COMPLETING A QUALITY ASSURANCE ASSESSMENT ON A CONSORTIAL VIRTUAL REFERENCE SERVICE

PROJECT GOALS

- Quality of Service
- Service Standard
- Training Gaps

DEVELOPING THE CODEBOOK

Codebook based on RUSA guidelines to assess the quality of chat responses in 5 categories:

1. Approachability
2. Interest
3. Teaching (reference questions only)
4. Answering
5. Wrapping up

Multiple rounds of testing:

- Inter-rater Reliability
- Common understanding of what did and did not count as a "yes" for meeting standards.

REVIEWING THE TRANSCRIPTS

- A script was run to download a random sample of chat transcripts
- Files containing 60 chats were created for each reviewer
- An additional 80 transcripts were downloaded as spares for transcripts that could not be reviewed
- All seven members reviewed at least 55 chats, the total number reaching 387

THE TRANSCRIPT REVIEW FORM

Created using Microsoft Forms:

- Each questions was Yes/No
- 'No' responses required feedback
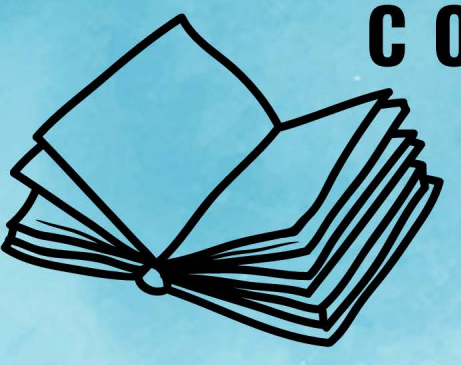 - Analyzed qualitative trends from feedback

Tested form by reviewing random sample of the same chats:

- Goal was to meet 80% threshold for agreement using a pairwise reliability calculator
- Criteria was met for all variables

Ask
Chat with a librarian

CONCLUSIONS

- Results were positive but we found some opportunities for improvement
- Training materials can be updated to include or emphasize opportunities for improvement
- Periodic review of transcripts every two years

TRANSCRIPT REVIEW RESULTS

Approachability	Was the operator approachable?	93% Yes
Interest	Did the operator maintain word contact?	94% Yes
Teaching	Were teaching opportunities used?	89% Yes
Answering	Did the operator answer the visitor's question?	98% Yes
Wrapping up	Did any wrap-up occur?	96% Yes
	Did the operator invite the user back to the service?	64% Yes

WORKING GROUP MEMBERS

Aleksandra Blake (Carleton)
Chelsie Lalonde (Ontario Tech)
Erik Rayment (Western)
Guinsly Mondesir (Scholars Portal)
Lisl Schoner-Saunders (Algoma)
Michele Chittenden (Queen's)
Sabina Pagotto (Scholars Portal)

TIMELINE

MARCH 2021 — Created and updated the codebook

JULY 2021

SEPTEMBER 2021

NOVEMBER 2021 — Ran tests to establish agreement

FEBRUARY 2022

APRIL 2022 — Analysis of results

Formed working group
Consulted OCLS AskOn chat coordinator about their transcript review process

Created and updated the form

Assigned chats and reviewed transcripts