


10-31-2012

Quest for Continuous Improvement: Gathering Feedback and Data through Multiple Methods to Evaluate and Improve a Library's Discovery Tool

Jeanne M. Brown

University of Nevada, Las Vegas, jeanne.brown@unlv.edu

Follow this and additional works at: <https://digitalscholarship.unlv.edu/libfacpresentation>

 Part of the [Library and Information Science Commons](#), [Multivariate Analysis Commons](#), and the [Statistical Methodology Commons](#)

Repository Citation

Brown, J. M. (2012, October). Quest for Continuous Improvement: Gathering Feedback and Data through Multiple Methods to Evaluate and Improve a Library's Discovery Tool. Presentation at 2012 Library Assessment Conference: Building Effective, Sustainable, Practical Assessment, Charlottesville, VA.

Available at: <https://digitalscholarship.unlv.edu/libfacpresentation/100>

This Presentation is protected by copyright and/or related rights. It has been brought to you by Digital Scholarship@UNLV with permission from the rights-holder(s). You are free to use this Presentation in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/or on the work itself.

This Presentation has been accepted for inclusion in Library Faculty Presentations by an authorized administrator of Digital Scholarship@UNLV. For more information, please contact digitalscholarship@unlv.edu.

Quest for Continuous Improvement: Gathering Feedback and Data through Multiple Methods to Evaluate and Improve a Library's Discovery Tool

--Jeanne Brown, Head of Assessment

Summon at UNLV

- Implemented fall 2011: a web-scale discovery tool
- Expectations for Summon
- Continuous Summon Improvement (CSI) Group

The environment

- User changes
- Library changes
- Vendor changes
- Product changes
- Complex information environment
- Change + complexity = need to assess using multiple streams of feedback

Quantitative Methods

- Availability studies
- Data analysis

Qualitative Methods

- Surveys
 - Staff
 - user
- Usability testing
 - Navigation
 - Scenario-based
- Heuristics

Assessment goals

- identify specific performance problems
- highlight strengths and weaknesses of functionality
- gain insight into how users search using Summon
- judge patron and staff perspectives on the product overall and identify specific aspects seen as valuable by users and staff
- begin to judge the impact of the discovery tool on the use of library resources and services
- gauge use and performance over time

Triangulation – Example 1

Using multiple methods to identify specific performance problems.

- Quantitative: availability tests
- Qualitative: feedback forms, usability, heuristics, staff feedback

Triangulation – Example 2

Using multiple methods to explore effectiveness of relevance functionality.

- Quantitative: log analysis of use of facets to limit results
- Qualitative: training feedback, usability

Triangulation – Example 3

Using multiple methods to judge patron and staff perspectives on the product overall and identify specific aspects seen as valuable by users and staff.

- Quantitative: log analysis
- Qualitative: scenario-based usability, staff and user surveys

Triangulation – Example 4

Using multiple methods to begin to judge the impact of the discovery tool on the use of library resources and services.

- Quantitative: Vendor data on product full text views, link resolver clickthroughs, Google Analytics data on source of referrals to library-created content, ILL cancellation analysis
- Qualitative: feedback, usability (future)

Synthesis and plan for year two

Expectation 1: that Summon would result in increase in use of library resources.

**proof pending

Benchmark

Continue year one assessment with use data

Expand examination with qualitative methods

Synthesis and plan for year two

Expectation 2: that Summon would be easy to use

**found

Spot check

Test changes in product for ease of use

Synthesis and plan for year two

Expectation 3: that Summon would produce relevant results

**mixed

Monitor use of facets

Assess user training for improvements in effective searching

Survey for student perception of relevance

Conclusion

- Value of multiple streams of feedback: Robust basis on which to evaluate and plan
 - Confirm
 - Challenge
 - Compliment

Questions?