



Measuring GALILEO's Performance: 2019 GALILEO User Survey Report

January 2020

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 2019 survey was conducted Nov. 8 – 22, 2019.

The survey included:

- Ten statements 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 continued to show positive overall feedback for GALILEO and the services it provides. The majority of respondents indicated that they are satisfied (strongly agree or agree) with GALILEO, Georgia's virtual library. The highest satisfaction score centered on value, with nearly 92% indicating they see GALILEO as a valuable public resource. This value score is slightly higher than the previous year.

Looking closer at the comments, there continues to be a desire for more and varied GALILEO content, including access to different databases and full-text articles, as well as more user-friendly content for elementary students. Many respondents continue to want a more useful GALILEO interface with better search capabilities and easier logging in. GALILEO continues to make strides in bringing all partners into its new single sign-on initiative, OpenAthens, in addition to efforts to redesign the website/portal.

This year, we also took a closer look at where responses came from to help analyze public engagement. Although most responses came from the metro Atlanta area, the highest concentration of responses of any city was Athens, largely due to participation from Athens Technical College. We aim to have greater survey participation throughout the state, while capitalizing on areas where GALILEO engagement is highest.

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. This year, efforts were also made to contact library directors of locations with little past participation to encourage survey responses. 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.

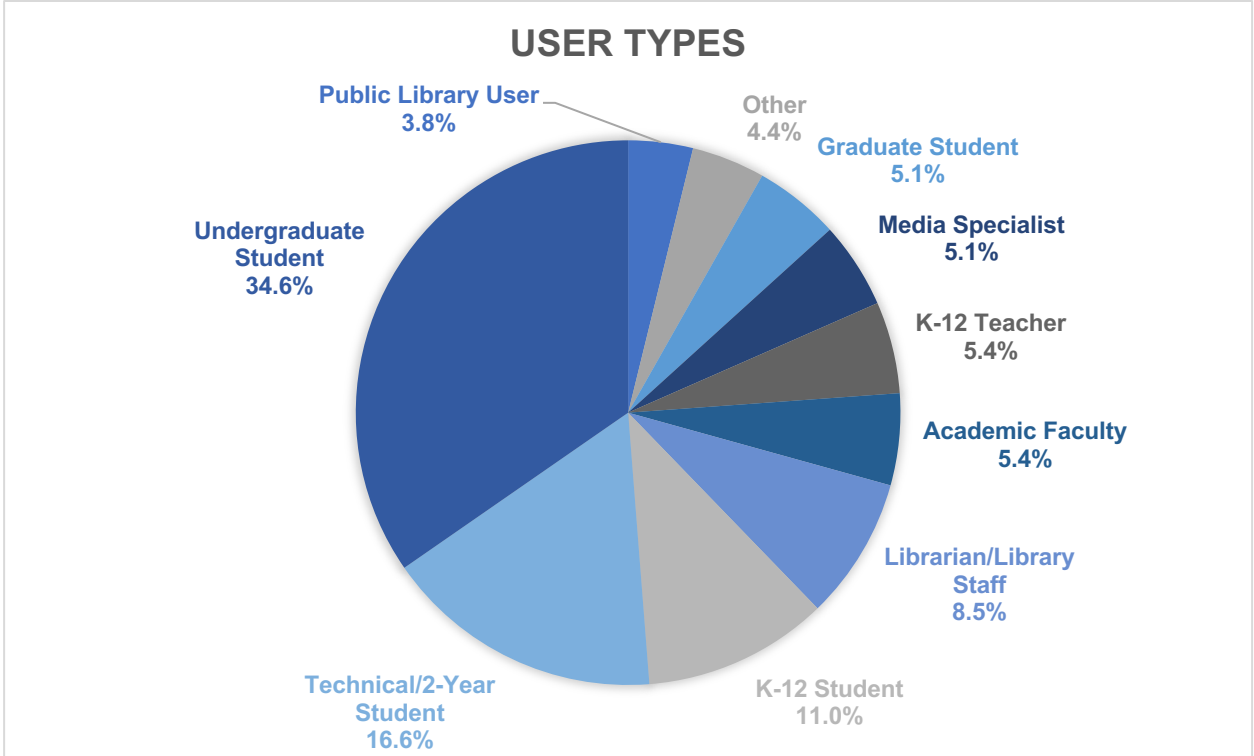
After removing unusable entries (largely blank surveys and duplicates), 2,016 surveys were analyzed (1,799 of those were complete entries). The total submitted were 2,427. This number is up roughly 16 percent. Data analysis was completed using tools in the SurveyGizmo, Excel, and R.

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).

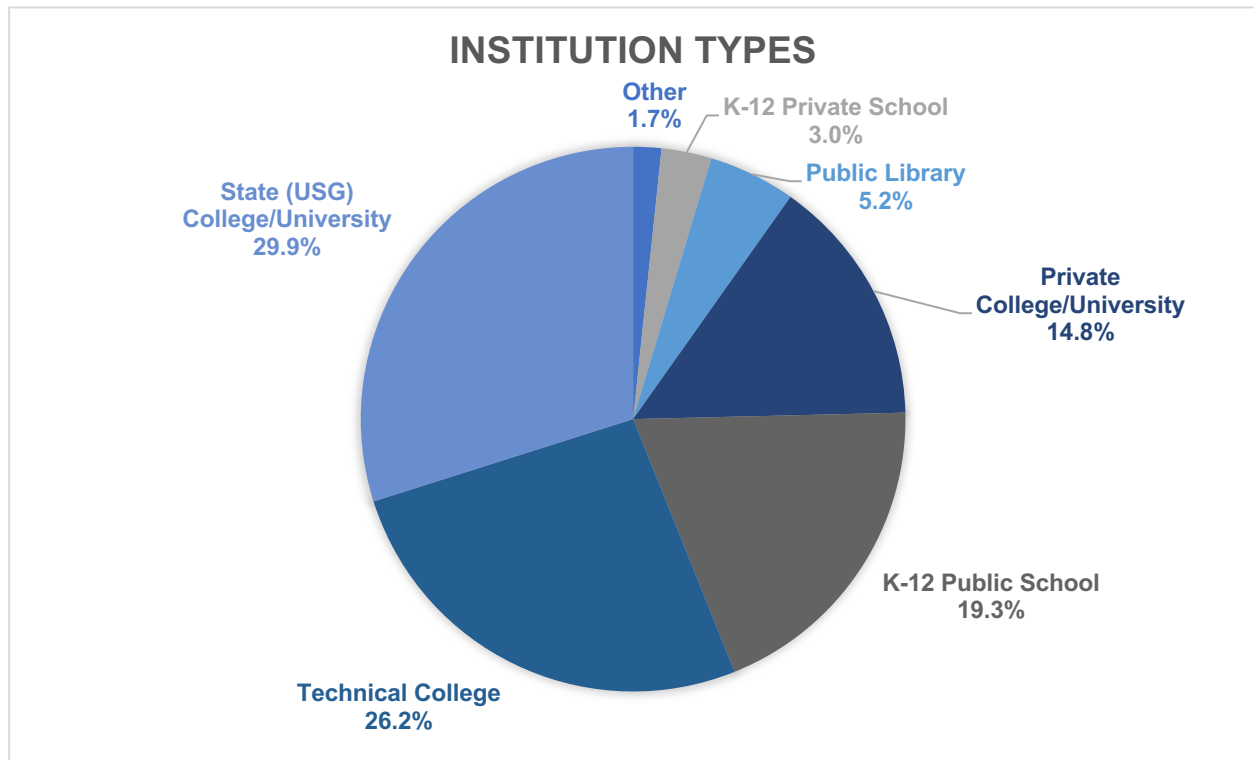
User Types

A total of 1,928 respondents completed the user demographic information. Of those respondents, 262 (13.6%) were librarians, library staff, or media specialists, and 1,666 (86.4%) 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 (34.6%), followed by students at two-year institutions (16.6%) and K-12 students (11%). Undergraduate students have represented the top respondent type in past years, but the percentage of respondents is slightly lower than last year. By comparison, students at two-year institutions increased from 11.7% (232) in 2018 to 16.6% (320) in 2019. K-12 teachers also increased significantly from 3.3% (66) in 2018 to 5.4% (105).



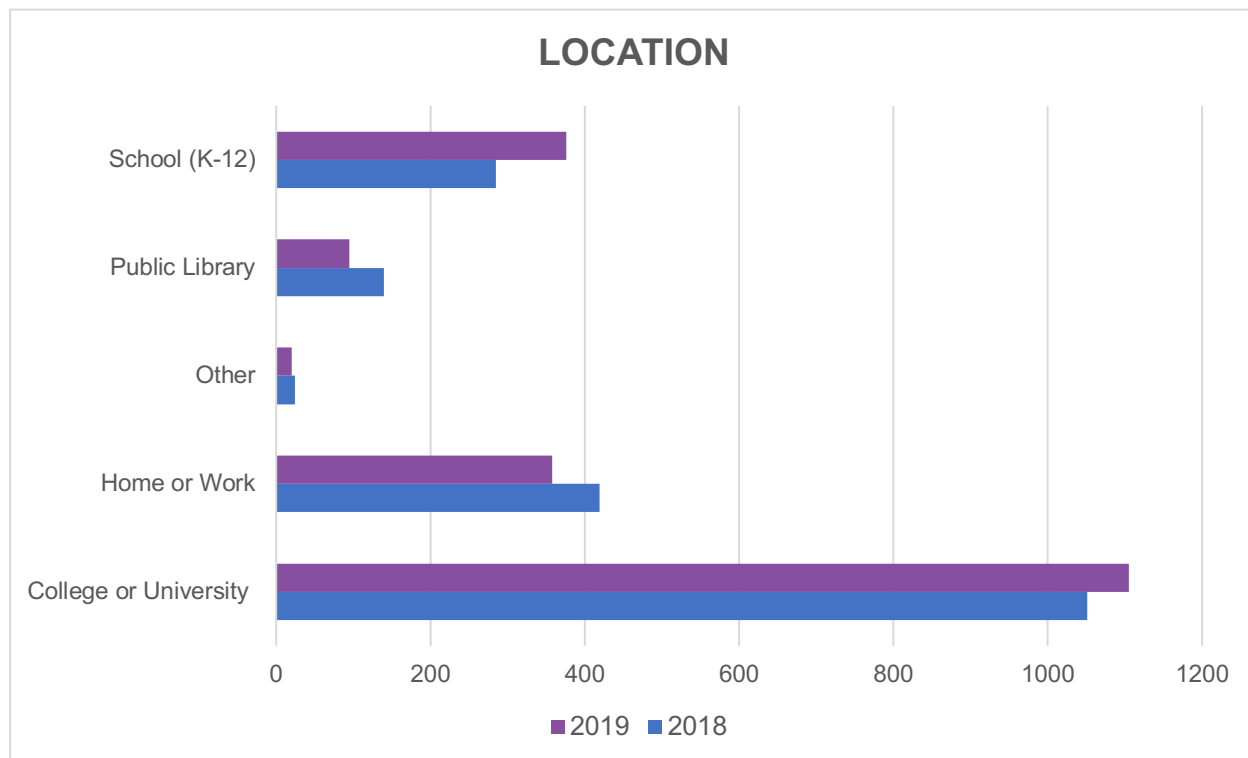
Institution Types

A total of 1,917 respondents answered the question on institution affiliation. As in previous years, the highest percentage of responses came from University System of Georgia institutions (30%). While USG institutions participated the most, the percentage participants fell nearly 13 percentage points. Technical colleges and K-12 public schools increased their percentage of respondents. Technical colleges increased from 20.2% to 26% (the second-most respondents), and K-12 public schools increased from 14.4% to 19% (the third-most respondent).



Location

For the past three years, the survey also has included a question asking where respondents access GALILEO (see chart below). The highest percentage of respondents (56.6%) reported they were at a college or university, followed by a home or work (18.3%). The percentage of respondents who were located at a K-12 school increased from 14.9% (285) in 2018 to 19.2% (376). However, the number of survey respondents at public libraries continued to lag, with just 4.9% of responses. That's down from last year when 7.3% of respondents were located at public library.

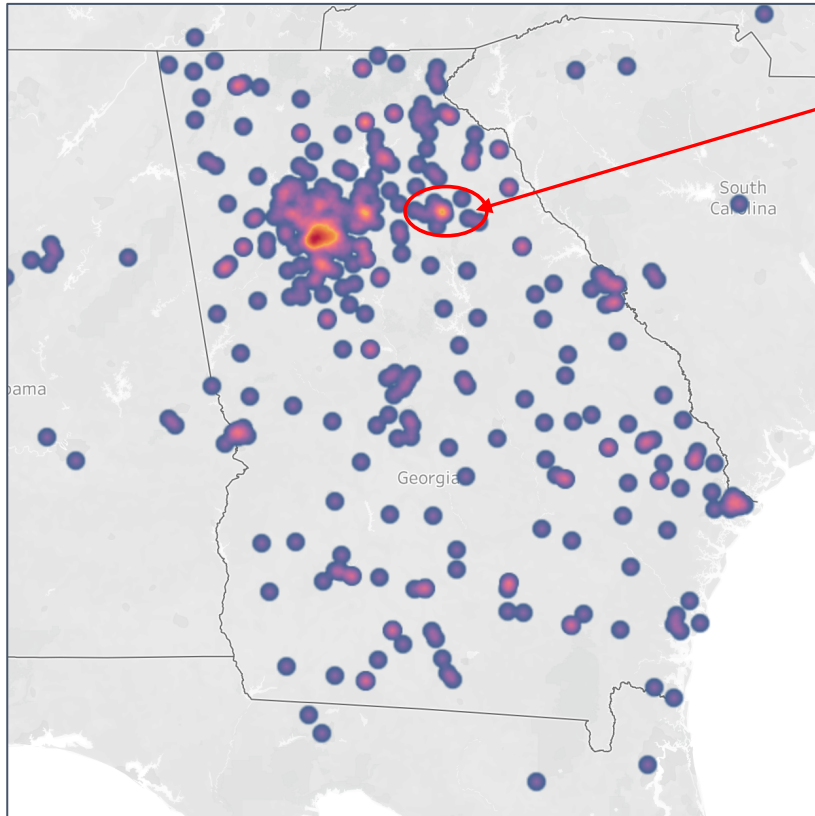


In addition, the survey asks respondents for their primary institution affiliation. Of the 1,917 people who answered this question, most said they were affiliated with a USG college or university (573), followed by technical colleges (502), public schools (370), private colleges (284), public library (99), K-12 private school (57) and other (32). Of those institutions identified, the top three were: Athens Technical College, Agnes Scott College and East Georgia State College.

Institution (Type)	Respondents
Athens Technical College (TCSG)	347
Agnes Scott College (Private College)	170
East Georgia State College (USG)	123

Location: Geography

Although most responses generally come from metro Atlanta, two of the top three institutions participating in the survey are located outside of this area: Athens Technical College in Athens and East Georgia State College in Swainsboro. Thanks to Athens Technical College, the Athens area (noted with a red circle) also saw the highest number of responses for any city in the state. See below.

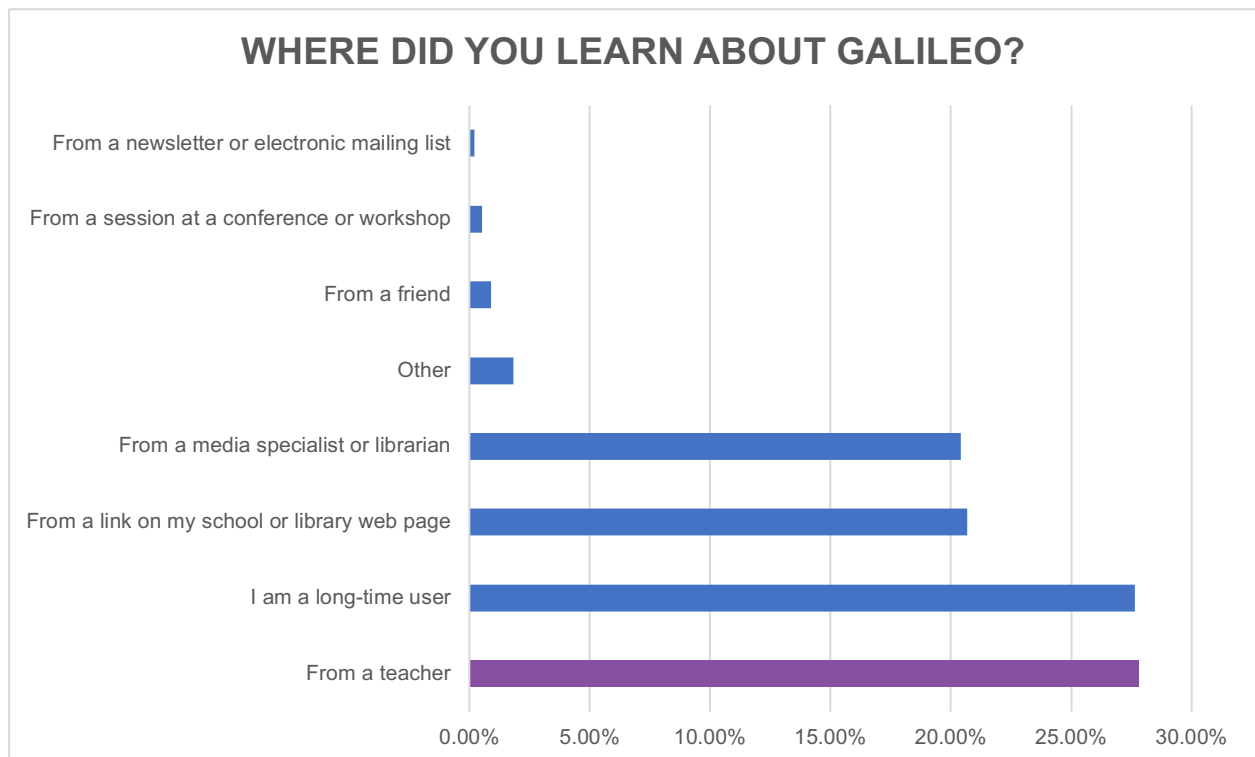


Top 10 Cities	Total
Athens	246
Decatur	166
Atlanta	147
Statesboro	83
Albany	64
Swainsboro	60
Savannah	44
Augusta	38
Evans	38
Lawrenceville	34
Toccoa Falls	33

Additional User Information

The survey also asked several questions about respondents and their use of GALILEO. For the third year, the survey included a question to identify the computer or device that a respondent used to access GALILEO. Compared with the previous year, how respondents accessed GALILEO stayed virtually the same: desktop or laptop, 98.3% (1,886); mobile, 21.9% (421); and tablet, 12.7% (243).

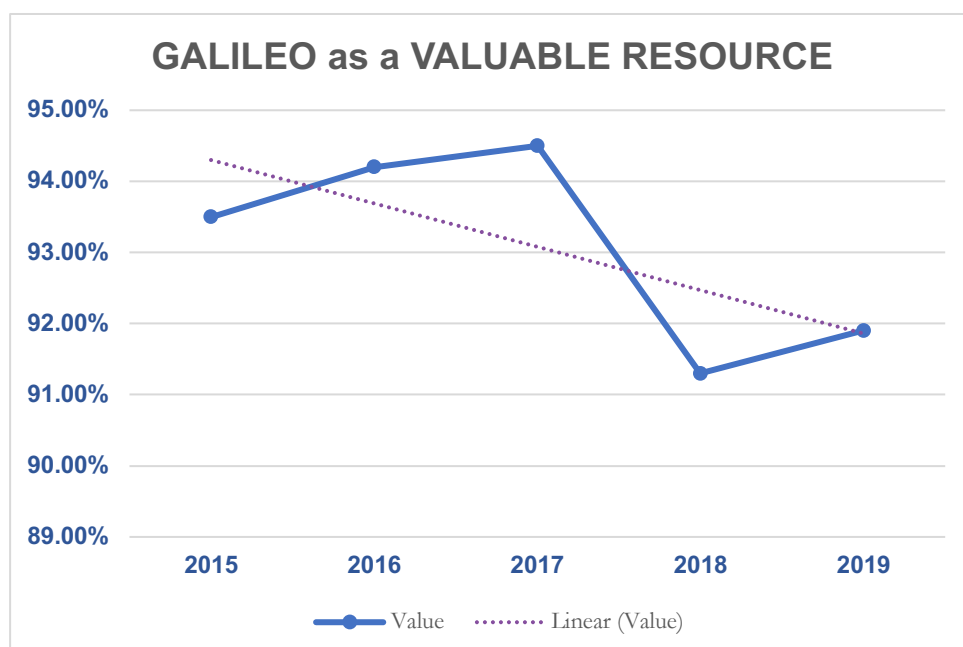
The survey also asked respondents how often they use GALILEO and how they learned of GALILEO. Most respondents said they access GALILEO occasionally (37.8%) or weekly (29.8%). And, most respondents learned of GALILEO from a teacher (27.8%), followed by those who were long-time users (27.6%). Most of those who learned of GALILEO from a teacher (or professor) use GALILEO occasionally, and most long-time users accessed GALILEO on a weekly basis.



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 slightly up from the previous year in several categories: whether respondents see GALILEO as a valuable source (91.9% vs. 91.3%), whether GALILEO meets informational needs (81.8% vs. 81.2%), and whether respondents recommend GALILEO to a friend (84.2% vs. 83.5%). Although these are up from the previous year, the scores are still lower when compared to the past five years. See chart below for history of how survey-takers responded to whether GALILEO is a valuable resource.



Respondents' satisfaction with whether they found GALILEO to be easy to use was steady, with 81% in 2017, 80.8% in 2018 and 2019. Respondents' satisfaction with GALILEO saving them time increased from 77.5% in 2018 to 78.9% in 2019.

Although respondents find GALILEO to be valuable overall, one of their biggest concerns continues to be logging in. Satisfaction with the log-in feature received the survey's second-lowest satisfaction rating at 79% -- one percentage point higher than last year. GALILEO is moving to single sign-on for all users, though a majority of end-user are still logging in with a password. This fundamental change is expected to significantly reduce problems with logging in, but full implementation isn't expected in 2020.

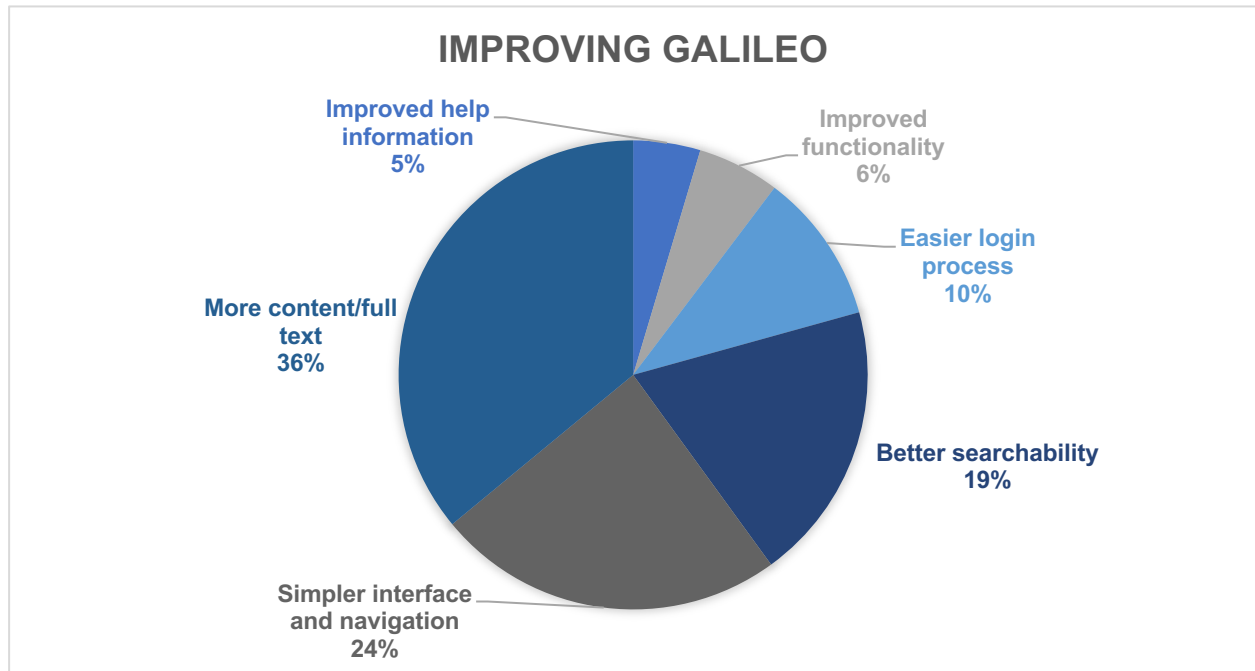
See more satisfaction scores below. The responses to these questions are examined as a complete set. In previous years, we have shown data excluding librarians and media specialists, as well. However, the data consistently shows satisfaction levels vary little between the two groups. This is mostly because compared to the greater survey population, very few respondents are librarians or media specialists. In 2019, for example, there were only 262 librarians, library staff or media specialists who participated in the survey. In 2018, just 248 respondents worked inside libraries.

Satisfaction Likert Scale – All Survey Respondents (highest percentages shaded)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Sure	Total
I found it easy to use GALILEO	38.0 % 763	42.8 % 861	11.6% 233	4.2 % 85	1.8 % 36	1.6 % 32	2,010
Using GALILEO saved time	40.9 % 791	38 % 736	13.2 % 256	4.2 % 81	1.7 % 32	2.1 % 40	1,936
I think GALILEO is a valuable service	62.3% 1,208	29.6 % 574	5.6 % 109	0.8 % 15	0.9 % 17	0.9 % 17	1,940
Logging into GALILEO was easy	44.8% 865	34.2% 659	13.6% 263	4.4 % 84	1.5 % 28	1.6 % 30	1,929
Response time is acceptable	41.1 % 796	40.6 % 786	11.7 % 226	1.4 % 28	0.6 % 11	4.6 % 89	1,936
GALILEO met my information needs	40.7 % 788	41.1 % 796	12.0 % 233	3.7 % 71	1.1 % 22	1.3 % 26	1,936
I would recommend GALILEO to a friend	50.5 % 981	33.7 % 655	10.3 % 199	2.7 % 52	1.0 % 20	1.8 % 34	1,941
I learned something by using GALILEO	53.9 % 1,041	34.2 % 660	7.8 % 150	1.9 % 37	0.6 % 12	1.7 % 32	1,932
I am confident about using what I learned from GALILEO	55.4 % 1,073	32.5 % 630	8.6 % 166	1.2 % 24	0.8% 15	1.5 % 29	1,937
I am likely to apply what I learned	51.5 % 996	33.0 % 639	11.5 % 222	1.3 % 25	1.1 % 22	1.6 % 30	1,934

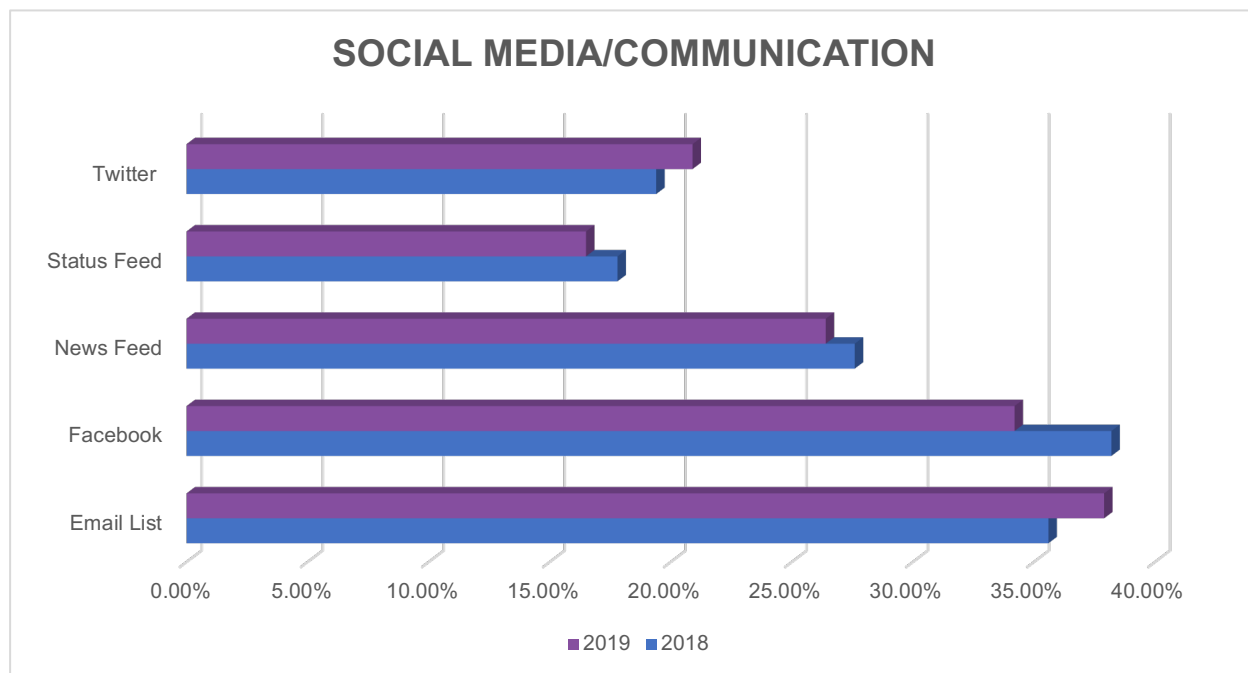
How Users Would Improve GALILEO

The survey asked users how they would improve GALILEO, giving them several general categories to choose from (see below). Respondents continue to say their top concerns are wanting more content and full text, as well as a simpler interface and navigation. Distribution across categories remains steady from year to year.

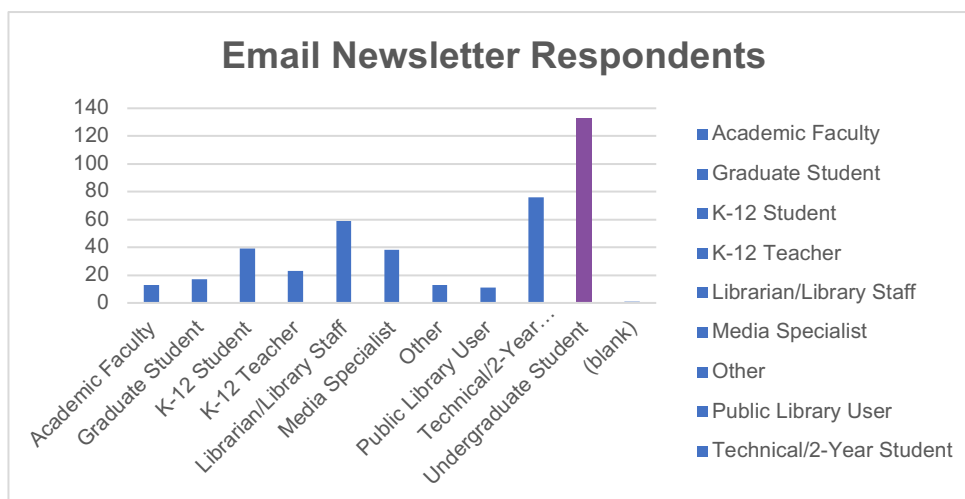


Social Media and Communication

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. Respondents' use of the GALILEO email list received the highest percentage of responses at 38%, up slightly from the previous year. Using Facebook to connect is second with 34% of responses; in 2018, Facebook took the first place with 38.2% of responses. The GALILEO news feed took the third spot, with 26.4% of responses in 2019 compared with 27.6% in 2018.

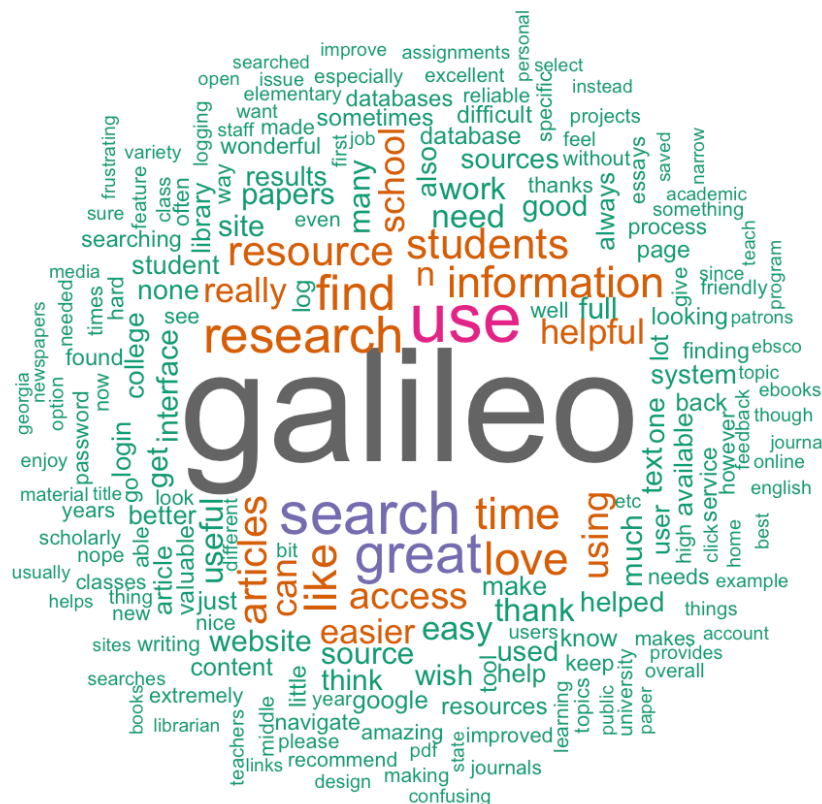
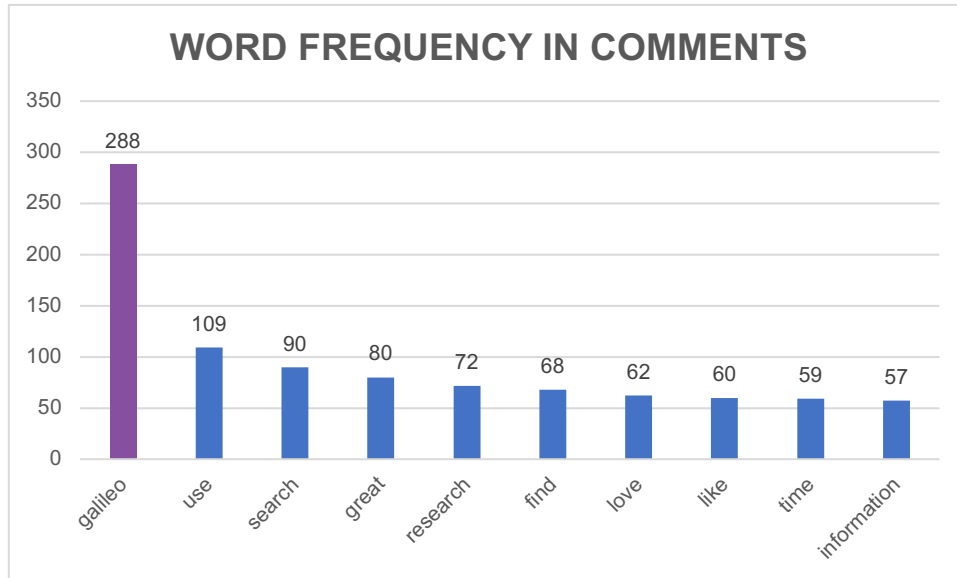


A breakdown of the top mode of communication shows an interesting picture (see chart below). Of those who marked that they stay connected with GALILEO through its email newsletter (423), 31.4% (133) were undergraduate students. However, the email list is primarily librarians. Fewer than five email addresses subscribed to the GALILEO e-newsletter are identified as those belonging to students. This ambiguity shows that there are a notable number of survey respondents not telling the truth, skewing the data. In an effort to receive more honest answers, an additional option of “none” should be added in the future.



Text Analysis: Word Frequency

The final survey question is a general request for feedback. We tracked the frequency of words used in the comments, as well as looked at each comment individually to inform future changes to GALILEO. The chart below shows the top 10 words used by respondents, as well as a word cloud of the top 200 words in the comments.



Text Analysis: Individual Comments

Each response also was analyzed individually. Select comments are included below. In the interest of transparency, both positive and negative comments are included.

1. I think that GALILEO is a great resource! I love recommending it to patrons. They are so excited when they see all the cool things they can find there. (library staff member)
2. Many times, it's very difficult to get GALILEO to do a basic search. When you want a book, it gives you dozens of links concerning articles "about" the book. Even when you make sure the parameters are clear. It can be very annoying. (academic faculty at public college)
3. I love GALILEO! It has saved me in so many situations. I always find a multitude of information for all my class assignments. I would not make it through graduate school without GALILEO. Thank you! (graduate student)
4. Overall, a good website with useful information. However, many articles are not included online or provide only the abstract. The website also tends to log out and bring me to a page where I can no longer search without exiting from the tab to continue. (K-12 student)
5. GALILEO is not young student (K-2) user-friendly. (K-12 teacher)
6. It is a great way to find information instead of looking around for it. It cuts time and I can have the information at that moment. (public library user)
7. The inactivity timeout is too short. It is very frustrating to have to re-authenticate and reload webpages, even when I've been actively browsing the same article. (graduate student)
8. I am often confused by my research results and don't have any idea where to start. Scholarly publications do not help me at all. I love the books available through EBSCO. (public library user)
9. I have used GALILEO for many years as a media specialist, throughout the years as a doctoral student, and as a parent with my own children who are now 16 and 18! I am always pleased with the content and confident in sharing it with teachers and students at my school. (media specialist)
10. I love using GALILEO, however, I think that the accuracy of the results that you receive for your searches could be improved to be more specific to the search terms that you utilize. Other than that, I find GALILEO extremely helpful. (two-year student)
11. My primary needs are for full text articles, but I know that our library users need a more user-friendly search interface. I promote GALILEO frequently, but they have a difficult time finding the most often-used resources and don't know how to dig around. Older adults need large, friendly icons or short, bulleted instructions to get them where they need to go, like Ancestry or the medical databases. (library staff)
12. I love the ability to log in via my institutional login! This is a great improvement. Thank you. I wish the citation feature were more accurate. It confuses students. (academic faculty at private college)

Text Analysis: Addressing Concerns

Most concerns centered on the design of the GALILEO interface, usability of GALILEO (including signing on and timing out issues), as well as available content. Many of the concerns will be improved with two major initiatives that GALILEO is working on. OpenAthens eventually will eliminate the need for GALILEO passwords, decreasing complications with signing on. Additionally, the GALILEO team is redesigning the interface, which will improve usability and update the design. See below for four select user concerns and corresponding updates from the GALILEO Support Services team.

ISSUE	UPDATE
<p>I really appreciate GALILEO as a resource but the log in process is extremely difficult. It is impossible to keep an article up for a length of time without the system logging out. In order to log back in you must start over from the university platform and search for your article all over again.</p>	<p>GALILEO currently sets access for 24 hours after logging in with a GALILEO password. OpenAthens users will time out after 8 hours. Individual vendors and databases have timeouts set in order to protect users and prevent unauthorized access on public computers. These timeouts generally engage after a maximum of 30 minutes of inactivity. GALILEO will check with core vendors to ensure that core content is set to the maximum time out.</p>
<p>Allow searching without sign in. It shouldn't be a secret what's available.</p>	<p>Because GALILEO licenses content from third-party vendors, a login is required. However, the OpenAthens implementation will allow for better guest user access and for a smoother log-in process. Implementation is nearing completion for academic institutions, and GALILEO will begin work on public and K-12 libraries soon. Once this process is complete, single sign-on will be available to most GALILEO users.</p>
<p>I love using GALILEO, however, I think that the accuracy of the results that you receive for your searches could be improved to be more specific to the search terms that you utilize. Other than that, I find GALILEO extremely helpful.</p>	<p>Users often begin a search with the GALILEO Discover Search. This searches a massive amount of content, and the results can be confusing. In the updated interface, this will be one option, however, users also will be able to find/search topic appropriate databases more easily, increasing search efficiency and quality of results. The EBSCO Discovery Service is also being overhauled, with changes and improvements expected in summer 2020.</p>
<p>Is there a way to monitor the citation function? APA is usually wrong. The order is correct, but the upper/lower case is inconsistent.</p>	<p>GALILEO has asked vendors for continuous improvement with citation functionality. Vendors are aware of the issue and responsive, but there are still issues. It is recommended that researchers check all citations in the appropriate style guide for accuracy prior to submitting work.</p>

The Survey

Please indicate your opinion about GALILEO.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I found it easy to use GALILEO.	<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"/>
I think GALILEO is a valuable service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logging in to GALILEO was easy.	<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"/>
GALILEO met my information needs	<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"/>
I learned something by using GALILEO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am confident about using what I learned from GALILEO.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am likely to apply what I learned from GALILEO.	<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 login process
5. Improved functionality
6. Improved help information

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

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

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

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/>)

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

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

Do you have any further feedback to share?

Thank you for participating in the Annual GALILEO User Survey.