Telling Stories about the Library:

Using Qualitative and Quantitative Data to Depict the Library

ARLIS/NA Annual Conference
Denver 2008

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Quantitative and Qualitative Data Gathering Techniques

- **Quantitative**
  - Surveys
  - Cost benefit analysis
  - Experimental design

- **Qualitative**
  - Interviews
  - Focus groups
  - CATs
  - Observations
What stood out to you?
What Stood Out to You?

• Looking at the numbers
  – 37 forms
  – 95 comments
  – Most frequent comment category relates to research tips/techniques [21]
  – 10 comments on google scholar, 10 on bibliographies/newspapers/book reviews, etc., 8 on catalogs like Worldcat
  – No negative comments; 9 on value of presentation
What stood out to you?

- The World Cat

- Book Reviews

- I also thought that the key word tips were especially important because I think this is a common problem.

- Nice Presentation

  Thank you—

- Also, keeping a list of what we have searched is a wonderful idea because I often searched the same thing.
Overall, this was very clear and helpful. What stood out to me was the reminders about how to approach research and keep on track in a more dynamic and “big picture” approach rather than the typical

I liked that you opened my eyes to new ways: places to research my topics in any other research. I had never heard of Google Scholar or some of the other databases before.

The use of print materials is **down**.

- Checkout of materials is **down** 22%
- Internal use of materials in the library is **down** 20%

Requests for reference assistance are **up** 14%.

Requests for other types of assistance is **down** 20%.

Use of electronic reserves is **up** 18%.

Number of people in the library is **stable** [up 0% from 86,192 to 86,288].

Number of class sessions was **down** but number of students in the sessions was **up**.

Hits on the ASL web site were **up** 10%. 
## Information Awareness Survey

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Faculty art show piece, based on no-use titles report

**233 titles – strips in show with other art pieces

Around elevator – sheets are scanned images from the books
INTERACTIVE!
OUR LIBRARY IS AWESOME... thanks ASL staff... Happy New Semester!