Georgia's Virtual Library

GALILEO®

An Initiative of the University System of Georgia

Measuring GALILEO's Performance: 2020 GALILEO User Survey Report

January 2021

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 2020 survey was conducted Nov. 6 – 20, 2020.

The survey included:

- Ten statements rated by the respondent on GALILEO performance and value
- Three questions asking respondents to rank improvements and features to GALILEO
- A question on how users connect with GALILEO via social media, including YouTube this year
- A question on which GALILEO communication channels respondents use?
- 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
- Two open-ended questions asking for additional feedback on the new features and general GALILEO comments

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 percent indicating they see GALILEO as a valuable public resource. This value score is statistically the same as the previous year.

The individual comments showed a continued need for a simpler user interface, including easier search functionality and results listings. To that end, GALILEO has been spearheading a significant redesign effort to improve user experience. The first phase launched in the summer of 2019.

Following the first phase, it was important to learn whether the changes are meeting needs of users and what additional changes they would like to see. Therefore, the survey asked participants to rank new features and provide feedback on future redesigns. Although the redesign feedback included general requests repeated in overall comments, some new comments focused on customization, upgrading the database listing or categories, and the ability to save research in folders.

With the help of the GALILEO Development Advisory Committee, GALILEO staff are working to incorporate user suggestions into the second phase. This work is expected to conclude at the end of 2021. Noticeably, it will include a new search functionality that uses Bento boxes and prioritizes user customization. We are look forward to rolling out the upgrades.

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 continued 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.

After removing unusable entries (largely duplicates, blank or poor-quality responses), 3,524 survey were analyzed. This is up nearly 75 percent over the previous year with 1,995 of those entries fully complete. The total submitted were 3,577, up roughly 47 percent over the previous year. Data analysis was completed using tools in the Alchemer (formally Survey Gizmo), Excel, and Tableau.
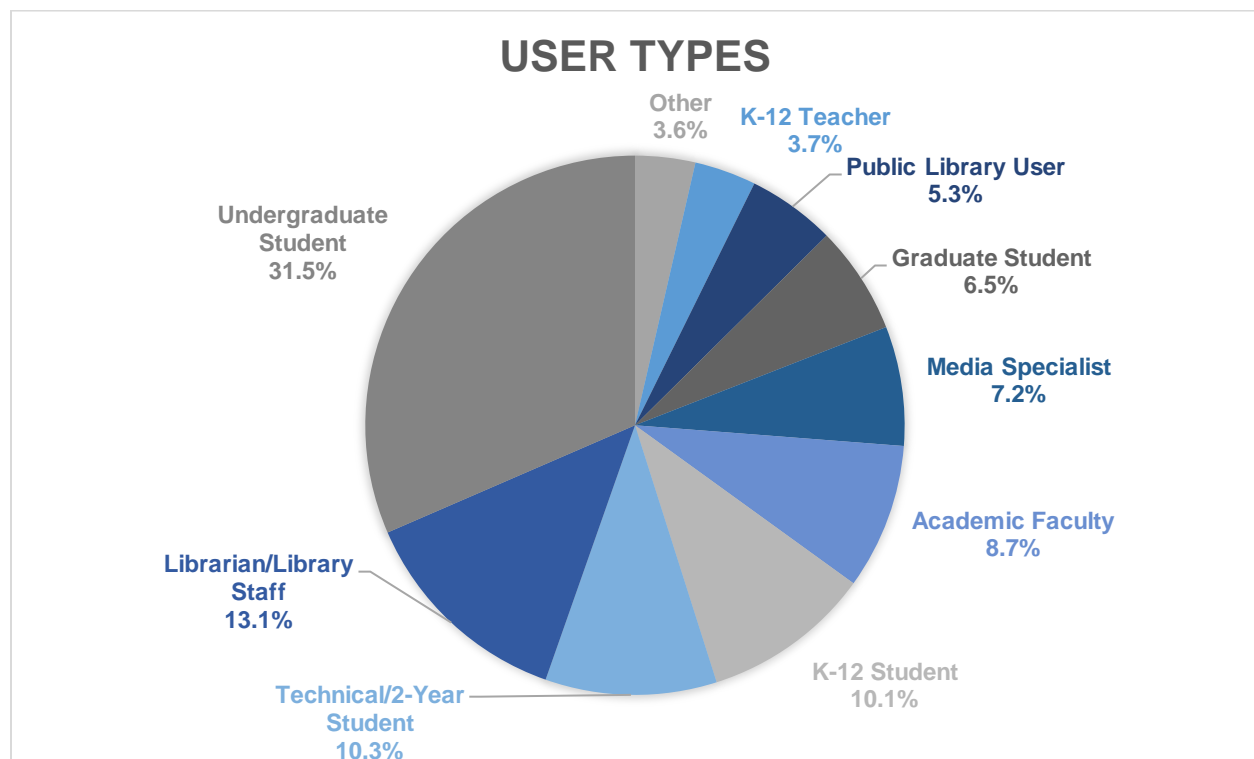
Demographics

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 2,068 respondents completed the user demographic information. Of those respondents, 422 (20.4%) were librarians, library staff, or media specialists, and 1,646 (79.6%) were end users (students, faculty or teachers, public library users, or users who identified themselves as "other"). Keeping with history, the largest number of end user responses came from undergraduate students (31.4%), followed by librarians or library staff at 13.2%, which has increased, and technical college students at 10.3%, which has decreased.

Of special note, public library responses increased, with public library users and public library staff increasing from 123 respondents in 2019 to 247 respondents in 2020 — a more than 100 percent hike. And, K-12 respondents (teachers, student and media specialist at these schools) increased slightly from 415 surveys to 426 surveys. This is largely the result of more responses from media specialists, while surveys from teachers dropped and students remained mostly the same.

USER TYPES

- Other 3.6%
- K-12 Teacher 3.7%
- Public Library User 5.3%
- Graduate Student 6.5%
- Media Specialist 7.2%
- Academic Faculty 8.7%
- K-12 Student 10.1%
- Technical/2-Year Student 10.3%
- Librarian/Library Staff 13.1%
- Undergraduate Student 31.5%

Institution Types

A total of 2,087 respondents answered the question on institution affiliation. As in previous years, the highest percentage of responses came from University System of Georgia institutions (33.8%). Technical colleges followed with 20.8% (425) of respondents, but this is down from 26% (502 surveys) in the previous year. K-12 had the third-highest response rate at 20.4%; this is up compared to last year when K-12 responses accounted for 19.3% of surveys.
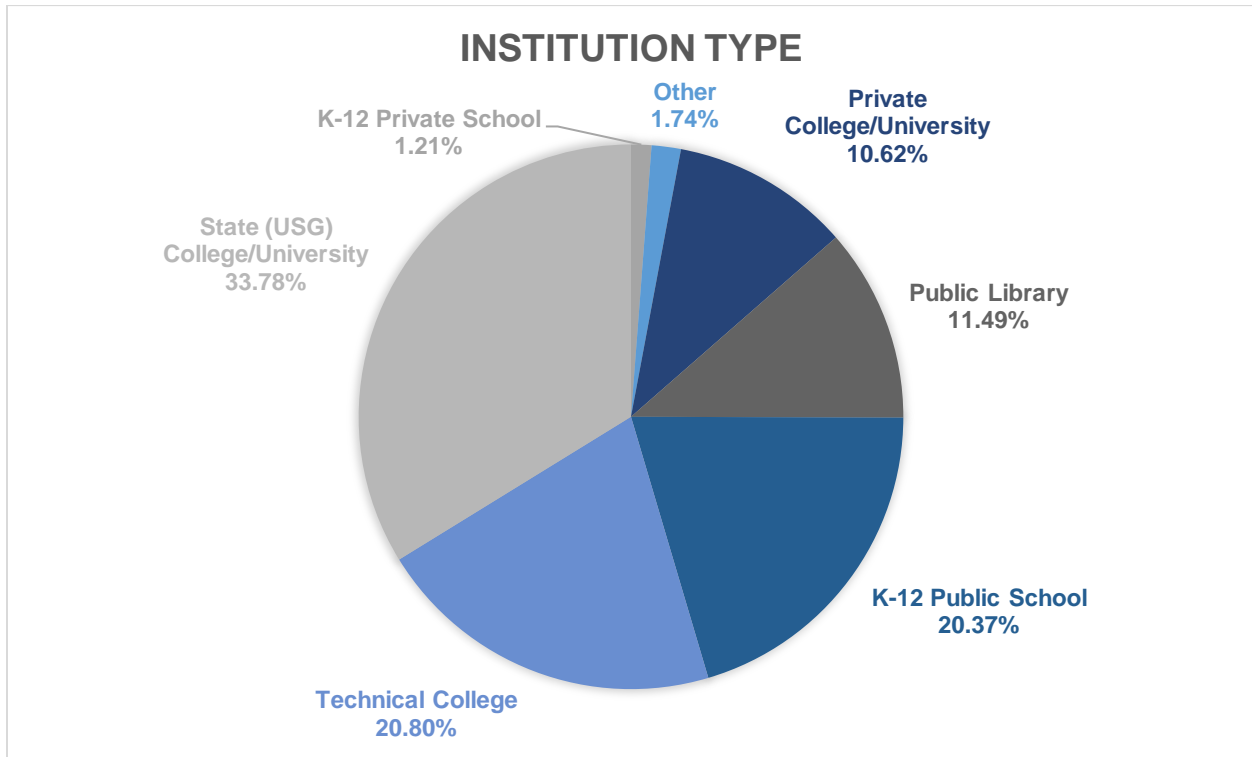

Of the 2,058 people who answered this question, the numbers of respondents were as follows: USG college or university, 698; technical colleges, 425; public schools, 418; public library, 237; private colleges, 219; other, 36; and K-12 private school, 25. Of those institutions identified, the top three were: Athens Technical College, Abraham Baldwin Agricultural College, and Albany State University. Athens Technical College accounted for 77% of all responses from technical colleges.

| Institution (Type)	Respondents
Athens Technical College (TCSG)	286
Abraham Baldwin Agricultural College (USG)	147
Albany State University (USG)	123

Location

In 2020, a global pandemic forced many libraries, schools and universities to close — partially or completely throughout the year. This may account for an increase in survey respondents at home. In 2019, the percentage of respondents from home was 18.3% (358), but in 2020, the percentage of respondents increased to 23.7% (495).

Still, the highest percentage of respondents (48.7%) reported they were at college or a university, though the numbers were down from the previous year. The percentage of respondents who were located at a K-12 school decreased from 19.2% (376) in 2019 to 17.3% (362). Although the number of survey respondents at public libraries continued to lag, the percentage increased to 9.2% of responses over last year's 4.9%.
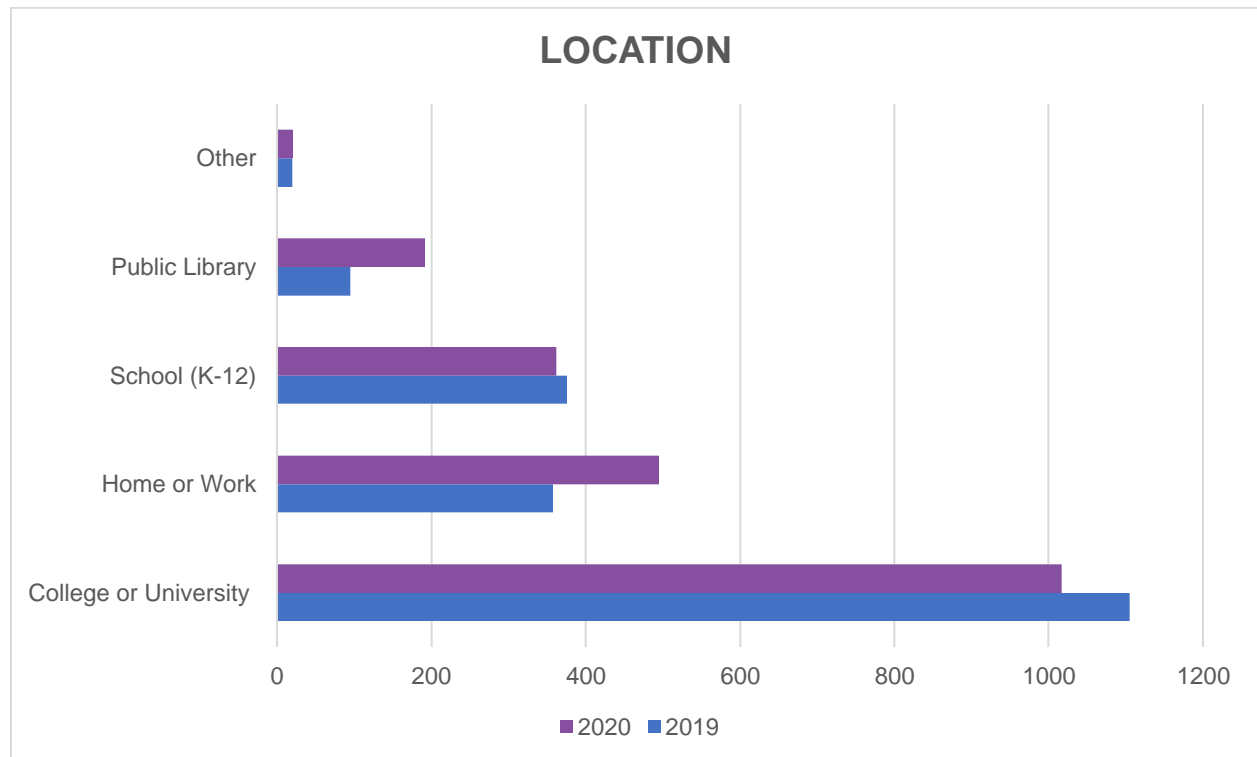
Location: Geography

Although the Atlanta region usually has the highest concentration of responses, the top three institutions are all located outside of this metro Atlanta: Athens Technical College in Athens, Abraham Baldwin Agricultural College in Tifton, and Albany State University in Albany. All three areas, marked with red circles below, garnered a greater concentration of respondents than the previous year, with Tifton and Albany having significantly more than in previous survey.
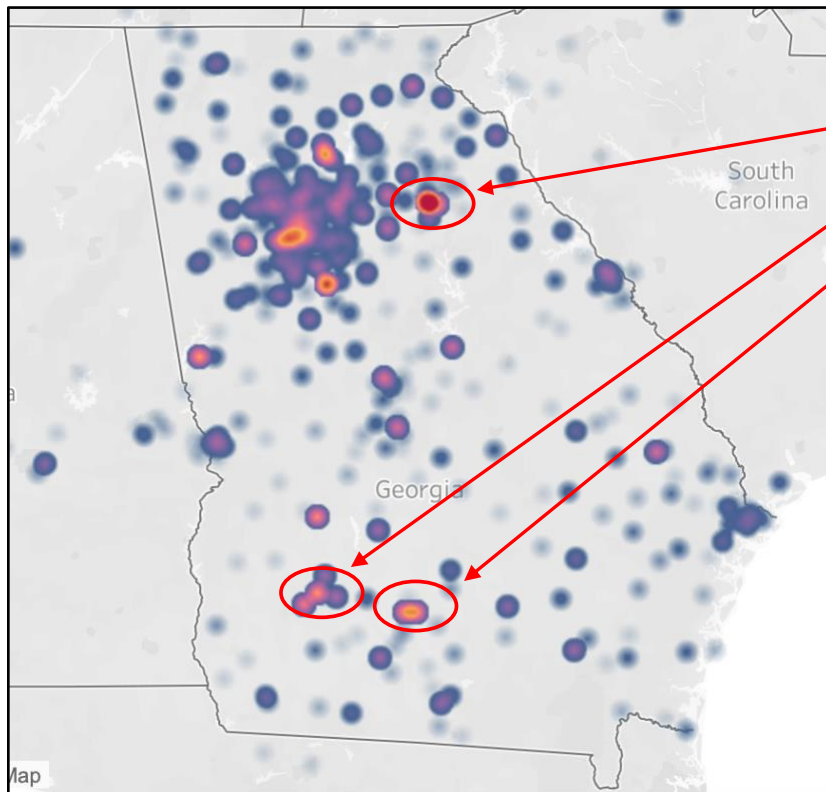
Top 10 Cities	Total
Atlanta	322
Athens	301
Albany	135
Tifton	127
McDonough	124
Cumming	113
LaGrange	69
Lawrenceville	64
Marietta	60
Macon	56
Americus	55

Additional User Information

The survey also asked respondents how often they use GALILEO and how they learned of GALILEO. Most respondents said they access GALILEO occasionally (37.1%) or weekly (30.6%). And, most respondents learned of GALILEO because they were a long-time user (32.2%) or from a teacher (24.1%, down several percentage points from the previous year).


WHERE DID YOU LEARN ABOUT GALILEO?
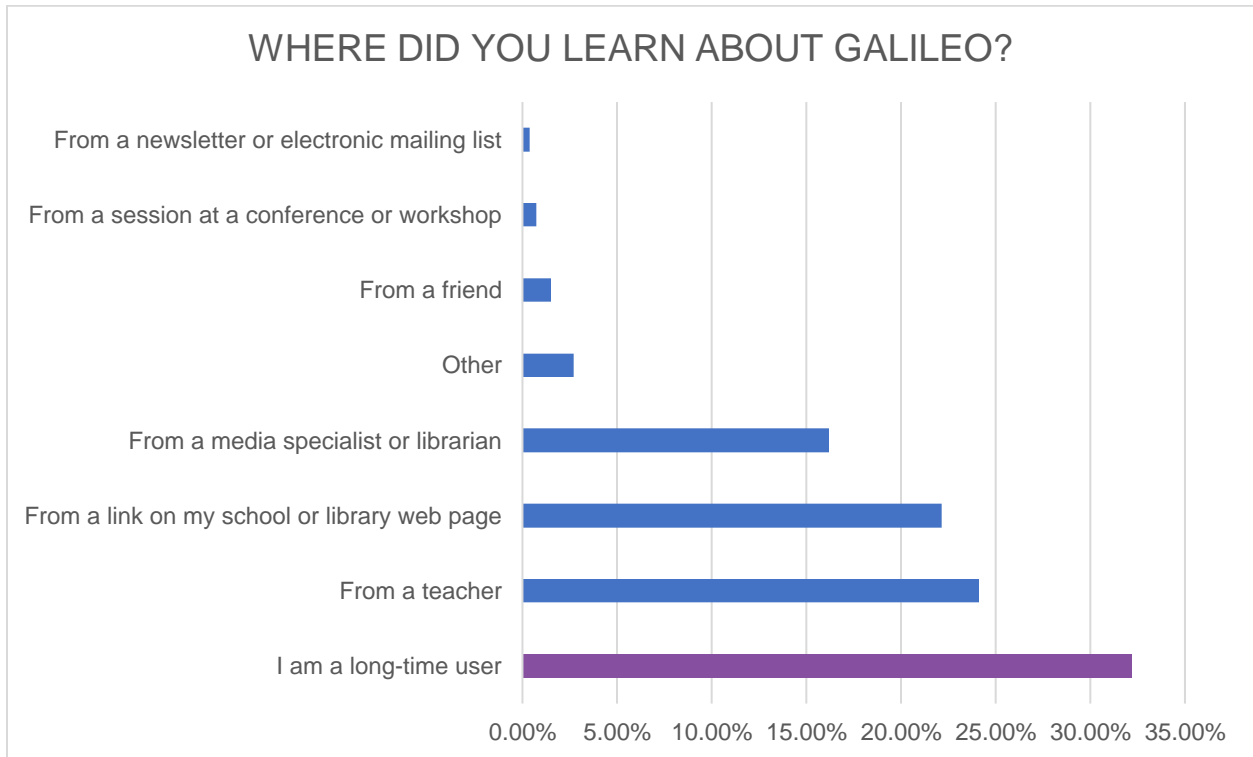
About the Data

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 generally higher in 2020 compared to 2019 across categories, and respondents continued to see GALILEO as a valuable resource. Over the past year, the value score stayed virtually constant: 91.8% in 2020 compared to 91.9% in 2019. See chart below for a history of value scores over the past five years.

Seven of the 10 categories received higher satisfaction scores than the previous year: whether GALILEO was easy to use (81.8% vs. 80.9%), whether logging into GALILEO was easy (80.3% vs 79%), whether GALILEO met information needs (83.5% vs. 81.8%), whether the respondent would recommend GALILEO to a friend (86.8% vs 84.2%), whether the respondent learned something by using GALILEO (88.7% vs. 88.1%), whether the respondent is confident in using what was learned (89.5% vs. 87.9%) and whether the respondent will apply what they have learned (86.6% vs. 84.5%).
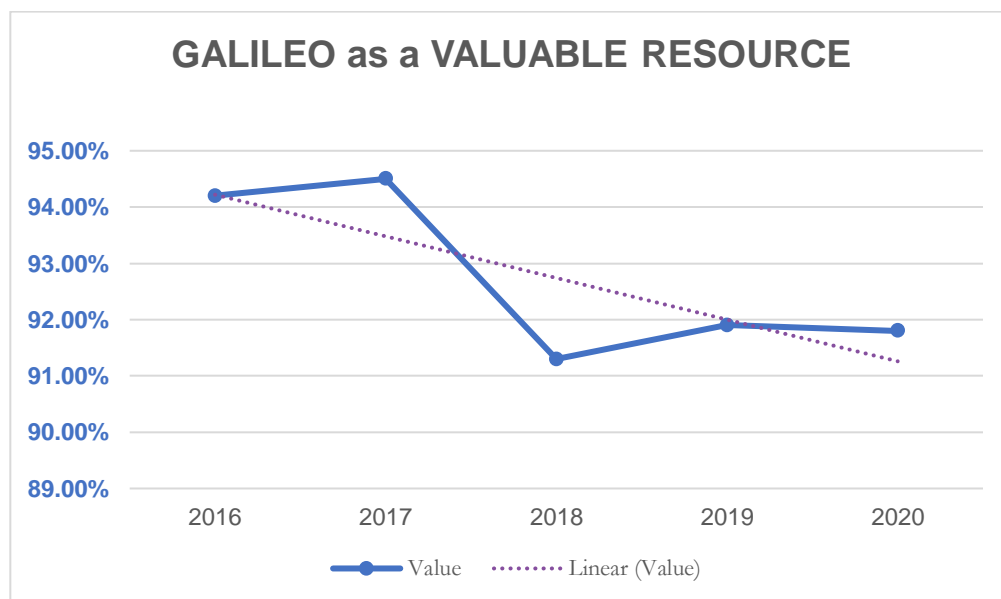
Although respondents find GALILEO to be valuable overall, they were not as convinced that it saved them time. This received the lowest satisfaction score at 78.4%, down from the previous year of 78.9%. Logging into GALILEO had the second-lowest satisfaction score at 80.3%, however this is higher than the previous year. GALILEO staff continue to work on redesigning the portal to be more user friendly, including adding single-sign on authentication and new search functionalities, to ease some user frustration.
See all satisfaction scores below.

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	37.8 % 1005	44 % 1172	11.2% 298	3.9 % 103	1.4 % 37	1.7 % 46	2,661
Using GALILEO saved time	40.3 % 1021	38.1 % 967	14.4 % 364	3.5 % 88	1.7 % 42	2.1 % 54	2,536
I think GALILEO is a valuable service	61.9% 1,563	29.9 % 755	5.3 % 133	1.0 % 25	0.7 % 18	1.3 % 32	2,526
Logging into GALILEO was easy	46.1% 1,165	34.2% 864	12.1% 306	4.2 % 106	1.6 % 40	1.8 % 46	2,527
Response time is acceptable	42.1 % 1066	39.3 % 994	11.6 % 294	0.9 % 23	0.6 % 16	5.4 % 137	2,530
GALILEO met my information needs	42.6 % 1,076	40.9 % 1,033	11.0 % 278	2.5 % 64	1.0% 26	1.8 % 46	2,523
I would recommend GALILEO to a friend	52.9 % 1,335	33.9 % 855	8.3 % 209	1.7 % 44	1.5 % 37	1.8 % 45	2,525
I learned something by using GALILEO	54.4 % 1,373	34.3 % 865	7.0 % 177	1.5 % 39	0.8 % 21	1.9 % 49	2,524
I am confident about using what I learned from GALILEO	56.0 % 1,414	33.5 % 846	7.0 % 176	1.1 % 27	0.6% 16	1.8 % 45	2,524
I am likely to apply what I learned	51.6 % 1,300	35.0 % 881	9.3 % 235	1.5 % 37	0.7 % 17	1.9 % 49	2,519

How Users Would Improve GALILEO

This year, the survey included three ranking questions to learn how the GALILEO community reacts to improvements to the interface. Questions included what features the community would like to see improved, what newly launched features improved their user experience, and what features they would like to see in a future redesign. See charts below.

Ranking Chart A: Current features in need of improvement (1 = feature that needs the most improvement)

Current Features in Need of Improvement	Ranking
More content/full text	1
Better searchability	2
Simpler interface and navigation	3
Improved functionality	4
Easier login process	5
Improved help information	6

Ranking Chart B: New features added in redesign (1 = greatest impact on user experience)

New Redesign Features	Ranking
Improved search functionality	1
Overall modernized design	2
Easier login process	3
Ability to see local library information	4
New resource spotlight area	5
New cover images on homepage	6

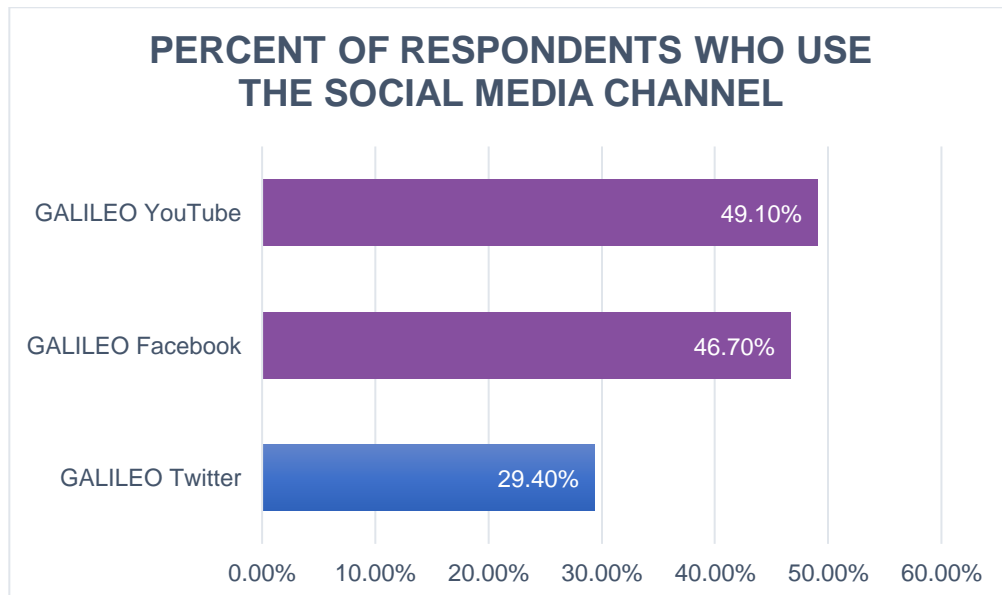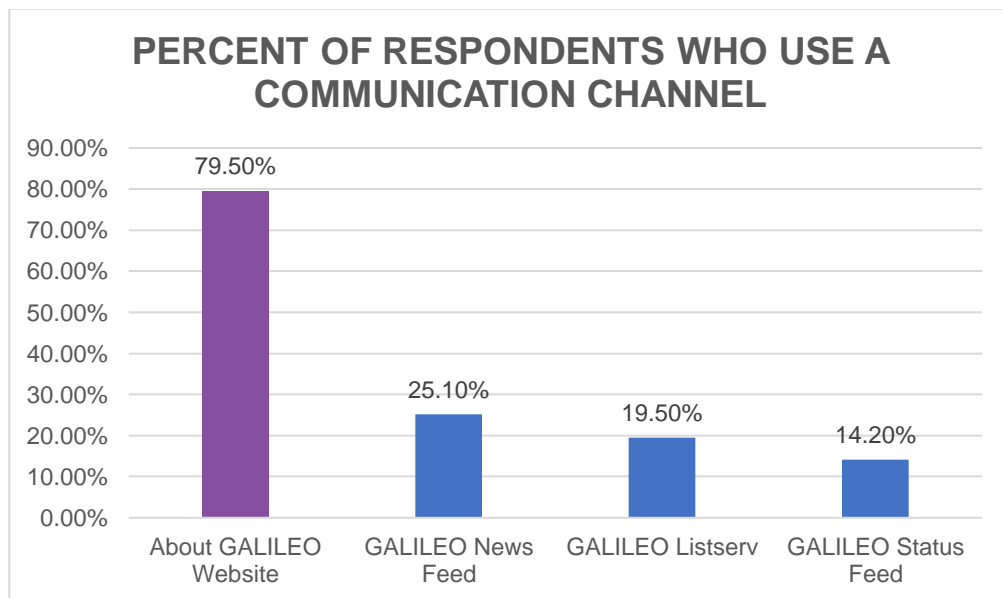Ranking Chart C: Future customization that would be useful (1 = most valuable)

New Redesign Features	Ranking
Search--customized results and sorting	1
Database list--presented with subject specific databases based on user preferences or attributes	2
Making lists--saving content for later use	3
Subject specific current contents list based on user preferences	4
Library customizable subject/lists	5

Social Media and Communication

The social media and communication question split into two separate questions, and respondents were able to choose more than one option per question. See communication and social media charts below.

For the communication channels, we added the GALILEO department website (about.galileo.usg.edu) to the options. Based on the responses, most users stayed up to date about GALILEO through the department website (79.5%), followed by the GALILEO news feed (25.1%), the GALILEO Listserv (19.5%), and the GALILEO status feed (14.2%, down more than 2 percentage points from the previous year).

For the social media channels, we added the YouTube channel to the options. Based on the responses, most users preferred to use YouTube (49.1%) and Facebook (46.7%) over Twitter (29.4%). Although the number of YouTube subscribers does not match the number of survey respondents who said they use the YouTube channel, it does indicate that users are more interested in videos than they are Twitter. In 2021, additional efforts will be made to increase the number of YouTube subscribers. Year over year, Facebook remains the main social media tool for reaching the GALILEO community.

PERCENT OF RESPONDENTS WHO USE A COMMUNICATION CHANNEL

Channel	Percent
About GALILEO Website	79.50%
GALILEO News Feed	25.10%
GALILEO Listserv	19.50%
GALILEO Status Feed	14.20%

PERCENT OF RESPONDENTS WHO USE THE SOCIAL MEDIA CHANNEL

Channel	Percent
GALILEO YouTube	49.10%
GALILEO Facebook	46.70%
GALILEO Twitter	29.40%

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. GALILEO has been very helpful in fulfilling my research needs. The main problem I've experienced in using GALILEO has been the lack of full text documents. Many times, I find the title of a work I need, but no way to access it. (undergraduate students at a private college)

2. Galileo is a great resource. It has helped me with my NHD project (National History Day) a lot. I have found resources easily, without any trouble. I would recommend this website. (K-12 student)

3. The re-design looks fantastic, and the new GALILEO Admin platform is so much easier to use than the old DOOR platform. The customer service at GALILEO is top-notch, and I'm grateful for all the help I've received! (library staff at private college)

4. My main problems with GALILEO involve a lack of access to the information I need for my and my student's research, so I don't know how helpful that is. BUT, I do feel that students are typically put-off by the seeming complexity of GALILEO compared to what they are used to these days: Google. So, hope that helps. (academic faculty at public college)

5. I am surprised at the number of patrons who are not aware of GALILEO. This may be a generational problem for those of us who did not grow up with computers. The Guide to Periodical Literature was my "go to" when writing papers in college. GALILEO is much easier but if I had not learned about it from my work, I wouldn't have known to look for it. It is a wonderful resource, I just wish more of our patrons were aware of it. (library staff at public library)

6. Again, please consider changing the new GALILEO for Kids homepage. It is confusing to our elementary students. Before, the databases were all together in a box with the general GALILEO search bar AND it was colorful and fun. (media specialist at K-12 school)

7. In the past, your census records were a better search option than ancestry. I could often find what I was looking for here instead of ancestry. Now it seems the search is the same. I know it's been several years since it changed but I really miss it. (public library user/patron)

8. Our local library does a fantastic job of sharing different resources we can access through Galileo! Receiving individual suggestions instead of a general introduction is very helpful! (homeschool parent)

9. I love GALILEO and my students think I work for them because I am always talking about the library. I like the new updates. The modernization is good to keep kids interested. I did have problems finding the portal to newspapers though. (media specialist at K-12 school)

10. I wish the EBSCO k-8 ebooks was more kid-friendly. It would be nice if when they clicked on cover image it opened the book. The info about book, table contents, search option, and citation could be accessed by navigation outline that would appear when user clicks on top of page. Make it more like a Kindle book. (media specialist at K-12 school)

11. Galileo is a great resource I used for my biological research proposal but I wish staying logged in was easier. I understand that the constant logging in was more likely due to security reasons so I logged in every time. It is just bothersome when you are on it for a long period of time. (undergraduate student at a public university)

12. I just wanted to accentuate my praise for the service provided by GALILEO. GALILEO has been a staple in my research process in every academic environment I have been in since I was in middle school. Without fail, GALILEO has been able to easily provide me with (information) that has been paramount in me being able to analyze and research various topics. GALILEO has been a part of my academic career for almost a decade and there is still no other service that has been able to provide me with accessible academic information in the way that GALILEO has. (undergraduate student at public college)

Text Analysis: Addressing Concerns

Most concerns centered on the design of the GALILEO interface and the ease of searching or finding resources in GALILEO. Users also reported concerns with logging in, K-12 resources and the want for additional content. A number of concerns are being addressed by current GALILEO projects to improve the user experience and functionality of GALILEO Search, as well as the ongoing project of moving to OpenAthens. In the next year, OpenAthens is expected to be completed for all colleges and move into public libraries. See several specific examples of concerns below and how we plan to address them.

ISSUE	UPDATE
Please consider changing the new GALILEO for Kids homepage. It is confusing to our elementary students. Before, the databases were all together in a box with the general GALILEO search bar AND it was colorful and fun.	GALILEO is actively working with media specialists and others in the K-12 environment to recreate a more kids-friendly homepage for our younger audience. We also are planning to give public libraries access to a kids-only area.
I am not sure why there needs to be a password. Can we make GALILEO free for everyone? The most aggravating thing is to know there is a great resource, but I can't access because I forgot the silly code.	GALILEO is available to every Georgian, but via member institutions, such as public libraries, universities and schools. But, because it is not free to the world, it must be password-protected. But, we understand the process can be cumbersome for some of our users. We are continuing to work to implement OpenAthens, a single-sign authentication system, that will ease access for every Georgia resident. Over the next year, we will begin work for public libraries.
I feel like the search engine could be improved. Sometimes even with keywords, I couldn't find exactly what I was looking for after 5 pages.	A number of user comments are related to the searchability of the GALILEO interface. In the second phase of the redesign, developers hope to vastly improve the search function, including adding a different design and customization capabilities.
Please create a page teaching people how to use your website. For someone using it for the first time, it can be very confusing and they can have a lot of questions about it.	GALILEO has produced answers to a plethora of frequently asked question on how to access and use GALILEO. These can be viewed by clicking the support button any GALILEO Search or GALILEO department website. Additionally, several videos on how to use the interface; some have been updated in recent months following phase of the latest redesign. Access these videos on our YouTube channel: https://www.youtube.com/user/GALILEOScrapbook

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.	☐	☐	☐	☐	☐

2) GALILEO is always changing to meet needs. Please rank the following items in order of what you think would most improve GALILEO. (1 = would improve GALILEO the most)

_____More content/full text

_____Simpler interface and navigation

_____Better searchability

_____Easier login process

_____Improved functionality

_____Improved help information

Redesign

3) In July, GALILEO launched Phase 1 of a portal redesign project. Please rank several of the key features in order of greatest impact on user experience. (1=greatest impact)

_____Overall modernized design

_____Improved search functionality

_____New cover images on home page

_____Easier login process

_____New spotlight resources area

_____Ability to see local library information

4) Please rank the types of customization that you or your users would find most valuable if implemented in Phase 2? (1= most valuable customization)

_____Search--customized results and sorting

_____Database list--presented with subject specific databases based on user preferences or attributes

_____Subject specific current contents list based on user preferences

_____Making lists--saving content for later use

_____Library customizable subjects/lists

5) Please describe any additional features, functionality, or changes GALILEO should consider developing in Phase 2.

6) Would you be willing to provide direct feedback on future GALILEO designs?

[ ] Yes

Demographics

7) Today, I am using GALILEO at

( ) Public Library

( ) School (K-12)

( ) College or University

( ) Home or Work

( ) Other : _____

8) Today, I am using GALILEO as

( ) Public Library User

( ) K-12 Student

( ) Technical/2-Year Student

( ) Undergraduate Student

( ) Graduate Student

( ) K-12 Teacher

( ) Academic Faculty

( ) Media Specialist

( ) Librarian/Library Staff

( ) Other: _____

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

[ ] Desktop/laptop

[ ] Tablet

[ ] Mobile phone

10) Which of the following GALILEO communication channels do you visit? Check all that apply.

[ ] About GALILEO Website (about.galileo.usg.edu)

[ ] GALILEO News Feed (Available at galileo.usg.edu.)

[ ] GALILEO Listserv (Available at listserv.uga.edu.)

[ ] GALILEO Status Feed (https://about.galileo.usg.edu/system_status)

11) Which of the following GALILEO social media channels do you like or follow? Check all that apply.

[ ] Twitter (@GalileoLibrary)

[ ] Facebook (facebook.com/galileolibrary)

[ ] GALILEO YouTube (https://www.youtube.com/user/GALILEOScrapbook)

Use of GALILEO

12) How often do you use GALILEO?

( ) Daily

( ) Weekly

( ) Monthly

( ) Occasionally

( ) First time used

13) Where did you find out about GALILEO?

( ) I am a long-time user

( ) From a media specialist 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

( ) From a newsletter or electronic mailing list

( ) Other: _____

14) Please let us know which conference or workshop, if possible.

15) Please let us know which newsletter or electronic mailing list, if possible.

Primary Institutions

16) Please indicate your primary institution affiliation. (Upon selection, participants are asked to choose their institutions from a drop-down list.)

( ) K-12 Public School

( ) K-12 Private School

( ) Public Library

( ) Technical College

( ) Private College/University

( ) State (USG) College/University

( ) Other : _____

(untitled)

Final Question: Do you have any further feedback to share?