Georgia's Virtual Library
GALILEO®
An Initiative of the University System of Georgia

Measuring GALILEO's Performance: 2015 GALILEO User Survey Report

November 2015

Table of Contents

Executive Summary

The GALILEO user survey is conducted annually to ascertain user satisfaction and online research habits of the GALILEO community. Annual surveys have been conducted since 1996, one year after GALILEO went online. The survey has been available only in an online format since the start. The 2015 survey was conducted November 9-15, 2015.

The survey included questions that have been asked in previous years:

- Six statements rated by the respondent on GALILEO performance and value (questions included every year)
- Multiple choice question: "I would improve GALILEO by . . ." (question included every year)
- A question on social media preferences (included 2013-2015, slightly evolving to address current GALILEO social media presence)
- Demographic questions about user and institution types, usage frequency, and where the respondent learned about GALILEO (questions included every year)
- An open-ended question asking for any further feedback (2014-2015)

A final question asking submitters how they would describe GALILEO to a friend was added in 2015. The complete survey questionnaire is included later in this document for reference.

Methodology

Participants were invited to participate in the survey through visiting the GALILEO website and through direct and secondary communications, i.e., retweets and other communication from the libraries to their end users. Communication channels to promote the survey included the GALILEO Listserv, password contacts, social media profiles, and the GALILEO news feed. Survey announcements encouraged staff in libraries and media centers to promote the survey to their end users. A flyer with a QR code for mobile users that libraries could display on site was included in list announcements.

After the removal of incomplete and duplicate entries, 2470 surveys were submitted. Data analysis was completed using tools in the SurveyGizmo survey program and Excel.

Demographics

Questions on the survey asked users to identify themselves by their user type (e.g., undergraduate student, faculty, or public library user) and by their institution type (e.g., state college or university, technical college, or public K-12 school). The categories in both these questions have changed little since the first survey in 1996; for example, the private K-12 school category was added to institution types when the first independent school consortium joined GALILEO.

User Types
Of the 2470 respondents, 276 (11%) were librarians, library staff, or media specialists, and 2194 were end users (students, faculty or teachers, public library users, or users who identified themselves as "other"). The largest number of responses came from undergraduate students (43%), followed by 2-year/technical college students (19%).

Institution Types
The highest percentage of responses came from USG institutions (58%), then technical colleges (24%).
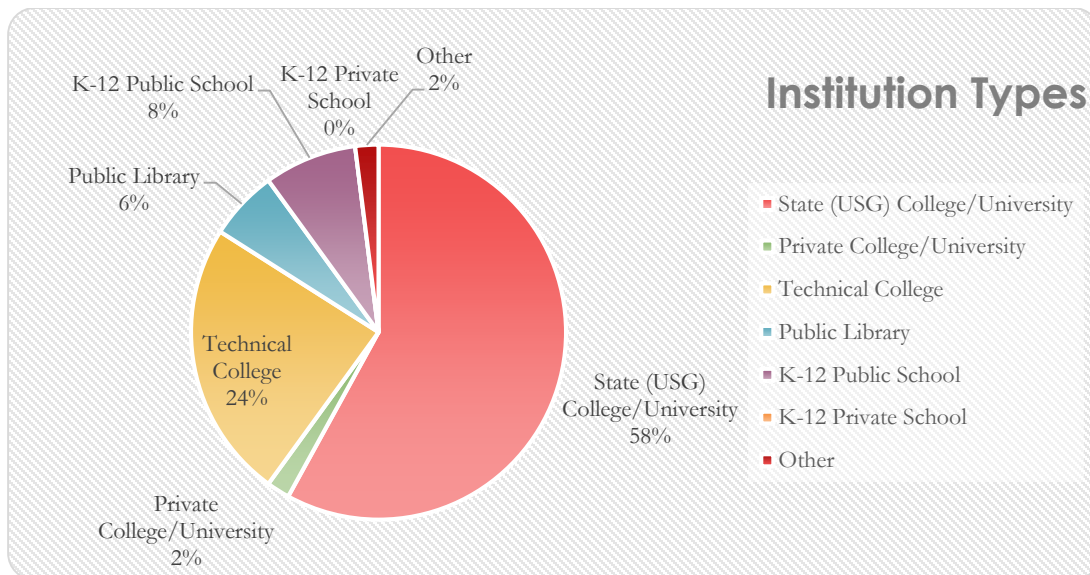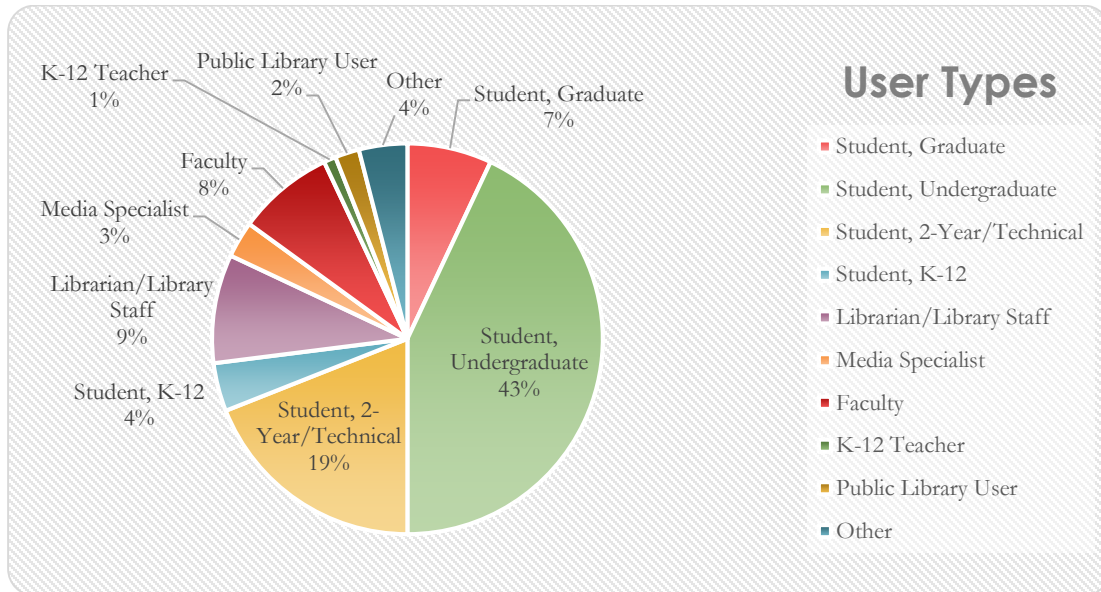
About the Data

Rating Performance and Value
Every year, the survey includes five statements designed to measure satisfaction with different aspects of GALILEO using a Likert scale. Trend analysis over the years shows that satisfaction levels remain steady even when significant changes, such as the implementation of a discovery service or an interface redesign, has been implemented. For example, this year 94% agree/strongly agree that GALILEO is a valuable service, the same percentage as 2011-2014 and only slghtly different from previous years.

Librarians and Media Specialists Included

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I found it easy to use GALILEO	42.9 % 1,060	43.5 % 1,074	9.2 % 228	3.5 % 87	0.8 % 19	2468
Using GALILEO saved time	43.8 % 1,054	39.1 % 941	12.6 % 302	3.6 % 87	0.8 % 20	2404
I think GALILEO is a valuable service	62.7 % 1,508	30.8 % 741	5.0 % 120	1.0 % 24	0.5 % 13	2406
Response time is acceptable	46.7 % 1,126	42.2 % 1,016	9.7 % 233	1.0 % 23	0.5 % 11	2409
GALILEO met my information needs	45.5 % 1,096	41.4 % 998	10.4 % 250	2.2 % 54	0.5 % 13	2411
I would recommend GALILEO to a friend	56.4 % 1,357	33.1 % 797	8.3 % 200	1.3 % 32	0.9 % 21	2407

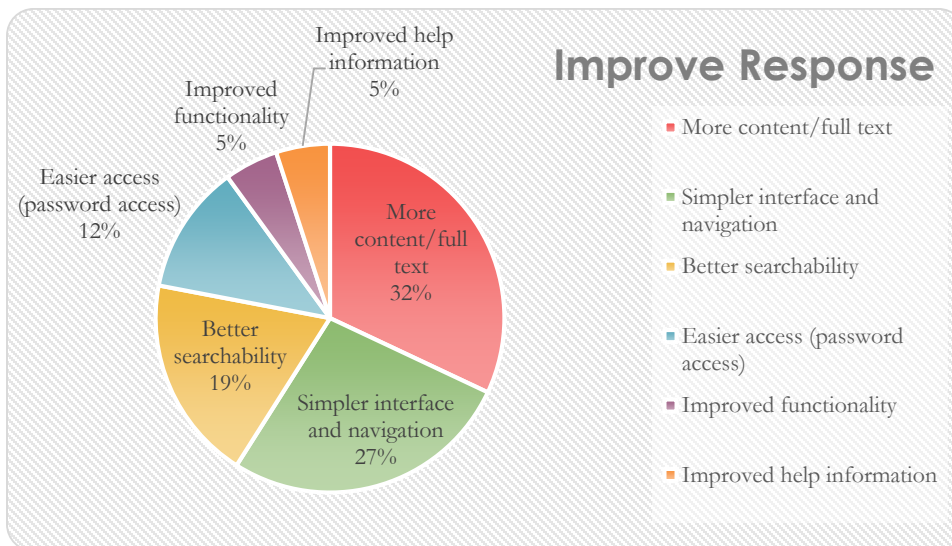**Librarians and Media Specialists Removed**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I found it easy to use GALILEO	43.7 % 958	42.3 % 928	9.4 % 207	3.7 % 81	0.8 % 18	2192
Using GALILEO saved time	43.8 % 933	38.5 % 819	13.0 % 276	3.9 % 82	0.9 % 19	2129
I think GALILEO is a valuable service	61.2 % 1,305	31.6 % 675	5.5 % 118	1.1 % 23	0.6 % 12	2133
Response time is acceptable	46.7 % 998	41.6 % 889	10.1 % 216	1.0 % 22	0.5 % 10	2135
GALILEO met my information needs	45.1 % 963	40.6 % 868	11.3 % 241	2.5 % 53	0.6 % 12	2137
I would recommend GALILEO to a friend	55.1 % 1,176	33.4 % 713	9.1 % 195	1.4 % 30	0.9 % 20	2134

The two charts above show the numbers and percentages for all respondents and also for end users only (librarians and media specialists removed). There is little variation when librarians and media specialists are removed.

 "Improve" Responses

Respondents were given multiple choices to answer the question, "I would improve GALILEO." Historically, "more content" and "simpler interface and navigation," very general categories, have been the top concerns. Respondents in 2015 also saw these as the top concerns, and no category changed more than 2% from last year's responses. More content/full text was selected by 32% of respondents. The next most-selected categories were "simpler interface and navigation" at 26% and "better searchability" at 19%.

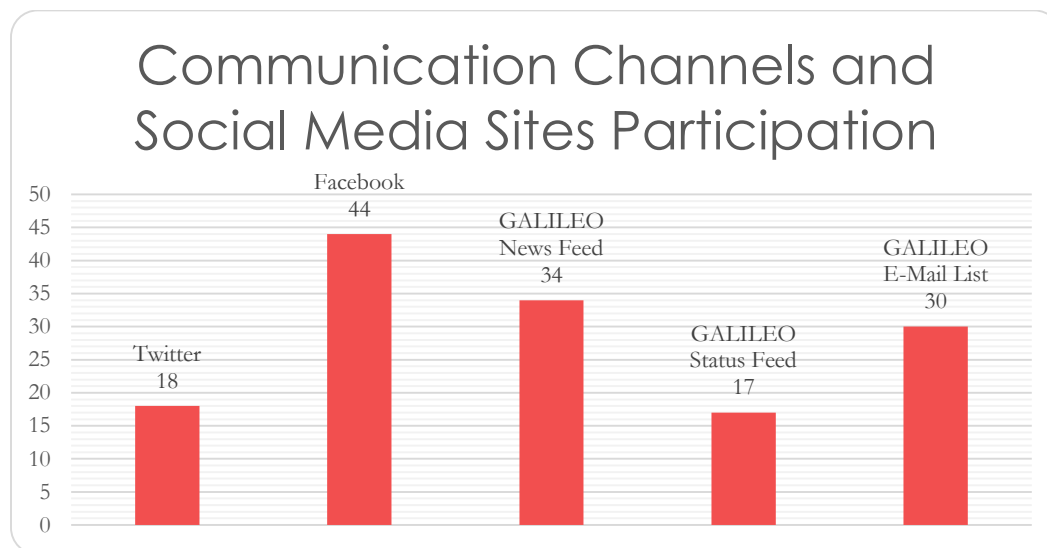**Librarians and Media Specialists Included**

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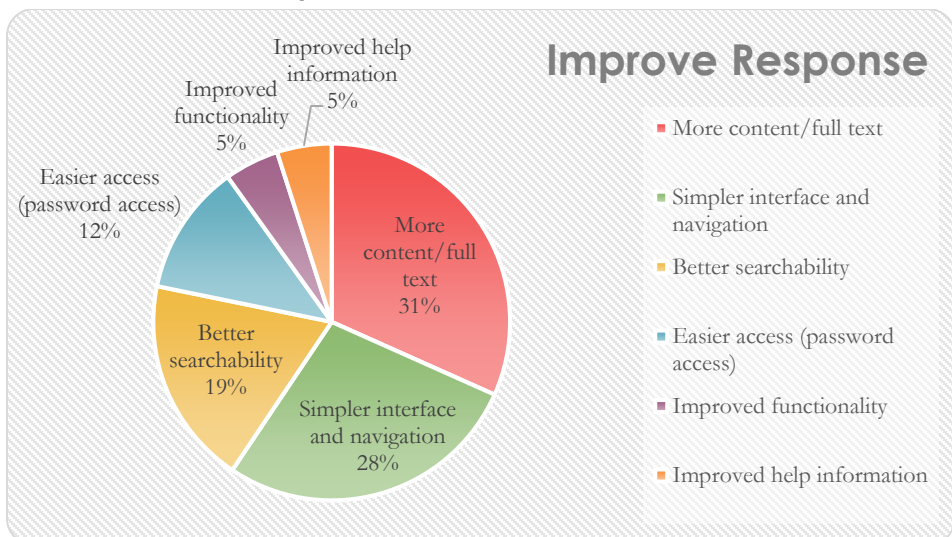
Social Media Responses

The social media question was included to help determine the tools respondents used, as well as to promote communication channels to users. The question included links for liking/following GALILEO on Twitter, Facebook, and the GALILEO news feed. Ambiguity has been identified in this question in that it may not be clear that the question refers to following GALILEO on Facebook, for example, rather than just having a Facebook account. The question will be more specific in 2016.

Communication Channels and Social Media Sites Participation

Facebook: 44
GALILEO News Feed: 34
GALILEO E-Mail List: 30
Twitter: 18
GALILEO Status Feed: 17

Further Feedback

The final question on the survey was a general request for feedback. The question was answered by 40% of the respondents, double last year's percentage (20%). Main topics included the need for an updated or friendlier interface and issues with the Discover search and individual databases, such as relevance of results and a need for more full text. Many participants commented on the difficulty of navigating a large amount of content ("I feel as though GALILEO is an extremely valuable service, yet I also believe it is hard to navigate if one does not have direct instruction" -Undergraduate).

Many comments reflected a lifelong familiarity with GALILEO, a reflection on GALILEO's twenty years online. Some comments marked the user's starting point ("I have been using GALILEO since middle school for all my research and projects" –Undergraduate) and some referred to experience with different iterations of the interface ("I've used GALILEO over the years, starting as a student, and now as a professional. The updates and changes over the years have proved to be valuable ones and I feel it's more user-friendly each year" –Technical college faculty).

Some comments referred to the need for an app or an ability to view content on mobile devices. While several databases have been mobile responsive for a while, GALILEO now features a device-responsive design that includes the Discover search and a community-customized list of dabases for smart phones and tablets. The new design was implemented in December, almost a month after the survey was conducted. Next year's survey will poll users on their satisfaction with the mobile GALILEO experience.

Many respondents took the opportunity to comment on the value of GALILEO to their studies or to their students' and patrons' research.
- I love using GALILEO and have been using the virtual library since I was in elementary school. I've always liked how resourceful the library was, and it has . . . gotten me several As and Bs on my papers (Undergraduate)
- I love love love Explora! It is the GALILEO source we have been waiting for! It is much easier to navigate and easier for my high school students to understand and use (K-12 media specialist)
- I love GALILEO and enjoy sharing it with our Public Library customers. Kids often know about it from school but their parents are just blown away with the ease that they can access so much good info (Public library librarian)

- GALILEO is an easy resource to use and was very beneficial to me and many other students. There is no reason why a student shouldn't have an A in every class due to GALILEO. GALILEO allows students to save money by not having to purchase certain things due to GALILEO having it available for free (Technical college student)
- Lexile information is an excellent feature for databases to have (K-12 media specialist)
- I love to use Galileo. Ever since i started my college course at Georgia Piedmont Technical College I have used nothing but GALILEO. It's very easy to use, it's fast and accurate information, and it saves lots of time. I would rather come to GALILEO for information than anywhere else. (K-12 student, dual enrollment)
- GALILEO has been responsive to our patrons' needs. Many times over the last ten or so years, an eResource that we had been providing was added to GALILEO's lineup. It's really helped us to serve our community better (Public library librarian)
- This is always the best site to use for research projects. Thanks! (K-12 teacher)

Bonus Question: Describing GALILEO to a Friend
This year's survey asked users to respond to a bonus question in order to be entered into a drawing for a gift card. The question asked users how they would describe GALILEO to a friend and was answered by 2058 (83%) of the respondents. The word "reliable" was used 170 times, "credible" (or a variant) was used 122 times, peer-reviewed was used 74 times, and easy was used 291 times. Most other descriptions referred in some way to to GALILEO's trustworthiness. Many participants made the inevitable comparison to Google, either seeing GALILEO as a more reliable search engine ("It is like the Internet but filtered" –Technical college student) or as a search-engine-type access to content not available outside GALILEO ("a database of professional and reliable publications for use in research" –K-12 teacher). Others mentioned a history of research in pre-Internet times before content was only a click or two away ("Research in my day consisted of searching tirelessly through abstracts in thick books" . . . –Faculty). Many students commented on the citation tools available ("the citation part is my favorite" –Technical college student). Some students considered GALILEO a good place to narrow down a research topic.

Other qualities or features mentioned:
- Time-saving ("especially great if you are a procrastinator and have waited until three hours before the essay is due to actually do the essay" –Undergraduate)
- Multidisciplinary ("a gazillion references for every subject imaginable" –Undergraduate)
- Multi-resource searching ("sort of like Kayak for libraries" - Faculty)
- Statewide availability ("available at basically every educational institution and public library in the state" –Public library user)
- "Free" or money-saving ("available free to all Georgians" –Public library user)
- 24/7 availability ("you can work in your pajamas, if you like" –Undergraduate)
- Customization for different audiences ("GALILEO also has a website designed just for kids' information" –Public library user)
- Specific formats ("saved me thousands of dollars in electronic books" –Undergraduate)
- Fun ("It is also fun to read information about anything and everything that you can think of. Say if you want to find and read an excerpt from an encyclopedia about bones, you can!" –K-12 student)

The Survey

Please indicate your opinion about GALILEO.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I found it easy to use GALILEO.	❑	❑	❑	❑	❑
Using GALILEO databases saved me time.	❑	❑	❑	❑	❑
I think GALILEO is a valuable service.	❑	❑	❑	❑	❑
I think GALILEO response time is acceptable.	❑	❑	❑	❑	❑
GALILEO met my information needs	❑	❑	❑	❑	❑
I would recommend GALILEO to a friend.	❑	❑	❑	❑	❑

I would improve GALILEO by (select the single response that best describes the improvement you would like to see):
1. More content/full text
2. Simpler interface and navigation
3. Better searchability
4. Easier access (password access)
5. Improved functionality
6. Improved help information

In which of the following GALILEO communication channels or social media sites do you participate/follow/like? Check all that apply.
1. Twitter (@GalileoLibrary)
2. Facebook (facebook.com/galileolibrary)
3. GALILEO News Feed (http://about.galileo.usg.edu/news/feed)
4. GALILEO Status Feed (http://status.galileo.usg.edu/site/feed/
5. GALILEO E-Mail List (http://about.galileo.usg.edu/news/list/)

Today, I am using GALILEO as
1. Student, Graduate
2. Student, Undergraduate
3. Student, 2-Year/Technical
4. Student, K-12
5. Librarian/Library Staff
6. Media Specialist
7. Faculty
8. K-12 Teacher
9. Public Library User
10. Other

Please indicate your primary institution affiliation. (Upon selection, participants are asked to choose their institutions from a drop-down list.)
1. State (USG) College/University
2. Private College/University
3. Technical College
4. Public Library
5. K-12 Public School

6. K-12 Private School
7. Other

How often do you use GALILEO?
1. Daily
2. Weekly
3. Monthly
4. First time used

Where did you find out about GALILEO?
1. I am a long-time user
2. From a media specialist or librarian
3. From a teacher
4. From a friend
5. From a link on my school or library web page
6. From a session at a conference or workshop
7. Other

Do you have any further feedback to share?

Bonus Question: How would you explain GALILEO to a friend?

Thank you for participating in the Annual GALILEO User Survey.