Evaluating a new electronic service using mixed methods

Presentation to QQML, 2012

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Outline of Session

• Background
• Introduction to LibGuides
• Evaluation stage
• Opportunity for your questions and feedback
Background

• Wide variety of resources available overwhelming for students
• Subject guides just list of links
Guide for Business

- **Online databases via Search It**
  Online databases provide electronic collections of information, usually for a particular subject area. Some databases contain indexes to journal articles - often including abstracts (summaries) of the articles; others also include the full text of the journal articles themselves.

- **E-journals**
  These pages do not list the journals held in print form in the Library - you need to check on The Catalogue to see a list of print titles.

- **E-books**
  There are a number of e-book databases that are relevant for Business.

- **Useful websites**
  L&IS staff have compiled a database of useful web links for Business.

- **Guides and factsheets**
  L&IS publications are in PDF format. You will need to have Adobe Acrobat Reader on your PC to view them. It is freely available. Download Adobe Acrobat Reader.
  Factsheets and Quick Guides can be made available in alternative formats, please make your request at any service point in the Library, telephone 01642 342100 or email libraryhelp@tees.ac.uk

- **Feedback form on information skills session**

- **Contact names**
  There are specialist staff at the University Library who are able to support Business.
Welcome to the Library Guide for Business and Management. This is your one-stop-shop for all your research and information needs.

Use the tabs at the top to find out what you need to know.

Latest News

- Adult Learners Week 12-18 May 2012
- Student focus group: OER: student life
- Changes to British Library Inter Library Loans Service
- Additional PCs/group room in the Library

Library & Information Services
LibGuides
Research assistance, subject guides, and useful resources
What are online databases?

Online databases are specialist search engines. Unlike Google, they don’t try to cover the whole of the web but instead concentrate on including quality research for specific subject areas.

Useful Databases

The most useful databases for searching for journal articles in Business and Management are:

- **Business Source Complete**
  Business Source Complete is a business database, providing bibliographic and full text content for many academic business journals back to 1886. Additional full text, non-journal content includes financial data, books, major reference works, conference proceedings, case studies, investment research reports, industry reports, market research reports, country reports, company profiles, SWOT analyses and more.

- **Emerald Management Extra**
  The Emerald library contains the full text of over three hundred high quality journals covering business, management and some science and engineering titles.
LibGuides

- Creates a one stop shop for a subject
- Interactive multimedia
- Integrated help at the point of need
- Customisable
- Linked to modules in the VLE
Questioning LibGuides

- How to justify an ongoing subscription?
- Are they being used?
- What do people think about them?
  - Academic staff
  - Librarians
  - Students
LibGuides Usage – top 25

- Forensic Science
- Graphics
- Interior Architecture and Interior Design
- Media
- Youth Studies
- Sociology
- Midwifery and Women's Health
- Teaching in the Lifelong Learning Sector
- Radiography, Imaging and Ultrasound
- Accounting and Finance
- Computer Games and Animation
- English
- Physiotherapy
- Law
- Paramedic Science
- Education
- Criminology
- History
- Early Childhood Studies
- Sport and Exercise
- Computing
- Occupational Therapy
- Nursing
- Psychology
- Business and Management

September 2011 - April 2012
Total hits = 161,465
Variation in usage

• Some guides not being used heavily
• Top guide:
  – Business - 13,471 hits

• 81st guide:
  – Food & Consumer Safety – 44 hits

• Some content areas within guides not being used
## Business Guide - Sections

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Google Analytics

• Only introduced May 2012
• Who are the users?
  – Initial results – majority coming from Teesside
• How are users getting to site?
  – Nearly 50% users going directly to libguides
• How long are users spending on the site?
  – Average visit 3 mins 38 secs
• Less than 2% on a mobile
• Only 3.5% from search engine
• 55% referred to site
• 95% of referrals come from Library website
Excellent site!

I will be using for my assignments

Useful informative and easy access what more could a student want?

Really handy

BUT

Less cluttered

Search box could be more specific
Feedback Form Limitations

• Only 24% added comments
• Collating individual emails
• Who are they from?
• Too many feedback forms on the site
  – confusion with feedback for information literacy sessions
  – “more time to be shown”
Academic Staff

“I just wanted to say how good the Lib guides are. They really help my teaching and final year projects :)

• Learning and Teaching Conference
  1. Should LibGuides be extended to include study skills?
  2. How can we involve academic staff?
Should LibGuides be extended to include study skills?
Answers to: How can we involve academic staff?

• Who decided how many sub divisions eg SCM 2 guides not enough? Sohsc many but overlap between them.
• Who decides subject for guide areas can we influence this eg research methods or generic health not just nursing if new research doesn't cover this?
• Name link
• Build in area for staff suggestions
Librarians

• Focus group with librarians:
  – What are the positive aspects of LibGuides?
  – What are the negative aspects of LibGuides?
  – What do the statistics tell us?
  – What should we test with students?
Positive feedback from focus group
Negative feedback from focus group
What do statistics tell us?

- Perhaps reduce number of subject specific guides eg Nursing, Engineering
- Common pattern in section usage across the 6 most popular guides for each School
- Can see impact of training sessions in usage statistics
- Finding journal articles 2nd highest on each - wording makes it easy to find?
- Are headings meaningful?
- More resources hides expensive databases
- Low book usage
- Usage stats for databases don't reflect actual usage - students accessing from elsewhere or bookmarking
Students

• Have the guides lived up to our expectations?

• Can students find the information that they need?

• Will we find some of problems that other research has found?
How far have we got?

• Usability study protocol developed
  – based on University of Washington Libraries, USA
• Technical set up sorted out
  – using Camtasia in designated room
  – Student workers
• Tasks agreed
• Studies to be carried out this week
Tasks for usability study

1. Find a libguide for Forensic Science

2. Find the electronic book:

3. Locate the following journal article and open the full text:
Tasks for usability study

4. Find the database Proquest Nursing Journals and open the factsheet.

5. Find out why Katy Demoily has recently been in a newspaper.
Conclusion

• Evaluation has developed from original project plan
• Pleased with usage
• Evaluative approach could be used for other resources and services
• Work in progress!
Questions and Feedback
References
