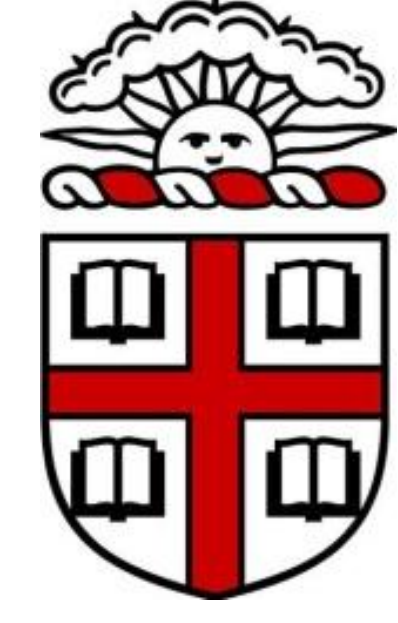


Sharing the Wealth: A Process for Engaging a Large Group in Coding LibQUAL+® Survey Comments

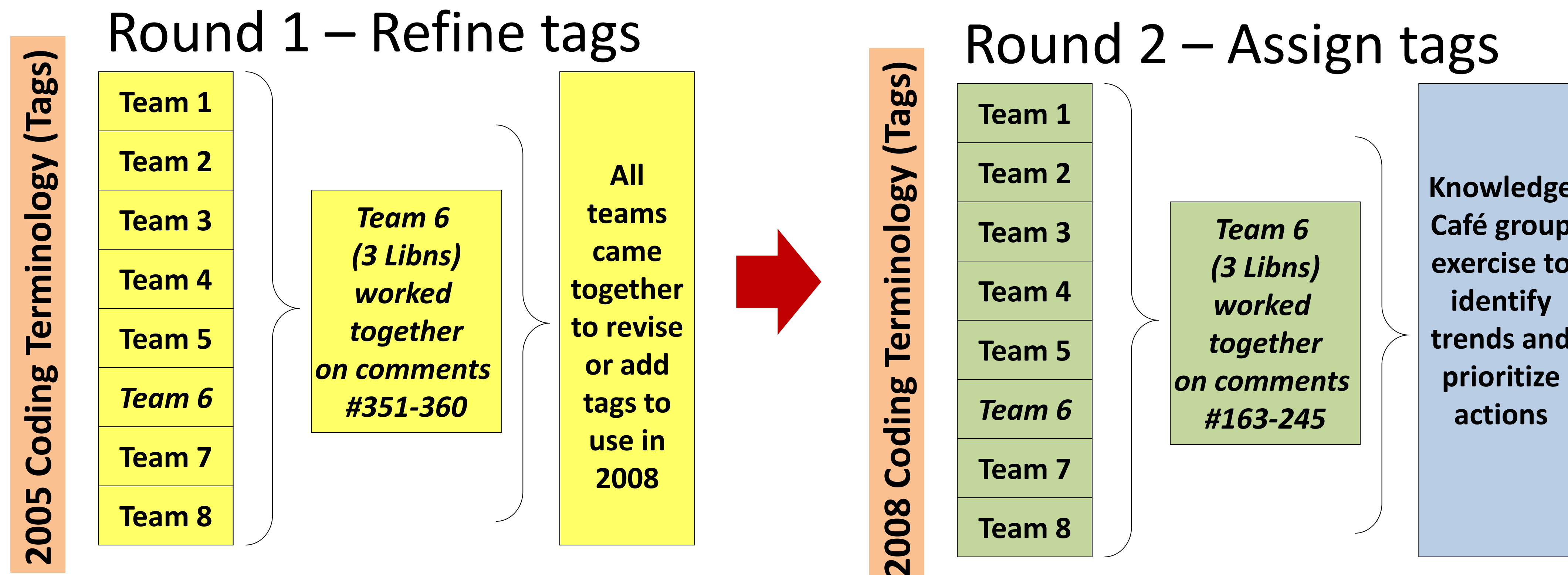


Brown's Experience...



- 2002 : No systematic analysis of comments
- 2005 : Analysis performed by a small group
- 2008** : Group analysis by all 20 subject librarians + others

1,594 respondents to LibQUAL+® survey
646 (40%) respondents provided comments
2,170 discrete statements by respondents



Screen shot of web-based tagging tool developed by BUL programmer

Comment: mostly good. the physical spaces are nice. perhaps more classes/informational sessions about using library resources.

Reviewed-A [checked] Reviewed-B [checked] Reviewed-C [checked] Comment # 555

Library As Place	Service Affect	Information Control	General
<input type="checkbox"/> n <input checked="" type="checkbox"/> + <input type="checkbox"/> - Ambiance	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Book Availability	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Catalog	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Comparison
<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Furnishings	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Communication	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Collection	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Financial
<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Lighting	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Customer Service	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Computer Equipment	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Named Staff
<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Location	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Ease of Use	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - ILL	<input checked="" type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Overall Library Assessment
<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Temperature	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Hours	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Material Care	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Quotable
<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Use	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Policies	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Non-computer Equipment	<input checked="" type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Suggestion
	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Staffing	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Off campus	<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Survey
		<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Online Content	
		<input checked="" type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Training	
		<input type="checkbox"/> n <input type="checkbox"/> + <input type="checkbox"/> - Website	

Note: (Checkbox key: the 'n' means 'neutral', the '+' means 'positive', the '-' means 'negative')

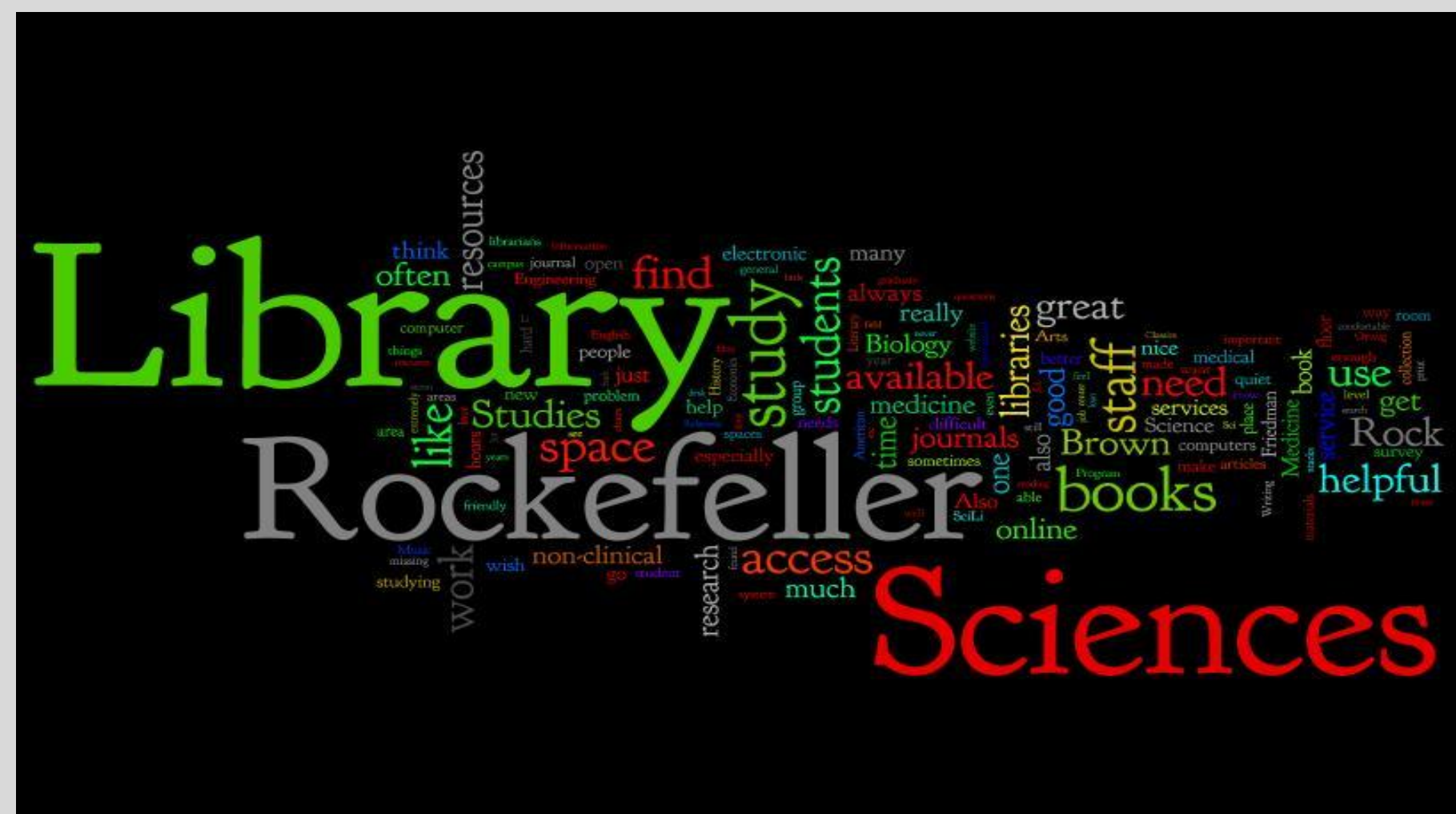
COMMON PROBLEM:

► *Too much of a good thing!*

"Almost half of the people responding to the LibQUAL+® survey provide valuable feedback through the comments box."

379 = Average number of respondents per library who provided LibQUAL+ comments

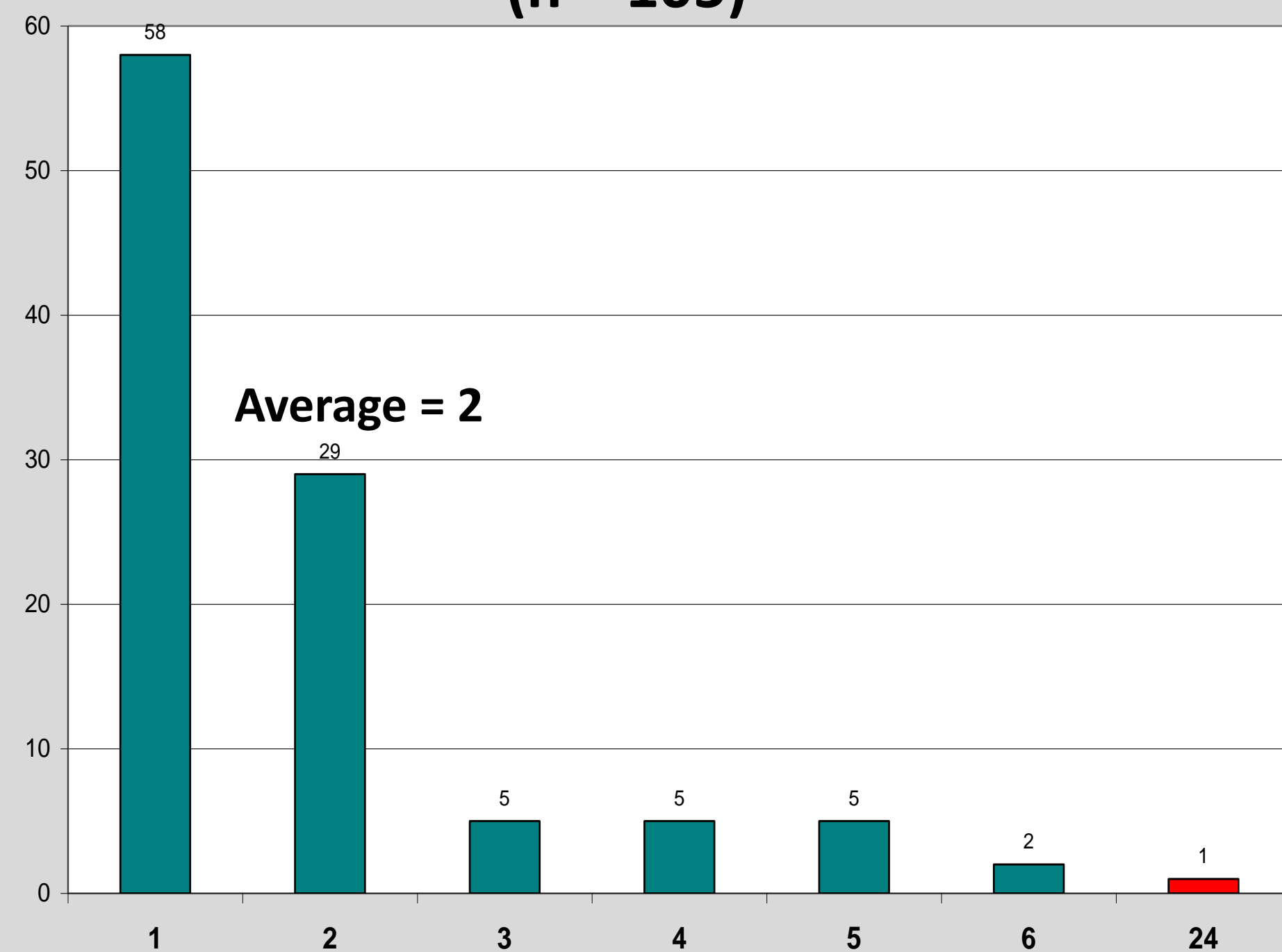
► *Coding and analysis of comments are time consuming*



Wordle display of keywords included in Brown's 2008 LibQUAL+ comments from respondents.

► *Not enough staff to code and analyze the data*

Number of people at the library who performed the coding/tagging of the LibQUAL+ comments (n = 105)



Knowledge Café

<http://www.gurteen.com/>
<http://theworldcafe.com/>

ADVANTAGES OF A GROUP APPROACH TO CODING:

- Distributes work load across a number of staff throughout the organization
- Exposes more staff directly to users' comments; data are understandable
- Provides a forum for meaningful user-centered discussions about what the survey was telling us
- Ensures a broader perspective in interpreting the data and articulating the findings
- Involves more staff in the formulation of action steps based on the survey
- Helps build wider understanding of the results and ownership of the follow-up action items for improvement

LibQUAL+ User Assessment Group:
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