Measuring GALILEO's Performance: 2018 GALILEO User Survey Report

March 2019

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 2018 survey was conducted December 1 – 17, 2018.

The survey included:

- Ten statements, including four new questions from previous years, rated by the respondent on GALILEO performance and value
- A multiple-choice question on how users would improve GALILEO
- A question on how users connect with GALILEO via social media
- A question on how users access GALILEO, whether via desktop/laptop, tablet or mobile device
- Demographic questions about user and institution types, usage frequency, where the respondent learned about GALILEO, and where the respondent is at the time of completing the survey
- An open-ended question asking for additional feedback

This year showed continued positive overall feedback for GALILEO and the services it provides. The vast majority of respondents agreed or strongly agreed that they are satisfied with GALILEO, with the percentage of negative responses being in the single digits. Diving more deeply into the comments, there continues to be a desire for more GALILEO content, especially full-text materials and content tailored for specific audiences (e.g., K-12). Many respondents indicated a desire for the GALILEO portal/website to be more updated, and for the log-in process to be smoother. Both these issues are planned to be addressed within the next year: The login process will be completely redesigned with the move to OpenAthens, and that project will be followed up with a new, more customizable GALILEO portal/website.

Methodology

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 patrons. Communication channels to promote the survey included the GALILEO listserv, password contacts, social media, and the GALILEO news feed. Survey announcements encouraged staff in libraries and media centers to promote the survey to their patrons. A flyer with a QR code for mobile users that libraries could display onsite was included in list announcements, as well as displayed in the GALILEO exhibit booth at the Georgia Educational Technology Conference (GAETC).
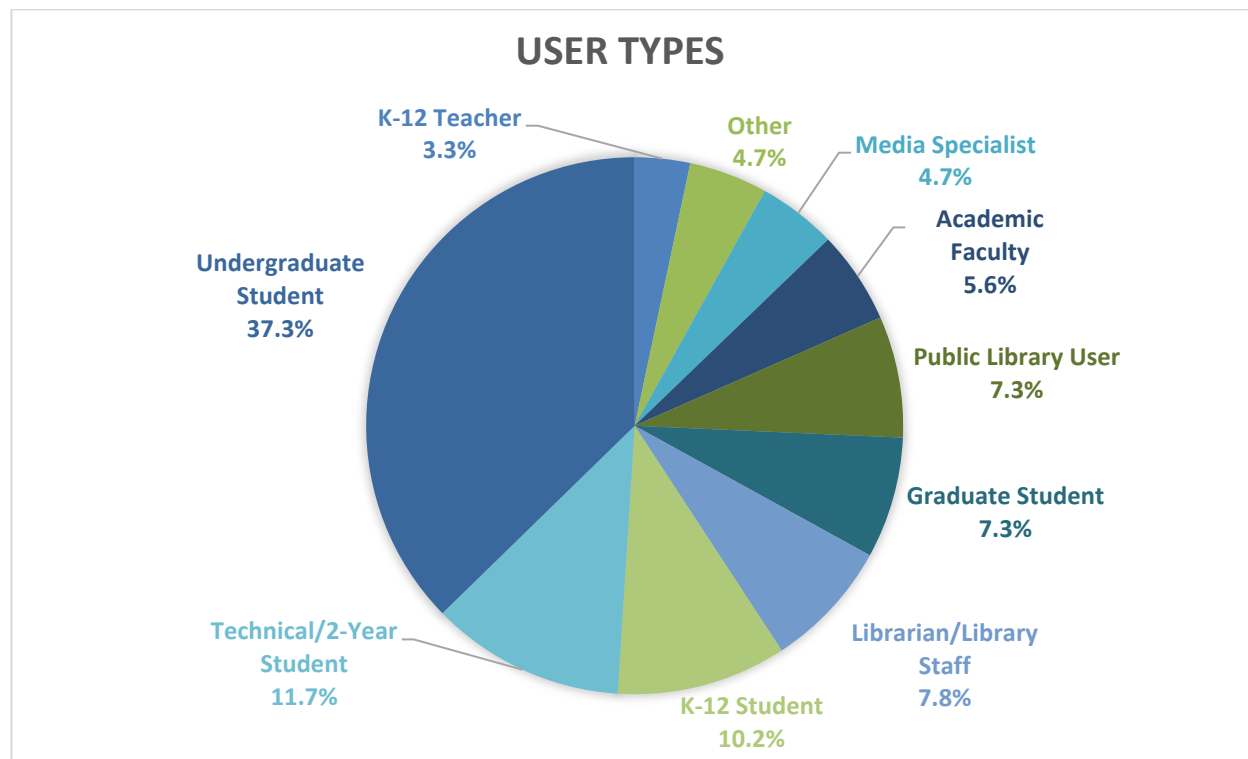
After removing unusable entries, 2,098 surveys were submitted (1,984 of those were complete entries). This number is up sharply over the previous year when 613 surveys were submitted. In part, this is due to extending the survey by one week to increase the potential for additional responses. Moving forward, a two-week survey is advised. Data analysis was completed using tools in the SurveyGizmo and Excel.

Demographics

Survey questions 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).
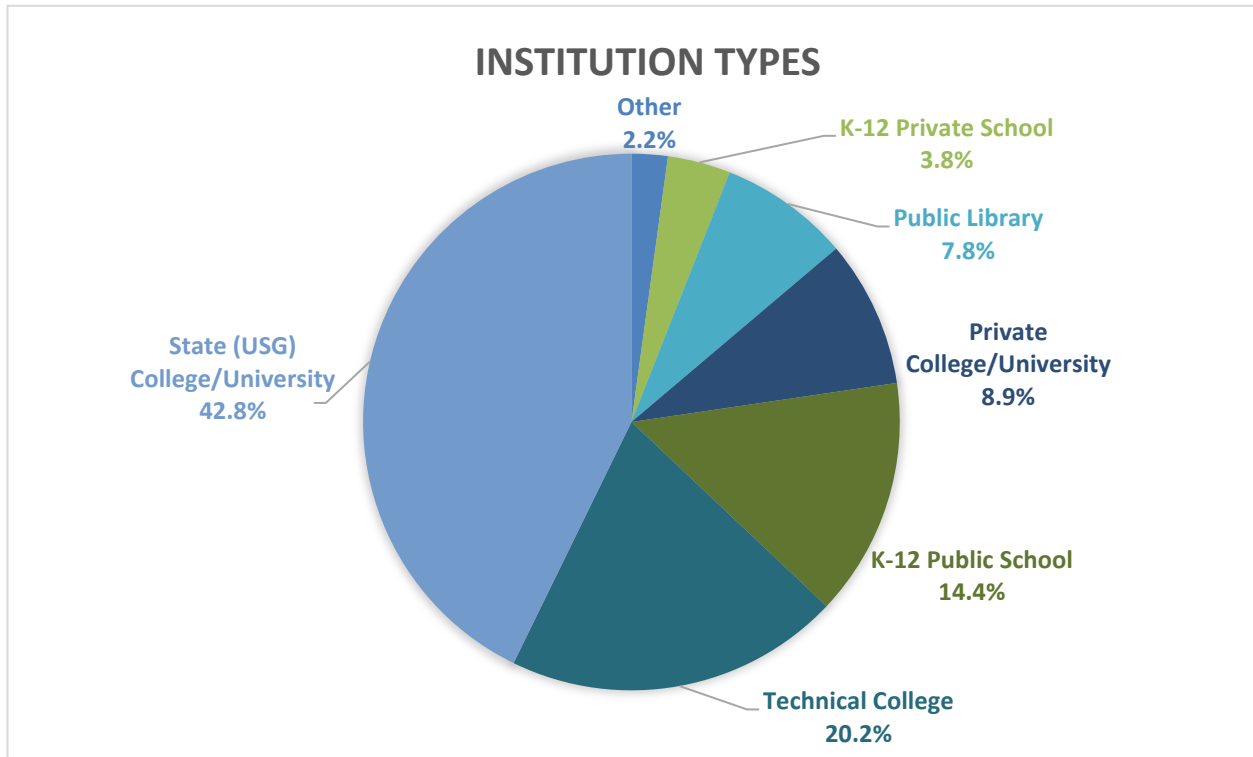
User Types

A total of 1,984 respondents completed the user demographic information. Of those respondents, 248 (12.5%) were librarians, library staff, or media specialists, and 1,736 (87.5%) 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 (37.3%), followed by students at two-year institutions (11.7%) and K-12 students (10.2%). Undergraduate students have represented the top respondent type in past years. Last year, librarians and library staff were the second-highest number of respondents. For the current survey, however, library staff fell to the fourth position at 7.8%—the lowest percentage of respondents in recent years.

USER TYPES

K-12 Teacher
3.3%

Other
4.7%

Media Specialist
4.7%

Academic Faculty
5.6%

Undergraduate Student
37.3%

Public Library User
7.3%

Graduate Student
7.3%

Librarian/Library Staff
7.8%

Technical/2-Year Student
11.7%

K-12 Student
10.2%

Institution Types

A total of 1,976 respondents answered the question on institution affiliation. As in previous years, the highest percentage of responses came from University System of Georgia institutions (42.8%). Technical colleges followed with the second-most respondents at 20.2%.

INSTITUTION TYPES

- Other: 2.2%
- K-12 Private School: 3.8%
- Public Library: 7.8%
- Private College/University: 8.9%
- State (USG) College/University: 42.8%
- K-12 Public School: 14.4%
- Technical College: 20.2%

Additional User Information

The survey also asked several questions about respondents and their use of GALILEO. For the second year, the survey included a question to identify the computer or device that a respondent used to access GALILEO. For those who answered this question, nearly 97.7% (1,765) indicated they access GALILEO via a desktop or laptop. Mobile access was the second highest with 20.4% of respondents (368), and tablet was the third-highest at 14.7% (266). Additionally, the survey asked respondents how often they use GALILEO. Most respondents said they access GALILEO occasionally (42.8%) or weekly (25.9%). Long-time users (29.6%) and those who heard of GALILEO from a teacher (27.1%) represented most of the users who took the survey.

For the past three years, the survey has included a question asking about where respondents access GALILEO (see chart below). The highest percentage of respondents (54.8%) reported they were at a college or university. However, just 14.9% said they were at a K-12 school and 7.3% said they were at a public library. This is in line with the type of user taking the survey; teachers in K-12, for example were a smaller portion of respondents.

LOCATION

- Other: 1.3%
- Public Library: 7.3%
- School (K-12): 14.9%
- Home or Work: 21.8%
- College or University: 54.8%
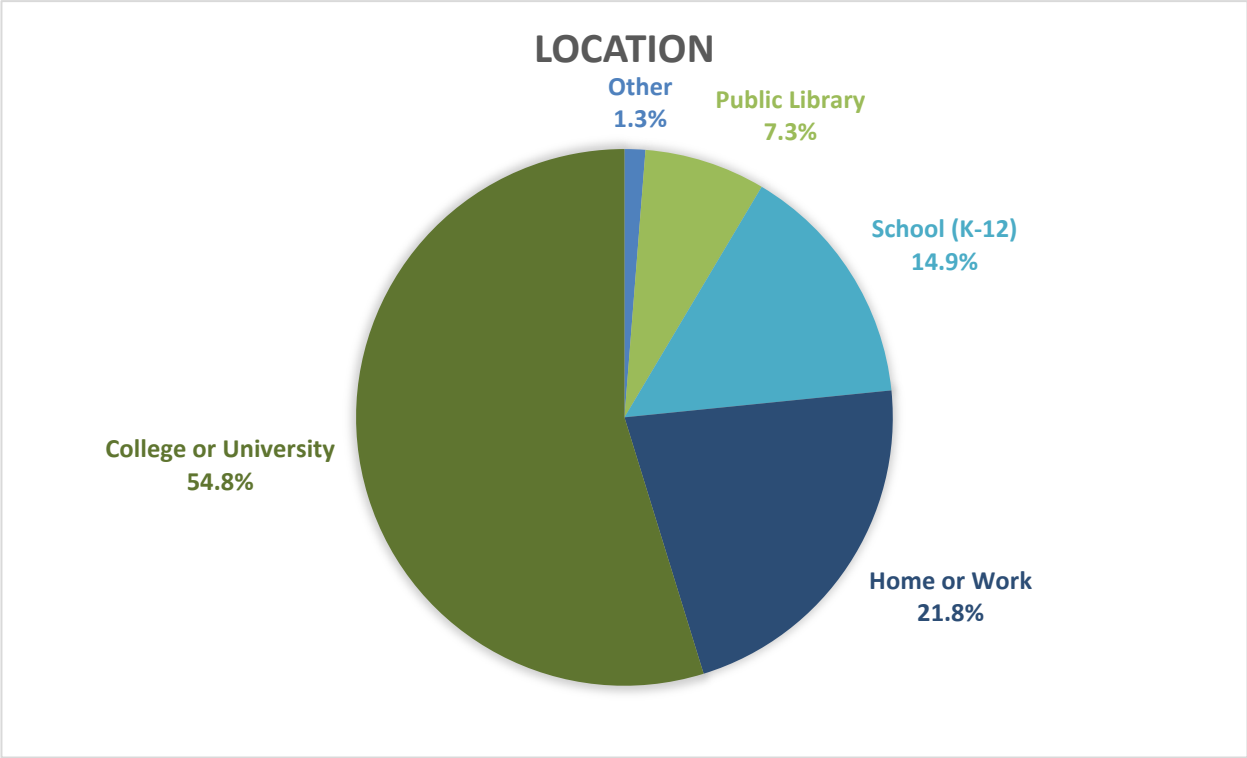
About the Data

Rating Performance and Value

Every year, the survey includes statements designed to measure satisfaction with GALILEO using a Likert scale. Satisfaction (strongly agree and agree combined) was down from the previous year in several categories: whether respondents see GALILEO as a valuable source (91.3% vs. 94.5%), whether GALILEO meets informational needs (81.2% vs. 84.5%), and whether respondents recommend GALILEO to a friend (83.5% vs. 86.1%). Respondents' satisfaction with whether they found GALILEO to be easy to use was steady, with 81% in 2017 and 80.8% in 2018. Respondents' satisfaction with GALILEO saving them time decreased slightly, from 78.7% in 2017 to 77.5% in 2018.

In the 2018 survey, several new questions were added to assess the log-in function of the GALILEO portal and whether respondents learned something while using it. Satisfaction with the log-in feature received the survey's second-lowest rating at 78%. Whether respondents learned something (86.7%), were confident in using what they learned (87.6%) and their likelihood to apply what they learned (84.9%) were on par with overall user satisfaction.

The responses to these questions are examined as a complete set and with data excluding librarians and media specialist. Compiling the filtered set started in 2009 to examine if library staff, who likely would have more experience using GALILEO than general end users, would rate their satisfaction more highly than the public. In the years since, as is the case this year, the data has shown satisfaction levels vary little between the two groups (see chart below).

Satisfaction Likert Scale – Librarians and Media Specialists Included (highest percentage shaded)
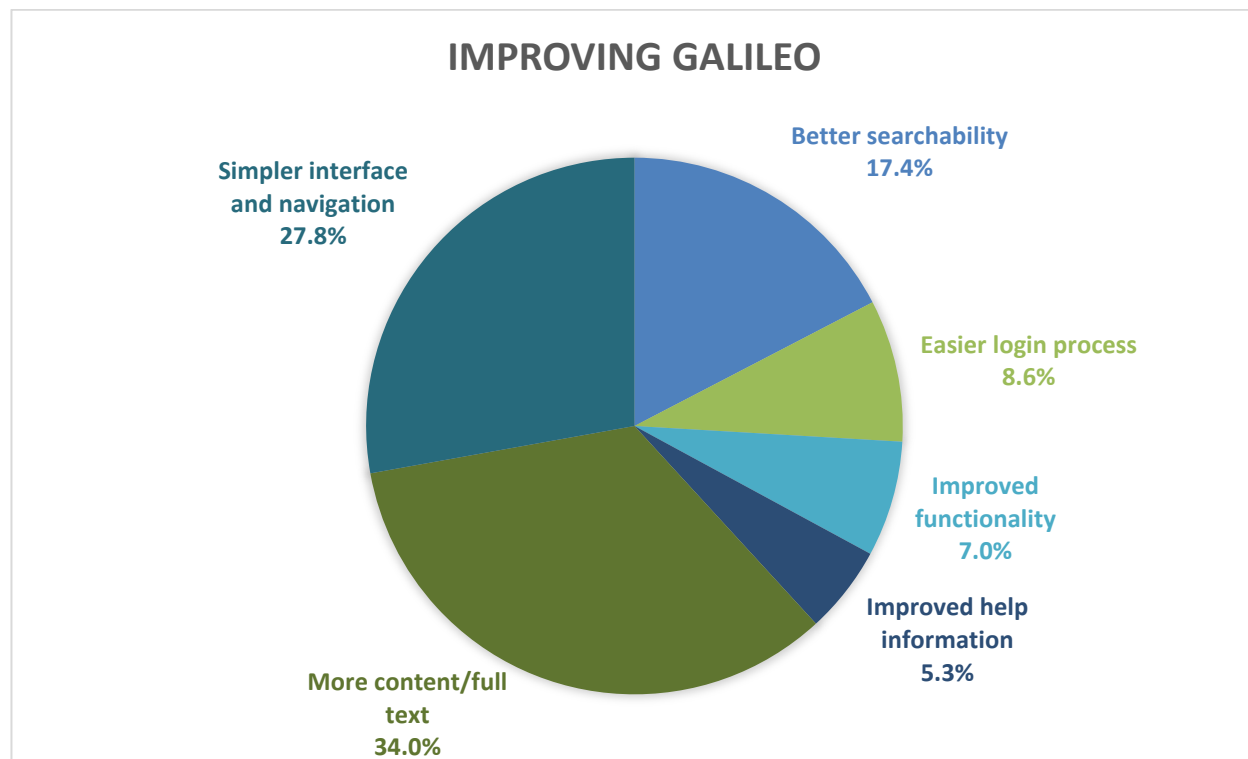
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure	Total
I found it easy to use GALILEO	36.7 % 769	**44.1 % 925**	11.3% 236	3.9 % 81	1.7 % 35	2.4 % 51	2,097
Using GALILEO saved time	37.3 % 739	**40.2 % 795**	14.1 % 280	3.2 % 64	1.7 % 34	3.4 % 67	1,979
I think GALILEO is a valuable service	**58.0% 1,151**	33.3 % 661	5.7 % 113	0.7 % 13	0.5 % 9	1.8 % 36	1,983
Logging into GALILEO was easy	**43.7% 864**	34.3% 678	12.7% 251	5.0 % 99	1.2 % 24	3.0 % 60	1,976
Response time is acceptable	39.0 % 774	**41.3 % 819**	12.5 % 249	1.4 % 28	0.3 % 6	5.5 % 109	1,985
GALILEO met my information needs	39.0 % 770	**42.2 % 834**	12.9 % 254	2.4 % 47	1.0 % 19	2.6 % 52	1,976
I would recommend GALILEO to a friend	**48.8 % 968**	34.7 % 689	11.1 % 220	2.3 % 45	1.0 % 19	2.1 % 42	1,983
I learned something by using GALILEO	**52.0 % 1,032**	34.7 % 689	8.6 % 171	1.4 % 27	0.8 % 15	2.6 % 51	1,985
I am confident about using what I learned from GALILEO	**53.0 % 1,053**	34.6 % 686	7.8 % 155	1.3 % 26	0.7% 13	2.6 % 52	1,985
I am likely to apply what I learned	**48.1 % 953**	36.8 % 730	10.3 % 205	1.1 % 22	0.7 % 13	3.0 % 59	1,982

Satisfaction Likert Scale – Librarians and Media Specialists Excluded (highest percentage shaded)

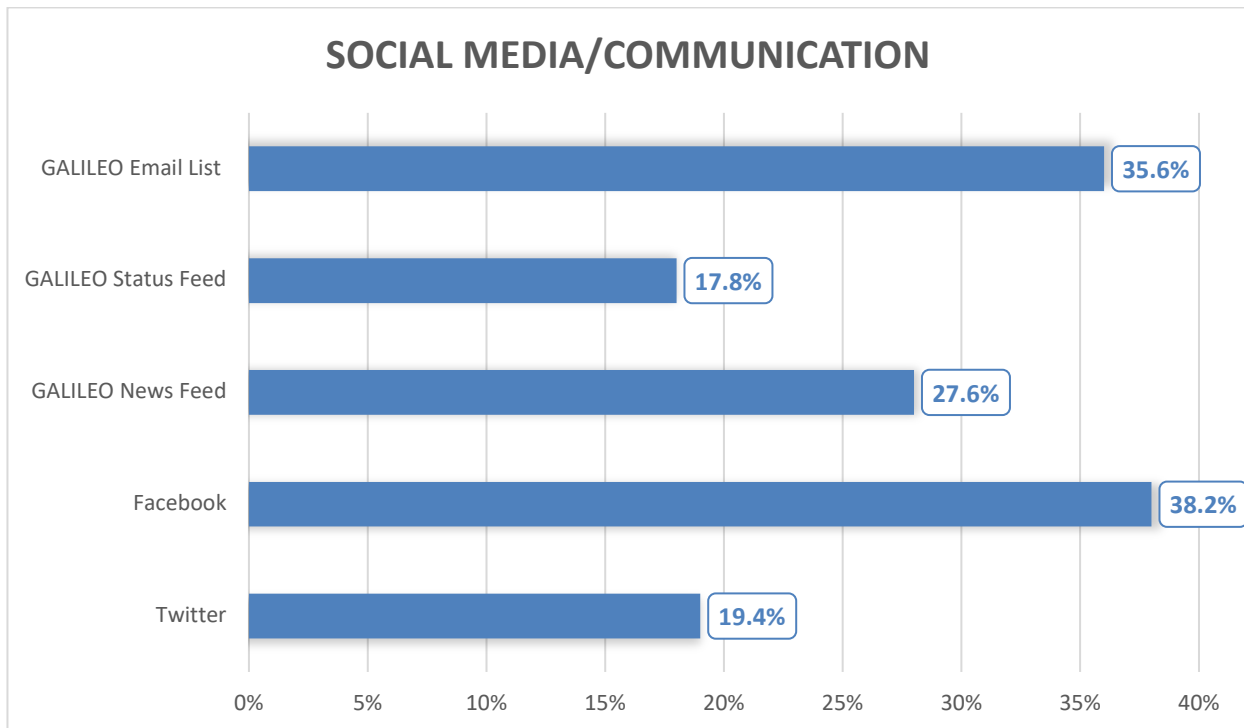|	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure	Total
I found it easy to use GALILEO	37.4% 650	**43.4% 754**	11.5% 200	3.9% 67	1.5% 26	2.2% 39	1,736
Using GALILEO saved time	37.2% 605	**40.2% 654**	14.4% 234	3.3% 54	1.7% 27	3.2% 52	1,626
I think GALILEO is a valuable service	**55.6% 907**	35.5% 579	6.0% 98	0.7% 12	0.4% 7	1.7% 27	1,630
Logging into GALILEO was easy	**42.4% 689**	35.0% 569	13.5% 220	4.9% 79	1.3% 21	2.9% 47	1,625
Response time is acceptable	38.1% 623	**42.0% 688**	13.0% 212	1.4% 23	0.4% 6	5.2% 85	1,637
GALILEO met my information needs	38.0% 618	**42.6% 693**	13.4% 218	2.5% 40	1.0% 17	2.5% 40	1,626
I would recommend GALILEO to a friend	**47.1% 769**	35.8% 584	11.9% 194	2.3% 38	1.0% 17	1.9% 31	1,633
I learned something by using GALILEO	**50.2% 821**	35.7% 585	9.5% 155	1.5% 24	0.7% 12	2.4% 40	1,637
I am confident about using what I learned from GALILEO	**51.6% 845**	35.6% 583	8.5% 139	1.3% 21	0.6% 10	2.4% 39	1,637
I am likely to apply what I learned	**46.7% 764**	37.6% 615	11.1% 181	1.2% 20	0.6% 10	2.8% 45	1,635

How Users Would Improve GALILEO

The survey asked users how they would improve GALILEO, giving them several general categories to choose from (see below). Respondents—whether from the general public or librarians/media specialists—said their top concerns were wanting more content and full text, as well as a simpler interface and navigation. Distribution across categories has changed little from year to year. In the past, this report has presented this information in charts that include and exclude librarians and media specialist. However, this year, there were not a significant number in this subgroup to change the overall percentages much, if at all.

IMPROVING GALILEO

Better searchability
17.4%

Easier login process
8.6%

Improved functionality
7.0%

Improved help information
5.3%

More content/full text
34.0%

Simpler interface and navigation
27.8%

Social Media and Communication

The social media and communication question is included to help determine the communication channels respondents use, as well as expand awareness of GALILEO social media presence. The question included links following GALILEO on Twitter, Facebook, and the GALILEO news feed. Respondents' use of Facebook to connect with GALILEO is down roughly 10 percentage points, from 48.1% in 2017 to 38.2% in 2018. Still, Facebook received the highest percentage of responses, and the GALILEO email list was not too far behind at 35.6%. Also worth noting, the use of GALILEO communication channels generally increased, with the GALILEO status feed seeing the largest increase from 9.6% in 2017 to 17.8% in 2018.

SOCIAL MEDIA/COMMUNICATION

- GALILEO Email List — 35.6%
- GALILEO Status Feed — 17.8%
- GALILEO News Feed — 27.6%
- Facebook — 38.2%
- Twitter — 19.4%

User Open-Ended Comments

The final survey question is a general request for feedback. Major concerns included: usability issues, such as search functionality, navigation, password, and the log-in timing out, as well as requests for access to more information via GALILEO and additional resources for students and teachers in K-12. OpenAthens integration and a redesign of the GALILEO portal are expected to streamline the interface for end users.

Select comments are included below.

1. Please make it easier for people to login. The hardest and most time consuming part is finding my schools username and password so I don't have to pay to use Galileo myself, just to do research. (K-12 student)

2. I loved using this program throughout my school life. It's a resource I can depend on when I need scholarly sources. (undergraduate student)

3. I love that I can access Galileo from the comfort of my home. As an online student, Galileo helps me succeed in my classes. I would like to physically go to my school's library but time and distance prevent that. Galileo is a high-quality resource for students like me. (undergraduate student)

4. It's a little overwhelming and confusing to use, which has kept me from using it a ton. But I still think it's a really good source, if you know how to use it. (K-12 student)

5. I am so grateful to the legislature - or whoever funds Galileo. In advocating for students in rural districts, I always encourage educators to thank the legislature for funding this resource which helps level the playing field for rural students by providing primary source documents and vetted sources for student and educator research and learning. Thank you! (RESA specialist)

6. Galileo has done wonders to my research given that I am at an institution with meagre library holdings. I would not be able to publish as much as I have without Galileo. (academic faculty)

7. I find Galileo extremely frustrating to use with elementary school students. To me, it is not worth the frustration. I use other research sites that are kid friendly and are much easier to search. (librarian/library staff)

8. GALILEO is the best information resource for our college community as well as the state. I just think it should change its name to Google and then the usage would increase dramatically. Would still love state of the art videos on all things GALILEO so the librarians aren't reinventing the wheel. GALILEO Admin and Support is fantastic. (librarian/library staff)

9. My biggest complaint about Galileo is the logout time and the process to re-login. In an ideal world, you would go back to the exact same page you were on, but instead I have to renavigate, hoping I remember the title of the article I was on. (undergraduate student)

10. Galileo is always super helpful in finding relevant peer-reviewed sources. It is extremely difficult to load and login on mobile devices, but other than that it is always good and easily accessible. (undergraduate student)

Addressing Concerns

Some issues reported by users were addressed right away or included in ongoing projects. See below for three such concerns.

ISSUE	UPDATE
Why does the website always show that the connection is not secure?	The GALILEO technical team discussed this concern, and it will require some programming and development to make the adjustment so the site is "secure." The GALILEO Support Services team will meet with development and system administrators to coordinate, test and deploy.
I wish GALILEO didn't log you out/kick you out so soon after inactivity.	The GALILEO Support Services team discussed. The team will work to ensure we coordinate with vendors to maximize the user timeout limit on GALILEO databases. However, resources will continue to timeout in order to protect the user and data.
Maybe make it easier to filter out book reviews?	There were several suggestions/questions related to specific search options, such as book reviews and nonfiction books. We are planning to take a look at enhancements that could be made to the search capabilities.

Efforts regarding additional concerns will be updated on the GALILEO website as needed.

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.	❑	❑	❑	❑	❑
Logging in to GALILEO was easy.	❑	❑	❑	❑	❑
I think GALILEO response time is acceptable.	❑	❑	❑	❑	❑
GALILEO met my information needs	❑	❑	❑	❑	❑
I would recommend GALILEO to a friend.	❑	❑	❑	❑	❑
I learned something by using GALILEO	❑	❑	❑	❑	❑
I am confident about using what I learned from GALILEO.	❑	❑	❑	❑	❑
I am likely to apply what I learned from GALILEO.	❑	❑	❑	❑	❑

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 login process
5. Improved functionality
6. Improved help information

In which of the following GALILEO communication channels or social media sites do you like, follow, or subscribe to GALILEO? 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
1. Public Library User
2. K-12 Student

3. Technical/2-Year Student
4. Undergraduate Student
5. Graduate Student
6. K-12 Teacher
7. Academic Faculty
8. Media Specialist
9. Librarian/Library Staff
10. Other

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

[Select your specific institution from pull-down menus]

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.