



Measuring GALILEO's Performance: 2021 GALILEO User Survey Report

January 2022

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 2021 survey was conducted Nov. 5 – 19, 2021.

The survey included:

- Ten statements rated by the respondent on GALILEO performance and value
- Six K-12 student-focused questions
- One question asking respondents to rank improvements and features to GALILEO
- One question on the bento box functionality
- 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 bento box feature and general GALILEO comments

This year continued to show positive overall feedback for GALILEO and the services it provides. Most respondents indicated that they are satisfied (strongly agree or agree) with GALILEO, Georgia’s virtual library. As in previous years, the highest satisfaction score centered on value, with 90.4 percent indicating they see GALILEO as a valuable public resource.

The individual comments showed a continued need for a simpler user interface, including easier search functionality and easier way to log in. GALILEO developers continue to work to streamline the research portal, and in 2021, completed the third phase of a massive redesign effort, which made bento box functionality the default search-and-sorting tool.

New features include: bento box searching by default, bento customization in GALILEO admin, improvements and additions to bento box content, searching improvements, new and improved publication finder, and improved relevance ranking when browsing by subject or type.

With the help of the GALILEO Development Advisory Committee, GALILEO staff also incorporate user suggestions through the year using an iterative process, a process of building, refining, and improving a product or initiative. This means we are continuously working to upgrade the GALILEO Search portal.

In 2022, we plan to reassess any critical needs for GALILEO improvement and usability based, in part, on user feedback and focus groups.

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 spam), 2,779 surveys were analyzed. This is down nearly 21 percent over the previous year with 1,866 of those entries fully complete. The total submitted were 3,861, up roughly 8 percent over the previous year, but an unusual number of spam responses decreased usable entries by 1,082 responses. Data analysis was completed using tools in the Alchemer (formally Survey Gizmo), Excel and Tableau.

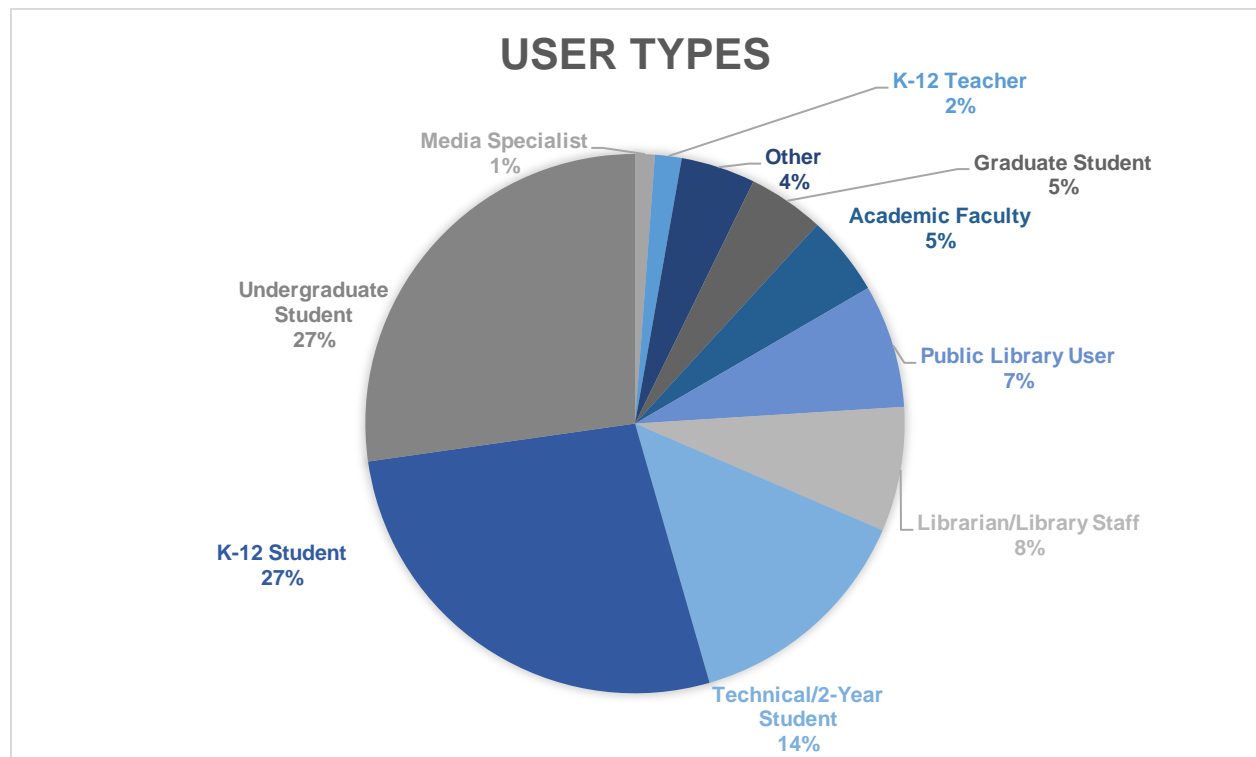
Demographics

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

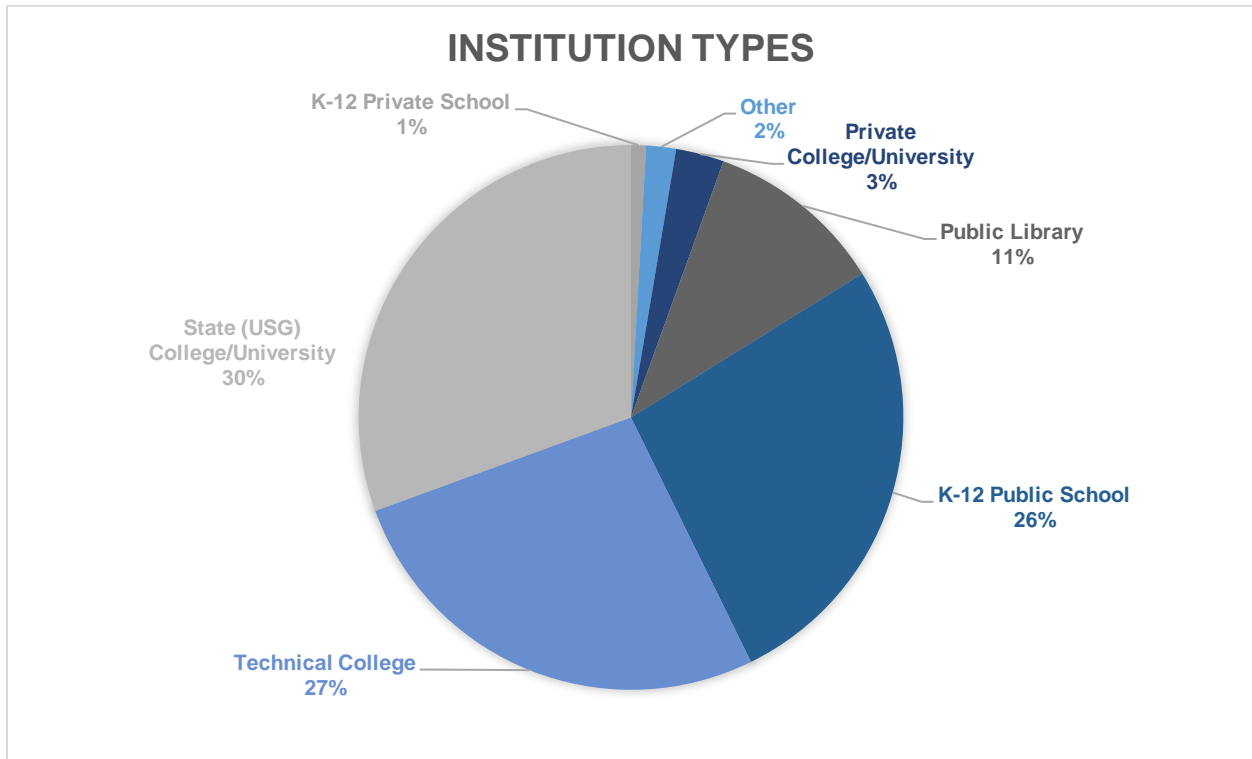
A total of 2,624 respondents completed the user demographic information. Of those respondents, 227 (8.7%) were librarians, library staff, or media specialists, and 2,397 (91.3%) were end users (students, faculty or teachers, public library users, or users who identified themselves as "other").

For the first time, K-12 student responses nearly eclipsed those from USG undergraduate students. There were 714 responses from K-12 students (a 67.6% increase) and 715 responses from undergraduate students (10% increase), each equaling roughly 27.2% of responses. These user types were followed by technical college students at 14.1%.



Institution Types

A total of 2,031 respondents answered the question on institution affiliation. As in previous years, the highest percentage of responses came from University System of Georgia institutions at 30.6% (621), down from 33.8% the previous year. Technical colleges followed with 26.7% (542) of respondents; this is up from 20.8% (425 surveys) in the previous year. K-12 public school had the third-highest response rate at 26.6%; this is up compared to last year when K-12 public school responses accounted for 20.4% of surveys.



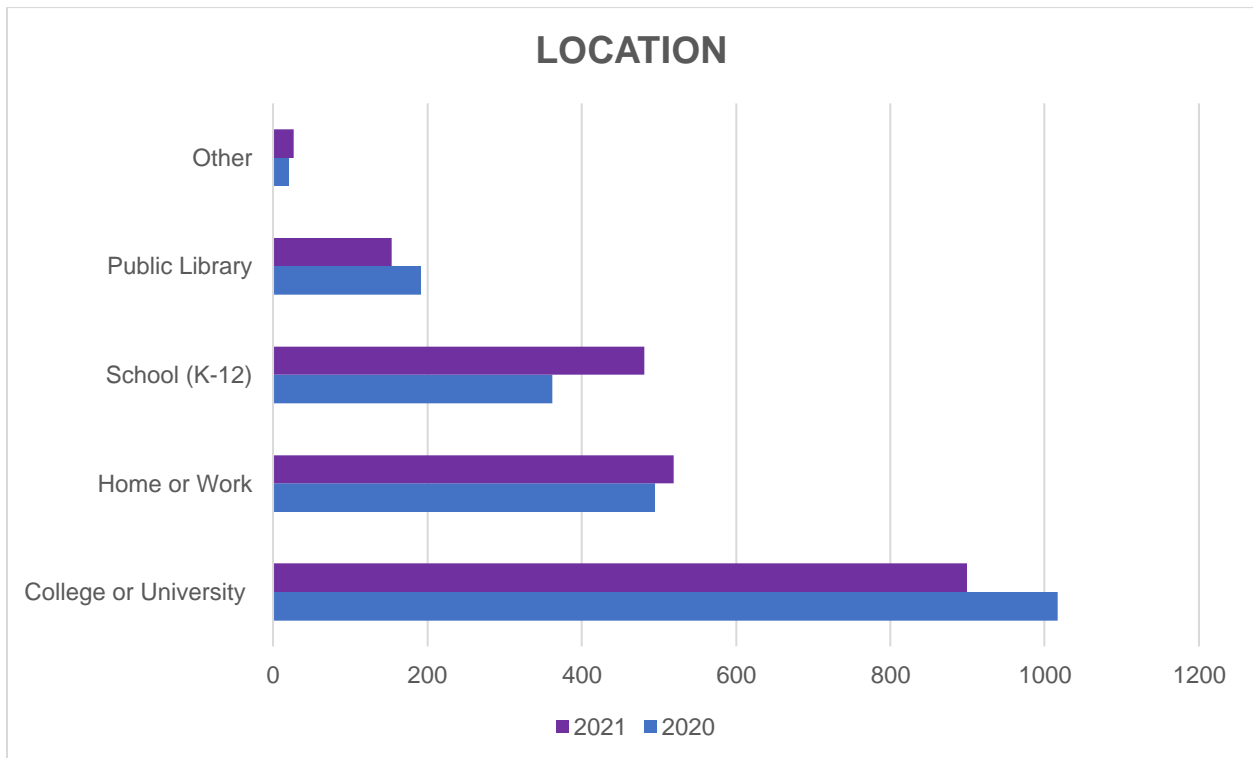
Of the 2,031 people who answered this question, the numbers of respondents were as follows: USG college or university, 621; technical colleges, 542; public schools, 540; public library, 216; private colleges, 58; other, 36; and K-12 private school, 18. Of those institutions identified, the top five were: Albany State University, Athens Technical College, Abraham Baldwin Agricultural College, and Henry County Schools. Albany State University accounted for 34.4% of all responses USG colleges.

Institution (Type)	Respondents
Albany State University (USG)	201
Athens Technical College (TCSG)	173
Abraham Baldwin Agricultural College (USG)	116
Henry County Schools (K-12 Public)	115
Georgia Piedmont Technical College (TCSG)	114

Location

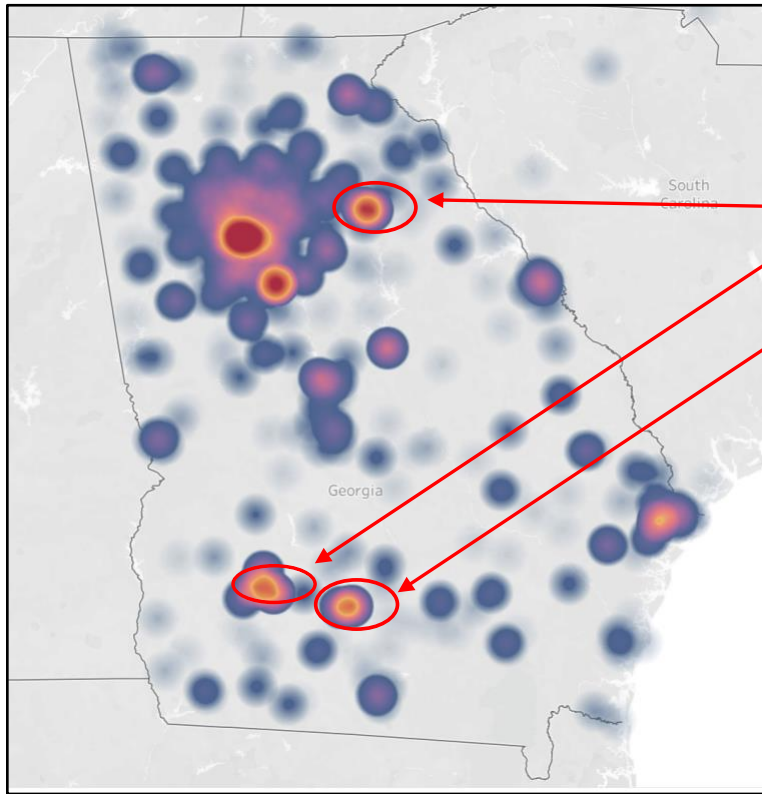
In 2021, the global pandemic continued to cause challenges for many libraries, schools, and universities, and the number of GALILEO respondents at home increased again. In 2019, the percentage of respondents from home was 18.3% (358); in 2020, it was 23.7% (495); and in 2021, it increased again to 25% (519).

Still, the highest percentage of respondents (43.2%) reported they were at college or a university, down slightly from the previous year. The percentage of respondents who were located at a K-12 school rose from 17.3% (362) in 2020 to 23.1% (481) in 2021. Public library responses continued to fall to the bottom.



Location: Geography

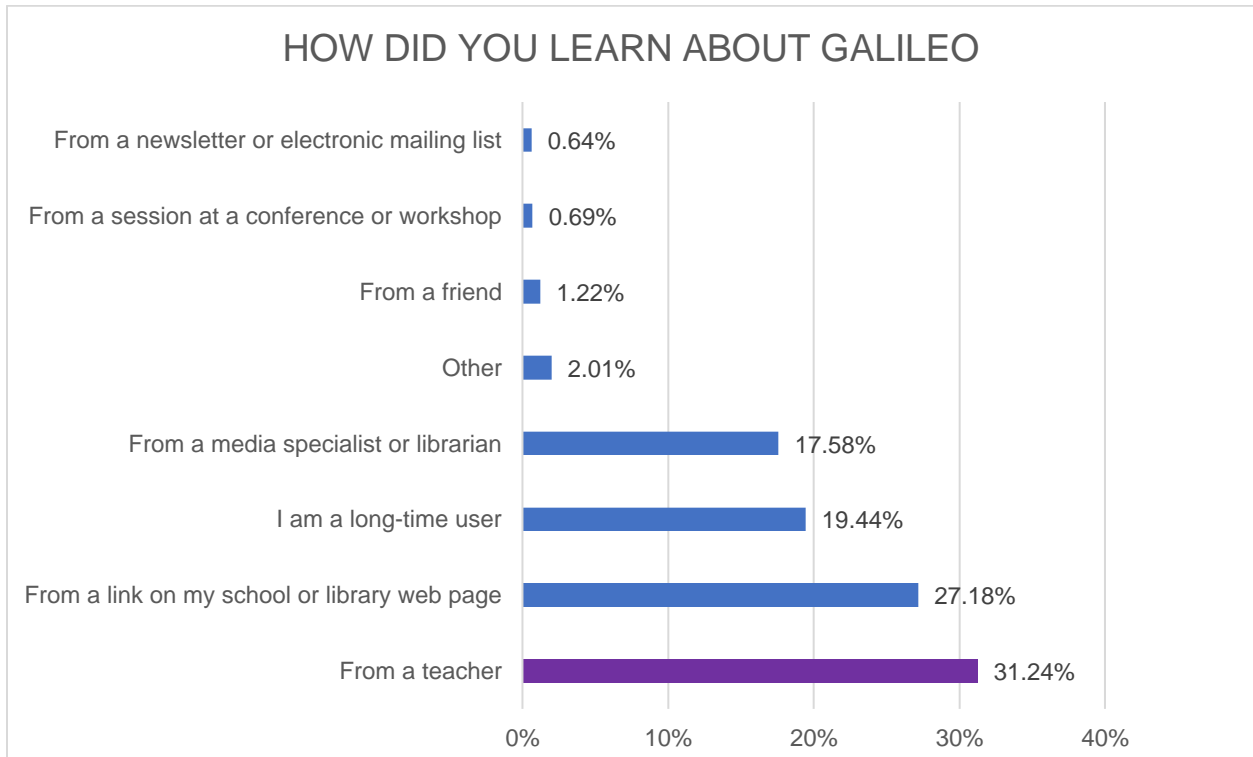
The Atlanta region usually has the highest concentration of responses, but three of the top five institutions with the highest survey responses are located outside of metro Atlanta: Albany State University in Albany, Athens Technical College in Athens, and Abraham Baldwin Agricultural College in Tifton. Their locations are noted below.



Top 10 Cities	Total
Atlanta	217
Decatur	192
McDonough	181
Albany	170
Athens	160
Tifton	124
Savannah	109
Macon	66
Stone Mountain	51
Milledgeville	45
Augusta	41

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 (38.5%) or weekly (26.9%); this is consistent with previous years. This year, most respondents heard of GALILEO from a teacher (31.2%). This is significant increase over the previous year, but the number of K-12 student responses also was high.



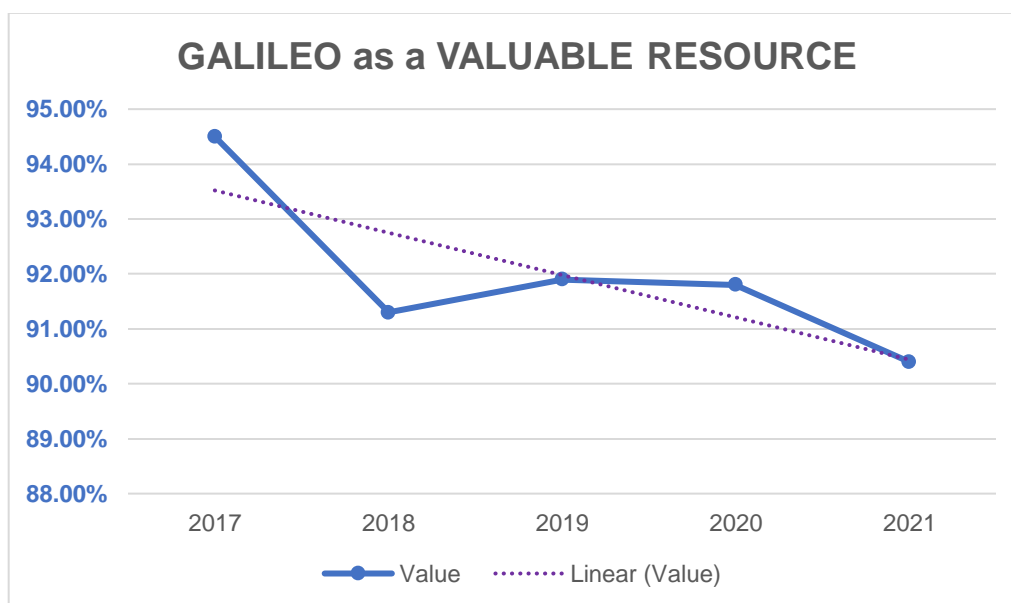
About the Data

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 lower in 2021 compared to 2020 across categories. Although the value score dropped: 90.4% in 2021 compared to 91.8% in 2020, it still shows that respondents see GALILEO as a valuable resource. See chart below for a history of value scores over the past five years.

Eight of the nine remaining categories also received lower satisfaction scores than the previous year: whether GALILEO saved users time (77% vs. 78.4%), whether logging into GALILEO was easy (79% vs. 80.3%), whether response time was acceptable (79.8% vs. 81.4%), whether GALILEO met information needs (78.8% vs. 83.5%), whether the respondent would recommend GALILEO to a friend (83.2% vs. 86.8%), whether the respondent learned something by using GALILEO (87% vs. 88.7%), whether the respondent is confident in using what was learned (86.5% vs. 89.5%), and whether the respondent will apply what they have learned (83.8% vs. 86.6%).

GALILEO's overall satisfaction scores also were analyzed looking at just K-12 students. (See page 13.)



Once again, the lowest satisfaction score was whether GALILEO saved users time. Despite the many changes to make GALILEO more user friendly, some still have challenges logging in or navigating the site. This is also evident in the survey comments. But as more and more institutions move to single sign-on and with new bento box functionality, usability is expected to increase. 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	39.6 % 905	43.1 % 987	11.2% 257	3.1 % 72	1.1 % 26	1.8 % 41	2,288
Using GALILEO saved time	39.1 % 819	37.9 % 794	15.1 % 315	3.8 % 80	1.6 % 33	2.5 % 52	2,093
I think GALILEO is a valuable service	57% 1,186	33.4 % 696	6.4 % 133	1.2 % 24	0.6 % 12	1.4 % 30	2,081
Logging into GALILEO was easy	46.1% 954	32.9% 681	14.1% 291	3.9 % 81	1.3 % 26	1.8 % 37	2,070
Response time is acceptable	40.2 % 840	39.6 % 828	13.2 % 275	1.5 % 31	0.6 % 13	4.9 % 102	2,089
GALILEO met my information needs	40.1 % 831	38.7 % 801	14.4 % 298	3.1 % 64	1.5% 32	2.2 % 46	2,072
I would recommend GALILEO to a friend	48 % 1,002	35.2 % 735	10.6 % 221	2.5 % 52	1.5 % 32	2.1 % 44	2,086
I learned something by using GALILEO	51.7 % 1,070	35.3 % 732	8.5 % 176	1.4 % 29	0.9 % 18	2.2 % 46	2,071
I am confident about using what I learned from GALILEO	53.0 % 1,103	33.5 % 697	9.0 % 188	1.5 % 31	0.9% 18	2.1 % 44	2,081
I am likely to apply what I learned	48.7 % 1,012	35.1 % 731	11.5 % 240	1.7 % 35	1.1 % 22	1.9 % 40	2,080

How Users Would Improve GALILEO

This year, the survey included two questions to rank how the GALILEO community reacts to improvements to the interface. Questions included what features the community would like to see improved, as well as satisfaction with the new bento box feature. 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

Likert Chart B: Satisfaction with the bento box feature (n = 478, only those who indicated they had used the feature were asked to rank their satisfaction*)

New Redesign Features	Ranking
Very Dissatisfied	2.9%
Dissatisfied	1.7%
Neutral	20.1%
Satisfied	42.1%
Very Satisfied	33.3%

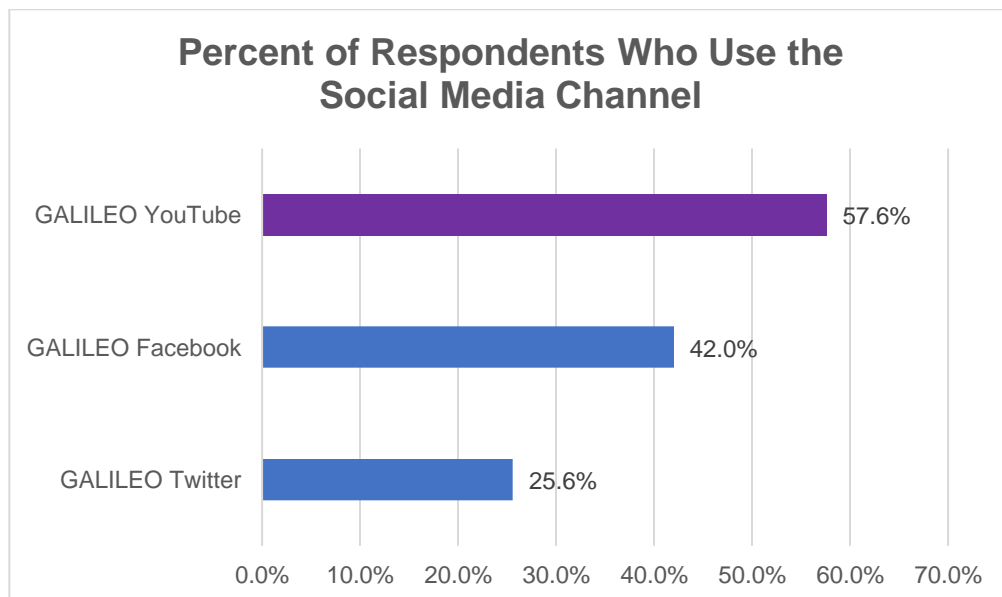
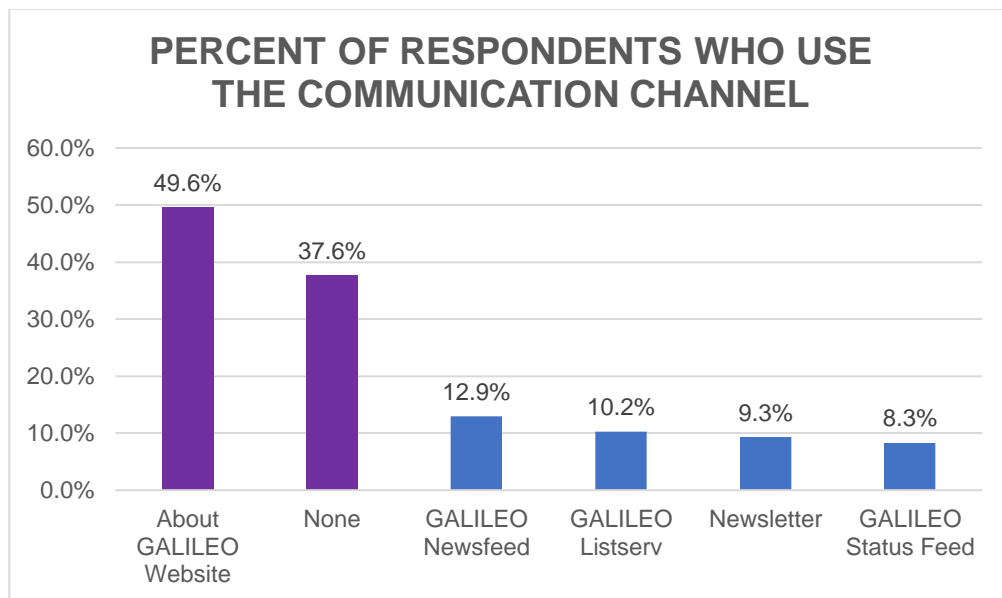
* The majority of respondents indicated they had not used the bento box feature. A picture was shown as a reference. Of the 2,124 to answer whether they had used the bento box feature, 66.9% said they had not. Only 27.6% said they had. The remaining percentage (student responses) said they were unsure if they had used it.

Social Media and Communication

The social media and communication question is 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 option of “none.” Doing this drastically changed what respondents selected. Some 49.6% of respondents said they stayed up to date about GALILEO through the department website, but this was a significant decline from the previous year when 79.5% of respondents selected this option. With the addition of “none” as an option, 37.6% said they did not use any GALILEO communication channels.

For social media, most users preferred YouTube (57.6%) and Facebook (42%) over Twitter (25.6%). Despite a low number of YouTube subscribers (157), the survey responses show the popularity of video. Facebook continues to be a draw. According to Facebook data, the post reach in 2021 was nearly 19,000. That’s more than 2018 and 2019 combined. 2020 was an outlier year due to the pandemic, with a post reach of more than 62,000. Reach is determined as the number of people who saw a post at least once.

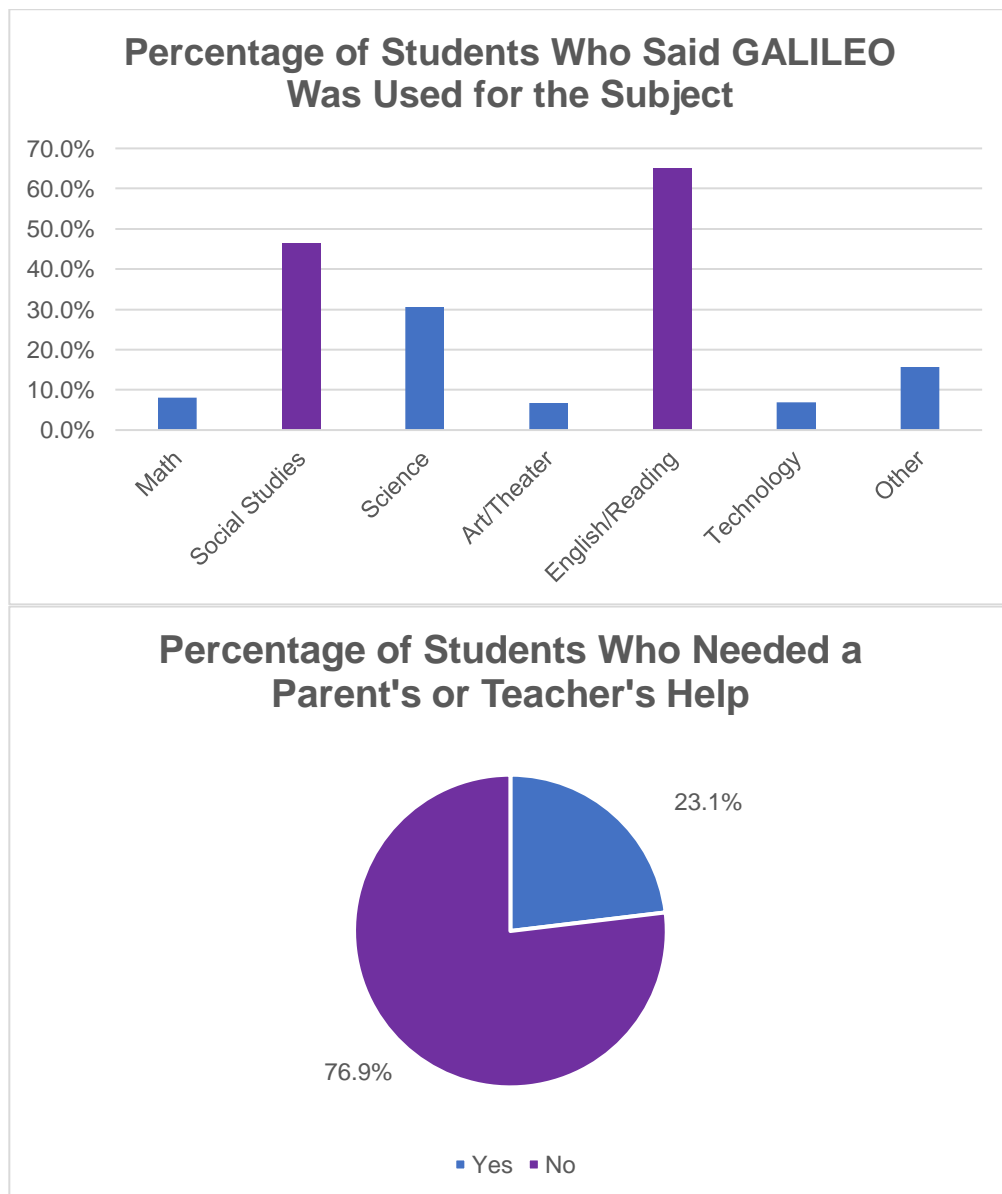


K-12 Targeted Questions

For the first time, the survey asked questions of students in kindergarten - 12th grade who filled out the survey (n=714). Unlike past years, student responses were diverted away from main survey content not generally applicable to children or more complex, such as communication channels or ranking improvements.

Students were asked whether they have used GALILEO, what subjects they have used GALILEO for, whether they needed a parent's or teacher's help, and what their favorite resource was. They were also asked about the bento box feature and provided an image, and then allowed to answer where they liked it

Of the 556 student responses, 86.7% (482) said they had used GALILEO for homework or a school project. The top subjects students said they used GALILEO for are: English (65%), social studies (46.4%), and science (30.6%). Most students (76.9%) said they did not need anyone's help using GALILEO. For bento box functionality, most students said they had not used the feature or were unsure. Selected charts below.

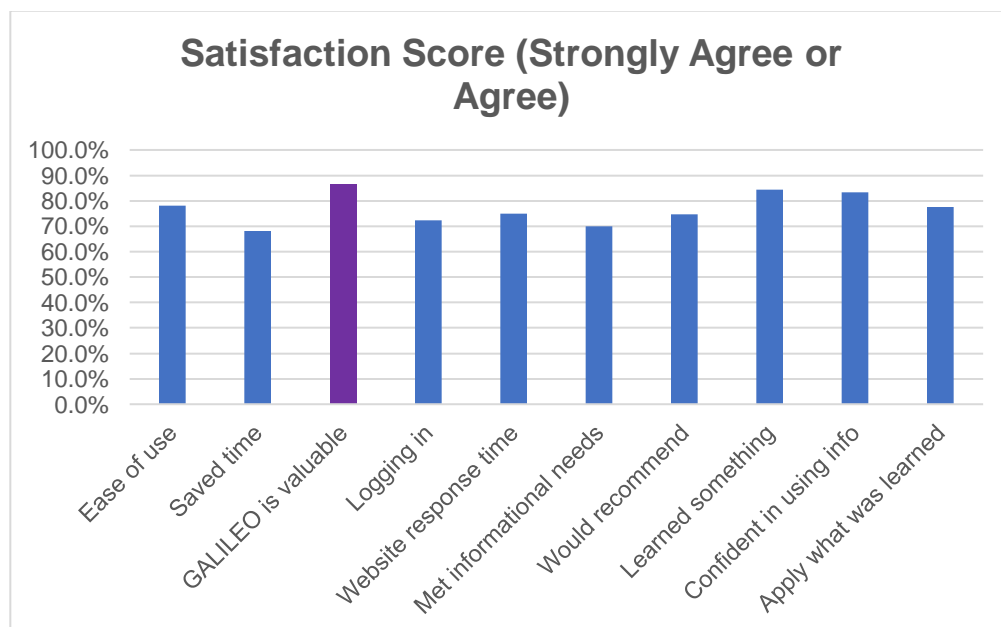


K-12 GALILEO Satisfaction

GALILEO's overall satisfaction scores also were analyzed looking at just K-12 students. A total of 608 students participated in the Likert-scale questions. Satisfaction is calculated as strongly agree and agree responses combined.

Whether GALILEO is a valuable resource received the highest satisfaction score of 86.6%, followed by whether students learned something (84.4%), and whether students were confident about using what they had learned (83.4%). The lowest satisfaction score was the question regarding GALILEO saving student's time at 68%. Logging in, another usual complaint, also received a low rating at 72.2%.

To alleviate some of the K-12 challenges, GALILEO staff are working on a plan for OpenAthens single sign-on for students. With more than 2000 public schools in the state, this will be the largest—and most complex—change to date. However, talks have already started with the Georgia Department of Education on how to implement changes. There is no timeline yet for K-12 public school implementation.



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 am thankful for GALILEO for allowing me to search for the articles and information needed to succeed in my graduate work. The amount of content is remarkable. (undergraduate students at a USG university)
2. Galileo needs easier access to full-text digital books and monographs. In the recent past I have experienced difficulty in moving from the full-text search results list to the database containing the actual full-text book or journal article. Galileo technical staff have told me in the past that it is an authentication issue within Galileo's systems. I don't know if this has been corrected, but I hope so. There should be a seamless move from search lists to full-text resources. (public library patron)
3. You should add a feature where you can say what you do not want to see. Now I can select what you want to see through filters, but I do not always know what I want to see. However, I at least always know what I do not want to see. (undergraduate student at a technical college)
4. GALILEO definitely had all the resources for me to complete my argumentative essay without me getting frustrated or discouraged! And i love how i got to do it from the comfort of my home! A virtual library is something great to always have access too 24/7 because you never know when you may need it! Thanks GALILEO! (undergraduate student at a technical college)
5. The resources on Galileo are not very practical for K-12 student research because they can be lengthy or difficult to comprehend. This causes me to gravitate towards other databases, such as Gale. (K-12 student)
6. We are so fortunate to have GALILEO! Thank you for all you do to keep it current and useful! I brag about it when I do my library instruction courses to our students! (private college library staff)
7. I am a senior in high school, but I am taking a college class. Galileo is confusing but also very picky on what words they choose to target. It isn't hard to work, but it is complicated to find the right type of source you are looking for. (K-12 student)
8. GALILEO is an incredibly value resource to me, especially for credible scholarly articles and genealogical/local history research and photographs. I appreciate your continued commitment to improving the user experience. (public library patron)
9. I love GALILEO and the bento search is an exciting improvement. I look forward to a full roll out of features. (K-12 media specialist)
10. Unfortunately, the local library system has lessened the ability to use Galileo services this past year as they have made it harder to go into library due to the Corona virus. Hoping to eventually see public libraries return to providing services to those with less resources. (homeschool parent)

Text Analysis: Addressing Concerns

GALILEO staff is always open to feedback. See below select comments from users and responses from our staff on updates or changes that impact the user concern.

ISSUE	UPDATE
<p>When logging in on a Chromebook, GALILEO makes me go through this annoying process of 'deleting my account' after indicating I don't want to accept data collection. Made me hesitant to use it instead of Google Scholar when I was on my Chromebook.</p>	<p>When GALILEO users access content from our partner EBSCO via single sign-on (PINES ID or institutional credentials) you will see this prompt. The data is used to create a personal My EBSCOHost account to seamlessly access additional EBSCO services, such as saving articles for later use. Your personal data is not used for any other purpose. By fall 2022, the wording of the notice will be amended, and a smaller prompt that does not prevent the user from seeing content will replace the current notice.</p>
<p>Each user should be able to arrange the bento boxes on their dashboard in the order they wish to view the information. And save the arrangement just like you can order tiles on your Microsoft desktop, or the tiles in Windows 10.</p>	<p>We agree! In December, GALILEO released improvements to the bento search allowing libraries to customize the bentos at the institutional level. In the summer of 2022, GALILEO developers will begin working to provide individual users with more options to personalize their GALILEO experience. This development will take time, but we hope to offer this option sometime in 2023.</p>
<p>For some odd reason GALILEO is configured to return eBooks first (if the user hasn't used any of the filters). That's a mistake for academic libraries. It should return articles (scholarly or not) for academic libraries. One of the problems with GALILEO is a general one-size fits all. You get the economies of scale by having so many stakeholders, but the search results just aren't that good. Mixing public libraries, school libraries, and academic libraries is like mixing apples and oranges. You end up with "opples."</p>	<p>Good news! In the newly implemented GALILEO bento search, libraries can customize their bento search results to best user needs. That means that if a library wants eBooks to be the first bento box, they can make that change. We appreciate that every library and every user is different. GALILEO will continue to work to add more library- and user-specific customization so that the user and search experience continues to improve--even for "opples!"</p>
<p>It would be helpful if the password and username were your school ID and passcode.</p>	<p>GALILEO is working to implement single sign-on for participating libraries. Most higher ed libraries are already live, and we're working on public libraries now. K-12 students will also have this capability in another year or so. Once this work is complete, all users will log in using familiar credentials instead of a GALILEO password.</p>

The Survey

Introduce Yourself

1. 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 Please enter an 'other' value for this selection.

GALILEO Value

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"/>

3. 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

GALILEO Redesign

4. In July, GALILEO released its latest redesign, which included a bento box results sorting functionality. Have you had a chance to use it? (See picture below or view this [short intro video](#).)

- No, I have not used it.
- Yes, I have used it.

5. Please rank your satisfaction with the bento box feature. (Likert scale question from very dissatisfied to very satisfied)

6. Please describe any additional features, functionality, or changes GALILEO should consider developing in future redesigns, including the bento boxes.

How You Use GALILEO

7. Today, I am using GALILEO at

- Public Library
- School (K-12)
- College or University
- Home or Work
- Other Please enter an 'other' value for this selection.

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

- Mobile phone
- Tablet
- Desktop/laptop

9. How often do you use GALILEO?

- First time used
- Daily
- Weekly
- Monthly
- Occasionally

How You Learn About GALILEO

10. 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 Please enter an 'other' value for this selection.

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

- About GALILEO Website (about.galileo.usg.edu)
- GALILEO Quarterly Newsletter
- GALILEO Listserv (Available at listserv.uga.edu.)

- GALILEO News Feed (Available at galileo.usg.edu.)
- GALILEO Status Feed (https://about.galileo.usg.edu/system_status)
- None of the above

12. 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/c/GALILEOVirtualLibrary>)

Tell Us About Your Library or School

13. Please indicate your primary institution affiliation.

- K-12 Public School
- K-12 Private School
- Public Library
- Technical College
- Private College/University
- State (USG) College/University
- Other Please enter an 'other' value for this selection.

Additional Feedback

14. Do you have any additional comments or feedback for us?

School Student Topics (Logic: If respondent picked “K-12 student” in first survey question)

1. Have you ever used GALILEO for a school project or homework?

- Yes
- No

2. Which school subject did you use GALILEO for?

- Math
- Social Studies
- Science
- Art or Theater
- English or Reading
- Technology
- Other

3. Did you need your teacher's or parent's help to use GALILEO?

- Yes
- No

4. Can you tell us what is your favorite resource in GALILEO?

5. Take a look at the picture below. Have you used this new GALILEO feature called "bento boxes?"

- No, I have not used it.
- Yes, I have used it.
- Not sure.

6. Please let us know what you like or did not like and why. (Logic: If "yes" to previous question.)