USER INSITE PTY LTD

10 July, 2001

Final Report for the National Library of Australia

Canberra, ACT 2600

SATISFACTION SURVEY OF

AUSTRALIAN LIBRARIES GATEWAY

STAKEHOLDERS

CONTENTS

Introduction

Twelve months ago, research was first conducted to describe and measure stakeholder satisfaction with Australian Libraries Gateway services.

Once Australian Libraries Gateway was well established it was important to resurvey stakeholders to seek comparative measures of their satisfaction and uses of the service.

Purpose

The stakeholder survey is designed to measure levels of satisfaction with services, to fulfil the National Library of Australia's reporting obligations to government.

A second major purpose is to provide information about the views of stakeholders about the significance of the Gateway and to suggest future developments.

Methods

The Australian Libraries Gateway Stakeholder Survey was one of four surveys conducted this year to gauge the satisfaction of stakeholders and customers with Kinetica and Australian Libraries Gateway.

The Stakeholder Survey aimed to reach 200 CEOs or senior managers of libraries, randomly selected to be representative of stakeholders from libraries across Australia.

A survey of 16 questions was designed to seek information about satisfaction with services, communications with the National Library of Australia, and views of the Gateway's current significance and future possibilities.

The method of survey chosen was the same as in 2000. A questionnaire was provided on a Web site external to the National Library of Australia. Participants were contacted by email and asked to click on a link to access the online survey. They were provided with a password for this purpose. Towards the end of the survey time, a reminder was sent to those who had not recorded their emails as part of their response.

Email addresses were selected randomly, using a computer program, from lists supplied by the National Library of Australia. Initially, 240 email requests were sent, to form a sample of 200 and to allow for the 20% emails which were expected to fail in delivery, based on last year's figures. The same level of delivery failure was indeed recorded, making a sample base of 200.

42 useable responses were received and form the basis of the analysis. This is a response rate of 21% which was disappointing. There was evidence that emails were out of date or no longer targeting the correct person. An error in the url of the first email sent to participants also meant that the survey did not get a response in the first few days and needed to be re-sent to a second group.

While the survey points to trends and is very useful in the descriptive information it provides, measures should be used with caution because of the low numbers.

The question regarding overall satisfaction, and like questions, were reworded at the request of the National Library of Australia to clarify the meaning of 'satisfaction' so that the first two responses were a positive indicator of satisfaction. The second two questions were clearly in a negative direction (See Appendix B).

Analysis was conducted using SPSS.

The survey was designed and managed by Dr. Patricia Gillard. Dr. Deborah Black provided the statistical analysis.

Table 5. Uses of the Gateway

	2001 Survey	2000 Survey
Find a library	83%	77%
Update library details	64%	73%
Catalogues and databases	45%	31%
Other resources	43%	31%
Sources of subject info.	33%	50%
Email or address lists	31%	23%
Policy information	31%	12%
Other library directories	29%	31%
Showcasing	27%	35%
Libraries worldwide	17%	20%
Non library service	17%	12%
Tools of the NLA	17%	8%
Find an organisation	14%	12%
Object or article	12%	19%
Aust. booksellers & publishers	10%	19%
Seek collegial advice	10%	4%
Service providers/vendors	10%	0%
A trusted answer	5%	8%
Find a fact	5%	0%
Other	5%	0%
Copy cataloguing	3%	8%
Send feedback	0%	8%
Friends of libraries	0%	0%

The most popular use of the Gateway was to find a library (83%), up from 77% last year. The next most popular was updating library details (64%) down slightly on last years proportion (73%).

One third (33%) of the stakeholders used the gateway for sources of subject information. This proportion is down from half last year.

Just below half used the Gateway for both pathways to other Australian resources (43%) and searching library catalogues and image databases (45%) compared to a proportion of 31% for both last year. Proportions for other uses were quite low – below 30%.

End user access to the Gateway

Seventeen percent indicated that they provided direct access to the Gateway for their library users – a similar proportion to last year (16%). Two percent were unaware of the provision of access compared to 4% last year and seventy nine percent indicated that they provided no direct access compared to 80% last year.

Australian Libraries Gateway Stakeholder Survey

NATIONAL
LIBRARY OF
AUSTRALIA

australian libraries gateway

May, 2001

The National Library of Australia is interested in finding out your views about the Australian Libraries Gateway and its overall contribution to Australian libraries. We are asking CEOs, library managers and others in leadership positions to give us feedback.

This is the second year the survey has been conducted. The results of this survey will be used to help improve the quality of the existing product and help to chart future directions. User Insite Pty Ltd has been engaged to conduct the survey by email.

We are interested in what you really think. The answers you give will not be revealed to the National Library of Australia, except as overall results. You and your library will not be identified separately. **The survey will end 4 June, 2001.**

Australian Libraries Gateway is both a directory of Australian libraries and a pathway to an increasing range of resources in Australia and overseas. It is currently a free service on the World Wide Web. Libraries listed within the Gateway are responsible for maintaining the currency of information about themselves.

Thank you very much for taking part. You will hear about the results through the Gateway's fortnightly ' What's News' and the ALG-L discussion list.

1. **In general, how satisfied are you with the Gateway as a library resource?**
   - ○ Satisfied
   - ○ Mostly satisfied
   - ○ Rather unsatisfied
   - ○ Not satisfied
2. **How would you describe the significance of a free Web-based resource such as ALG to Australian libraries? Please provide one or two sentences.**

3. **Do you get good value from the Gateway for the resources you put in?**
   - ○ Yes
   - ○ No
   - ○ Don't Know
4. **How successful is the Gateway in improving access to information resources in Australia?**
   - ○ Very successful
   - ○ Successful
   - ○ Not too successful
   - ○ Unsuccessful
5. **The development of the Gateway has incorporated comments from online discussions and user feedback. How appropriate is this informal consultation for the development of a resource such as the Australian Libraries Gateway?**
   - ○ Very appropriate

○ Appropriate

○ Not too appropriate

○ Inappropriate

6. **What are the extra developments or features you would like to see within the Gateway? Please provide one or two sentences.**

7. **Do you provide your library users with direct access to the Gateway?**

○ Yes

○ No

○ Don't know

8. **Please comment on where you see the evolution of the Gateway's services in the future.**

9. **Do you have ALG bookmarked on your own personal computer?**

○ Yes

○ No

○ Don't know

10. **The following is a list of different ways that people use the Gateway. Please choose the activities which you use for yourself.**

☐ Showcase an individual library, its collections and services

☐ Update library details

☐ Find Australian booksellers and publishers

☐ Find a library

☐ Find sources of subject information

☐ Find libraries worldwide

☐ Seek specialist collegial advice

☐ Find a trusted answer to questions and issues

☐ Acquire an object or article

☐ Find a non library service (eg museum or archive)

☐ Send feedback to ALG to administration

☐ Use as pathways to other Australian resources

☐ Access specialist tools of the National Library of Australia

☐ Search Australian library catalogues and image databases

☐ Find a fact

☐ Find an organisation on the Web

☐ Obtain email or address lists

☐ Find policy information for libraries

☐ Locate Friends of libraries in Australia

☐ Find library service providers/vendors

☐ Do copy cataloguing.

☐ Access other Australian library directories (eg the Register of Australian Archives and Manuscripts (RAAM), Interlibrary Lending Resource Sharing (ILRS) Directory, Oral History Directory)

☐ Other (please specify)

11. **Are you:**
   ○ Female
   ○ Male

12. **Aged**
   ○ Under 20 years
   ○ 20 to 34 years
   ○ 35 to 44 years
   ○ 45 to 54 years
   ○ 55 years and over

13. **Turning to your library, which "type" below best describes your library?**
   ○ Public
   ○ School (K-12)
   ○ National/State/Territory
   ○ University
   ○ Special

   ○ Other (please describe)

14. **Where is your library located?**
   ○ Australian Capital Territory
   ○ New South Wales
   ○ Northern Territory
   ○ Queensland
   ○ South Australia
   ○ Tasmania
   ○ Victoria
   ○ Western Australia
   ○ Overseas

15. **Is your library in a capital city?**
   ○ Yes
   ○ No

16. **How many people work in your library (full time equivalent)?**
   ○ One
   ○ 2 to14
   ○ 15 to 49
   ○ 50 or more

   ○ Other (please state)