Project Cover Sheet

Project	**Main Library Gateway** *Library Web Survey • Fall 2007 • Formal Report*
Group & Members	Library Web Team + Suzanne Chapman, Mike Creech, Susan Hollar, Ken Varnum
Report Info	Report Author(s): Suzanne Chapman, Ken Varnum, Mike Creech Contact Information: libwebservices@umich.edu Report Date: January 9, 2008
Objectives	This survey, a broad overview of how our library's users view the web site and the tools we offer, provides the Web Team with a starting point for conducting focus groups and usability studies. It was not designed to answer specific questions; rather, it was intended to identify areas for improving web-based services to the library's users.
Methodology	Method – Survey 330 respondents Dates of study: September 18, 2007 – October 12, 2007

LIBRARY WEB SURVEY • FALL 2007 FORMAL REPORT

Introduction

This survey, a broad overview of how our library's users view the web site and the tools we offer, provides the Web Team with a starting point for conducting focus groups and usability studies. It was not designed to answer specific questions; rather, it was intended to identify areas for improving web-based services to the library's users.

This survey is intended to be the first in a longitudinal series of surveys. As such, in addition to providing an analysis of the survey results, the report will also make recommendations for improving the survey for future use.

Methodology

The survey was active from September 18, 2007 – October 12, 2007.

There were a total of 330 completed responses.

Upon completion of a survey, participants were given the option to enter to win one of three $50 Amazon gift certificates and winners were selected via a random drawing.

All web site managers were asked to include a link to the survey on their respective library homepages or distribute announcements via local newsletters of email groups. The following libraries elected to participate: Main Library Gateway, AAEL (Art, Architecture & Engineering Library), Taubman Medical Library, the Social Work Library, and the Hatcher Graduate Library. The survey was also advertised in Facebook using their for-fee "flyers," free marketplace ads, and by posting links in various student groups.

The web usage statistics for the survey entrance pages show that we had great click through from various Facebook sources but little follow-through in completing the survey. Overall, of the 1118 people who viewed the first page of the survey, slightly less than one third (330) went on to complete it.

| Source	Page Views
(direct)	598
bloglines.com	3
engin.umich.edu	2
facebook.com	114
firstsearch.oclc.org	70
google	92
herbarium.lsa.umich.edu	4
lib.umich.edu	7
mail.google.com	26
mblog.lib.umich.edu	5
med.umich.edu	67
mirlyn.lib.umich.edu	35
rackham.umich.edu	1
research.umich.edu	3
searchtools.lib.umich.edu	3
sfx.lib.umich.edu:9003	3
sitemaker.umich.edu	3
umich.edu	70
umonline.umich.edu	4
userslib.com	4
web.mail.umich.edu	4
TOTAL	1118

1 DEMOGRAPHICS

Q1. What is your current UM status? (choose the best that applies)
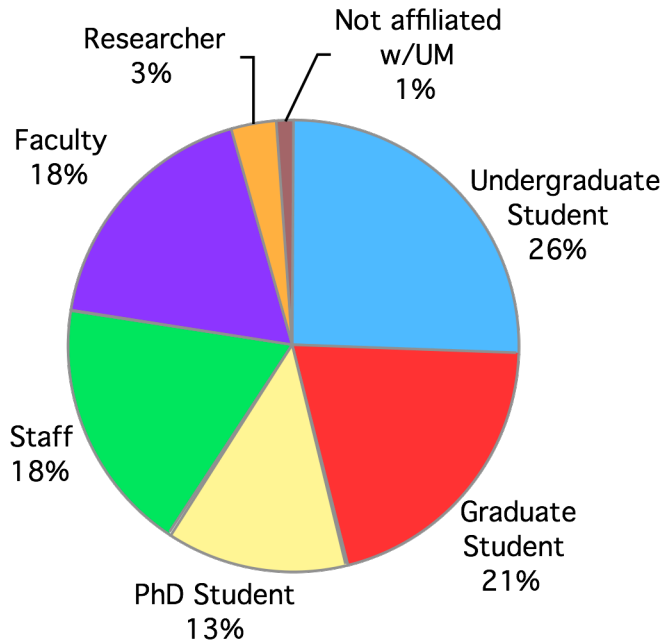
Q2. How many total years have you been a member of the UM community (faculty, staff, student, etc)?
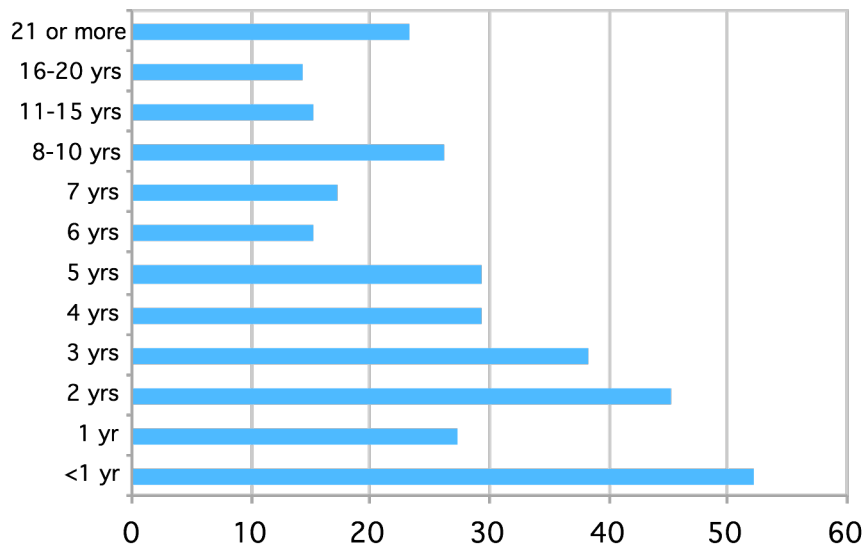
## Q3. What school/program are you affiliated with?
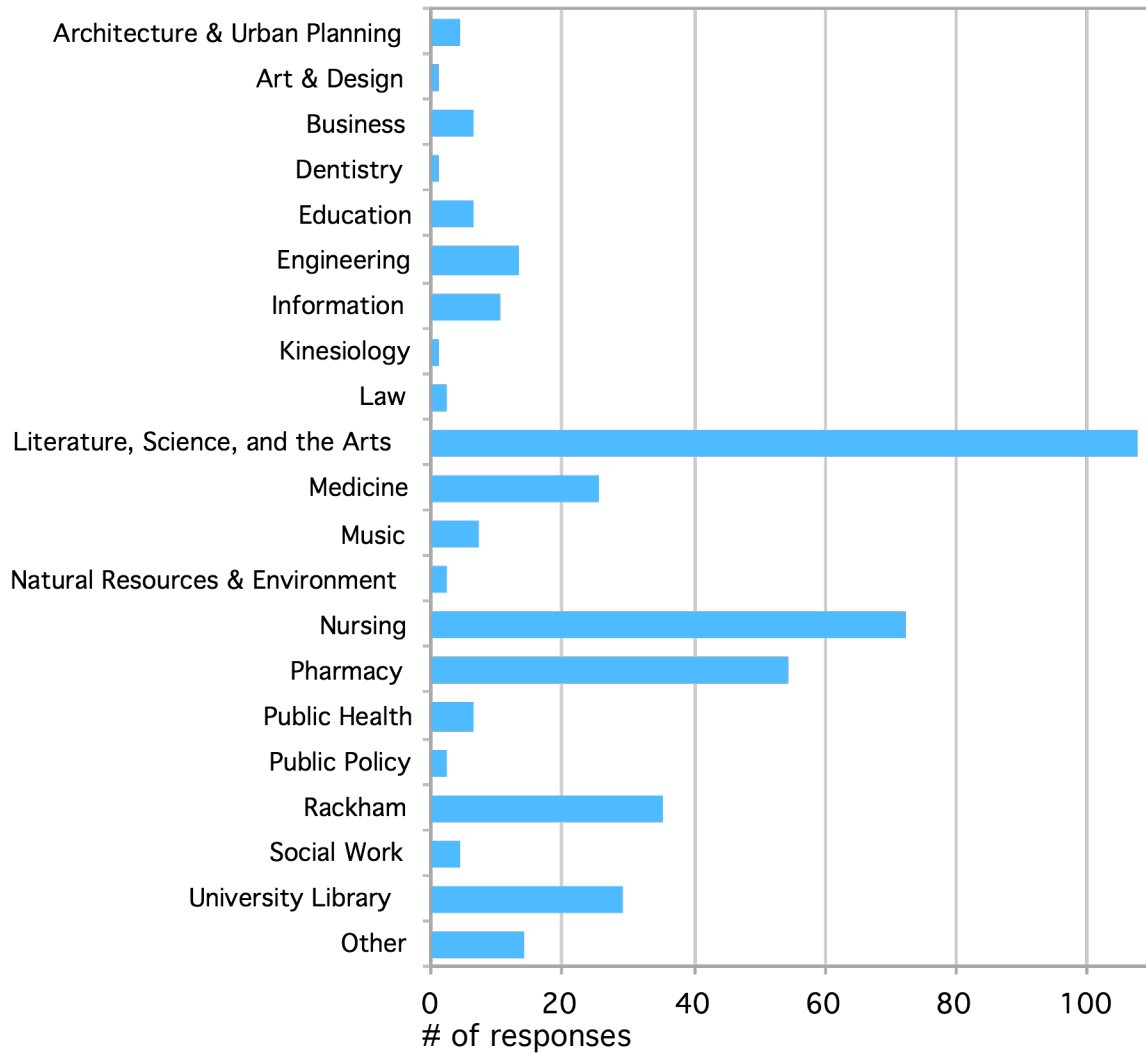
Analysis:

Due to the fact that the survey was not promoted evenly across all library websites, the distribution of respondents in their respective schools probably does not accurately represent the UM Library's patron base. The relatively high number of respondents affiliated with the nursing program does not entirely reflect the library's actual user base.

Recommendations for future surveys:

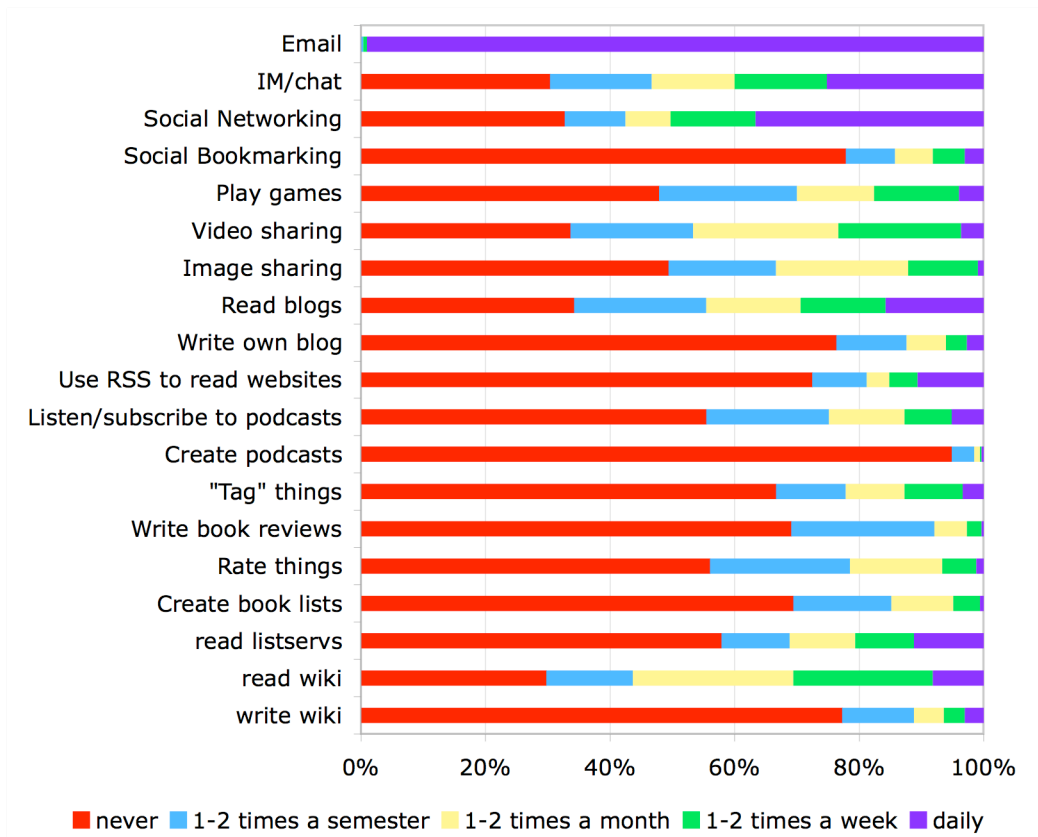• We recommend that future surveys be advertised more evenly by requiring all library websites to link to it.

2 WEB USE

Q4. How much time do you spend on the Internet during an average week (including work, homework, email, IM, Web browsing, CTools, etc.)?
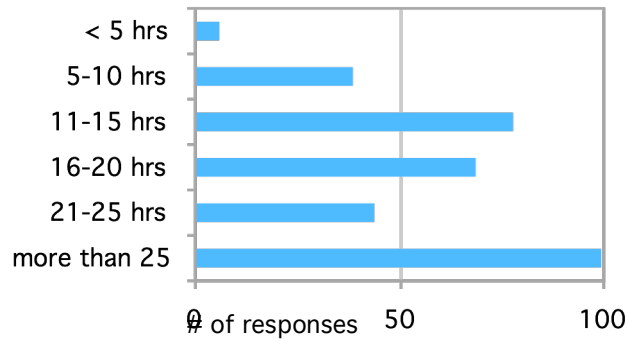
Q5. Which of the following online activities have you ever used and how often do you use them?

Distribution of responses:

Analysis:

The top five activities as ranked by average response (in descending order): email, social networking, IM, reading/using wikis, reading blogs. The bottom five activities as ranked by average response: create podcasts, write book reviews, edit wiki, write own blog, and social bookmarking. It is interesting to note that "tag things" and "rate things" are both more frequently used than "social bookmarking," implying that the action is more familiar than the term for it. Additionally, activities that relate directly to one-to-one or one-to-many personal communication (all of the top five items) are more deeply rooted in "web 1.0" tools. To over-generalize, the more "2.0" the activity, the less frequently respondents undertake it. This discrepancy highlights both the need for education and awareness building of these tools among our user base and indicates a need to integrate "2.0" services into web site functions, rather than having them be stand-alone tools.

This question could provide interesting results when data is compared longitudinally to see how the web habits of our patrons change as technology changes.

Recommendations for future surveys:
- Be more consistent about the level of what is being asked. Either break down some categories further (Image Sharing → View/search image sharing sites & upload images, comment on photo sharing sites…) *or* generalize and group others (read/write wiki)
- Add item about using web enabled mobile devices
- Add items about using web applications like Google docs, spreadsheets, calendar, etc. because if use of these technologies becomes ubiquitous, the library may be more inclined to use these services for things like an events calendar that patrons can subscribe to (something some library departments are already doing).

3 LIBRARY USE

Q6. Which of the following resources/services do you think the library currently offers? (select all that apply)

The categories in the chart are abbreviated versions of what was displayed on the survey. See Appendix A for exact survey phrasing.

# of responses
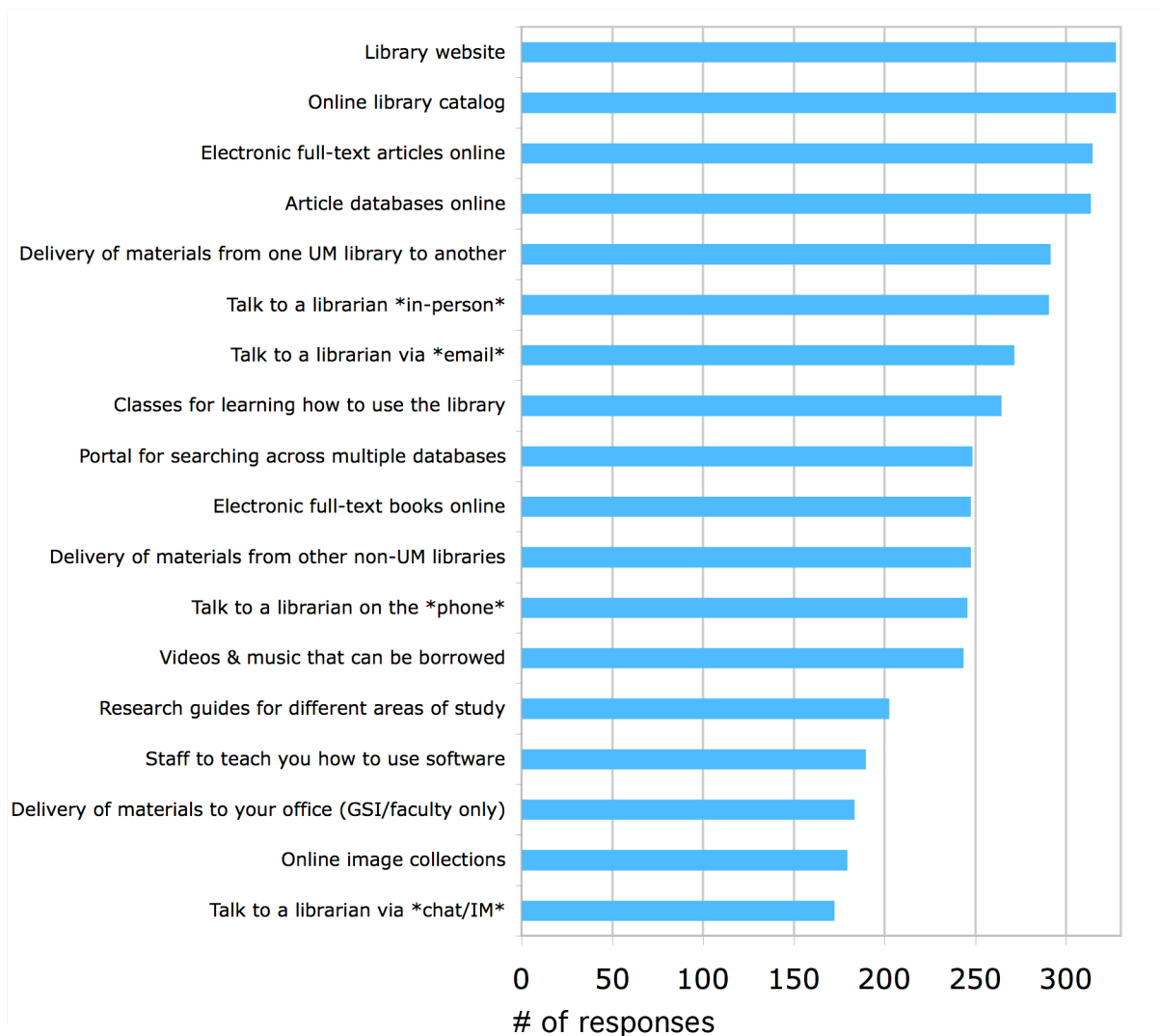
Analysis:

This question was designed to be a companion question to Q11 and is certainly a little more "experimental" than the other survey questions. This question aimed to gauge awareness among our user base of current library services. Low awareness does not necessarily imply that something is wrong; even the least known service, talking to a librarian via chat or IM, achieved

greater than 50% awareness. As a point of comparison, full-text electronic books online achieved 75% and the library web site achieved 99% awareness. The more closely a service relates to "traditional" library services, or to services offered for a longer period, the more awareness there is. This question also relates to Q11 and will be discussed further.

Q7. For what purpose do you go to the library, and how often? (Skip this question if you don't use any of the UM Libraries)

Distribution of responses:
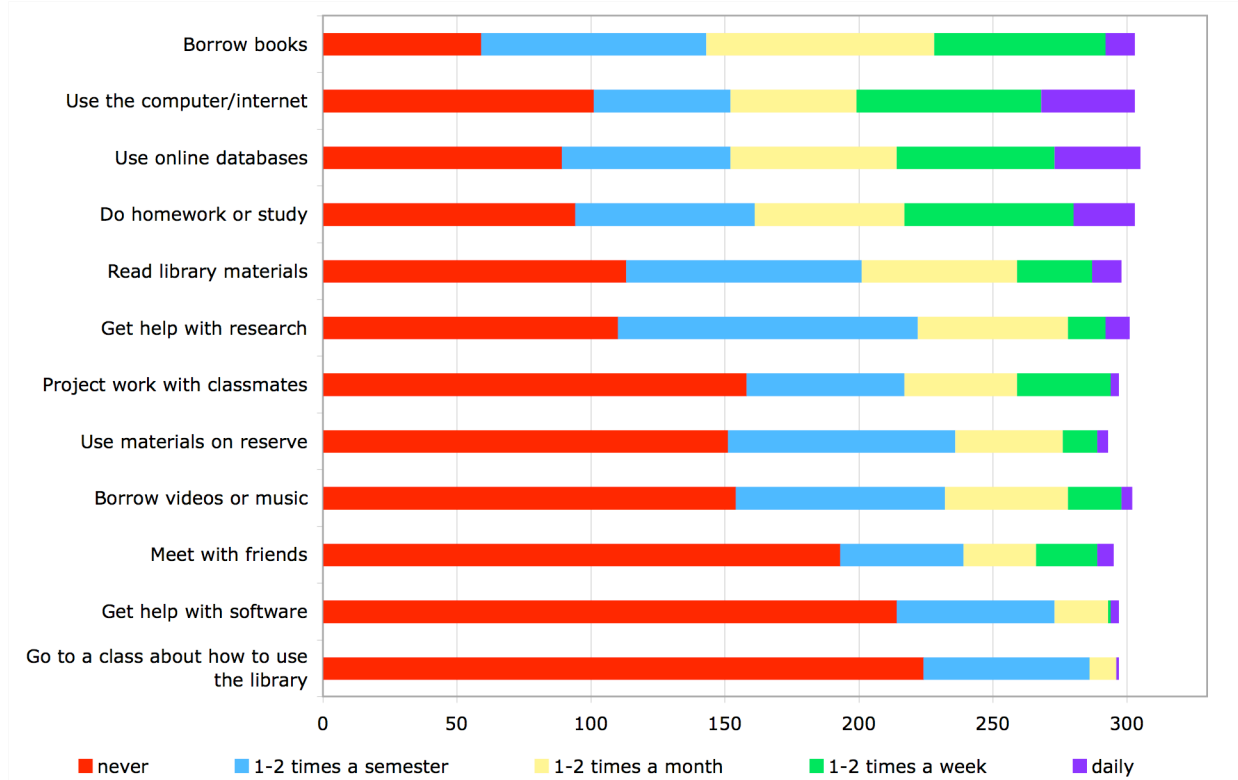
Analysis:
For each option, there were on average 30 participants who did not respond. The main goal of this question was to determine what activities patrons come to the physical library to do. Using the Internet had the most "daily" answers, while "help with software" had the most "never" responses. "Use online databases" had the most evenly distributed response (standard deviation 25.5).

Q8. How do you find books (for research or entertainment)? (select all that apply)
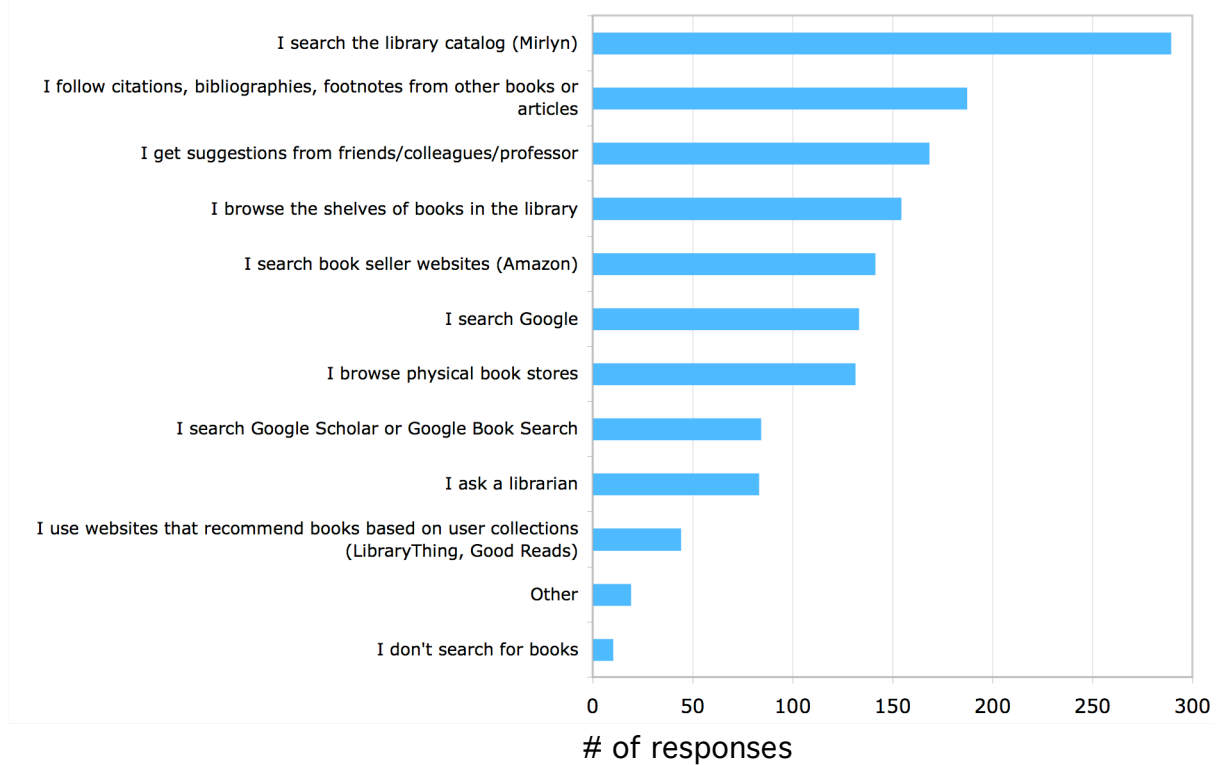
Analysis:

Browsing remains an important book-finding tool, whether in the library or in bookstores. Self-directed searching (of Mirlyn, Google, or online bookstores) and recommendations from others feature highly.

Q9. How do you find articles (for research or entertainment)? (select all that apply)

# of responses
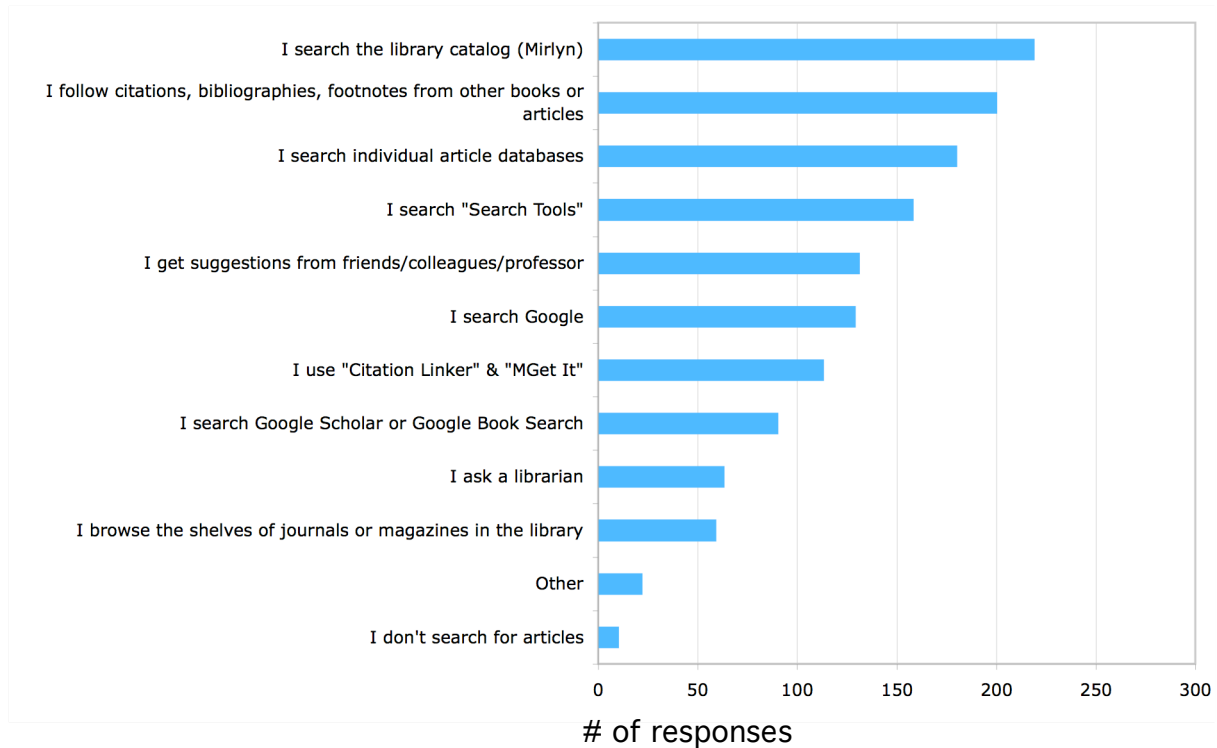
Recommendations for future surveys:

- A future version of this question might disambiguate between searching Mirlyn for journal titles and searching Mirlyn for journal articles.

Q10. How have you learned how to do research? (select all that apply)

Category	# of responses (approx.)
Self-taught	~295
Professor/Teacher	~213
Librarian	~163
Friend/Classmate	~88
Library website	~82
Coworker/professional colleague	~70
Expert in the field	~40
Print research guides in library	~27
Library web-based ressearch tutorial ("Search Path," etc.	~20
Other	~15
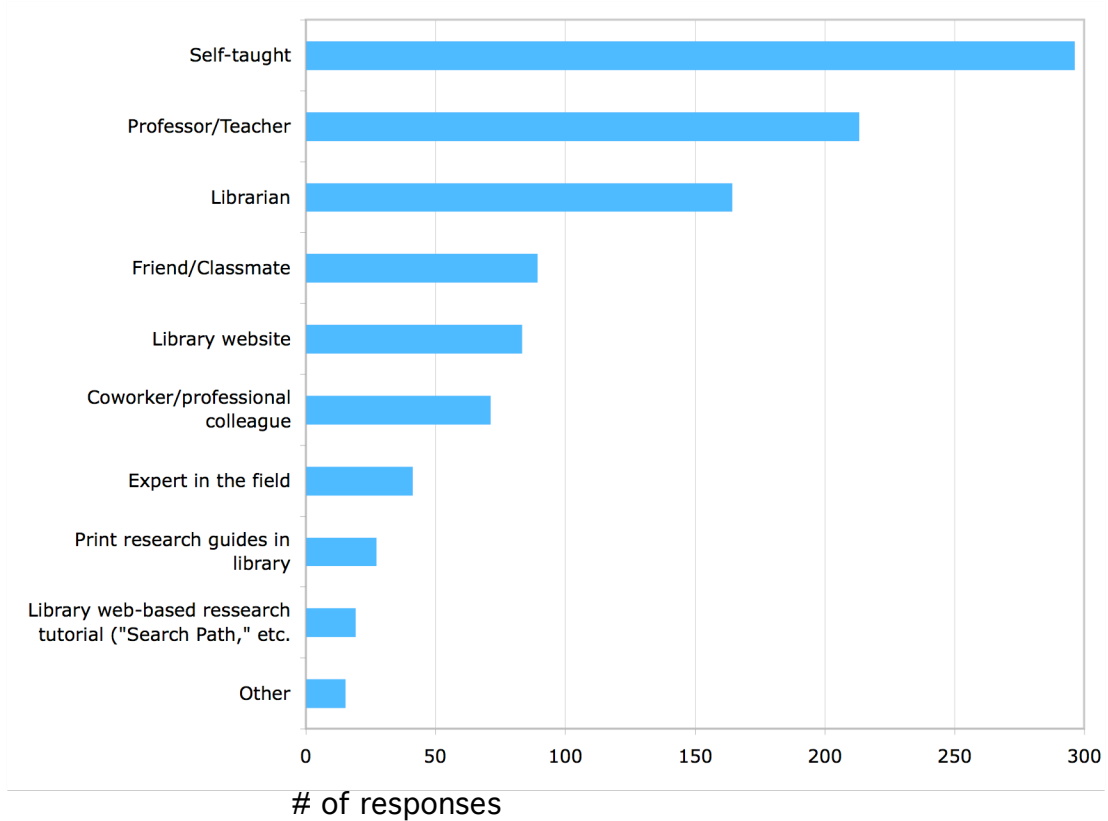
# of responses

Analysis:

Respondents are overwhelmingly self-taught; librarian-educated comes in third. Responses to this question highlight the importance of building tools that are intuitive or at least follow models of existing library services. Bibliographic instruction should not be relied on to get people to use our web tools.

Q11. Which of the following resources/services do you use and how often?
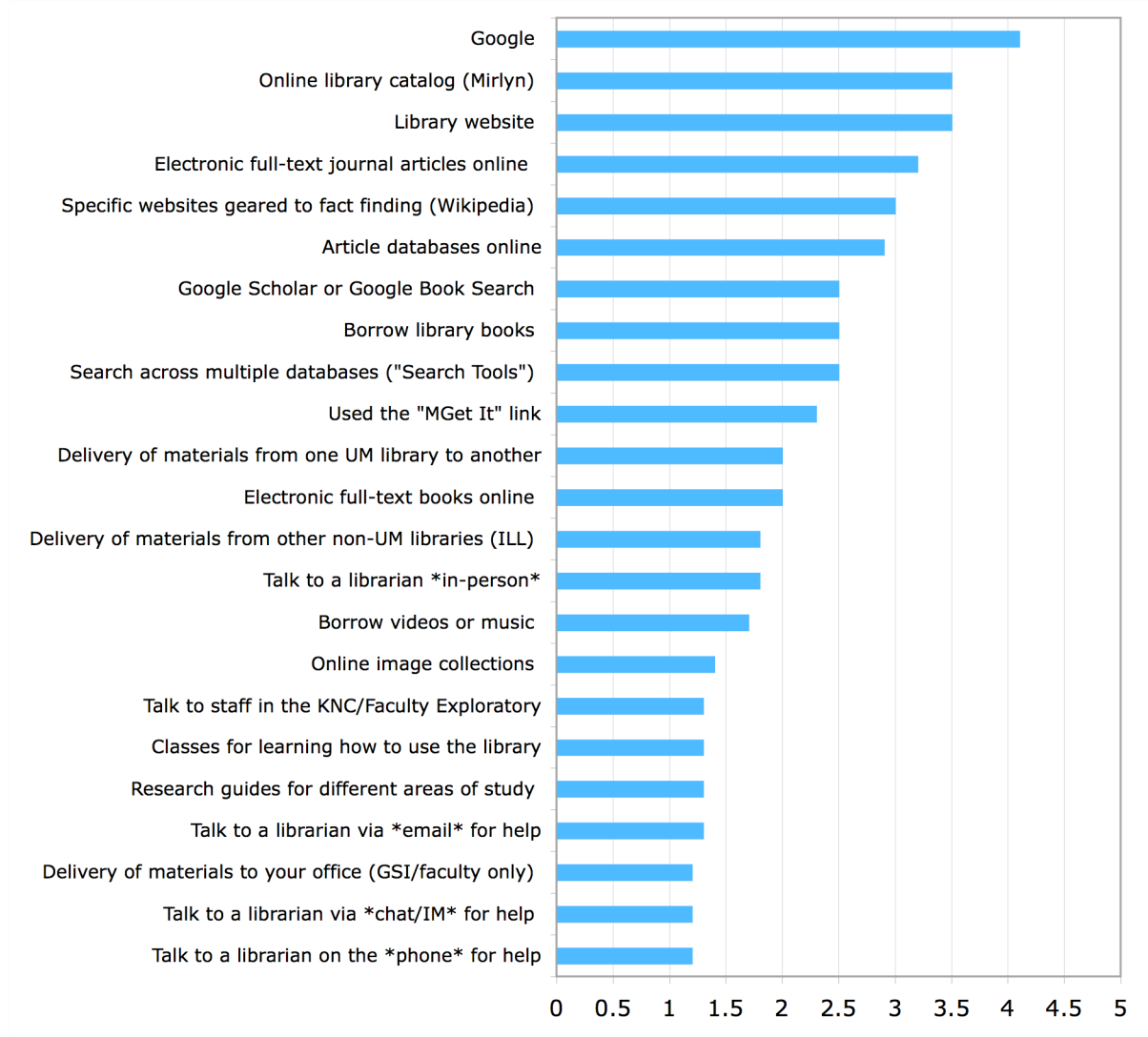
The categories in the chart are abbreviated versions of what was displayed on the survey. See Appendix A for exact survey phrasing.

Average response (on a scale of 1-5, 1=Never & 5=Daily):

| Resource/Service	Average
Google	~4.1
Online library catalog (Mirlyn)	~3.5
Library website	~3.5
Electronic full-text journal articles online	~3.2
Specific websites geared to fact finding (Wikipedia)	~3.0
Article databases online	~2.9
Google Scholar or Google Book Search	~2.5
Borrow library books	~2.5
Search across multiple databases ("Search Tools")	~2.5
Used the "MGet It" link	~2.3
Delivery of materials from one UM library to another	~2.0
Electronic full-text books online	~2.0
Delivery of materials from other non-UM libraries (ILL)	~1.8
Talk to a librarian *in-person*	~1.8
Borrow videos or music	~1.7
Online image collections	~1.4
Talk to staff in the KNC/Faculty Exploratory	~1.3
Classes for learning how to use the library	~1.3
Research guides for different areas of study	~1.3
Talk to a librarian via *email* for help	~1.3
Delivery of materials to your office (GSI/faculty only)	~1.2
Talk to a librarian via *chat/IM* for help	~1.2
Talk to a librarian on the *phone* for help	~1.2

Analysis:

This question was designed to be a companion question to Q6. The selections for the two questions were similar, but in some cases, question 11 offered additional information about the item. For example in Q6, there's an option "Online Library Catalog" but in Q11 it's "Online Library Catalog (Mirlyn)." We did this because due to the nature of Q6 we did not want to "give away" that a particular resource obviously exists by giving its branded name. But in Q11, we wanted information about actual use and many users may recognize something by its brand name but not know that it is an "online library catalog." So we recognize that responses to Q6 may not fully represent the respondents' understanding of what does and does not exist. Also, a few items

were included in Q11 but not Q6 because, as resources outside of the library (Google, Wikipedia, etc.), they did not fit into the scope of Q6.

In order to compare data from Q6 and Q11, we generated an additional chart for Q11 to omit responses of "never used". This left all responses of "once or twice a semester" through "daily." Results of the comparison show that often the participants are fully aware that a resource exists, but have not actually used it. (This survey did not explore the reasons a resource was not used.).


■ Q6 (what resources do they think the library has)   ■ Q11 (what have they used)
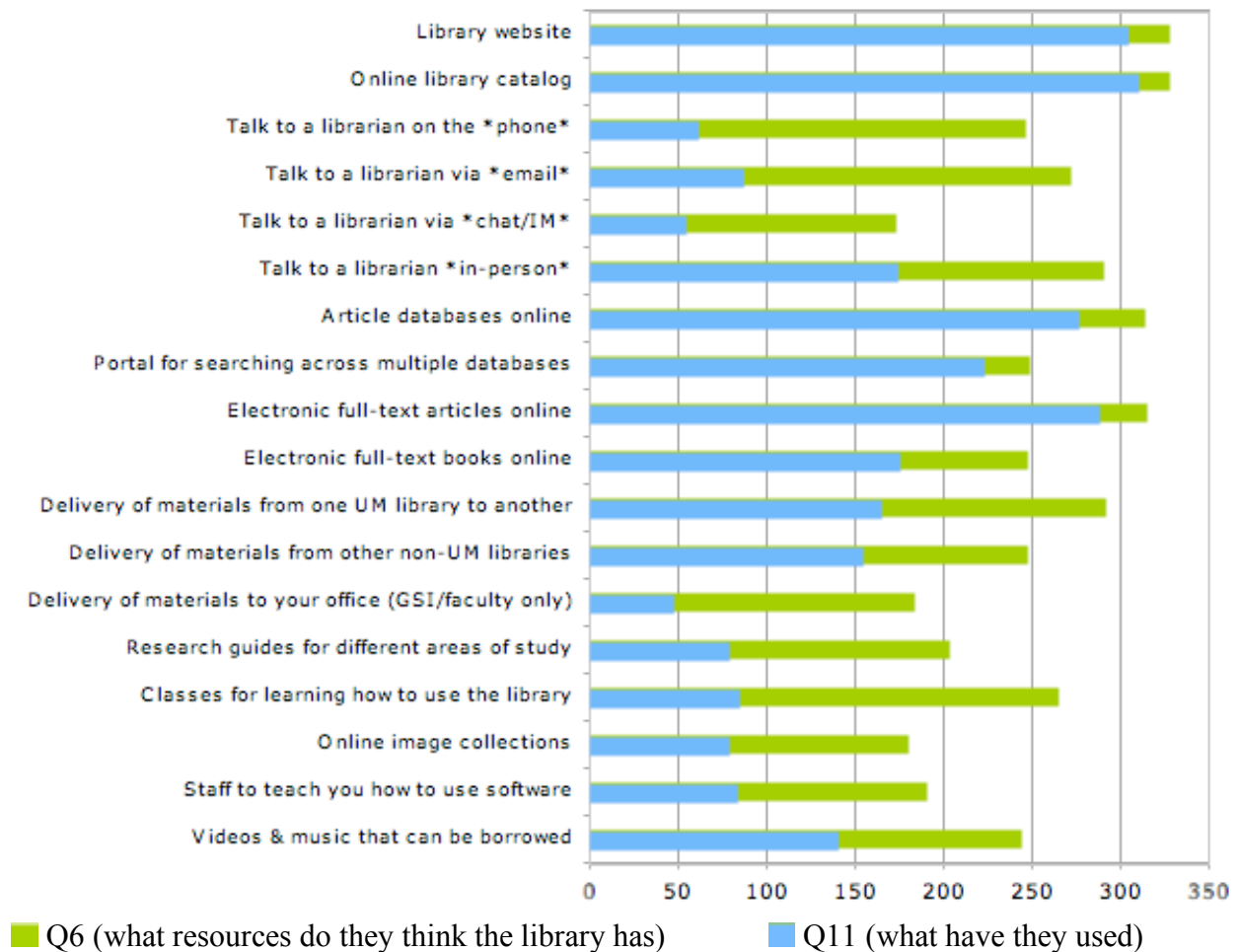
Recommendations for future surveys:
- Options "electronic full-text journal articles online" and "Article databases online" are ambiguous categories.
- It was pointed out to us that the option "Delivery of materials to your office (GSI/faculty only)" is no longer accurate in that anyone can have materials delivered.
- The wording of Q6 & Q11 are complicated by issues of vocabulary. Choosing vocabulary that fits users' understanding of a resource or service is an ongoing challenge for the library web team so this may be something to explore in more detail in the future. Perhaps a "guerilla" test that asks participants to match a resource/service name to a description of that resource/service.

Q12. Of the resources listed above, where do you typically start your research?

Q13. Of the resources listed above, where do you typically find the information you end up using?
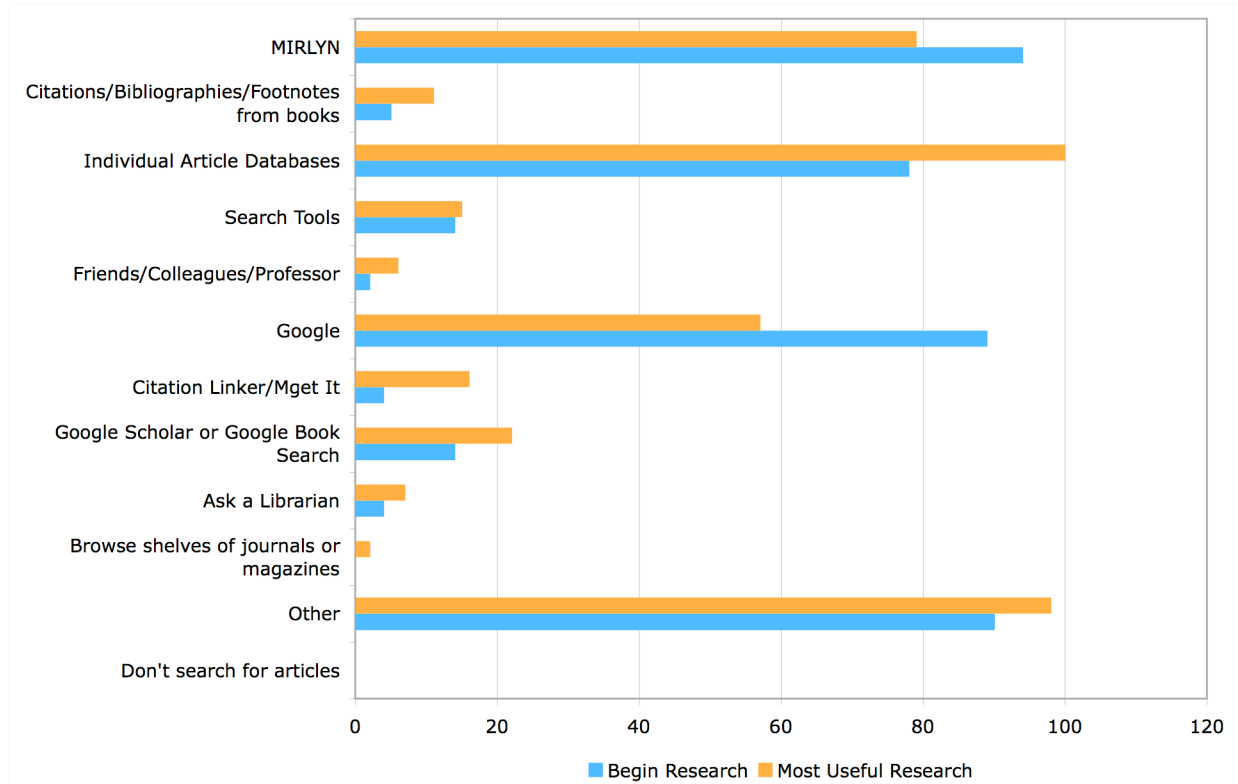
Analysis:
The most common responses for where research is started are Mirlyn, "other," and Google. The most common responses for where research is ended are Individual Article Databases, "other," then Mirlyn.

Recommendations for future surveys:
- Change format of question. These two questions were free-text. As with other free-text answers, it is apparent that there are quite a few vocabulary problems (i.e., a respondent refers to "website" but maybe talking about Mirlyn or Search Tools). Responses were coded to match the options given in Q11; some arbitrary assignments may not reflect the respondent's intent. This question could probably be better formatted as checkboxes to cut down on the time required to hand code responses and decrease inaccuracy in interpreting respondents' intent.

Q14. Please rate the library website on the following topics:

Q15. Please rate Search Engines (Google, Yahoo, etc.) on the following topics:

**Average responses (on a scale of 1-5, 1=Poor & 5=Excellent):**
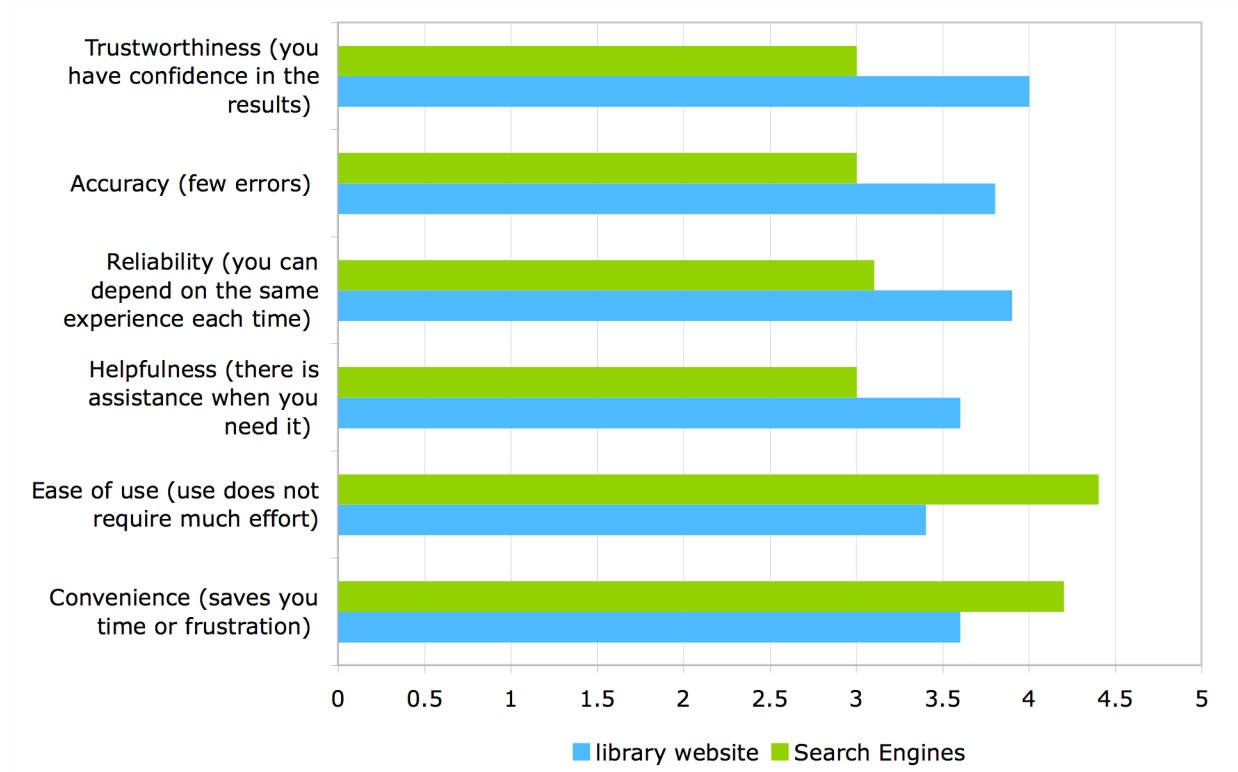
Analysis:

The library website is perceived as being slightly more trustworthy, accurate, reliable, and helpful than web search engines but is not considered as easy to use or as convenient. Difficulty using library resources is a constant theme in the free-text responses at the end of the survey. Also, people feel more strongly about search engines being easy to use and convenient as compared to their strength in feeling of the other four attributes. This question could provide interesting results when data is compared longitudinally.

Q16. When you want to read electronic news articles that you find online, you typically: (choose best that applies)

Q17. When you want to read electronic journal articles that you find online, you typically: (choose best that applies)

Q18. When you want to read electronic full-text books that you find online, you typically: (choose best that applies)
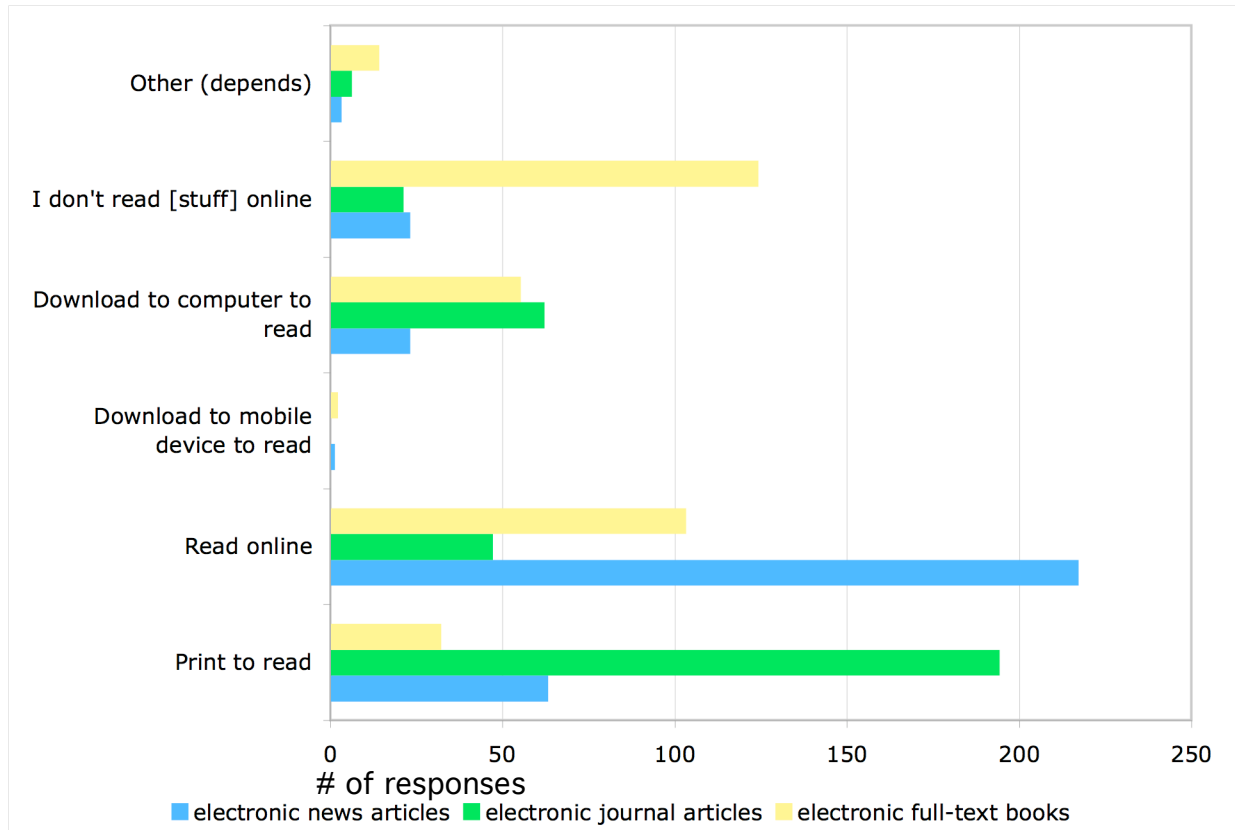
Analysis:

Patrons are more willing to read online than expected but definitely prefer to print electronic journal articles. There were six entries for "other" with write-in answers specifying that it usually depends or that they do more than one of the options provided. Only three respondents selected the option "Download to a mobile device to read." We hypothesize that our patrons have yet to embrace this technology and/or that content providers do not make mobile reading easy enough.

Recommendations for future surveys:

- Rephrase question: in hindsight, the question might have been more effective if we had asked, "if you could… how would you *prefer* to read _____" because we do not actually offer many full-text book downloads. We may want to pursue obtaining full-text downloadable books in the future so it would be useful to know how important this functionality is for library patrons. Also, the option for "I don't read [stuff] online" doesn't exactly work in this context because other options mean essentially the same thing (printing = not reading online).
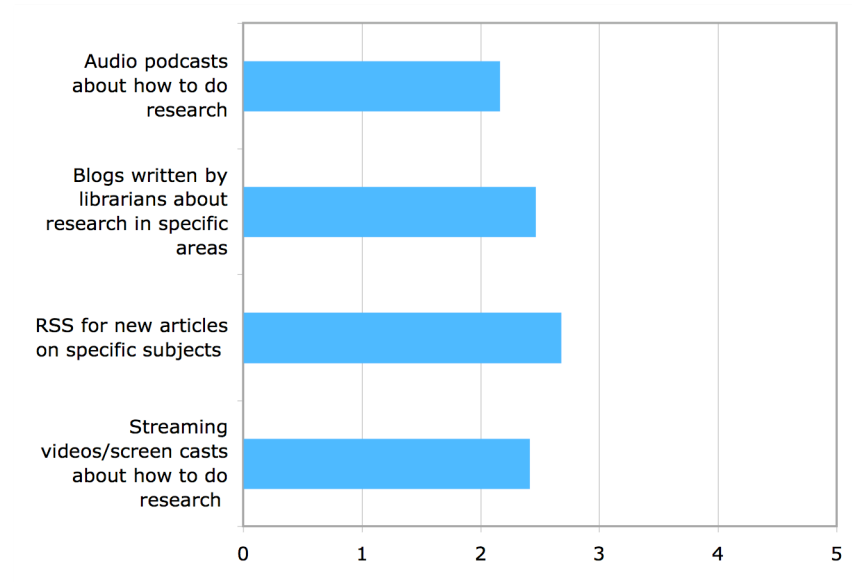
4 FUTURE LIBRARY

Q19. The following is a list of services that many of the UM libraries do not currently offer. Please rate your interest level:

Breakdown of responses:
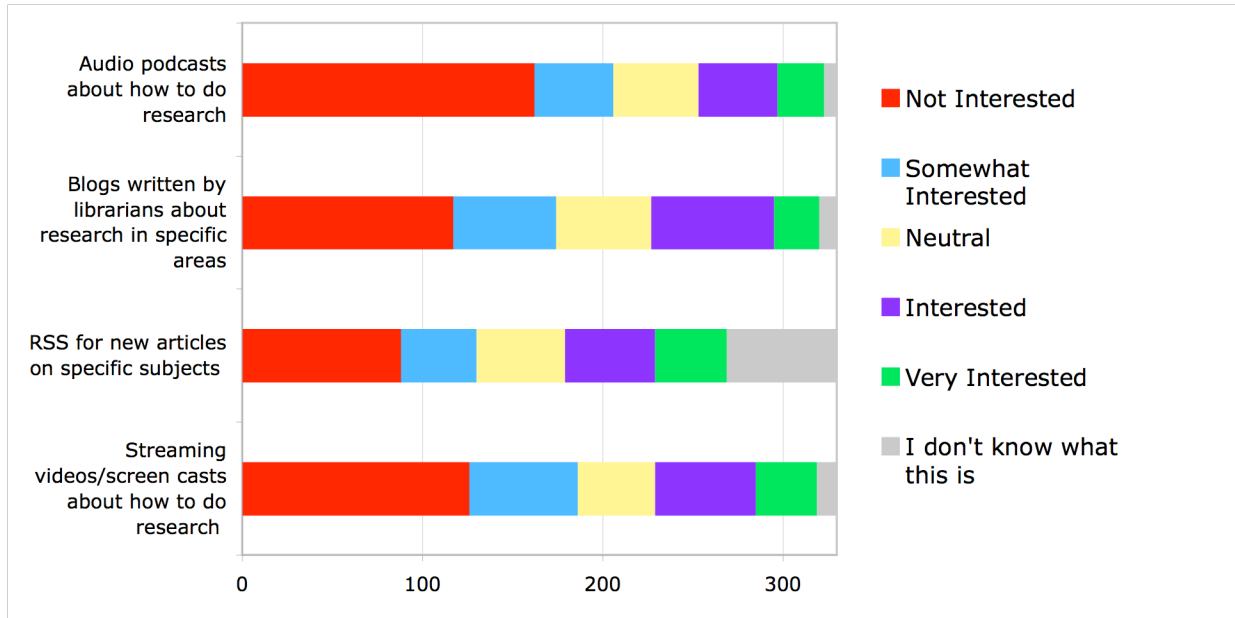
Average response (on a scale of 1-5, 1=Never & 5=Daily) omitting "I don't know" responses:

Analysis:
The survey asked respondents to rate their interest in and frequency of use of four technologies: audio podcasts, librarian-authored weblogs, RSS "current awareness" feeds, and video downloads/streams on how to do research. Although there is great interest in "Library 2.0" technologies among librarians, the concepts are still not widely understood by survey respondents – at least, not when librarians use our own terminology to describe them.

In terms of awareness of the technology, the overwhelming majority of respondents knew what audio podcasts, blogs, and video casts were (fewer than 10% of respondents to each of these items said they "didn't know what this is"). RSS feeds were unknown to about 20% of respondents. At the same time, fully half of respondents said they were not interested in audio podcasts and about a third were not interested in video casts. Respondents indicated they were "not interested" in weblogs and RSS feeds about 30% and 25% of the time, respectively.

In terms of actual use of the technologies included in this question, predicted use of RSS for new articles on specific subjects was the highest, but not overwhelmingly so, with an average rating (after omitting those who expressed no knowledge of the tool) of about 2.6 on a five-point scale. Librarian-authored weblogs came next, followed by how-to video tutorials and audio podcasts.

Recommendations for survey improvements:
- Add item about offering mobile web interfaces for the website, OPAC, MBooks, etc.
- Scale wasn't ideal. It could be reformatted so that it's just a scale of 1-5, 1 being Not interested, 5 being very interested and not actually specifying the levels in between.

Q20. If you could contact a librarian via Facebook or MySpace for help with your research, would you? If not, why?

Free-text responses were coded into the following categories and break down as follows:
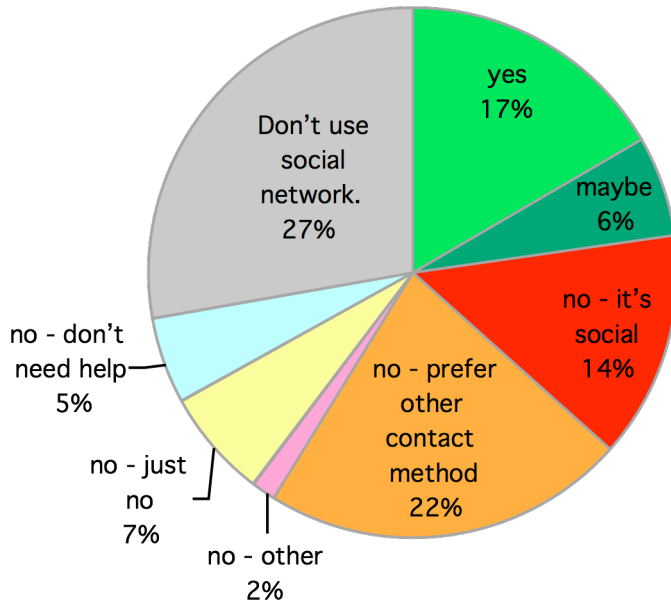
The chart below shows the distribution of coded responses by status type:
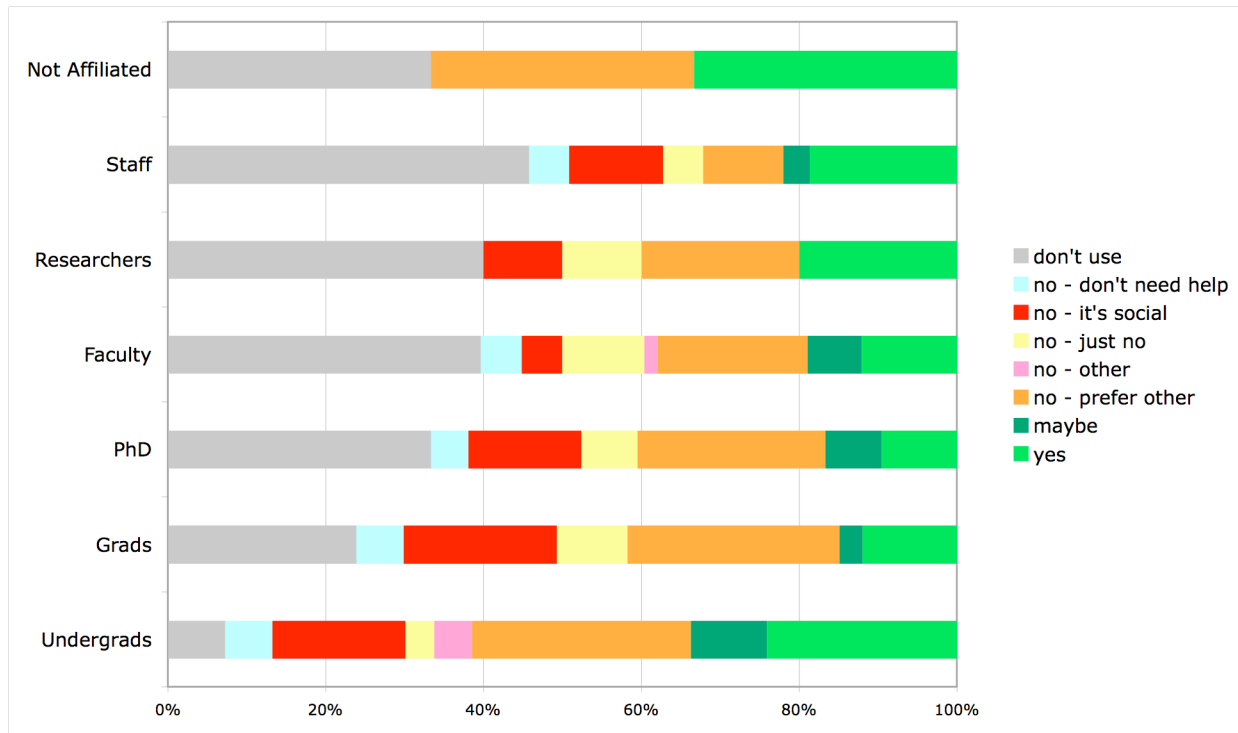
The chart below shows a simplified version of coding:

Some representative verbatim responses:

"Sure because its something that I check often and is quick and easy to use."

"I wouldn't, because I feel as if I can do most of the research on my own."

"…facebook and myspace are very public sites...it'd be weird to contact a librarian that way."
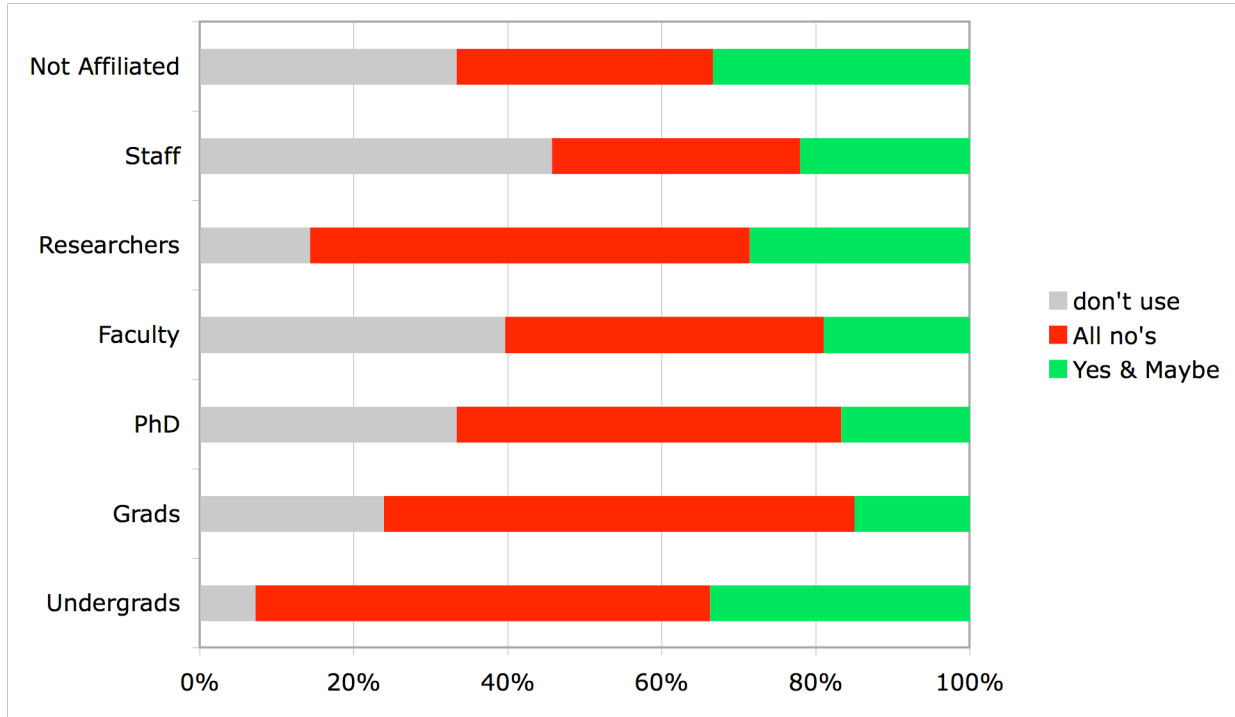
"No, facebook does not seem like a site I would use for school purposes. I don't want librarians looking at my profile. Facebook is not for school, it's for fun."

"No, because you can already chat with them online through the library website and I wouldn't want to contact a faculty member using my personal networking site."

"No. I would rather just send an email or go to the library and talk to them in person."

Analysis:
The main impetus for this question comes from a current trend for libraries to create Facebook applications that allow OPAC searching and other library related functionality from within Facebook. There has also been a lot of discussion about how Facebook can be used for reference and outreach.

A total of 23% of respondents stated that 'yes' or 'maybe' they would be interested in contacting a librarian via these two social networking sites. Undergrads had a slightly higher than average percentage of 34%.

Nearly half of the total respondents stated they would not be interested, but for various reasons – the biggest reason being that they feel the current methods (in-person, email, IM) are more than sufficient. 14% said no because they felt it was inappropriate or that Facebook is a social tool, not a research tool. Though this latter category does not represent a majority, these responses were the most emphatic. Of those who stated their reason as having to do with seeing Facebook/MySpace as a social thing and not a research thing, undergraduates and graduate students comprised the largest group.

The data were cross-tabulated based on the respondent's status to see if there were any trends in how they responded. As a whole, undergraduates had a higher percentage of yes/maybe responses. Of those who stated their reason as having to do with seeing Facebook as a social thing and not a research thing, undergraduates and graduate students comprised the largest group.

Recommendations for future surveys:
- Now that we have a baseline for how responses break down, the format of this question could easily be changed from a free-text answer to a question using select multiple checkboxes to save a lot of time coding answers.

5 OPEN-ENDED QUESTIONS

At the end of the survey we asked three free-text questions so that respondents could describe their relationship with the library in their own terms and submit comments about things that were not explicitly asked about or give follow-up information about a specific question.

Q21 & Q22. What do you like/dislike most about the library?

The responses were coded into categories. If one response provided multiple examples, each example was counted towards the respective categories.
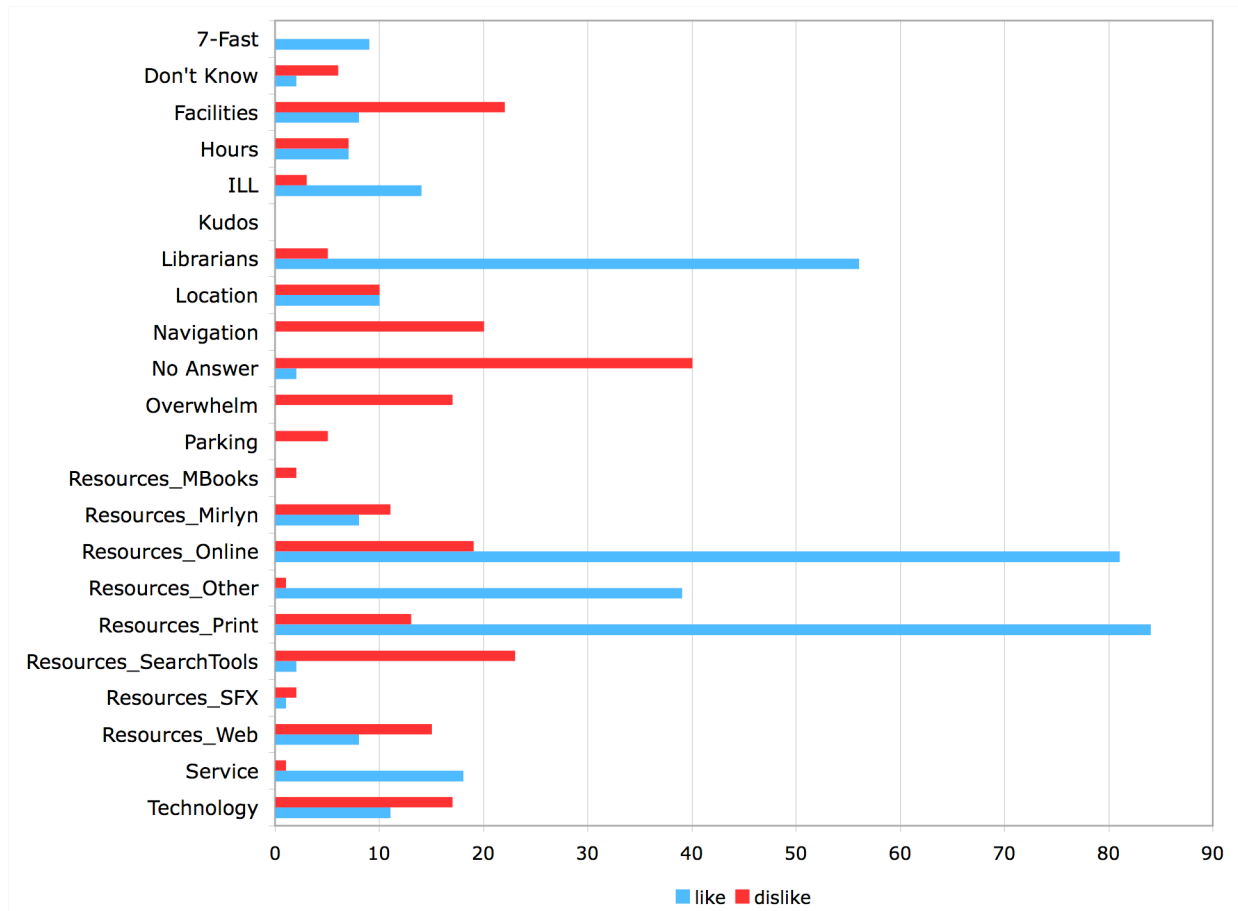
What do you like most about the library?
Some representative verbatim responses:

"Nice quiet place to study."

"I like getting lost in the stacks of journals/books."

"I like that there are lots of different types of environments for studying in the same building, and the libraries tend to be fairly spread out around campus."

"How easy it is to get the help I need. There is always someone available."

"The librarians are helpful, knowledgeable, and attentive both to keeping a fantastic collection and assisting with research."

"The stacks are filled with AWESOME books."

"Tons of things online! Great for research! And very fast!"

"The strength of the collections and the high degree of excellent electronic resources to enable one to use them. It is also very important that the physical book is available, even if with a delay from Buhr."

What do you dislike most about the library?
Some representative verbatim responses:

46 respondents specifically stated that they have no complaints!

"atmosphere--crowded and noisy."

"Not enough comfy chairs for curling up and reading things in print. Not enough group study spaces."

"don't always have online articles in journals I use"

"Its hard to find the books on the shelf even if merlyn says they are in. I can say at least 50% of the time i cant find what i want."

"Full text not always readily available."

"I would like to see… a more friendly library catalog"

"The physical space of the stacks is gloomy and uninviting. All I want to do it get my books and get out."

"Some libraries have inconvenient hours…"

"The fact that it's spread across many widely-separated buildings."

"The Google book/MBooks program has a lot of mistakes…with Journals which have a long run, say from 1830 to the present, the reference given is often just the end-date of the series… As for mistakes… Pages skipped over, illustrations and plates omitted, margins cut off…"

"Mirlyn can be cumbersome to use."

"Separation of Mirlyn and Search Tools. There should be one search thingy."

"I get lost in Hatcher every time I go into the stacks"

Q21 & 22 Analysis:

We broke the coded categories down further into "electronic" and "non-electronic" to better understand the role of electronic resources in the wider perceptions of "library." Since these two questions asked about "the library," it's interesting that around a quarter of the total responses referred to something electronic! As the chart above demonstrates, there were many occurrences of likes intersecting with dislikes. The same number of respondents stated they like that the libraries are distributed around campus *and* that they disliked having libraries spread out. Some respondents like noise in the library, some do not. The compliments about Librarians and staff far outnumbered the complaints.
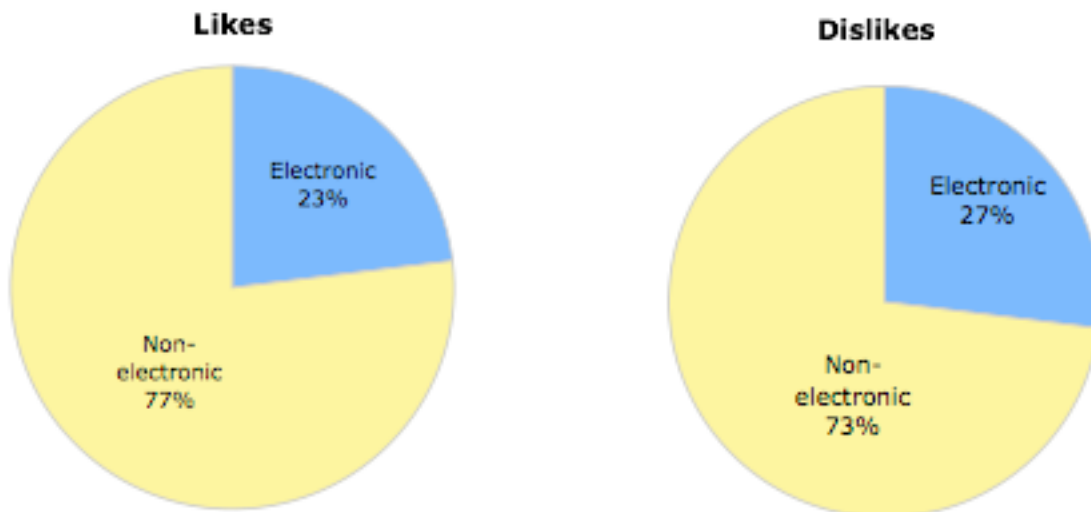
Q23. Do you have any additional comments or suggestions?

Comments included a variety of compliments, suggestions, and complaints about various topics. Most common were:

- Compliments about staff, collection, services, etc.
- Requests for food/beverages
- Requests for additional services (digitization, delivery, instructional materials)
- Problems with electronic resources (Mirlyn, Search Tools, MGet It, and the website), physical library space/hours, staff

Some representative verbatim responses:

"From this survey I realized that the library has resources that I don't know about or use."

"Thanks for continually striving to improve!"

"Using Mirlyn can be tough and time consuming. i get really frustrated to deal with it and then the library doesn't even have the book available. Its a process that is overwhelming at times."

"Thank you, Hatcher librarians! Thou art beloved!"

"If you search for a book and then want to use "Get This", you have to log in. But after you log in, you have to do the search all over again. This doesn't happen on EBay, so I'm sure there's a way to fix it."

"Most of the students I've talked to don't use the library for research because it's too difficult to find what they are looking for. They use google instead. The down side of Google is the advertising and poor quality of material. Often it will lead you to professional journals but you must subcribe to use them. I'm sure these are available at the U library but it's difficult to locate them."

"Maybe 'what's new at the library' sessions, for us expert users who maybe aren't up to speed with the niftiest and newest search tools, or a web page showcasing new features and databases."

"…The people in the rare book collection are fantastic…"

"I am happy with the services the library offers. Without the electronic journals, my job would be much more difficult"

"Keep up the great work!"

"This is one of the greatest libraries in the world (I have worked in many of them in two continents and in many different fields, as I am a Full Professor). Be careful not to change it too quickly in case you wreck it."

"The UM library is superb. I have had very few problems getting material, even the most arcane and hard to find."

"…I use the library extremely often… the staff throughout the library are wonderful. These are people who are intelligent, articulate, helpful, extraordinarily patient, and incredibly efficient… I am convinced that--more than the most advanced library online presence than you could hope to establish--the proper and efficient functioning of the library will rely on these people. I hope that the library management/administration recognizes this fact."

"make searching for article easier"

"You should put vending machines with healthy snacks in the lobbies . . . I get so hungry and have to completely leave the library building. Put some couches and some snack machines in a big room . . . then I could study longer without long interuptions."

"I wish the individual volumes in a series were catalogued separately…."

"The Friday and Saturday Hatcher hours are horrible. Some students actually do want to work on the weekends."

"Try showcasing different Library resources in your RSS feed - reference volumes, subscription databases, etc. Not just a one-paragraph summary, but a walk through the search interface, the content, etc. There are a ton of people here that could benefit from Safari Books Online, for example, but nobody knows about it. Promote the use of RSS for advertising University newsletters, magazines, and new web content - and index them somewhere visible. I've subscribed to several U-M feeds, and few of them are well utilized."

APPENDIX A: complete survey

1. What is your current UM status? (choose the best that applies)
   - ⭘ Undergraduate Student
   - ⭘ Graduate Student
   - ⭘ PhD Student
   - ⭘ Staff
   - ⭘ Faculty
   - ⭘ Researcher
   - ⭘ Not affiliated with UM

2. How many total years have you been a member of the UM community (faculty, staff, student, etc)?
   - ⭘ 1
   - ⭘ 2
   - ⭘ 3
   - ⭘ 4
   - ⭘ 5
   - ⭘ 6
   - ⭘ 7
   - ⭘ 8-10
   - ⭘ 11-15
   - ⭘ 16-20
   - ⭘ 21 or more

3. What school/program are you affiliated with? (select all that apply)
   - ⭘ Architecture & Urban Planning
   - ⭘ Art & Design
   - ⭘ Business
   - ⭘ Dentistry
   - ⭘ Education
   - ⭘ Engineering
   - ⭘ Information
   - ⭘ Kinesiology
   - ⭘ Law
   - ⭘ Literature, Science, and the Arts
   - ⭘ Medicine
   - ⭘ Music
   - ⭘ Natural Resources & Environment
   - ⭘ Nursing
   - ⭘ Pharmacy
   - ⭘ Public Health
   - ⭘ Public Policy
   - ⭘ Rackham School of Graduate Studies
   - ⭘ Social Work
   - ⭘ University Library

4. How much time do you spend on the Internet during an average week (including work, homework, email, IM, Web browsing, CTools, etc.)?
   - ⭘ Less than 5 hours
   - ⭘ 5-10 hours
   - ⭘ 11-15 hours

○ 16-20 hours
○ 21-25 hours
○ more than 25 hours

5. Which of the following online activities have you ever used and how often do you use them?

	Never Used	1-2 times a semester	1-2 times a month	1-2 times a week	Daily
Email					
IM/chat (Instant Messaging)					
Social Networking (facebook, MySpace, Live Journal, ning, etc.)					
Social Bookmarking (del.icio.us, etc.)					
Play video or computer games					
Video sharing (YouTube, etc.)					
Image sharing (flickr, etc.)					
Read blogs					
Write your own blog					
Use RSS to read websites					
Listen/subscribe to podcasts					
Create podcasts					
"Tag" things					
Write online product/book reviews					
Rate things (star rating system)					
Create book lists on websites (Amazon, LibraryThing, Good Reads, etc.)					
Read listservs					
Read/use wiki					
Write/edit wiki					

6. Which of the following resources/services do you think the library currently offers? (select all that apply)
○ Library website
○ Online library catalog
○ Talk to a librarian on the *phone* for help with research
○ Talk to a librarian via *email* for help with research
○ Talk to a librarian via *chat/IM* for help with research
○ Talk to a librarian *in-person* for help with research
○ Article databases online
○ Portal for searching across multiple online databases simultaneously
○ Electronic full-text journal/magazine/newspaper articles online
○ Electronic full-text books online

- ⭕ Delivery of materials from one UM library to another
- ⭕ Delivery of materials from other non-UM libraries
- ⭕ Delivery of materials to your office (GSI/faculty only)
- ⭕ Research guides for different areas of study
- ⭕ Classes for learning how to use the library
- ⭕ Online image collections
- ⭕ Staff to teach you how to make web pages, use graphic design software and write bibliographies
- ⭕ Videos & music that can be borrowed

7. For what purpose do you go to the library, and how often? (Skip this question if you don't use any of the UM Libraries)

	never	1-2 times a semester	1-2 times a month	1-2 times a week	Daily
Do homework or study					
Get help with research					
Get help with software					
Use online databases					
Use the computer/internet					
Project work with classmates					
Meet with friends					
Read library books, journals, magazines, or newspapers					
Borrow books					
Borrow videos or music					
Use materials on reserve					
Go to a class about how to use the library					

8. How do you find books (for research or entertainment)? (select all that apply)
- ⭕ I ask a librarian
- ⭕ I search the library catalog (Mirlyn)
- ⭕ I browse the shelves of books in the library
- ⭕ I get suggestions from friends/colleagues/professor
- ⭕ I follow citations, bibliographies, footnotes from other books or articles
- ⭕ I search book seller websites (Amazon)
- ⭕ I browse physical book stores
- ⭕ I use websites that recommend books based on user collections (LibraryThing, Good Reads)
- ⭕ I search Google
- ⭕ I search Google Scholar or Google Book Search
- ⭕ I don't search for books

9. How do you find articles (for research or entertainment)? (select all that apply)
- ⭕ I ask a librarian
- ⭕ I search the library catalog (Mirlyn)
- ⭕ I search "Search Tools"
- ⭕ I search individual article databases
- ⭕ I use "Citation Linker" & "MGet It"
- ⭕ I browse the shelves of journals or magazines in the library
- ⭕ I get suggestions from friends/colleagues/professor
- ⭕ I follow citations, bibliographies, footnotes from other books or articles
- ⭕ I search book seller websites (Amazon)
- ⭕ I don't search for articles
- ⭕ I search Google
- ⭕ I search Google Scholar or Google Book Search

10. How have you learned how to do research? (select all that apply)
- ⭕ Self taught
- ⭕ Professor/Teacher
- ⭕ Librarian
- ⭕ Friend/Classmate
- ⭕ Library website
- ⭕ Expert in the field
- ⭕ Coworker/professional colleague
- ⭕ Print research guides in the library
- ⭕ Library web-based research tutorial ("Search Path," etc.)
- ⭕ Other _____

11. Which of the following resources/services do you use and how often?

	Never Used	1-2 times a semester	1-2 times a month	1-2 times a week	Daily
Library website					
Online library catalog (Mirlyn)					
Talk to a librarian on the *phone* for help with research ("Ask Us")					
Talk to a librarian via *email* for help with research ("Ask Us")					
Talk to a librarian via *chat/IM* for help with research ("Ask Us")					
Talk to a librarian *in-person* for help with research					
Article databases online (ex. LexisNexis, Proquest, FirstSearch, etc.)					
Search across multiple online databases simultaneously ("Search Tools")					
Electronic full-text journal/magazine/newspaper articles online					
Electronic full-text books online ("MBooks," "Safari books," etc)					
Delivery of materials from one UM library to another ("Get This")					
Delivery of materials from other non-UM libraries ("Interlibrary Loan")					
Delivery of materials to your office (GSI/faculty only)					
Research guides for different areas of study					
Classes for learning how to use the library					
Online image collections					
Talk to staff in the Knowledge Navigation Center (KNC)/Faculty Exploratory about how to make web pages, use graphic design software, write bibliographies, or address other technology questions					
Borrow videos or music					
Borrow library books					
Used the "MGet It" link (formerly known as SFX)					

Google					
Google Scholar or Google Book Search					
Specific websites geared to research or fact finding (Wikipedia)					

12. Of the resources listed above, where do you typically start your research? (or if none of the above, please describe)

13. Of the resources listed above, where do you typically find the information you end up using?

14. Please rate the library website on the following topics:

	Poor	Fair	Neutral	Good	Excellent
Convenient (saves you time or frustration)					
Ease of use (use does not require much effort)					
Helpfulness (there is assistance when you need it)					
Reliability (you can depend on the same positive experience each time)					
Accuracy (few errors)					
Trustworthiness (you have confidence in the results)					

15. Please rate Search Engines (Google, Yahoo, etc.) on the following topics:

	Poor	Fair	Neutral	Good	Excellent
Convenient (saves you time or frustration)					
Ease of use (use does not require much effort)					
Helpfulness (there is assistance when you need it)					
Reliability (you can depend on the same positive experience each time)					
Accuracy (few errors)					
Trustworthiness (you have confidence in the results)					

16. When you want to read electronic news articles that you find online, you typically: (choose best that applies)
    - ◯ Print to read
    - ◯ Read online
    - ◯ Download to mobile device (PDA, smart phone, iPod, etc.) to read
    - ◯ Download to a computer to read
    - ◯ I don't read news online
    - ◯ Other_____

17. When you want to read electronic journal articles that you find online, you typically:(choose best that applies)
    - ◯ Print to read
    - ◯ Read online
    - ◯ Download to mobile device (PDA, smart phone, iPod, etc.) to read
    - ◯ Download to a computer to read
    - ◯ I don't read electronic journal articles
    - ◯ Other_____

18. When you want to read electronic full-text books that you find online, you typically: (choose best that applies)
    ○ Print to read
    ○ Read online
    ○ Download to mobile device (PDA, smart phone, iPod, etc.) to read
    ○ Download to a computer to read
    ○ I don't read electronic books
    ○ Other_____

19. The following is a list of services that many of the UM libraries do not currently offer. Please rate your interest level:

	I don't know what this is	Very Interested	Interested	Neutral	Somewhat Interested	Not Interested
Streaming videos/screen casts about how to do research						
RSS for new articles on specific subjects						
Blogs written by librarians about research in specific areas						
Audio podcasts about how to do research						

20. If you could contact a librarian via facebook or MySpace for help with your research, would you? If not, why?

21. What do you like most about the library?

22. What do you like least about the library?

23. Do you have any additional comments or suggestions?

24. Would you be willing to participate in future surveys, focus groups, or studies? If so, please enter your email address.