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 %

<table>
<thead>
<tr>
<th></th>
<th>CSUN Pop</th>
<th>Library Data</th>
<th>Abs. Diff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh</td>
<td>18.9</td>
<td>9.8</td>
<td>9.1</td>
</tr>
<tr>
<td>Soph</td>
<td>11.8</td>
<td>12.4</td>
<td>0.6</td>
</tr>
<tr>
<td>Junior</td>
<td>25.6</td>
<td>26.2</td>
<td>0.6</td>
</tr>
<tr>
<td>Senior</td>
<td>29.8</td>
<td>34.0</td>
<td>4.2</td>
</tr>
<tr>
<td>Grad</td>
<td>14.0</td>
<td>17.7</td>
<td>3.7</td>
</tr>
</tbody>
</table>

**Average percent error**

3.6
## Sample Population (II)

<table>
<thead>
<tr>
<th>I am a:</th>
<th>Everyday</th>
<th>Three times a week</th>
<th>A couple of times a week</th>
<th>Once a week</th>
<th>Once a month</th>
<th>A few times during a semester</th>
<th>Never</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>6</td>
<td>12</td>
<td>26</td>
<td>12</td>
<td>4</td>
<td>19</td>
<td>0</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>9.00%</td>
<td>7.70%</td>
<td>11.80%</td>
<td>10.80%</td>
<td>9.50%</td>
<td>9.40%</td>
<td>0.00%</td>
<td>9.80%</td>
</tr>
<tr>
<td>Sophomore</td>
<td>7</td>
<td>22</td>
<td>30</td>
<td>15</td>
<td>6</td>
<td>19</td>
<td>1</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>10.40%</td>
<td>14.20%</td>
<td>13.60%</td>
<td>13.50%</td>
<td>14.30%</td>
<td>9.40%</td>
<td>9.10%</td>
<td>12.40%</td>
</tr>
<tr>
<td>Junior</td>
<td>20</td>
<td>45</td>
<td>65</td>
<td>24</td>
<td>9</td>
<td>46</td>
<td>3</td>
<td>212</td>
</tr>
<tr>
<td></td>
<td>29.90%</td>
<td>29.00%</td>
<td>29.50%</td>
<td>21.60%</td>
<td>21.40%</td>
<td>22.70%</td>
<td>27.30%</td>
<td>26.20%</td>
</tr>
<tr>
<td>Senior</td>
<td>27</td>
<td>55</td>
<td>72</td>
<td>37</td>
<td>8</td>
<td>74</td>
<td>2</td>
<td>275</td>
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<td>40.30%</td>
<td>35.50%</td>
<td>32.70%</td>
<td>33.30%</td>
<td>19.00%</td>
<td>36.50%</td>
<td>18.20%</td>
<td>34.00%</td>
</tr>
<tr>
<td>Graduate</td>
<td>7</td>
<td>21</td>
<td>27</td>
<td>23</td>
<td>15</td>
<td>45</td>
<td>5</td>
<td>143</td>
</tr>
<tr>
<td></td>
<td>10.40%</td>
<td>13.50%</td>
<td>12.30%</td>
<td>20.70%</td>
<td>35.70%</td>
<td>22.20%</td>
<td>45.50%</td>
<td>17.70%</td>
</tr>
<tr>
<td>Total</td>
<td>67</td>
<td>155</td>
<td>220</td>
<td>111</td>
<td>42</td>
<td>203</td>
<td>11</td>
<td>809</td>
</tr>
<tr>
<td></td>
<td>100.00%</td>
<td>100.00%</td>
<td>100.00%</td>
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</tr>
</tbody>
</table>
Respondent Breakdown

Class %

- Freshmen: 10%
- Sophomore: 12%
- Junior: 26%
- Senior: 34%
- Graduate Student: 18%
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?
  – Study Independently 82%
  – Study with classmates 64%
  – Work on group projects 55%
  – Research on computers 45%
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

Staff in-person service
- 83% favorable
- 5% unfavorable

Staff online service
- 58% Favorable
- 4% unfavorable
- 38% have “no opinion”
Technology Use Highlights (I): Library computer use

When I use a Library computer (desktop or laptop), I use the following (select all that apply):

- Moodle
- Google
- Microsoft Office products (Word, Excel, PowerPoint, etc.)
- Library databases
- Library catalog
- I don't use Library computers
- Other (please specify)
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:

ISSUE: which services will they actually need & will use VS. those that they want but may not necessarily use.
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?