



LibQUAL+™

Thompson, B., Cook, C., & Kyrillidou, M. (2006). Stability of library service quality benchmarking norms across time and cohorts: A LibQual+™ study.
 Presented at the Asia-Pacific Conference on Library & Information Education & Practice 2006 (A-LIEP 2006), Singapore, 3-6 April 2006, Nanyang Technological University.

Stability of Library Service Quality Benchmarking Norms across Time and Cohorts: a LibQUAL+™ Study

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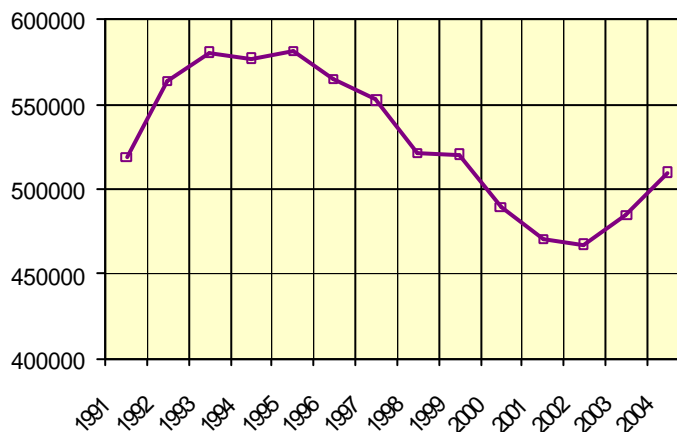
Martha Kyrillidou

Association of Research Libraries

Asia Pacific Conference on Library & Information Education and Practice (A-LIEP)
 Nanyang Technological University, Singapore
 April 4, 2006

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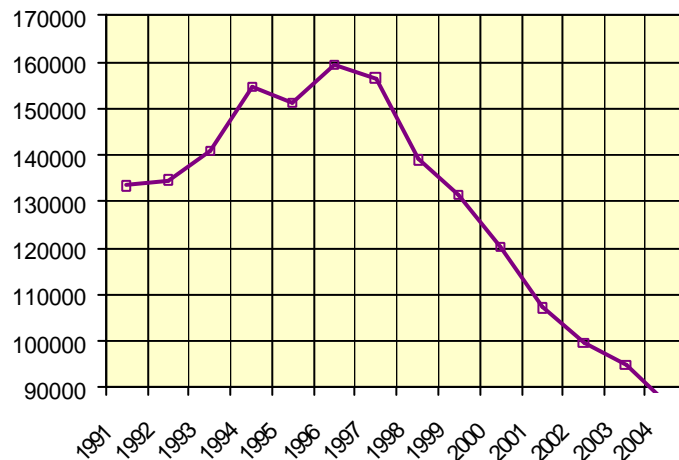
Total Circulation



Note. M. Kyrillidou and M. Young. (2005). ARL Statistics 2003-04. Washington, D.C.: ARL, p.6.

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Reference Transactions



Note. M. Kyrillidou and M. Young. (2005). ARL Statistics 2003-04. Washington, D.C.: ARL, p.6.
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The LibQUAL+™ Premise



PERCEPTIONS ← → SERVICE

“...**only** customers judge quality;
all other judgments are essentially
irrelevant”

Note. Zeithaml, Parasuraman, Berry. (1999).
Delivering quality service. NY: The Free Press.

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Multiple Methods of Listening to Customers



- ☞ Transactional surveys*
- ☞ Mystery shopping
- ☞ New, declining, and lost-customer surveys
- ☞ Focus group interviews
- ☞ Customer advisory panels
- ☞ Service reviews
- ☞ Customer complaint, comment, and inquiry capture
- ☞ **Total market surveys***
- ☞ Employee field reporting
- ☞ Employee surveys
- ☞ Service operating data capture

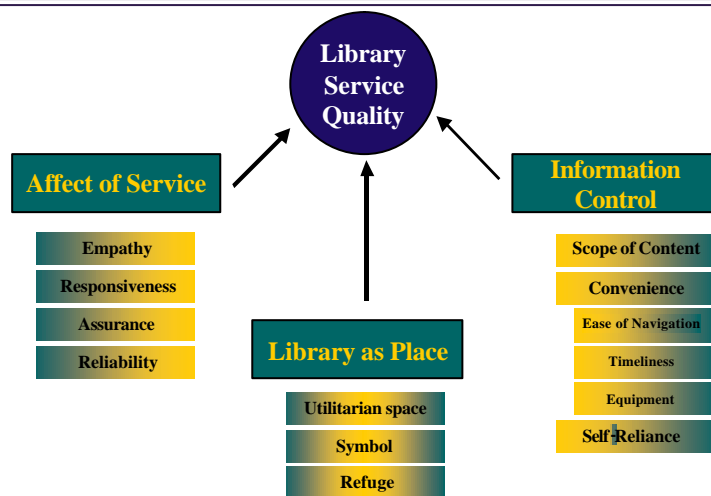
*A SERVQUAL-type instrument is most suitable for these methods

Note. A. Parasuraman. The SERVQUAL Model: Its Evolution And Current Status. (2000).

Paper presented at ARL Symposium on Measuring Service Quality, Washington, D.C.

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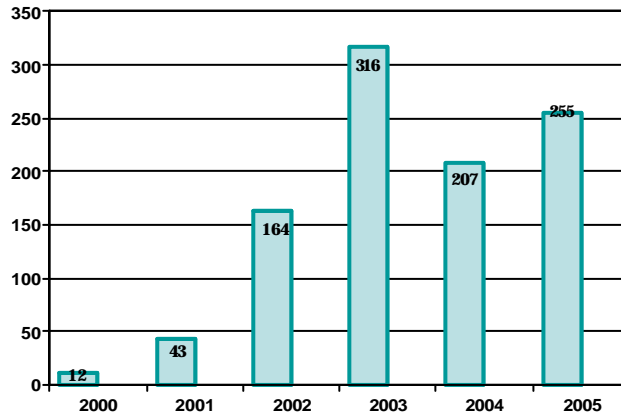
Dimensions of Library Service Quality



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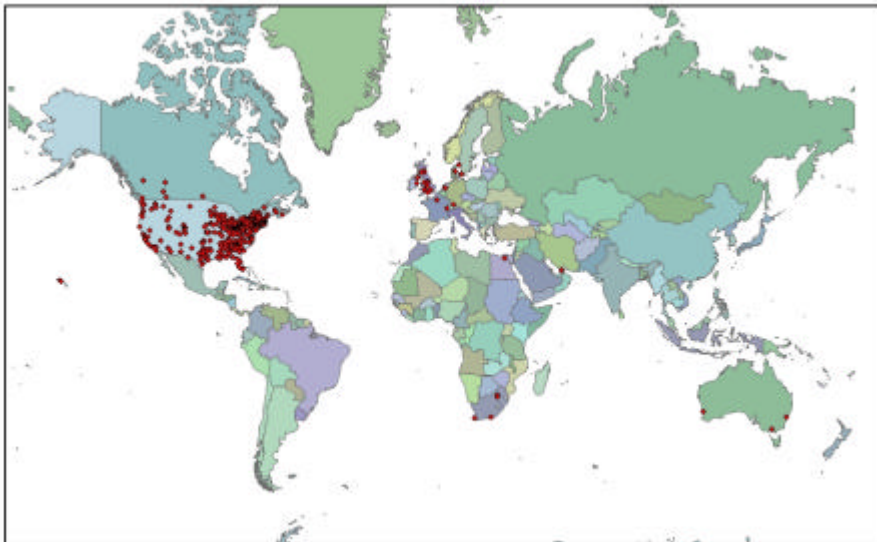
Model 3

LibQUAL+™ Participants



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World LibQUAL+™ Survey 2005



◆ Participating Libraries

Rapid Growth in Other Areas



Languages

- American English
- British English
- French
- Dutch
- Swedish

In development

- Chinese
- Greek
- Spanish
- German

Consortia

- Each may create 5 local questions to add to their survey

Types of Institutions

- Academic Health Sciences
- Academic Law
- Academic Military
- College or University
- Community College
- European Business
- Hospital
- Public
- State

Countries

- U.S., U.K., Canada, the Netherlands, South Africa, Sweden, France, Australia, New Zealand, Malaysia

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209 '06 registrations (1/06)



- 209 Registrations (as of 1/13)
- 100 participating with a consortium
- 61 international surveys
- 36 ARL libraries (main, medical, & law counted separately)
- 107 first-time participants
- 4 seventh year participants (Arizona, Houston, TAMU, and Pittsburgh)

Five new languages :

- German
- Finnish
- Danish
- Norwegian
- Spanish (Venezuela)

Five new consortium:

- AJCU Academic Libraries
- Georgia Consortium
- North Carolina Community Colleges
- Massachusetts LSTA grant group
- National Health Service England

Survey Instrument



Please rate every item in all three columns by clicking the appropriate button to mark your rating. If the item does not apply to you then select the Not Applicable (N/A) check box.

When it comes to...	My Minimum Service Level to accept info		My Desired Service Level to leave info		My Perception of the Library's Service Performance in terms info		N/A												
	low	high	low	high	low	high													
1) Convenient access to library collections	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9	N/A
2) IT systems services on grounds	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9	N/A
3) Keeping users informed about where services will be performed	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9	N/A
4) A place for reflection and creativity	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9	N/A
5) IT working service at the promised time	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9	N/A
	My Minimum Service Level		My Desired Service Level		My Perception of the Library's Service Performance														

This survey may be easier to see if you click the Maximize button on the top bar of this window.



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Last modified: 4 August 2005

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“And a Box”



Why **The Box** is so Important

- About **40%** of participants provide open-ended comments, and these are **linked** to demographics and quantitative data.
- Users **elaborate** the **details** of their concerns.
- Users feel the need to be **constructive** in their criticisms, and offer **specific suggestions for action**.

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Institutional Norms for Perceived Means on 25 Core Questions



Percentile	Value	Percentile	Value	Percentile	Value
5.00	6.352	10.00	6.526	15.00	6.663
20.00	6.693	25.00	6.770	30.00	6.818
33.00	6.832	35.00	6.840	40.00	6.897
45.00	6.913	50.00	6.946	55.00	6.995
60.00	7.042	65.00	7.077	66.00	7.083
70.00	7.117	75.00	7.156	80.00	7.214
85.00	7.260	90.00	7.348	95.00	7.483
Valid cases	162	Missing cases	0		

Note: Thompson, B. LibQUAL+™ Spring 2002 Selected Norms, (2002).

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Table 1



r 's for LibQUAL+™ Total Percentile Scores Across Two Language Versions and Five Years ('01 to '05)

Sample/ Variable	Variable				
	AmEng_01	AmEng_02	AmEng03a	BrEng_03	AmEng03b
n	16,918	63,285	93,550	6,853	93,550
v	25	25	25	25	22
AmEng_01	1.0000				
AmEng_02	.9823	1.0000			
AmEng03a	.9996	.9819	1.0000		
BrEng_03	.9998	.9827	.9994	1.0000	
AmEng03b	.9995	.9818	1.0000	.9993	1.0000
AmEng_04	.9998	.9825	.9996	.9998	.9995
BrEng_04	.9993	.9822	.9983	.9995	.9982
AmEng_05	.9996	.9819	.9999	.9994	.9998
BrEng_05	.9989	.9825	.9980	.9994	.9978

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Table 1 (continued)

Sample/ Variable	AmEng_04	BrEng_04	AmEng_05	BrEng_05
<u>n</u>	24,980	15,860	61,991	12,503
<u>v</u>	22	22	22	22
AmEng_04	1.0000			
BrEng_04	.9994	1.0000		
AmEng_05	.9997	.9986	1.0000	
BrEng_05	.9992	.9998	.9982	1.0000

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Table 2

r's for LibQUAL+™ Service Affect Percentile Scores Across Years for American English

Sample/ Variable	Year			
	2001	2003	2004	2005
<u>n</u>	16,918	93,413	24,980	61,991
<u>v</u>	9	9	9	9
2001	1.0000			
2003	.9988	1.0000		
2004	.9989	.9991	1.0000	
2005	.9989	.9994	.9993	1.0000

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Table 3

r's for LibQUAL+™ Personal Control, Information Access, and Information Control Percentile Scores Across Years for American English

Sample/ Variable	Variable			
	PersCo01	PersCo03	InfoAc01	InfoAc03
<u>n</u>	16,918	93,548	16,918	93,530
<u>v</u>	6	6	5	5
PersCo01	1.0000			
PersCo03	.9982	1.0000		
InfoAc01	.9977	.9978	1.0000	
InfoAc03	.9985	.9985	.9981	1.0000
InfoCo03	.9987	.9989	.9986	.9990
InfoCo04	.9986	.9986	.9988	.9989
InfoCo05	.9987	.9991	.9985	.9991

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Table 3 (continued)

Sample/ Variable	InfoCo03	InfoCo04	InfoCo05
<u>n</u>	93,267	24,980	61,991
<u>v</u>	8	8	8
InfoCo03	1.0000		
InfoCo04	.9994	1.0000	
InfoCo05	.9996	.9992	1.0000

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Table 4



r's for LibQUAL+™ Library as Place Percentile Scores Across Years for American English

Sample/ Variable	Year			
	2001	2003	2004	2005
<u>n</u>	16,918	92,850	24,980	61,991
<u>v</u>	5	5	5	5
2001	1.0000			
2003	.9967	1.0000		
2004	.9969	.9977	1.0000	
2005	.9934	.9977	.9962	1.0000

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LibQUAL+™ Resources



📄 LibQUAL+™ Website:

<http://www.libqual.org>

📄 Publications:

<http://www.libqual.org/publications>

📄 Events and Training:

<http://www.libqual.org/events>

📄 LibQUAL+™ Bibliography:

<http://www.coe.tamu.edu/~bthompson/servqbib>

📄 LibQUAL+™ Procedures Manual:

<http://www.libqual.org/information/Manual/index.stm>

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