



LIBRARY USER SURVEY 2021

Xi'an Jiaotong - Liverpool University Library



YOUR VOICE MATTERS

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PREFACE

To assess library service quality, Xi'an Jiaotong-Liverpool University (XJTLU) Library conducted the Library User Survey 2021 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.

RESPONSE STATISTICS

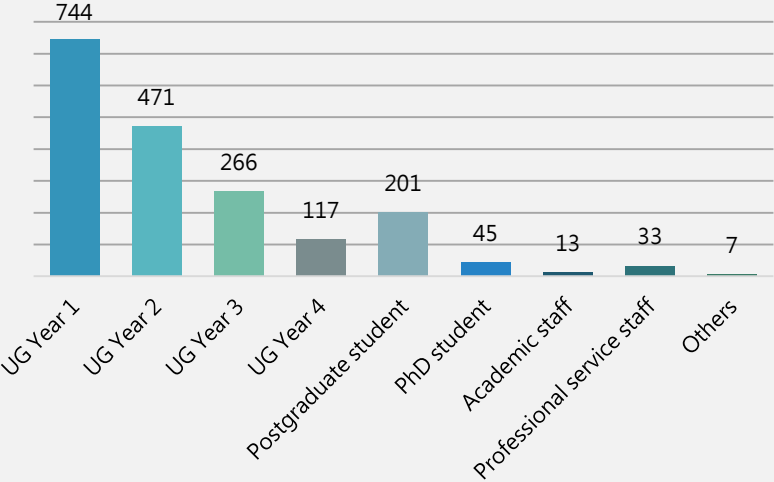
Distribution features of the 1897 valid responses are:

- Female respondents (65.79%) are almost twice of male ones (34.21%);
- Most respondents are undergraduates (84.24%);
- Represents from International Business School Suzhou made up the largest proportion (30.37%).

1897
Responses

1248
Female
649
Male

1817
Local Students
27
International Students

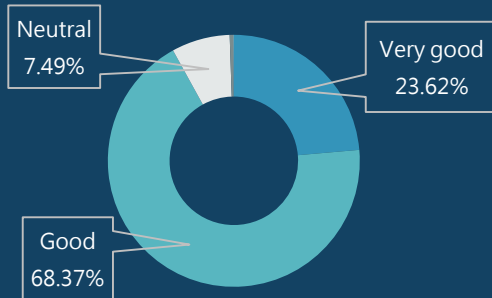


School	Counts	Percentage
School of Advanced Technology	309	16.29%
Design School	159	8.38%
School of Film and TV Arts	25	1.32%
School of Humanities and Social Sciences	181	9.54%
Institute of Leadership and Education Advanced Development	15	0.79%
International Business School Suzhou	595	31.37%
School of Languages	14	0.74%
School of Science	460	24.25%
XJTLU Entrepreneur College	96	5.06%
XJTLU Wisdom Lake Academy of Pharmacy	3	0.16%

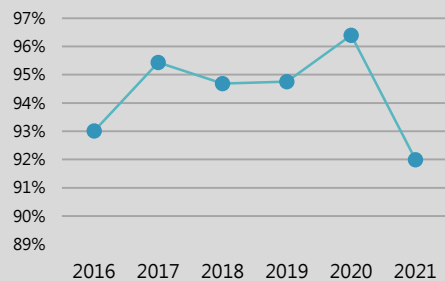
OVERALL PERFORMANCE

91.99%

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



In 2016-2021



Respondents believe the Library's TOP 5 ...

Most Important



Study Space



WIFI



E-resources
Access Speed



Electronic Resources



Off-campus Access

Best Performed



Decoration
& Environment



Opening Hours



Printing, Scanning
& Photocopying



Water Dispensers



Self-Service Machine

Most Satisfied



Computer Room



Self-Service Machine



Decoration
& Environment



Workshops



Research Appointment

Call for Improvement



Study Space



Air Conditioning



E-resources
Access Speed



Off-campus Access



Noise Level

Most Important: categories with highest Importance Scores
Most Satisfied: categories with lowest Gap Scores

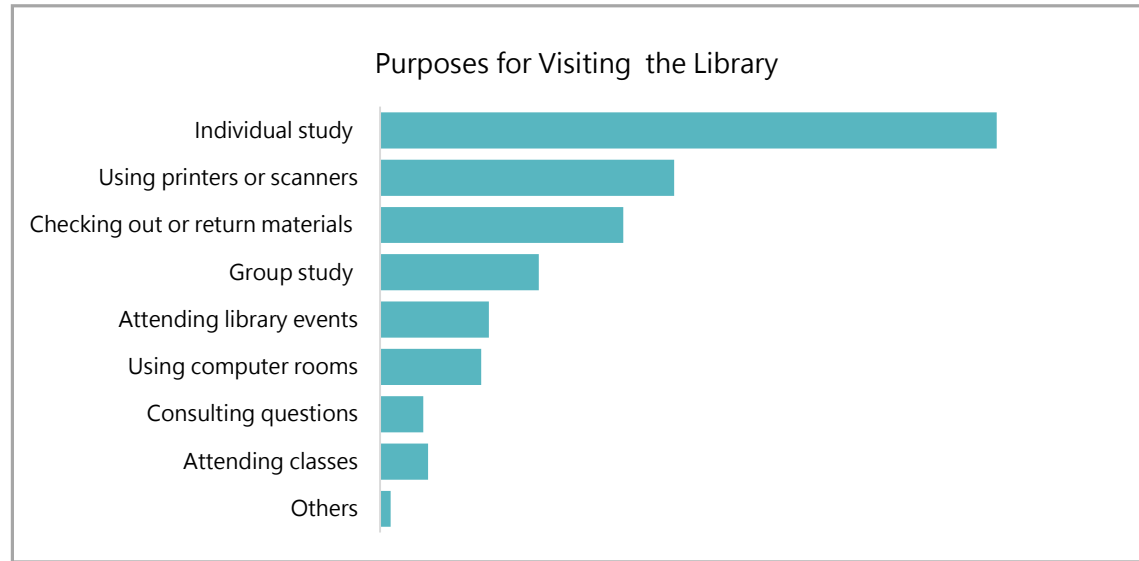
Best Performed: categories with highest Performance Scores
Call for Improvement: categories with highest Gap Scores

Please see [SCORING](#) for more details on Performance Score, Importance Score, and Gap Score.

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 right chart), just the same as what they indicated in previous years.

Statistics on the use of library space (i.e., frequency of visiting Library, duration of each Library visit, and favorite Library floors) have not much changed when comparing to those in previous surveys.



69.54%

respondents visited the Library
at least ONCE A WEEK



Respondents frequently visited
the Library ...

Level 3	48.71%
Level 4	33.00%
Level 5	33.53%

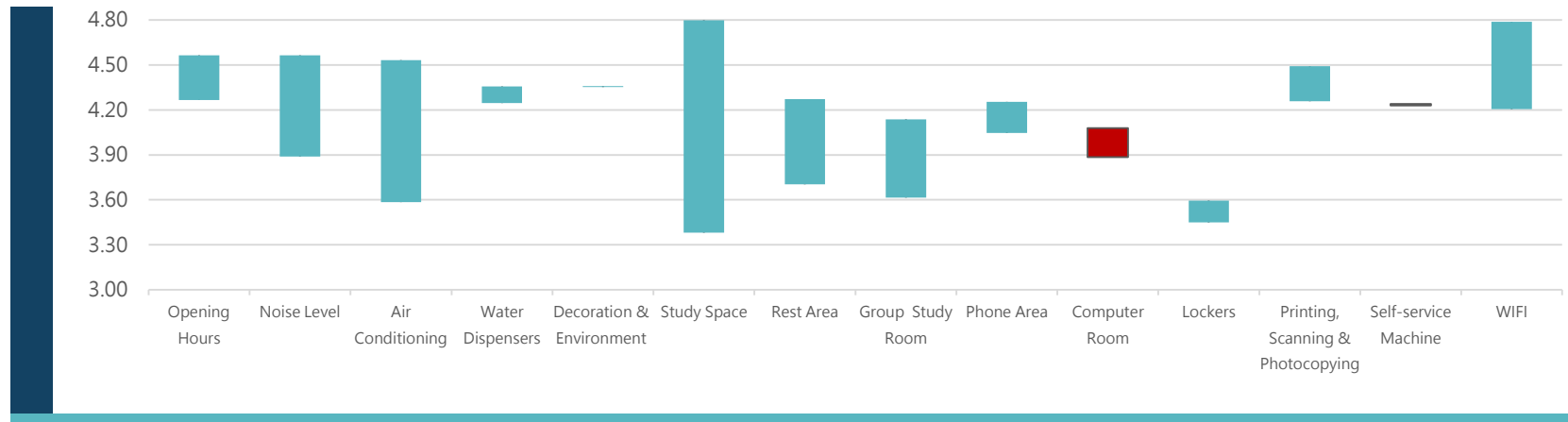


Respondents stayed in the Library for

4.9 hours

per person each time

LIBRARY AS PLACE



Note: Gap Score = Importance Score – Performance Score (A larger blue bar indicates a higher Gap Score which requires more improvement, and a larger red one indicates a better performance out of expectation)

In terms of Importance Score, among all 14 categories in library space and facilities shown in the chart, except *Lockers*, *Computer Room*, the other 12 were identified with Importance Scores over 4.0, with *Study Space*, *WIFI*, and *Opening Hours* being the most important 3 categories.

In terms of Performance Score, 8 out of 14 categories get scores higher than 4.0, with *Decoration and Environment*, *Opening Hours* and *Printing, Scanning and Photocopying* 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*, *Self-service Machine*, and *Decoration and Environment*. Gap Scores of the 3 categories are zero or minus.

8/14 categories

Get 4.0+

In Performance Score

Call for Improvement



Study Space



Air Conditioning

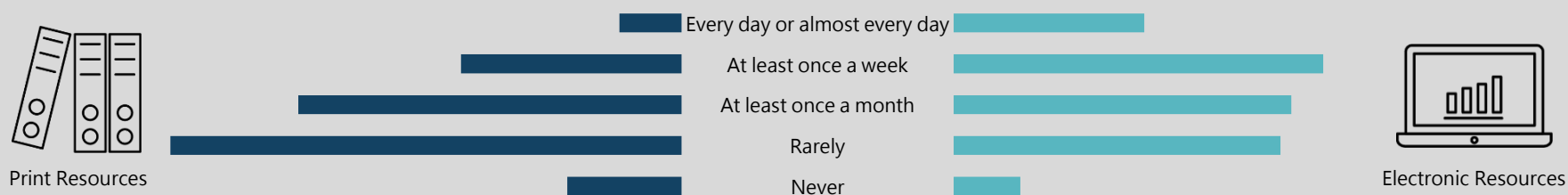


Noise Level

LIBRARY RESOURCE

Around half of the respondents (48.45%) rarely or even never use library print resources in the past year. On the country, 30.47% respondents indicate that they rarely or never use library electronic resources. Main reasons of why respondents do not prefer library print and electronic resources are listed in the following tables respectively. A multiple choice question was designed to indicate the purpose of visiting the library website. Over 65% of the respondents accessed the library website to *Search DISCOVER* and to *View Past Exam Papers* online.

Frequency for Using Library Resources



Why respondents NOT use ...

Print Resources

I prefer using electronic resources	100	5.27%
I don't need print resources for my learning (teaching) and research	64	3.37%
I don't know how/where to find my needed print materials in the Library	55	2.90%
I have other sources to get my needed print materials	37	1.95%
My needed print materials cannot be found in library collections	13	0.69%
Others	1	0.05%

Electronic Resources

I prefer using print resources	28	1.48%
I don't need electronic resources for my learning (teaching) and research	27	1.42%
I don't know how/where to find my needed electronic materials in the Library	62	3.27%
I prefer using Google or Baidu to find my needed electronic materials	30	1.58%
I have access to electronic resources of other libraries	20	1.05%
My needed electronic materials cannot be found in library collections	5	0.26%
The access speed of Library electronic resources are too low	9	0.47%
Others	1	0.05%

Respondents normally visit the library website ...

To search DISCOVER	1241	65.42%
To use Library Catalogue System	782	41.22%
To use library databases	892	47.02%
To visit library guides	281	14.81%
To view past exam papers online	1233	65.00%
To register for library instructional sessions or workshops or tours	186	9.80%
To view FAQs or consult questions	125	6.59%
To book a group study room	629	33.16%
Others	9	0.47%

LIBRARY RESOURCE

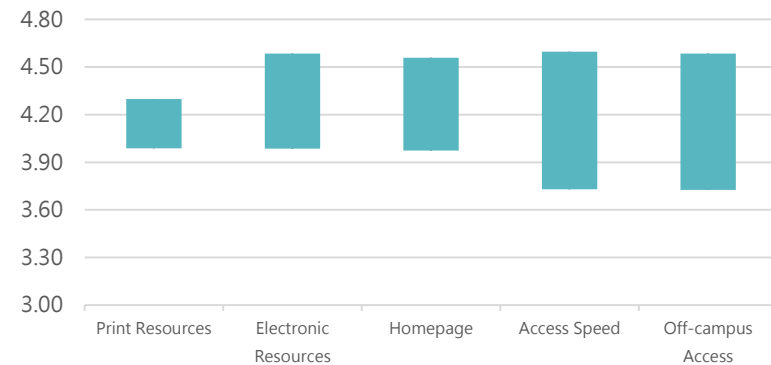
Respondents have high expectation to ALL categories in Library Resource with importance score 4.0+

Gap scores of E-resources Access Speed and Off-campus Access are lower in 2021 than those in 2020 but still calling for improvement

Categories	Importance	Performance	Gap
Print Resources	4.30	3.99	0.31
Electronic Resources	4.58	3.99	0.60
Library Website	4.56	3.97	0.59
E-resources Access Speed	4.60	3.73	0.87
Off-campus Access	4.58	3.73	0.86

All categories in the service dimension Library Resource, including E-resources Access Speed, Electronic Resources, Off-campus Access, Library Website and Print Resources, receive Importance Scores higher than 4.0, indicating that respondents perceived all library resources highly important. Respondents paid more attention on digital library, including Electronic Resources, Access Speed to e-resources, and Off-campus Access.

In terms of Gap Score, Access Speed and Off-campus Access received 0.87 and 0.86 in 2021, which is lower than what were received in 2020 (0.95 and 0.98). Nevertheless, the two categories still require the most attention when considering future improvement.



Note: Gap Score = Importance Score – Performance Score (A larger blue bar indicates a higher Gap Score which requires more improvement, and a larger red one indicates a better performance out of expectation)

LIBRARY ACADEMIC SUPPORT SERVICE

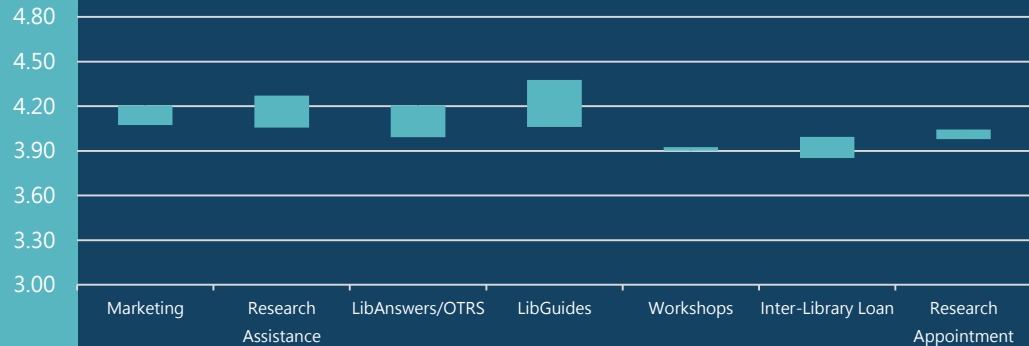


Marketing Research Assistance LibGuides

Rank Top 3
with Performance Score 4.0+
In 2021

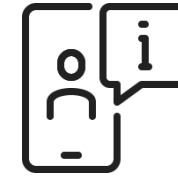
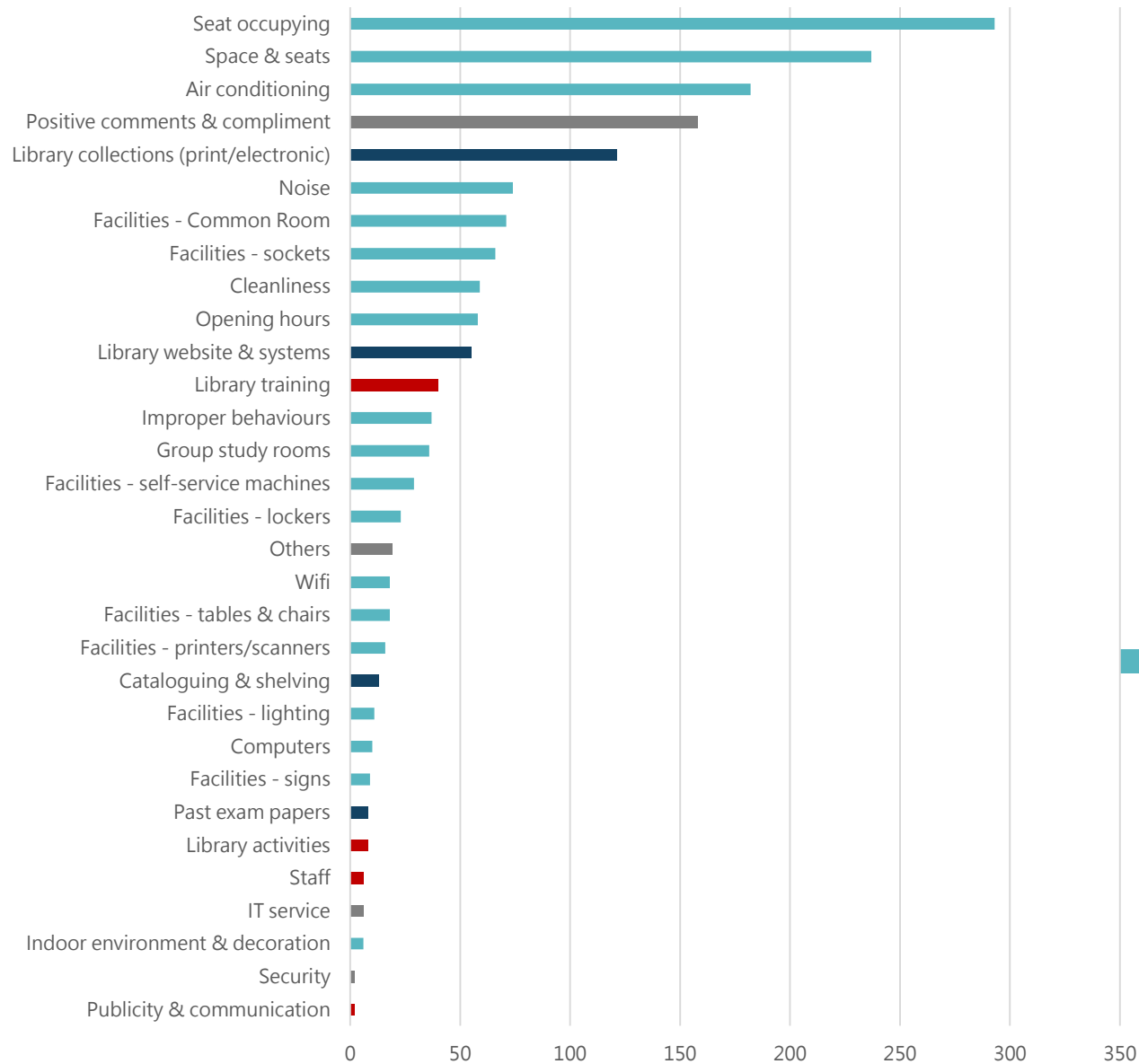
It's note worthy that the category Workshops get the lowest Gap Score among all 7 categories in the service dimension Library Academic Support Service in consecutive 3 years, indicating that library workshop service meet respondents' expectations persistently.

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 0.31 and 0.22 respectively, these two categories as well as LibAnswers/OTRS (0.21) require improvement in the near future.



Note: Gap Score = Importance Score – Performance Score (A larger blue bar indicates a higher Gap Score which requires more improvement, and a larger red one indicates a better performance out of expectation)

RESPONDENTS' COMMENTS



Respondents show high passion and expectation on XJTLU Library

1145/1897

respondents kindly leave comments

1691

suggestions for library future developments were proposed

- Library as Place
- Library Resource
- Library Academic Support Service

LIBRARY OVERALL PERFORMANCE

	COUNTS	PERCENTAGE
Very good	448	23.62%
Good	1297	68.37%
Neutral	142	7.49%
Poor	8	0.42%
Very poor	2	0.11%

LIBRARY AS PLACE

	COUNTS	PERCENTAGE
How often do you come into the Library		
Everyday	503	26.52%
At least once a week	816	43.02%
At least once every two weeks	196	10.33%
At least once every month	200	10.54%
Rarely	173	9.12%
Never	9	0.47%
How long do you usually stay in the Library each time		
Less than 1 hour	109	5.75%
1 - 2 hour	255	13.44%
3 - 5 hour	801	42.22%
5 - 10 hour	639	33.68%
More than 10 hour	84	4.43%
Where in the Library do you usually visit or stay		
Level 1	146	7.70%
Level 3	924	48.71%
Level 4	626	33.00%
Level 5	636	33.53%
Level 6	198	10.44%
Level 7	448	23.62%
Level 8	486	25.62%
Level 9	442	23.30%
Level 10	324	17.08%
What are your main purposes for visiting the Library		
Checking out or return materials	665	35.06%
Using computer rooms	276	14.55%
Individual study	1686	88.88%
Group study	434	22.88%
Attending classes	131	6.91%
Using printers or scanners	804	42.38%
Attending library instructional sessions or workshops or tours or activities	297	15.66%
Consulting questions	118	6.22%
Others	29	1.53%

LIBRARY RESOURCE

	COUNTS	PERCENTAGE
How often do you use Library print resources		
Everyday	91	4.80%
At least once a week	324	17.08%
At least once every month	563	29.68%
Rarely	751	39.59%
Never	168	8.86%
How often do you use Library electronic resources		
Everyday	280	14.76%
At least once a week	543	28.62%
At least once every month	496	26.15%
Rarely	480	25.30%
Never	98	5.17%
What are your main purposes to use the Library website		
To search DISCOVER	1241	65.42%
To use Library Catalogue System	782	41.22%
To use library databases	892	47.02%
To visit library guides	281	14.81%
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XJTLU LIBRARY
USER SURVEY 2021

RESPONSE DATA

IMPORTANCE & PERFORMANCE

CATEGORY	IMPORTANCE	PERFORMANCE	GAP
Library as Place			
Opening Hours	4.57	4.27	0.30
Noise Level	4.57	3.89	0.68
Air Conditioning	4.53	3.58	0.95
Water Dispensers	4.36	4.25	0.11
Decoration and Environment	4.36	4.35	0.01
Study Space	4.80	3.38	1.42
Rest Area	4.27	3.70	0.57
Group Study Room	4.14	3.62	0.52
Phone Area	4.25	4.05	0.21
Computer Room	3.88	4.08	-0.19
Lockers	3.59	3.45	0.15
Printing, Scanning and Photocopying	4.49	4.26	0.23
Self-service Machine	4.23	4.24	-0.01
WIFI	4.79	4.21	0.58
Library Resources			
Print Resources	4.30	3.99	0.31
Electronic Resources	4.58	3.99	0.60
Library Website	4.56	3.97	0.59
E-resources Access Speed	4.60	3.73	0.87
Off-campus Access	4.58	3.73	0.86
Library Academic Support Services			
Marketing	4.21	4.07	0.13
Research Assistance	4.27	4.06	0.22
LibAnswers/Otrs	4.20	3.99	0.21
LibGuides	4.38	4.06	0.31
Workshops	3.93	3.90	0.02
Inter-Library Loan	3.99	3.85	0.14
Research Appointment	4.04	3.98	0.06

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:

$$\text{Gap Score} = \text{Importance Score} - \text{Performance Score}$$

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.

XJTLU Library

2 June, 2021

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