

ITERATIVE CHAT TRANSCRIPT ANALYSIS

Qualitative data analysis of library public services



PRINCIPAL INVESTIGATORS

- Reference Assessment Working Group, Reference Management Team

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- Instruction Coordinator
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- Information Services Librarian
- Steenbock Library

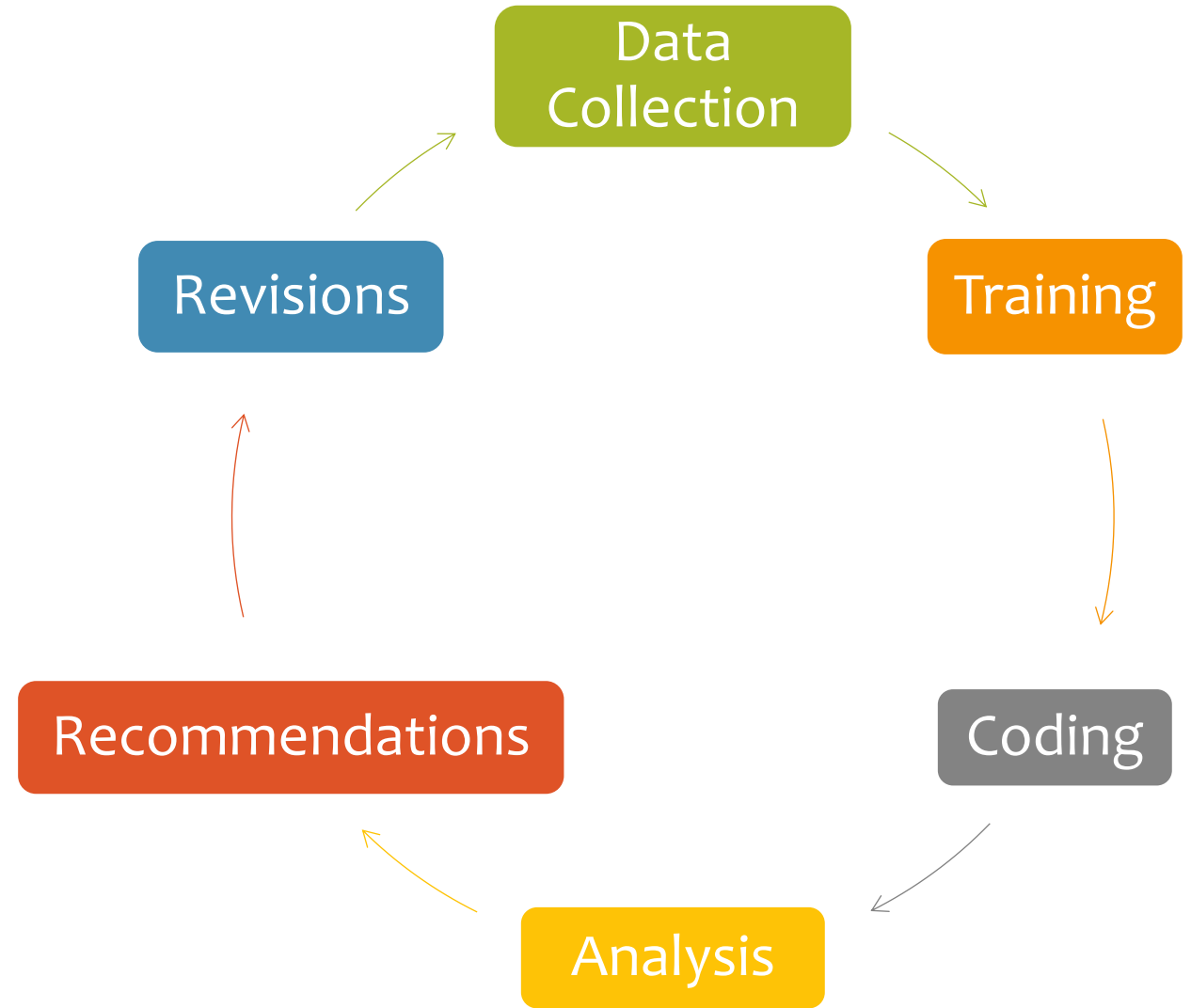
Laura Schmidli

- Information Services Librarian
- Wendt Commons



ITERATIVE

- Public service improvement
- Process improvement
- New directions for analysis



CHAT TRANSCRIPT

- LibraryH3lp chat reference service
- General queue:
 - 33+ librarians
 - 2 campus libraries
 - Generalists and specialists
- Sweeps Week: November 4-10, 2013

Anonymized prior to analysis!

10:21 Patron: Hi I am just wondering if the Library has scanners that can scan straight to pdf?

10:21 Librarian: Hello, this is Laura at Wendt.

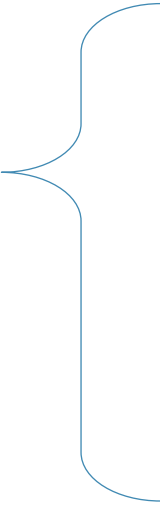
10:22 Librarian: Yes, we do have scanners that will scan to PDF for free.

10:24 Patron: Thanks!

10:26 Librarian: No problem. Have a good weekend!



ANALYSIS

- Qualitative analysis of existing data
 - Kwon & Gregory, *The effects of librarians' behavioral performance on user satisfaction in chat reference service*, 2008
 - How have librarian behaviors associated with patron satisfaction changed since 2010?
 - Are librarians better demonstrating best practices?
- 
- Listening and questioning
 - Comeback again
 - Instruction
 - Searching for patron
 - Maintain contact



HISTORY

2010

- Librarian behaviors + user satisfaction
- Institution-specific questions
- Low cost
- 28 codes (22 usable, 6 not)

2013

- Improvement in librarian behavior + weaknesses
- 14 codes (11 usable, 3 not)
- Streamline process
- More in-depth analysis

- Improve best practices
- Simplify process
- Improve inter-rater reliability



TRAINING

2010

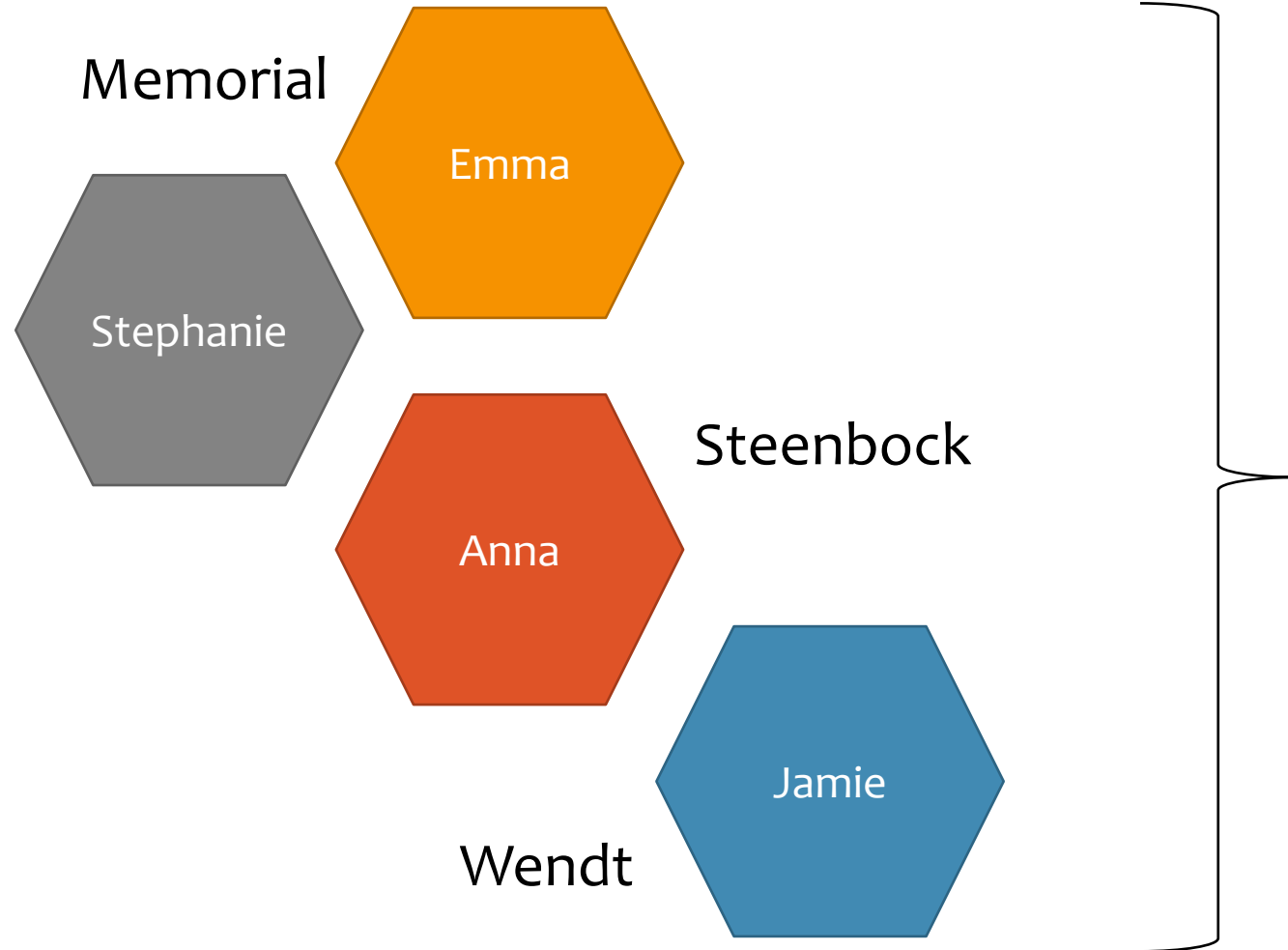
- Video tutorial
- In-person training

2013

- Updated video tutorial
- Calibration exercise
- In-person training



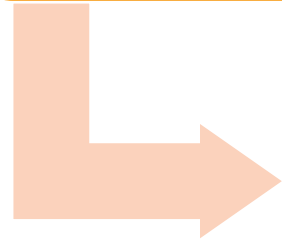
CODING PROCESS



ANALYSIS & SCRIPT

Codes

- SQLite
- Consolidate locations
- Clean up



R Script

- 2010 version
- File locations
- Packages



Additional

- Compared to 2010
- Examine peculiarities
- Text mining



RESULTS: USER SATISFACTION

Increase from 2010:

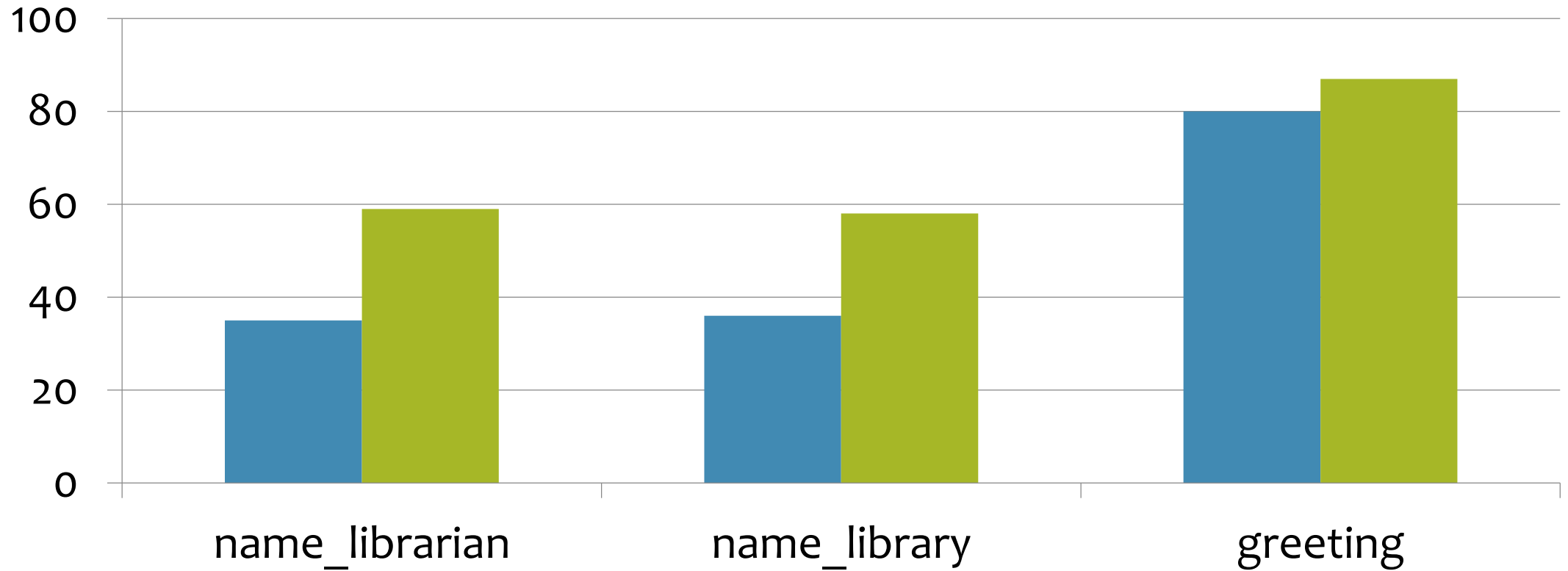
- Listening and questioning (64%)
- Invitation to use service again (21%)
- Instruction (36%)

Not directly comparable:

- Searching for patron (72%)
- Maintaining contact (?)



RESULTS: BEST PRACTICES



2013 RECOMMENDATIONS

Patron Satisfaction

- Target 4 librarian behaviors for improvement through training
- Analyze patron initial questions to identify “pain points”

Data Analysis

- Improve training based on student coder feedback
- Analyze and improve 6 potentially problematic codes



TAKEAWAYS

- Build on data you already collect
- Initial time investment pays off over time
- Focus on process improvement
- Reassess what you want to know with each iteration
- Draw on your colleagues for support!



QUESTIONS?

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- Supplementary materials available: <http://go.wisc.edu/3na1sp>

