MICROFEEDBACK in the library

Small & simple feedback at timely moments, placed in appropriate locations.

Why
Use this method to evaluate in-person library experiences such as service desk interactions, noise levels, furniture, or space availability.

How
Decide on the goal and research questions for your survey. Keep it specific, small, and relevant to the in-person experience. Create your survey with 1-3 questions related to your study goal.

What
You'll need: an iPad secured to a desk or mounted in a stand, an online survey tool like Google Forms or SurveyMonkey. Use an eye-catching first page or an emoji question to attract attention.

Where
Install the survey in an appropriate location. Collect data until you have enough information to confidently answer your research question or until a pattern emerges.

Case Studies @ Harvard Library

Noise Assessment
Staff at Countway Library were concerned that noisy construction was a nuisance to users in the library. They set up a survey to capture feedback about the noise level (planning to share data with facilities) and found that users weren’t actually disturbed by the noise.

Most Loved Areas
Before beginning a project to create a video for new students, staff at the Gutman Library set up a survey that asked current students what parts of the library were most important to them. The features that were voted most-valued in the survey were included in the video.

Customer Service
Access Services managers wanted to evaluate the service quality provided at several different locations, so used the same microfeedback survey in 3 locations to compare service levels. Results were shared with local desk staff.

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