DigiQUAL™

Regrounding LibQUAL+® for the Digital Library Environment: An Analysis of the DigiQUAL® Data

Presented at 9th Northumbria by

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Goal

- identify on a preliminary basis some items that might be added to the LibQUAL+® protocol, or used as a standalone DigiQUAL® protocol
- items that users deem important, and which have scores highly correlated with overall library user satisfaction scores
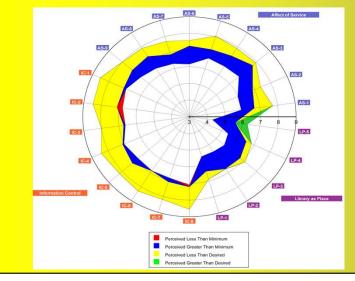
Developing DigiQUAL™ Survey Items

Background: ServQUAL → LibQUAL+® → DigiQUAL™

LibQUAL+®
Dimensions of Service Quality:

- Affect of Service
- Information Control
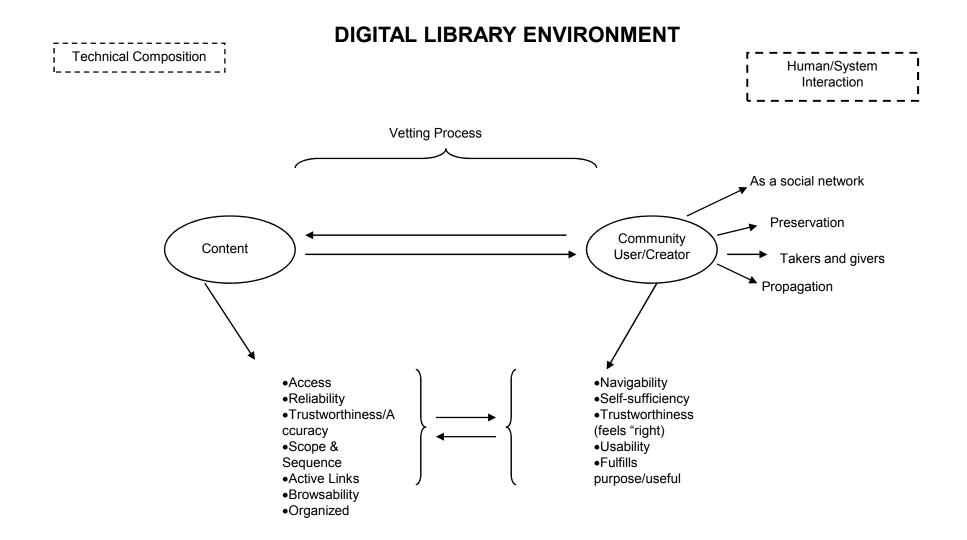- Library as Place

DigiQUAL™
12 themes of service quality:

- Accessibility
- Navigability
- Interoperability
- Collection building
- Resource Use
- Evaluating collections
- DL as community for users
- DL as community for developers
- DL as community for reviewers
- Copyright
- Role of Federations
- DL Sustainability

Some examples from the mouth of digital library users

Web Attractiveness -- "I think the homepage is too cluttered"

Accessibility-Navigability -- "…the interface needs to be designed in such a way that the data is taken advantage of in simple, easy-to-use, and intuitive ways

Resource use – "there's a large group of educators out there that are certainly capable, knowing content, but actually using the computer is very difficult for them"

"fearful that the stuff will sometimes disappear, and so I harvest that. So I'm both a searcher and a harvester. And that's how I use MERLOT"

DIGITAL LIBRARY ENVIRONMENT

Technical Composition

Human/System Interaction

Vetting Process

Content

Community User/Creator

As a social network

Preservation

Takers and givers

Propagation

- Access
- Reliability
- Trustworthiness/Accuracy
- Scope & Sequence
- Active Links
- Browsability
- Organized

- Navigability
- Self-sufficiency
- Trustworthiness (feels "right)
- Usability
- Fulfills purpose/useful

Pilot Testing Survey Items Implementation

DLESE Digital Library for Earth System Education

iLumina

CSERD Computational Science Education Reference Desk

The Math Forum @ Drexel

Your Digital Library?

MERLOT Multimedia Educational Resource for Learning and Online Teaching

UTOPIA

needs

NSDL THE NATIONAL SCIENCE DIGITAL LIBRARY

www.digiqual.org

Building a Survey

- Review and select items

- Issue:
aligning items to individual DL needs & users –
vocabulary and content

Building a Survey, cont.

Customize
Survey

Issue: Flexibility vs. Standardization

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Criteria

- items rated "not applicable" or skipped by an excessive number of respondents were not initially retained

- items relevant to research libraries (as opposed to those more narrowly applicable to completely digital libraries) were retained

- items were sorted with respect to the "importance" ratings provided by the respondents

- 24 items were selected on this basis

Variable	Importance Mean(SD)	n	Satisfaction r	n
Q0183 Content that matches my information needs	6.45(1.18)	47	.7377	47
Q0181 Having comprehensive content	6.42(0.99)	26	.6441	26
Q0120 Easily finding information on the site	**6.41(1.01)**	**32**	**.7926**	**32**
Q0109 A site design that is easy to navigate	6.37(1.36)	27	.5849	27
Q0106 Site being easy to navigate	6.36(1.11)	55	.7717	54
Q0133 Site having a lot of resources in my area of interest	6.35(0.75)	43	.5876	43
Q0180 Site enabling me to locate information on my own	**6.31(1.46)**	**26**	**.8429**	**26**
Q0090 Content that is sufficient to meet my needs	**6.24(1.32)**	**38**	**.8616**	**38**
Q0081 Easy to use access tools that allow me to find things on my own	6.17(1.42)	35	.7810	35
Q0136 Available content fitting my needs	6.10(1.26)	49	.7941	48
Q0140 Being able to find what I want	6.04(1.80)	53	.8311	53
Q0085 Site enabling me to be more efficient in my academic pursuits	6.03(1.52)	31	.7121	31
Q0121 Navigating the site comfortably	5.91(1.73)	45	.8113	45
Q0108 Site being well organized	5.87(1.58)	47	.7408	47
Q0021 Easy to use menus	5.83(1.37)	30	.4374	30
Q0053 Site enabling to navigate it independently	5.83(1.45)	41	.6876	41
Q0112 Staff who take feedback seriously in Putting the site together	5.81(1.30)	26	.7683	25
Q0075 My ability to navigate the site easily	5.77(1.60)	48	.8131	48
Q0161 A site that is accessible to the Independent learner	5.70(1.54)	40	.6555	40
Q0102 Meeting the needs of the new user	5.69(1.29)	48	.6810	47
Q0011 Adequate breadth of content for my needs	5.63(1.66)	43	.6458	42
Q0125 Site being intuitive	5.53(1.61)	30	.5889	30
Q0101 Bridging the gap between site, students and assignments	5.45(1.72)	33	.8324	33
Q0077 Site facilitating self directed research	5.42(1.91)	38	.6648	38

Next steps

- preliminary research that represents an initial step in the process of developing a refocused LibQUAL+® protocol, or a standalone DigiQUAL protocol

- Further research is required to investigate the performance of these 24 items, and potential other digitally focused items, in relation to scores on LibQUAL+®

Social and Psychological Aspects
of the Digital Libraries and their Collections

- Kyrillidou, M., Cook, C. & Lincoln, Y. (2009). "Digital Library Service Quality: What does it look like?" in <u>Evaluation of Digital Libraries: an insight into useful applications and methods.</u> eds. Giannis Tsakonas and Christos Papatheodorou (Oxford: Chandos Publishing, 2009): 187-214. Retrieved from https://www.libqual.org/documents/admin/DigitalLibrary1.rtf

- Franklin, Brinley, Martha Kyrillidou, and Terry Plum. "From Usage to User: Library Metrics and Expectations for the Evaluation of Digital Libraries" in <u>Evaluation of Digital Libraries: An Insight into Useful Applications and Methods,</u> edited by Giannis Tsakonas and Christos Papatheodorou (Oxford: Chandos Publishing, 2009): 17-39.

- Kyrillidou, M., Franklin, B., Plum, T., Scardellato, K., Thomas, D., Davidson, C., Darnell, A. (2011). <u>MINES for Libraries®: Measuring the Impact of Networked Electronic Services and the Ontario Council of University Libraries' Scholar Portal</u>, Final Report 2011 (Washington, D.C. Association of Research Libraries, 2011). Retrieved from https://www.libqual.org/documents/LibQual/publications/MINES_OCUL2011.pdf

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