

Measuring GALILEO's Performance

2013 GALILEO User Survey Report

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I. Background and Methodology

The annual GALILEO survey is conducted to ascertain user satisfaction and usage habits of GALILEO users. Annual surveys have been conducted since 1996, one year after GALILEO went online. In 2013, a link inviting users to participate in the survey appeared in the spotlight area of the home page in the Scholar, Library, High School, and Teen user views and on the GALILEO welcome/login page.

The survey included questions that have been asked in previous years. Below is a summary of these questions:

- Five statements rated by the respondent on GALILEO performance and value (questions included every year)
- Six qualities of the discovery search (previously “federated search”) tool rated by the respondent (questions included 2011-2013)
- Multiple choice question: “I would improve GALILEO by . . .” (questions included every year)
- Demographic questions about user and institution types, usage frequency, and where the respondent learned about GALILEO (questions included every year)

Two new questions related to social media expectations and opinions.

II. About the Responses

There were 2405 completed surveys after removal of incomplete and duplicate surveys, a 49% decrease from last year’s total (3986). The large decrease was unexpected, as factors such as the drawing (iPad mini prize both years), communication, and the time of year the survey was open were the same as the previous year. Communication channels included the GALILEO listserv, password contacts, and the GALILEO news feed. Survey announcements encouraged staff in libraries and media centers to promote the survey to their end users. A flyer that included a QR code for mobile users was included in list announcements. This year, the survey was optimized for all devices, a timely enhancement as 13% of the responses were submitted from smartphones or tablets.

User Types

Of the 2405 respondents, 388 were librarians, library staff, or media specialists, and 1959 were end users (students, faculty or teachers, public library users, or users who identified themselves as “other”). The remaining 58 did not self-identify. The largest number of responses came from undergraduate students (37%), followed by library staff (10%). The second largest end user group was graduate students (9%).

Institution Types

The highest percentage of responses came from USG institutions (52%), followed by K-12 public schools (22%).

III. Summary of 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. As in past years, satisfaction levels are high, with only a slight variation from the previous years. For example, this year 94% agree or strongly agree that GALILEO is a valuable service (same percentage as 2011 and 2012), and 85% found GALILEO easy to use (84% in 2011 and 85% in 2012). Throughout the years there have been interface changes, new search enhancements (federated search and the discovery service,

notably), and other changes to the GALILEO environment, but annual survey results have not varied significantly in direct response to those changes.

In the charts below, numbers and percentages for all respondents and also for end users only (librarians and media specialists removed) are included. There is little variation when librarians and media specialists are removed.

Rating the GALILEO Search Function

A set of questions asking respondents to rate the search/discovery tool in GALILEO has been asked the past three years. In 2011, the tool was a federated search tool powered by 360 Search. In 2012, Discover GALILEO, powered by EBSCO Discovery Service, had been in production for one month before the annual survey was conducted, so respondents had little or no experience with the new service. By the time the 2013 survey was conducted, users had a year's experience with the EDS; however, a change in satisfaction levels was not apparent in the survey data. Satisfaction levels have not varied significantly as tools have changed. For example, in 2013, 84% were very satisfied or satisfied with the overall functionality of Discover GALILEO (84% in 2012 and 86% in 2011 before EDS was implemented). Submitters rated "relevancy of results" <1% lower with the discovery service than in 2011's federated search tool. Factors that may contribute to consistent satisfaction levels even when major changes have occurred include a general high level of satisfaction with GALILEO or response bias, a tendency for respondents to answer as they think the questioner wants. The same set of search/discovery questions will be included again in next year's survey to continue tracking satisfaction with the GALILEO search experience.

"Improve" Responses

Respondents are 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 2013 also saw these as the top concerns, but the number who rated "more content" as the top concern dropped by 5% (37% in 2013, 42% 2012, 44% in 2011). Those five percentage points were spread out over the other categories. The other categories changed <2% from 2012. While 5% is not a large change, it is possible that the discovery service is having an impact on perceptions of full text and of adequate content available. The same set of categories will be included in the 2014 survey to watch the "more content/full text" trend. The next most-selected categories were "simpler interface and navigation" at 24% and "better searchability" at 17%.

Social Media Responses

A set of questions asked users about social media use and expectations to help inform GALILEO's coming presence in the social network arena. One question asked respondents if they would like or follow GALILEO in the different social media platforms. This question was aimed at helping GALILEO staff understand the most important social media sites where GALILEO should have a presence. For end users, Facebook was the most popular response (27%), followed not too closely by Google+ (13%) and Twitter (12%). When individual end user profiles were broken out, Twitter was slightly higher for two-year and technical college students at 15%. Edmodo, a Facebook-like product for the K-12 community, was rated at 14% by K-12 students and 15% by K-12 teachers.

Respondents were also presented a list of types of information they would like to receive through social media sites. The data will be useful as GALILEO staff complete a social media strategy.

Conclusion

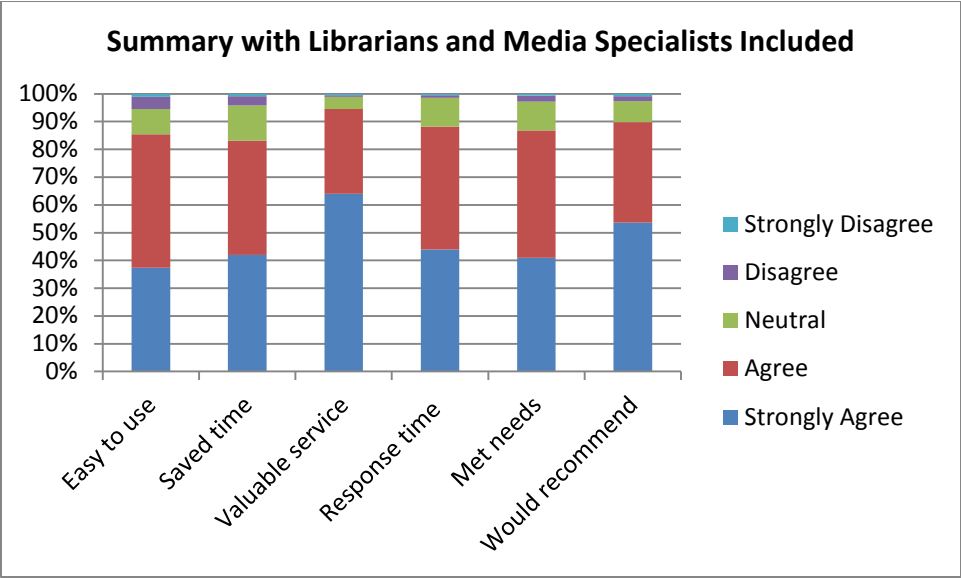
The 2013 annual user survey is a rich source of data on satisfaction levels with GALILEO and of information on user expectations to inform future development. Although satisfaction in the eighty to ninety percentile is high, there is room for improvement for up to twenty percent of users.

It is recommended that the 2014 GALILEO Annual User Survey include the traditional satisfaction and improvement questions that have been asked on past surveys, as well as the search/discover questions to continue to track user experience and perception of searching across multiple resources. Questions that measure satisfaction with information shared via social media challenges should be included.

Note: In the tables and graphs following, totals may not be the same for every question as participants were not required to answer all questions. Tables that include librarians and media specialists are shaded in blue; tables with those user types removed are shaded in orange.

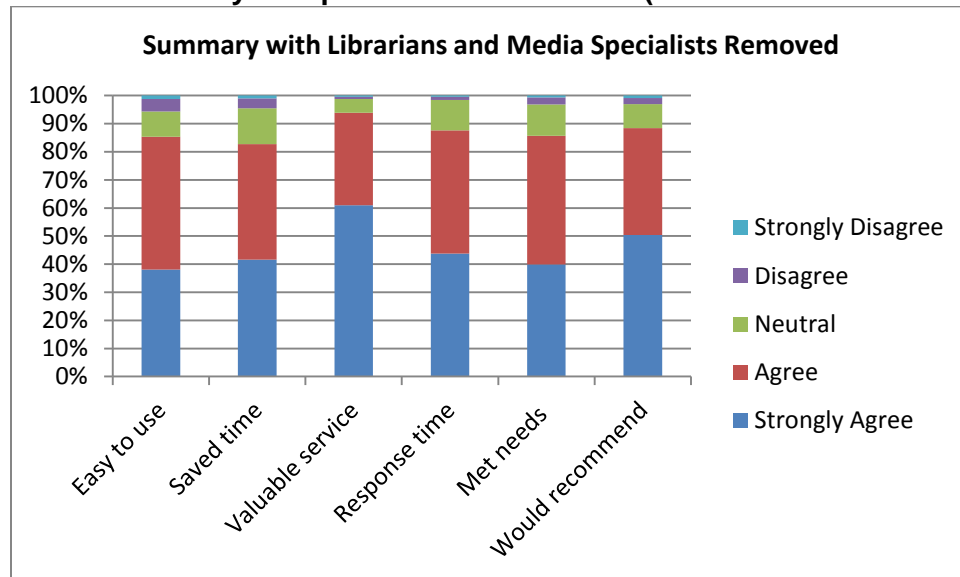
IV. Rating Performance and Value

Please indicate your opinion about GALILEO (librarians and media specialists included)



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I found it easy to use GALILEO	899 37.38%	1157 48.11%	217 9.02%	107 4.45%	25 1.04%	2405
Using GALILEO databases saved me time	1010 42.00%	990 41.16%	304 12.64%	81 3.37%	20 0.83%	2405
I think GALILEO is a valuable service	1539 63.99%	736 30.60%	103 4.28%	16 0.67%	11 0.46%	2405
I think GALILEO response time is acceptable	1058 43.99%	1064 44.24%	248 10.31%	24 1.00%	11 0.46%	2405
GALILEO met my information needs	984 40.91%	1104 45.90%	250 10.40%	52 2.16%	15 0.62%	2405
I would recommend GALILEO to a friend	1289 53.60%	870 36.17%	181 7.53%	45 1.87%	20 0.83%	2405

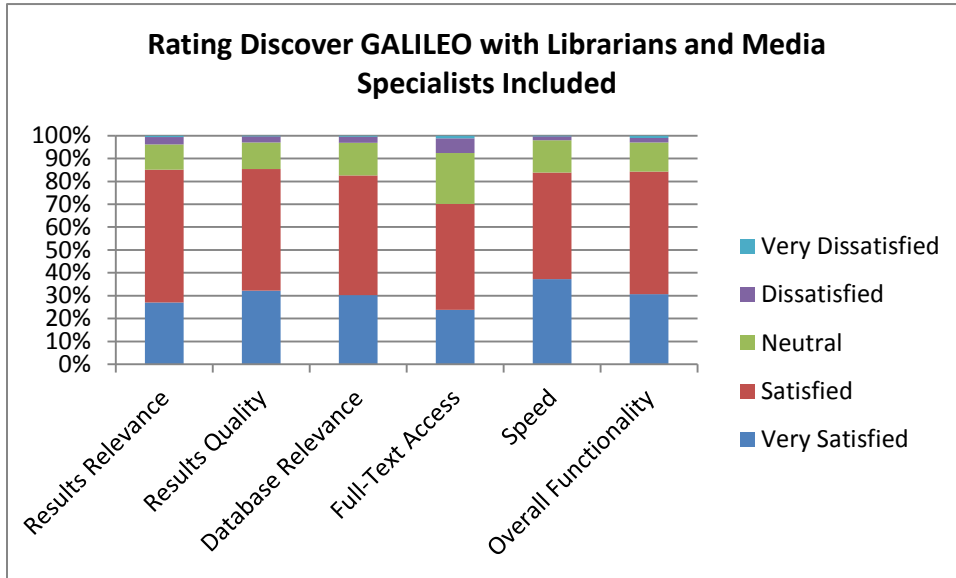
Please indicate your opinion about GALILEO (librarians and media specialists removed)



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I found it easy to use GALILEO	746 38.08%	926 47.27%	176 8.98%	88 4.49%	23 1.17%	1959
Using GALILEO databases saved me time	816 41.65%	805 41.09%	249 12.71%	71 3.62%	18 0.92%	1959
I think GALILEO is a valuable service	1195 61.00%	644 32.87%	96 4.90%	15 0.77%	9 0.46%	1959
I think GALILEO response time is acceptable	858 43.80%	859 43.85%	211 10.77%	22 1.12%	9 0.46%	1959
GALILEO met my information needs	781 39.87%	897 45.79%	219 11.18%	49 2.50%	13 0.66%	1959
I would recommend GALILEO to a friend	988 50.43%	744 37.98%	167 8.52%	43 2.19%	17 0.87%	1959

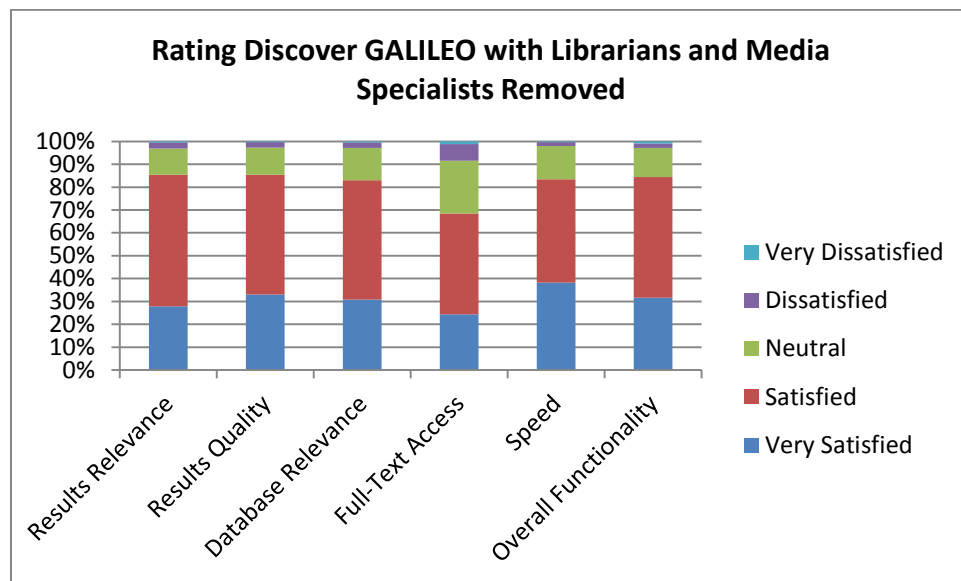
V. Rating Discover GALILEO

Please rate your satisfaction with Discover GALILEO, the discovery service that powers the search launched from the search box on the GALILEO website. (librarians and media specialists included)



	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Total
Results Relevance	635 27.08%	1361 58.04%	258 11.00%	78 3.33%	13 0.55%	2345
Results Quality	750 32.16%	1242 53.26%	269 11.54%	62 2.66%	9 0.39%	2332
Relevance of Databases Included	707 30.24%	1225 52.40%	332 14.20%	63 2.69%	11 0.47%	2338
Full-Text Access	556 23.87%	1077 46.24%	518 22.24%	152 6.53%	26 1.12%	2329
Speed	869 37.26%	1085 46.53%	331 14.19%	40 1.72%	7 0.30%	2332
Overall Functionality	716 30.70%	1250 53.60%	297 12.74%	46 1.97%	23 0.99%	2332

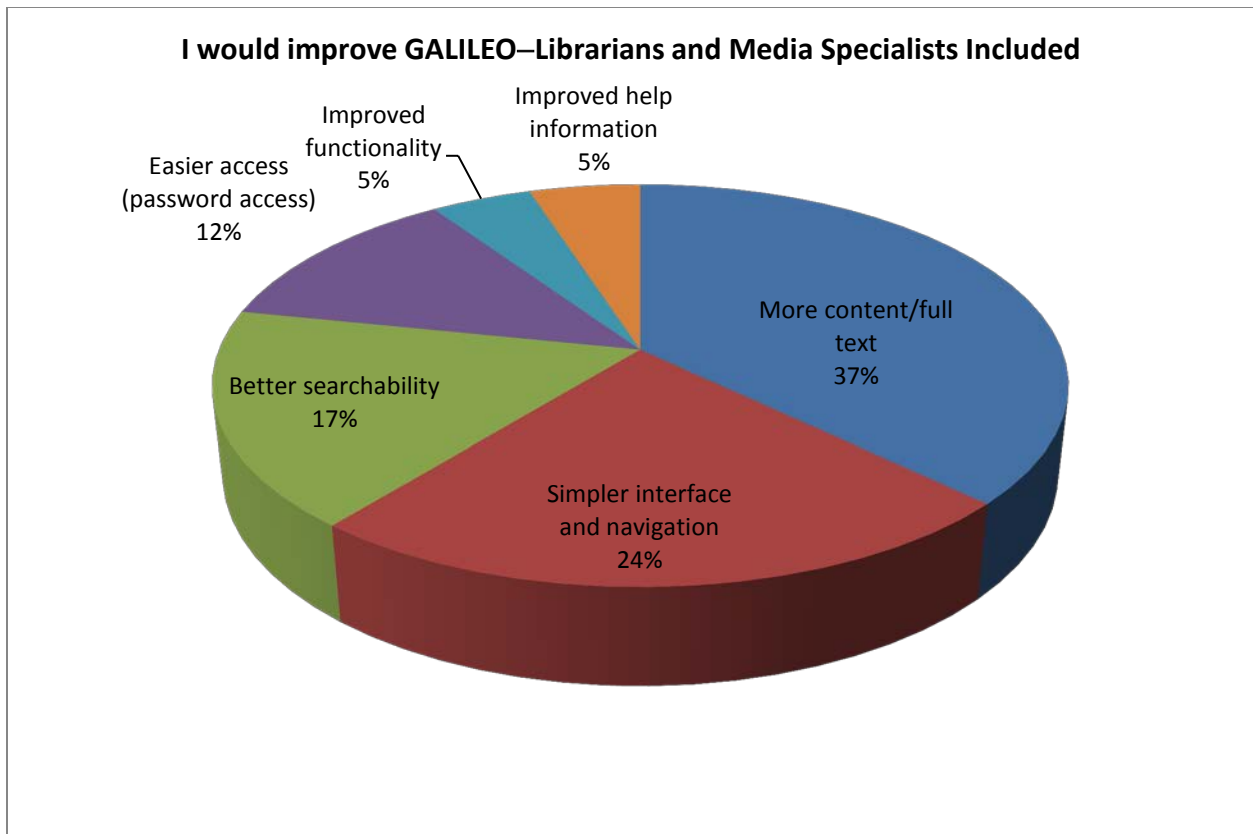
Please rate your satisfaction with Discover GALILEO, the discovery service that powers the search launched from the search box on the GALILEO website. (librarians and media specialists removed)



	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Total
Results Relevance	542 27.88%	1118 57.51%	222 11.42%	54 2.78%	8 0.41%	1944
Results Quality	638 33.01%	1014 52.46%	229 11.85%	46 2.38%	6 0.31%	1933
Relevance of Databases Included	596 30.77%	1012 52.25%	275 14.20%	45 2.32%	9 0.46%	1937
Full-Text Access	470 24.31%	853 44.13%	448 23.18%	140 7.24%	22 1.14%	1933
Speed	738 38.16%	876 45.29%	281 14.53%	34 1.76%	5 0.26%	1934
Overall Functionality	611 31.63%	1020 52.80%	246 12.73%	38 1.97%	17 0.88%	1932

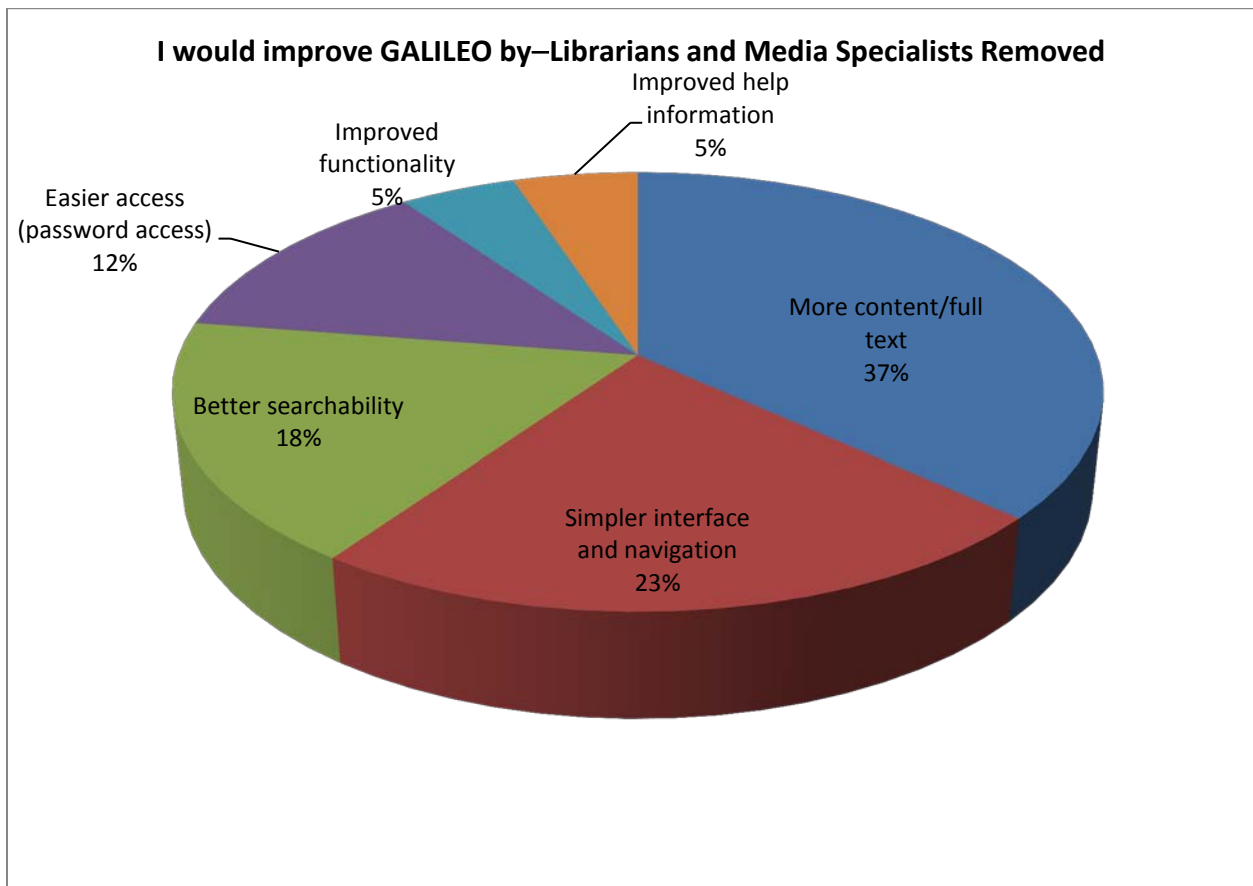
VI. Improve Statement

“I would improve GALILEO by” — (librarians and media specialists included)



I would improve GALILEO by:		
More content/full text	881	37.17%
Simpler interface and navigation	561	23.67%
Better searchability	412	17.38%
Easier access (password access)	291	12.28%
Improved functionality	107	4.51%
Improved help information	118	4.98%
Total	2370	

“I would improve GALILEO by”— (librarians and media specialists removed)



I would improve GALILEO by (select the single response that best describes the improvement you would like to see):		
More content/full text	716	36.83%
Simpler interface and navigation	445	22.89%
Better searchability	345	17.75%
Easier access (password access)	247	12.71%
Improved functionality	92	4.73%
Improved help information	99	5.09%
Total	1944	

VII. Social Media

Would you like/friend/follow GALILEO on any of these social media sites?

Includes Librarians and Media Specialists

Would you like/friend/follow GALILEO on any of these social media sites? Check all that apply.		
Twitter	529	12.22%
Facebook	1166	26.93%
Google+	534	12.33%
Edmodo	204	4.71%
GALILEO RSS Feeds	163	3.76%
Pinterest	353	8.15%
Tumblr	130	3.00%
Instagram	366	8.45%
SlideShare	70	1.62%
None	760	17.55%
Other	55	1.27%
Total	4330	

Librarians and Media Specialists Removed

Would you like/friend/follow GALILEO on any of these social media sites? Check all that apply.		
Twitter	430	12.10%
Facebook	975	27.43%
Google+	447	12.58%
Edmodo	146	4.11%
GALILEO RSS Feeds	101	2.84%
Pinterest	264	7.43%
Tumblr	120	3.38%
Instagram	335	9.43%
SlideShare	46	1.29%
None	643	18.09%
Other	47	1.32%
Total	3554	

What information would you like to receive through social media sites?

Librarians and Media Specialists Included

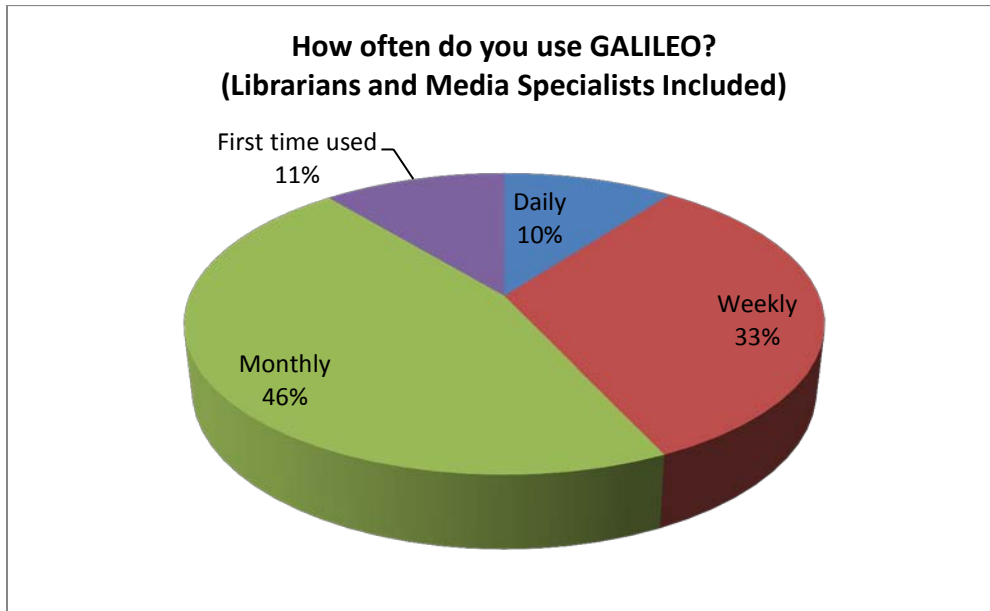
What information would you like to receive through social media sites?		
Password change alerts	1001	11.78%
Fun facts/trivia	1031	12.13%
GALILEO contests	1045	12.29%
Trending search terms	485	5.71%
Trending journals	456	5.36%
Today in Georgia history	818	9.62%
Database spotlights	429	5.05%
Quick polls (example: What did you search for today?)	348	4.09%
New databases/removed databases	600	7.06%
Outages and status messages	547	6.44%
GALILEO training announcements	509	5.99%
National library events	653	7.68%
Book award announcements	481	5.66%
Other	97	1.14%
Total	8500	

Librarians and Media Specialists Removed

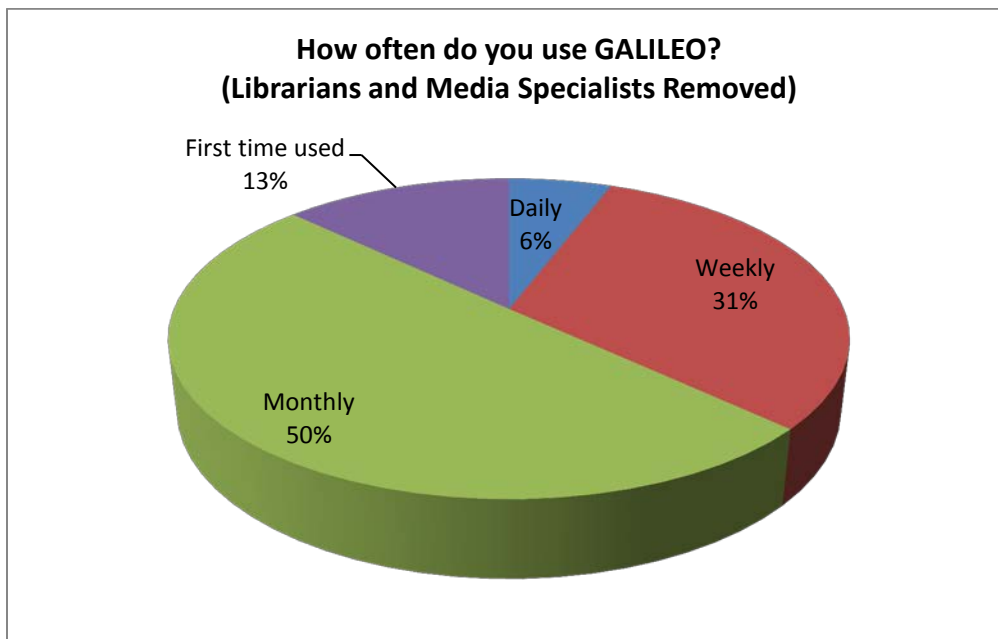
What information would you like to receive through social media sites?		
Password change alerts	818	12.17%
Fun facts/trivia	868	12.91%
GALILEO contests	872	12.97%
Trending search terms	385	5.73%
Trending journals	402	5.98%
Today in Georgia history	660	9.82%
Database spotlights	306	4.55%
Quick polls (example: What did you search for today?)	303	4.51%
New databases/removed databases	436	6.48%
Outages and status messages	415	6.17%
GALILEO training announcements	350	5.21%
National library events	482	7.17%
Book award announcements	342	5.09%
Other	85	1.26%
Total	6724	

VIII. Frequency of Use: "How often do you use GALILEO?"

How often do you use GALILEO? (librarians and media specialists included)

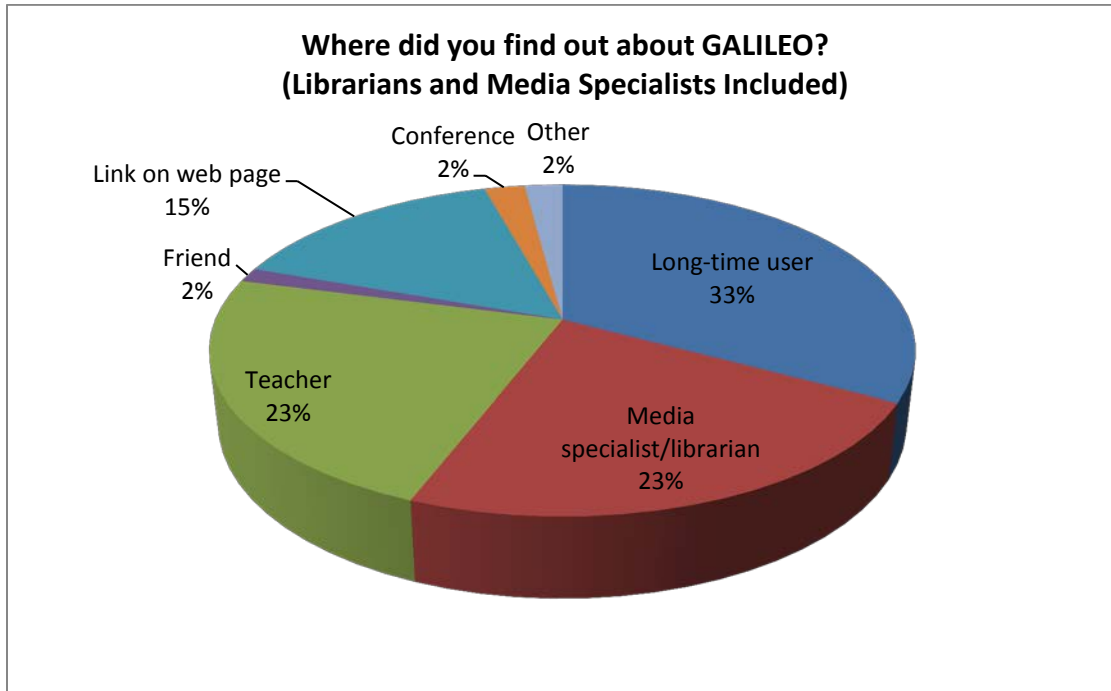


How often do you use GALILEO? (librarians and media specialists removed)

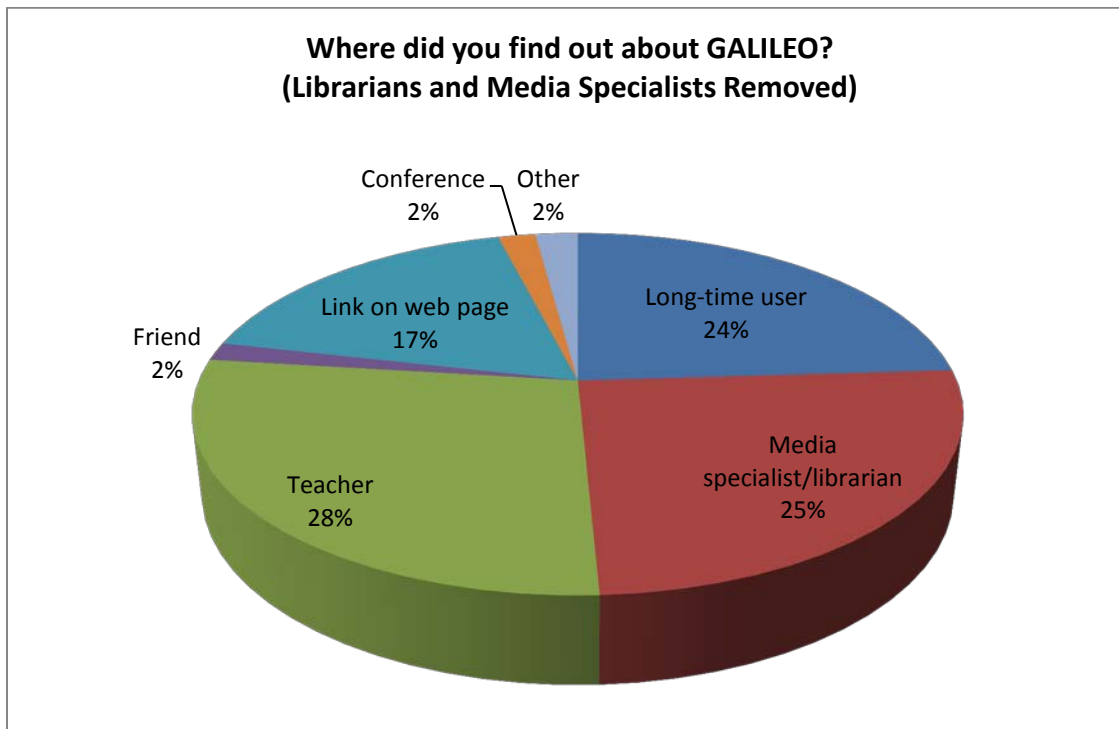


IX. Learn About: Where did you find out about GALILEO?

Where did you find out about GALILEO? (librarians and media specialists included)

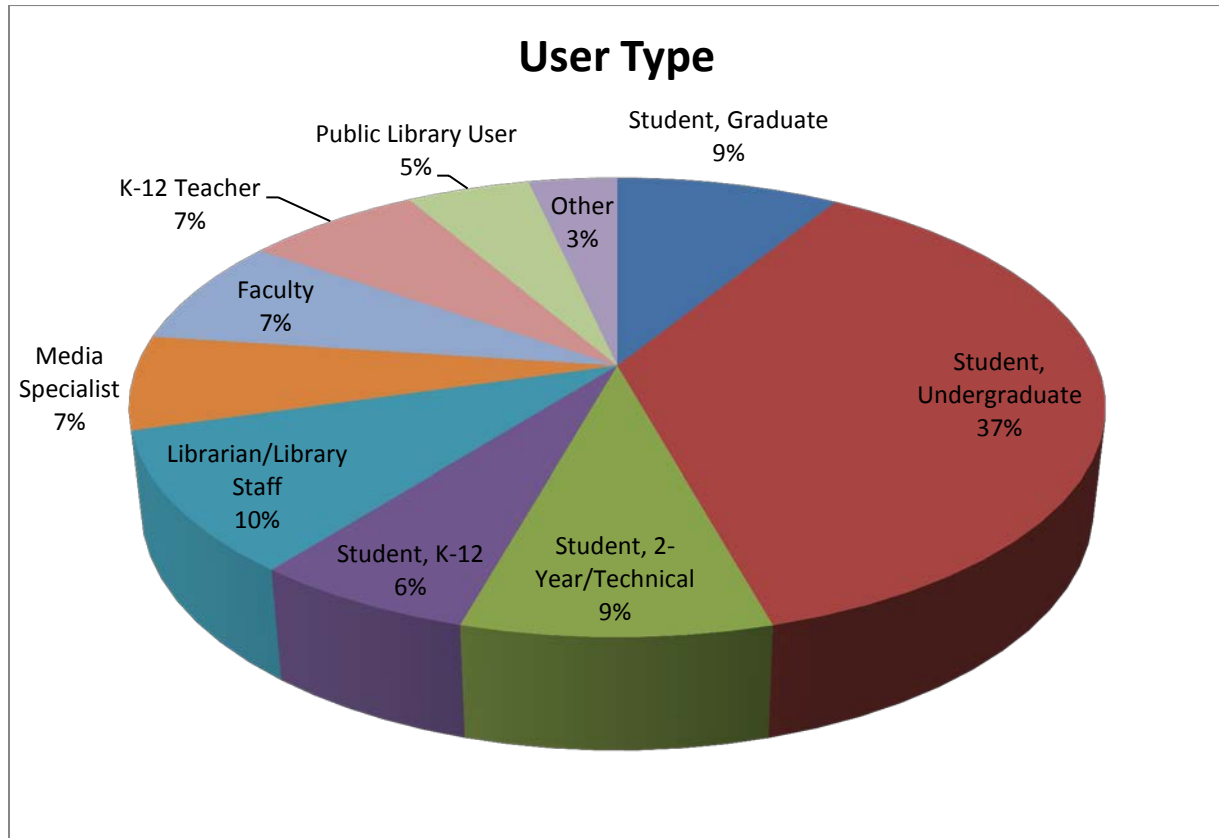


Where did you find out about GALILEO? (librarians and media specialists removed)



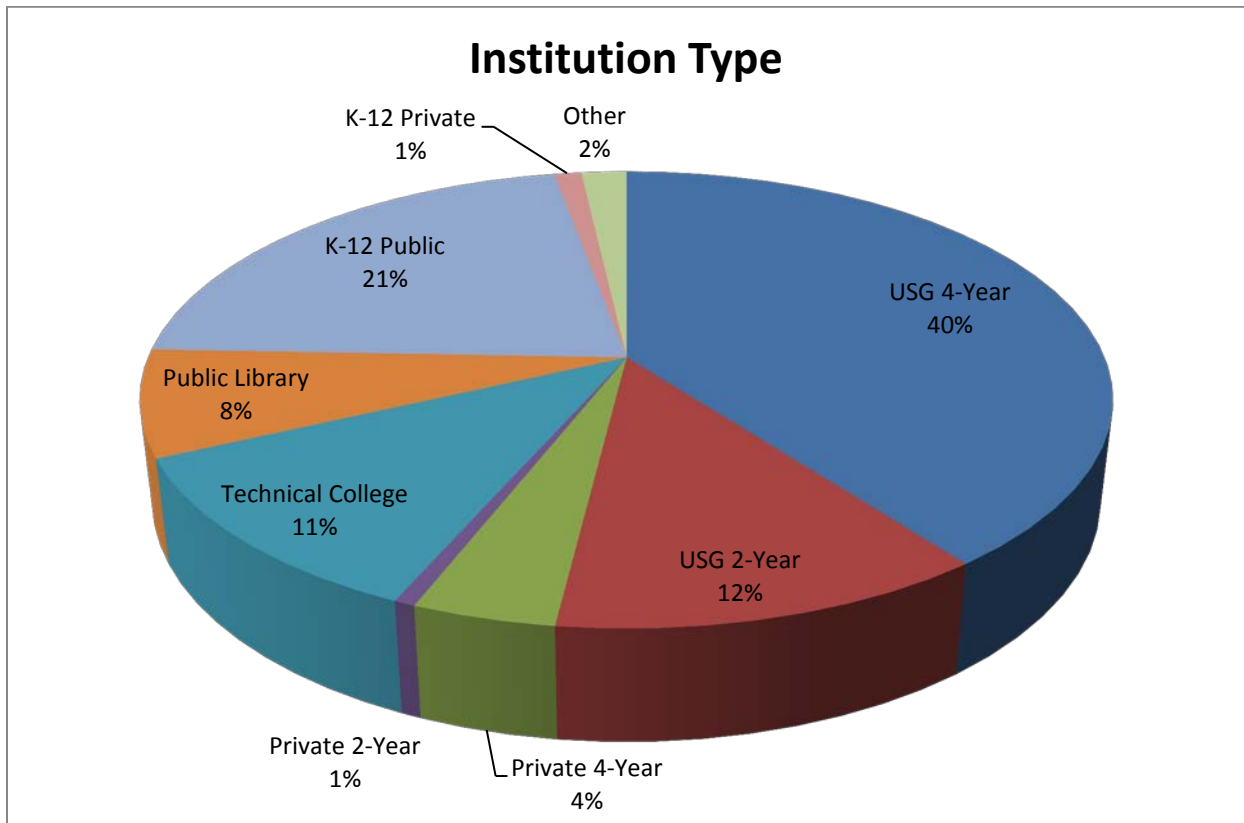
X: Respondent Demographics

Today, I am using GALILEO as . . .



Today, I am using GALILEO as			
Student, Graduate		206	8.79%
Student, Undergraduate		865	36.90%
Student, 2-Year/Technical		203	8.66%
Student, K-12		146	6.23%
Librarian/Library Staff		233	9.94%
Media Specialist		155	6.61%
Faculty		177	7.55%
K-12 Teacher		163	6.95%
Public Library User		114	4.86%
Other		82	3.50%
	Total	2344	

Please indicate your primary institutional affiliation



Please indicate your primary institution affiliation.		
State (public) 4-Year College/University	925	39.68%
State (public) 2-Year College/University	286	12.27%
Private 4-Year College/University	94	4.03%
Private 2-Year College/University	14	0.60%
Technical College	267	11.45%
Public Library	176	7.55%
K-12 Public School	502	21.54%
K-12 Private School	25	1.07%
Other	42	1.80%
Total	2331	

Appendix A: Survey Instrument

1. Please indicate your opinion about GALILEO.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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- 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.

2. I would improve GALILEO by (for example, additional content or enhanced functionality) . . .

- More content/full test
- Simpler interface and navigation
- Better searchability
- Easier access (password access)
- Improved functionality
- Improved help information

3. Please rate your satisfaction with Discover GALILEO, the discovery service that powers the search launched from the search box on the GALILEO website.

Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
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- Relevance of results
- Quality of results
- Relevance of databases included
- Access to full text
- Speed
- Overall functionality

4. Would you like/friend/follow GALILEO on any of these social media sites? Check all that apply.

- Twitter
- Facebook
- Google+
- Edmodo
- GALILEO RSS Feeds
- Pinterest
- Tumblr
- Instagram
- SlideShare
- None

5. What information would you like to receive through social media sites? Check all that apply.

- Password change alerts
- Fun facts/trivia
- GALILEO contests
- Trending search terms
- Trending journals
- Today in Georgia history
- Database spotlights
- Quick polls (example: What did you search for today?)
- New databases/removed databases
- Outages and status messages
- GALILEO training announcements
- National library events (e.g., Banned Book Week announcements)
- Book award announcements

6. Today I am using GALILEO as

- Student, Graduate
- Student, Undergraduate
- Student, 2 year/Technical
- Student, K-12
- Librarian/Library Staff
- Media Specialist
- Faculty
- K-12 Teacher
- Public library user
- Other _____

7. Please indicate your primary institutional affiliation

- State (public) 4-year College/University
- State (public) 2-year College/University
- Private 4-year College/University
- Private 2-year College/University
- Technical Institute or College
- Public Library
- K-12 Public School
- K-12 Private School
- Other (please specify) _____

8. Please select your institution, library system, or school

<list of institutions>

9. How often do you use GALILEO?

- Daily
- Weekly
- Monthly
- First time used

10. Where did you find out about GALILEO?

- I am a long-time user
- From a media specialists or librarian
- From a teacher
- From a friend
- From a link on my school or library web page
- From a session at a conference or workshop
- Other _____