LIBRARY USER SURVEY 2020

Your Voice Matters

YOUR VOICE MATTERS

CONTENT

PREFACE

To assess library service quality, Xi'an Jiaotong-Liverpool University (XJTLU) Library conducted the Library User Survey 2020 in May.

Core questions of the survey covered 3 service dimensions of service quality: Library as Place (physical environment); Library Resource (access to and provision of print and electronic resources); and Library Academic Support Service (helpfulness and usefulness of library services).

For each service dimension, there were several general questions and 1 core rating question scoring on a 5-point Likert scale. Scoring methodology is explained in the part SCORING.

Besides, the survey contained questions on profile of respondents, overall satisfaction with Library, and additional comments.

XJTLU
LIBRARY

2020
LIBRARY
USER SURVEY

RESPONSE STATISTICS

Distribution features of the 1054 valid responses are:

- Female respondents (67%) are more than twice of male ones (33%);
- Most respondents are undergraduates (81%);
- Represents from International Business School Suzhou made up the largest proportion (30.2%).

1054 valid responses

Architecture	53	5.03%
Biological Sciences	46	4.36%
Chemistry	13	1.23%
China Studies	7	0.66%
Chinese Cultural Teaching Centre	2	0.19%
Civil Engineering	16	1.52%
Computer Science and Software Engineering	94	8.92%
Electrical and Electronic Engineering	66	6.26%
English	49	4.65%
Health and Environmental Sciences	12	1.14%
Industrial Design	13	1.23%
Institute of Leadership and Education Advanced Development	1	0.09%
International Business School Suzhou	318	30.17%
International Relations	10	0.95%
Language Centre	9	0.85%
Mathematical Sciences	188	17.84%
Media and Communications	18	1.71%
Physical Education Centre	0	0.00%
School of Film and TV Arts	19	1.80%
Urban Planning and Design	27	2.56%
XJTLU Entrepreneur College (Taicang)	24	2.28%

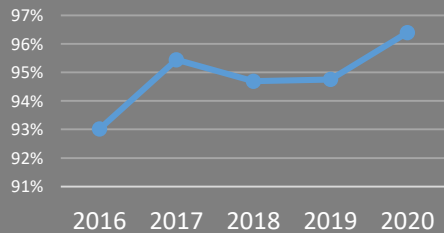33%   67%

Local Student: 936
International Student: 28

UG Year 1: 407
UG Year 2: 284
UG Year 3: 113
UG Year 4: 55
Postgraduate student: 69
PhD student: 36
Academic staff: 21
Professional service staff: 68
Other: 1
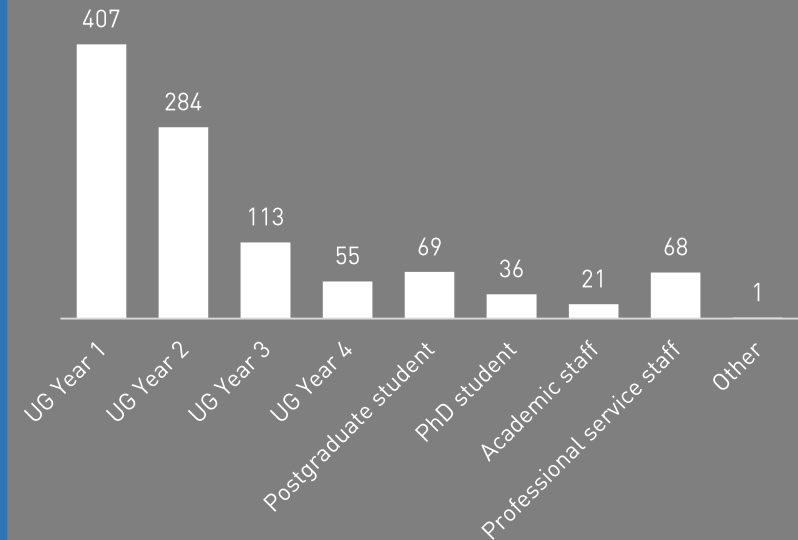
OVERALL PERFORMANCE

Respondents rated Library performance 'Very Good' or 'Good'…

In 2020 — 96.4%

- Neutral 3.13%
- Very good 34.72%
- Good 61.67%

In 2016-2020
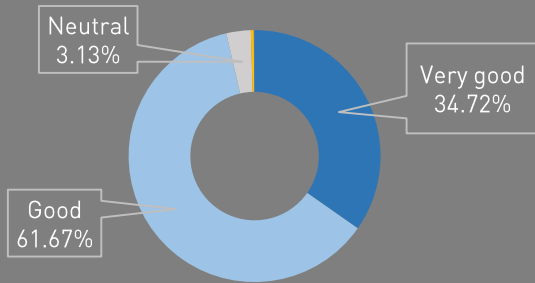
97% 96% 95% 94% 93% 92% 91%
2016 2017 2018 2019 2020

Respondents believe the Library's TOP 5 …

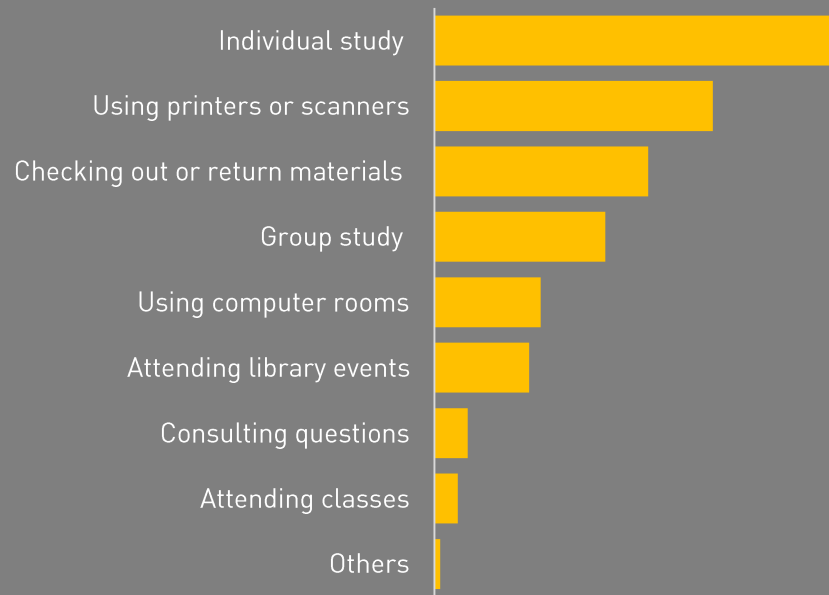|	Best Performed	Most Important	Most Satisfied	Call for Improvement
1	Decoration & Environment	WIFI	Computer Room	Off-campus Access
2	Water Dispenser	Study Space	Decoration & Environment	Study Space
3	WIFI	Noise Level	Locker	Access Speed
4	Opening Hours	Air Conditioning	Workshops	Air Conditioning
5	Printing, Scanning & Photocopying	Opening Hours	Marketing	Noise Level

Best Performed: categories with highest Performance Scores
Most Satisfied: categories with lowest Gap Scores
Most Important: categories with highest Importance Scores
Call for Improvement: categories with highest Gap Scores

Please see SCORING for more details on Performance Score, Importance Score, and Gap Score.

Purposes for Visiting the Library

- Individual study
- Using printers or scanners
- Checking out or return materials
- Group study
- Using computer rooms
- Attending library events
- Consulting questions
- Attending classes
- Others

LIBRARY AS PLACE

Main purposes that respondents visited the Library were for individual/group study, using library facilities, and borrowing library collections (see more details in the left chart), just the same as what they indicated in the 2019 & 2018 surveys.

Statistics on the use of library space (i.e., frequency of vising Library, duration of each Library visit, and favorite Library floors) have not much changed when comparing to those in previous surveys. Details are shown in charts below.
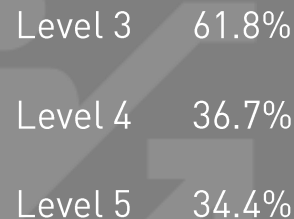
67.8%

respondents visited the Library at least ONCE A WEEK

"I love XJTLU library. I'm serious! I'm glad that XJTLUers have access to such valuable resources, services and facilities."

Respondents frequently visited the Library ...

Level 3   61.8%

Level 4   36.7%

Level 5   34.4%

Respondents stayed in the Library for

3.8 hours

per person each time

Study Space

Air Conditioning

Noise Level

10/14

categories

Get Performance Score with 4.0+

LIBRARY AS PLACE

Legend:
- Air Conditioning
- Computer Room
- Decoration and Environment
- Group Study Room
- Lockers
- Noise Level
- Opening Hours
- Phone Area
- Printing, Scanning and Photoc..
- Rest Area
- Self-service Machine
- Study Space
- Water Dispensers
- WIFI
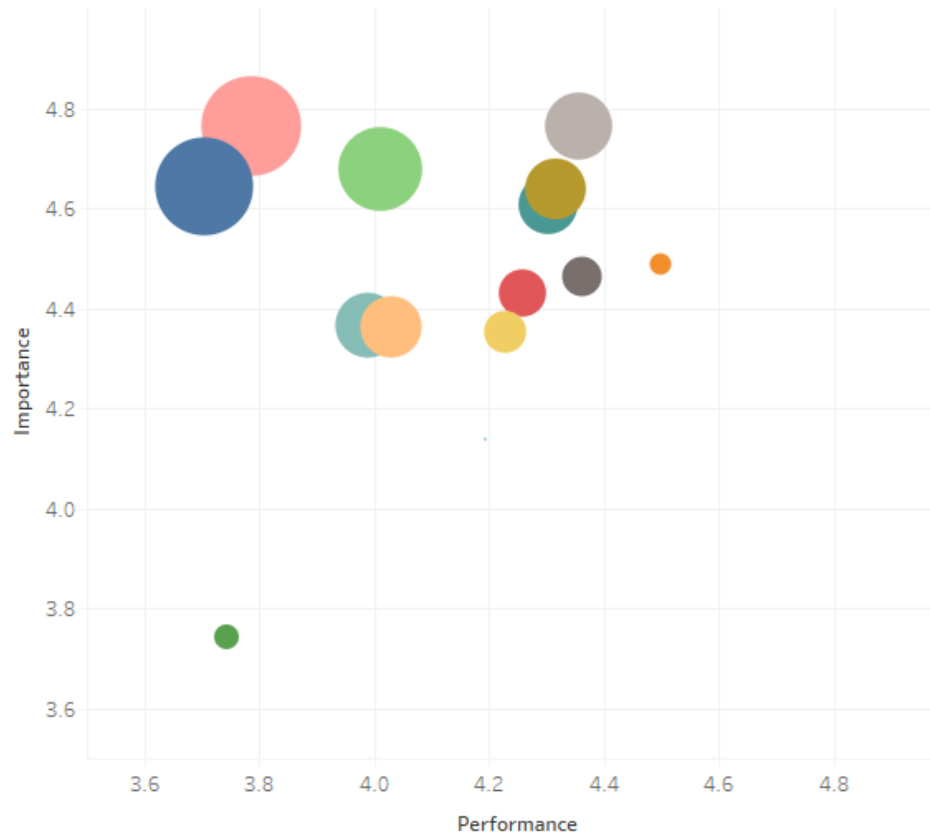
In terms of library space and facilities, among all 14 categories shown in the chart, except *Lockers*, the other 13 were identified with Importance Scores of 4.2 or higher, with *Study Space*, *WIFI*, and *Noise Level* being the most important 3 categories.

In terms of Performance Score of each category, 10 out of 14 categories get scores higher than 4.0, with *Decoration and Environment*, *WIFI* and *Water Dispensers* being the best performed 3 categories.

Respondents indicated that the top 3 categories requiring improvement are *Study Space*, *Air Conditioning* and *Noise Level*, with highest Gap Scores.

On the country, they are satisfied with *Computer Room*, *Decoration and Environment*, and *Lockers*. Gap Scores of the 3 categories are zero or minus.

> " *Seats are limited especially when it comes to the midterm and the final.* "

> " *Some students leave personal belongings to reserve seats for several hours, so sometimes its hard to find a seat even though many are empty.* "

Note: Gap Score = Importance Score – Performance Score (A larger bubble indicates a higher Gap Score which requires more improvement, and vice versa..)

LIBRARY RESOURCE

Around half of the respondents (46.02%) rarely or even never use library print resources in the past year. The percentage almost doubles that of respondents who rarely or never use library electronic resources (24.86%). Main reasons of why respondents do not prefer library print and electronic resources are listed in the right column respectively.

A multiple choice question was designed to indicate the purpose of visiting the library website. In total, 3,428 responses were gathered. Over 70% of the respondents accessed the library website to *Search DISCOVER* and to *View Past Exam Papers* online.
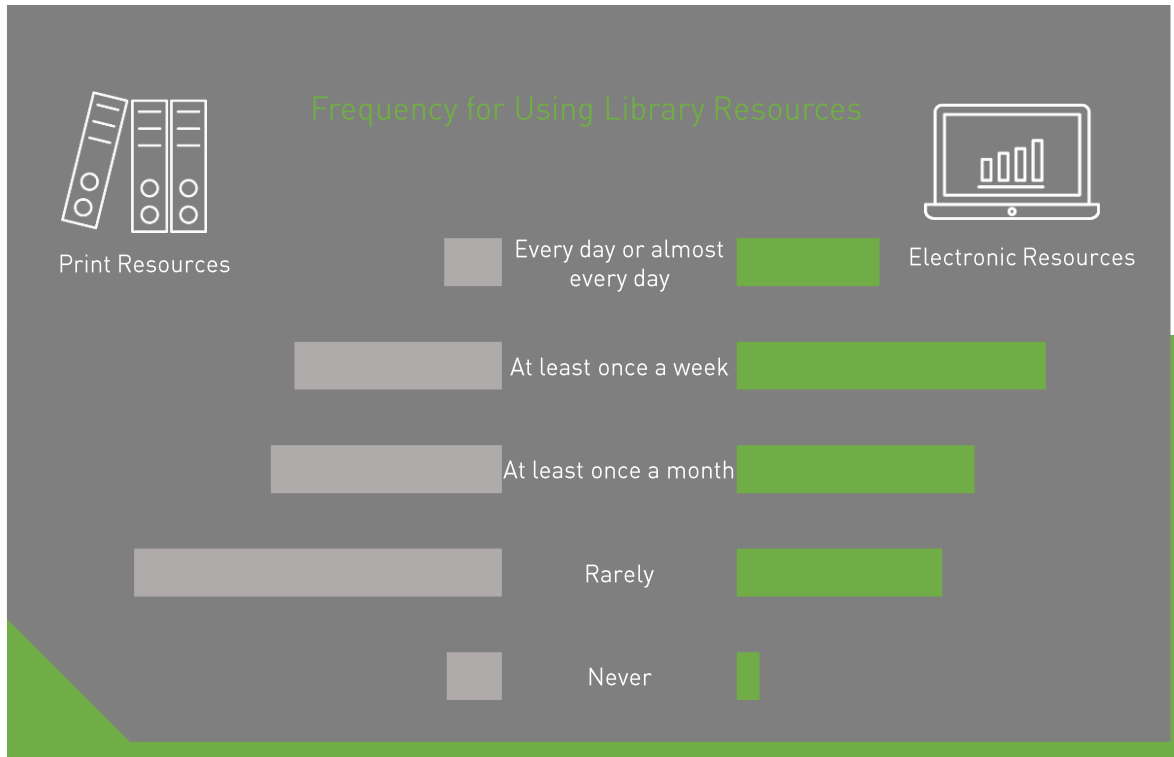
WHY respondents NOT use the Library

Print Resources

- Prefer electronic resources
- Don't know how/where to find library print resources

Electronic Resources

- Don't know how/where to find library electronic resources
- Prefer Google / Baidu

Frequency for Using Library Resources

Print Resources

| | Electronic Resources |

- Every day or almost every day
- At least once a week
- At least once a month
- Rarely
- Never

Respondents normally visit the library website to…

- Search DISCOVER
- View past exam papers

Respondents have

HIGH EXPECTATION to

all LIBRARY RESOURCES with

Importance Score

4.0+

Off-campus Access

Rank 1

in 2020

In Importance Score

Call for Improvement...

Off-campus Access

Access Speed

LIBRARY RESOURCE

All categories in the service dimension Library Resource, including *Off-campus Access*, *Access Speed*, *Electronic Resources*, *Homepage* and *Print Resources*, receive Importance Scores higher than 4.0, indicating that respondents perceived all library resources highly important. It's worth noting that *Off-campus Access*, ranking 4th in 2019 and 3rd in 2018, ranked 1st among all 5 categories in terms of Importance Score in 2020. The online education implemented since February 2020 may draw more attention on *Off-campus Access*.

In terms of Gap Score, *Access Speed* received 0.95 in 2020, which is much higher than what was received in 2019 (0.59). Together with *Off-campus Access*, receiving Gap Score of 0.98, the two categories require the most attention when considering future improvement.
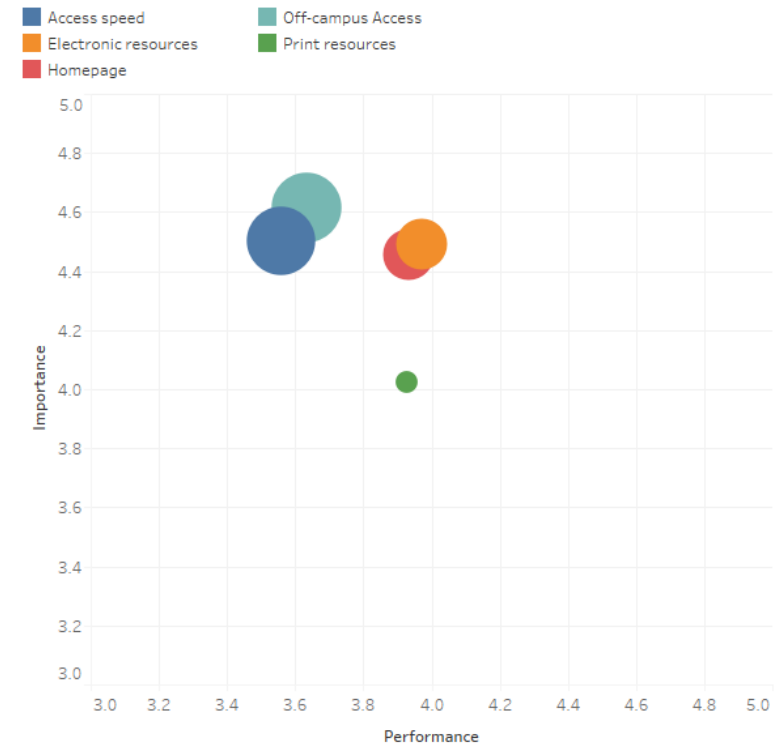
> "
> *It was a very good library, one suggestion would be to increase the amount of research paper and e-book for the student.* "

> "
> *Hi, the access to library resources are not stable when I am off-campus. Hope for improvement.* "

Access speed · Off-campus Access · Electronic resources · Print resources · Homepage

Note: Gap Score = Importance Score – Performance Score (A larger bubble indicates a higher Gap Score which requires more improvement, and vice versa.)
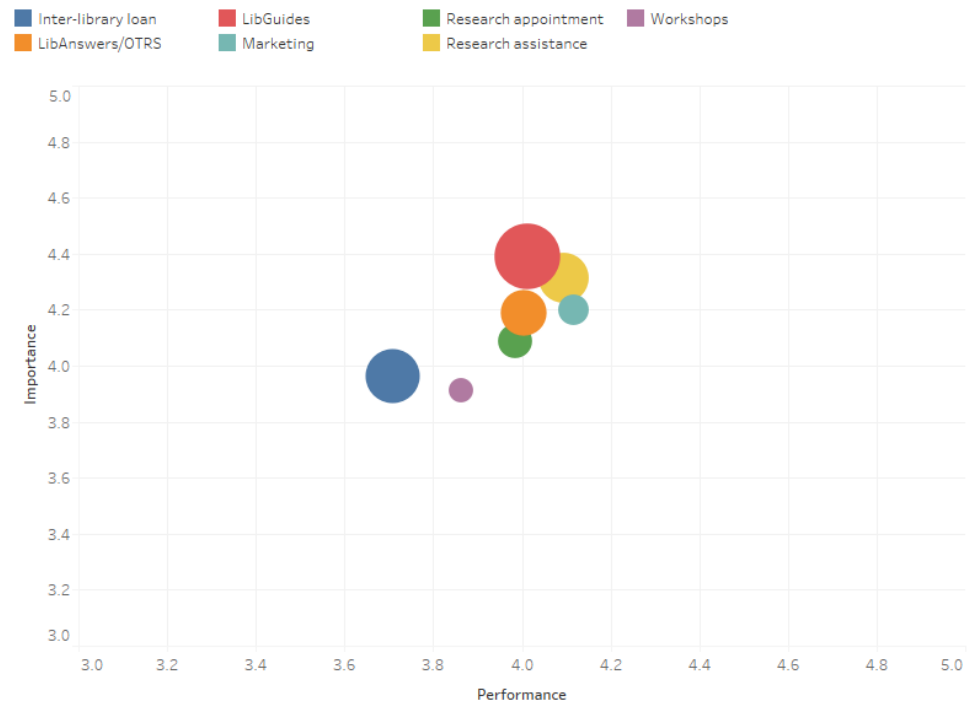
LIBRARY ACADEMIC SUPPORT SERVICE

In respondents' perceptions, being able to find necessary information in *LibGuides*, and get *Research Assistance* from professional librarians are highly important. What's more, receiving Gap Scores of 0.38 and 0.22 respectively, these two categories require improvement in the near future.

It's note worthy that the category *Workshops* get the lowest Gap Score among all 7 categories in the service dimension Library Academic Support Service in both 2020 and 2019, indicating that library workshop services meet respondents' expectations persistently.

> " *I hope there're recordings of library workshops, like how to use EndNote and how to search library resources effectively, to benefit students who are not available to attend the workshop on time.* "

Marketing

HELP Research Assistance

Rank TOP 2

with Performance Score

4.0+

over past 3 years

Respondents are

most satisfied with

Workshops

within 2 years

- Inter-library loan
- LibAnswers/OTRS
- LibGuides
- Marketing
- Research appointment
- Research assistance
- Workshops

Note: Gap Score = Importance Score – Performance Score (A larger bubble indicates a higher Gap Score which requires more improvement, and vice versa.)

RESPONDENTS' COMMENTS
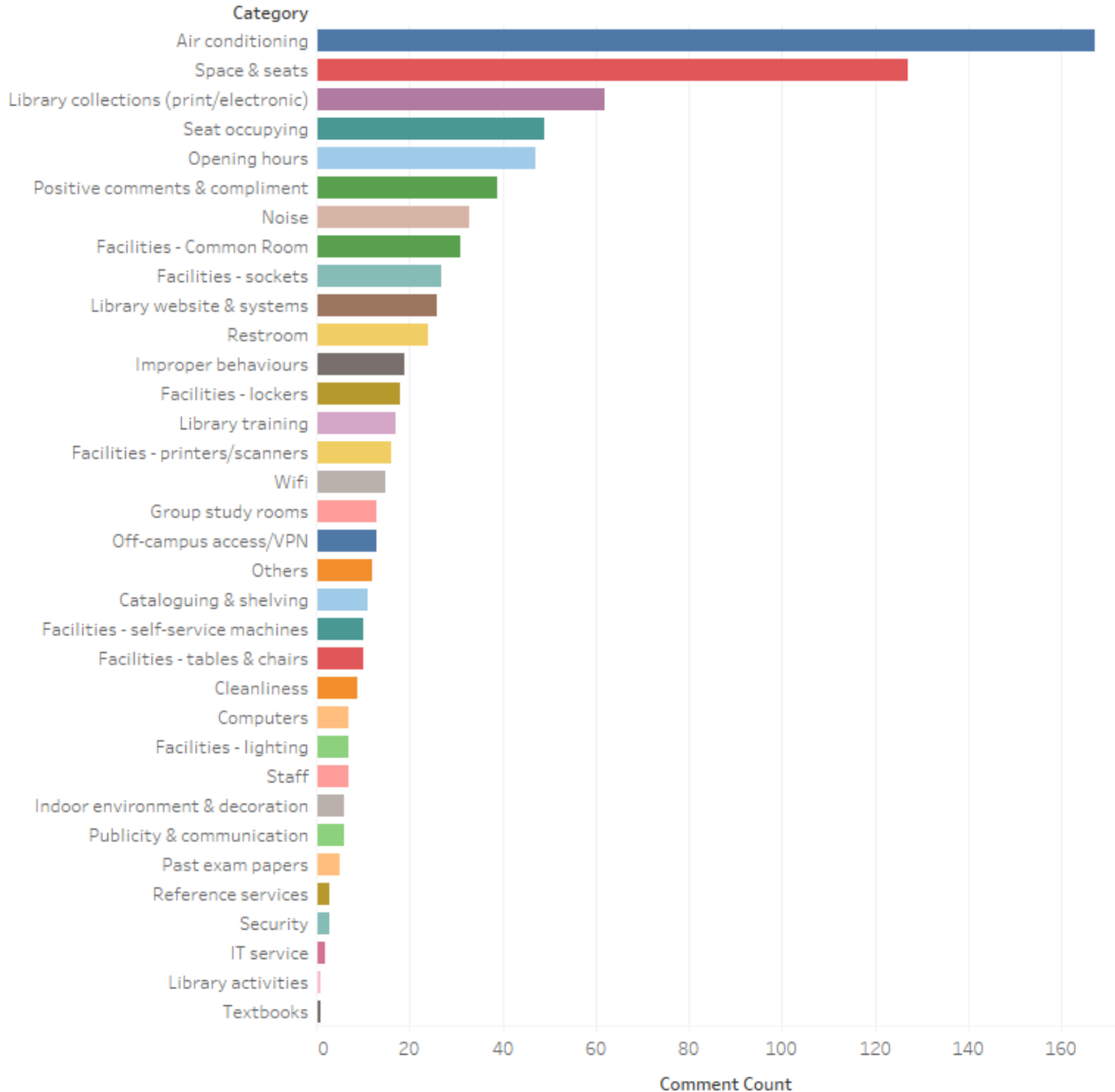
614/1054

respondents

kindly leave comments

on Library affairs

865 suggestions for library

future developments

were proposed

Among all comments, *Air Conditioning and Space & Seats* appeared to be the most eye-catching parts with 167 and 127 times' mentioning respectively.

LIBRARY OVERALL PERFORMANCE

	COUNTS	PERCENTAGE
Very good	366	34.72%
Good	650	61.67%
Neutral	33	3.13%
Poor	4	0.38%
Very poor	1	0.09%

LIBRARY AS PLACE

	COUNTS	PERCENTAGE
How often do you come into the Library		
Everyday	310	29.41%
At least once a week	405	38.43%
At least once every two weeks	129	12.24%
At least once every month	124	11.76%
Rarely	72	6.83%
Never	14	1.33%
How long do you usually stay in the Library each time		
Less than 1 hour	86	8.16%
1 - 2 hour	218	20.68%
3 - 5 hour	562	53.32%
5 - 10 hour	159	15.09%
More than 10 hour	15	1.42%
Where in the Library do you usually visit or stay		
Level 1	82	7.78%
Level 3	652	61.86%
Level 4	387	36.72%
Level 5	362	34.35%
Level 6	147	13.95%
Level 7	269	25.52%
Level 8	334	31.69%
Level 9	289	27.42%
Level 10	212	20.11%
What are your main purposes for visiting the Library		
Attending classes	52	4.93%
Consulting questions	74	7.02%
Attending library instructional sessions or workshops or tours or activities	210	19.92%
Using computer rooms	236	22.39%
Group study	379	35.96%
Checking out or return materials	474	44.97%
Using printers or scanners	617	58.54%
Individual study	887	84.16%

LIBRARY RESOURCES

	COUNTS	PERCENTAGE
How often do you use Library print resources		
Everyday	66	6.26%
At least once a week	238	22.58%
At least once every month	265	25.14%
Rarely	422	40.04%
Never	63	5.98%
How often do you use Library electronic resources		
Everyday	164	15.56%
At least once a week	355	33.68%
At least once every month	273	25.90%
Rarely	236	22.39%
Never	26	2.47%
What are your main purposes to use the Library website		
To search DISCOVER	769	72.96%
To use Library Catalogue System	418	39.66%
To use library databases	493	46.77%
To visit library guides	158	14.99%
To view past exam papers online	809	76.76%
To register for library instructional sessions or workshops or tours	178	16.89%
To view FAQs or consult questions	125	11.86%
To book a group study room	474	44.97%
Others	4	0.38%

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2020
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USER SURVEY

RESPONSE DATA

IMPORTANCE & PERFORMANCE

	IMPORTANCE	PERFORMANCE	GAP
Library as Place			
Opening Hours	4.64	4.32	0.32
Noise Level	4.68	4.01	0.67
Air Conditioning	4.64	3.70	0.94
Water Dispensers	4.46	4.36	0.10
Decoration and Environment	4.49	4.50	-0.01
Study Space	4.76	3.79	0.98
Rest Area	4.37	3.99	0.38
Group Study Room	4.36	4.03	0.33
Phone Area	4.35	4.23	0.12
Computer Room	4.14	4.20	-0.06
Lockers	3.74	3.74	0.00
Printing, Scanning and Photocopying	4.61	4.30	0.30
Self-service Machine	4.43	4.26	0.17
WIFI	4.76	4.36	0.41
Library Resource			
Print resources	4.02	3.93	0.10
Electronic resources	4.49	3.97	0.52
Homepage	4.46	3.93	0.52
Access speed	4.50	3.56	0.95
Off-campus Access	4.61	3.63	0.98
Library Academic Support Service			
Marketing	4.20	4.12	0.08
Research Assistance	4.31	4.09	0.22
LibAnswers/Otrs	4.19	4.00	0.18
LibGuides	4.39	4.01	0.38
Workshops	3.91	3.86	0.05
Inter-Library Loan	3.96	3.71	0.26
Research Appointment	4.09	3.99	0.10

SCORING

For each service dimension, there was 1 core rating question scoring on a 5-point Likert scale.

Respondents were asked for judgement on 2 scales: the desired level of the service they would like to receive (Importance), and the actual level of service they perceive to have been provided (Performance).

To identify factors for improvement, the survey analyses the 'Gap' value between the importance and performance scores for each variable. Gap score was calculated by:

Gap Score = Importance Score – Performance Score

A gap score indicates whether the Library is meeting the expectations of respondents. A positive score means that users' perceived level of service is below their desired level of service, and in turn, implies a need for improvement. The higher the score is, the more improvement should be made. On the contrary, a negative value indicates that the Library is exceeding the desired expectations of users.

5 June, 2020

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