

Student Library Survey



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Background

- Asked in Fall 2012 by the Dean to gather data for use in the planning and design of the Learning Commons
- Categories
 - Facilities
 - Customer Service
 - Technology
 - Collections
- Survey Design – small groups and consultation with Jerry Schutte (Director, Center for Survey Research)

Summary

- Process
 - Sample: random sample of 10,000 students
 - Respondents: 792 completed surveys (810 attempts)
- Content – 34 questions total
 - Facilities (10 questions)
 - Customer Service (2 questions)
 - Technology (11 questions)
 - Collections (9 questions)
- Incentive
 - Optional participation in random drawing for ten \$50 MataMoney cards

Sample Population (I)

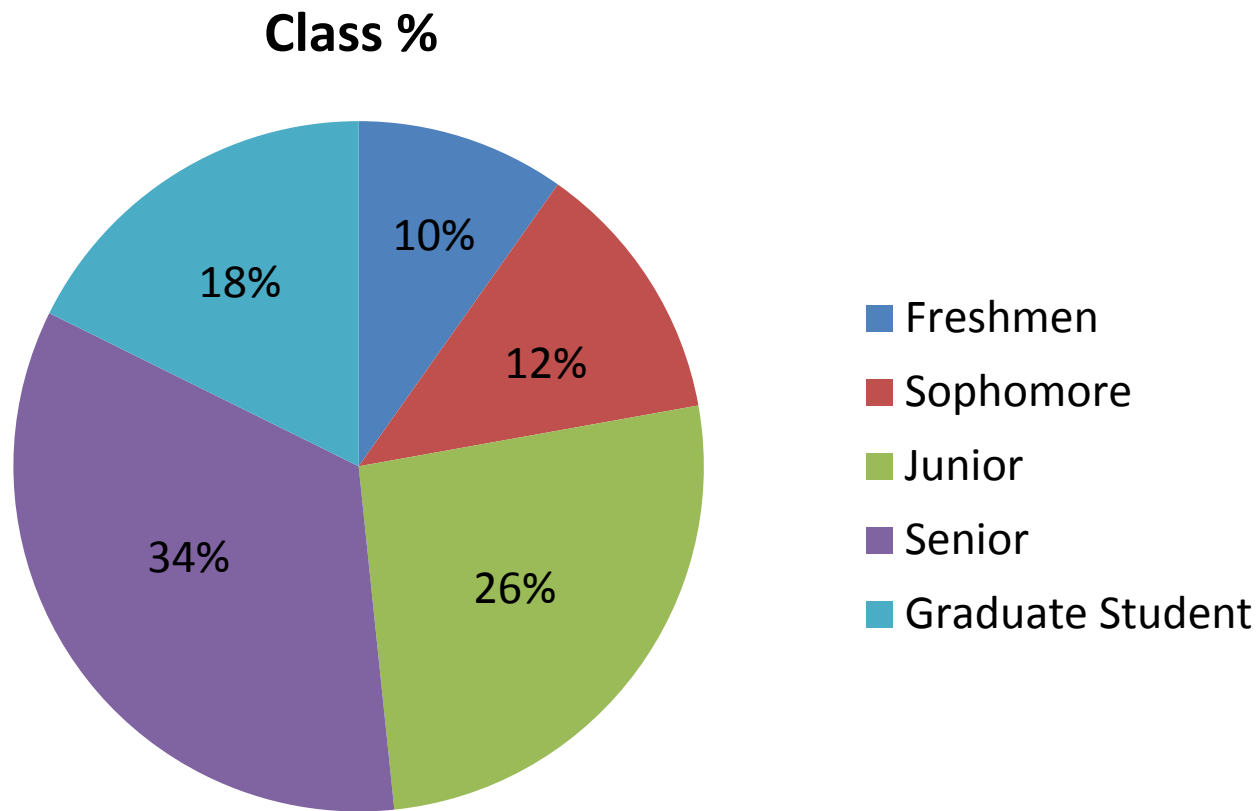
Comparison of Library Sample to Student Population %

	CSUN Pop	Library Data	Abs. Diff
Fresh	18.9	9.8	9.1
Soph	11.8	12.4	0.6
Junior	25.6	26.2	0.6
Senior	29.8	34.0	4.2
Grad	14.0	17.7	3.7
Average percent error			3.6

Sample Population (II)

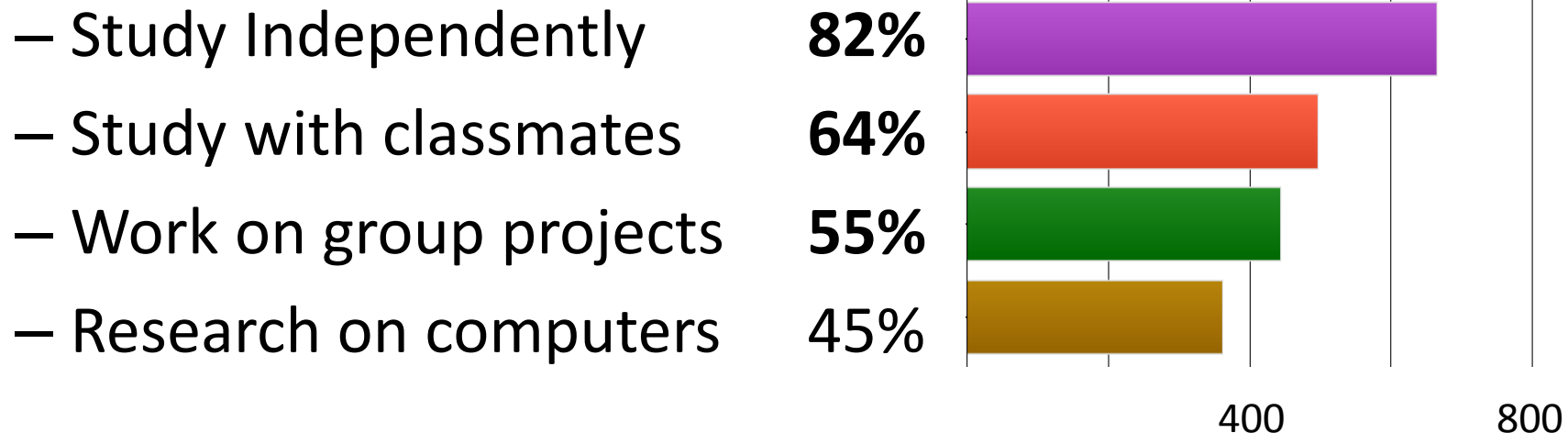
[illegible]

Respondent Breakdown



Facilities

- How often do students come to the library?
 - Of 809 respondents, **98.6%** a few times a semester.
 - **68%** use the library once a week or more.
- What do they do most often?



Space Access

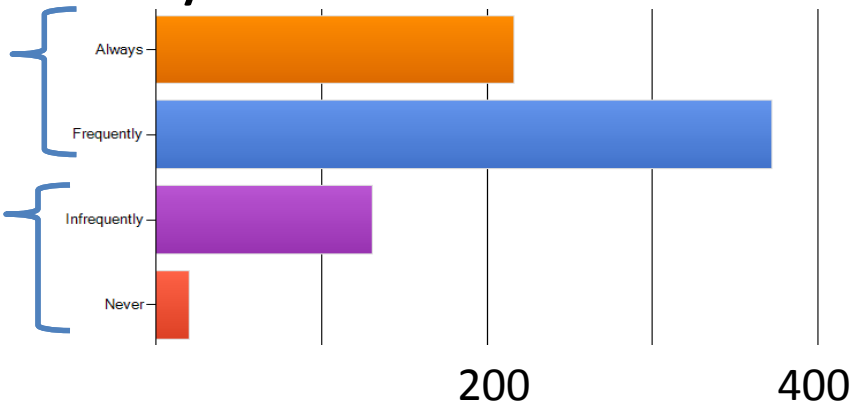
- Individual study space availability

- Always or Frequently

73%

- Infrequently or Never

19%



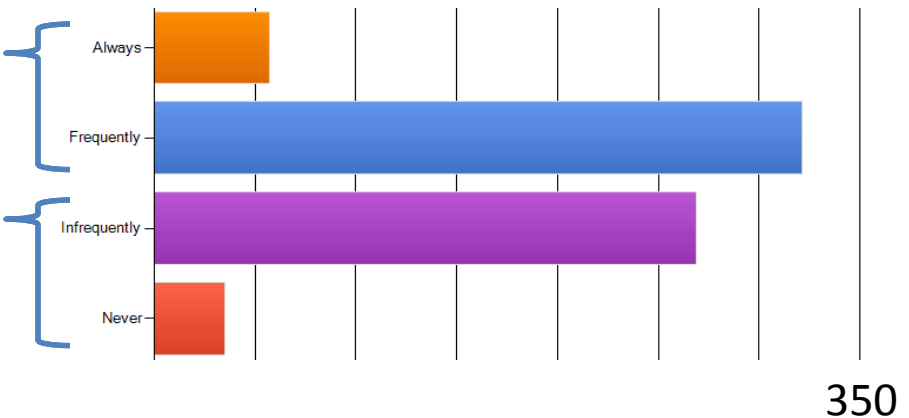
- Group study space availability

- Always or Frequently

47%





- Infrequently or Never

38%



Work Space Preferences

- Individual Spaces

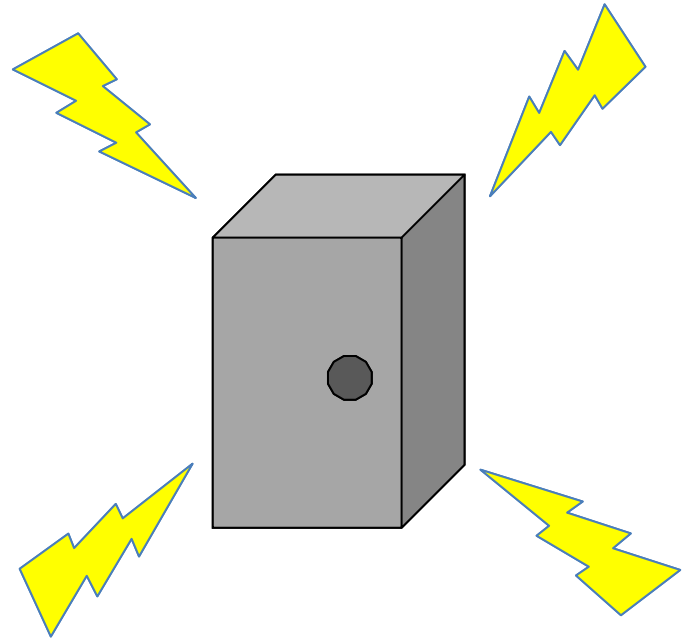
• Tables	61%	
• Rooms	60%	
• Lounges	53%	
• Carrels	52%	

- Group Spaces

• Large Tables	61%	
• Hi-Tech Areas	59%	
• Large lounges	48%	
• Group areas	33%	

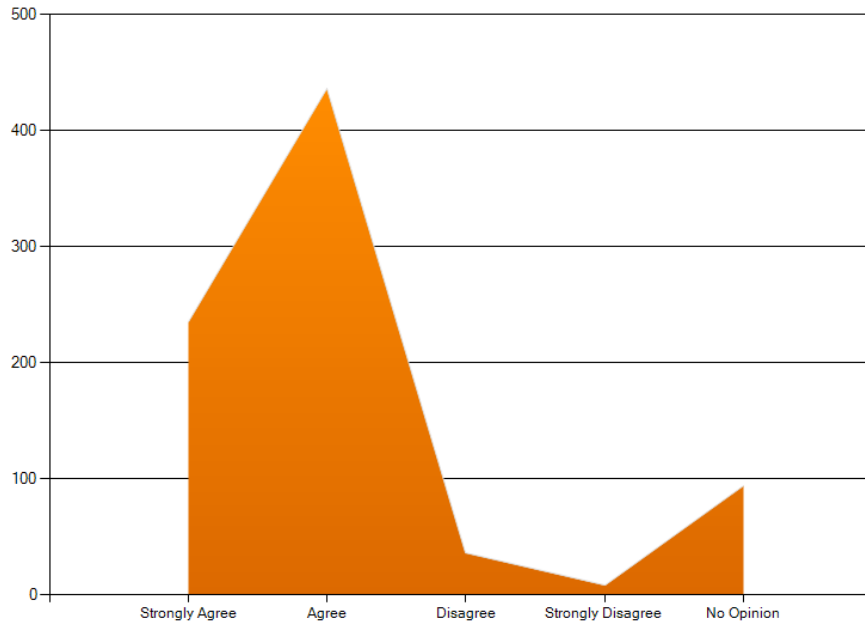
Lockers

- **95%** do not use lockers
(Can we use this space more effectively?)
- However, **54%** are interested in lockers with charging capabilities
 - Alternatively, ensure sufficient power throughout the library



Customer Service Satisfaction

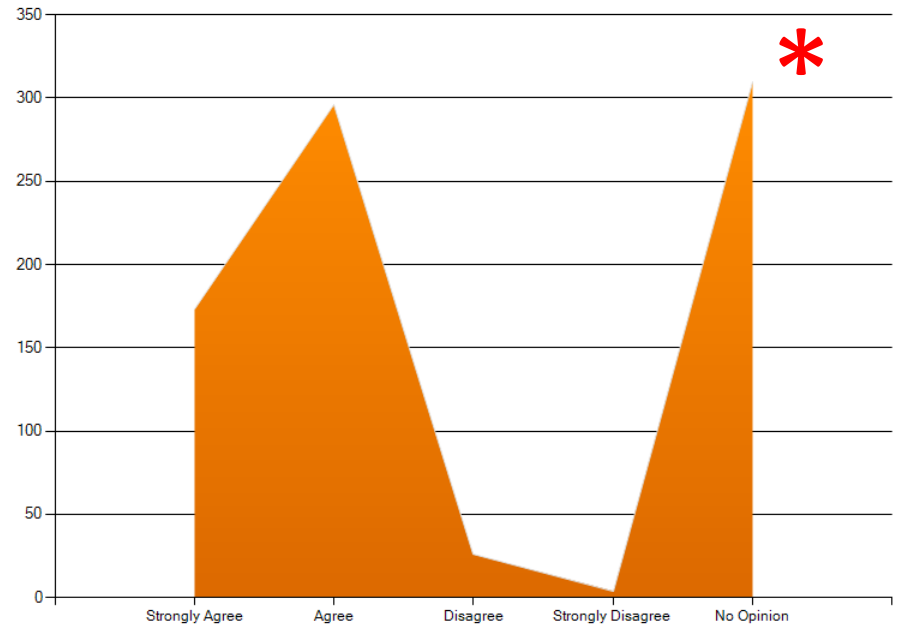
I am satisfied with the level of service provided by Library staff in-person:



Staff in-person service

83% favorable
5% unfavorable

I am satisfied with the level of service provided by Library staff online:

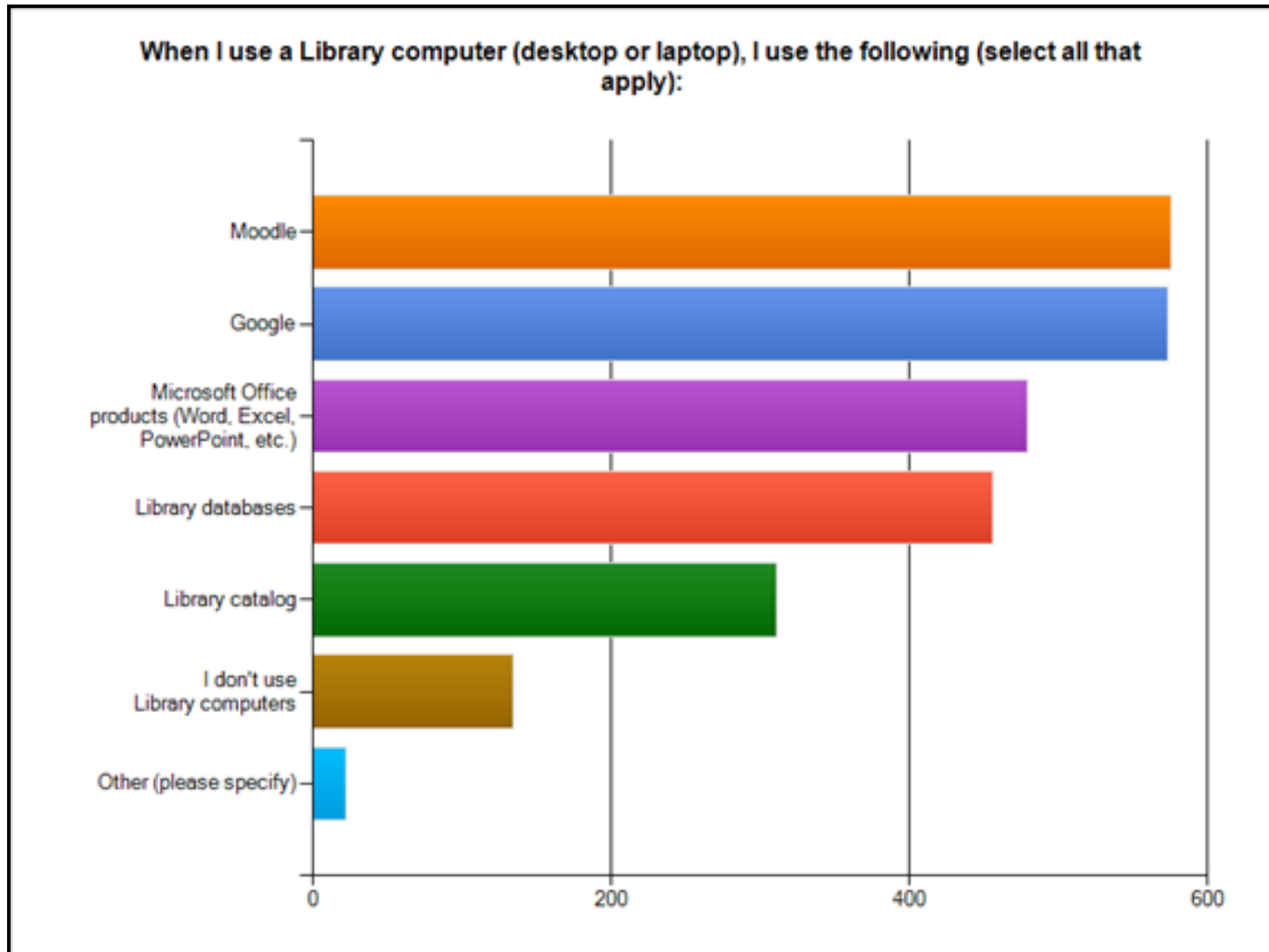


Staff online service

58% Favorable
4% unfavorable

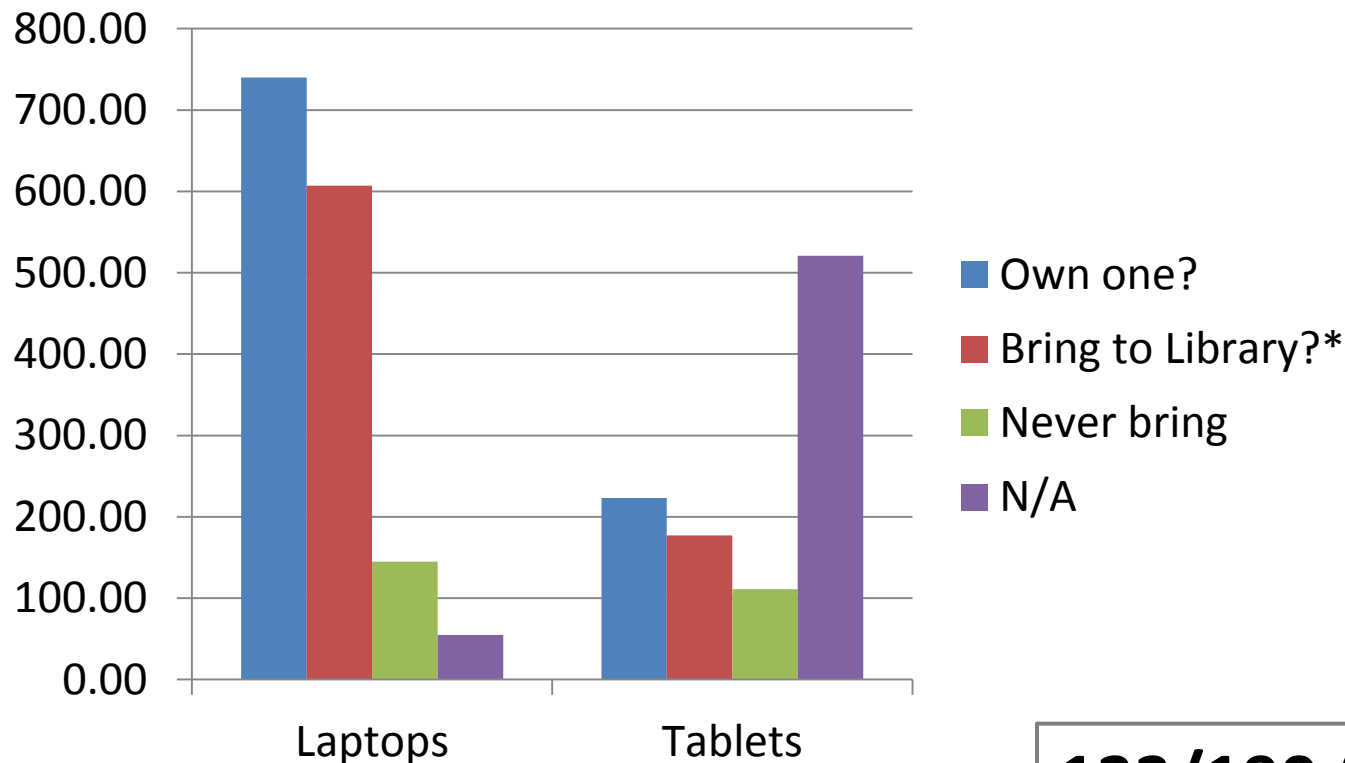
*** 38% have “no opinion”**

Technology Use Highlights (I): Library computer use



Technology Use Highlights (II): desktop/laptops/tablets use

81% use library desktops*

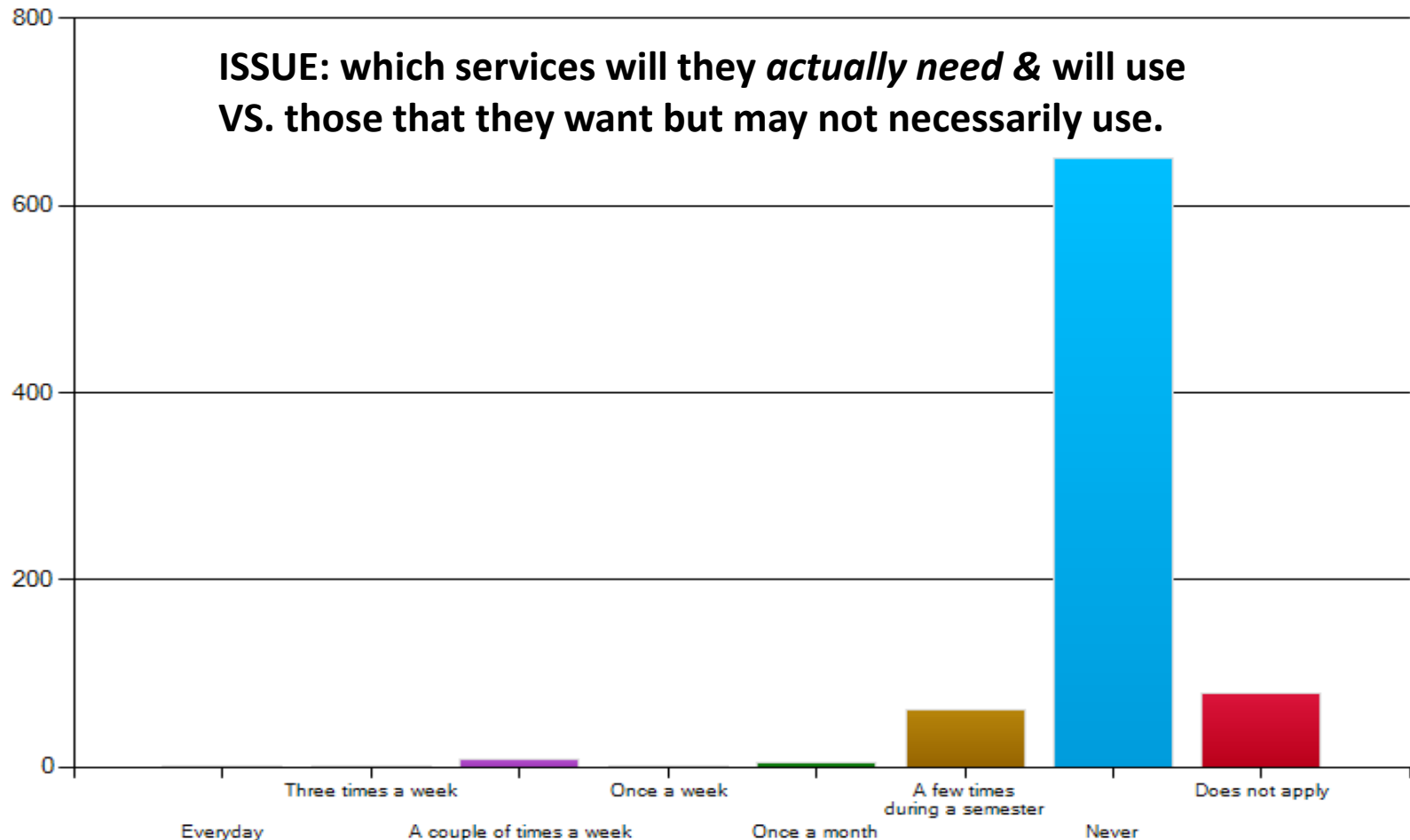


***at least several times per semester**

133/190 (70%)
use an Apple tablet

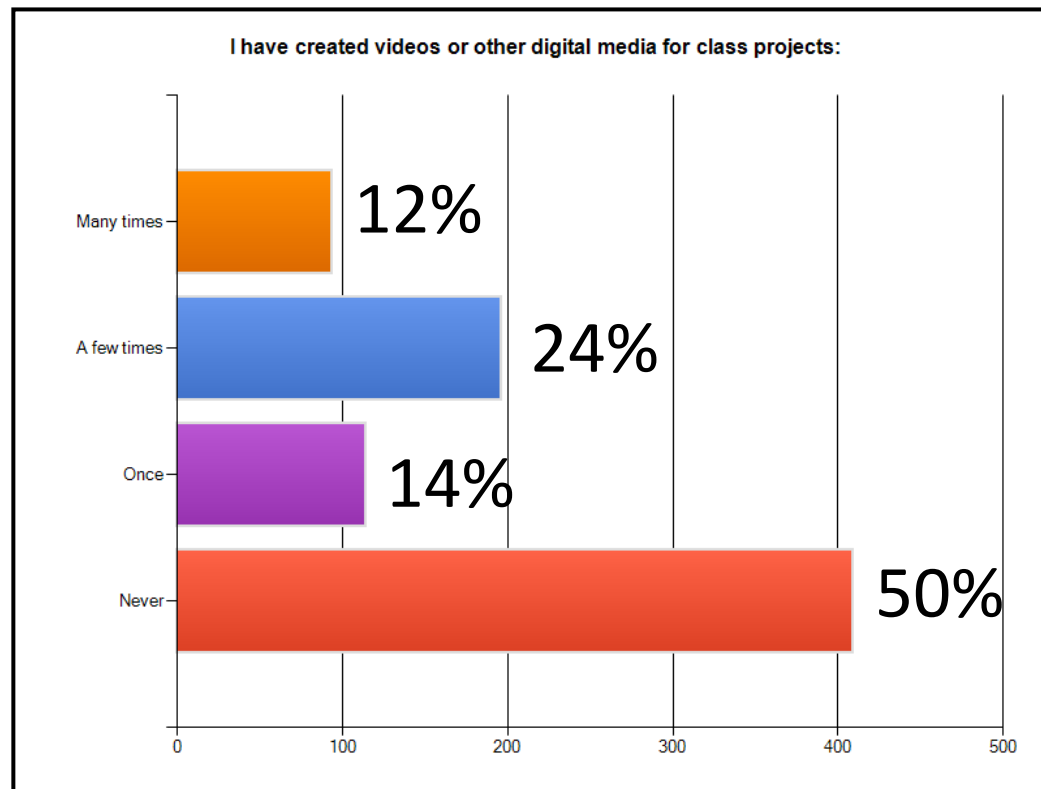
Laptop Checkouts:

I borrow laptops from the Library:



Technology Use (III)

- “I access Library services on a mobile phone”
 - **58%** of students ***DO NOT***
- Creating digital media for classes:



Collections Highlights (I)

- **92%** use library databases*
- **47%** use library print books; **49%** use e-books
- **30%** use library print journals; **66%** e-journals
- **51%** use course reserves
- **MUSIC & MEDIA:**
 - **80%** Did not check out materials
 - **77%** did not view/listen to M&M materials in library
 - **81%** did not view/listen to M&M materials online

*at least several times per semester

Collections Highlights (II)

- **However:**

- *“Never have, but may in the future.”*
- *“I didn't know I could borrow them at library”*
- *“I didn't even know about this dept” [sic]*
- *“But I will now that I know it's there!”*
- *“I haven't but look foward to.”[sic]*
- *“I didn't know the school had a lendable music and media library”*

Future Analysis

- User profiles
 - Average library user
 - User profile by class
- Cross-tabulation
 - Compare the results of a particular question to other questions in your survey

Acknowledgements

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Questions?