Perception - Seeing Further

Sheila Clark & Darel Bennedbaek

37th ASDAL Conference, June 26-29, 2017

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The Reformed Librarian

"it is true that a fair library is not only an ornament and credit to the place where it is, but a useful commodity by itself is the to the public; yet in effect it is no more than a dead body as it is now constituted in comparison to what it might be" - John Dury, 1651

Connections

Library Use → GPA ?

A Brief History of Borrowing

- McDiarmid (1935): A and B students borrowed twice as many books as F students
- Knapp (1959): 14% of A students borrow less than one book per month compared with 37% of D students
- Barkley (1965): 62% of students with GPAs between 3.5 and 4.00 checked out a book compared with 39% of those with approximately C average and 14% of F students.

A Brief Recent History of Borrowing

- Wong (2011): 65% of sample groups in faculties and schools showed a significant positive relationship between GPA and checking out books and AV materials. Faculties and schools which had shown weaker relationship between borrowing and GPA exhibited a stronger correlation between GPA use and library databases.
- Soria (2013): Students who used the library including using library workstations, accessing electronic databases, and checking out books had a 3.18 GPA compared with 2.98 who did not.

Library Use & GPA

Library use = Higher GPA

Even when controlling for pre-college characteristics

Allison (2015): Approximately 2/3 of students who increased their GPA also used the library. Students above the mean GPA checked out 50% more books and used databases 41% more than students below the mean GPA.

Correlations

Library Use → GPA

A Library Without Walls??

An example of a pre-millennium computer

User perception suddenly becomes very important!

Perception of Library Users

1990's brought studies that measured the gap between user expectations of service and service actually provided

ServQual → LibQual

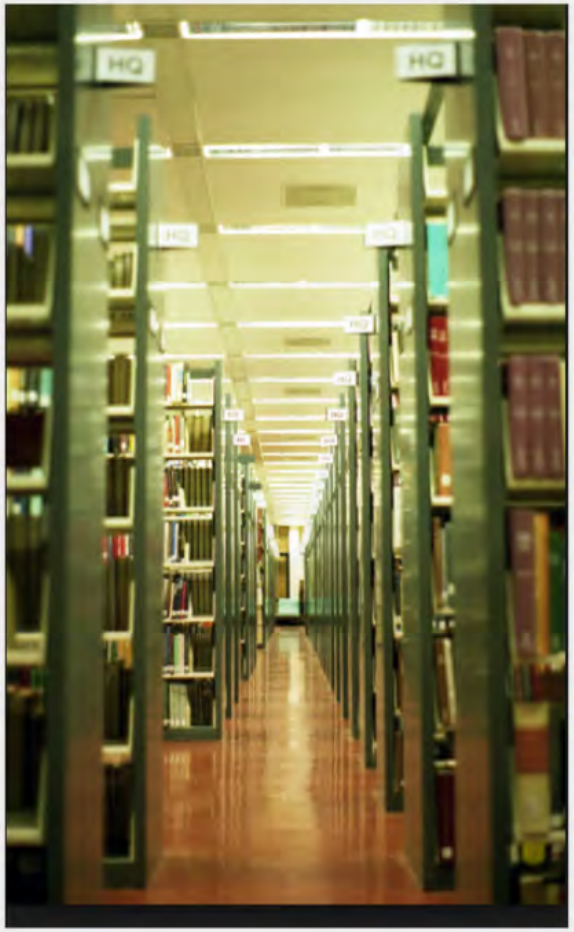
Will the dots connect?

User Behaviour - 21st Century Studies

- Heinman (2000) focus on user behaviour throughout the information seeking process rather than evaluation of discrete services
- More recent studies are even more open ended observing a wider range of user behaviour (Bryant, Matthews, Walton, 2009; Ferria, et. al., 2017; May and Swabey, 2016) rather than focusing on satisfaction with the services traditionally offered

The Library When Reader Centered

The Library When Book Centered



The Library When User Centered

Circulation ↓ Gate Count ↑

- Canada: up 74%
- Denmark: up 47%
- United States: up 38%
- United Kingdom: Holding Steady

Space to Place

- Utilitarian, joyful intellectual purpose
- Book centered Learner centered

Will the dots connect?

Perception of Information Literacy

Only one study found documented the positive correlation between students' perception of the importance of the information literacy instruction they had received and the grade earned on the assignment (Kim, Shumaker, 2015)

Perception of the Building - comments

- "My perception is that you can get whatever it is that you need done there, but it's not a place you want to hang out"
- "It feels cramped and it's not exactly the most inviting location"
- "It's not enough brightness, [so] you don't want to do homework. It's like 'Eh.'"

Perception of the Building - comments II

"I'd rather stay in another building because it's quieter. I like the whole seclusion part. The cubicles are okay, there's still noises and things kind of get distracting at least for me. I was thinking about this a few years ago, 'Why don't I go to the library?' That's when I started trying to come to the library, but it's not very appearing in terms of aesthetics, in terms of whole general setting. We don't have a library that just says 'Come.' When you start picking up a few books you start thinking 'This was here the whole time? Oh my goodness! Man, I should be here all the time.' Then I might run and find a corner, but it doesn't have that initial pull to it, even walking past the outside of the building. So not often, unless I'm looking for something specific to print, make photocopies, things like that."

Students come for the services, not the space

It's a good establishment to find what you need for your papers and the people here help you to find what you need. . . My perception is that it's a good tool overall to help you in your academic course, basically.

Renovation Ideas from Students

- "As it stands, areas for study are limited to little desks around the perimeter basically of the library. There's not much of a spot where people can kind of relax."
- "Maybe a reading space. A reading space would be nice. I think the computers you guys have now are great, so I don't think there's a problem with that."
- "You know, couches, even footstools where you could just put your feet up and read. Blankets, maybe a tea station. Some people like to drink tea and read."

Perception of Reference

- “Yes, I’ve come and asked you things a few times. "Why or why not?"Well, first because I like you. Second because you know things that I don’t and I find that very valuable and sometimes I need help for things. I’d say that I probably want to do that more from now on because I think there’s probably some things that I could ask you in requesting things.”
- "He has helped me a great amount in finding articles, actually, in the library."

More Perceptions of Reference

- “Like there’s a lot of books written on it, but to find keywords, those specific books is a tedious job so I had to come to someone. I can’t do this alone.”
- “My frustration gets me to a point where I ask it’s almost done in two seconds, whereas with me it took twenty minutes to try and find something. So, yeah, it motivates me to go. Also, hes always so willing to help and stuff like that."
- "I have often talked to Sheila about books. Usually its more on a personal interest level, not so much help with academics."

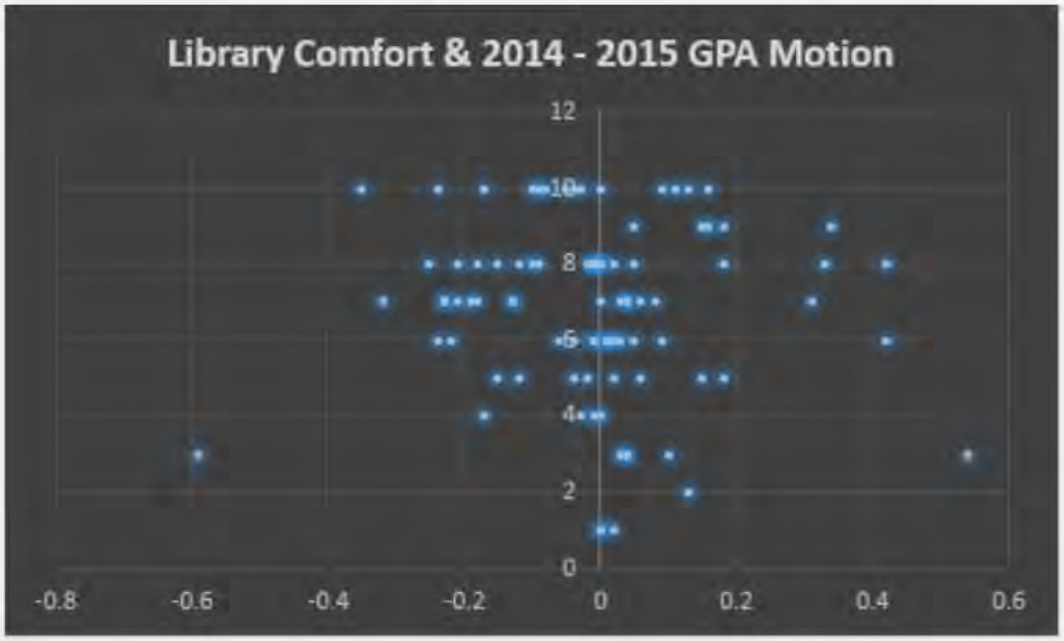
More Perceptions of Reference

- “Yeah, it was kind of like, “I’ve heard some of this before. Wait, wait. Truncation and all that. What is she talking about again?”
- "I think it’s great to come to classes. Like I said, when Darel came to class last semester that was the first time I had a librarian come and I learned several things."
- “It helped me learn how to search up things on the online guide, so that was very helpful. Yeah, I still use Google but there was a point in time last semester and my second year I believe where I didn’t. I hardly used Google.”

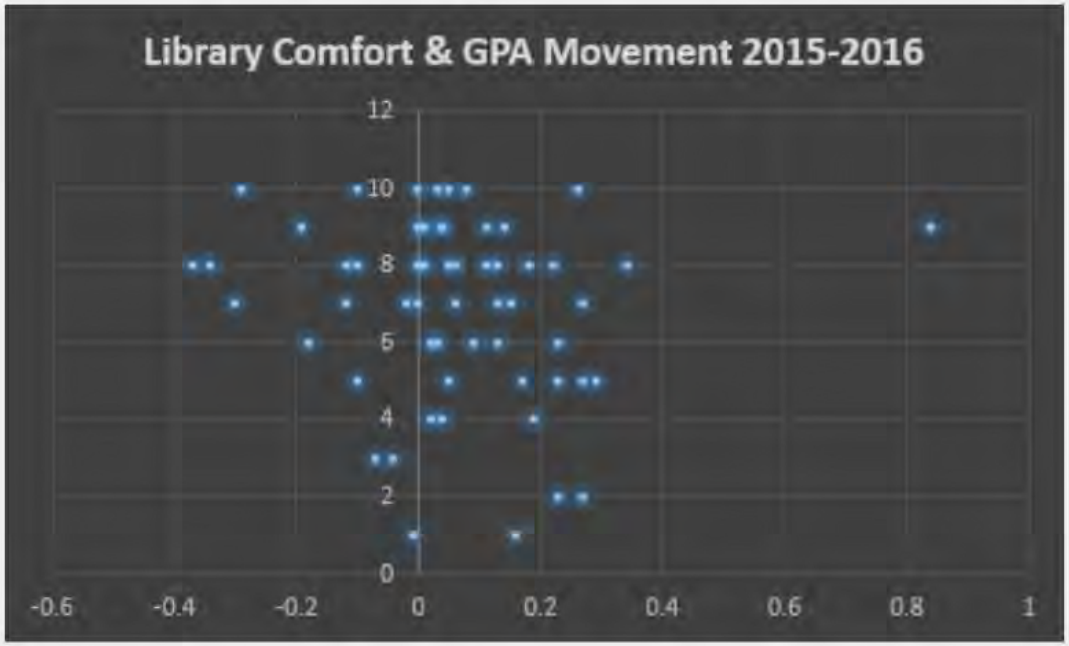
Methodology

The Survey & GPA

Measuring the Building



Measuring the Building



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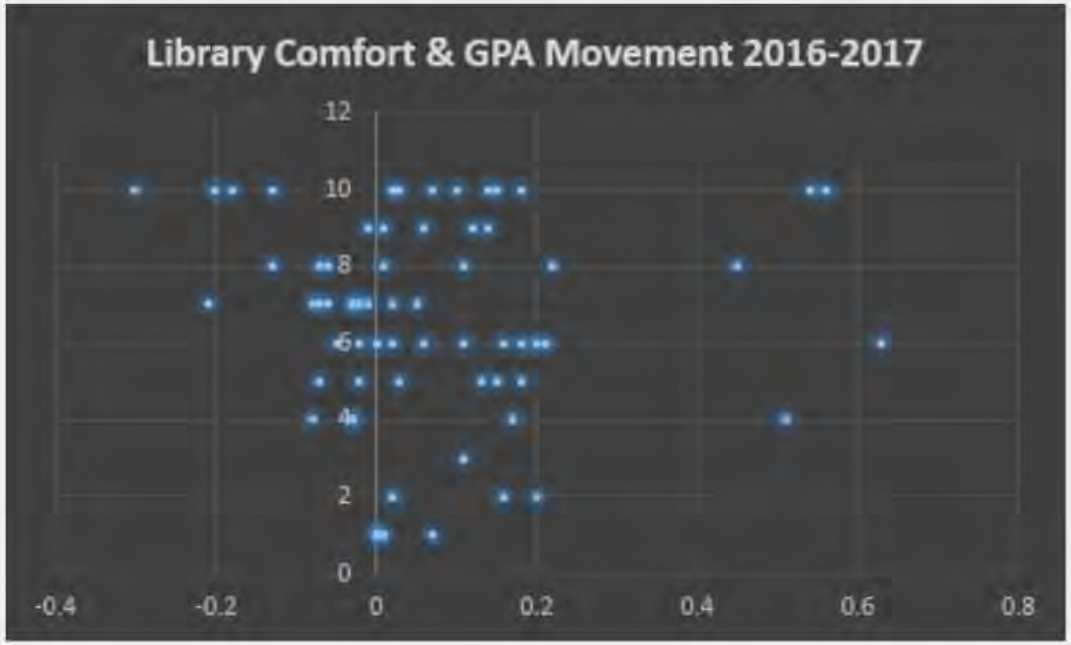
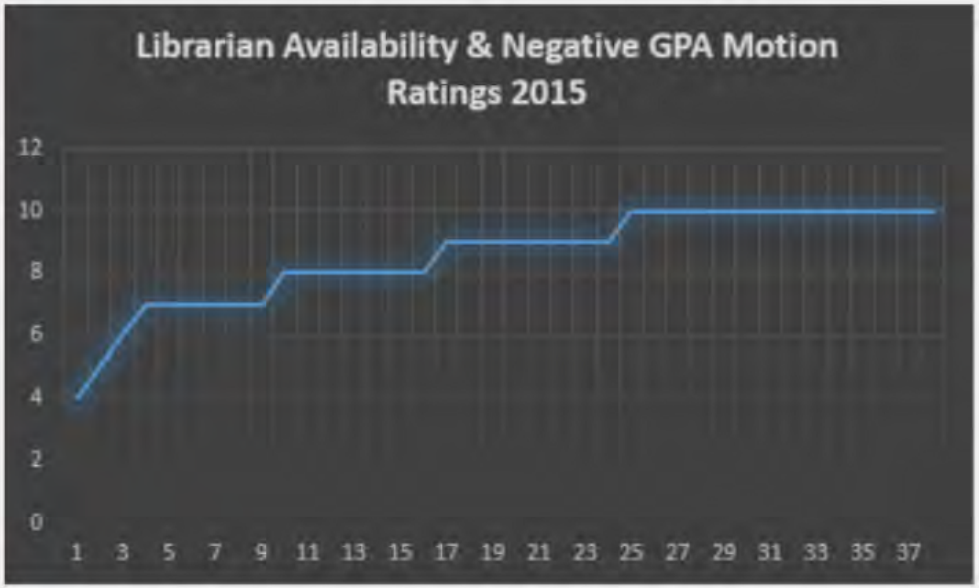
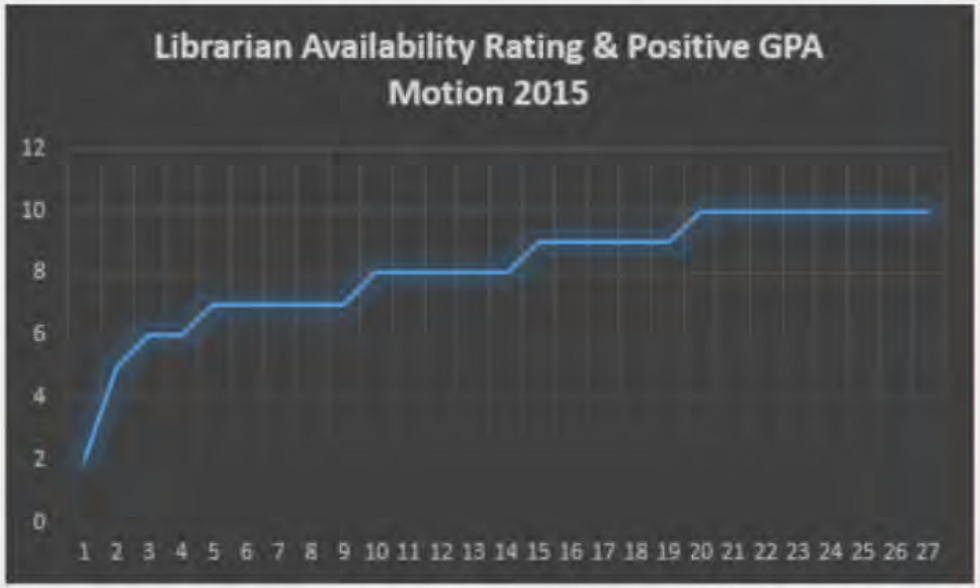


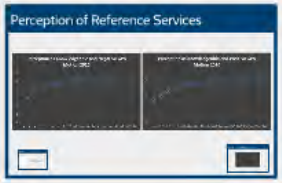
Comments

- Could not establish any valid link between GPA and their rating library

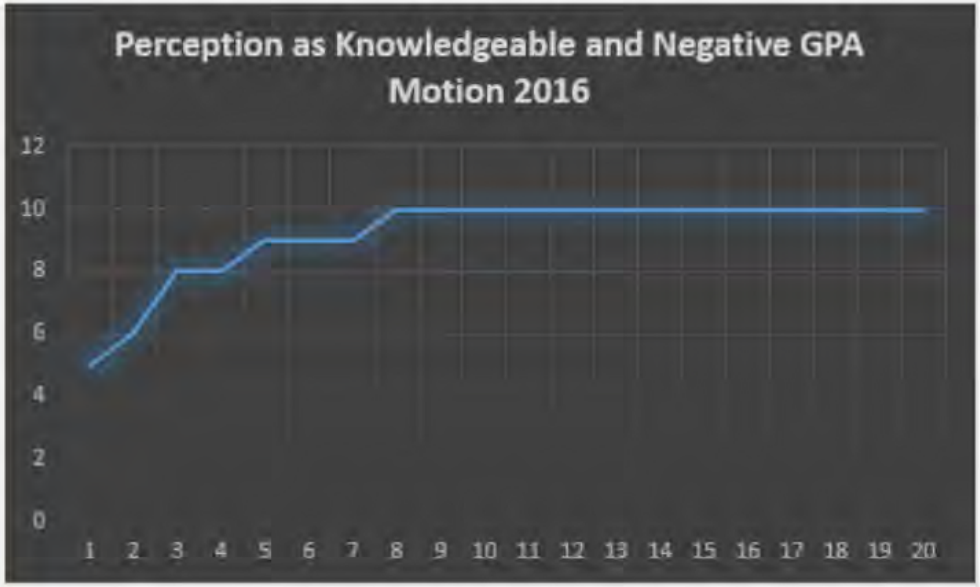
Perception of Reference Services

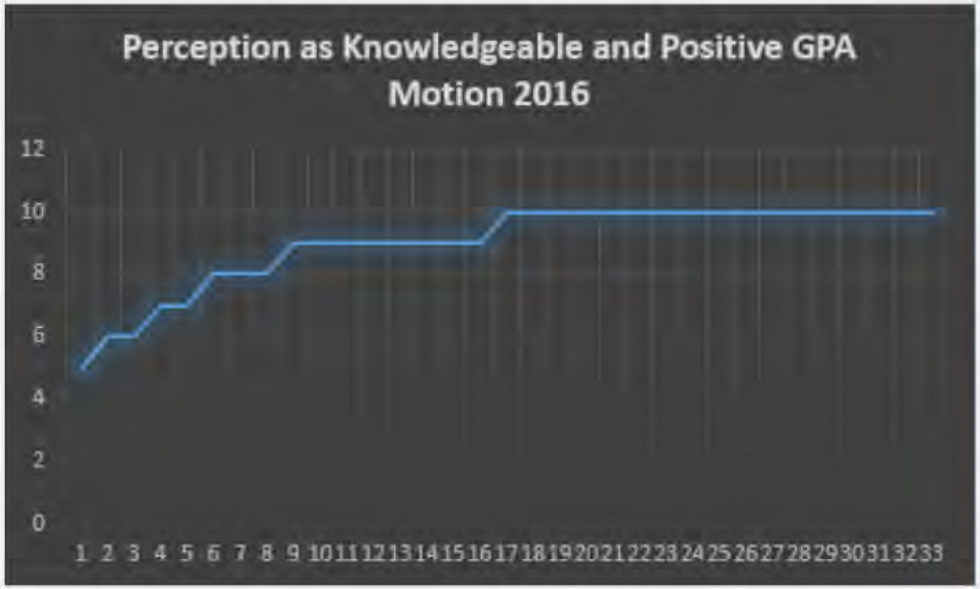


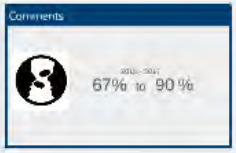


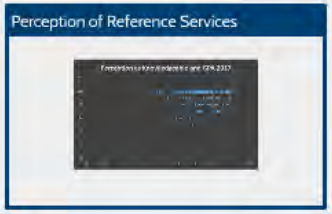


Perception of Reference Services

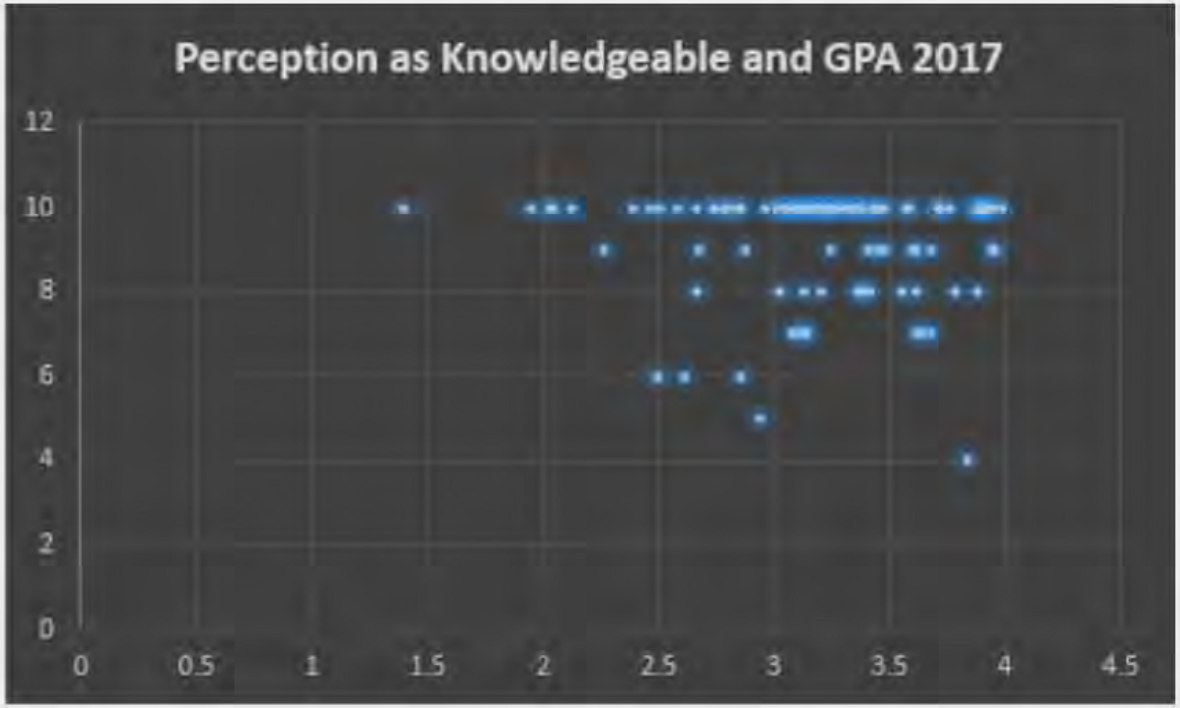








Perception of Reference Services

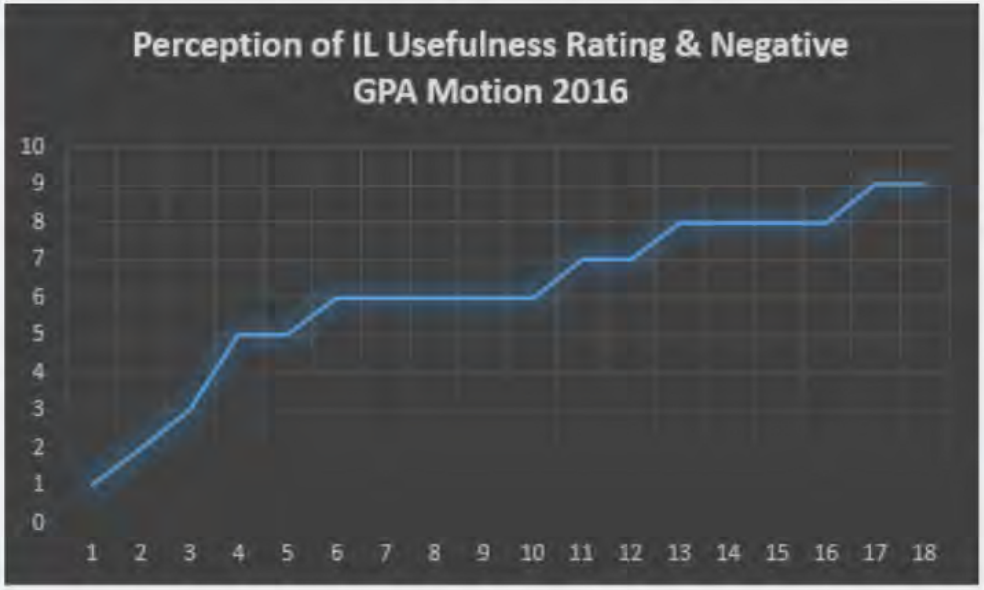


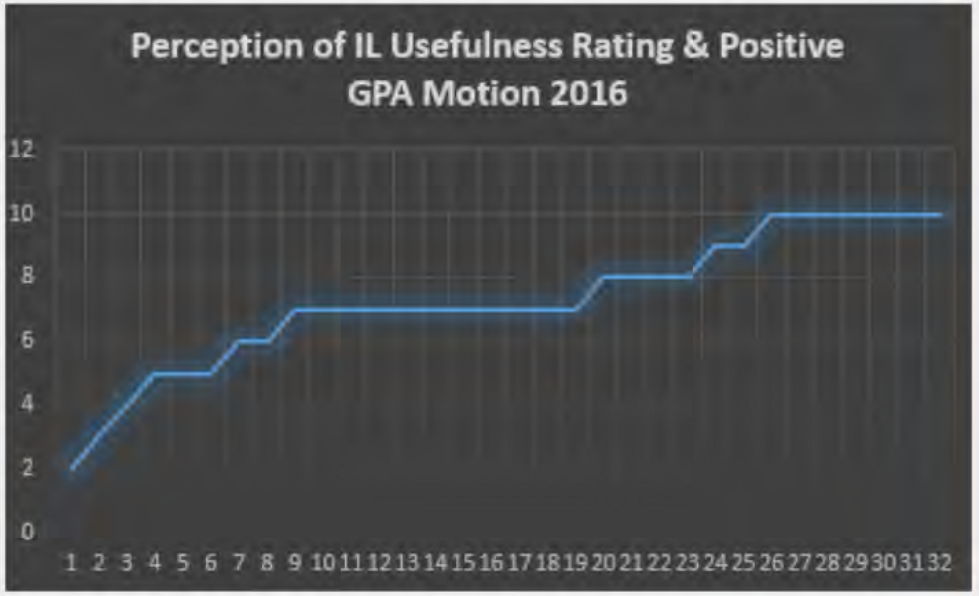
Comments

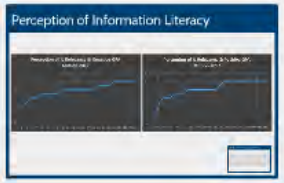
2015 - 2017

67% to 90 %

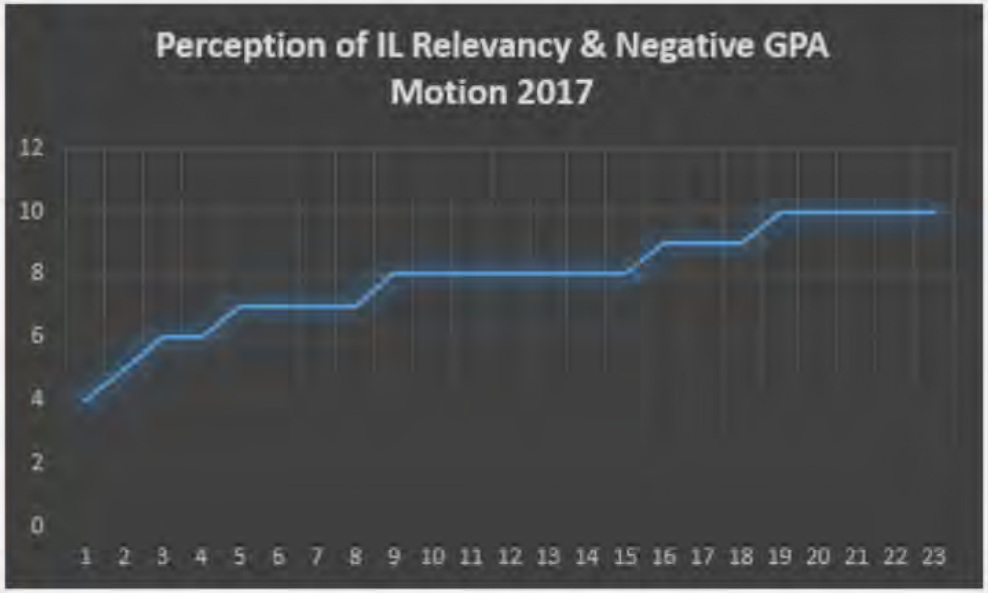
Perception of Information Literacy

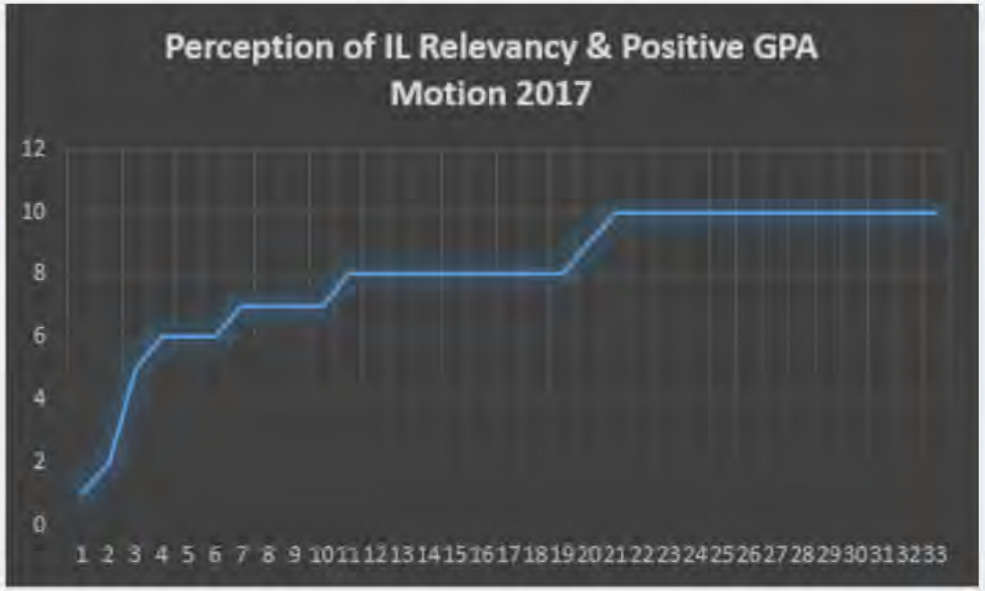


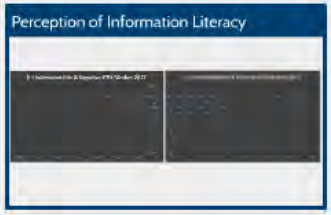




Perception of Information Literacy







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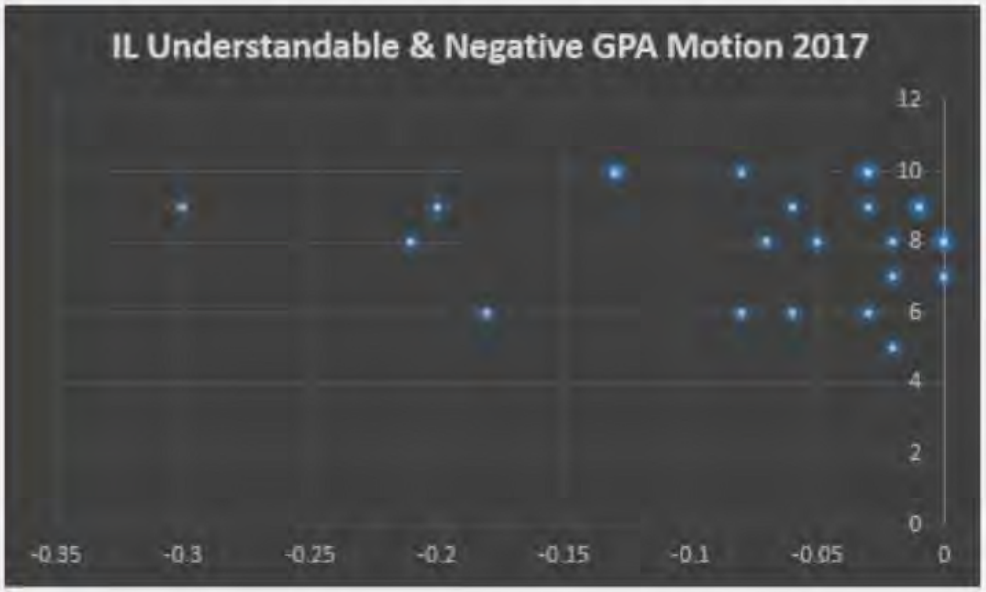
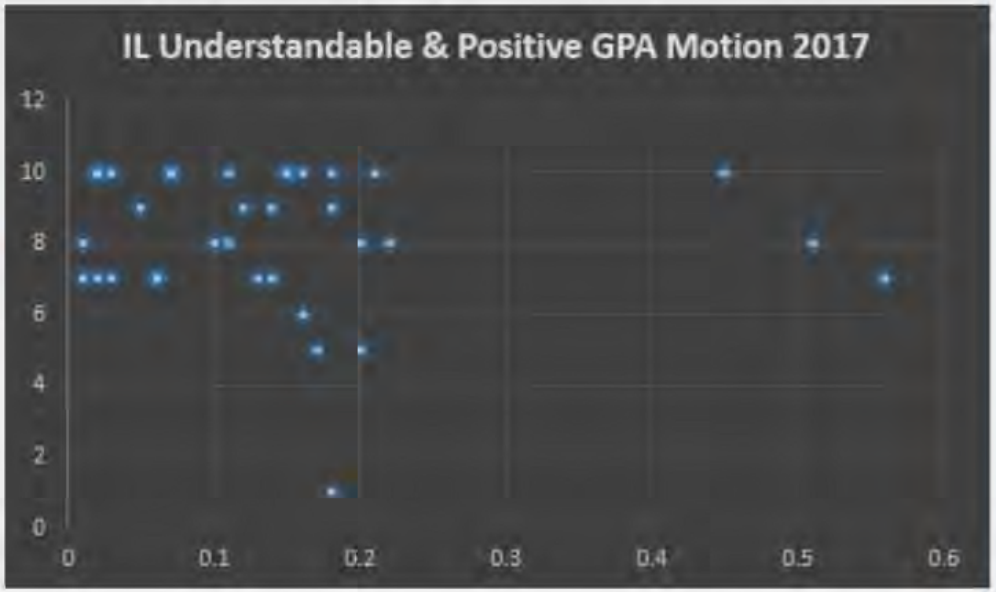
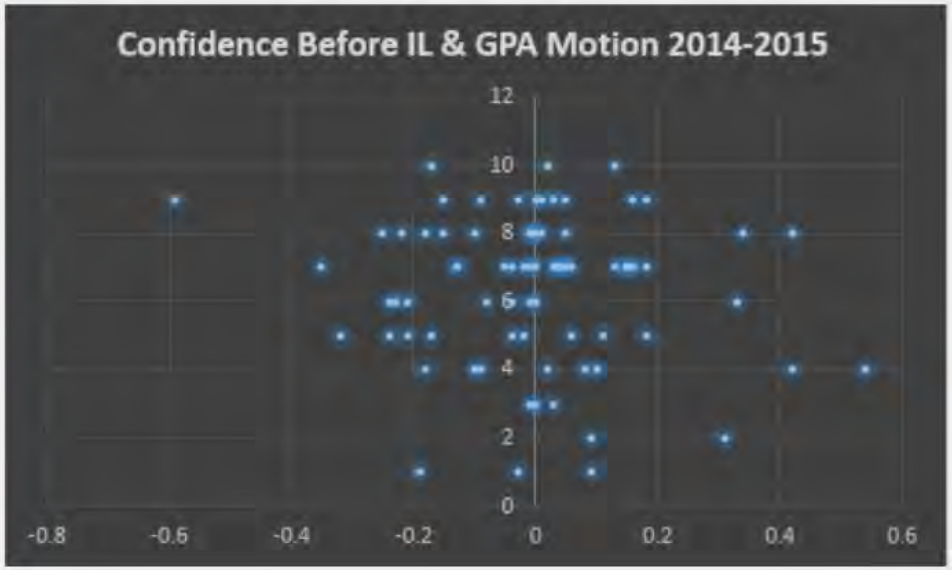
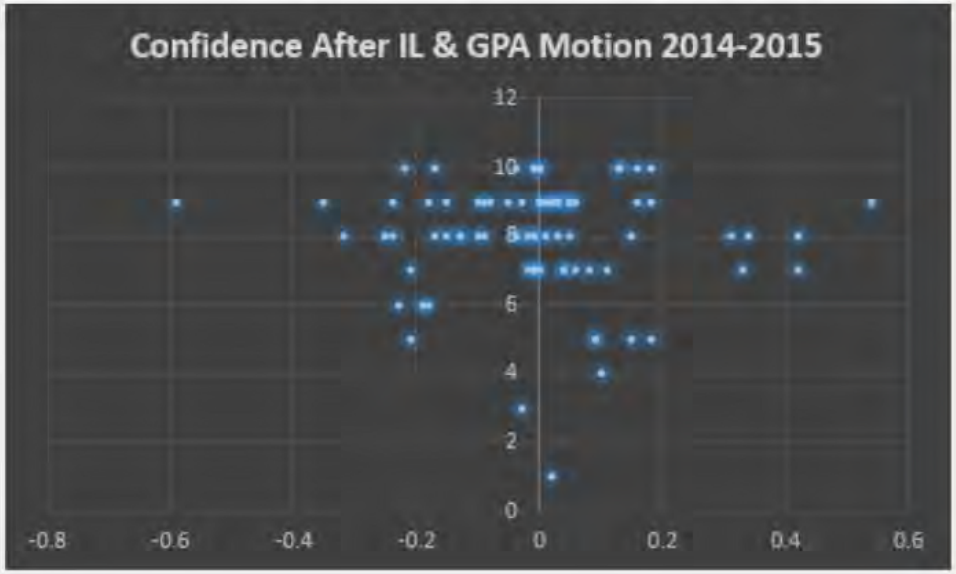
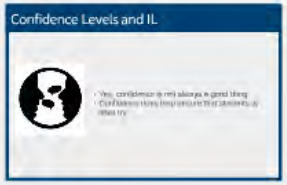




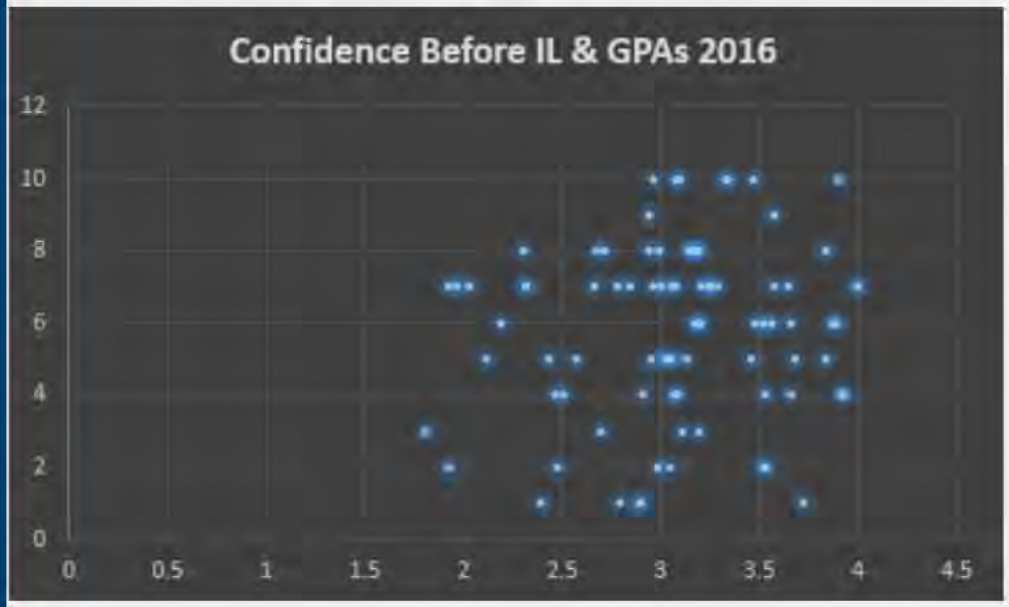
Confidence Levels and IL - 2015

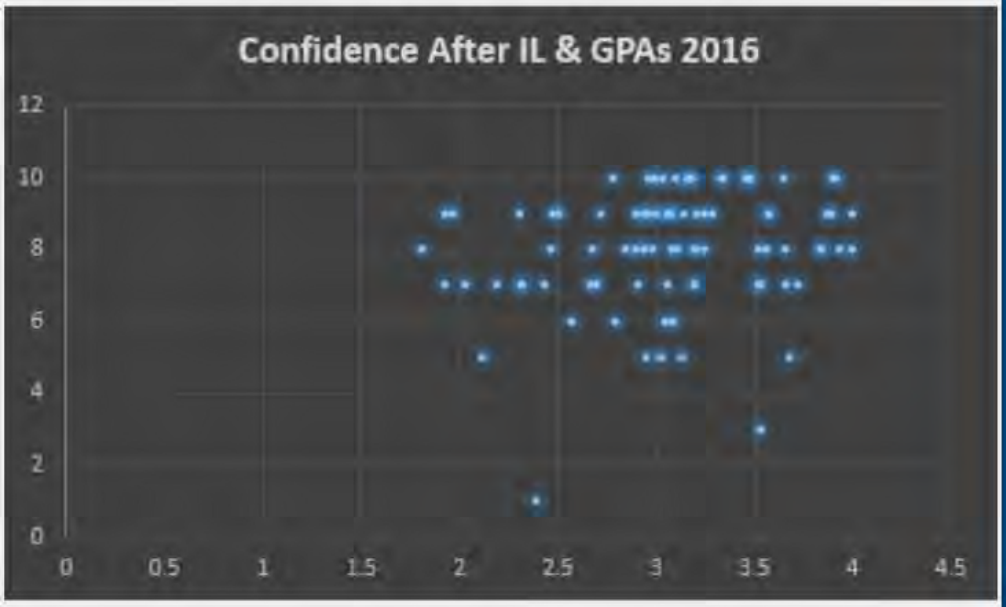




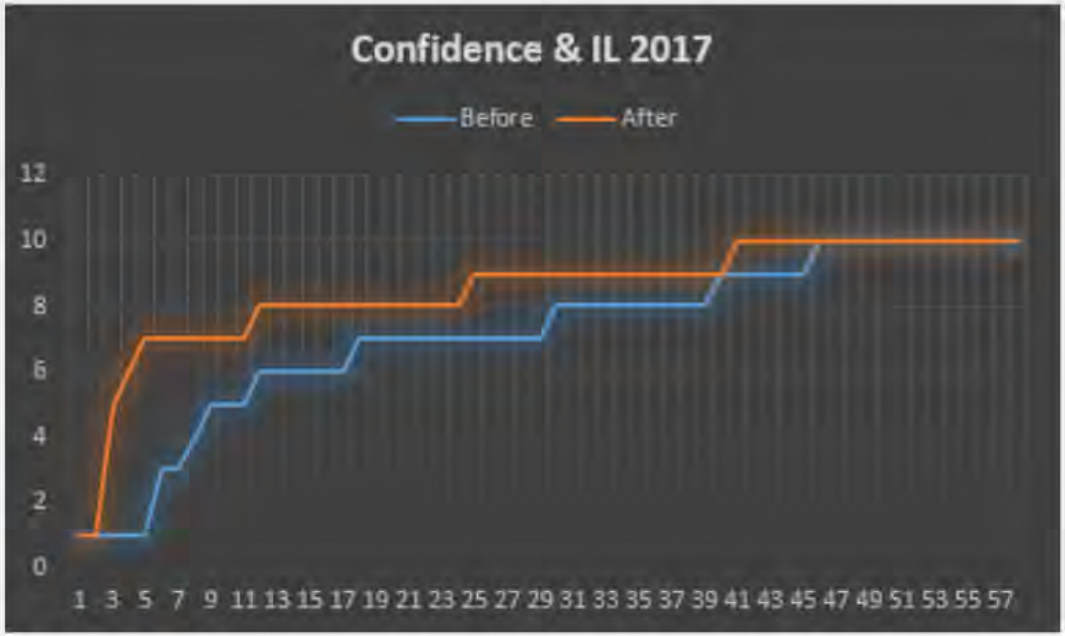


Confidence Levels and IL - 2016





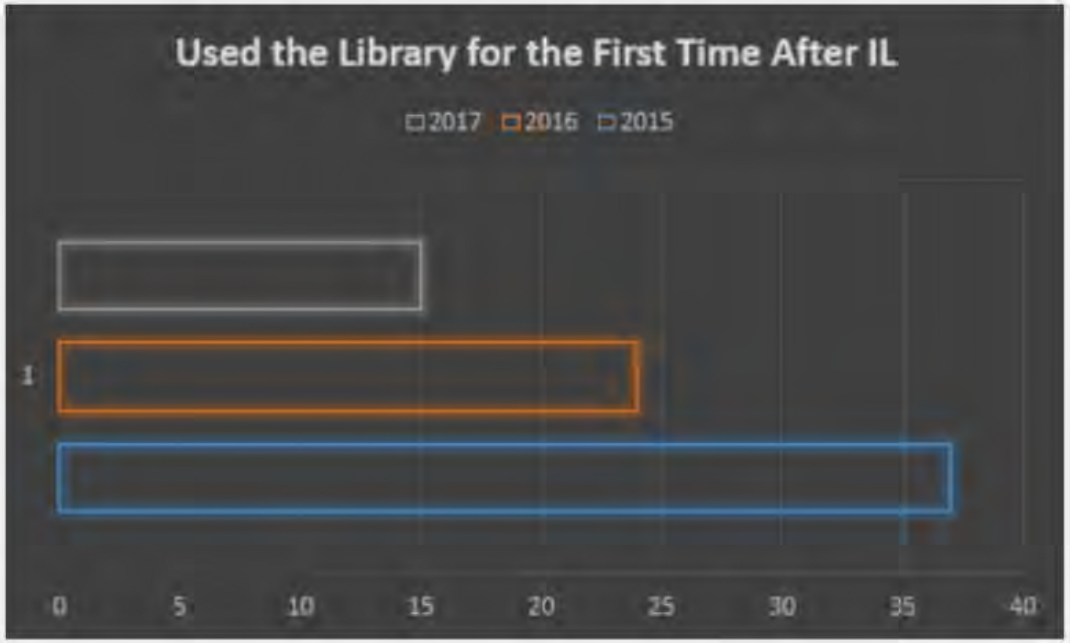
Confidence Levels and IL - 2017



Confidence Levels and IL

- Yes, confidence is not always a good thing
- Confidence does help ensure that students at least try

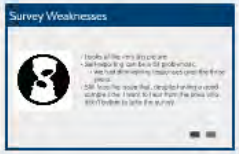
First Time Usage After IL



Discussion and Implications

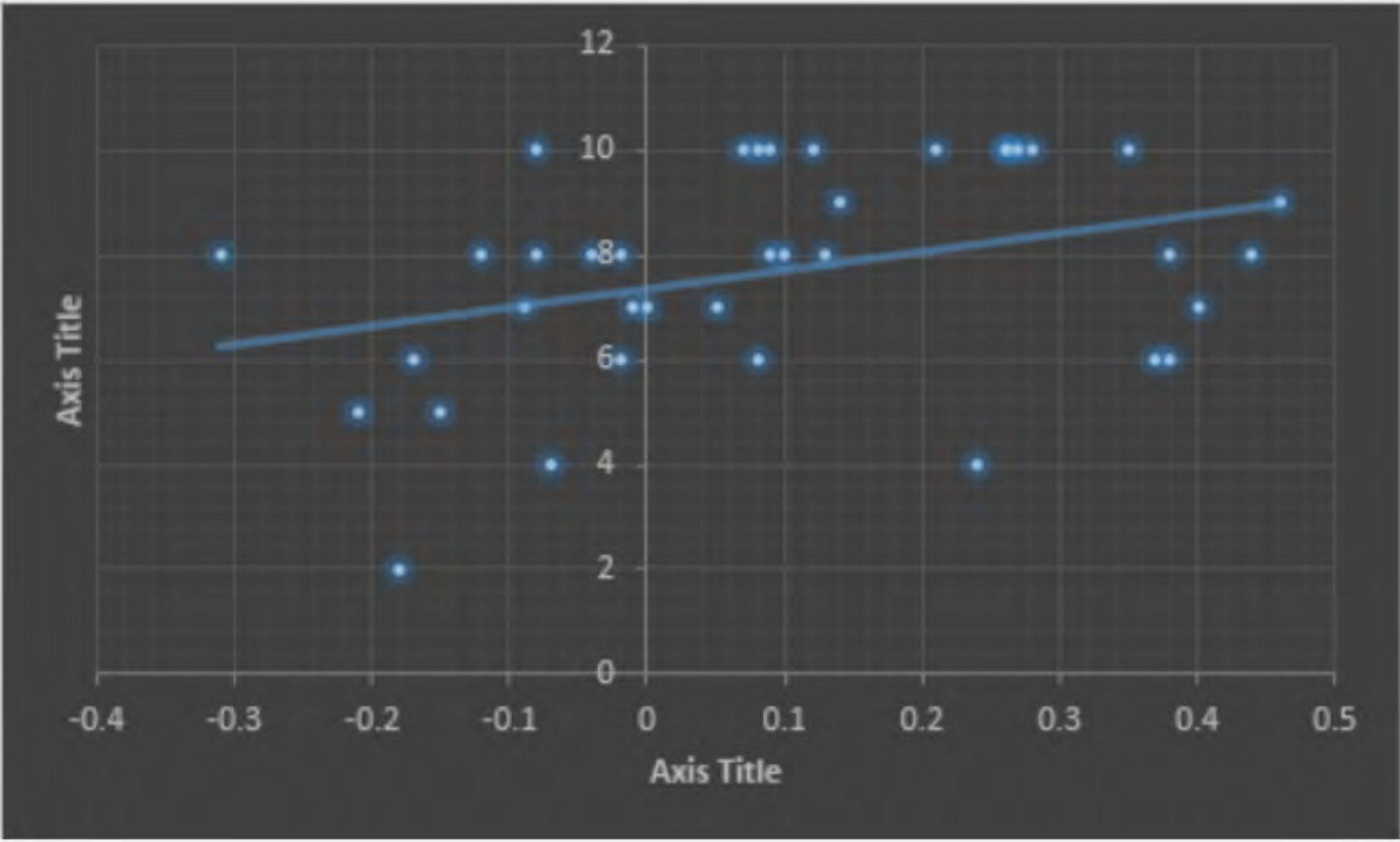
- Could not establish any valid link between GPA and their rating (perception) of the physical library
  - Possibly a good thing
- Librarians perceived positively, regardless of student performance
  - Are in an excellent position to assist students
- IL increases confidence, may link to GPA increase, though further research needed

Limitations



Survey Weaknesses

- Looks at the very big picture
- Self-reporting can be a bit problematic
  - we had diminishing responses over the three years
- Still face the issue that, despite having a good sample size, I want to hear from the ones who didn't bother to take the survey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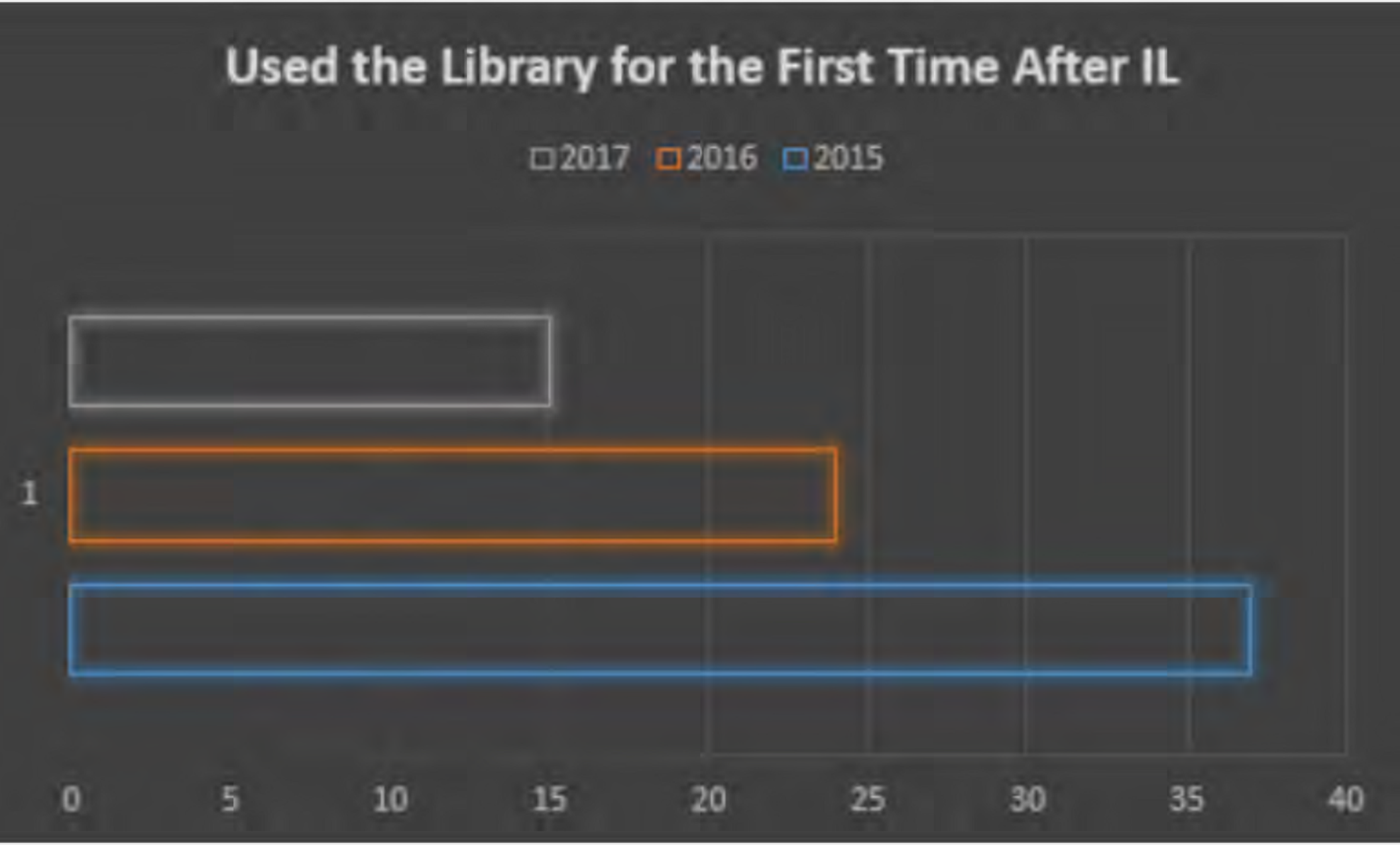
Used the Library for the First Time After IL
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Survey Weaknesses

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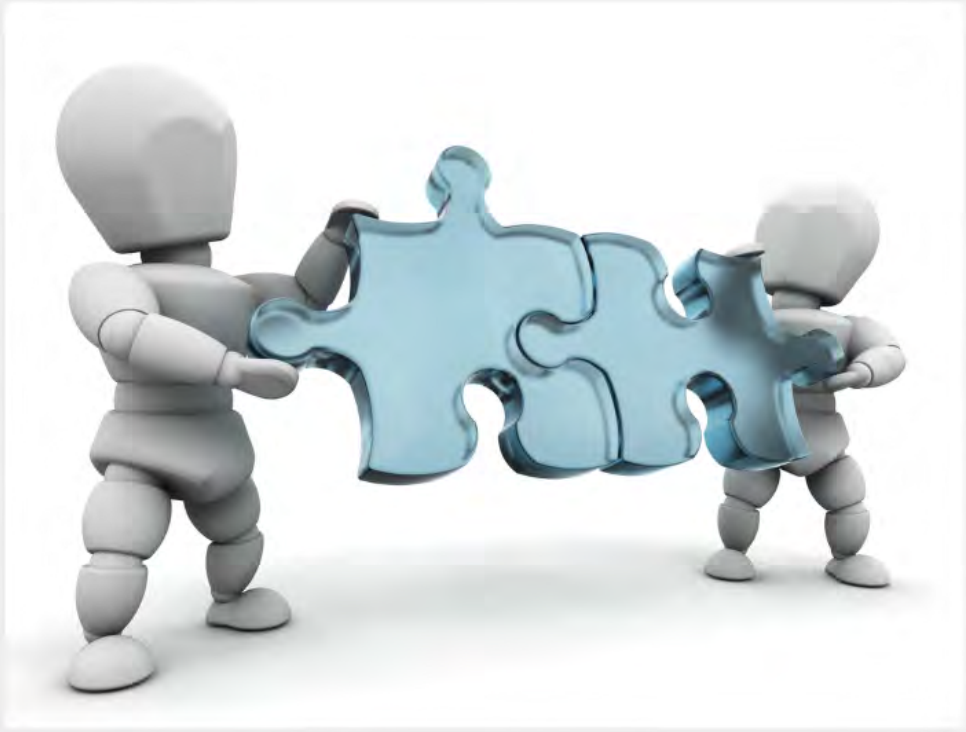
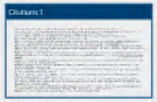
Calls for Further Research

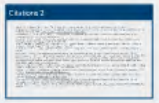
To seek, to strive...

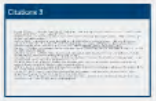
- Deeper investigation of usage and GPA in a smaller university setting
- Tracking individual students over time to get a deeper picture of how they think about the library
    - Best practices for working with professors

Conclusion









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Perception - Seeing Further

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