



# Measuring GALILEO's Performance: 2017 GALILEO User Survey Report

November 2017

## Executive Summary

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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 2017 survey was conducted November 6-12, 2017.

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, and where the respondent is at the time of completing the survey (questions included every year)
- An open-ended question asking for any further feedback (2014-2016)

An added question this year asked users to indicate how they were accessing GALILEO (desktop/laptop, tablet, mobile phone, or other mobile device). The complete survey questionnaire is included later in this document for reference.

## Methodology

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GALILEO users 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, as well as displayed in the GALILEO exhibit booth at the Georgia Educational Technology Conference (GAETC).

After the removal of incomplete and duplicate entries, 613 surveys were submitted. This number is sharply down from 2016's 1287 completed surveys. Strategies are being considered to increase participation for the 2018 survey. Data analysis was completed using tools in the SurveyGizmo survey program and Excel.

## Demographics

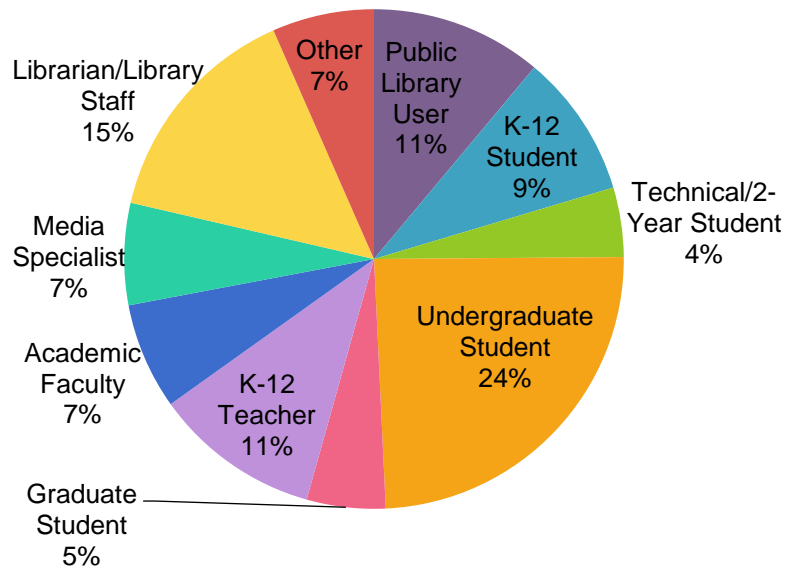
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Questions on the survey asked users to identify themselves by their user type (e.g., undergraduate student, faculty, or public library user) and by their institution type (e.g., state college or university, technical college, or public K-12 school).

### User Types

Of the 613 respondents, 198 (15%) were librarians, library staff, or media specialists, and 415 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 (24%), followed by public library users and K-12 teachers (both at 11%). Undergraduate students have represented the top respondent type in past years. Last year, public library users were the second-most respondents. The increase in responses by K-12 teachers (from 5% in 2016 to 11% in 2017) is due, in part, to submissions from GAETC attendees. Annual usage reports can be viewed at [http://about.galileo.usg.edu/statistics/usage\\_reports](http://about.galileo.usg.edu/statistics/usage_reports).

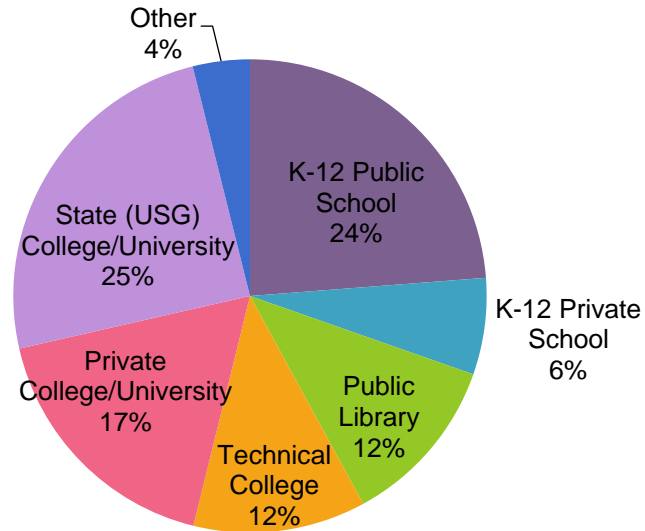
### User Types



## Institution Types

The highest percentage of responses came from University System of Georgia institutions (25%), and K-12 public schools (24%).

## Institution Types

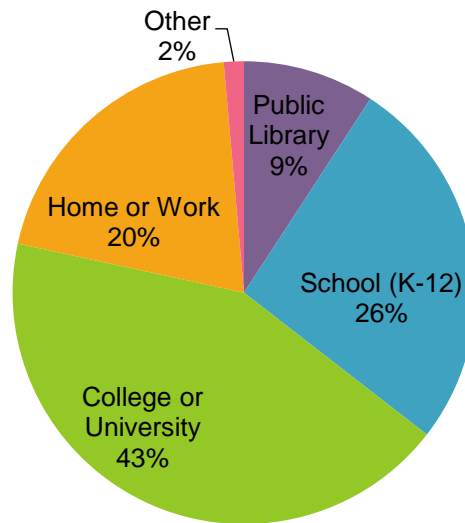


## Further Information about Users

In the 2017 survey, a new question asked users to identify the computer or device they used to access GALILEO. Respondents could choose more than one. Most (97.8%) indicated they use a desktop/laptop. Other devices included tablets (18.6%) and mobile phones (17.2%). This question will be included on future annual surveys to measure trends.

For the past two years, the survey has included a question asking about the physical space from which the respondent is accessing GALILEO. The highest percentage of respondents (43%) reported they were at a college or university. The answer does not specify areas of the campus, such as library or dormitories.

## Where I am Accessing GALILEO



## About the Data

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### 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 2011-2016 and only slightly different from previous years. Because the percentages differ so little between years, it is worth noting that two factors this year had >1% change. Respondents' satisfaction (strongly agree and agree combined) with GALILEO's response time was measured at 3.7% lower than in 2016, and satisfaction that GALILEO met information needs increased by 2.9%.

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	<b>34.9 %</b> 213	<b>46.1 %</b> 281	<b>10.0%</b> 61	<b>6.1 %</b> 37	<b>1.3 %</b> 8	<b>1.6 %</b> 10	610
Using GALILEO saved time	<b>35.7 %</b> 209	<b>43.0 %</b> 252	<b>13.7 %</b> 80	<b>3.6 %</b> 21	<b>1.5 %</b> 9	<b>2.6 %</b> 15	586
I think GALILEO is a valuable service	<b>62.9%</b> 368	<b>31.6 %</b> 185	<b>2.9 %</b> 17	<b>0.2 %</b> 1	<b>0.1 %</b> 6	<b>1.4 %</b> 8	585
Response time is acceptable	<b>38.3 %</b> 224	<b>40.5 %</b> 237	<b>12.8 %</b> 75	<b>0.9 %</b> 5	<b>0.9 %</b> 5	<b>6.7 %</b> 39	585
GALILEO met my information needs	<b>37.3 %</b> 218	<b>47.2 %</b> 276	<b>10.1 %</b> 59	<b>2.4 %</b> 14	<b>1.0 %</b> 6	<b>2.1 %</b> 12	585
I would recommend GALILEO to a friend	<b>52.7 %</b> 309	<b>33.4 %</b> 196	<b>8.2 %</b> 48	<b>1.9 %</b> 11	<b>1.5 %</b> 9	<b>2.2 %</b> 13	586

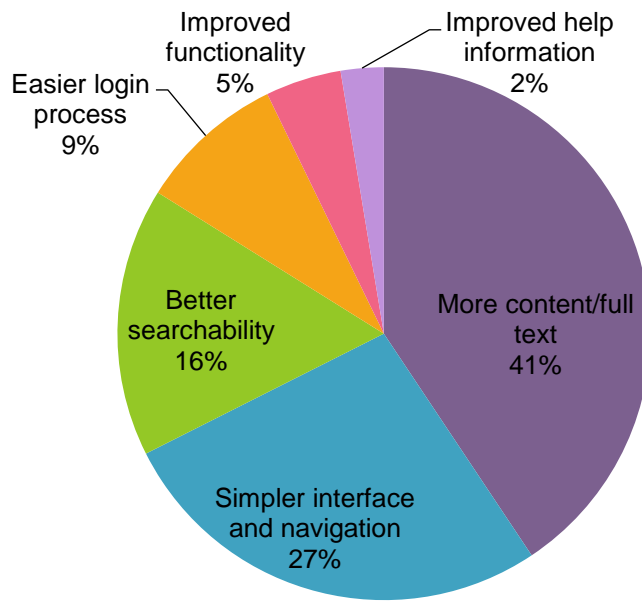
### Librarians and Media Specialists Removed

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure	Total
I found it easy to use GALILEO	<b>34.3 %</b> 166	<b>45.2 %</b> 219	<b>9.9 %</b> 48	<b>7.0 %</b> 34	<b>1.7 %</b> 8	<b>1.9 %</b> 9	484
Using GALILEO saved time	<b>32.5 %</b> 150	<b>43.4 %</b> 200	<b>14.8 %</b> 68	<b>4.1 %</b> 19	<b>2.0 %</b> 9	<b>3.3 %</b> 15	461
I think GALILEO is a valuable service	<b>57.6 %</b> 265	<b>35.4 %</b> 163	<b>3.7 %</b> 17	<b>0.2 %</b> 1	<b>1.3 %</b> 6	<b>1.7 %</b> 8	460
Response time is acceptable	<b>35.8 %</b> 165	<b>42.3 %</b> 195	<b>13.4 %</b> 62	<b>0.7 %</b> 3	<b>1.1 %</b> 5	<b>6.7 %</b> 31	461
GALILEO met my information needs	<b>35.4 %</b> 163	<b>47.0 %</b> 216	<b>11.1 %</b> 51	<b>2.6 %</b> 12	<b>1.3 %</b> 6	<b>2.6 %</b> 12	460
I would recommend GALILEO to a friend	<b>49.2 %</b> 227	<b>34.9 %</b> 161	<b>8.9 %</b> 41	<b>2.2 %</b> 10	<b>2.0 %</b> 9	<b>2.8 %</b> 13	461

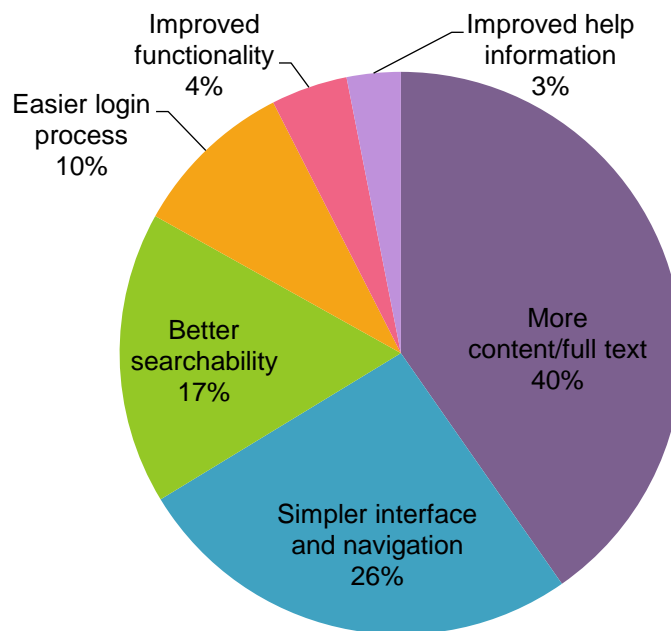
### “Improve” Responses

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 2017. Distribution across categories has changed little from year to year. Respondents had the opportunity for more specific comments in a later open-ended question.

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



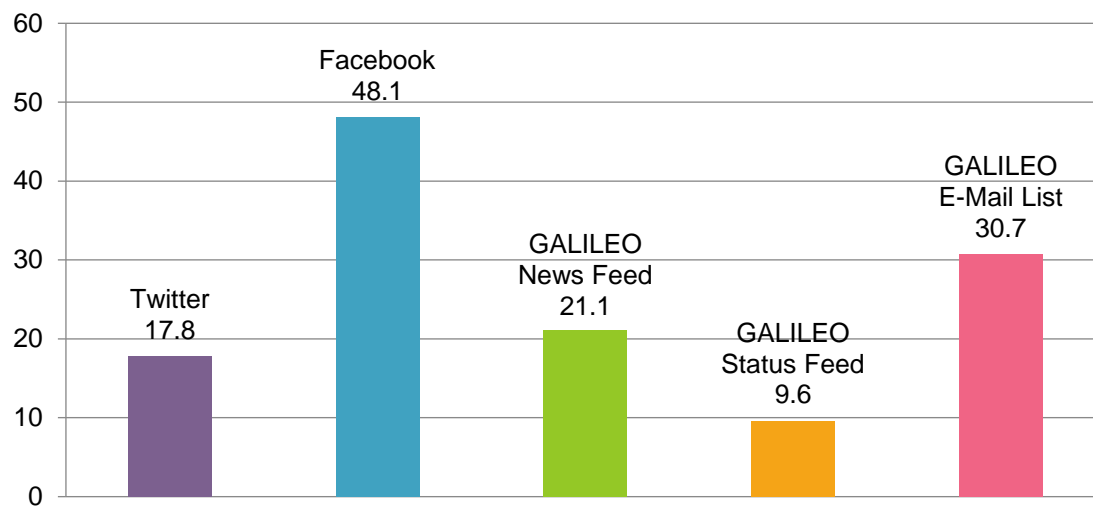
**“I would improve GALILEO by” (Librarians and media specialists removed)**





## Social Media Responses

The social media question is included to help determine the social communication channels respondents use, as well as to promote to users that GALILEO has a presence in these sites. 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 (The subject categories and subcategories are not user-friendly – USG Librarian; GALILEO is the hardest thing to navigate EVER – 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 (However sometimes too many results make the search cumbersome. I have used the search by database feature and this helps, but there may be a way to improve searchability overall – K-12 Media Specialist). 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 or are included in current projects.

Issue	Status
"A few students I know, as well as myself, have been losing our saved research . . ."	GALILEO staff worked with vendors to make changes in account/folder rules.
"Would like to see you change the name of the middle grades interface to 'Middle School,' instead of 'Teens.'	"Teen" will change to "Middle School" as part of a website update project already underway.
"Popular, free weblinks like Google and Cornell Lab of Ornithology are confusing when combined with paid databases . . ."	GALILEO staff performed an analysis and purging of free websites included in database listings. Some continue to be included because of their value as resources and the low likelihood that they will appear on the first set of results in a Google search, such as the Merck Manual and ERIC.
"I have to keep checking to see which account (K-12 or college) I am logged into and re-signing in. An easier login (one login) would be great." "It would be easier if the login was easier to access"	An important project is currently in place to streamline authentication.

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

- Our students use many of the GALILEO databases that our school couldn't afford to offer them (K-12 Media Specialist)
- I appreciate that our legislators continue to fund Galileo. I hope that they continue to recognize the importance of this database to providing equitable access for rural school districts! (K-12 Teacher)
- The legislature should push its library services as a primary reason to live and work in Georgia. But I see no indication that they appreciate the advantages of Galileo and the Georgia library system, Which is unusual since Galileo has been mentioned as a best practice model in international literature (Public Library User)
- I honestly don't know what we do without GALILEO. It has been such a great place for our students when they are researching. Thank you for doing this for our students and making it equitable across the state (K-12 Media Specialist)
- Honestly, you guys have one of the best databases out there, but I would make improvements to the interface to make it more intuitive for new users (Undergraduate Student)
- Love using it from the time I was in middle school all the way to today (Undergraduate Student)
- I've been using GALILEO since high school but it wasn't until college when I understood the importance of it. I've had a ton of research projects in these past years and it has been resourceful in everyway (Undergraduate Student)
- I am finding GALILEO very convenient bc I can access it from home and or school rather than having to drive to the school's library for research (Technical College Student)
- Thanks for all the new e-books! I use both ProQuest and EBSCO products for e-books and recommend them to students and faculty (Librarian)
- GALILEO is an excellent resource for academic research. It keeps students grounded in the concrete evidence related to a topic while avoiding arguments based on opinion or personal experience. It improves the quality of student papers! (Academic Faculty)
- I LOVE this site. I use to research info on Georgia and for Research of my family. I love the newspapers online and love the free books . I have recommended this site to all of my historically minded friends. They are blown away as I was about the amount of info to be found here. Thank you for your hard work and dedication in making this site accessible and open with so many amazing links and information (Public Library User)
- I am working on my third master's. Didn't have Galileo for the first two...it has made life so much easier this time around! So easy to do research by finding pdfs of most articles instead of "digging in the stacks" (Graduate Student)

## 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

What do you use to access GALILEO? Check all that apply.

1. Desktop/laptop
2. Tablet
3. Mobile phone
4. Other mobile device

Do you have any further feedback to share?

Thank you for participating in the Annual GALILEO User Survey.