	53.1		
Charles Sturt University	52.0		
Australian National University	48.8		
Southern Cross University	48.5		
Edith Cowan University	29.7		

13. Laptop facilities (power/loans)

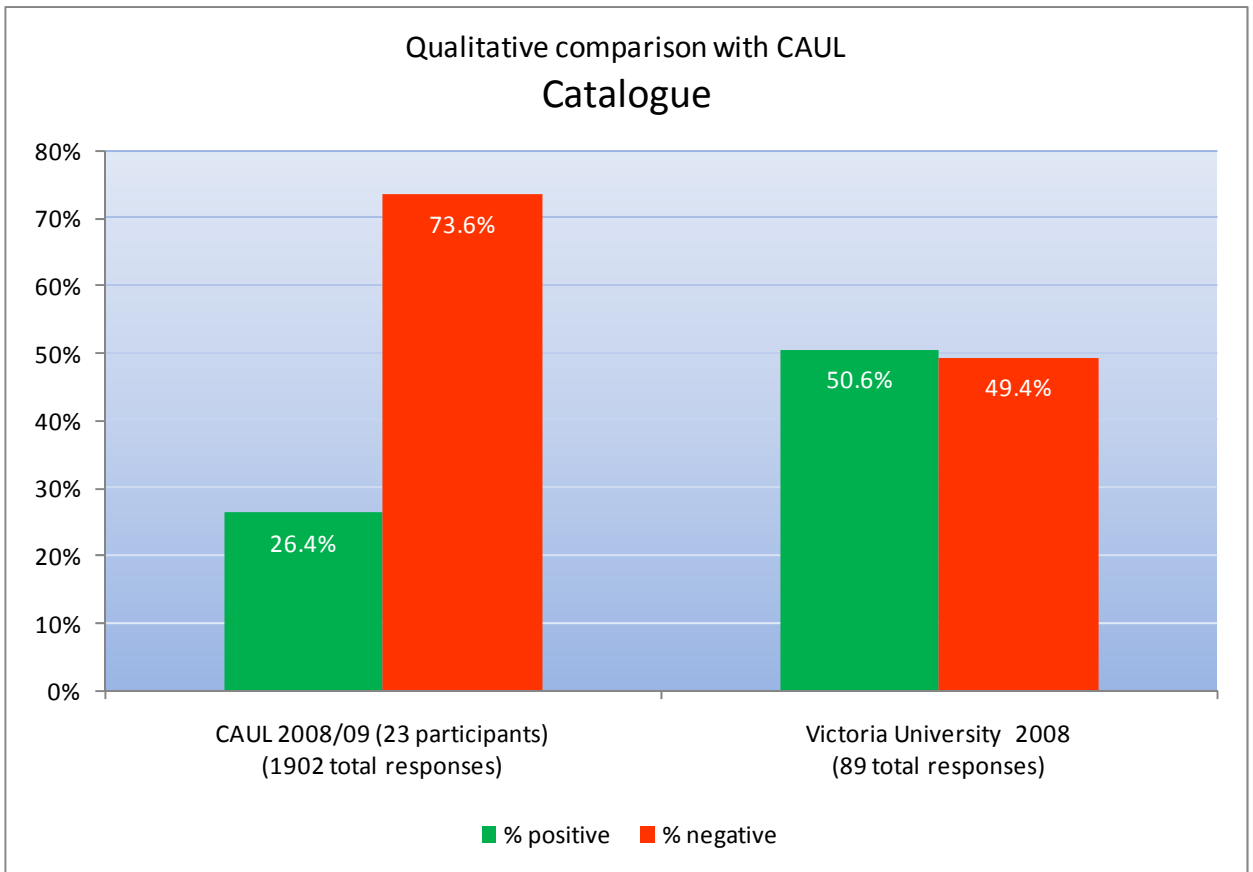


The following table presents a comparison with the benchmark variable *Laptop facilities (e.g. desks, power) in the library meet my needs*:

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
Southern Cross University	60.0	University of Wollongong	5.39
University of Wollongong	42.5	Southern Cross University	5.38
University of Melbourne	33.3	University of Southern Queensland	5.34
Charles Sturt University	31.0	Edith Cowan University	5.32
Griffith University	20.3	Griffith University	5.29

Noteworthy: Southern Cross University was the only participant to score greater positive than negative qualitative feedback for this variable.

14. Catalogue

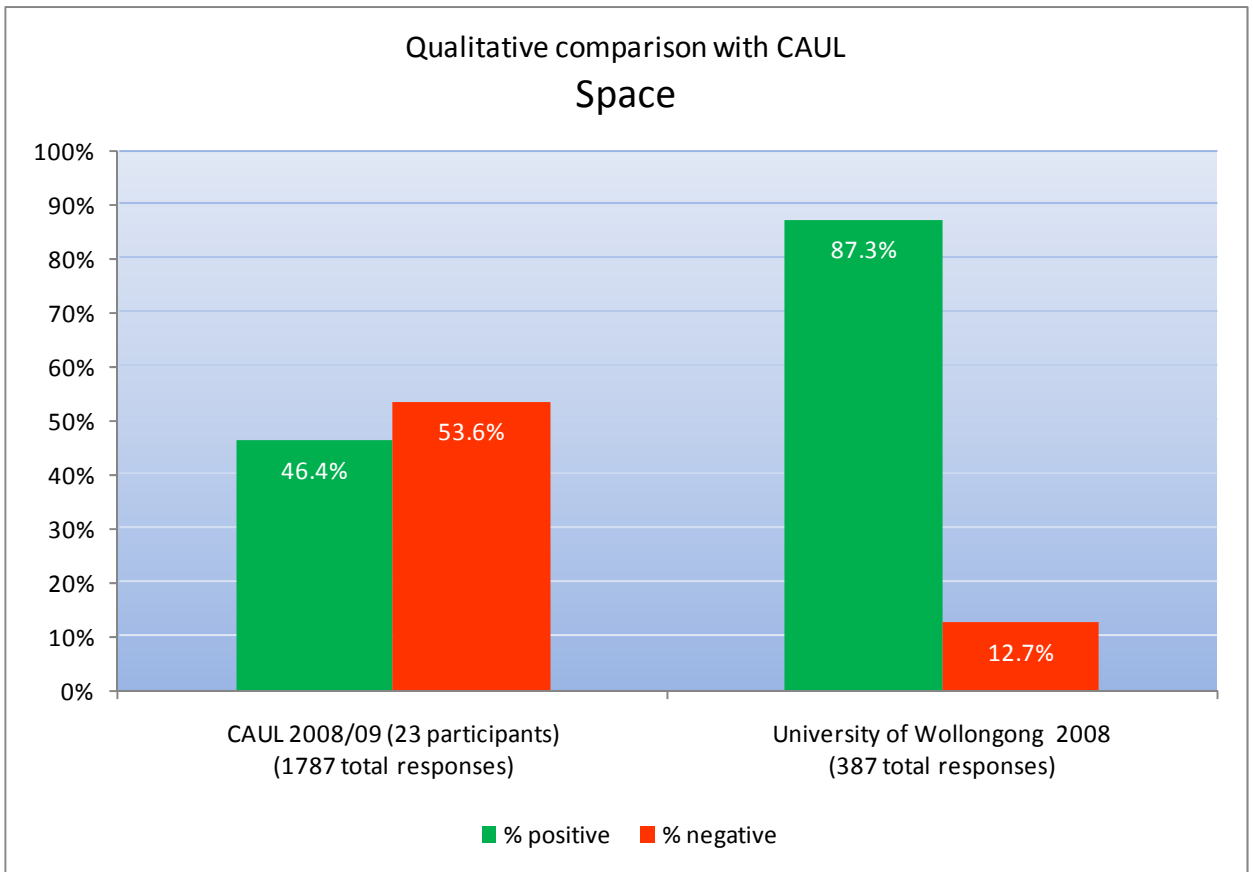


The following table presents a comparison with the benchmark variable *The Library catalogue is easy to use*:

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
Victoria University	50.6	Murdoch University	5.62
University of Melbourne	47.0	University of Wollongong	5.53
Charles Sturt University	46.0	Curtin University	5.48
Australian National University	33.3	Victoria University	5.45
University of Tasmania	32.6	University of Melbourne	5.43

Noteworthy: On the qualitative side, Victoria University was the only participant to score (slightly) higher positive than negative feedback on the *Catalogue*.

15. Space

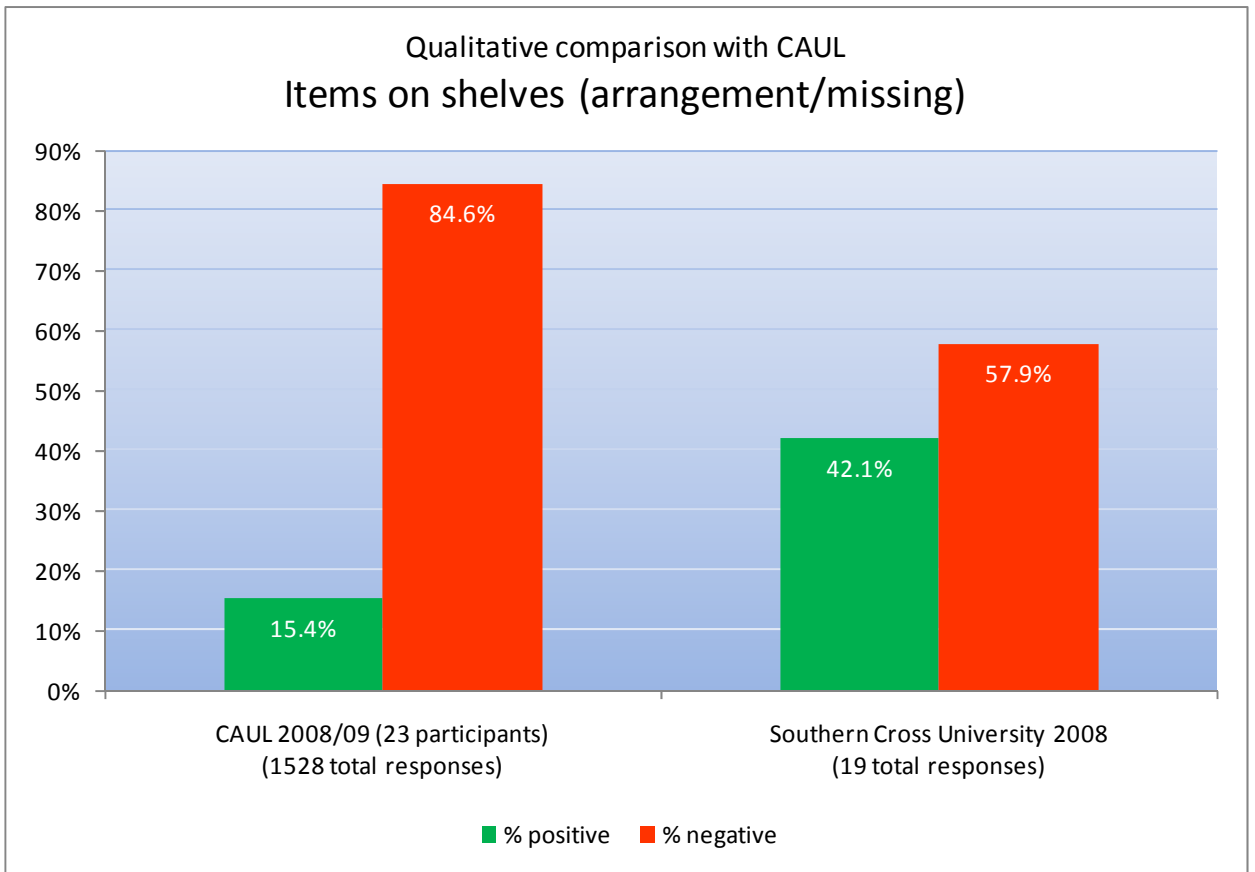


There is insufficient matching data to make any definitive quantitative performance comparisons with this theme.

Qualitative top 5	% positive	Quantitative top 5	Benchmark score
University of Wollongong	87.3		
Southern Cross University	75.0		
University of Melbourne	73.7		
University of Southern Queensland	71.4		
Australian National University	58.0		

Noteworthy: University of Wollongong is well out in front.

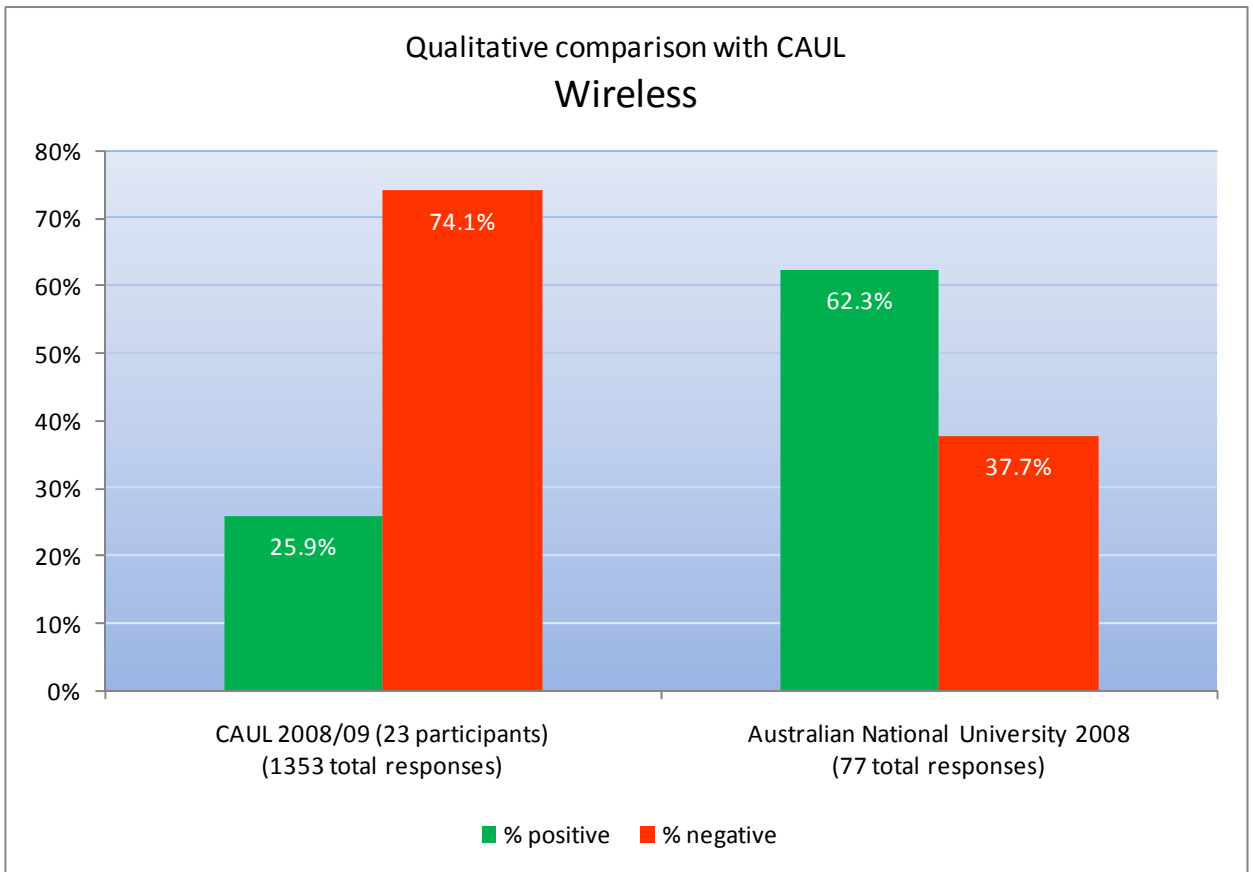
16. Items on shelves (arrangement/missing)



There is insufficient matching data to make any definitive performance benchmark comparisons with this theme. However there will be opportunities to make comparisons with *the items I'm looking for on the library shelves are usually there* in future.

Qualitative top 5	% positive	Quantitative top 5	Benchmark score
Southern Cross University	42.1		
Victoria University	41.7		
University of Tasmania	38.6		
University of Southern Queensland	35.3		
Charles Sturt University	29.1		

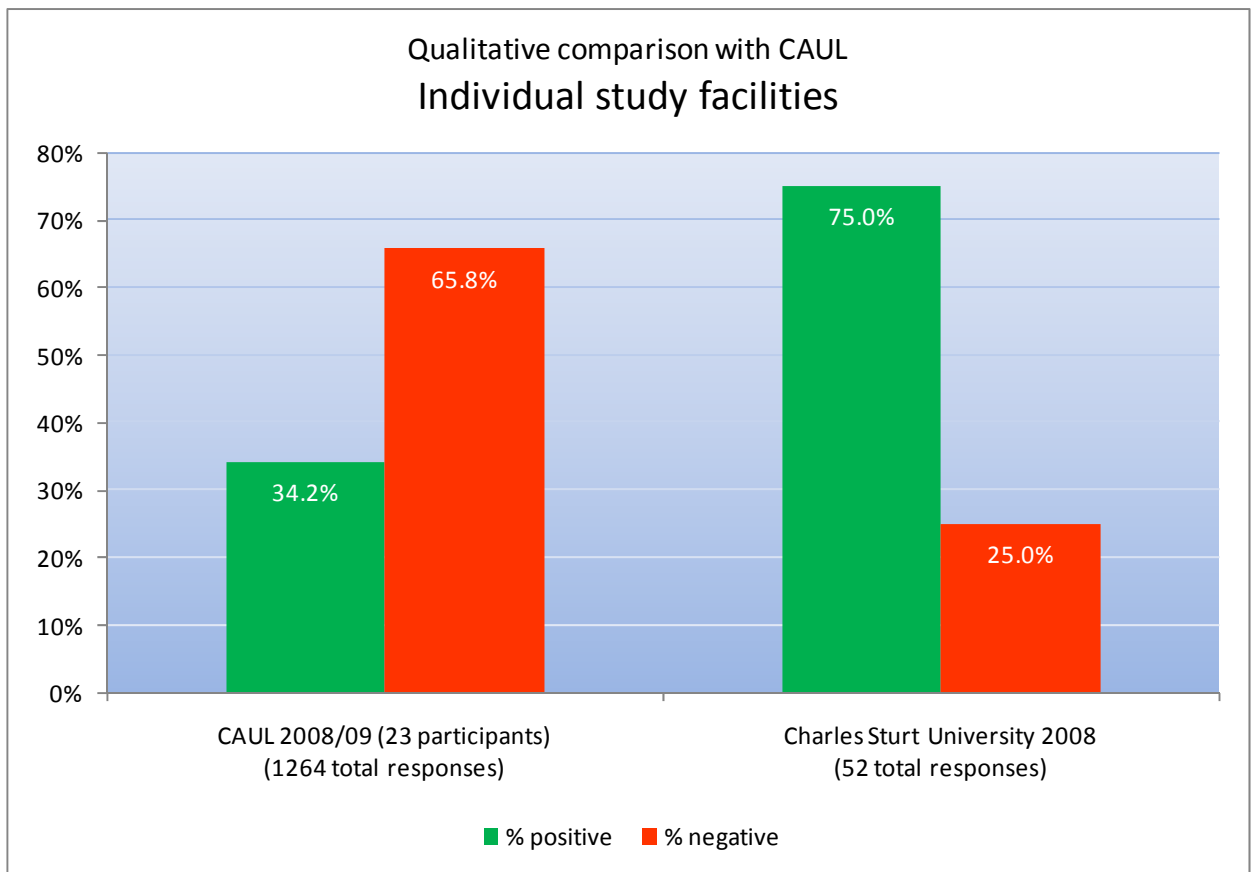
17. Wireless



The following table presents a comparison with the benchmark variable *I can get wireless access in the library when I need to:*

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
Australian National University	62.3	Griffith University	5.77
Victoria University	61.2	Southern Cross University	5.46
University of Tasmania	50.7	Victoria University	5.40
Southern Cross University	33.3	University of Southern Queensland	5.39
University of Melbourne	28.6	Edith Cowan University	5.38

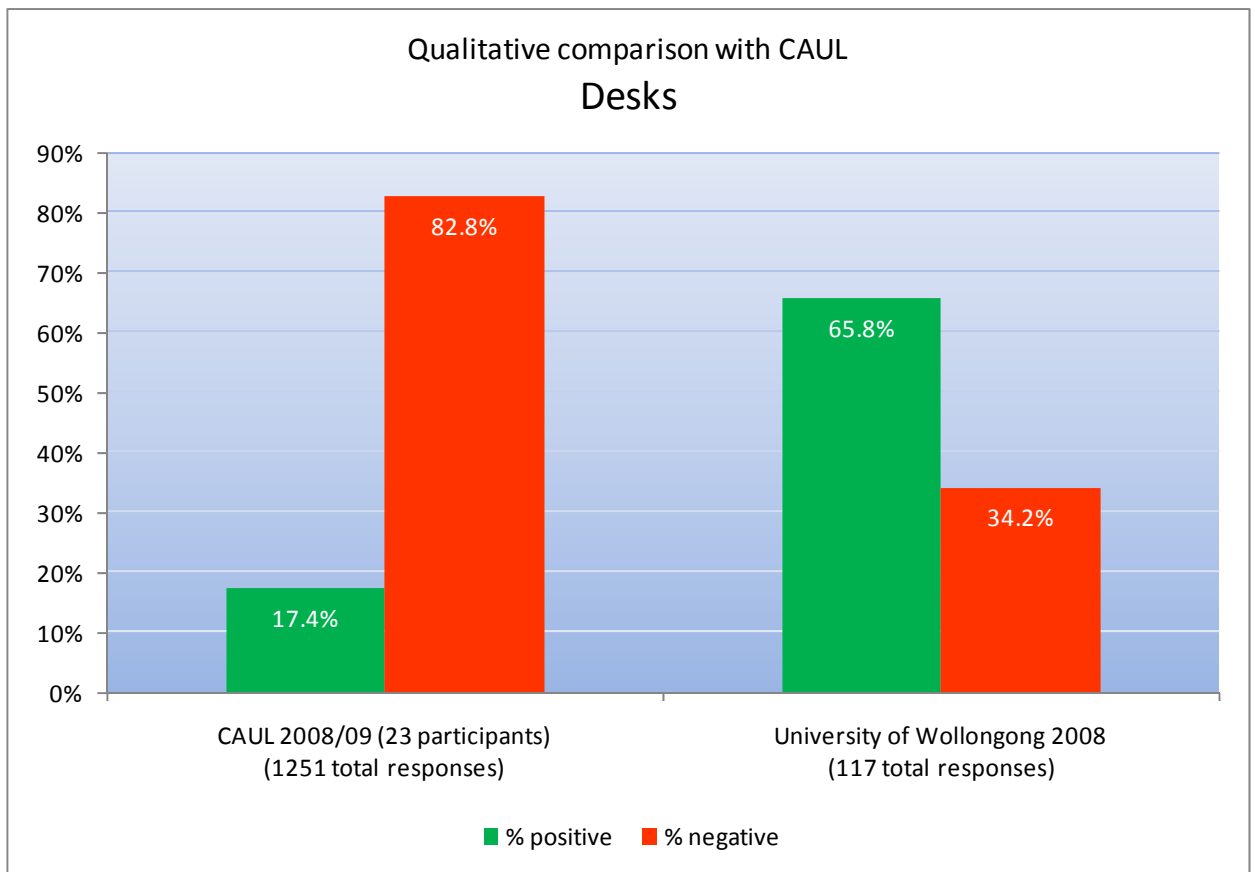
18. Individual study facilities



There is insufficient matching data to make any definitive performance benchmark comparisons with this theme at this time.

Qualitative top 5	% positive	Quantitative top 5	Benchmark score
Charles Sturt University	75.0		
University of Wollongong	70.2		
Southern Cross University	60.5		
University of Melbourne	58.0		
Australian National University	51.1		

19. Desks

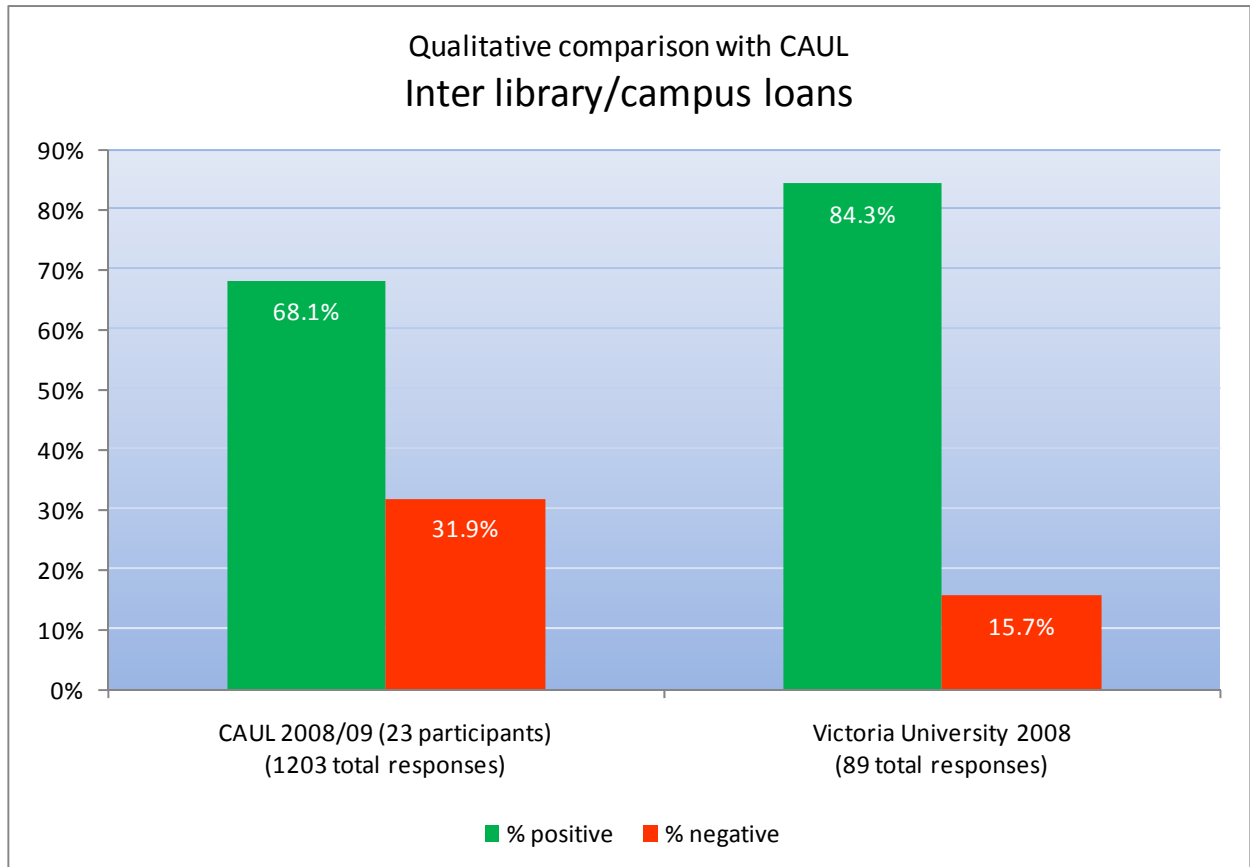


There is insufficient matching data to make any definitive performance benchmark comparisons with this theme.

Qualitative top 5	% positive	Quantitative top 5	Benchmark score
University of Wollongong	65.8		
Charles Sturt University	54.5		
Southern Cross University	35.0		
Australian National University	33.9		
University of Melbourne	31.8		

Noteworthy: University of Wollongong and Charles Sturt University are the only two participants to record more positive than negative responses for this theme.

20. Inter library/campus loans



There is insufficient matching data to make any definitive performance benchmark comparisons with this theme. However there will be opportunities to make comparisons with *Books, articles I have requested from other libraries, campuses are delivered promptly* in future.

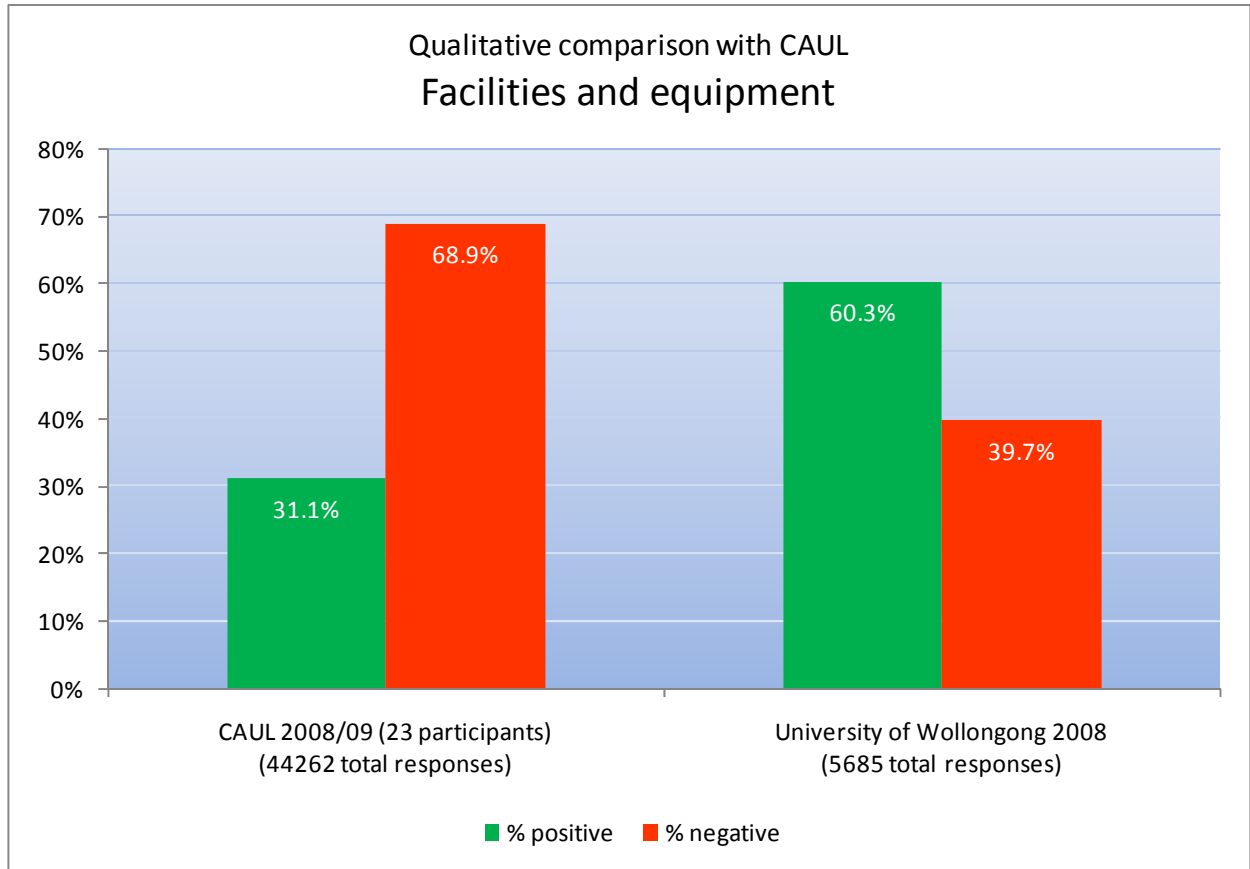
Qualitative top 5	% positive	Quantitative top 5	Benchmark score
Victoria University	84.3		
University of Southern Queensland	74.4		
University of Melbourne	73.7		
Charles Sturt University	73.2		
University of Tasmania	71.8		

5 Best Practice Categories

The following charts show the top five performers in the five Best Practice Categories areas of *Communication, Service Delivery, Facilities and Equipment, Library Staff* and *Information Resources*. Comparisons are also made between qualitative and quantitative data.

5.1 Best Practice Categories: Comparisons with CAUL

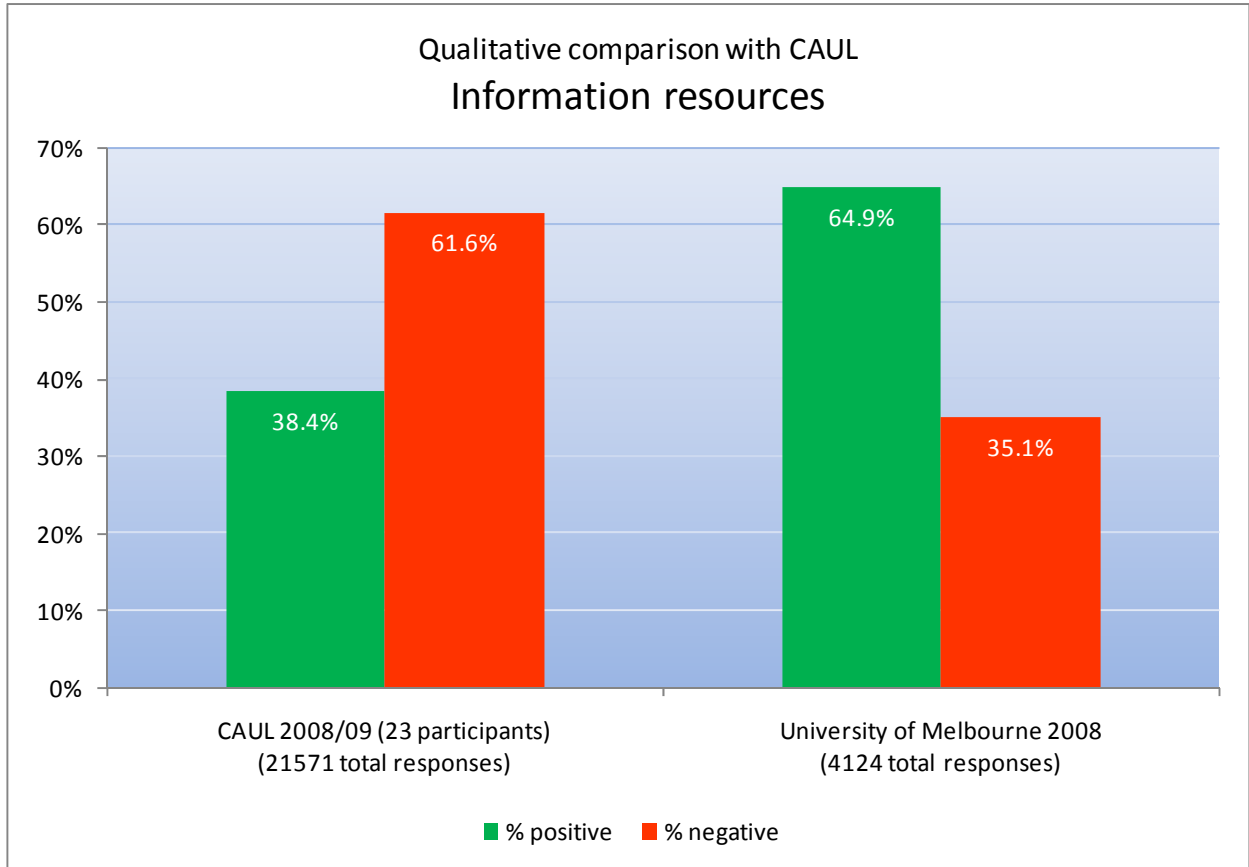
1. Facilities and equipment



The following table presents a comparison with the quantitative scores:

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
University of Wollongong	60.3	University of Southern Queensland	5.38
Southern Cross University	56.6	Southern Cross University	5.30
University of Southern Queensland	47.4	Swinburne University	5.17
University of Tasmania	43.7	University of Wollongong	5.16
Charles Sturt University	42.0	Edith Cowan University	5.16

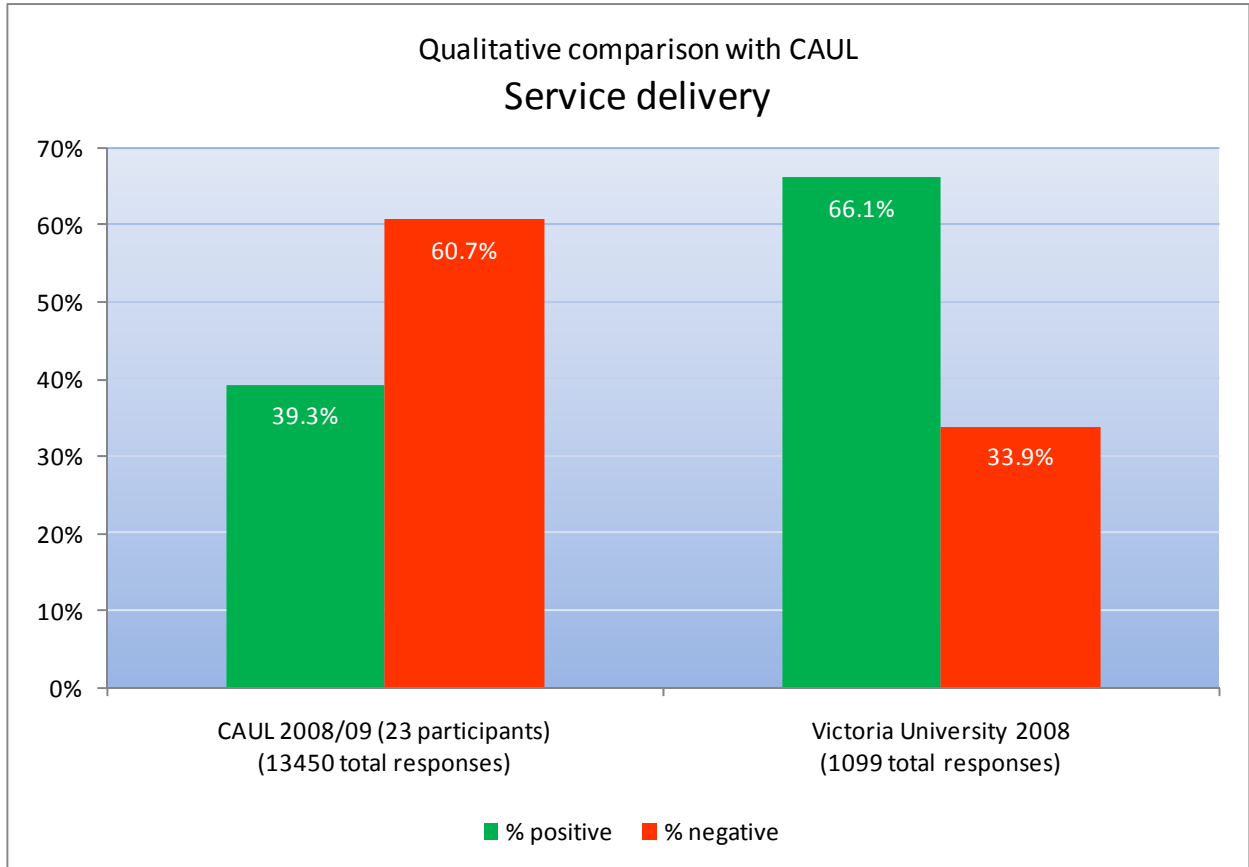
2. Information resources



The following table presents a comparison with the quantitative scores:

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
University of Melbourne	64.9	Murdoch University	5.61
Victoria University	56.1	University of Wollongong	5.58
University of Wollongong	54.5	Curtin University	5.47
Australian National University	52.4	Victoria University	5.45
University of Tasmania	44.6	University of Melbourne	5.42

3. Service Delivery

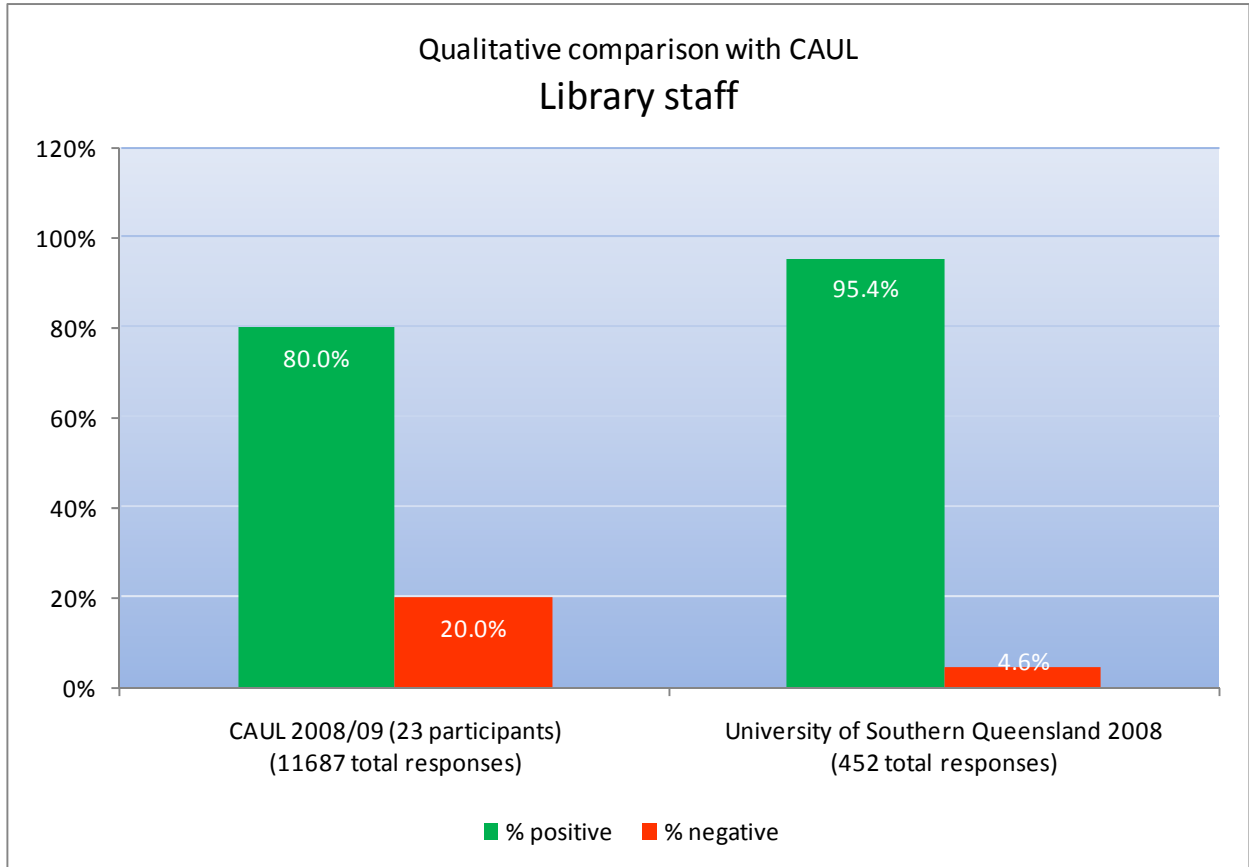


The following table presents a comparison with the quantitative scores:

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
Victoria University	66.1	University of Newcastle	5.82
Charles Sturt University	53.6	Victoria University	5.76
Murdoch University	53.0	Swinburne University of Technology	5.73
University of Tasmania	50.5	Murdoch University	5.72
Swinburne University of Technology	50.4	University of Wollongong	5.67

Noteworthy: Victoria University is more than 10 percentage points in front on the qualitative scale.

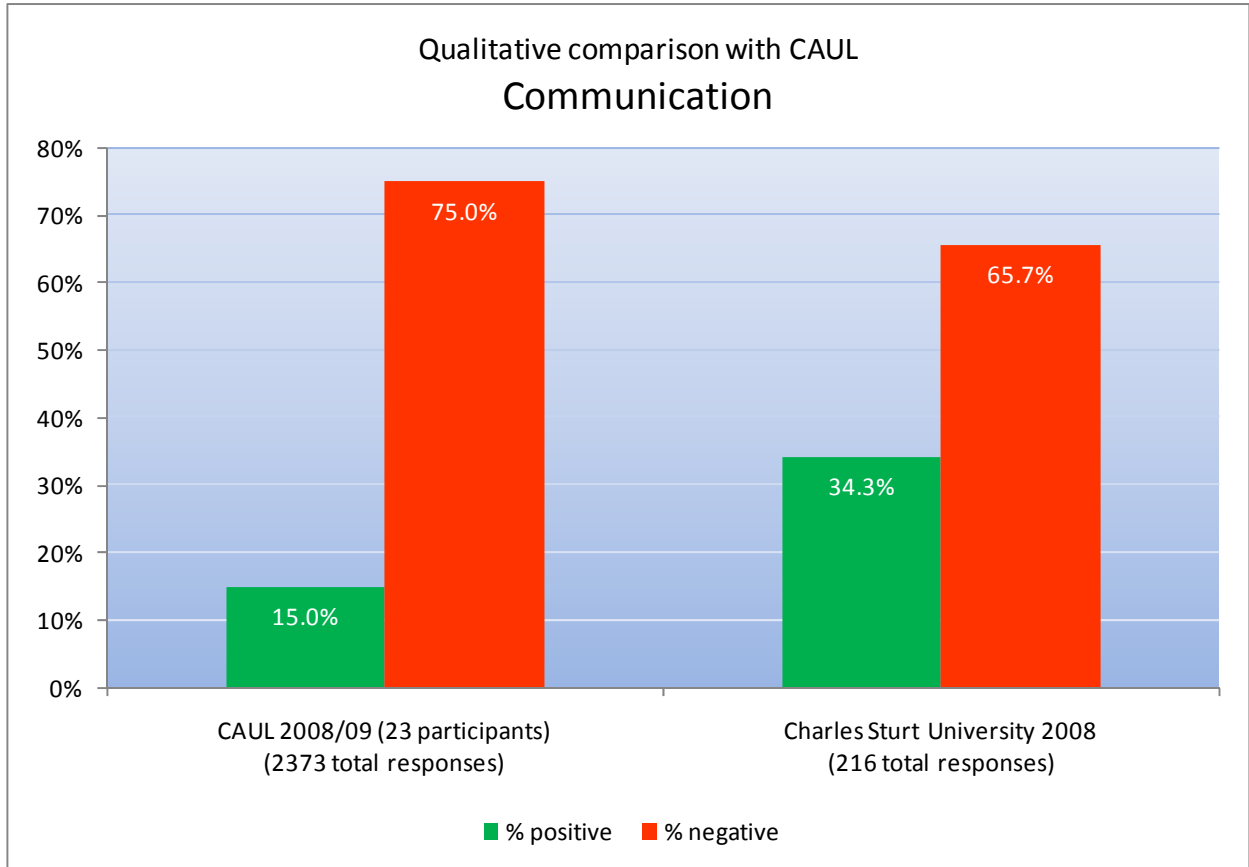
4. Library Staff



The following table presents a comparison with the quantitative scores:

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
University of Southern Queensland	95.4	University of Southern Queensland	6.26
Southern Cross University	90.2	University of Wollongong	6.18
University of Tasmania	90.0	University of Ballarat	6.16
University of Wollongong	88.7	Southern Cross University	6.10
Charles Sturt University	86.9	Charles Darwin University	6.09

5. Communication



The following table presents a comparison with the quantitative scores:

Qualitative top 5	% positive	Quantitative top 5	Benchmark score (1-7)
Charles Sturt University	34.3	Curtin University	5.36
Southern Cross University	28.3	University of Southern Queensland	5.32
Victoria University	27.2	Victoria University	5.32
Swinburne University of Technology	25.0	University of Wollongong	5.29
University of Ballarat	22.6	University of Ballarat	5.27