

LibQUAL+ Survey Analysis of Comments re: Survey Instrument Summer 2003

>> FACULTY / STUDENT COMMENTS:

We had 9 comments about the survey instrument related to redundancy, how to interpret ratings, survey length, and the demographic question about major discipline, such as:

- *"Whoever dreamed up the format for the first 25 questions should be taken out to the pollster's woodshed and spanked. Do they really think they are gonna get any meaningful insight from that tangle of selection. I answered what I knew"*
- *"This form is way to complicated, I don't have this kind of time, try asking more general questions then have respondents clarify any specific problems they have had themselves in a box such as this."*
- *"You should reconsider the format of your survey it is not very user friendly."*
- *"Questions 26-30 are unclear as to whether they are referring to the status quo or to how I would like to relate to the library."*
- *"This survey's questions were highly redundant. The rating "my minimum level of service" assumes that one acceptable possibility of less than adequate service. This is a strange way to ask for a rating. I decided to interpret it as "how important is this for a library to have". Also related to the survey itself - the choice of disciplines (question 40) doesn't include the basic science sub-disciplines - I am a biologist so I chose Science/Math."*

>> LIBRARY'S RESPONSE:

The LibQUAL+ Survey questions were formulated following rigorous statistical analysis conducted over several years. The statistical basis for item selection is documented in peer-reviewed articles published in a wide range of journals. To access peer-reviewed articles about the survey methodology, you can consult: <http://www.coe.tamu.edu/~bthompson/servqbib.htm>.

The appearance of redundancy is intentional. Questions may seem redundant to survey takers but when evaluating their results, there should be some consistency as to how they answered those clusters of similar questions vs. randomly selecting responses throughout the survey.

Additional information about the LibQUAL+ Survey and methodology can be found at: www.libqual.org.