



Measuring GALILEO's Performance: 2016 GALILEO User Survey Report

November 2016

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 2016 survey was conducted November 7-13, 2016.

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 2013-2016)
- 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 (2014-2016)

An added question this year asked users to indicate where they were responding to the survey. Data from this question can capture information on remote usage or usage in public libraries by school and university students. 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. This year, a survey button with embedded URL was provided for libraries to post on their websites. Also this year, an effort was made in announcements to raise awareness with students that many of the resources they use in their libraries are GALILEO resources even if they are not branded so.

After the removal of incomplete and duplicate entries, 1287 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 1287 respondents, 198 (15.5%) were librarians, library staff, or media specialists, and 1089 were end users (students, faculty or teachers, public library users, or users who identified themselves as "other"). The largest number of end user responses came from undergraduate students (37%), followed by public library users (12%). While undergraduate students have represented the top respondent type through the years, public library users have typically been among the lowest percentage (only 2% in 2015). Possible factors contributing to the increased responses from public library users may be the steady increase in usage, as well as promotion of the survey by library staff. Annual usage reports can be viewed at http://about.galileo.usg.edu/statistics/usage_reports.

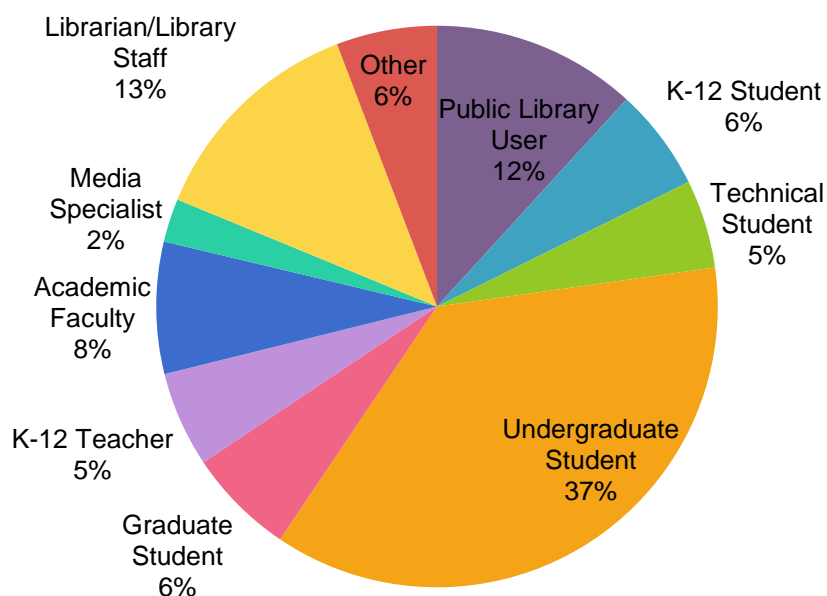
Institution Types

The highest percentage of responses came from University System of Georgia institutions (45%), followed by K-12 schools and public libraries (15%).

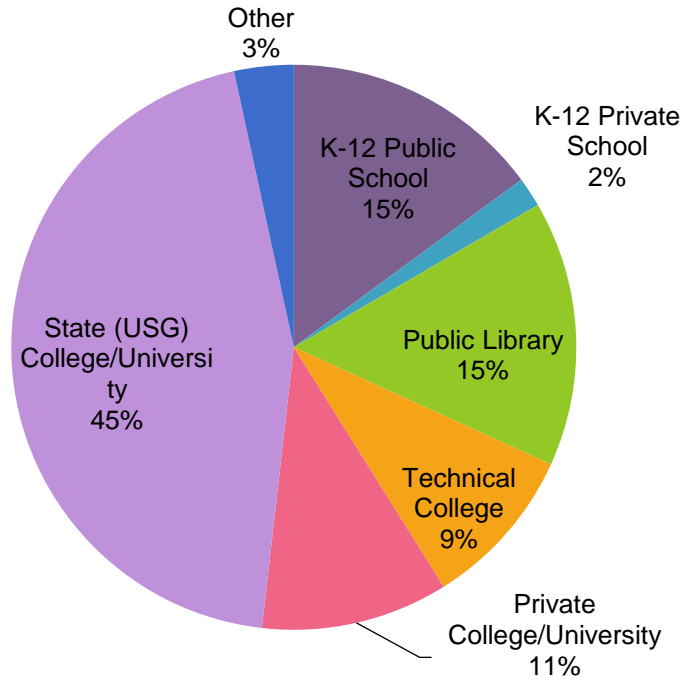
Where I'm Using GALILEO

This question was asked for the first time on the 2016 survey. Data gathered in the survey is not discrete enough to compare reliably the institution type a user selects with where the user is responding to the survey. For example, 15% of respondents identified themselves as public library users, and 13% reported they were responding to the survey from the public library, but the data doesn't show that there is any overlap in the number of respondents who selected both those categories. It is also important to note that, while the question states, "Today, I am using GALILEO at," respondents may actually be reporting where they are responding to the survey rather than where they are using GALILEO. Further discussion on the wording of this question is recommended.

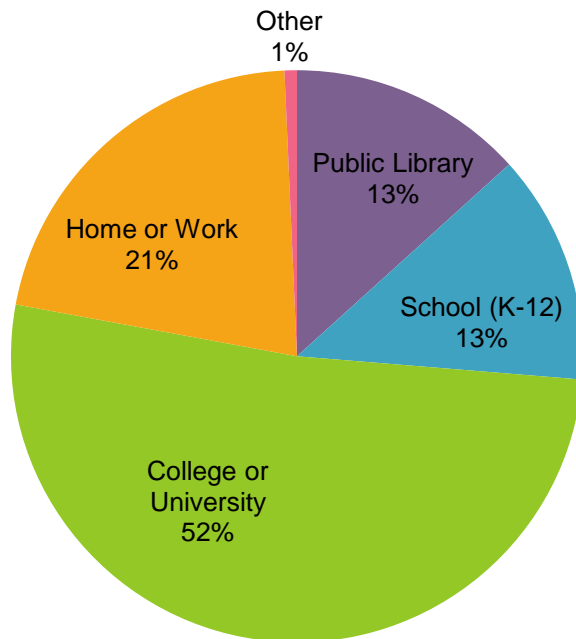
User Types



Institution Types



Where I am using GALILEO



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 2011-2015 and only slightly different from previous years. On the 2016 survey, a response for “Not Sure” was added.

The responses to these questions are examined as a complete set and also with data filtered to remove librarians and media specialists from the mix. Compiling the filtered set started in 2009 to examine if library staff who would likely have more experience using GALILEO than many of the end users, would rate their satisfaction more highly than end users. In the years since, the data has shown that the satisfaction levels have varied little between the two groups.

Librarians and Media Specialists Included

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure	Total
I found it easy to use GALILEO	31.6 % 407	49.1 % 631	11.6 % 149	5.4 % 70	1.2 % 16	1 % 13	1286
Using GALILEO saved time	36.1 % 447	43.5 % 538	13.9 % 172	3.3 % 41	1.7 % 21	1.5 % 18	1237
I think GALILEO is a valuable service	60.4 % 747	33.8 % 418	4.3 % 53	0.5 % 6	0.5 % 6	0.5 % 6	1236
Response time is acceptable	37.5 % 462	45 % 555	12.1 % 149	0.8 % 10	0.5 % 6	4.1 % 51	1233
GALILEO met my information needs	35.8 % 442	45.8 % 565	13.2 % 163	2.9 % 36	1.1 % 14	1.1 % 14	1234
I would recommend GALILEO to a friend	48.1 % 595	38.6 % 477	9.7 % 120	1.5 % 19	1.3 % 16	0.7 % 9	1236

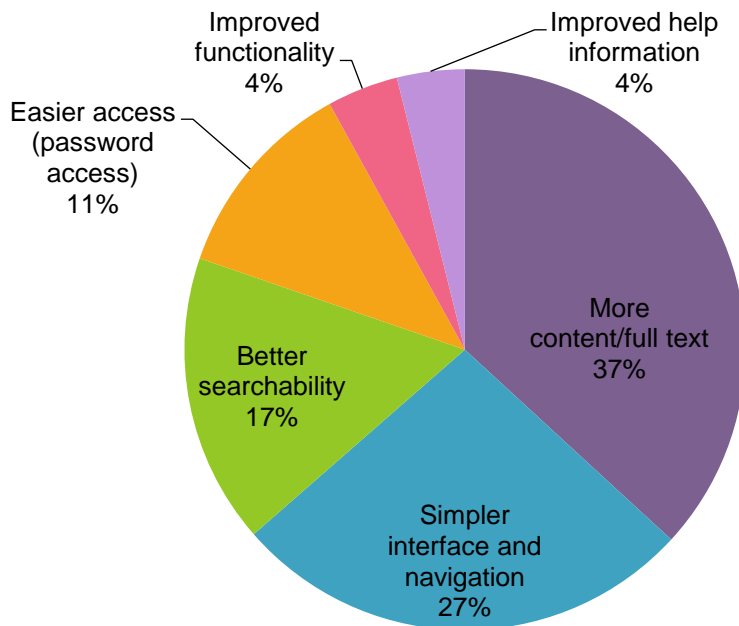
Librarians and Media Specialists Removed

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure	Total
I found it easy to use GALILEO	32.2 % 348	47.8 % 517	11.9 % 129	5.8 % 63	1.2 % 13	1 % 11	1081
Using GALILEO saved time	35 % 362	43.6 % 451	14.8 % 153	3.6 % 37	1.8 % 19	0.3 % 13	1035
I think GALILEO is a valuable service	56.9 % 589	36.6 % 379	4.8 % 50	0.6 % 6	0.6 % 6	0.5 % 5	1035
Response time is acceptable	36 % 371	45.6 % 470	12.9 % 133	0.8 % 8	0.5 % 5	4.3 % 44	1031
GALILEO met my information needs	33.8 % 349	45.9 % 474	14.4 % 149	3.3 % 34	1.4 % 14	1.2 % 12	1032
I would recommend GALILEO to a friend	44.3 % 458	43.3 % 427	10.7 % 111	1.6 % 17	1.4 % 15	0.7 % 7	1035

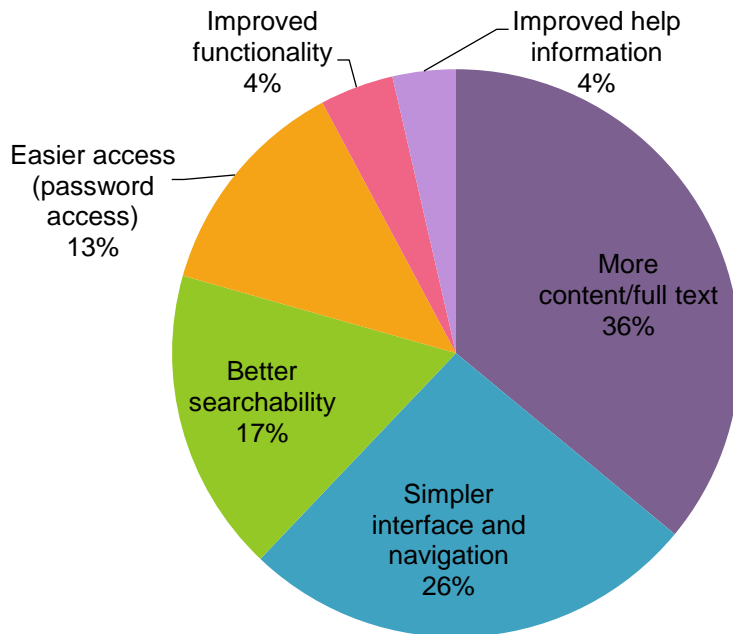
“Improve” Responses

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, as they were in 2016. Distribution across categories has changed little from year to year. Respondents had the opportunity for more specific comments in a later open-ended questions.

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

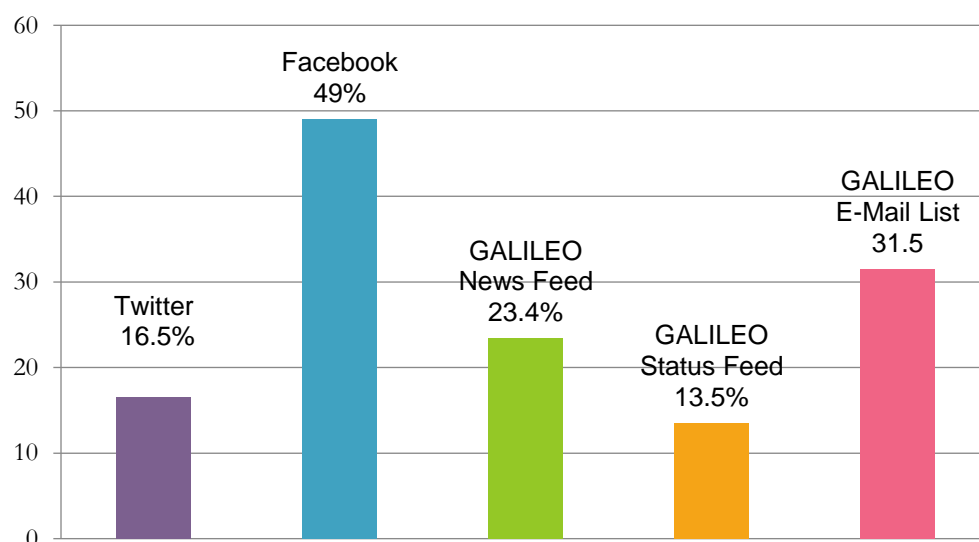


“I would improve GALILEO by” (Librarians and media specialists removed)



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.



Further Feedback

The final question on the survey was a general request for feedback. Major interests and concerns included the need for an updated or friendlier interface (Too hard to navigate but great when I finally find something - Undergraduate student). A redesign of the GALILEO website will be informed by information gathered in the strategic planning process currently under way, as well as other feedback from assessment critical to user-centered design principles.

Issues with the Discover search and individual databases, such as relevance of results and a need for more full text were also common topics (The searchability and navigation are somewhat difficult to use. Keywords are problematic and often times don't yield accurate results - Undergraduate student). Problems in these areas are addressed in an ongoing and iterative way as GALILEO staff and developers and vendors are able to improve and customize both the back end and search interfaces of resources.

Some issues reported by users were addressed right away.

Issue	Status
"I don't understand why we are not able to give out the Galileo password over the phone. If they come to the library, they don't need it. If they're at home, they need it but we can't give it out. It is a rule that doesn't seem to benefit GALILEO or the libraries, or the end user."	The steering committee reviewed and approved a changed to the policy that now permits sharing the password by phone after users are verified as being affiliated with the institution.
"Would like to see you change the name of the middle grades interface to 'Middle School,' instead of 'Teens.'	GALILEO staff will propose this change to a group of K-12 representatives and take action on their recommendation.
"Many teachers are clamoring for more ways to search by Lexile so they can personalize pre-selected resources for their students. It would be great to be able to do that with the eBooks that are now available."	GALILEO staff have already started conversations with vendors about the possibility of providing Lexiles for eBooks, when available.

"I would love to be able to see user statistics RESA-wide. It would allow us as RESA specialists to target districts and schools where the use of this great resource is lowest."

Statistics for multiple institutions can be run in GALILEO's usage statistics reporting tool. GALILEO will work with RESA representatives to determine and provide the information they need.

Many respondents took the opportunity to comment on the value of GALILEO to their studies or to their students' and patrons' research.

- I appreciate the fact that as a public school student I have access to so much information through GALILEO. It helps me with research projects and just learning more about topics I'm interested in (K-12 student)
- I love the added databases over the past few years: Mango Languages, LearningExpress, expanded ebooks, TumbleBooks! Please continue to add more databases that our patrons can easily use (Public library staff)
- GALILEO is an incredibly useful tool that I have been using since high school. I have used it for speeches, exams, and countless research papers. I honestly appreciate and value all the reliable and valid information GALILEO has offered in the past years (Undergraduate student)
- The addition of full text e-books has been wonderful. I no longer have to tell my students that I don't have a book on that topic. Often with Galileo, I do! (Media specialist)
- Because I have multiple sclerosis, checking in on current treatments as reported in medical journals is easy here, and helpful. I am thankful for this means to stay educated about my disease (Public library user)
- The eBooks collection displaced my textbooks (Faculty)
- GALILEO is one of the best things that is included in funding by the state legislature. It benefits all of Georgia and is especially valuable to smaller school systems and public library systems that cannot afford to pay for databases in their own budgets. (Media specialist)
- We are so grateful for this resource! We could never locally fund anything in comparison. You all are also doing a great job archiving Georgia (K-12 tech director)

The Survey

Please indicate your opinion about GALILEO.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure
I found it easy to use GALILEO.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using GALILEO databases saved me time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think GALILEO is a valuable service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think GALILEO response time is acceptable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GALILEO met my information needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend GALILEO to a friend.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 communication channels or social media sites do you like, follow, or subscribe to the GALILEO profile? 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 at

1. Public Library
2. School (K-12)
3. College or University
4. Home or Work
5. Other

Today, I am using GALILEO as

6. Student, Graduate
7. Student, Undergraduate
8. Student, 2-Year/Technical
9. Student, K-12
10. Librarian/Library Staff
11. Media Specialist
12. Faculty
13. K-12 Teacher
14. Public Library User
15. 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. Occasionally
5. 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?

Thank you for participating in the Annual GALILEO User Survey.