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Dudley Knox Library Survey of Distance Learning Students

Kulzy, Walter; Jones, Steve; Christensen, Carl; Crews, Jason; Griggs, Forrest; Jacobs, Paul; Roberts, Don; Worthan, Shannon; Williams, Doug; Becker, Gina...

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Dudley Knox Survey Final Briefing

OA4109

December 8, 2011

Approved for public release; distribution unlimited



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REPORT DOCUMENTATION PAGE

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Two files: Report and presentation (with findings and background data).

14. ABSTRACT
How can the Naval Postgraduate School's (NPS) Dudley Knox Library (DKL) better serve the needs of distance learning students? The Fall 2011 NPS Survey Research Methods class (OA4109) devised, conducted and analyzed results of a survey of distance learning students on behalf of DKL. The study succeeded in meeting three objectives: 1) Evaluate the need for library services; 2) Determine if needs vary among various distance learning curricula; and 3) Solicit feedback on the usability of the DKL website.

15. SUBJECT TERMS
Library
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Web usability

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- Discuss background/motivation for survey
- Objective
- Describe the DKL survey
 - Instrument design
 - Fielding procedures and results
 - Analysis of data
- Recommendations

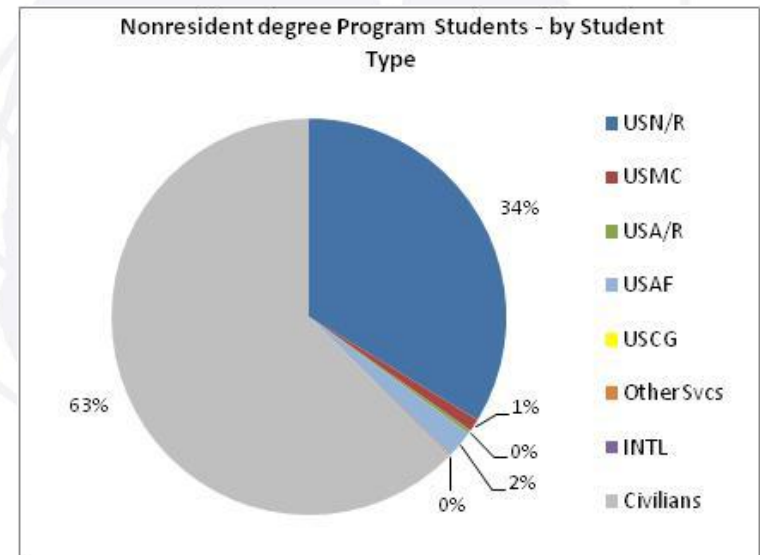
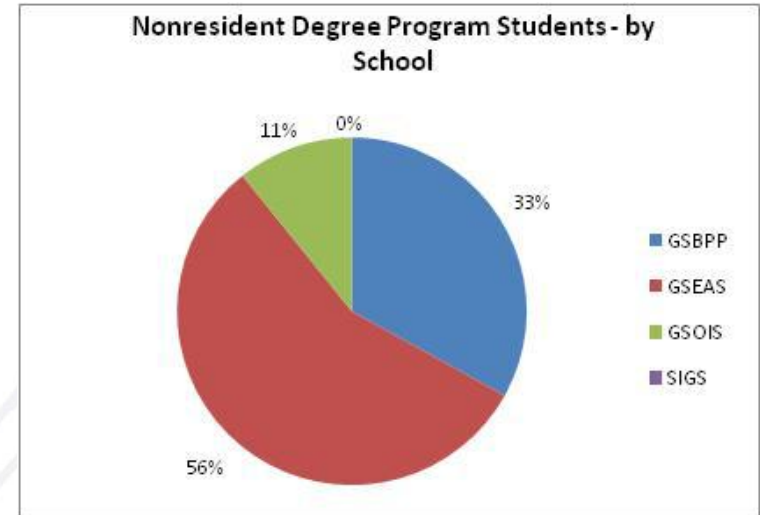
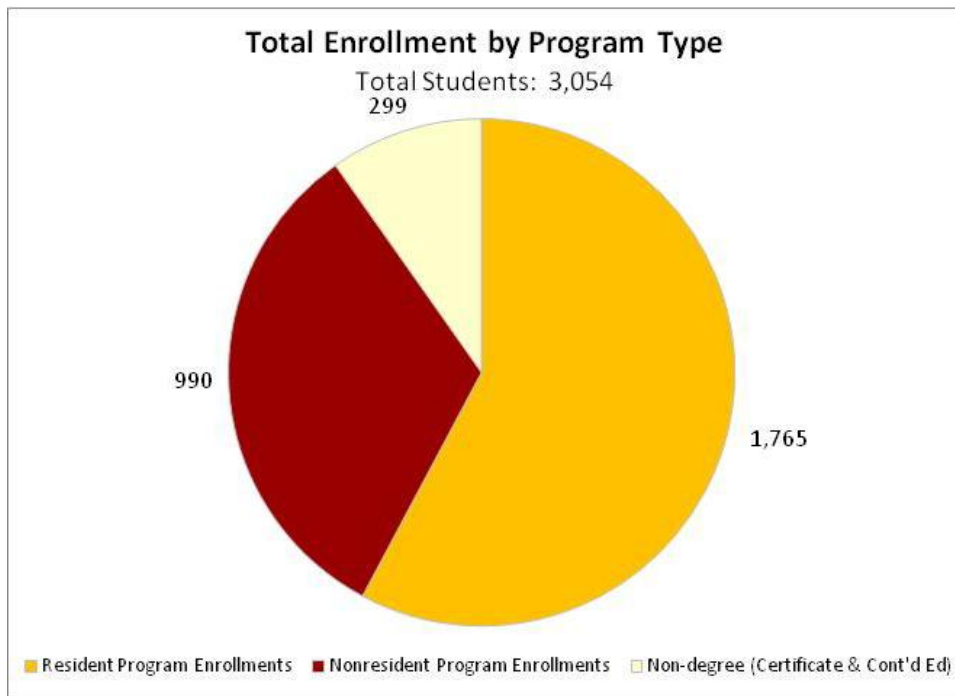


- Library: Provide NPS degree-seeking distributed learning students resources necessary for their curriculum
- Survey:
 - Evaluate the need for library services
 - Determine if each school within NPS has different needs based on curriculum
 - Solicit feedback on the usability of the Dudley Knox Library website



Student Demographics

32% of NPS student population are DL degree students





- Population
 - Degree-seeking distributed learning students
 - No faculty / staff
 - No resident students
- Survey sent to entire population (1,031)



Survey Design

Thank you for taking the time to participate in this survey. We will begin by asking some questions about how much your NPS curriculum requires you to find and use materials that are not directly provided by your instructors. These questions will help us understand whether and/or how much the various NPS curricula require library support.

1. What fraction of the documents that are required for your Distance Learning courses are provided to you by your instructors? Documents refer to all class notes, presentations, and other research documents. Documents do not include class textbooks.

- All
- Most
- Half
- Some
- None
- No Documents Required

2. In your most recent quarter, approximately how many assignments have required you to use a library or other research resource in order to complete your classwork? "Other research resources" include search engines and websites such as google.com, wikipedia.com, etc. that are used to gain information about a particular subject, as well as more traditional research resources and reference materials.

- 10 or more
- 5 to 9
- 1 to 4
- None
- Unsure/Don't Know

Now we would like to ask you about what types of research resources, other than the NPS Campus Library, you have used in your NPS studies and why. These questions will help the NPS library understand what type of research resources DL students require for their studies. This information will give the library insight into what other resources they may need to provide.



Section 1: How much (if at all) does the student's curriculum require library support?

- These questions designed to determine whether and how much the various NPS DL curricula require library support.

Section 2: What resources, *other than NPS Library*, have DL students used in their NPS studies? Why did they choose to use those resources?

- These questions designed to determine what research resources DL students use and why. This information gives the DKL leadership insight into what other resources they may want to provide.

Section 3: Has the DL Student ever visited the NPS Campus and, if so, has he or she also visited the Dudley Knox Library?

- These questions designed to provide information about whether the DL students have physically encountered the Dudley Knox Library.



Section 4: Obtain feedback on the DKL website.

- This section designed to solicit feedback on various aspects of the DKL website, including general opinion and resources used. It also addresses connection issues to include NMCI compatibility, and VPN/ Intranet usage.

Section 5: Were the students aware of DKL resources? Have they used them?

- This section focuses on whether DL students were informed of the existence of various DKL resources. Further, if they were aware of those resources, this section designed to determine which of the resources DL students use the most.

Section 6: Rate various aspects of DKL.

- This section designed to determine the general opinion DL students have regarding the Dudley Knox Library.

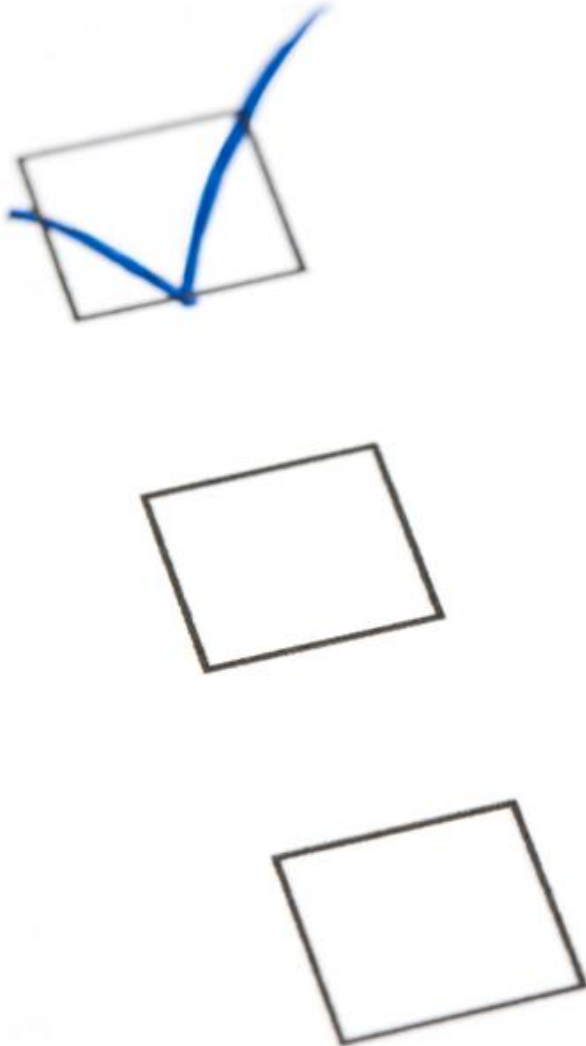
Section 7: Demographics.

- This section breaks the users into various subgroups which will be used to analyze the response data.



- Total of 54 questions in the survey
 - Respondents only saw that many if they answered “yes” to all skip logic questions
 - Most respondents likely answered many fewer
- Questions by survey section:

Section	# of Questions	Specific Questions
1	2	1 & 2
2	12	3 to 14
3	3	15 to 17
4	11	18 to 28
5	15	29 to 43
6	4	44 to 46, 53
7	7	47 to 52, 54



Fielding



- Determination of survey mode
- Pre-testing – 4 phases
- Execution
 - Pre-notification e-mail
 - Formal Invitation e-mail
 - Non-response follow-ups (4)
 - Final notification e-mail



Four Phases of Pre-Testing

- **First phase: Expert review**
 - Early draft of questionnaire to Dudley Knox librarians & OA 4109 resident class
- **Second phase: Cognitive Interviews**
 - Verify survey comprehension/flow
 - Elicit other feedback
 - 6 HSI curriculum students



- Third phase – Limited fielding testing
 - Validate survey (skip logic, functionality etc)
 - Representative DL Students
- Fourth phase – Full mock field test
 - Tested
 - Timing of contact & reminder letters
 - Logic sequence
 - Electronic Distribution
 - OA 4109 class



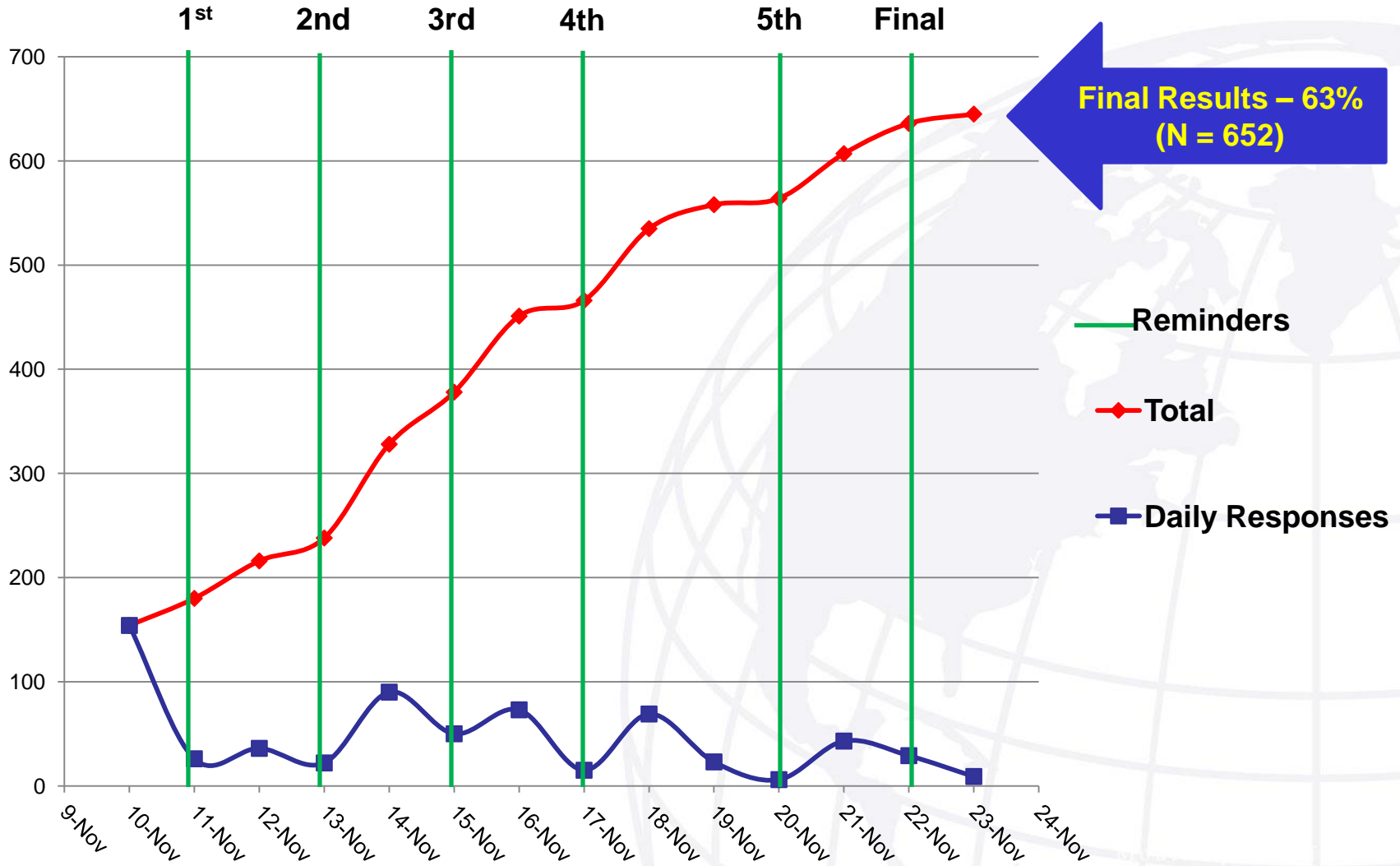
Calendar of Events

Sun	Mon	Tue	Wed	Thu	Fri	Sat
6	7	8 Pre Notification Letter (1543 emails)	9 Formal Invitation Letter (1543 emails)	10	11 1 st Non Response Letter (1399 emails)	12
13 2 nd Non Response Letter (1341 emails)	14	15 3 rd Non Response Letter (1052 emails)	16	17 4 th Non Response Letter (960 emails)	18	19
20 5 th Non Response Letter (719 emails)	21	22 Final Notification Letter (656 emails)	23	24	25	26

Survey was closed out Wed, 23 Nov, 2011



Daily and Total Response Levels

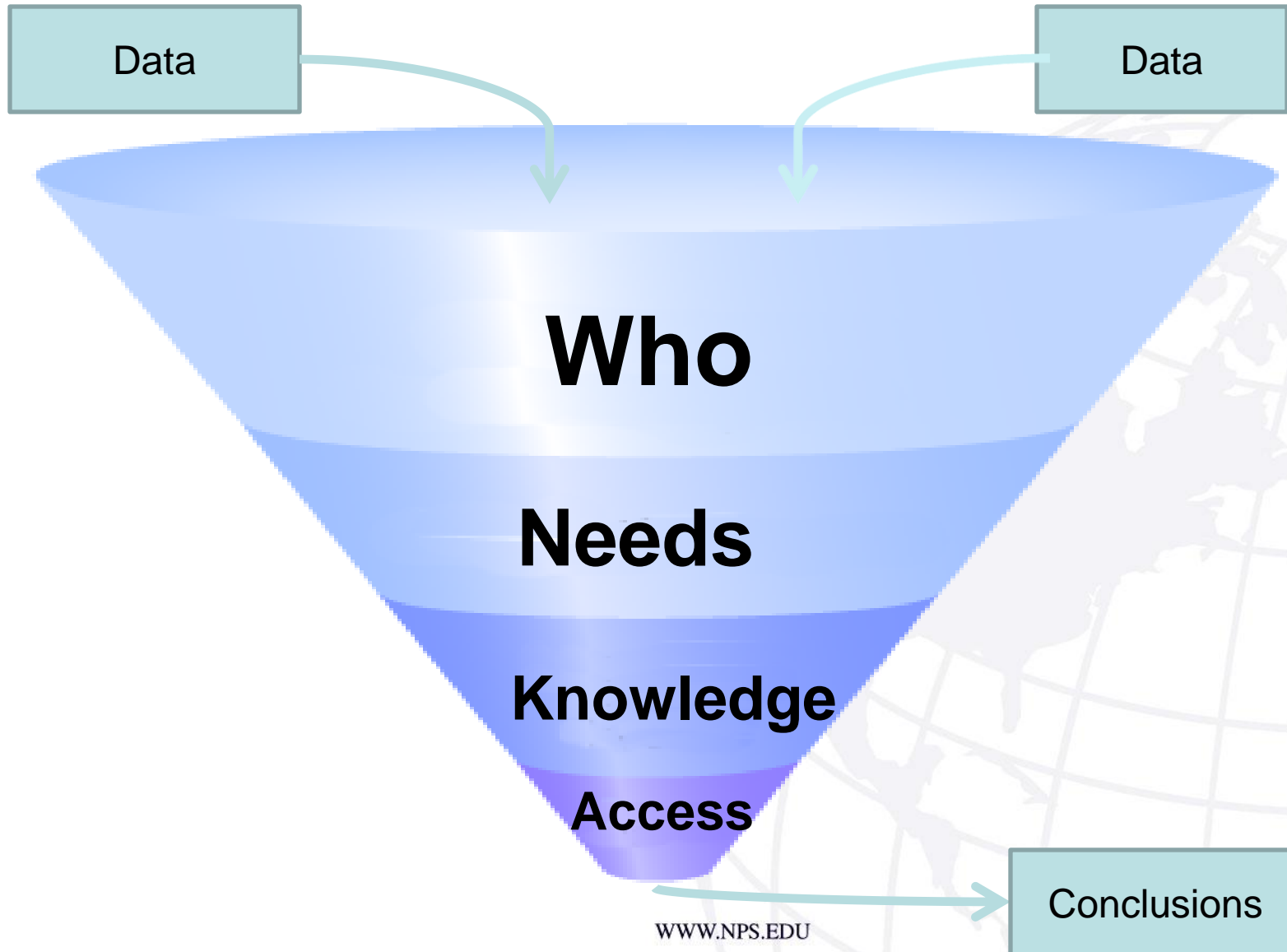


A pair of black-rimmed glasses is positioned over a financial document. The document features several line charts with fluctuating data points. One chart is labeled 'CME Eurodollar Futures' and includes a legend for 'SFE 10 Year Treasury' and 'SFE 15 Year Treasury'. The x-axis of this chart shows months from April 2005 to November 2005. Another chart to the right is labeled 'CME Eurodollar' and shows values ranging from 4.6 to 4.8. A silver pen lies horizontally across the bottom right of the document. In the bottom left corner, a portion of a calculator is visible, showing several buttons. The overall lighting is warm and slightly dim, creating a professional and analytical atmosphere.

Survey Results

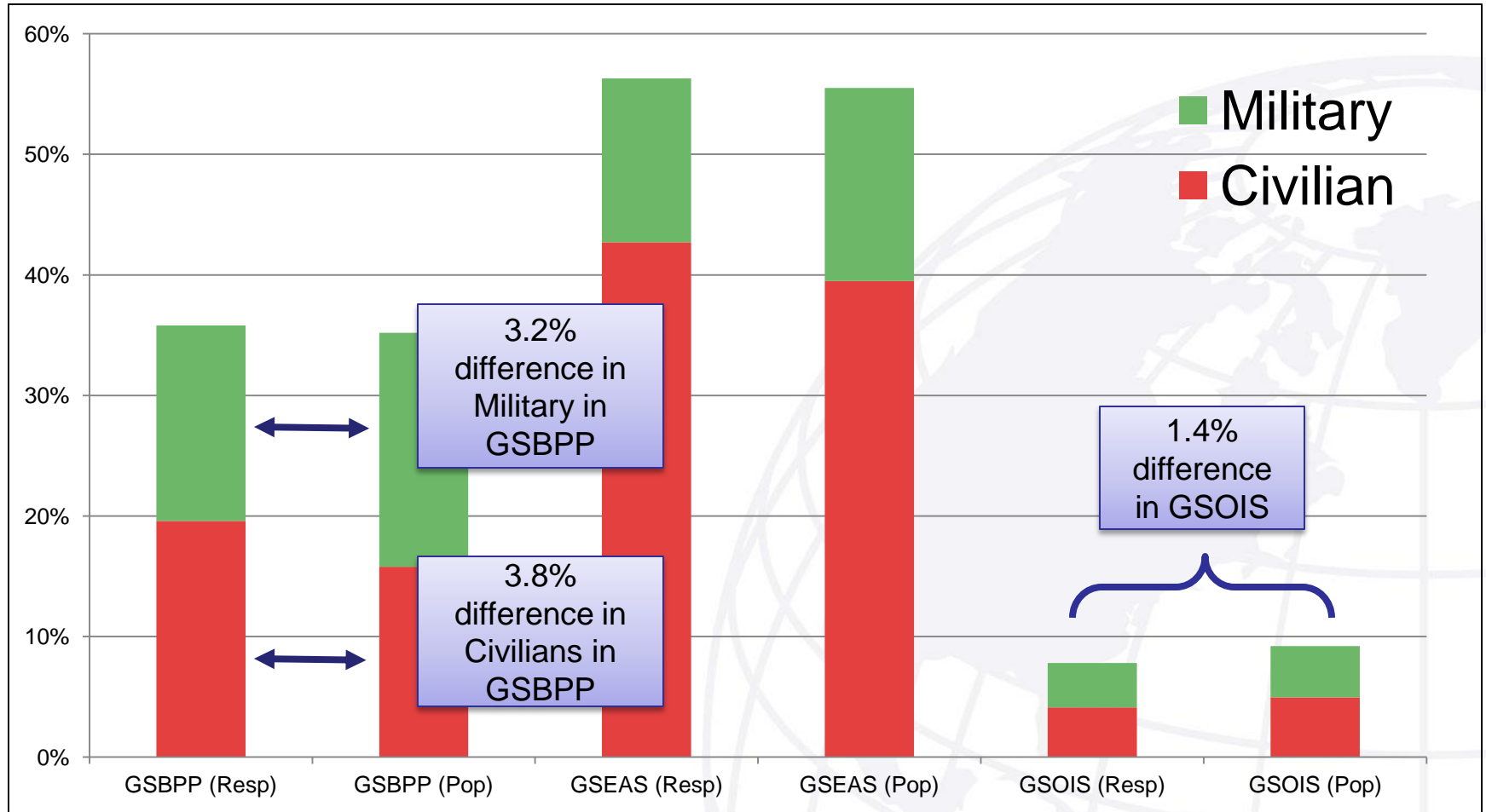


Our Analytical Process



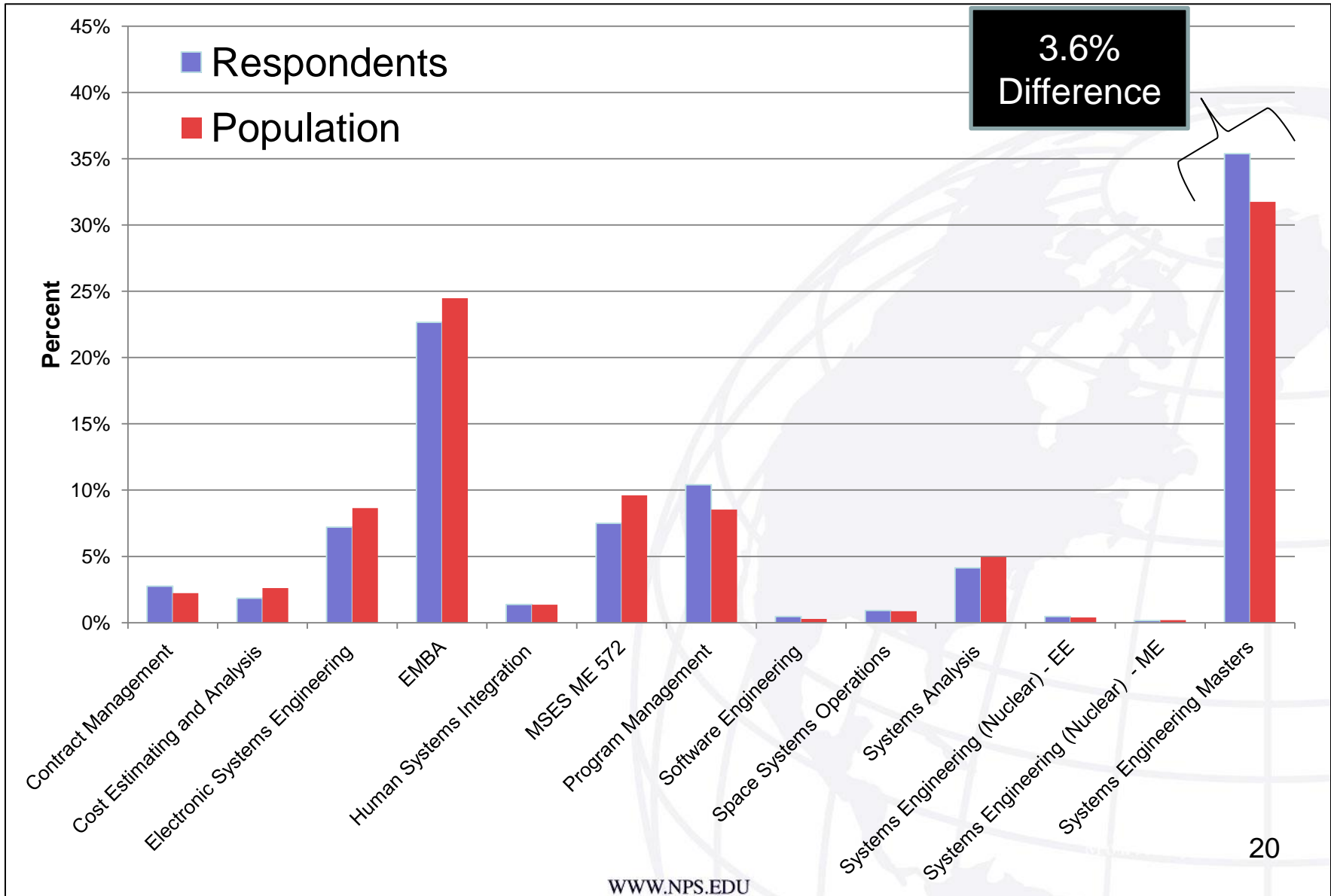


Respondent Distribution by School Matched the Population



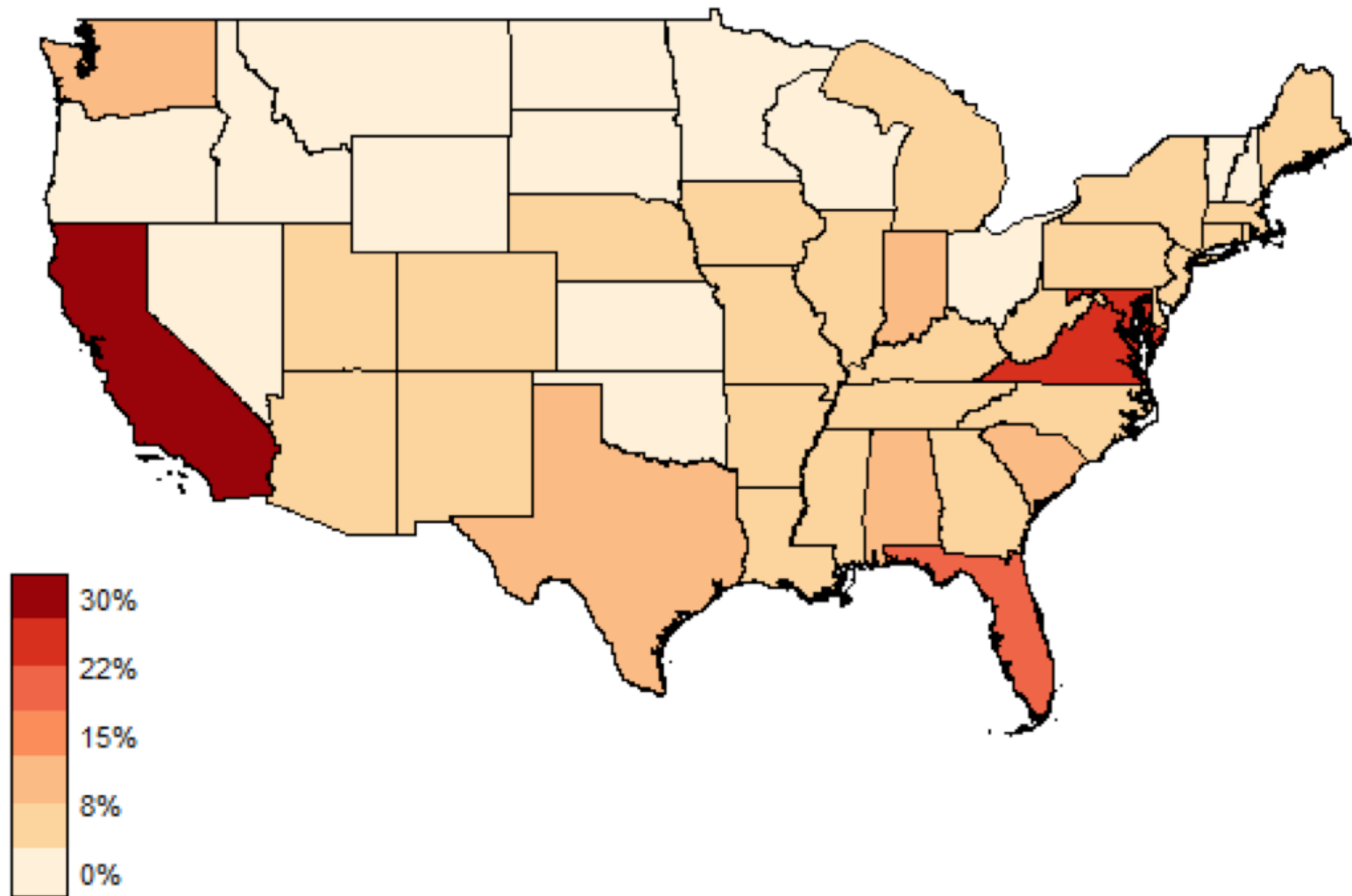


Distribution of Respondents by Curriculum Matched the Population



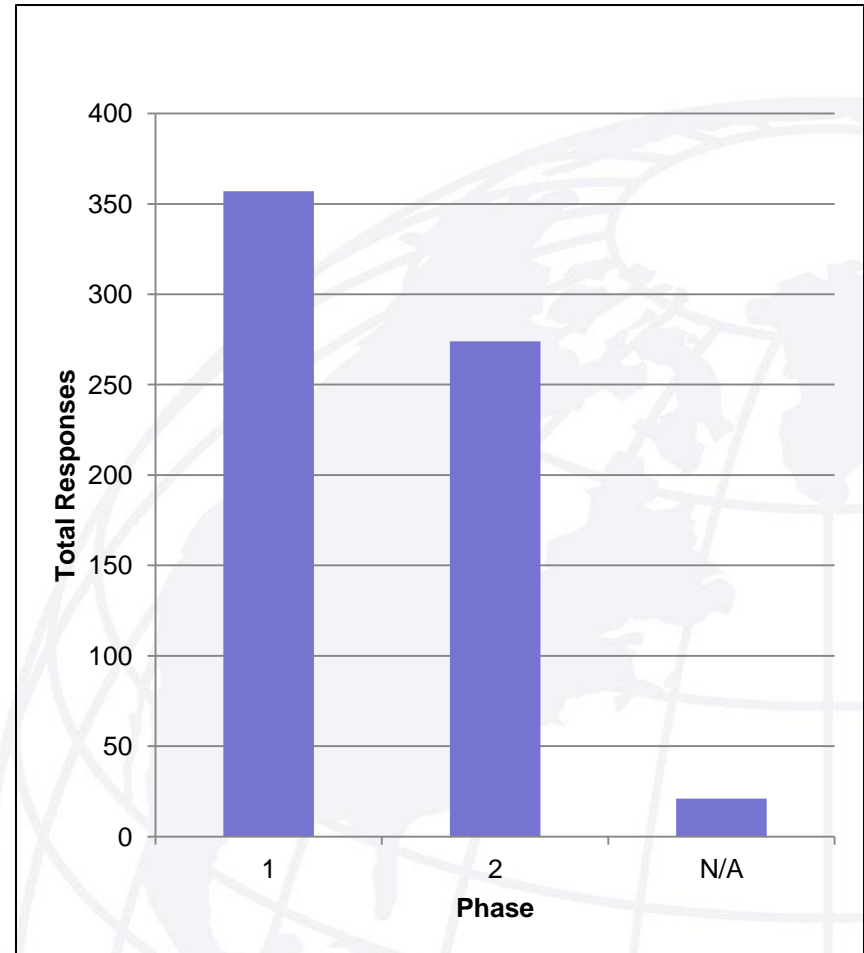
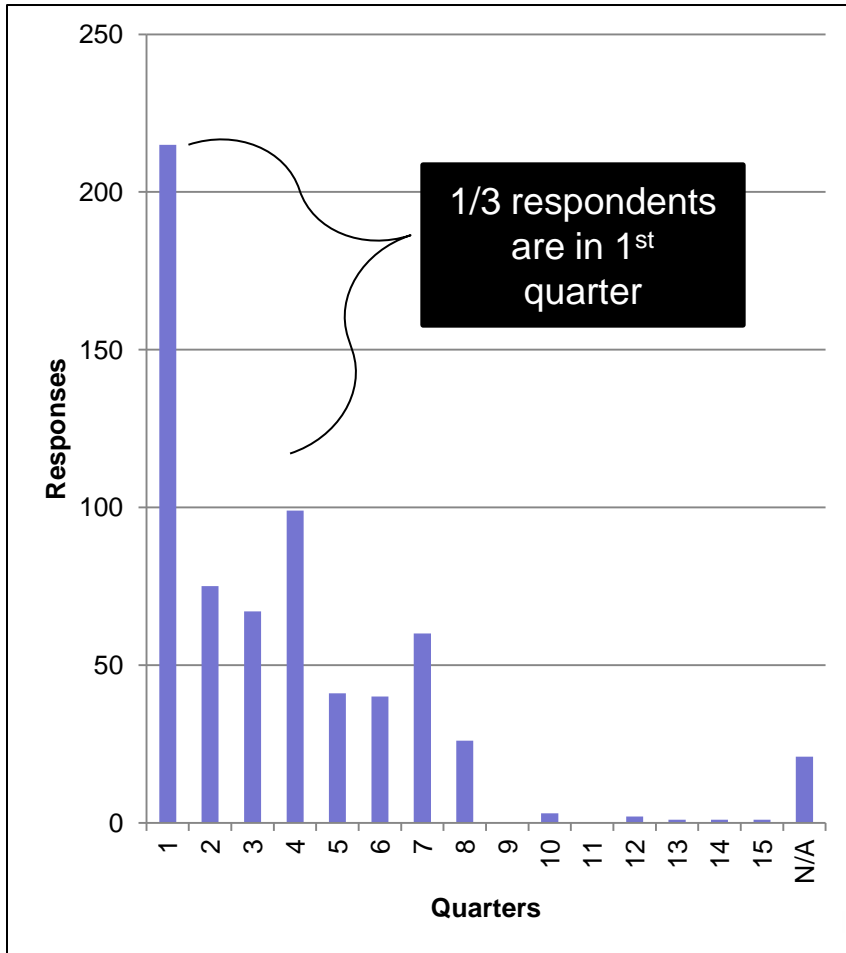


Respondent CONUS Distribution (Q51) Consistent with Population Distribution





One-third of Respondents in First Quarter (Not Likely Representative of Entire DL Population)



Q47: "How many quarters have you completed in your Distance Learning program?"

"Phase 1" = 1st, 2nd, or 3rd quarter
"Phase 2" = 4th quarter and beyond 22



What Do DL Students Need?

- In both 1st and 2nd phase, 80% say instructor provides “all” or “most” class materials (Q1)
 - *“I appreciate the resource being available. The current classes, the professors have provided most of the material required for the class.”*
- 47% of DL students strongly agree or agree “Library research is a critical part of my NPS Distance Learning studies” (Q44a)
 - GSBPP= 47%, GSEAS= 49%, GSOIS= 45%
 - *“I believe that the NPS library is an essential tool that should always be available to DL students.”*



What Else Do They Need?

- 73-75% of all assignments required “library or other research resource” (Q2)
 - 63% are using DKL website (Q18)
 - GSBPP= 72%, GSEAS= 62%, GSOIS= 37%
 - Almost 85% of DL students use a “search engine (Google, Yahoo, Bing)” (Q8)
 - 80% use it for convenience, familiarity, ease of use and immediate need
- Other than using search engines, DL students generally not going elsewhere to meet needs
 - E.g., only 13% use book stores for class work (Q12)

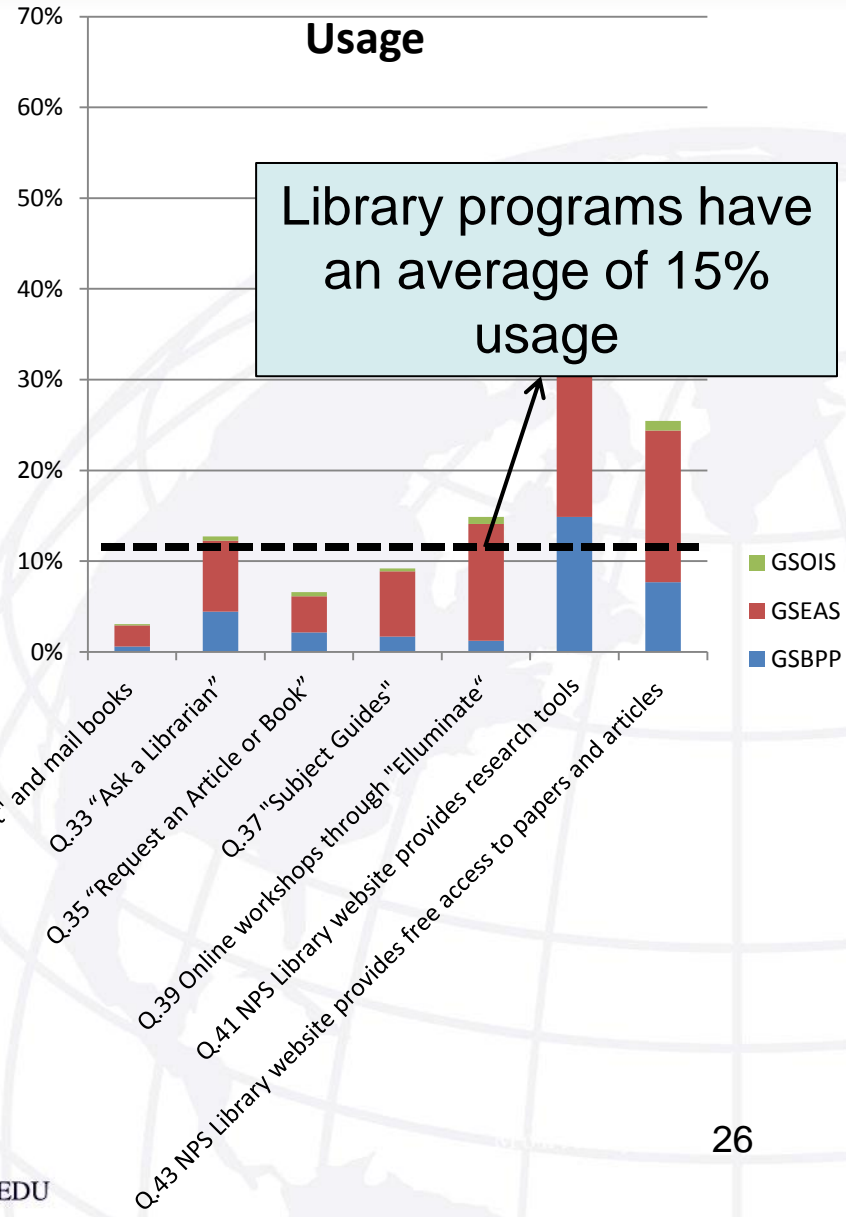
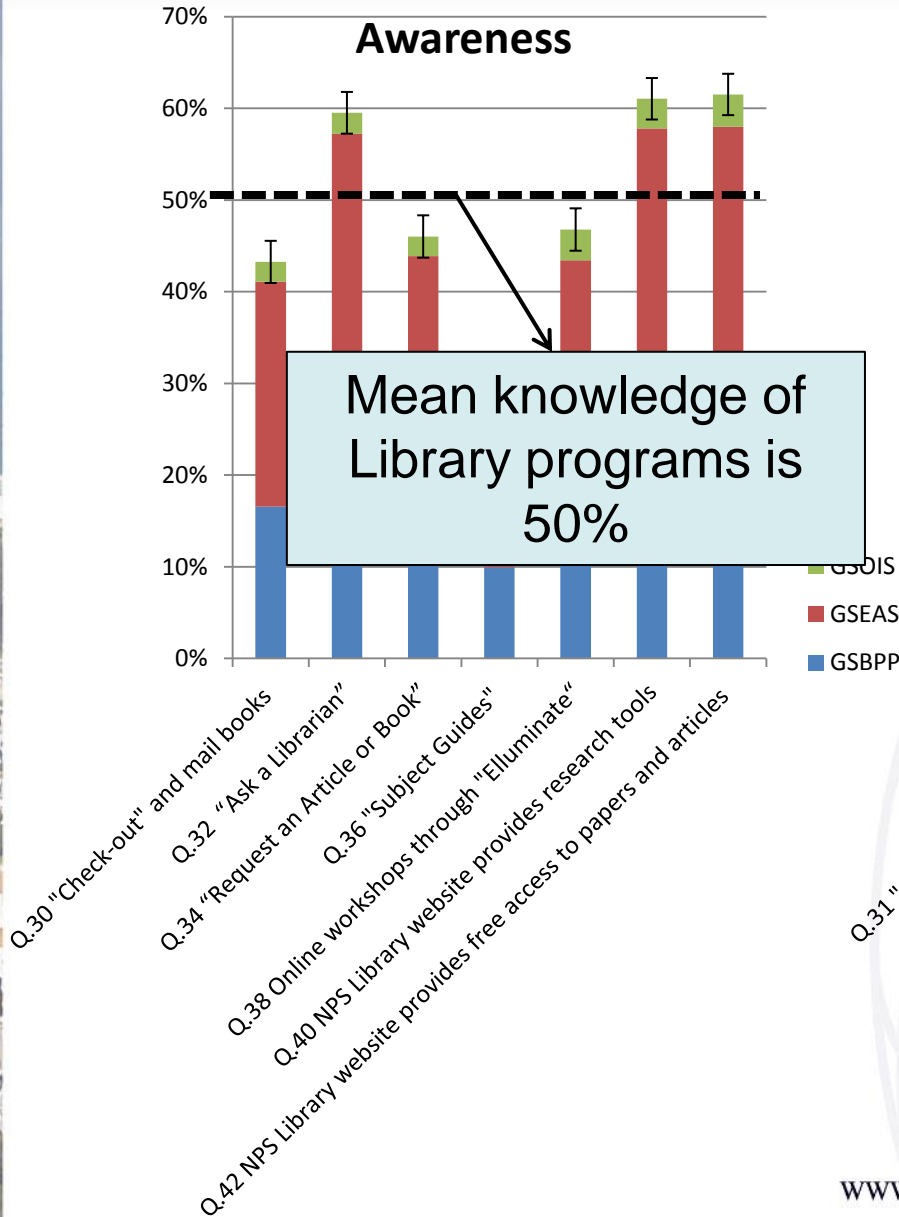


How is DKL Meeting DL Student Needs?

- 85.3% of respondents were aware that they have an account with the NPS Library (Q29)
- 62% of DL students received briefing (Q14)
 - GSBPP= 69%, GSEAS= 62%, GSOIS= 35%
 - By 2nd phase only 15% have not received briefing
- There is not one preferred method of training that stood out from the others (Q46)
 - Only 5.5% of respondents wanted paper handouts
- 50% of DL students know about individual DKL website services...
 - But 50% do not know of the services



DKL Service Usage Much Lower Than Awareness





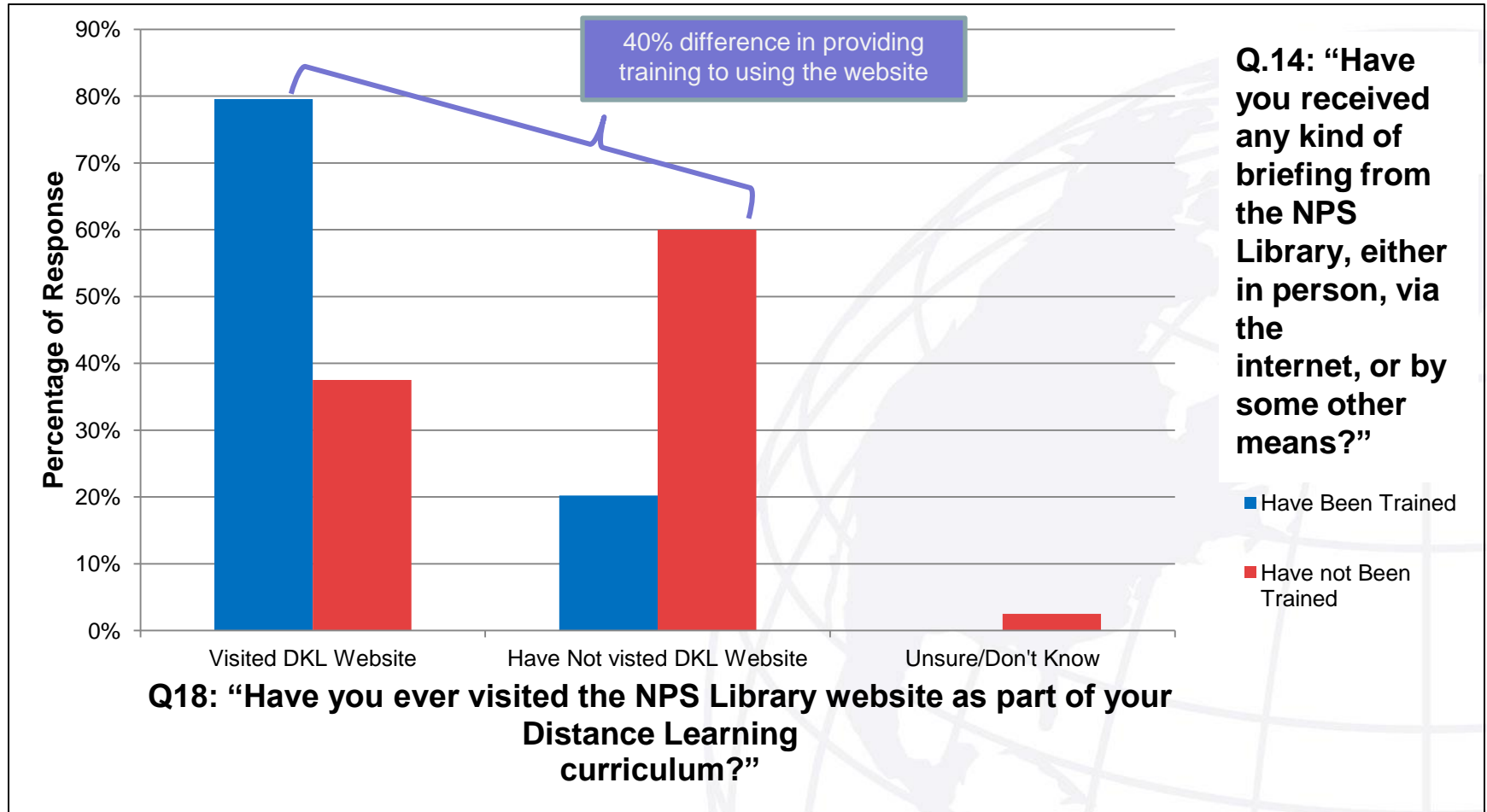
DL Students Predominantly Use NPS Website

Q18: Ever used a NPS Library web site?				
Q5: Ever Used Another Library Website?		Yes	No	Total
	Yes	87	36	123
	No	319	187	506
	Total	406	223	629

- Of those who have used another library website, 70% (87 out of 123 students) have also used the NPS website
- Of those who have not used another library website, almost two-thirds (319 out of 506 students) have used the NPS website

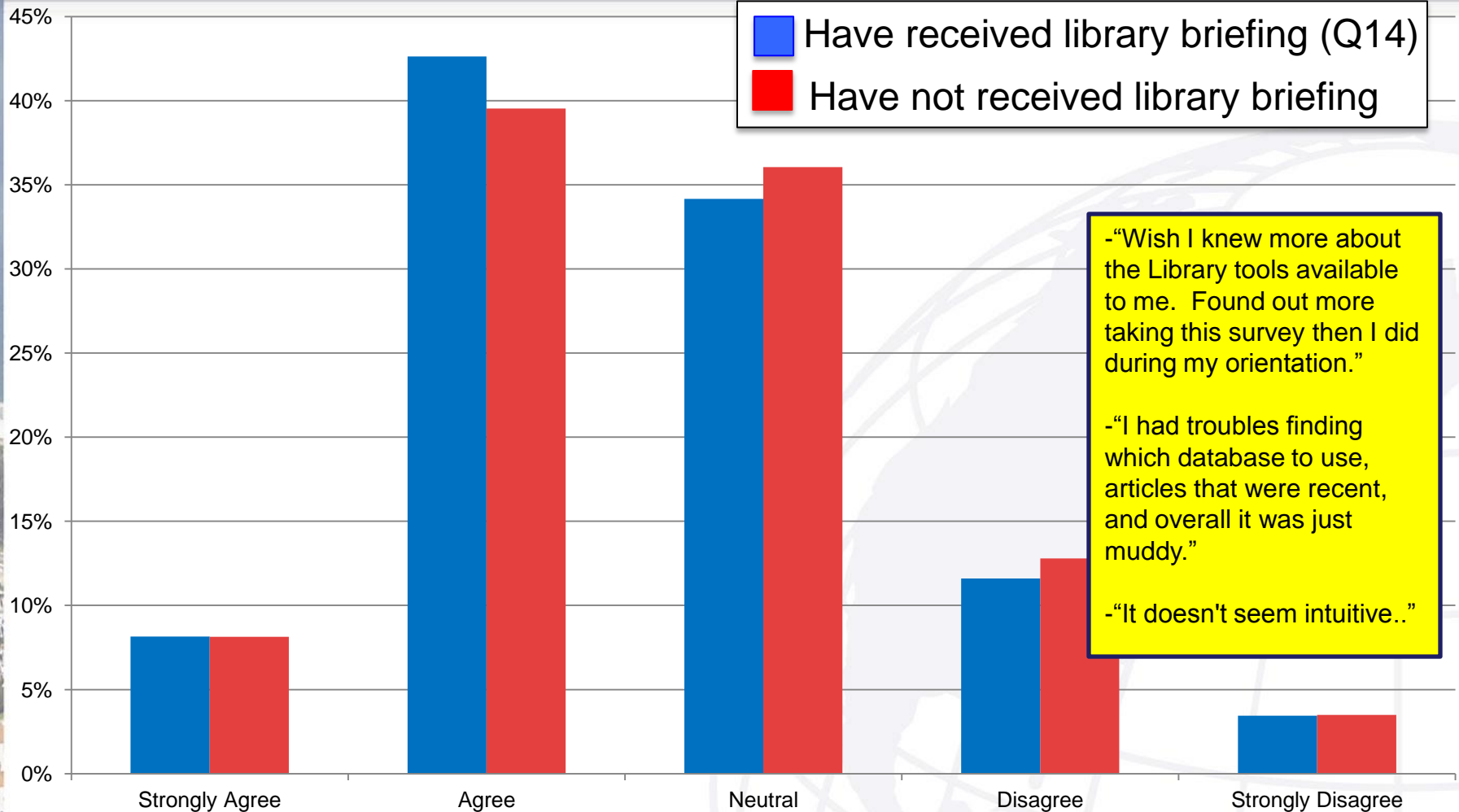


Negative Correlation Between NPS Library Website Visits and Briefings





But Library Briefings Don't Result in Users Finding Website More User-friendly



Q19: “How much do you agree or disagree with the following statement, ‘The NPS Library website is user friendly.’ *User friendly is defined in terms of its ease of navigation and search ability.*”



Roughly 29% of DL Students Want More Library Training & Information (Q44)

Strongly Agree Agree Neutral Disagree Strongly Disagree NA

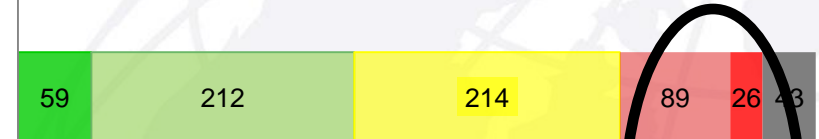
a. Library research is a critical part of my NPS Distance Learning studies.



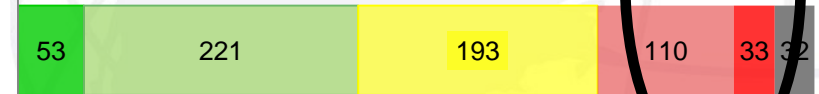
b. The NPS Library provides all the resources I need for my Distance Learning studies.



c. The NPS Library provided me with sufficient training about how to use and access the NPS Library materials.



d. The faculty in my DL curriculum provide me with all the information about NPS Library that I need.



e. My Distance Learning curriculum should provide more information about the NPS Library and NPS Library resources.



f. My Distance Learning curriculum should provide more training about the NPS Library and its resources.



30



Bart Could be a Major Barrier to Accessing DKL Website

- Q18: 62% of DL students have used the DKL website (N=414)
- Q24: 49% of DL students most likely only using Bart to access NPS Intranet
 - 31% only selected “Bart” (N=204)
 - 18% selected “Bart” and “I Don’t Know” (N=118)



NMCI Not a Significant Barrier

- Q26: 29% of DL students use NMCI (N=190)
 - 25% of DLS Use NMCI and access DKL website (N=161)
 - 25% of NMCI have had access issues (N= 48)
 - 10% of NMCI disagree or strongly disagree about user friendliness (N=21)
- But it may be an inhibitor for some students
 - *“I do not know whether NMCI is compatible or would allow me to access NPS Library website most of the time - sometimes it blocks the site.”*
 - *“It blocks any ‘pop ups’ and will not let me download any documents or files”*

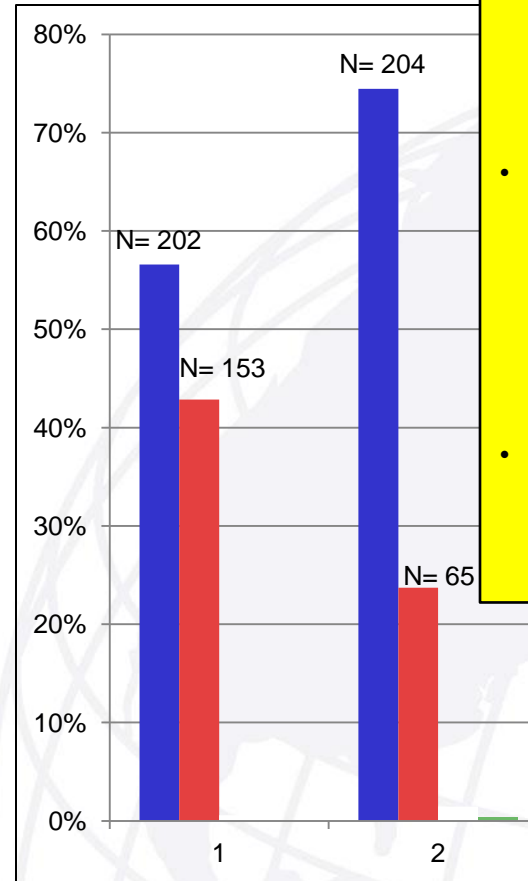
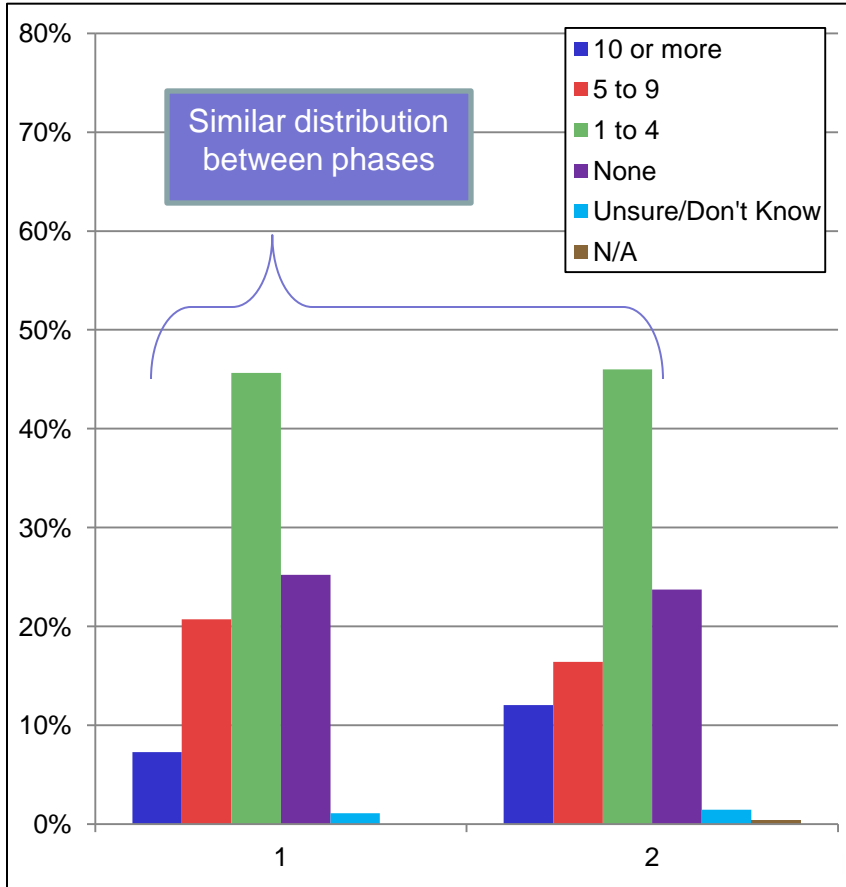


Conclusions and Recommendations





Recommendation #1: Focus More Training Efforts on “Phase 2” Students



- “The education about the library was too early to sink in. It would be nice to get emails once a quarter about short courses on certain aspects of the functions available by the library.”
- “...Recommend targeting students at least twice during DL course. First and 5th quarters makes sense. I would have all students do this survey in the 2nd quarter of study as a way to get the info out.”
- “I am just getting ready to start my Thesis. So therefore my use of the NPS library will increase tremendously.”

Q2: “In your most recent quarter, approximately how many assignments have required you to use a library or other research resource in order to complete your class work”

Q18: Have you ever visited the NPS Library website as part of your Distance Learning curriculum?



Recommendation #2: Make the DKL Website More User-friendly

- Summary results from Q21: “Please briefly explain the difficulty or difficulties you have experienced with the NPS library website.”

Showing 16 Most Important Words and Phrases

Accomplish **Article** Believe **Book** Difficult to Navigate Easier
Google Hard Internet **Journal** **Library Needed**
Not Easy Not Intuitive Password **Results** Trying to Figure



Recommendation #2a: Improve DKL Website Search

- Make it “Google-like” internally and provide external search capabilities from site
 - *“For some reason I can never just do quick search I always end up getting lost until I give up and try Google.”*
 - *“Searching resources is not as integrated as it should be. Having to individually search different portions of the library is too complicated.”*
 - *“The library resources are completely disjoint. There should be an easy to use, more integrated search environment...”*
 - *“Please give me a unified search with filters for all the external databases & ejournals. Think google!...”*



Recommendation #2b: Focus DKL Website on Users

- Put it in “patron-speak” rather than “librarian-speak”
 - *“The library website is not intuitive or user friendly. ARCANE.”*
 - *“The resources available aren't readily apparent...”*
 - *“I can find things faster online than trying to figure out how to find things on the NPS library site.”*
 - *“When I see the NPS online library home page, I get lost immediately. I don't know what the main links are for me to use. I have experimented with using the NPS library website, but every time, I hit a dead end and I have given up completely on using it.”*

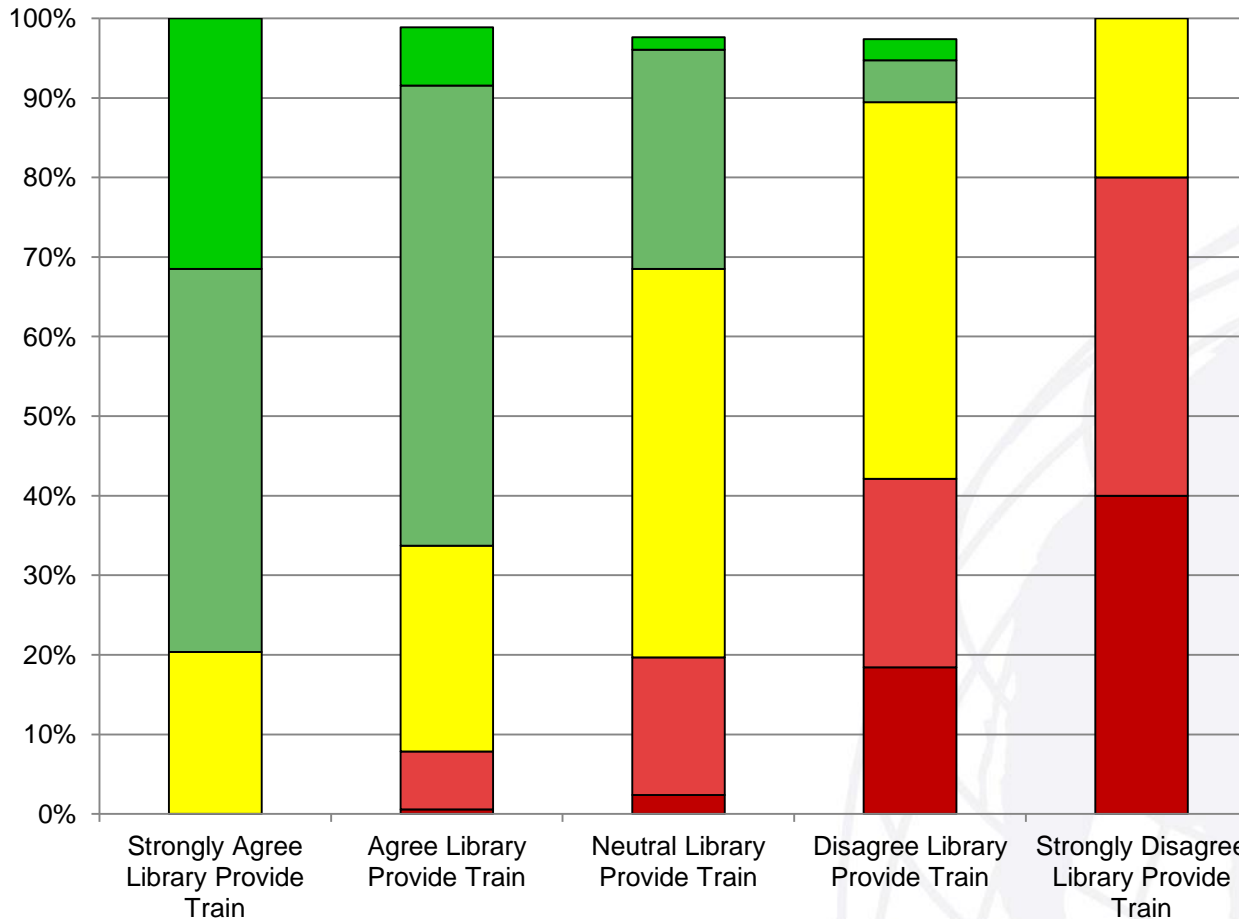


Eliminate DKL Website-unique Passwords

- Library requires users know a unique password
 - *“The library requires its own password separate of all others from NPS. Very annoying and since used infrequently, it's easy to forget.”*
 - *“...Also it would be great if it just uses the same NPS username and password.”*
- Use NPS Central Authentication System like most other web-based services
 - Also allow CAC log-in



Recommendation #2d: Additional Training May Improve User's Opinions of Website



Q19: "How much do you agree or disagree with the following statement, 'The NPS Library website is user friendly.'"

- Strongly Agree user Friendly
- Agree user Friendly
- Neutral user Friendly
- Disagree user Friendly
- Strongly Disagree user Friendly

Q44c: "The NPS Library provided me with sufficient training about how to use and access the NPS Library materials."



Recommendation #3: Get Briefings and Training Going with GSOIS Students

Phase of Curriculum (I=1-3qtrs, II= >3qtrs)

Q14: “Have you received any kind of briefing from the NPS Library?”

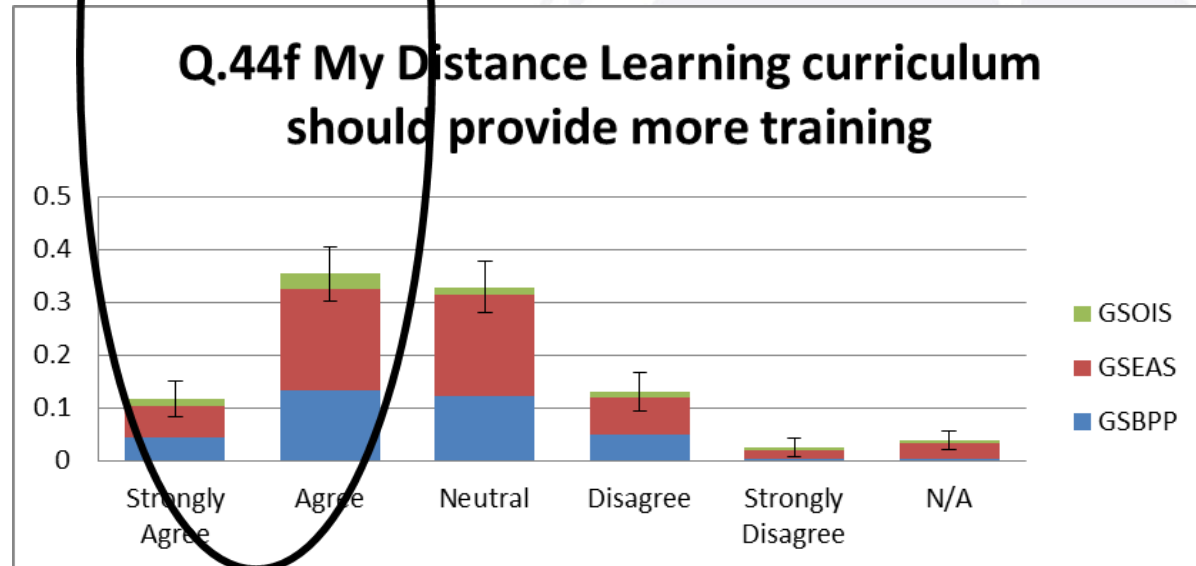
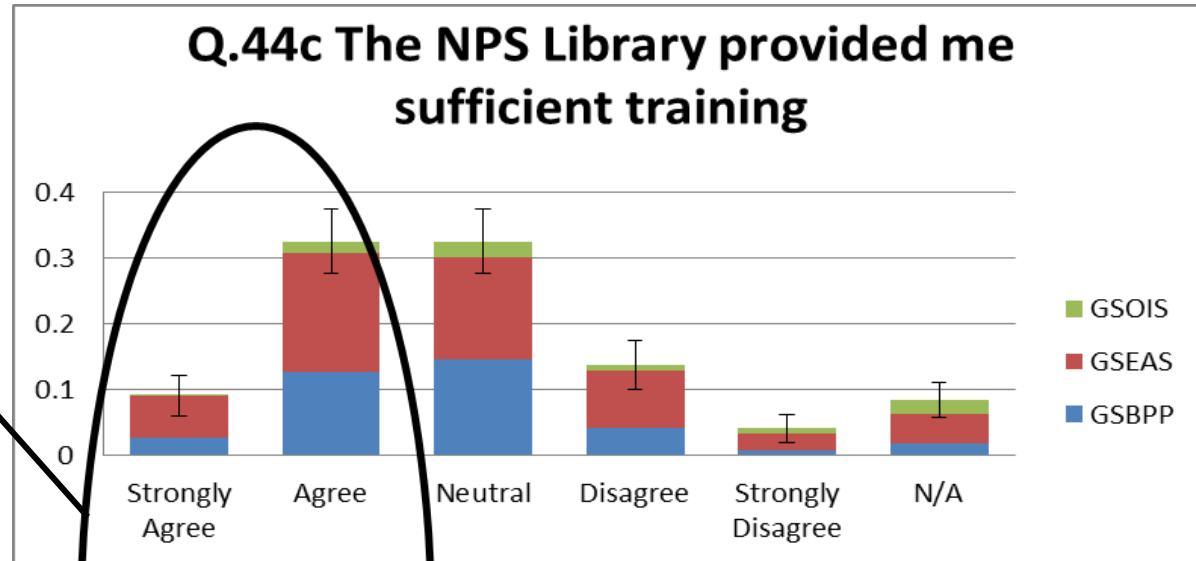
	I	II	N/A
Yes	222	176	8
No	135	98	7
N/A	0	0	6

15% of DL students:
14 are GSOIS (27%)
70 are GSEAS (19%)
14 are GSBPP (6%)

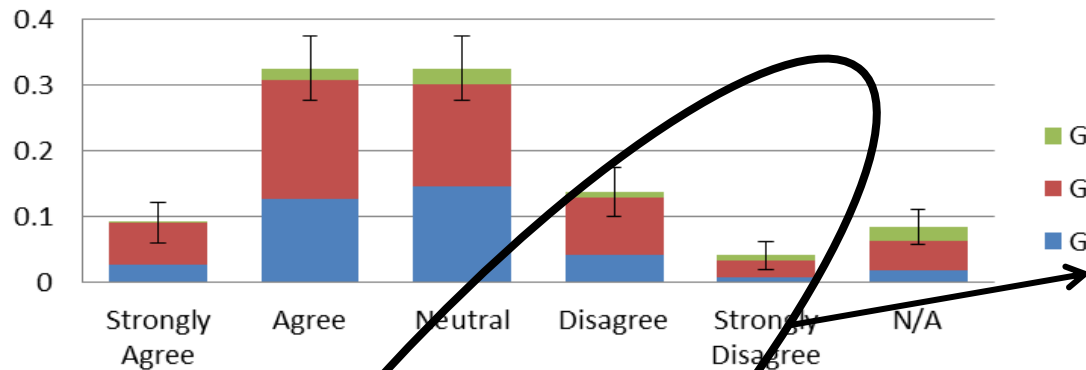


Recommendation #4: Push Curricula to Incorporate More Library Training

14% of DL students believe the library provides sufficient training, but believe the curriculum should provide more training

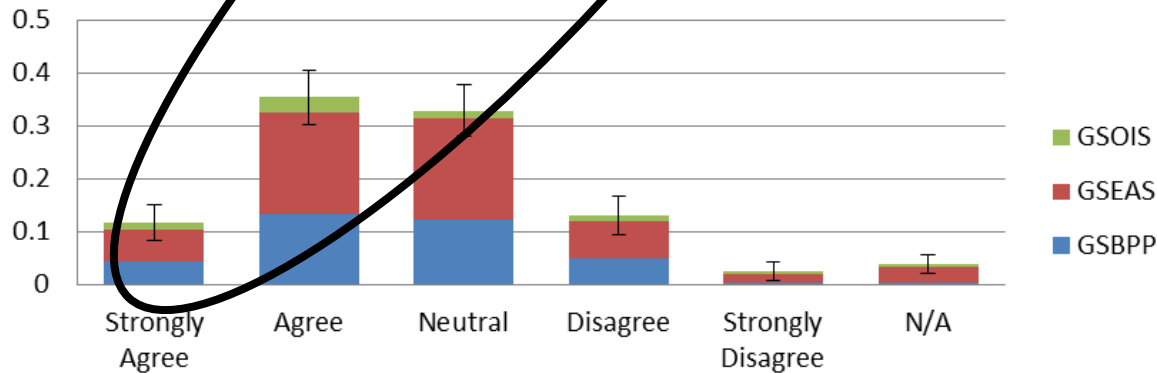


Q.44c The NPS Library provided me sufficient training



14% of the DL students want more training from the Library and curriculum

Q.44f My Distance Learning curriculum should provide more training





Some Respondent Comments

- *“Since I am in the last quarter of our curriculum, it is too late for me. We got a short brief in the orientation but they didn't even bring up the web site. It would be nice for someone to take some class time in the VTC to go through what is available and how to get the info, probably in the second quarter.”*
- *“Great system but professor's should try to somehow incorporate this resource into their classes for increased usage.”*
- *“I would highly recommend a zero (0) or one (1) quarter hour lab as course requirement in the first quarter of a DL program titled ‘DL Tools for DL students.’ This familiarization course would be about all of the tools, processes, and materials unique to the DL student that is necessary for success, to include a class or two on the NPS Library.”*



Recommendation #5: Solve Bart Access Issue

- Roughly half of DL students use Bart at least some of the time (Q24)
 - 44% were not aware they needed to use VPN to access library resources (Q25)
- Possible solutions:
 - Get Bart to “play well” with library resources
 - If not possible, better advertisement about limitations of Bart
 - More prominent warning on library website and more emphasis during training



Recommendation #6: Fix Exit Survey Library Question

- Survey results indicate that most students know of library and have engaged with library
 - Suggests exit survey “N/A’s” either...
 - Failed to understand library question (library-speak) and/or
 - Suffer from survey fatigue and find it easier to just check “N/A” option
 - Both can be corrected with question redesign:
 - Revise question to only read, “NPS library resources met all my course work and research needs.”
 - Use 5-point Likert response scale (“strongly agree,” “agree,” “neutral,” “disagree,” “strongly disagree”) without the “n/a or don’t know” option



- Conduct focus groups with willing participants for amplifying information
 - 102 respondents indicated they would participate in a focus group
 - Will provide names and contact information
- Conduct web sight design studies with library patrons to optimize site for users
- Conduct follow on survey(s) to delve into open ended responses more deeply

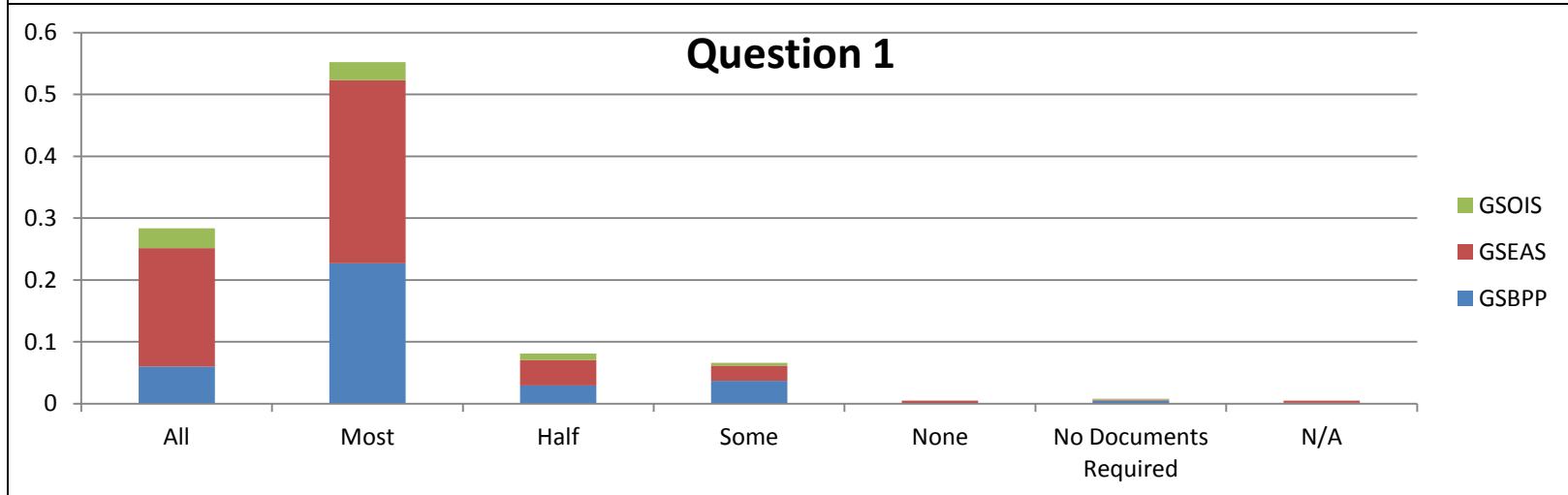
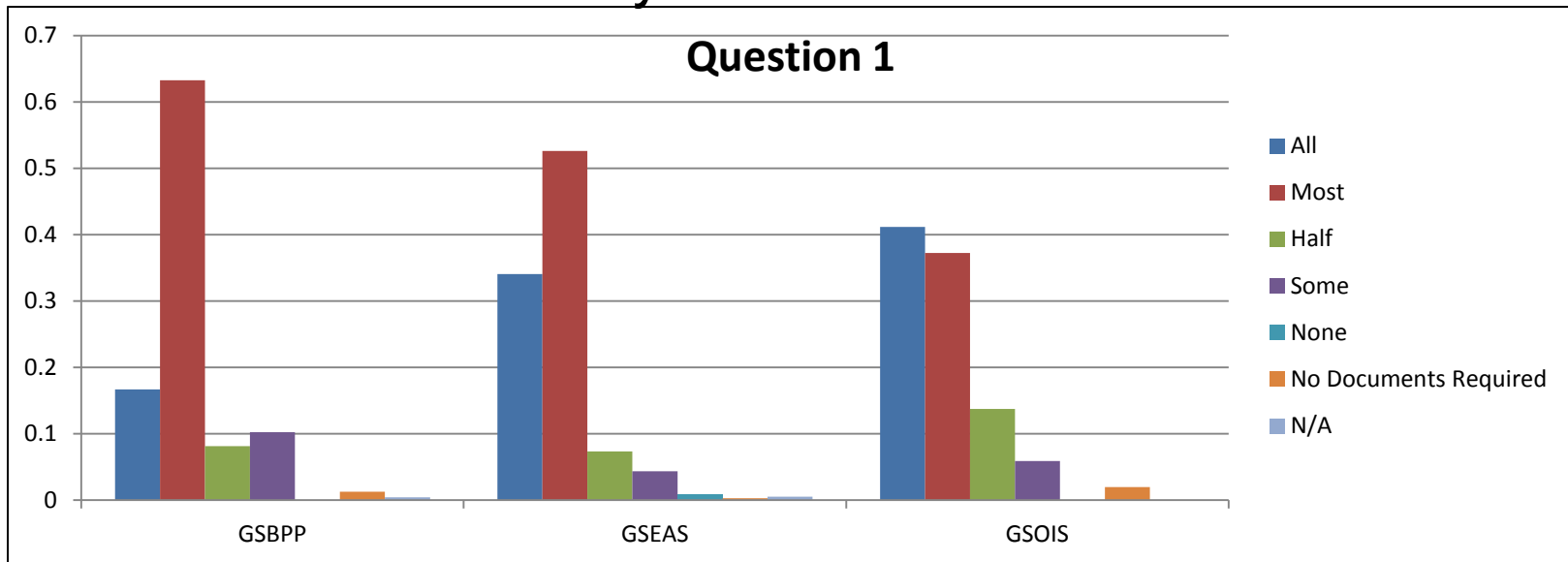


That All Said, DL Students Value the NPS Library

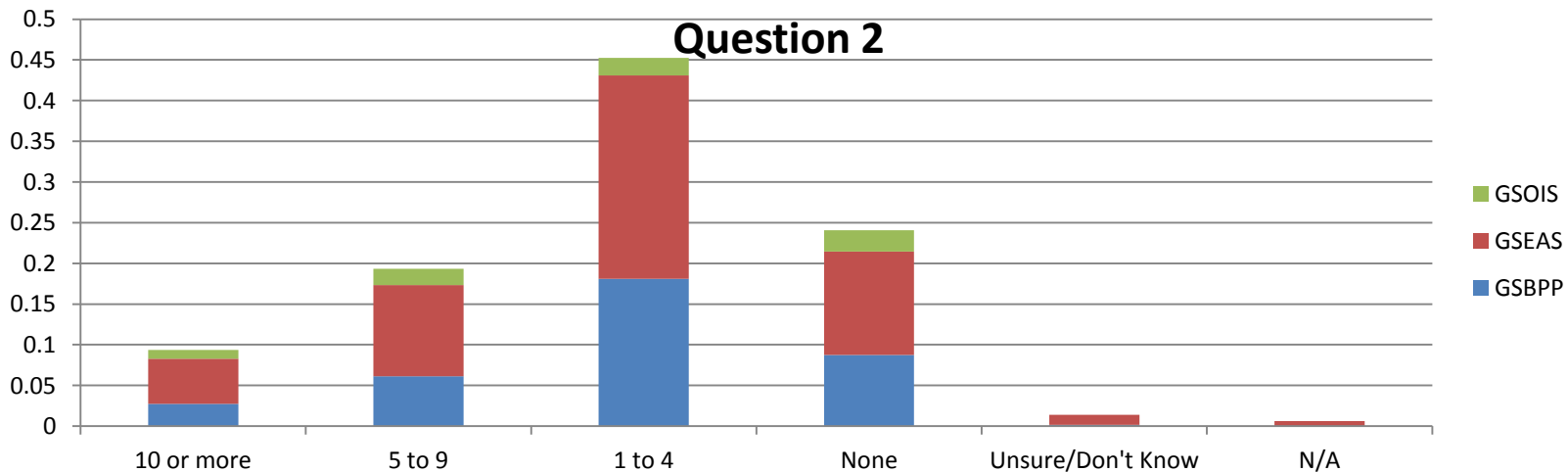
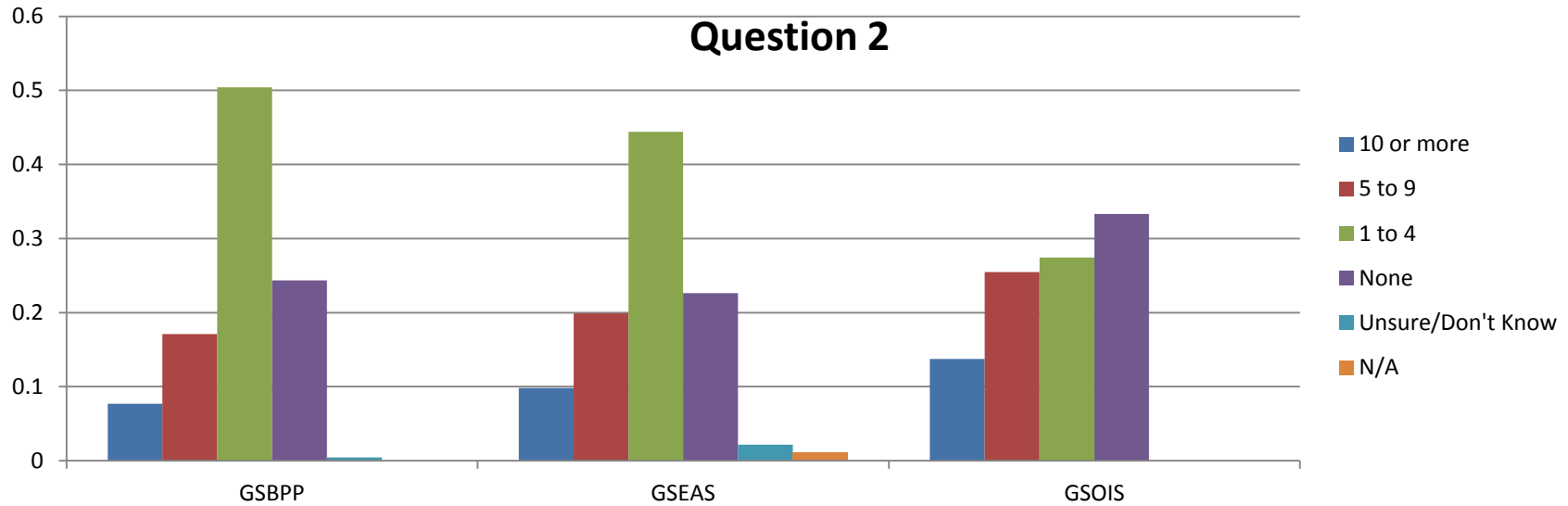
“Overall I've found the NPS library website to be a valuable resource. It took me a few uses and referencing user tutorials before I was efficient at using it, but after a little time, it's become extremely valuable. Not every class I've had requires additional research outside of provided materials, but a lot do and it's better than any other library source I've ever used (undergrad or local public).”

Raw Results Slides

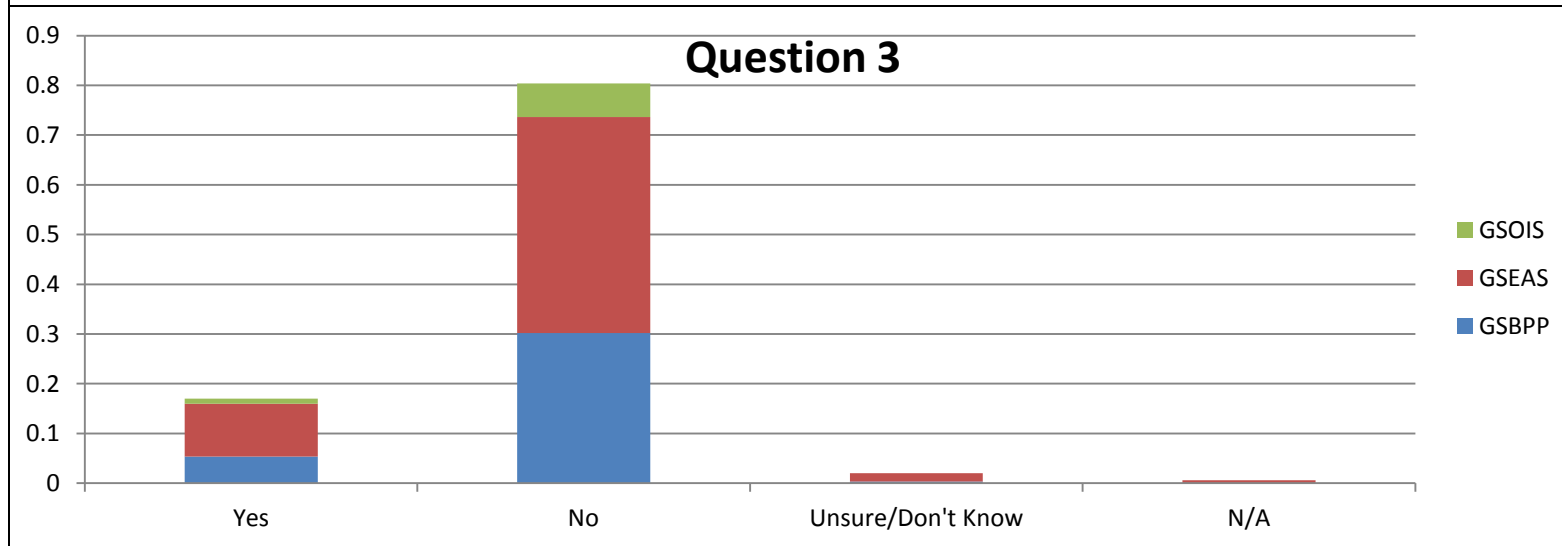
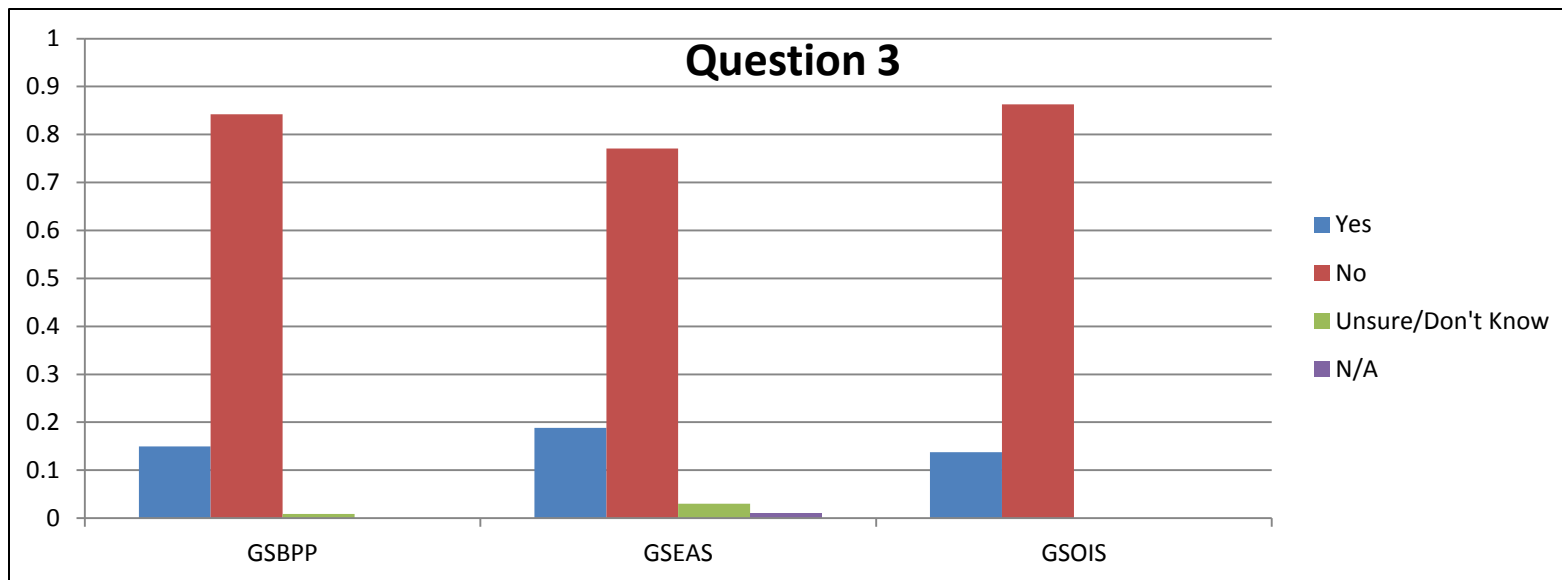
Q.1 What fraction of the documents that are required for your Distance Learning courses are provided to you by your instructors?



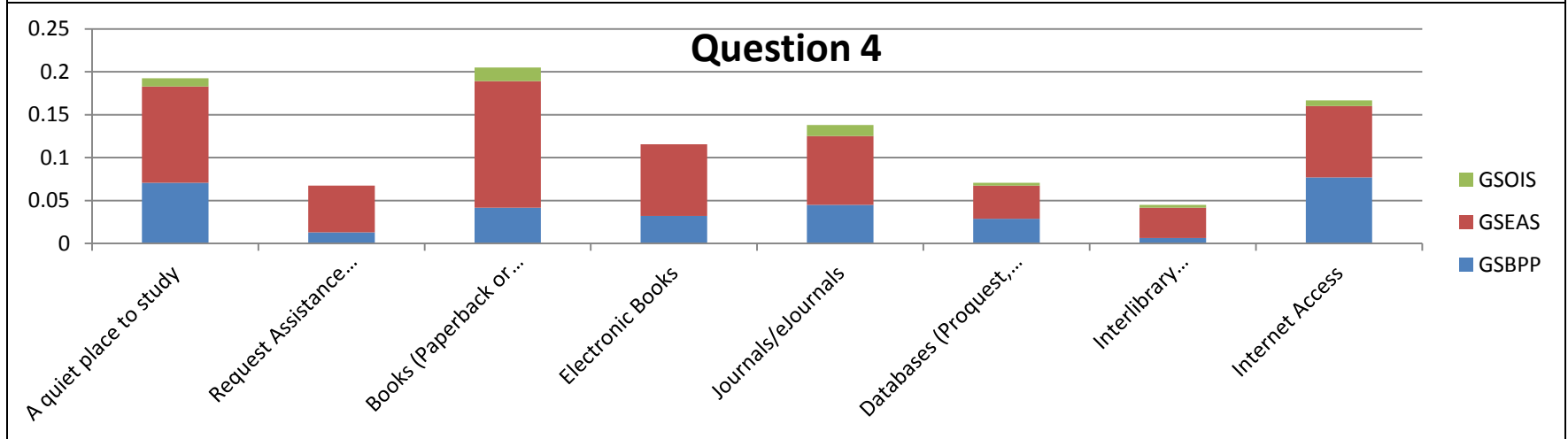
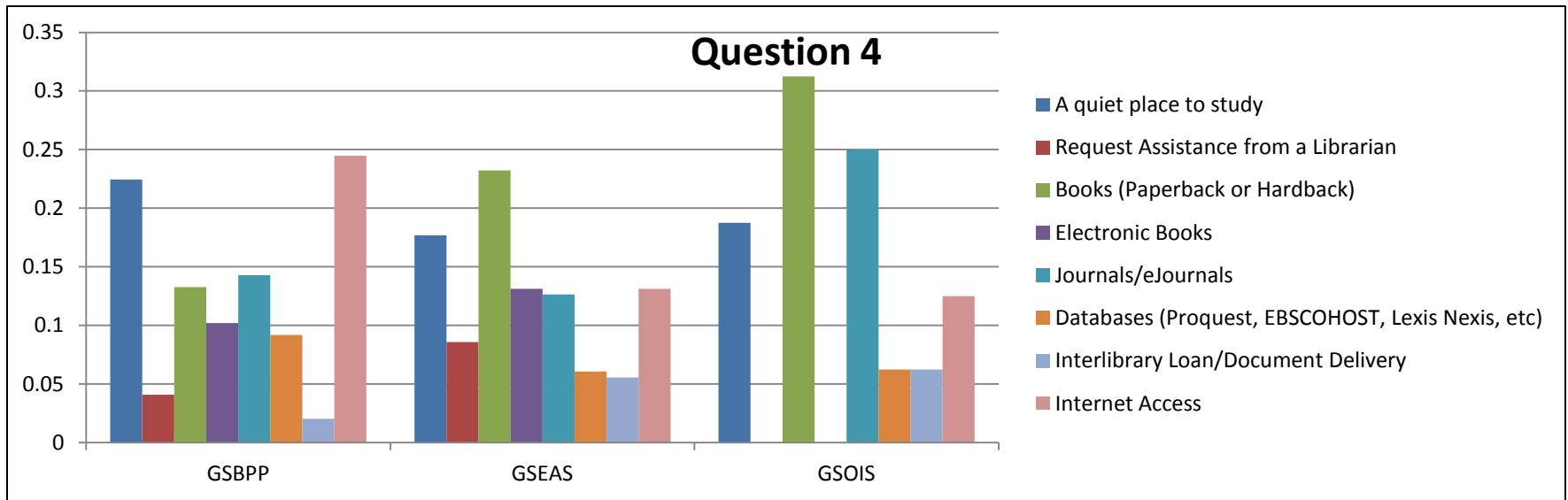
Q.2 In your most recent quarter, approximately how many assignments have required you to use a library or other research resource in order to complete your class work



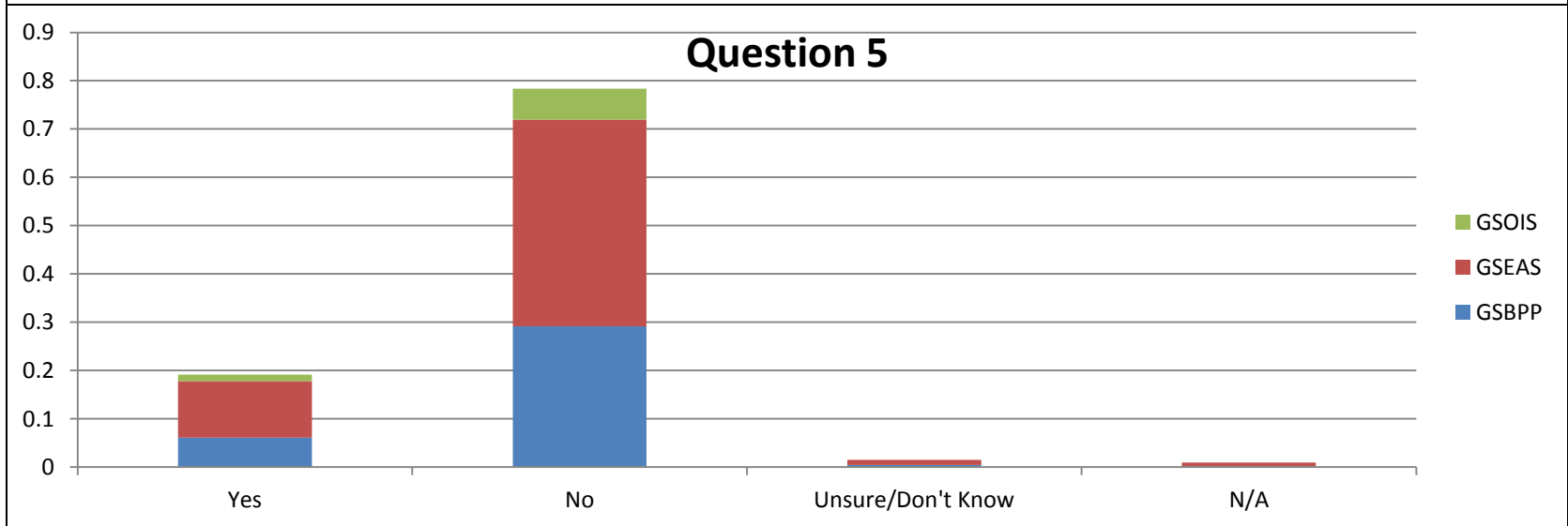
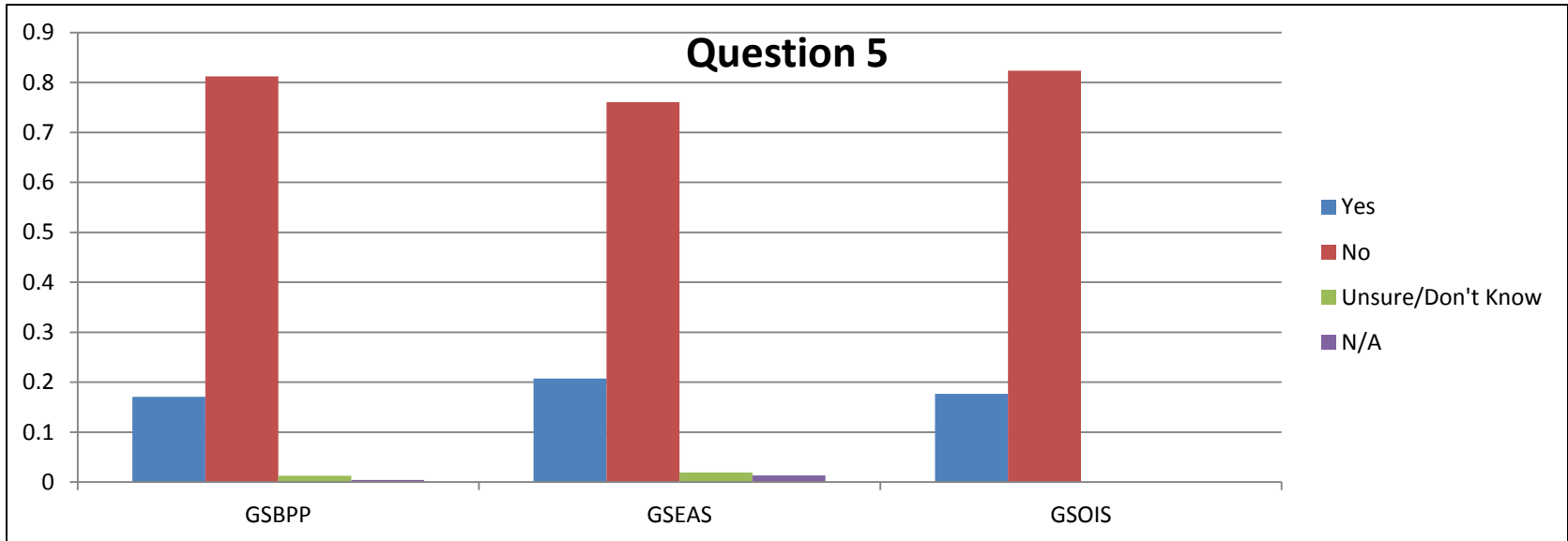
Q.3 Have you entered another library building to use its resources



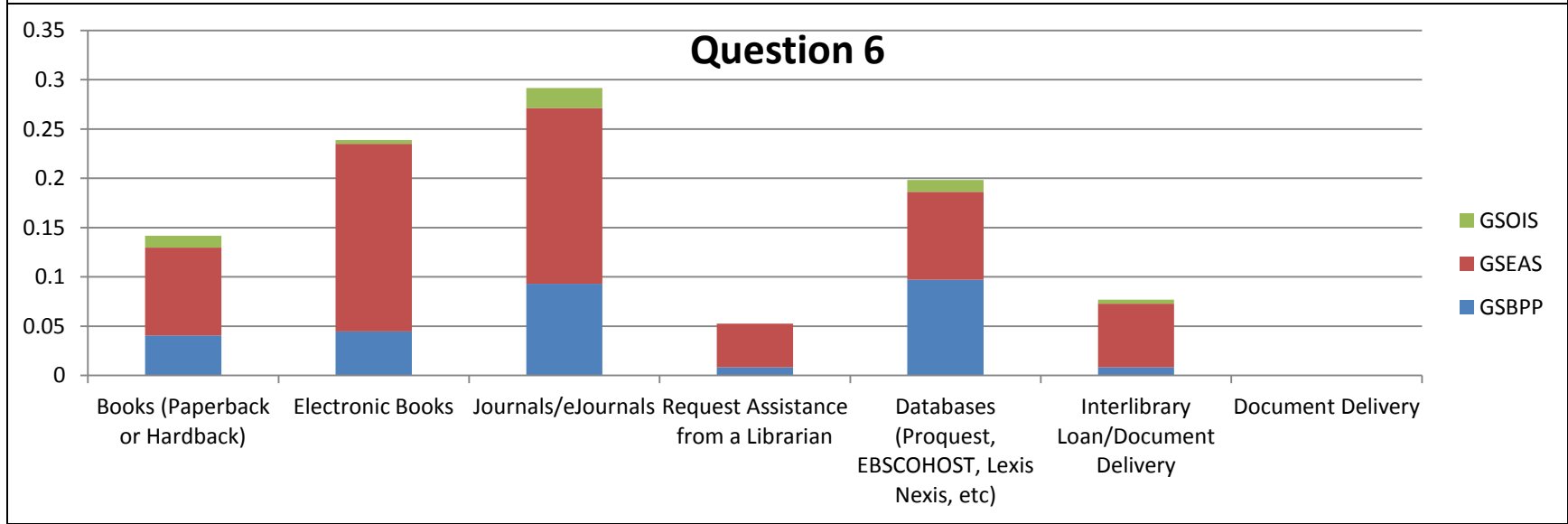
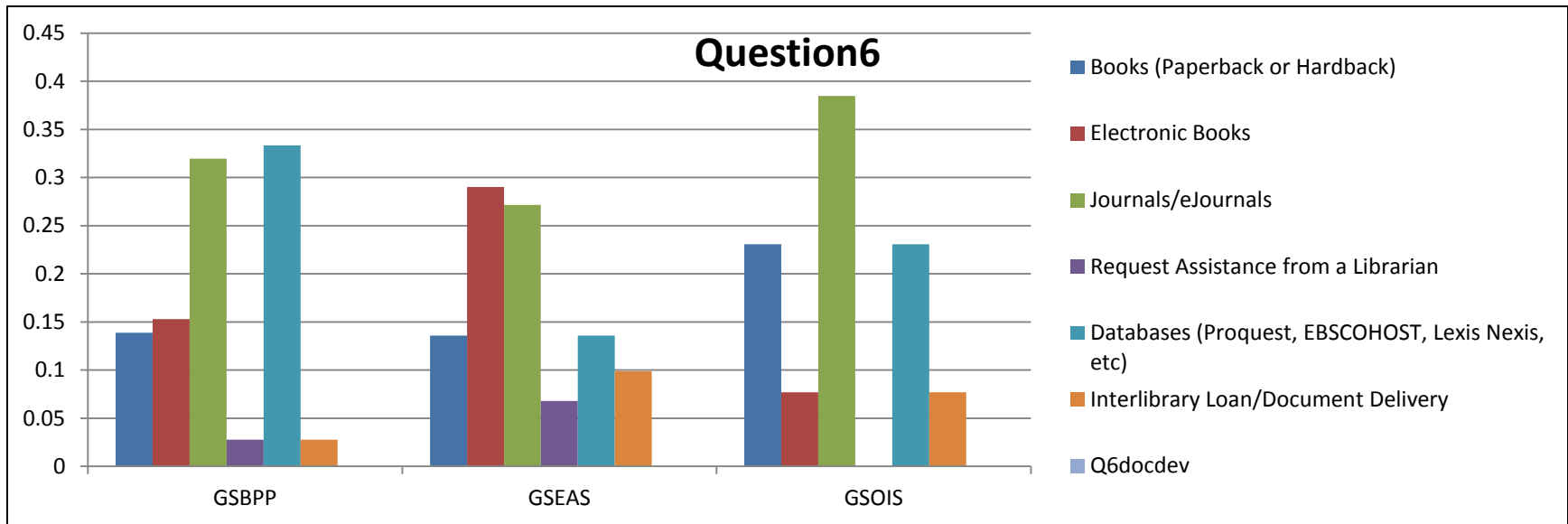
Q. 4 Which of the following did you use when you entered the other library building



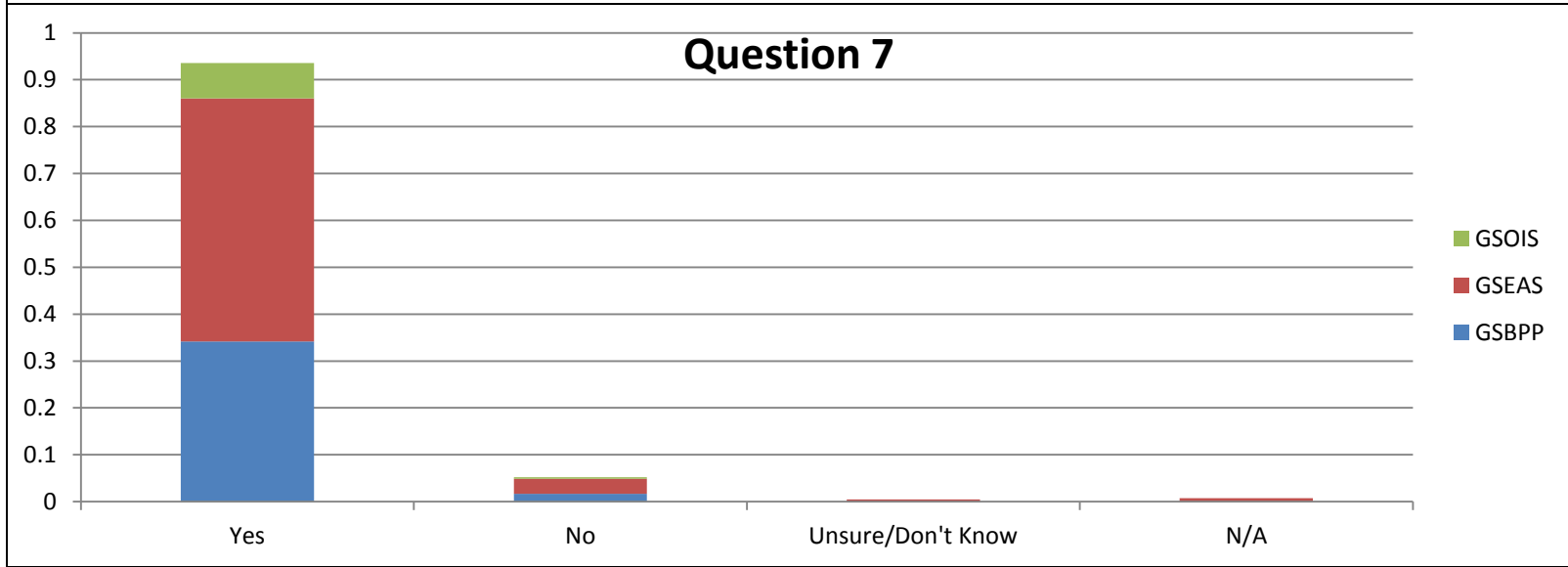
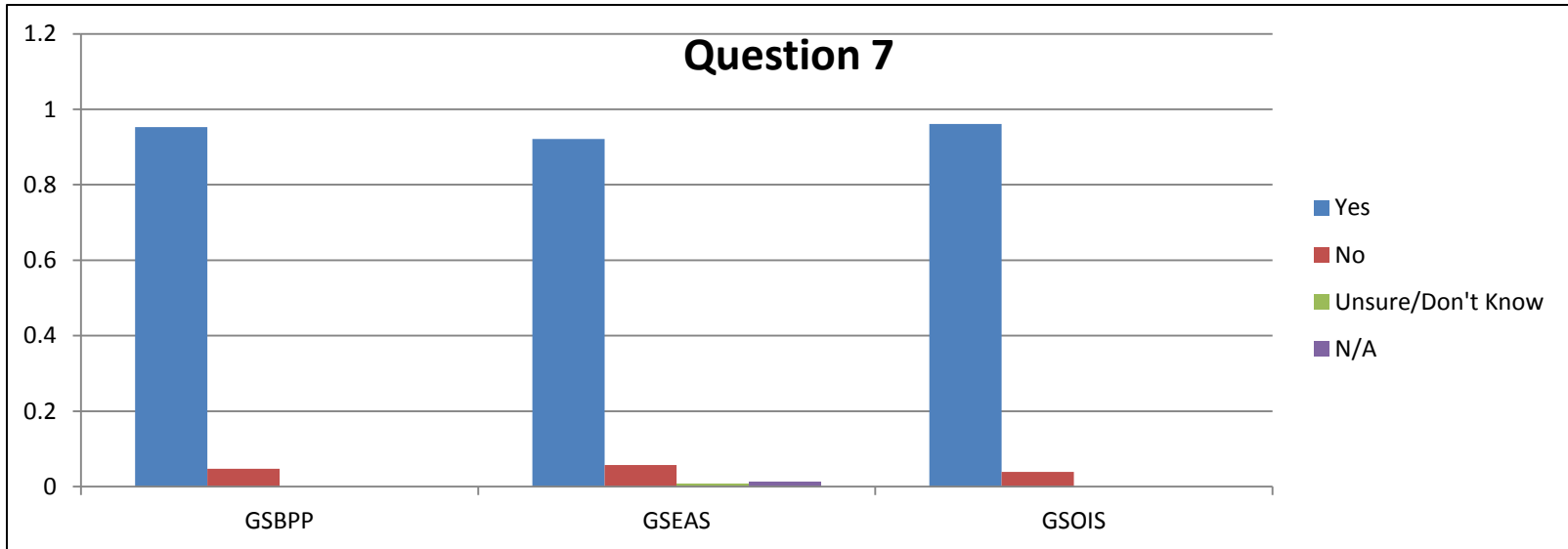
Q.5 Have you used another library website to access its resources?



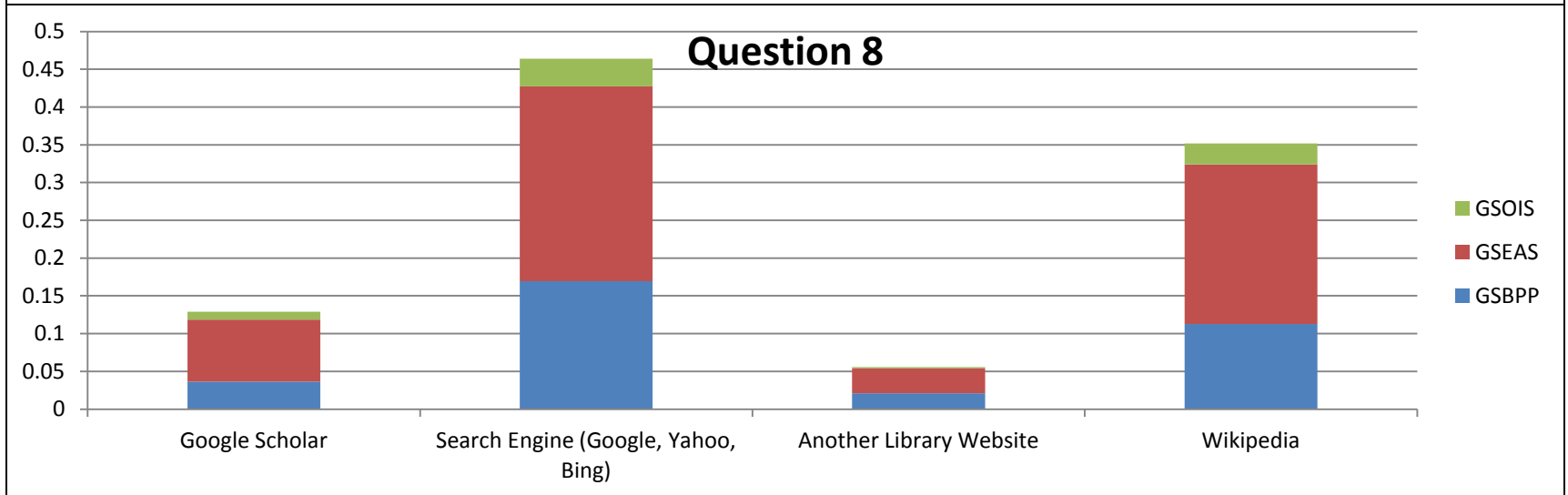
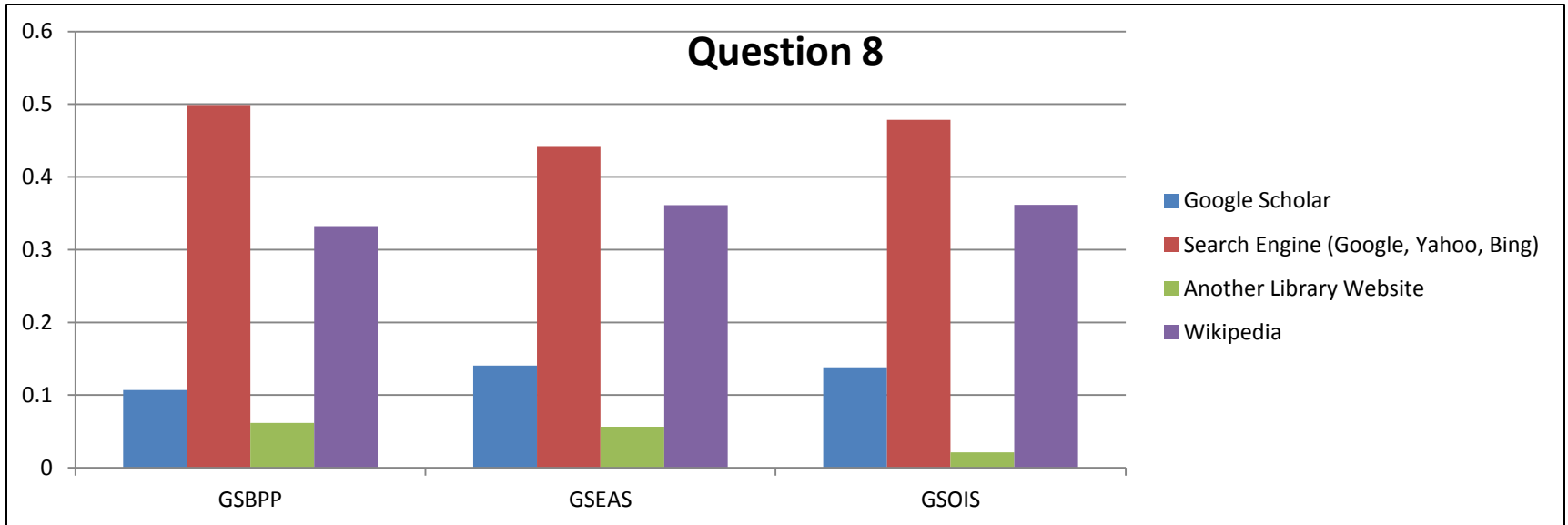
Q.6 Which of the following did you access through the other library website?



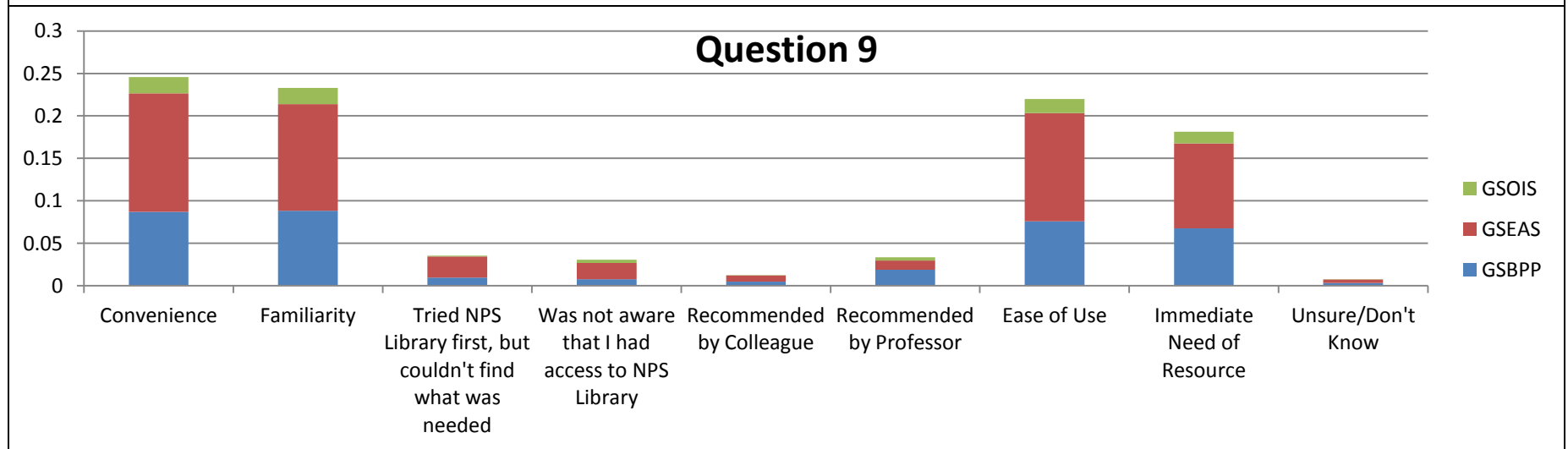
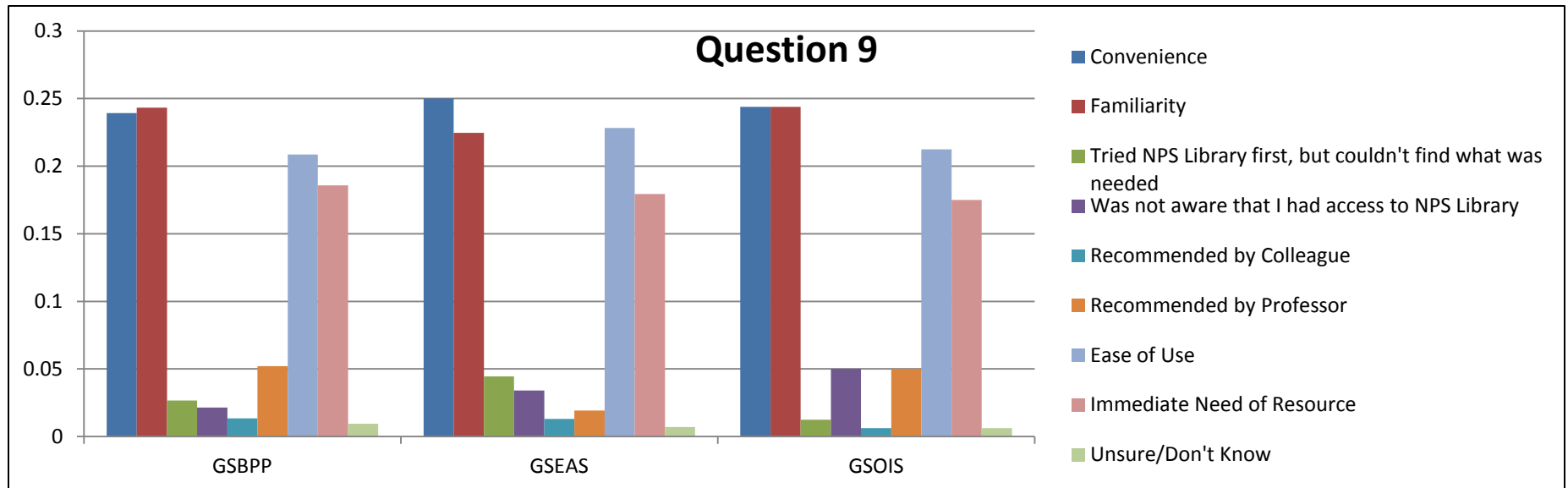
Q.7 Have you ever used an internet resource other than the NPS Library website to support your NPS coursework?



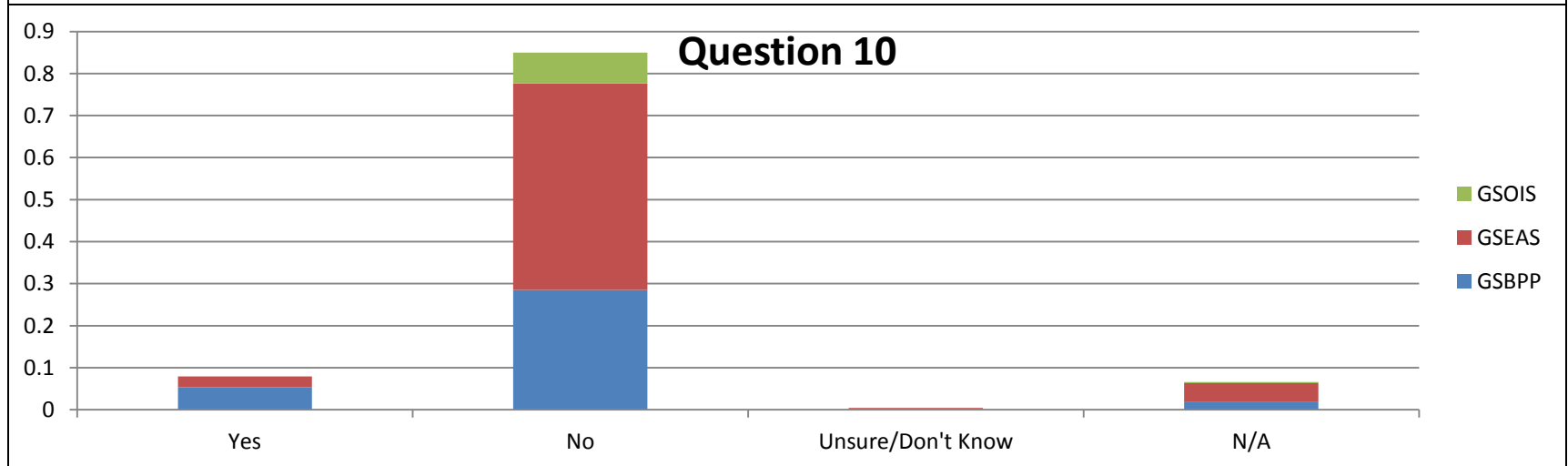
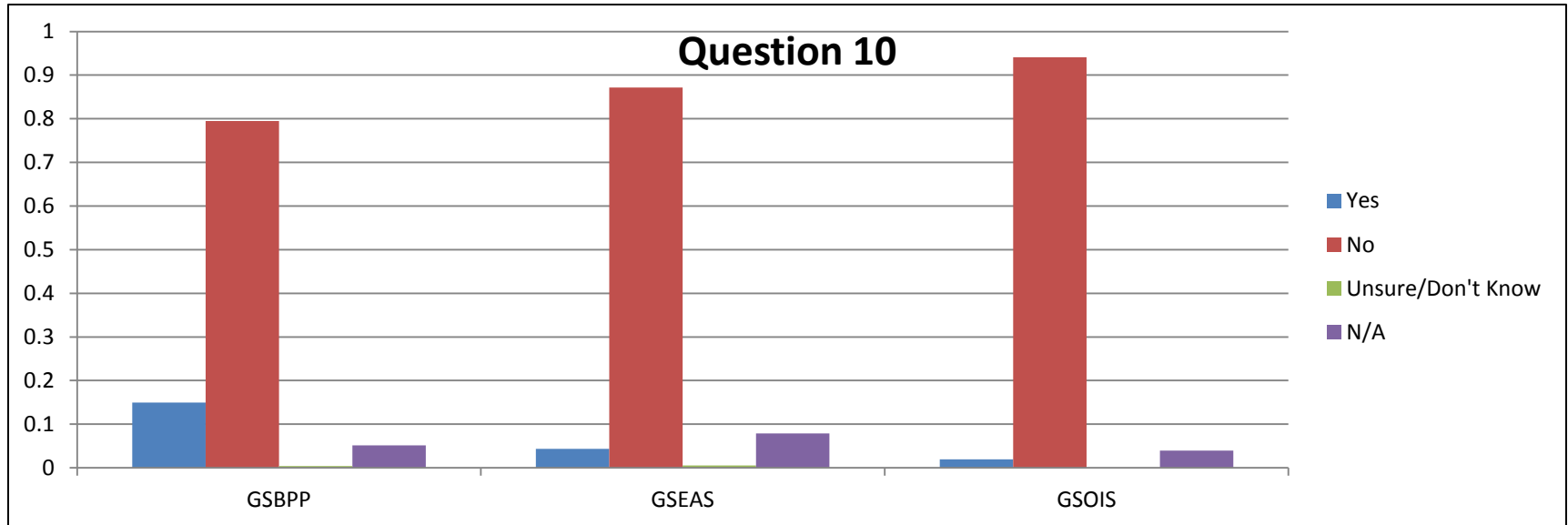
Q.8 Please select all of the internet resources you have used to support your NPS coursework.



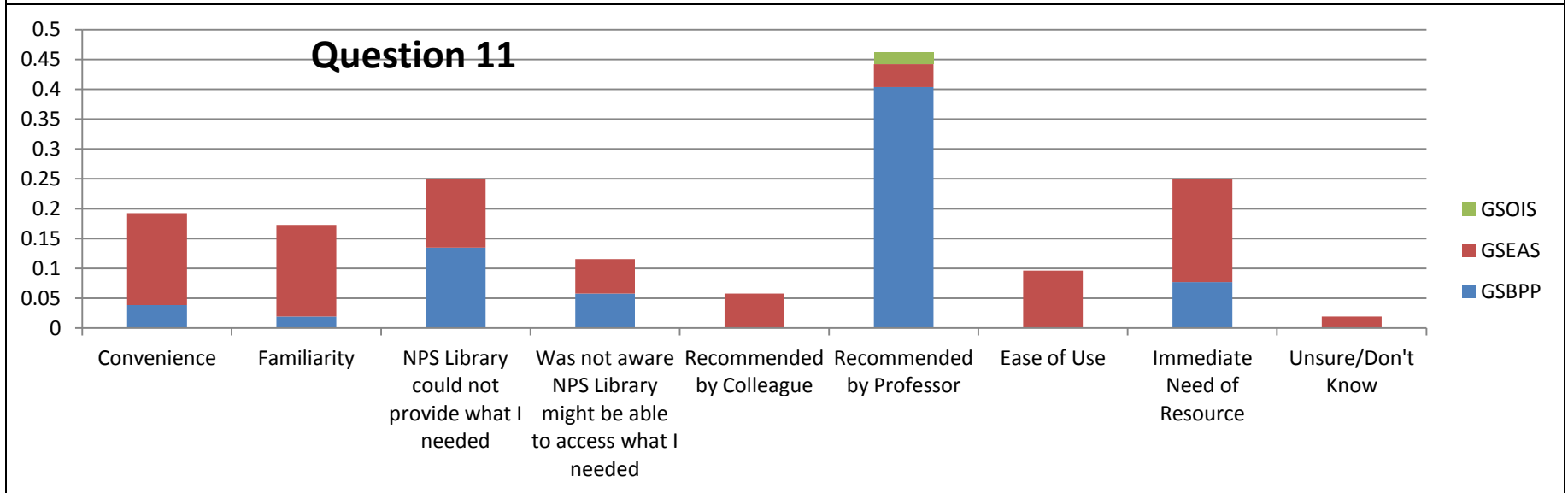
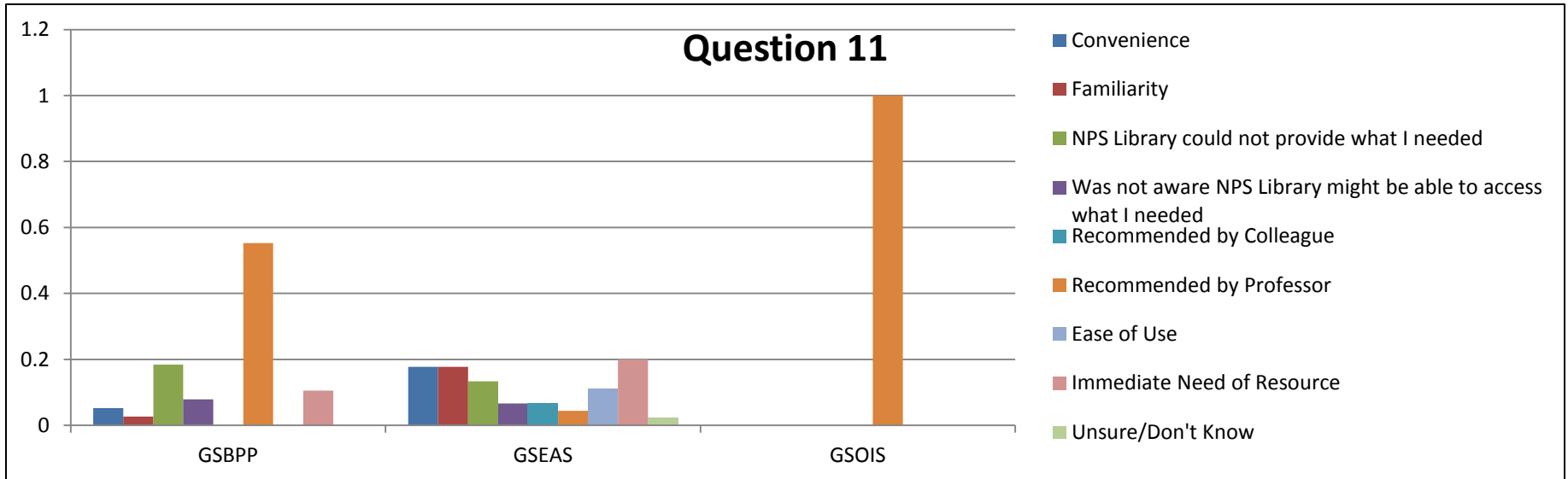
Q.9 Why did you choose to use internet resources other than the NPS Library website to support your NPS coursework?



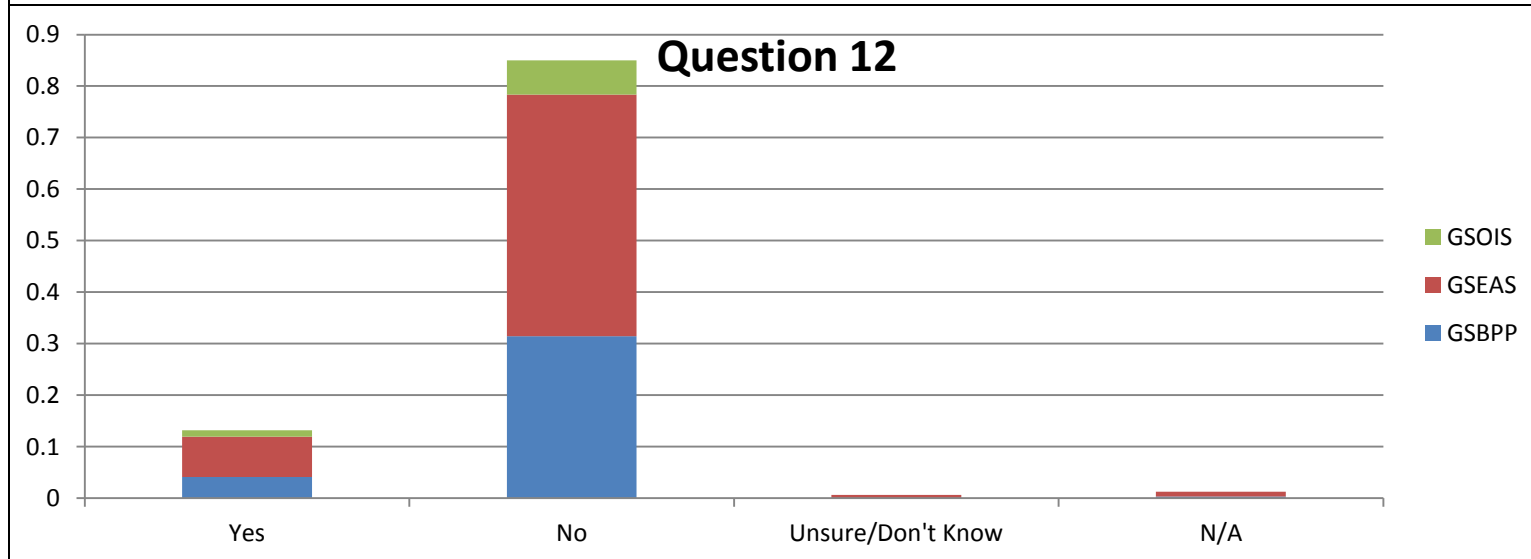
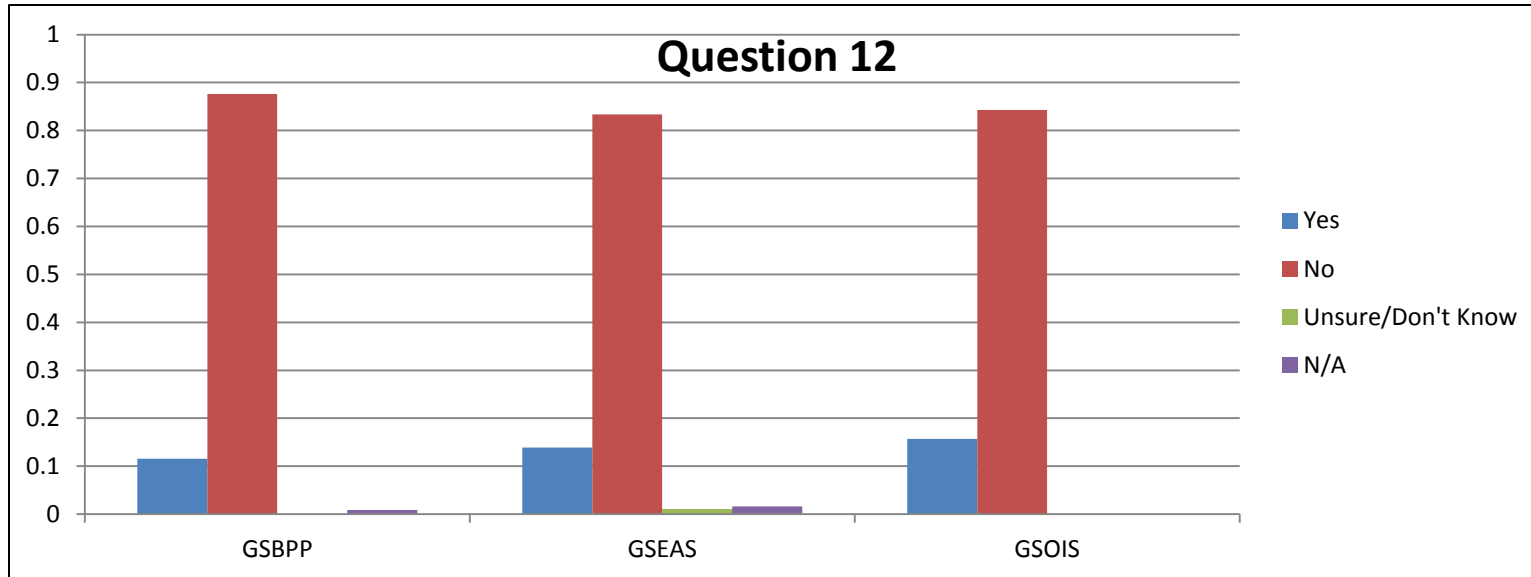
Q.10 Have you ever paid to gain access to an internet resource in order to complete an NPS class assignment?



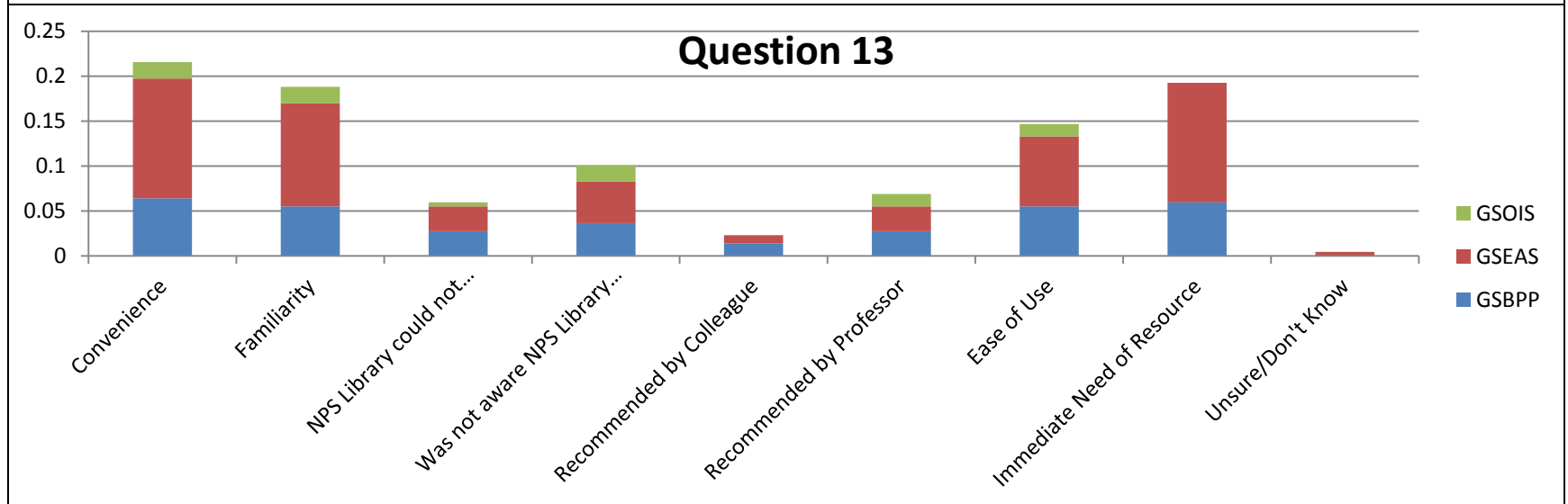
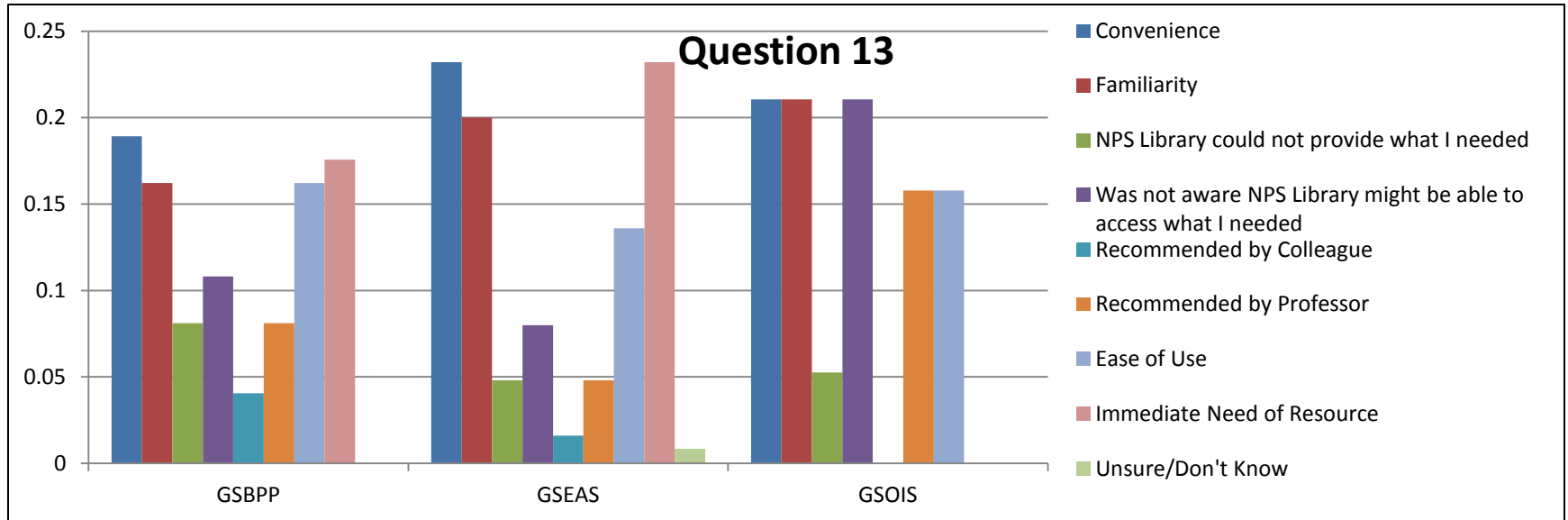
Q.11 Why did you pay to access an internet resource to complete the NPS class assignment?



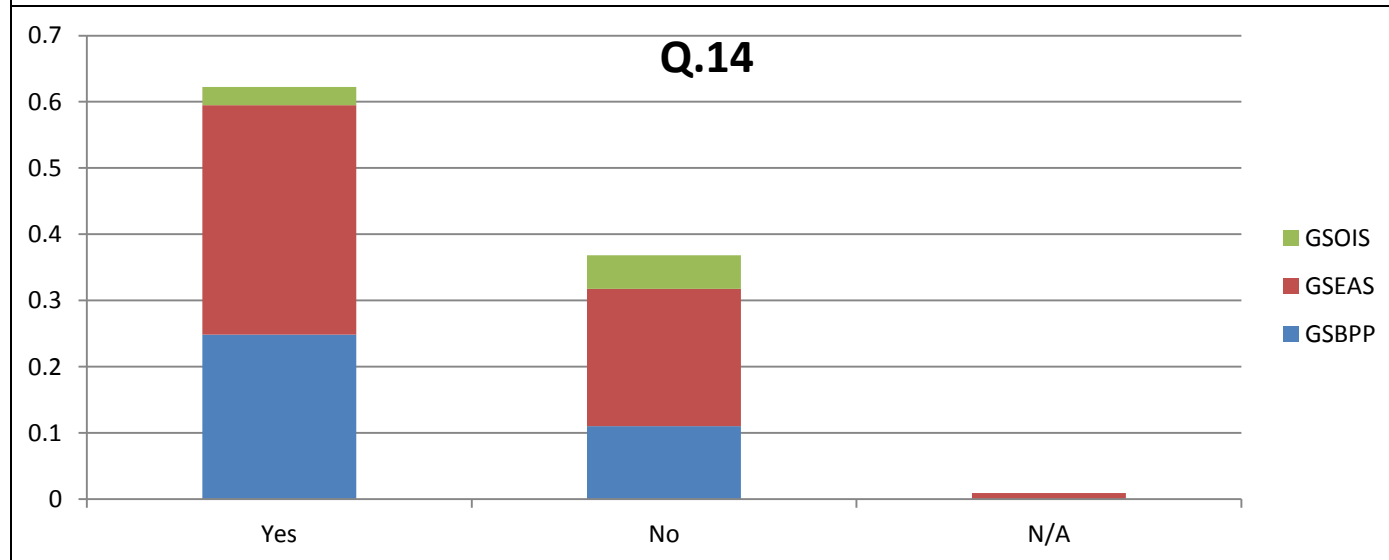
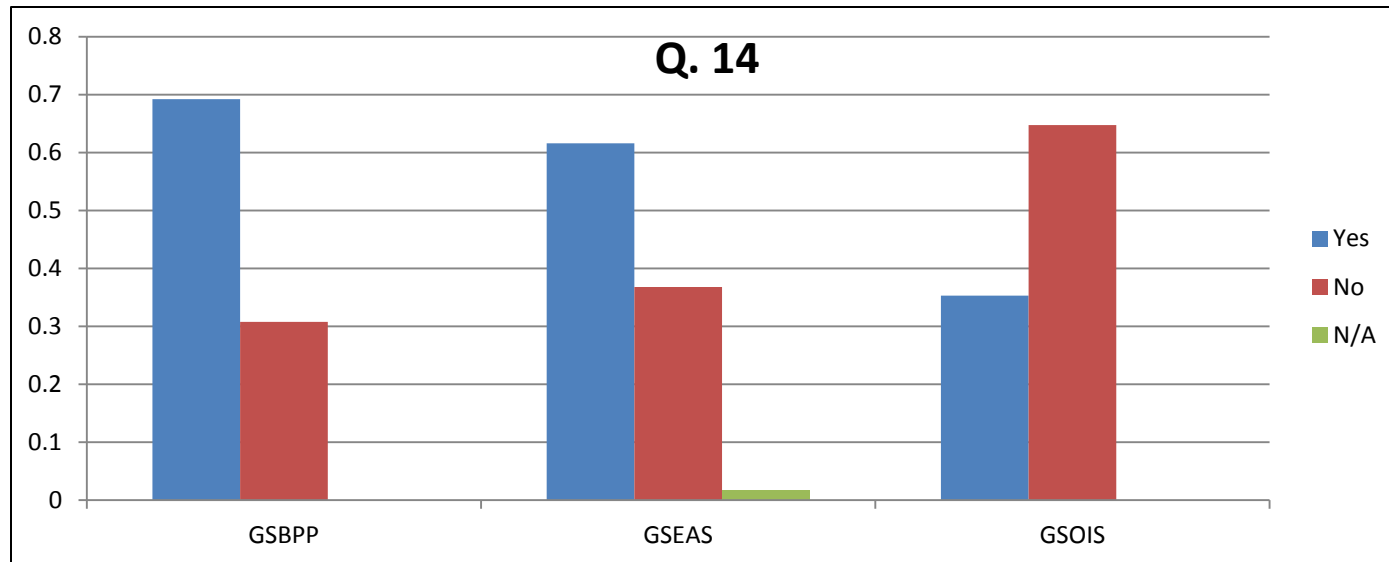
Q.12 Have you ever used a book store to gain access to resources in order to complete an NPS class assignment?



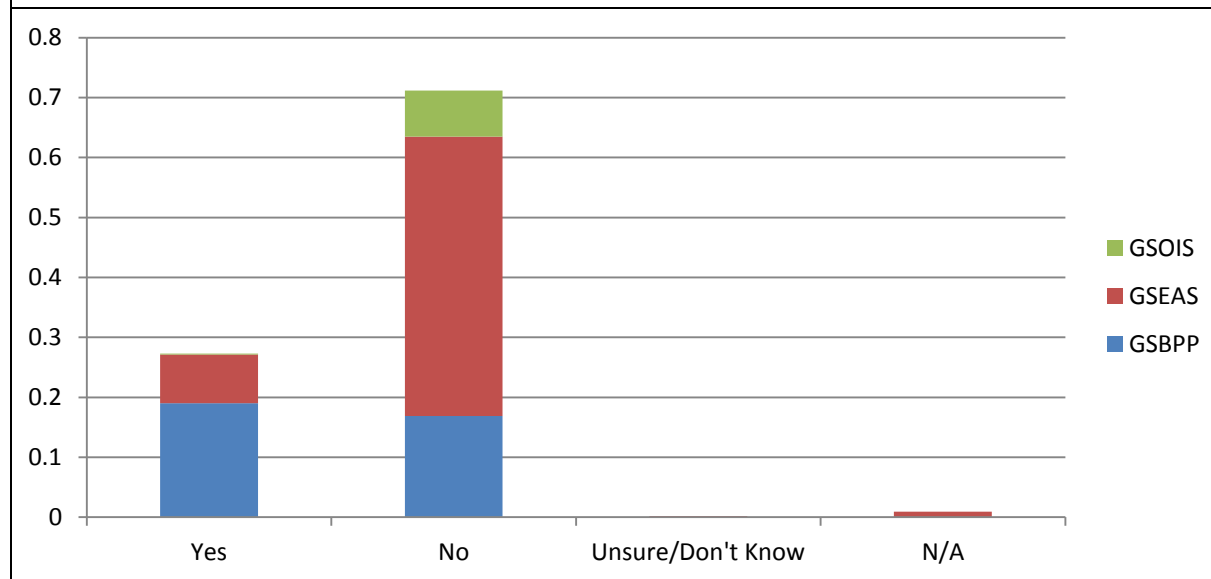
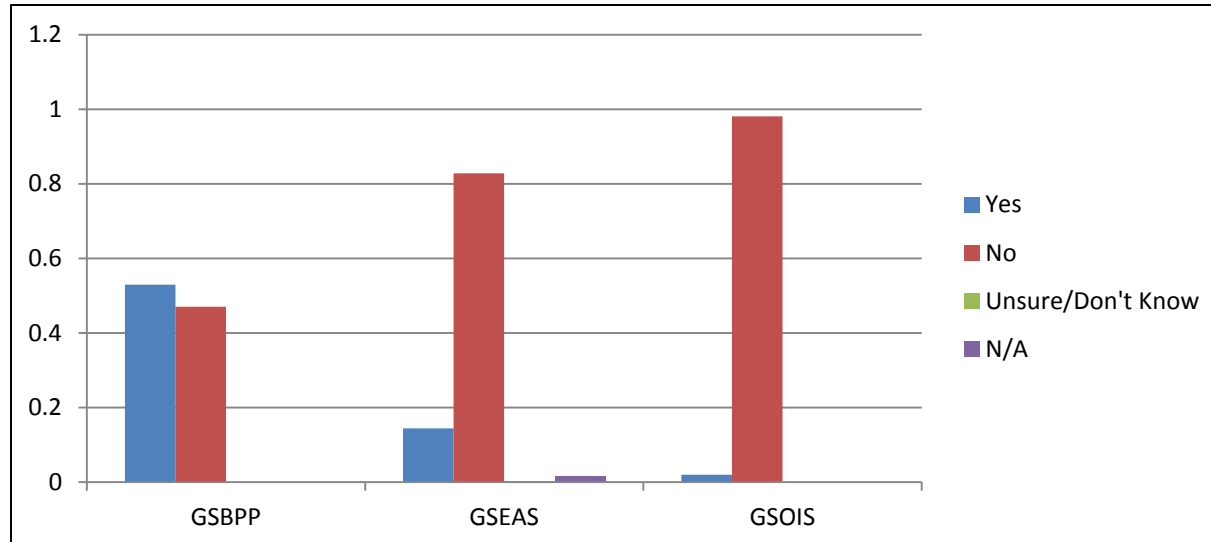
Q.13 Why did you go to the book store to gain access or read the resource(s) for the NPS class assignment?



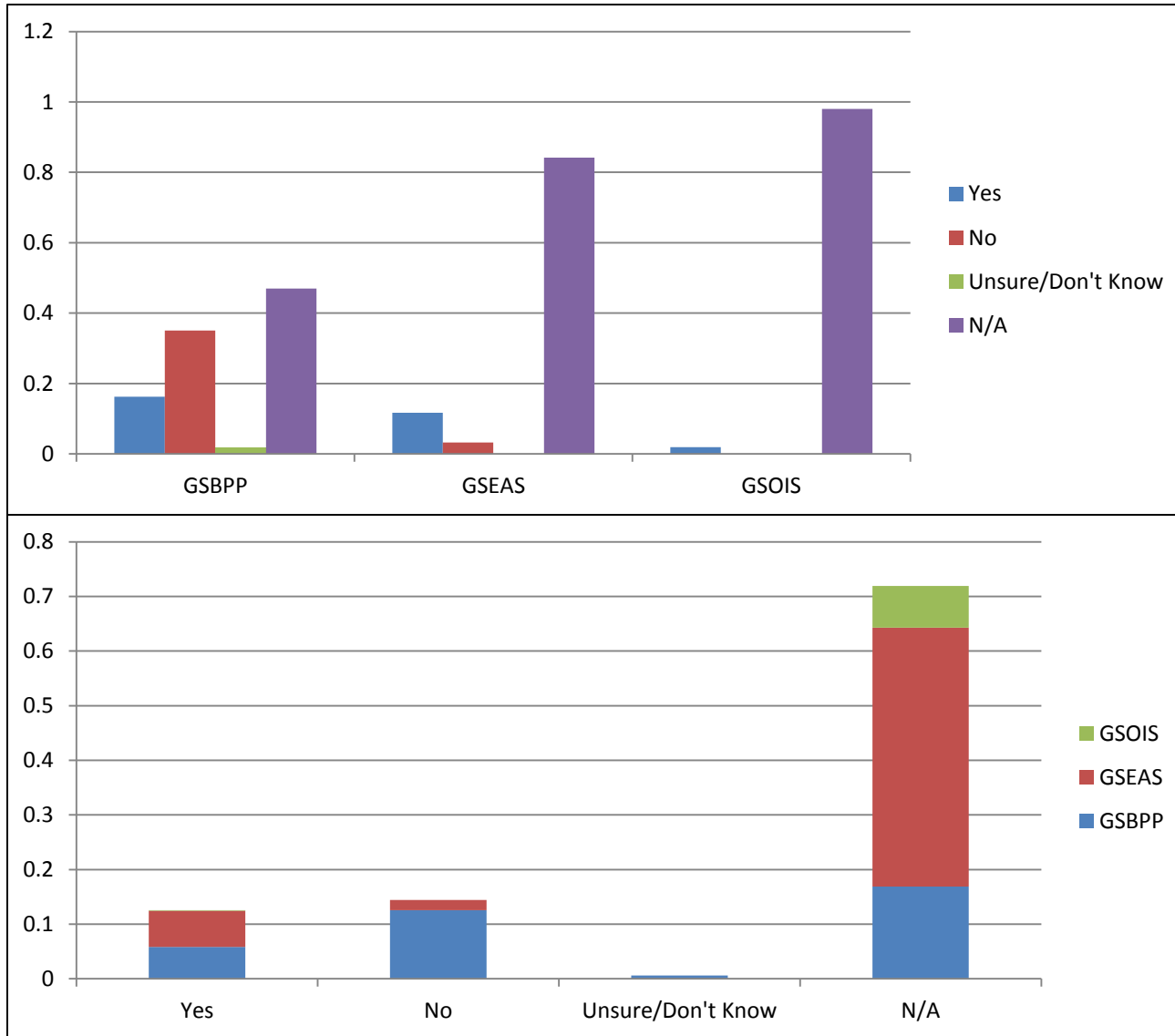
Q.14 Have you received any kind of briefing from the NPS Library, either in person, via the internet, or by some other means?



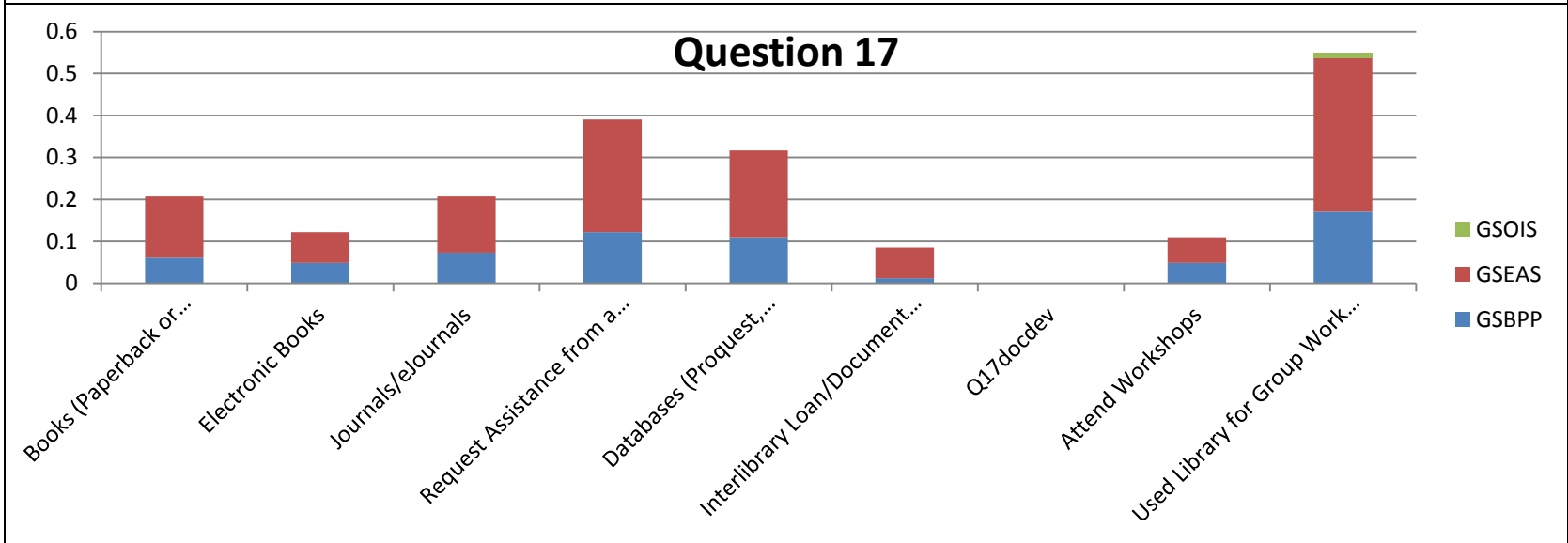
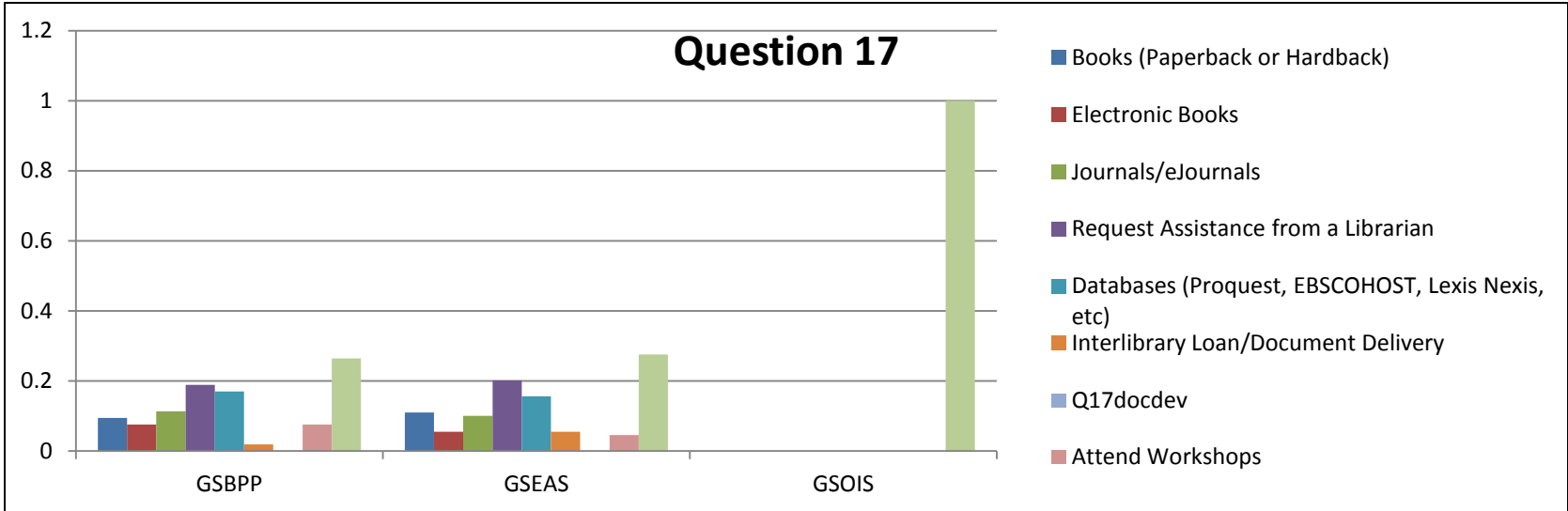
Q.15 Have you ever visited the NPS campus?



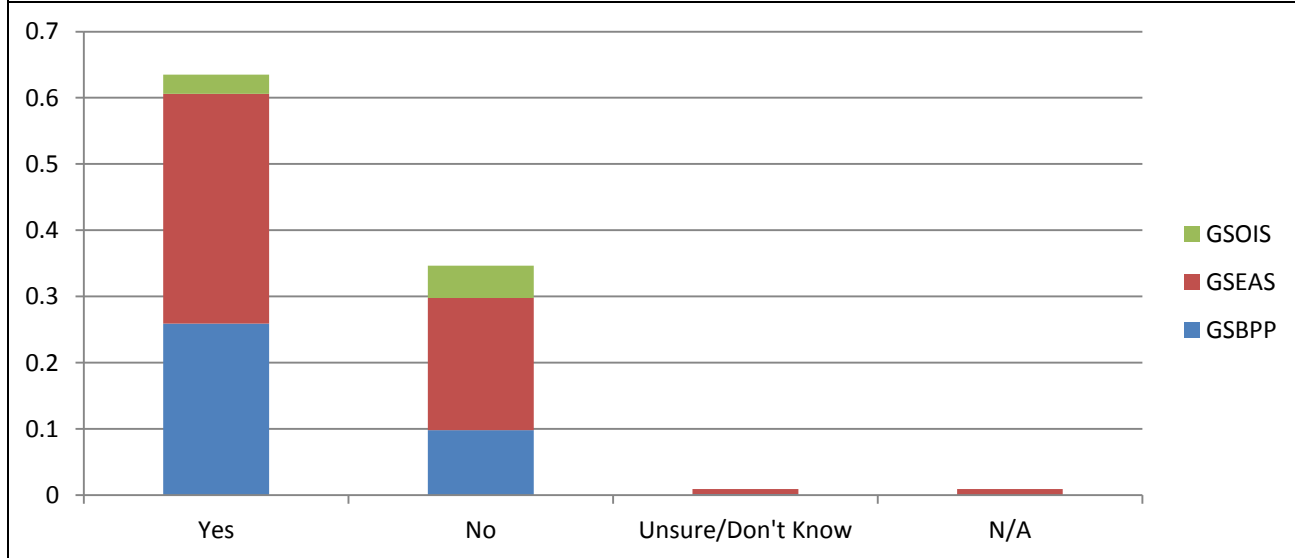
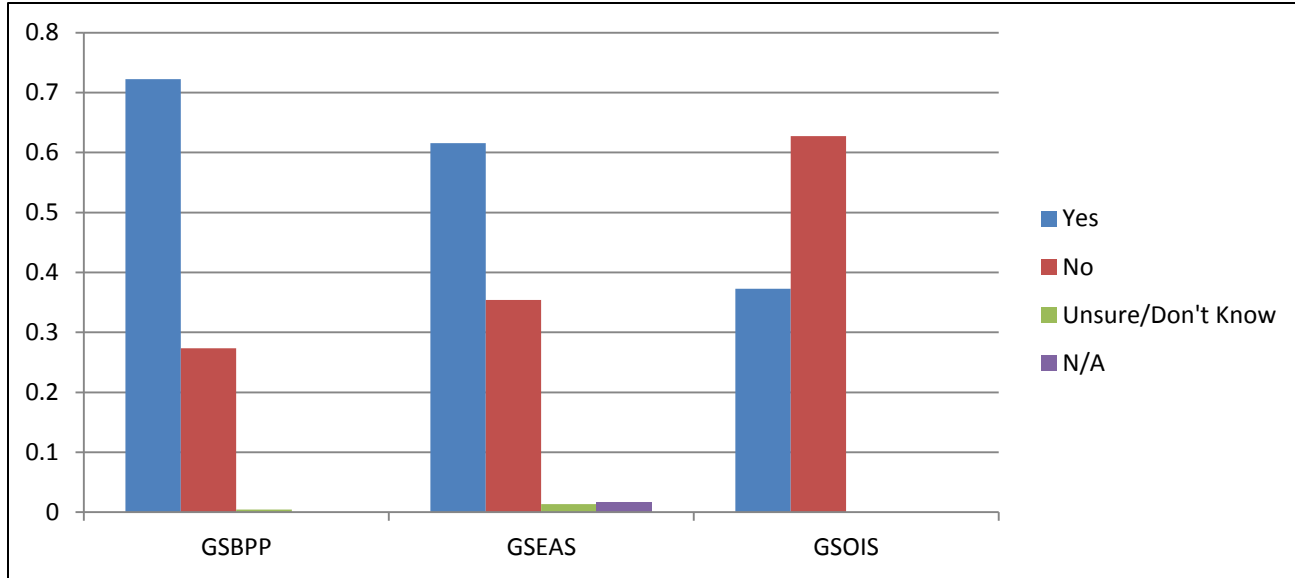
Q.16 Have you ever visited the NPS library?



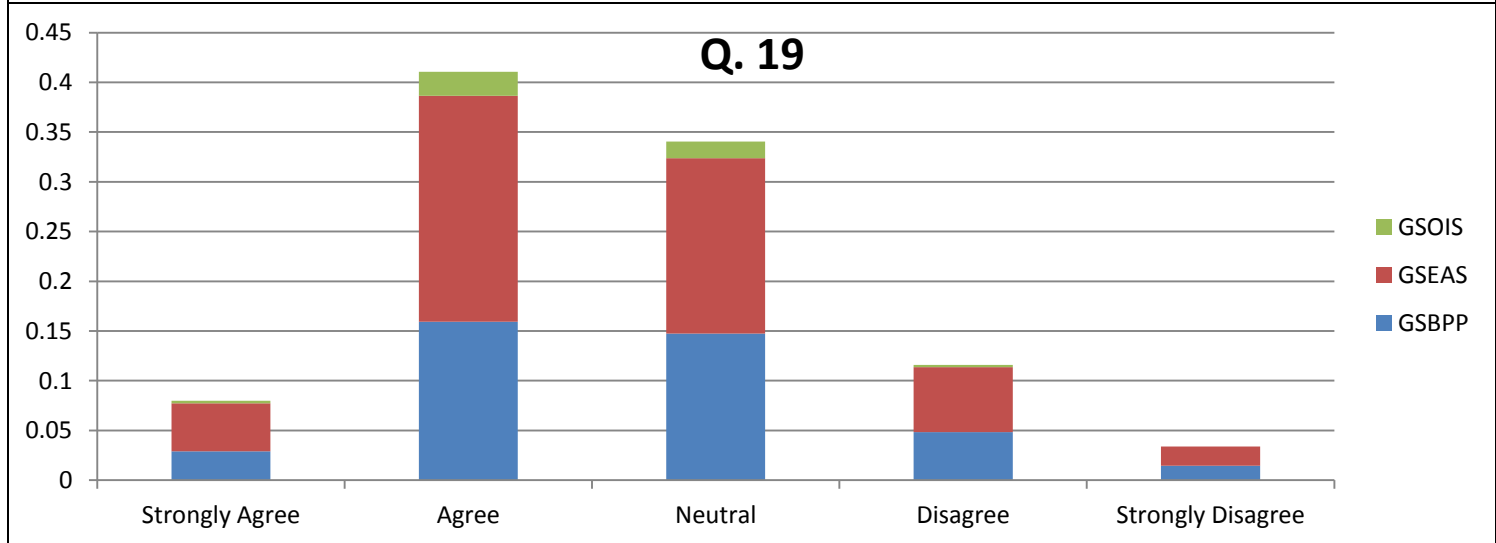
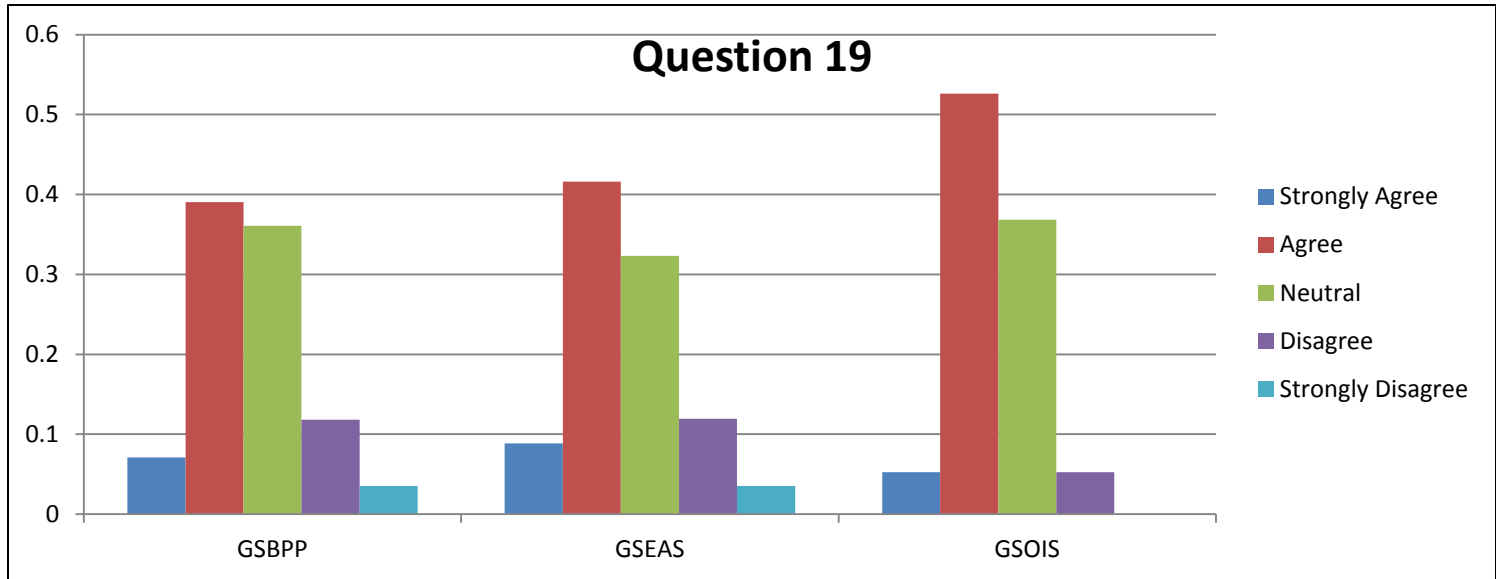
Q.17 When you visited the library, what did you use?



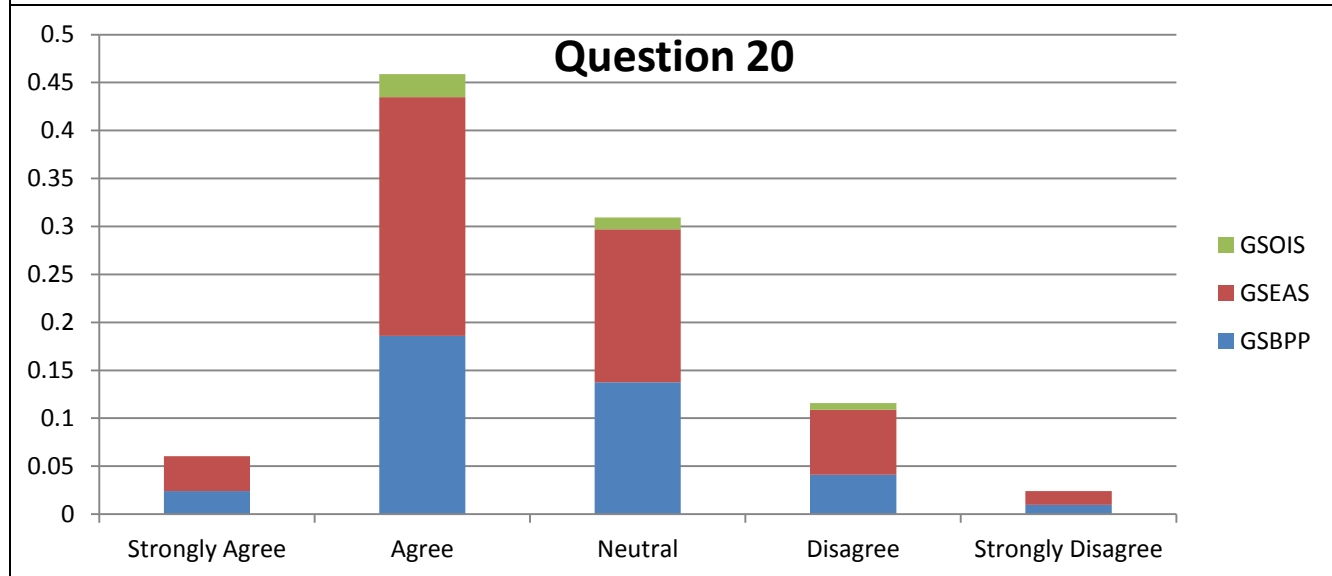
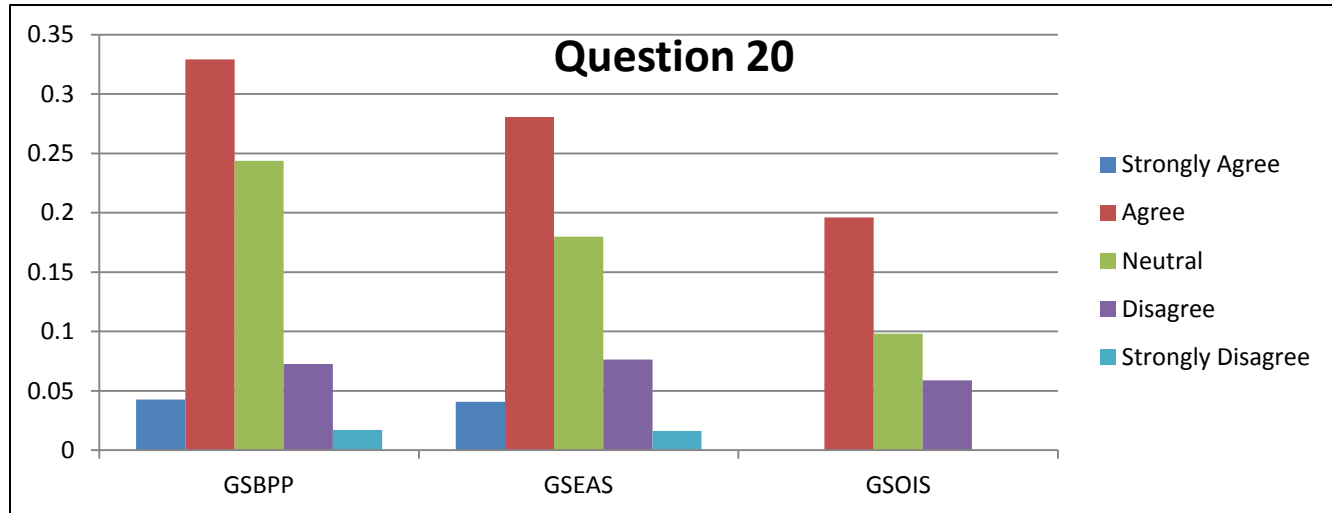
Q.18 Visited NPS library website as part of your curriculum?



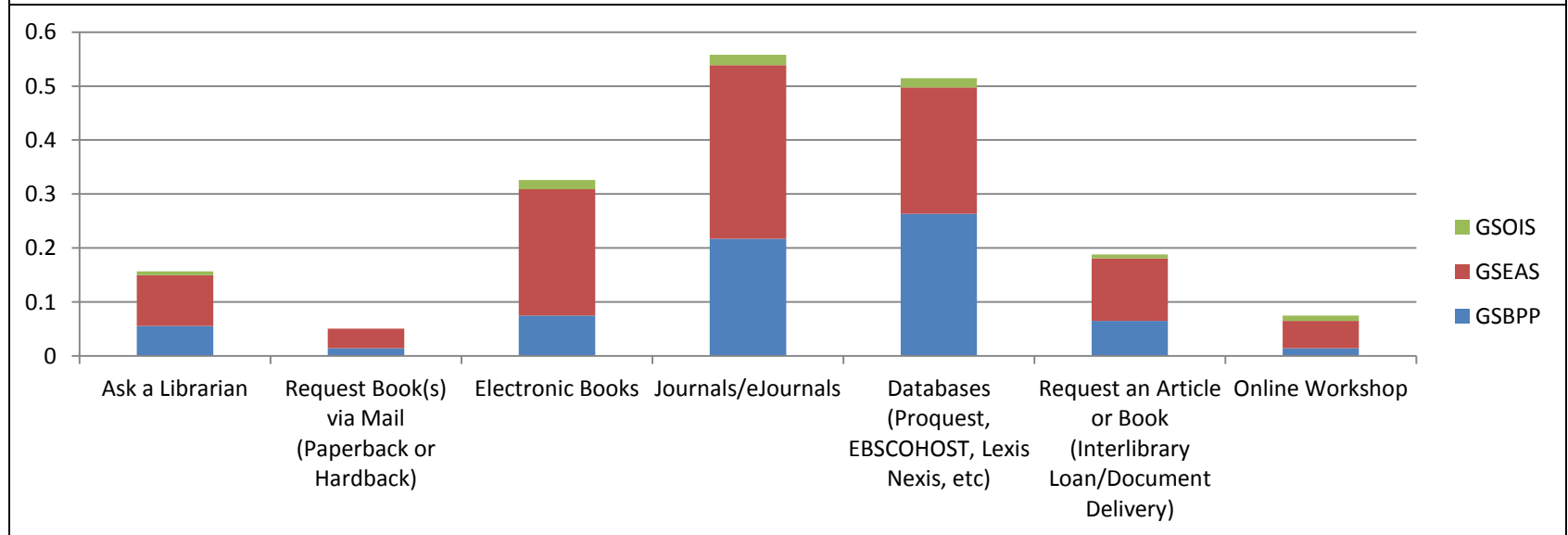
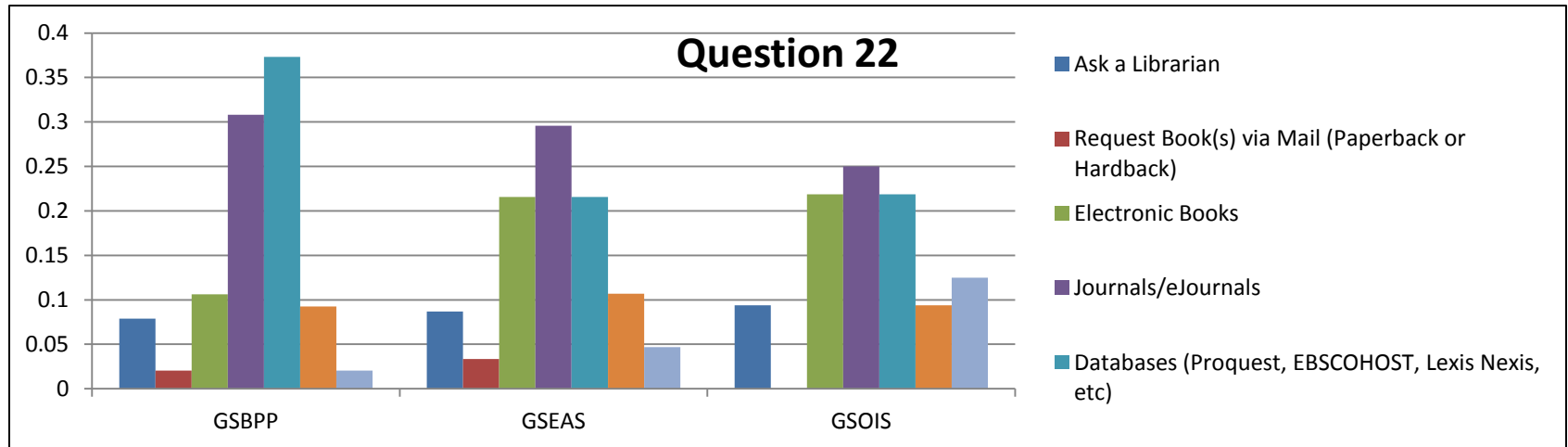
Q.19 NPS Library website is user friendly (Agree/Disagree)?



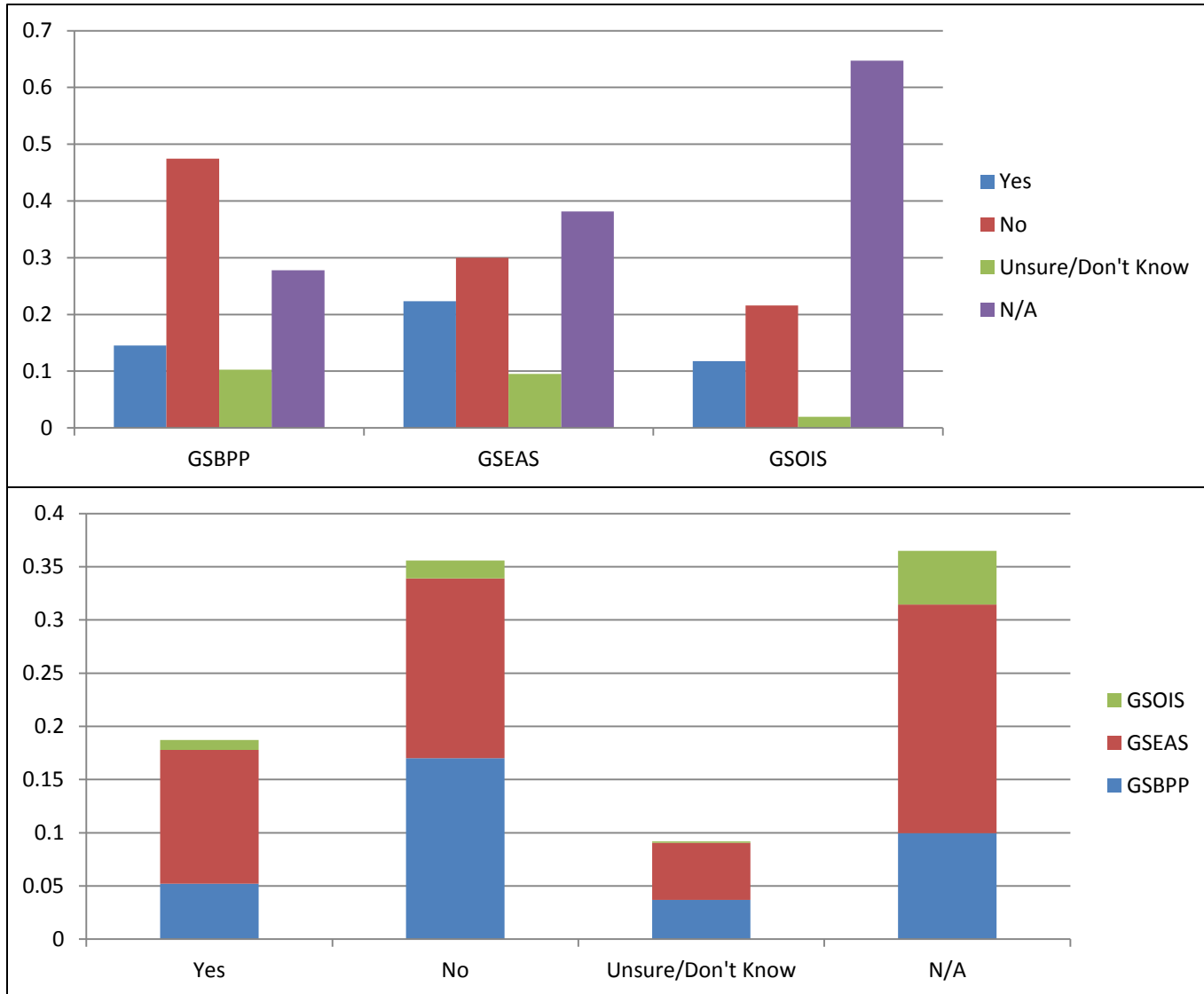
Q.20 NPS Library website provides easy access to materials (Agree/Disagree)?



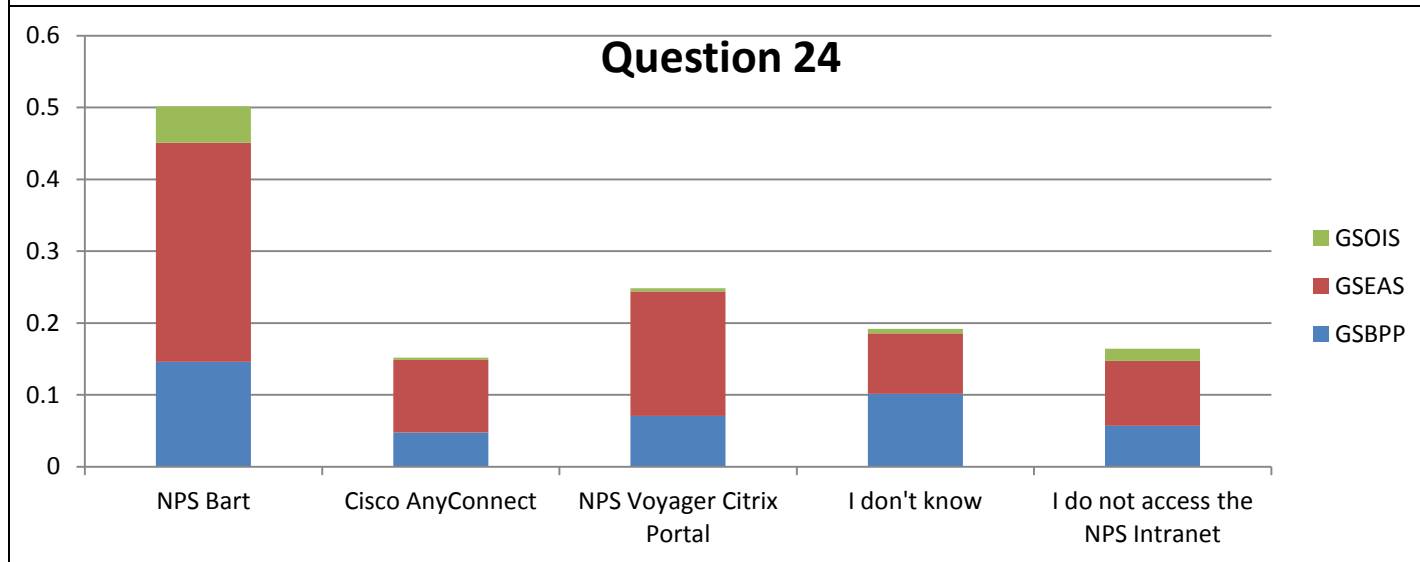
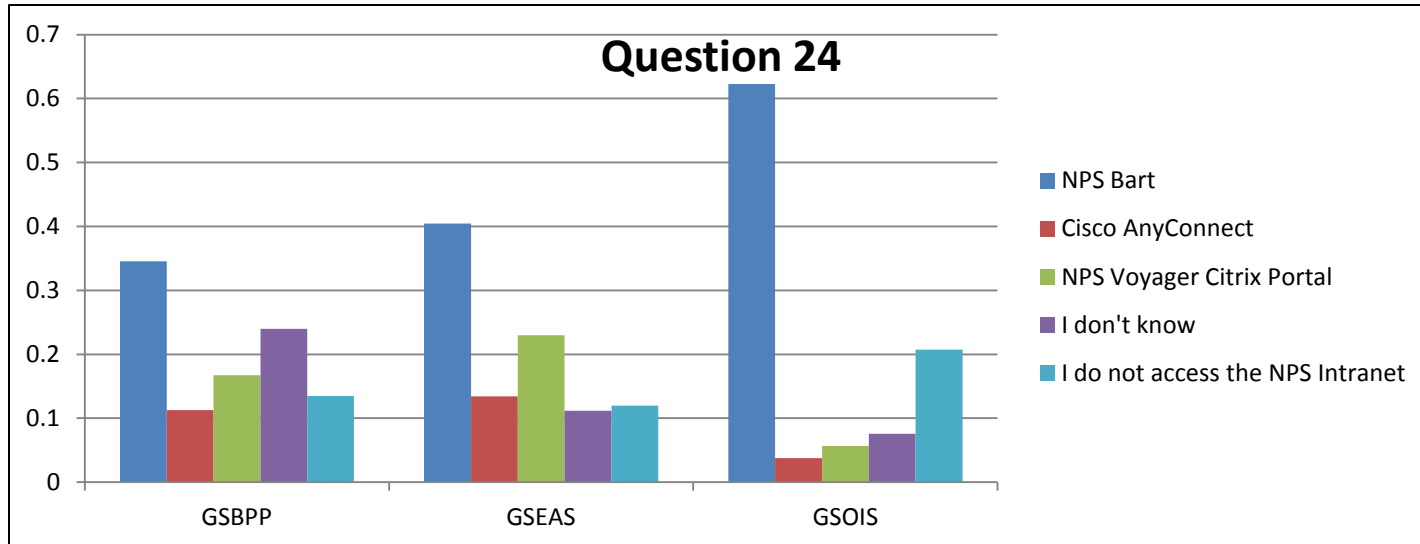
Q.22 While visiting the NPS Library website, which of the following resources did you use?



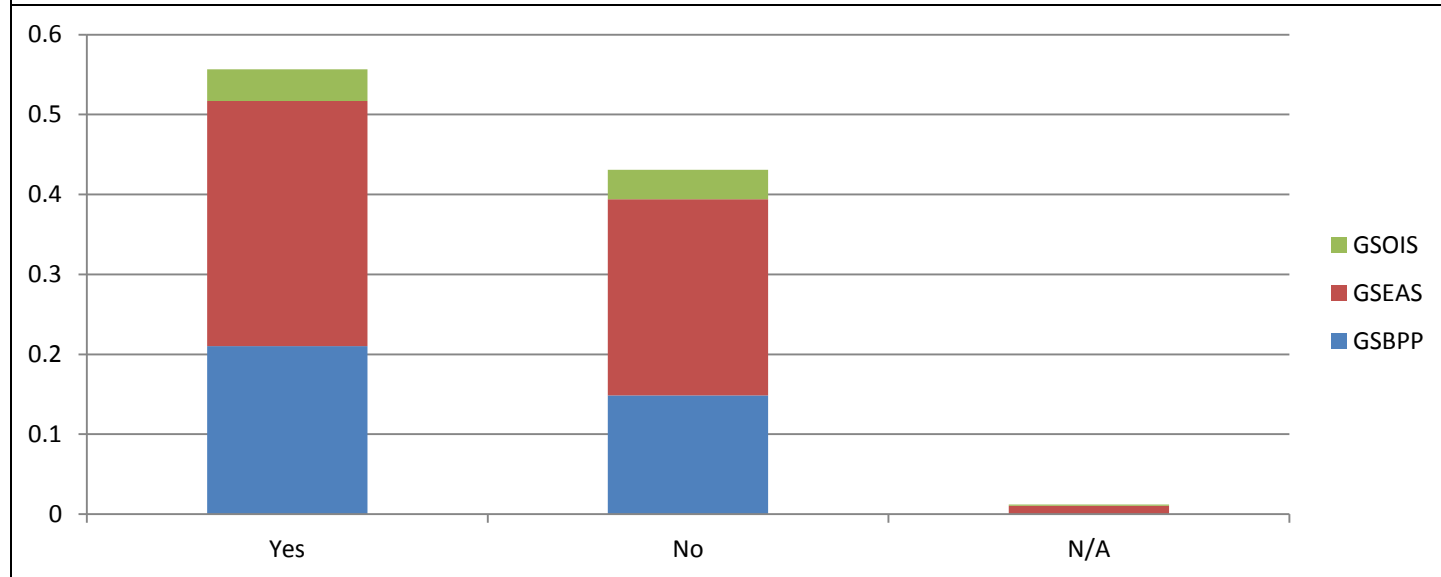
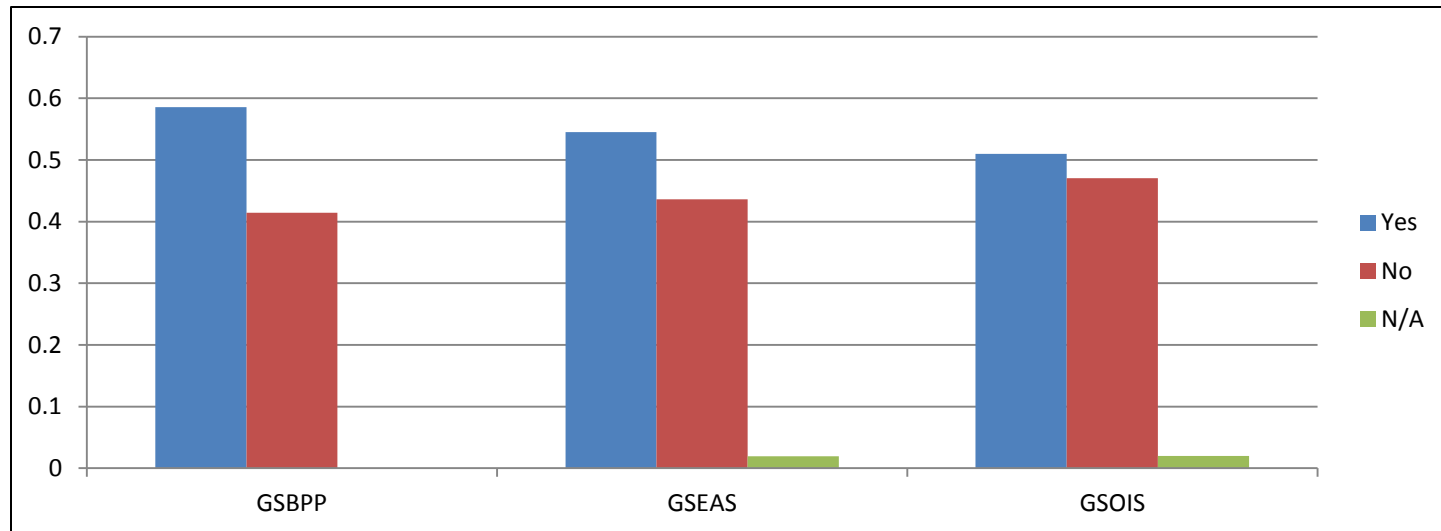
Q.23 Have you ever FAILED to locate an academic resource?



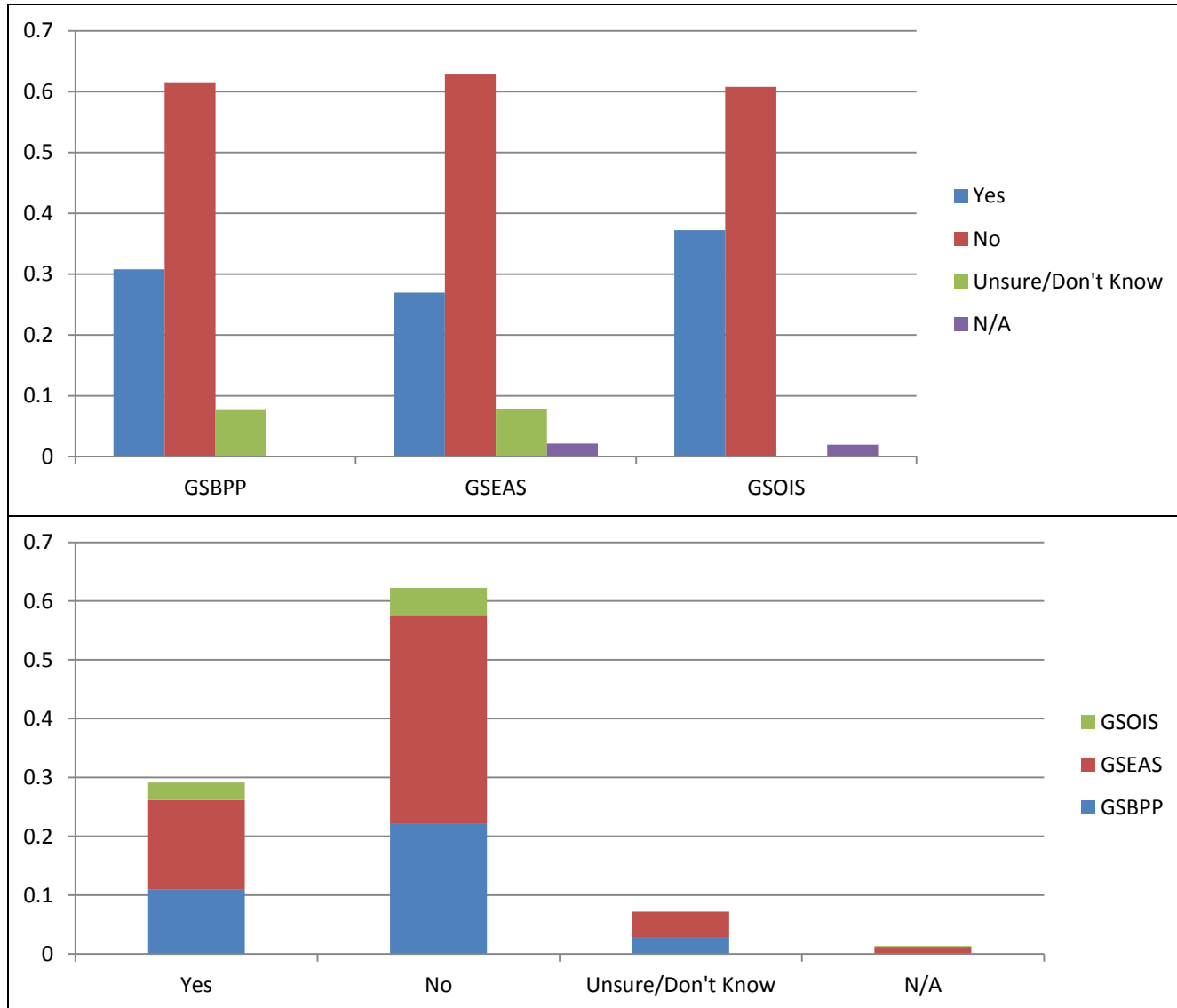
Q.24 How do you access the NPS intranet?



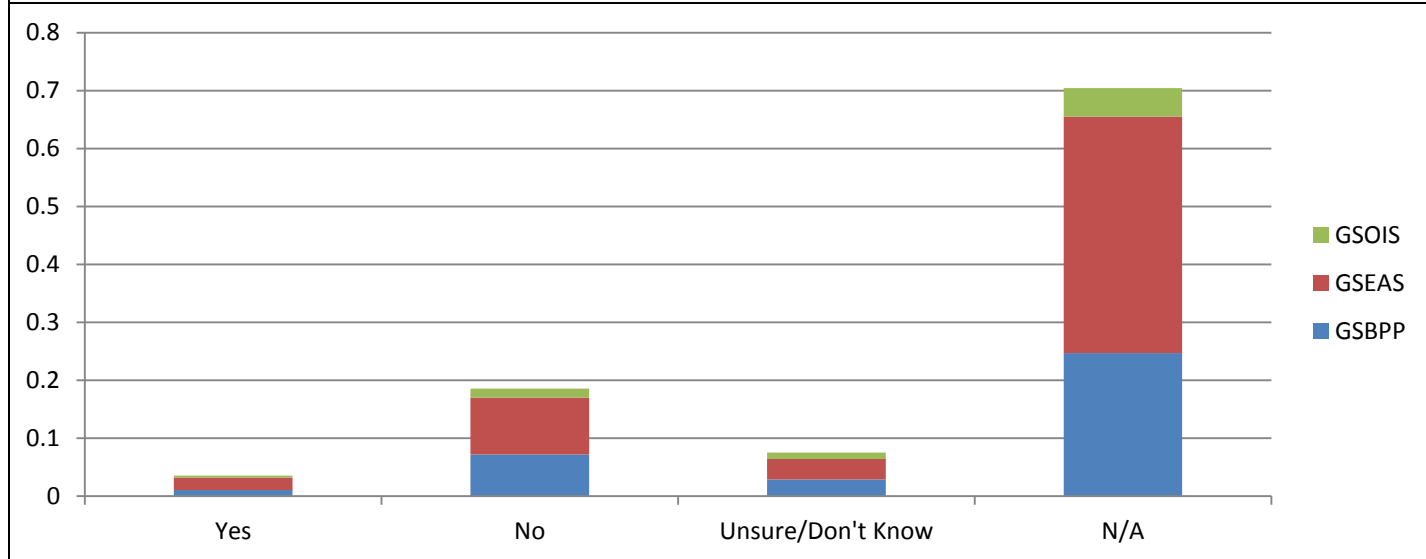
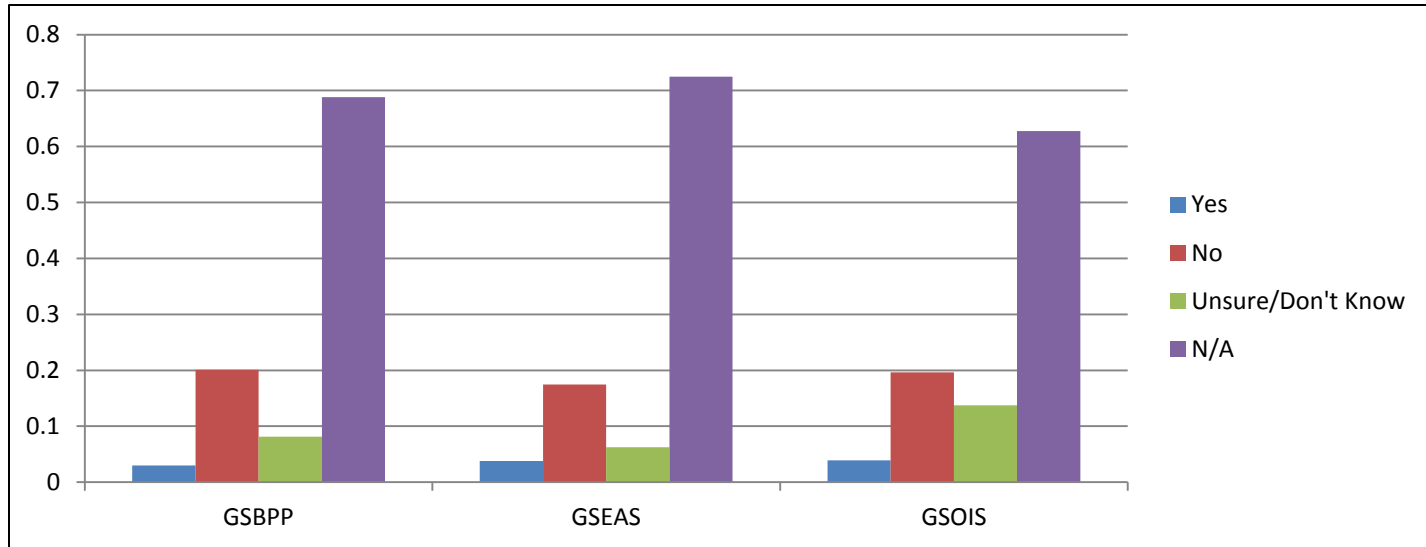
Q.25 Are you aware that access to the VPN is required to access library resources?



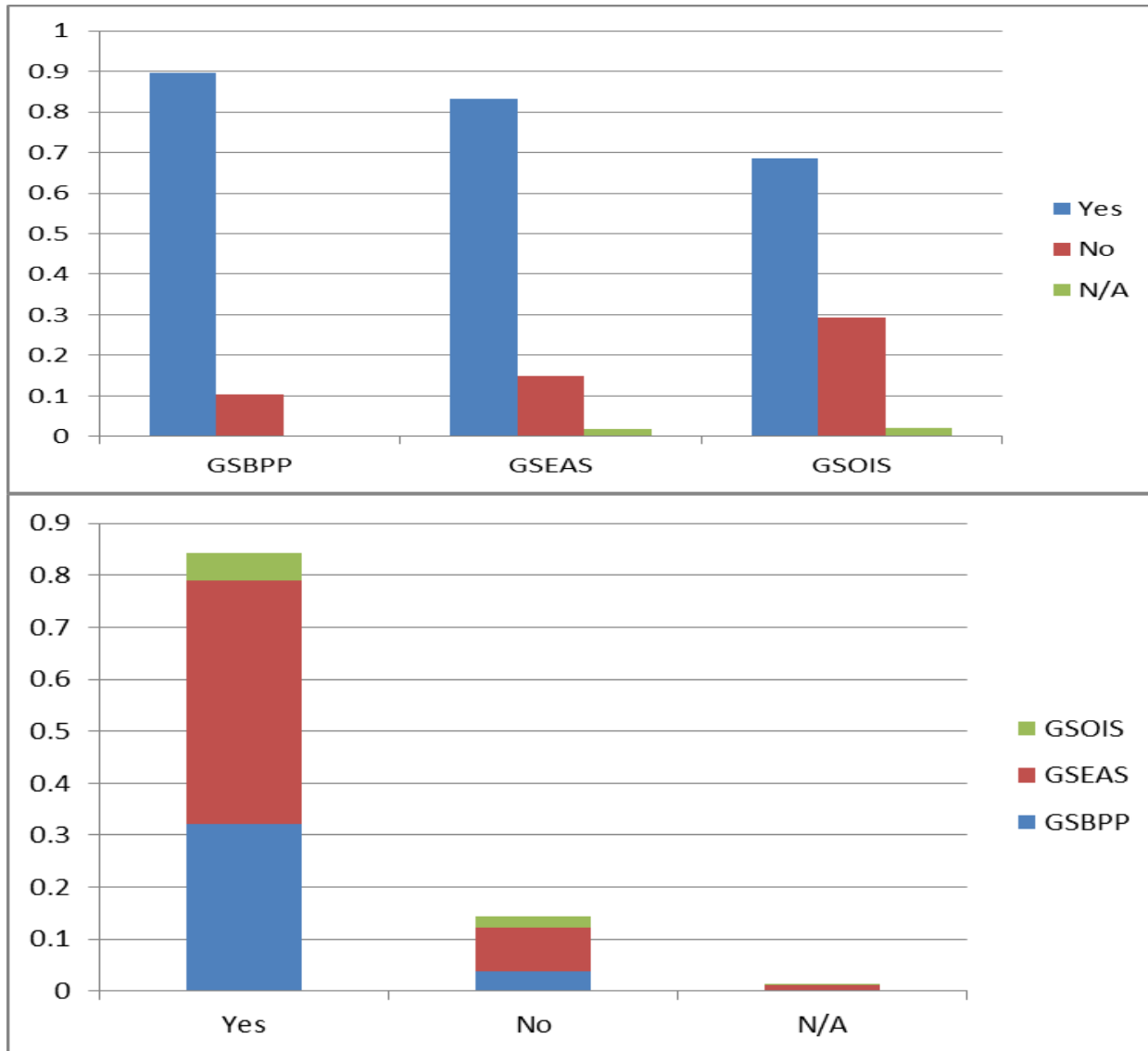
Q.26 Do you access NPS library website via NMCI?



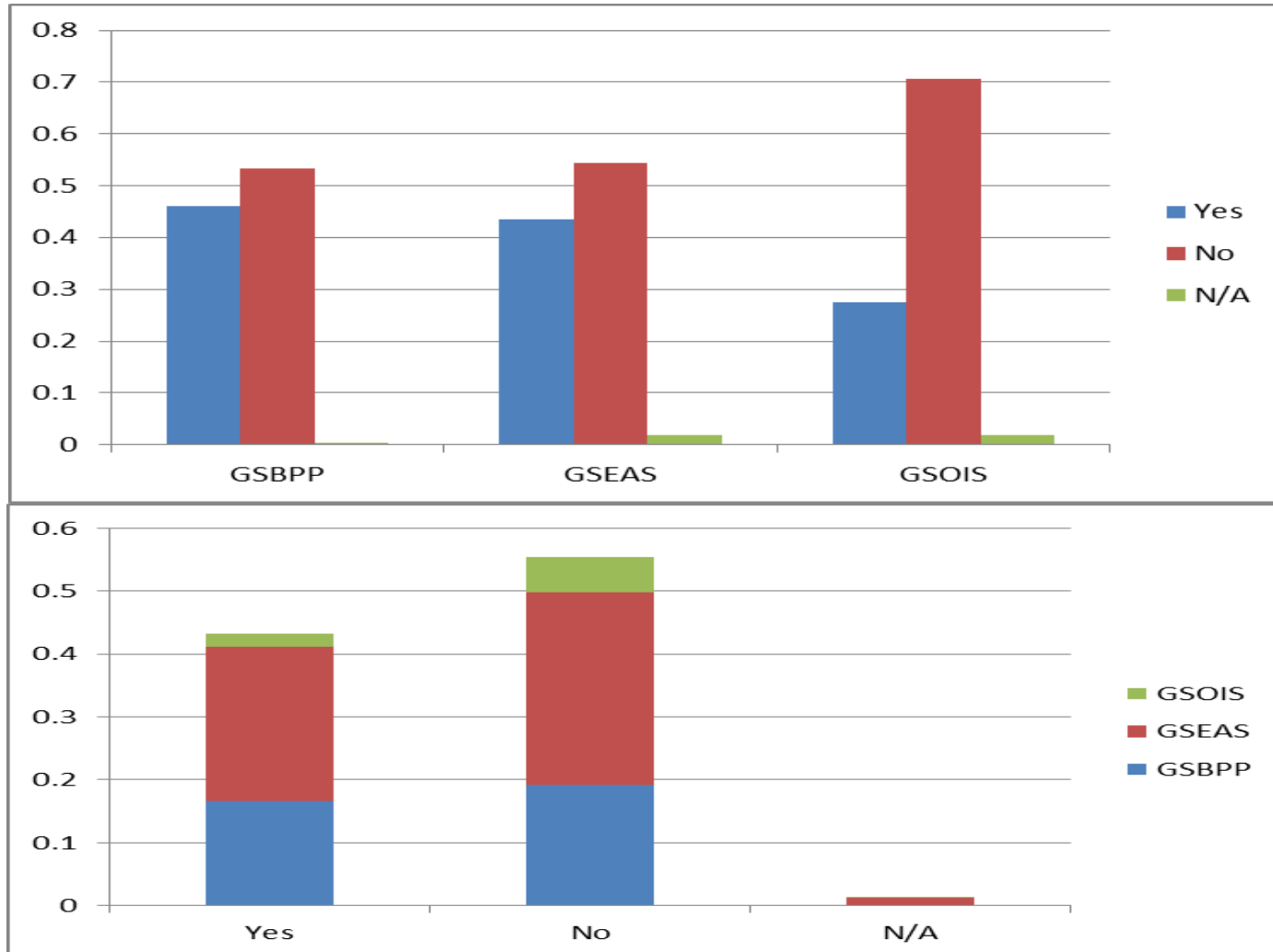
Q.27 Has NMCI interfered w/ your access to NPS library website?



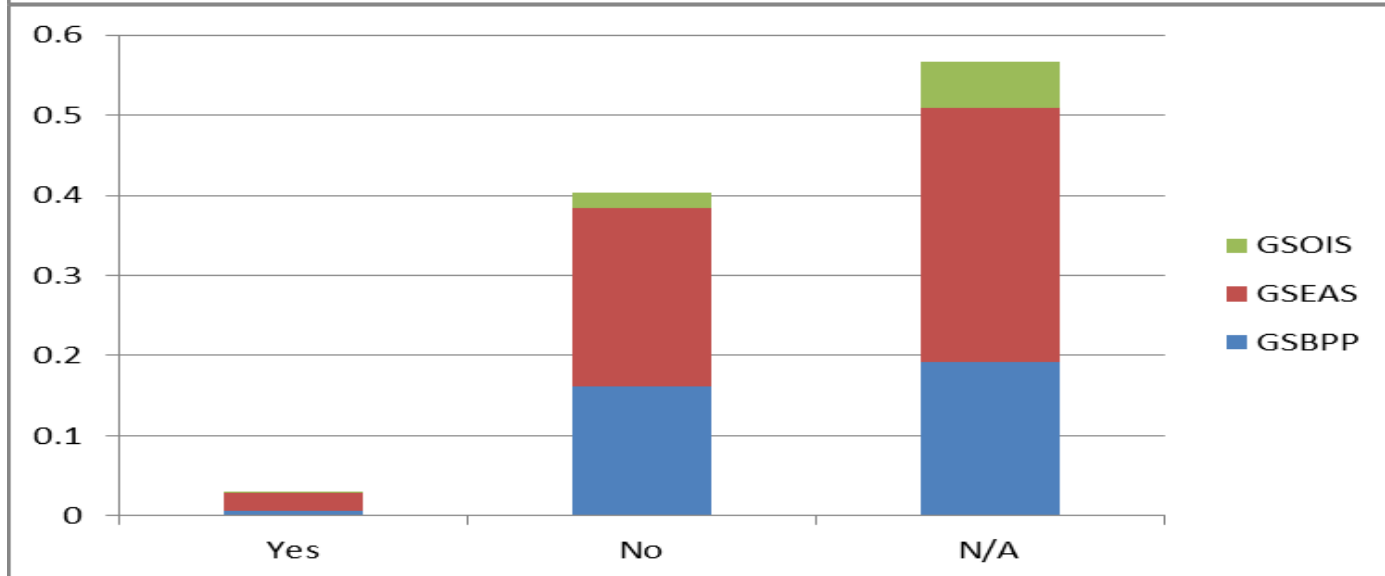
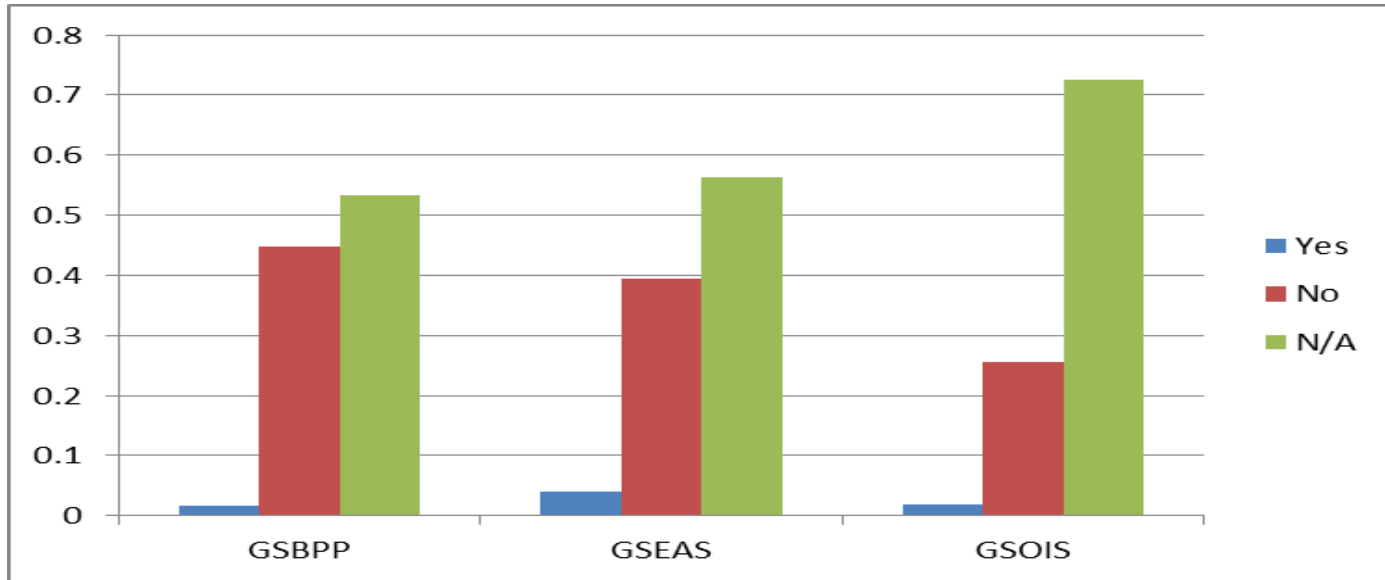
Q.29 Prior to this survey, were you aware that as a Distance Learning student you have an account with the NPS Library?



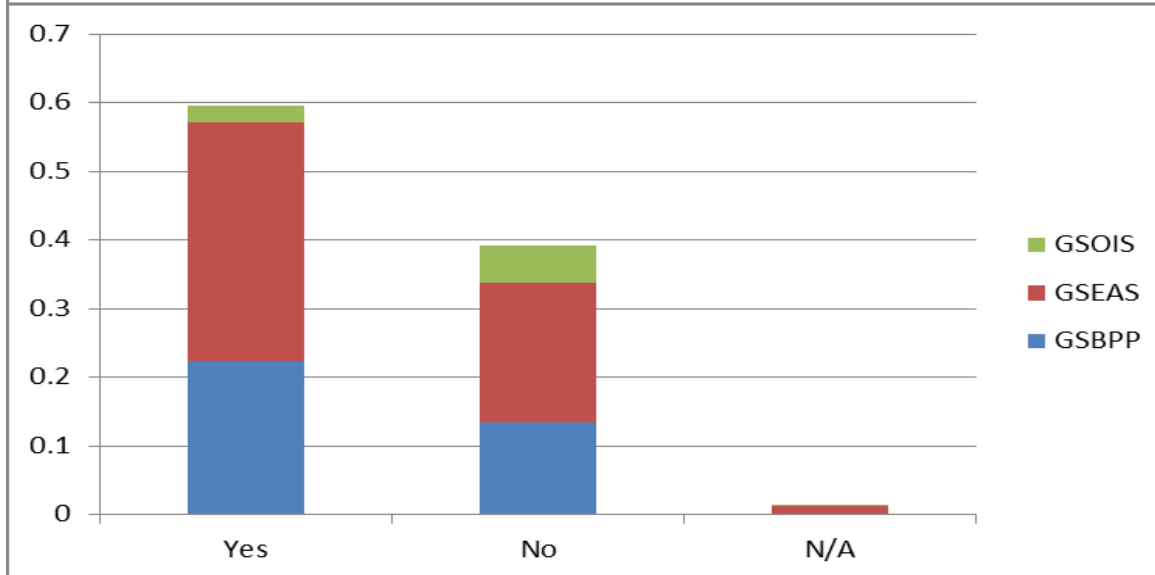
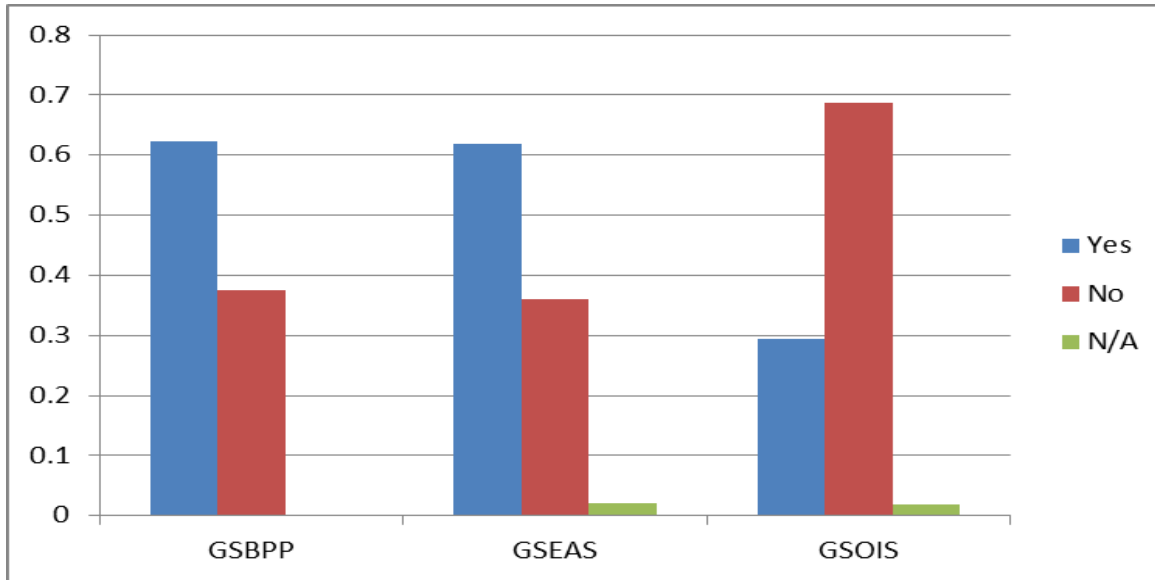
Q.30 Prior to this survey, were you aware that the NPS Library will "check-out" and mail books to Distance Learning students?



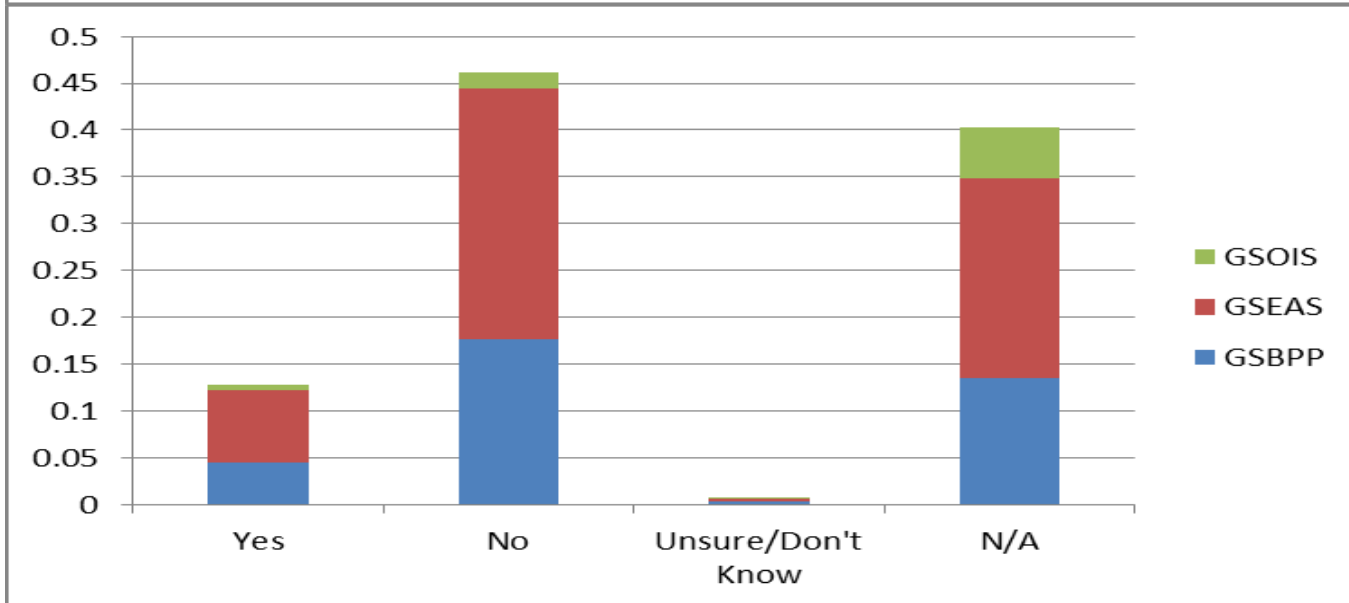
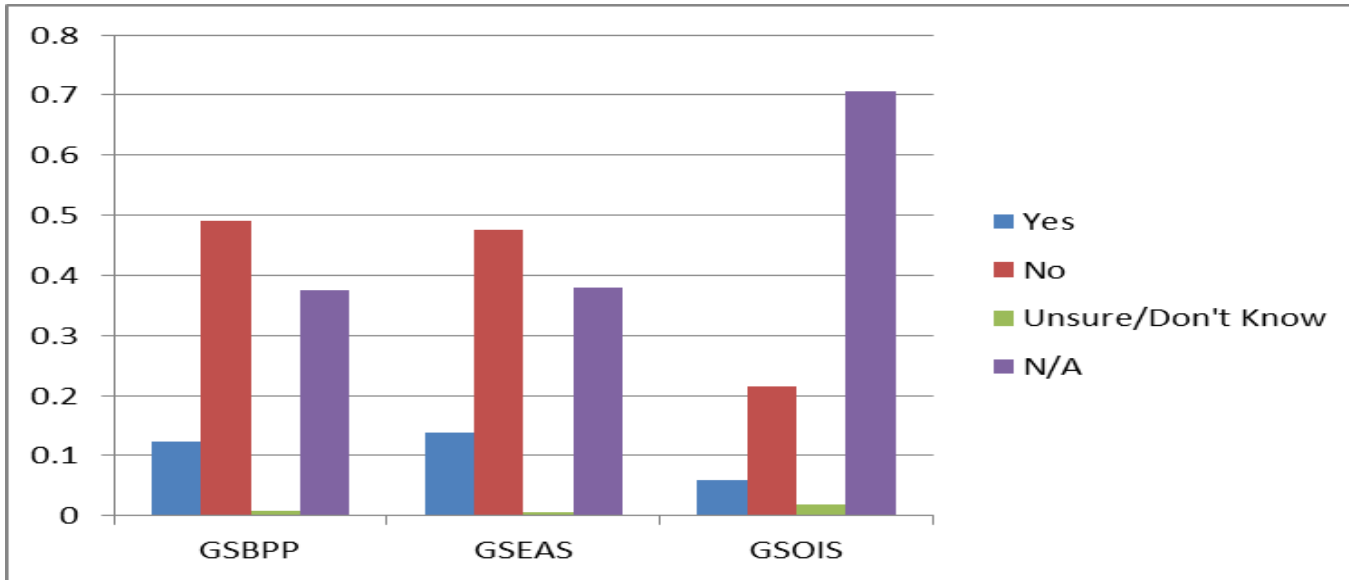
Q.31 Have you ever requested the NPS Library send you a book or books in the mail?



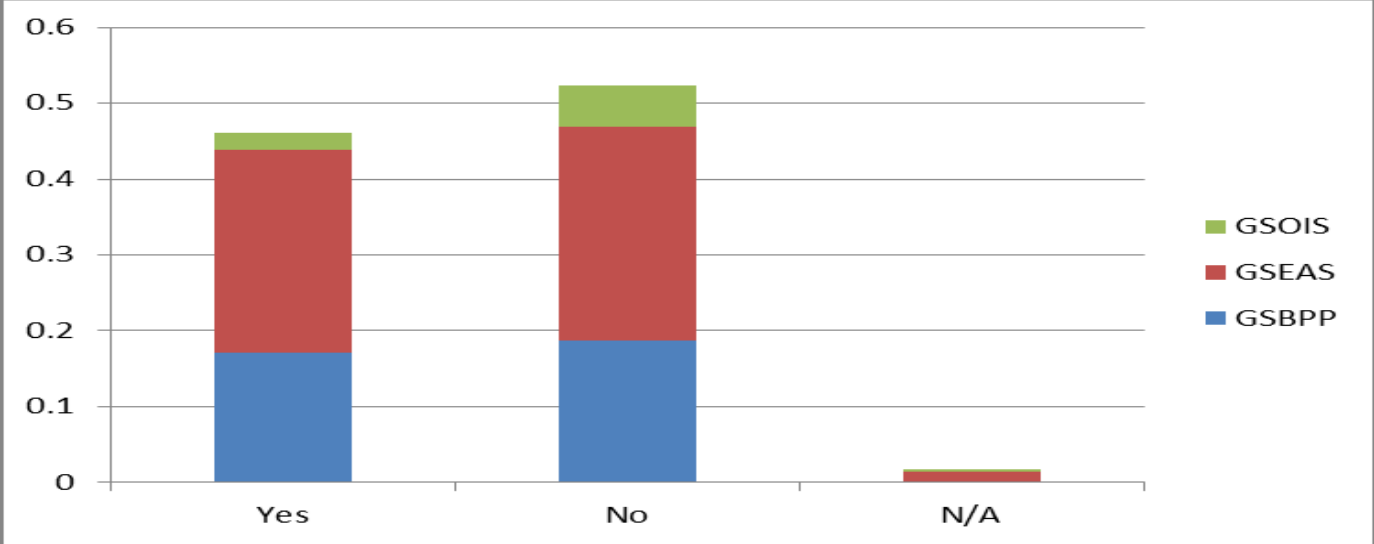
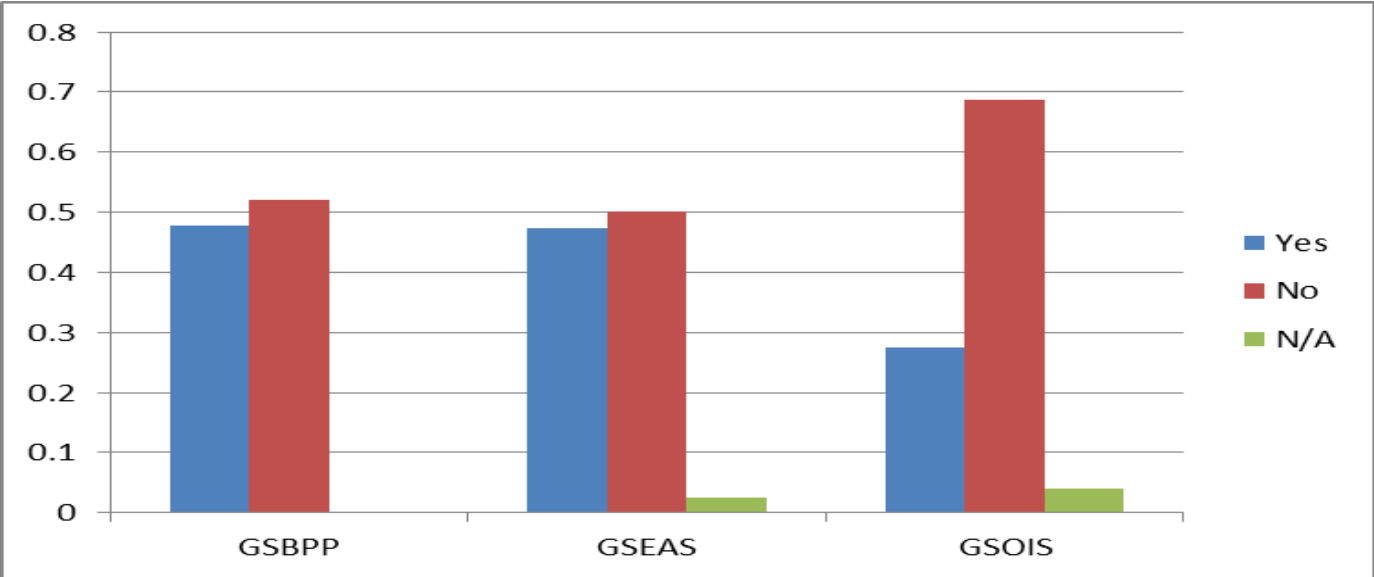
Q.32 Prior to this survey, were you aware that the NPS Library website includes the link “Ask a Librarian”



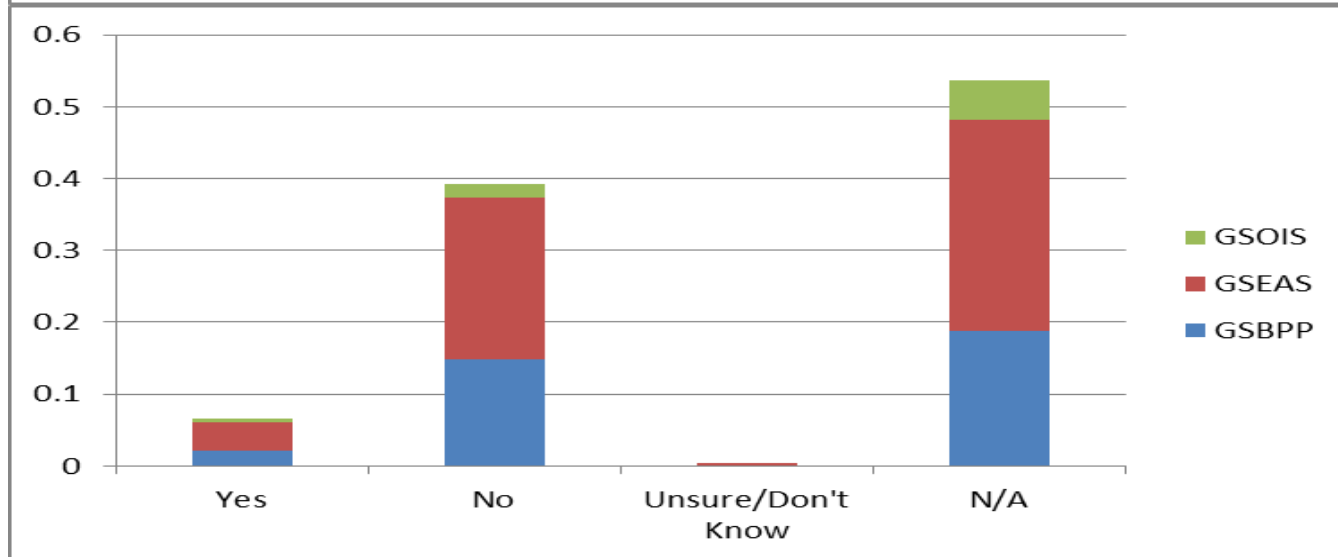
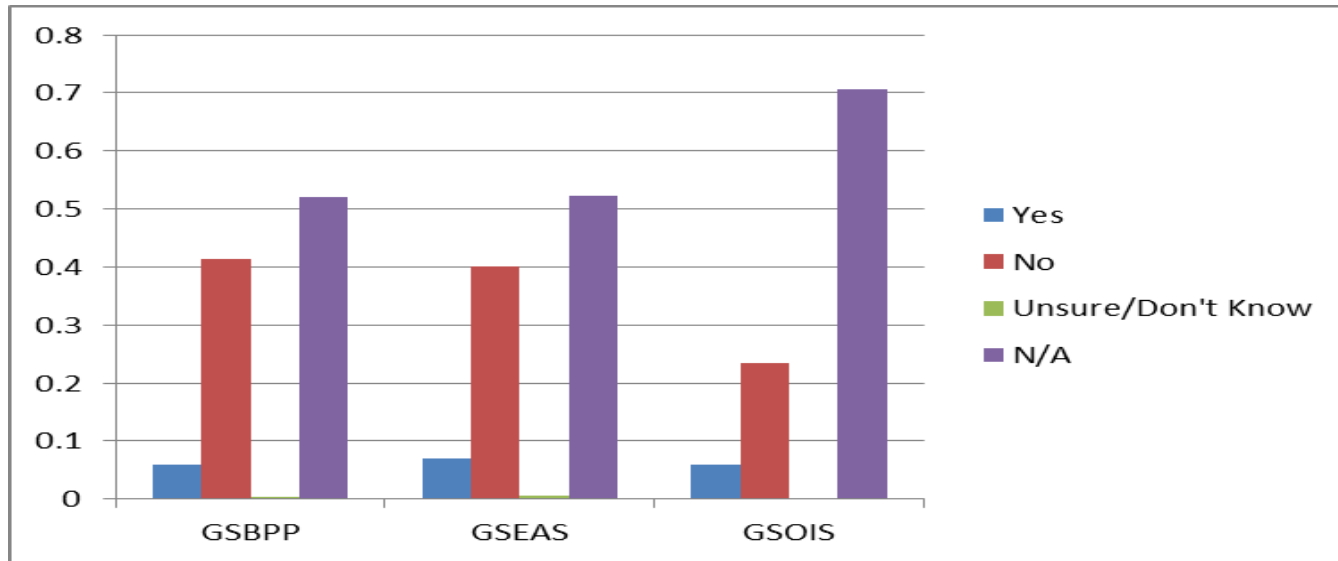
Q.33 Have you ever used the "Ask a Librarian" link?



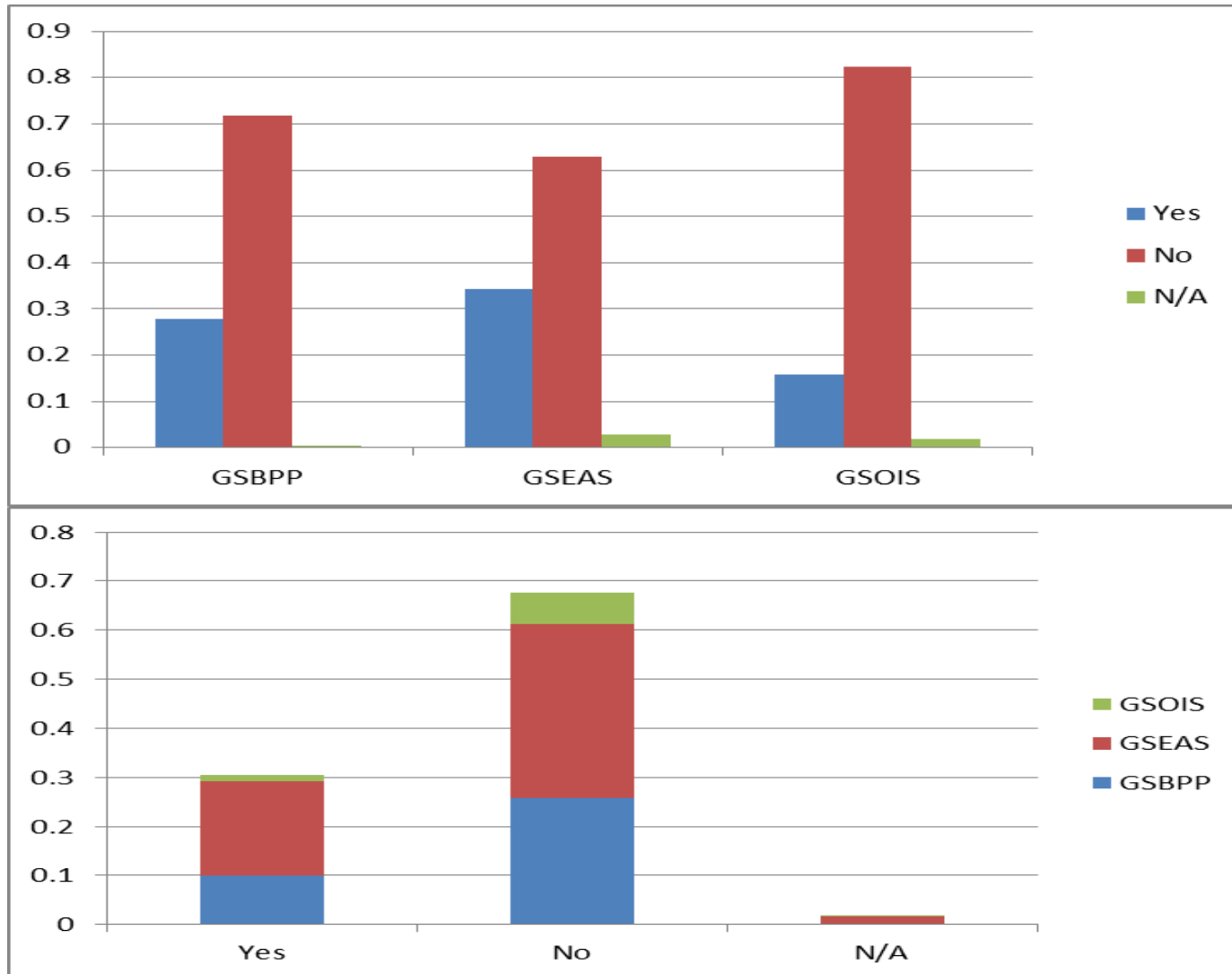
Q.34 Prior to this survey, were you aware that the NPS Library provides an option to “Request an Article or Book”?



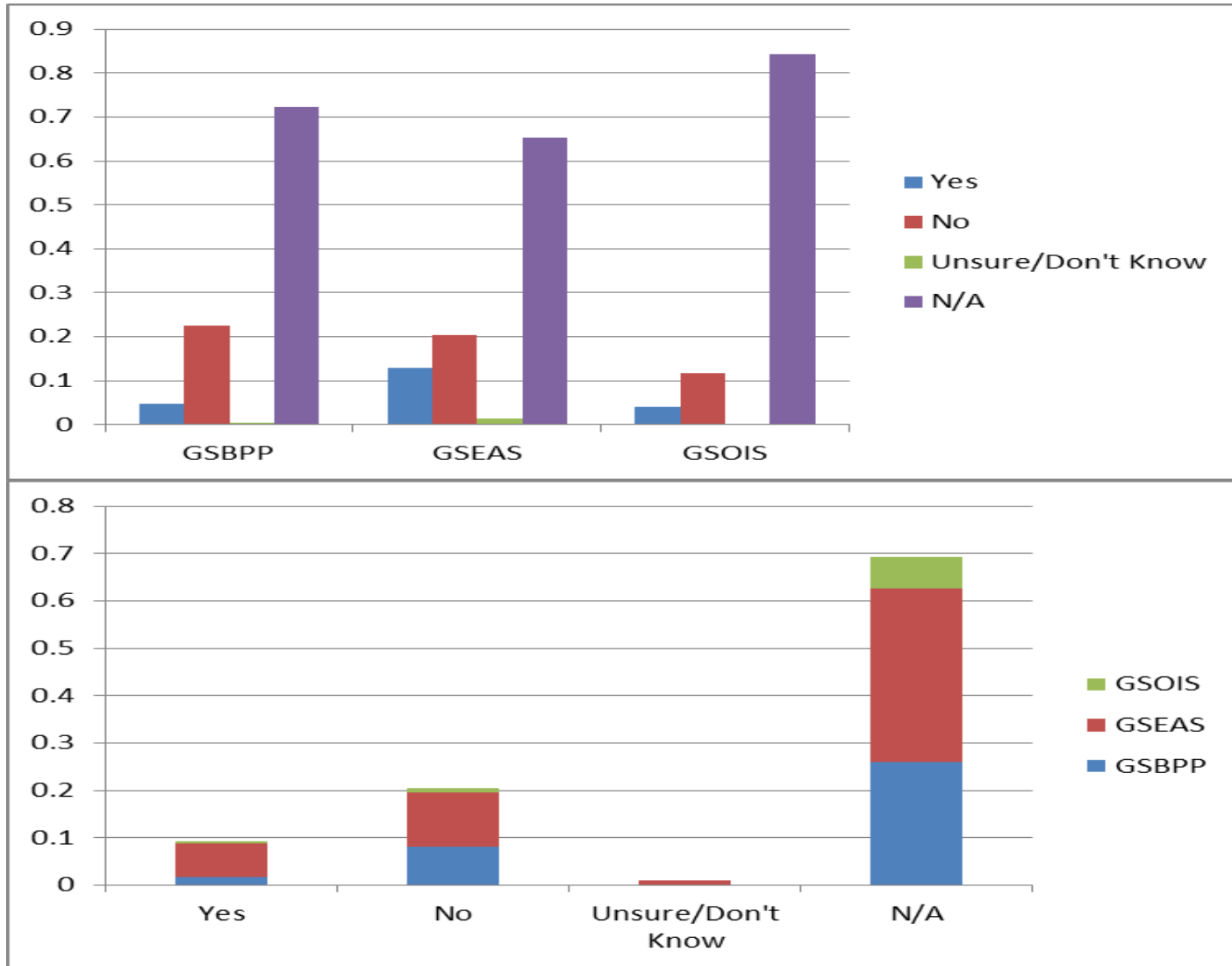
Q.35 Have you ever used the “Request an Article or Book” option from the NPS Library?



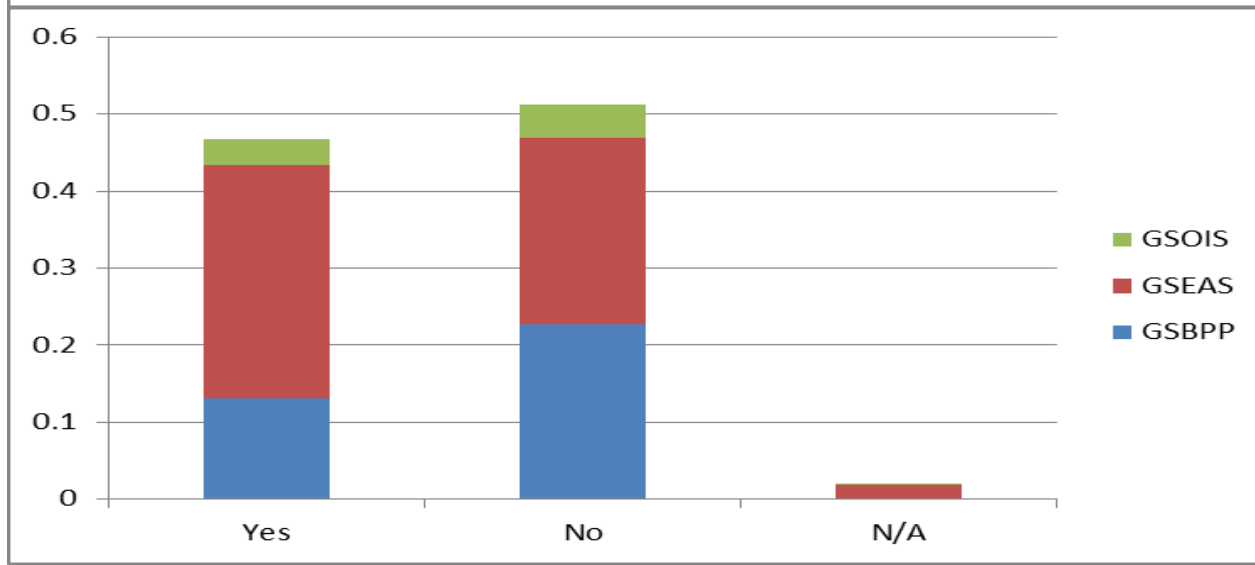
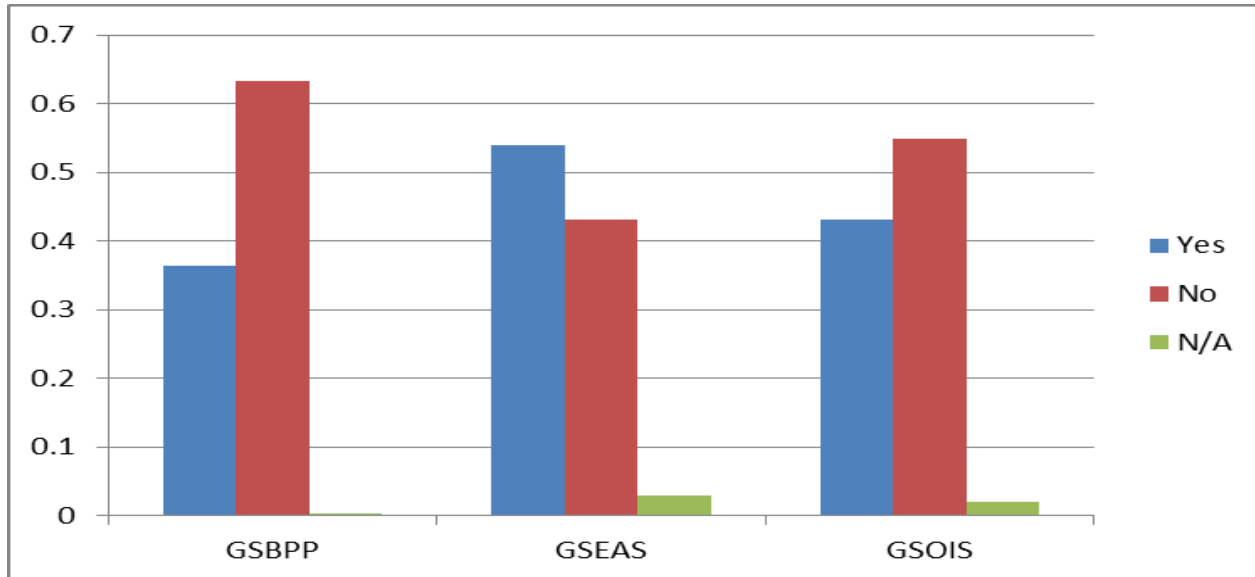
Q.36 Prior to this survey, were you aware that the NPS Library provides "Subject Guides" on the NPS Library website?



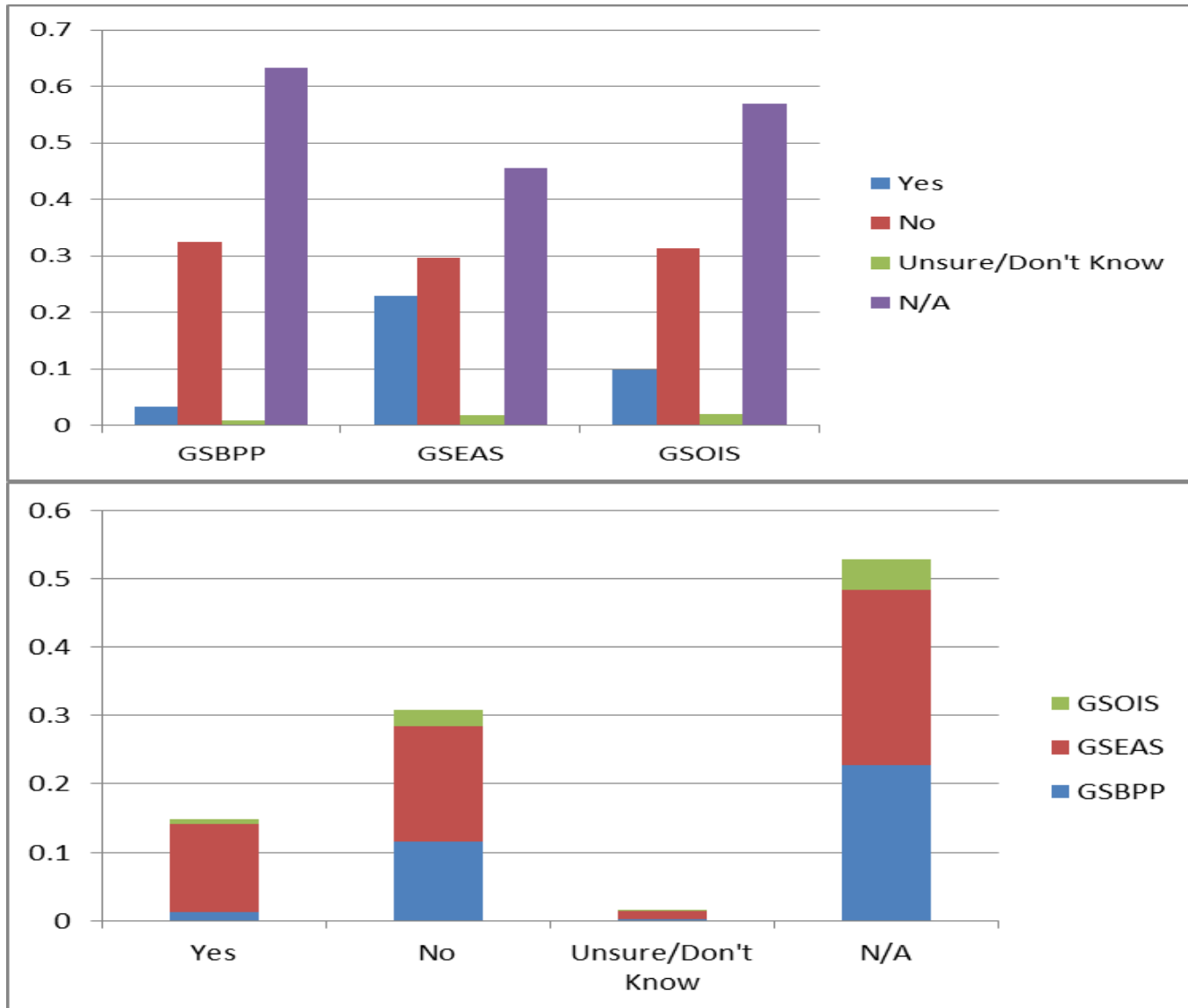
Q.37 Have you ever used a "Subject Guide" to help you navigate the NPS Library website?



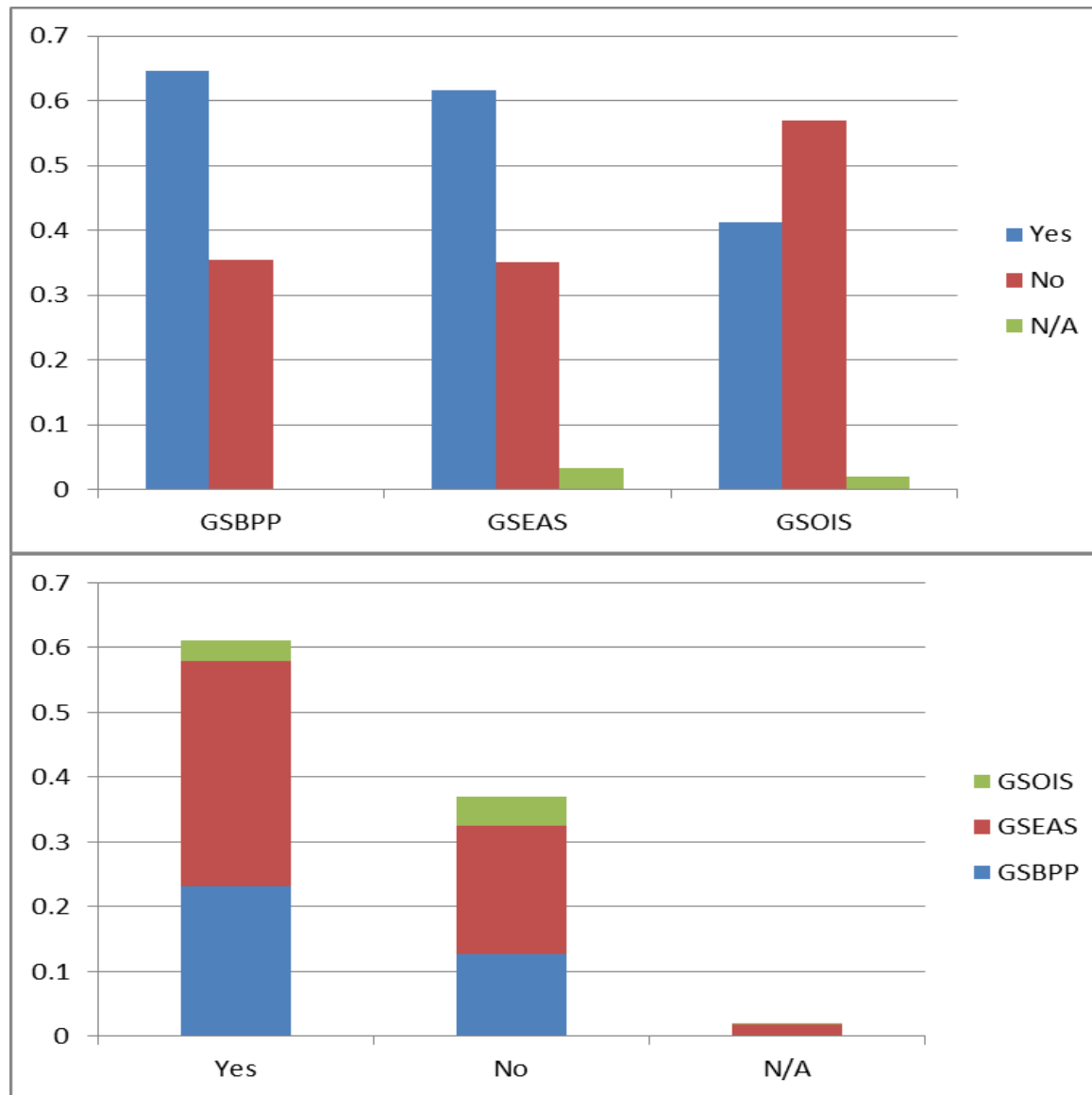
Q.38 Prior to this survey, were you aware that the NPS Library hosts online workshops, through "Elluminate."



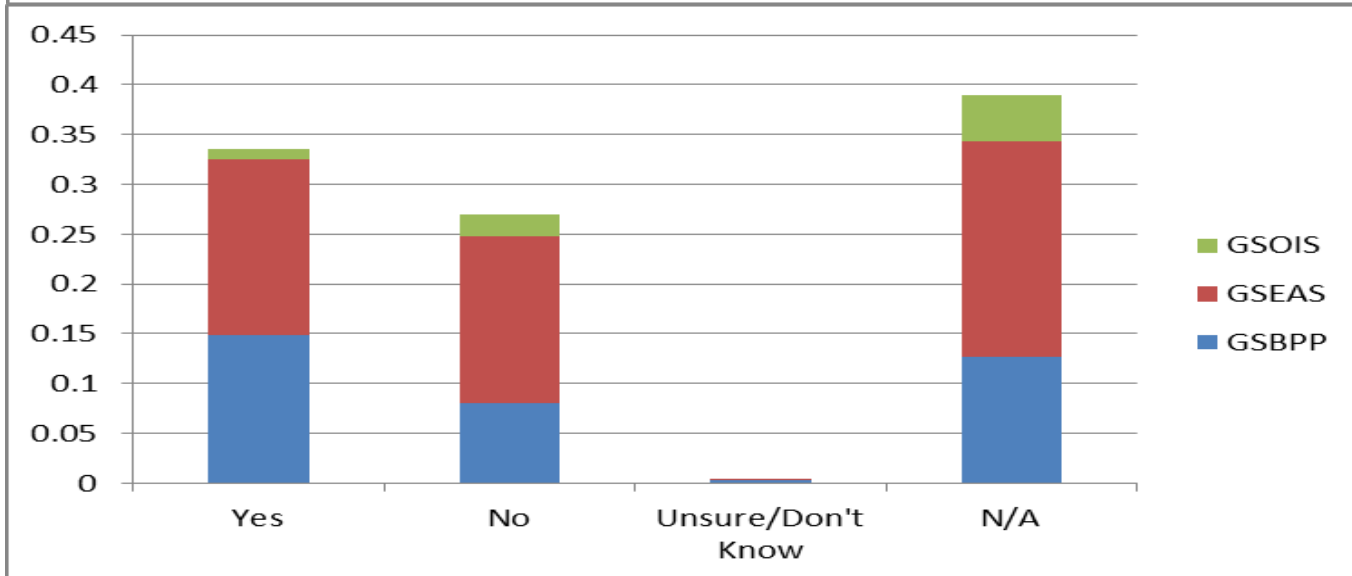
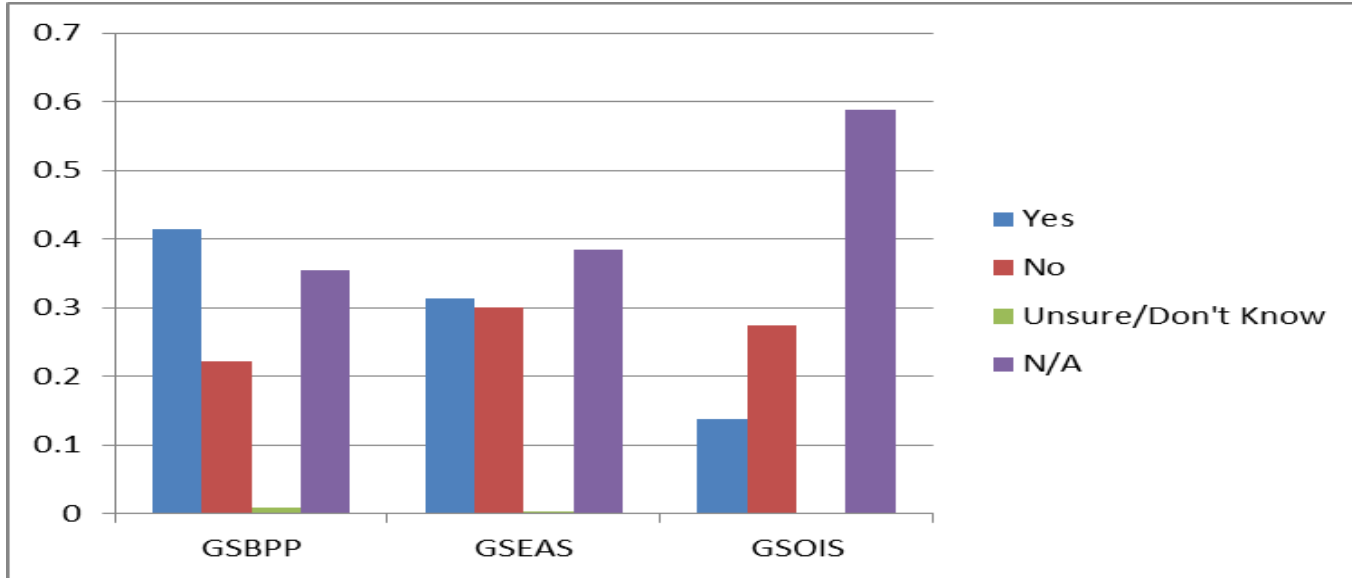
Q.39 Have you ever participated in an online workshop that was hosted by the NPS Library?



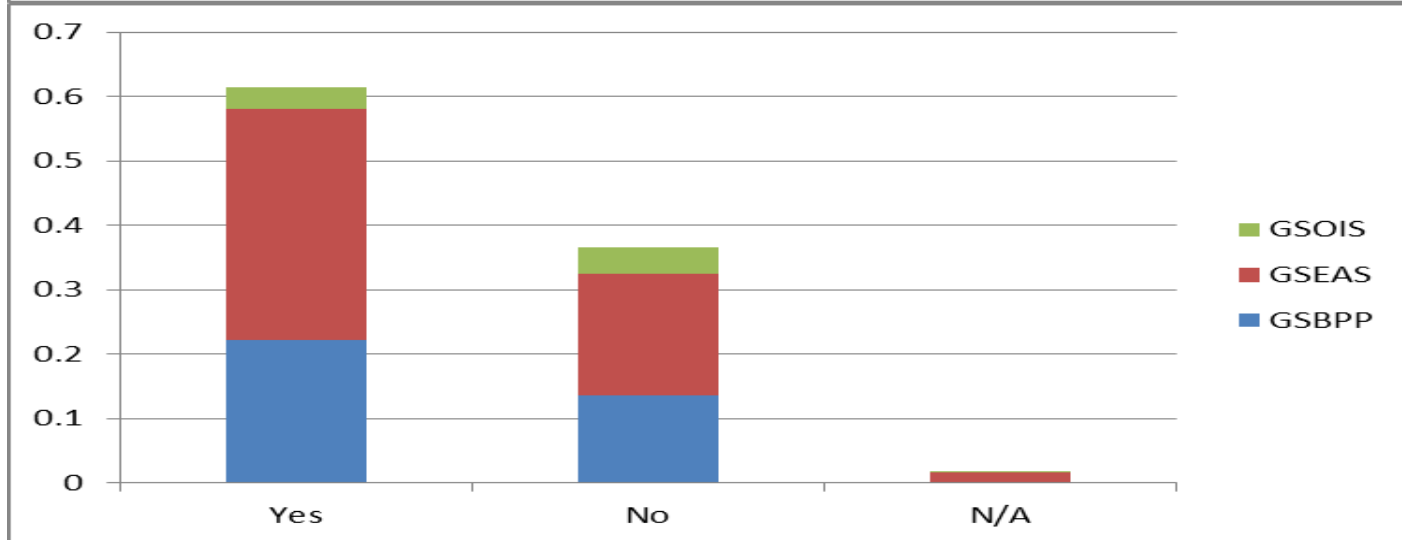
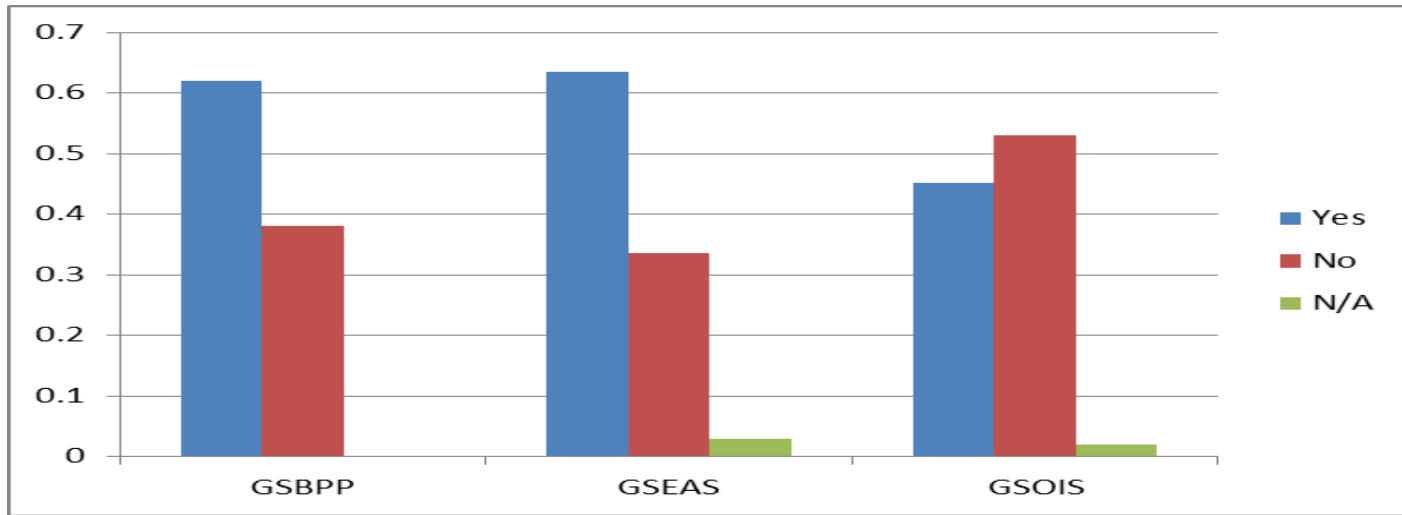
Q.40 Prior to this survey were you aware that the NPS Library website provides many research tools for the students to use?



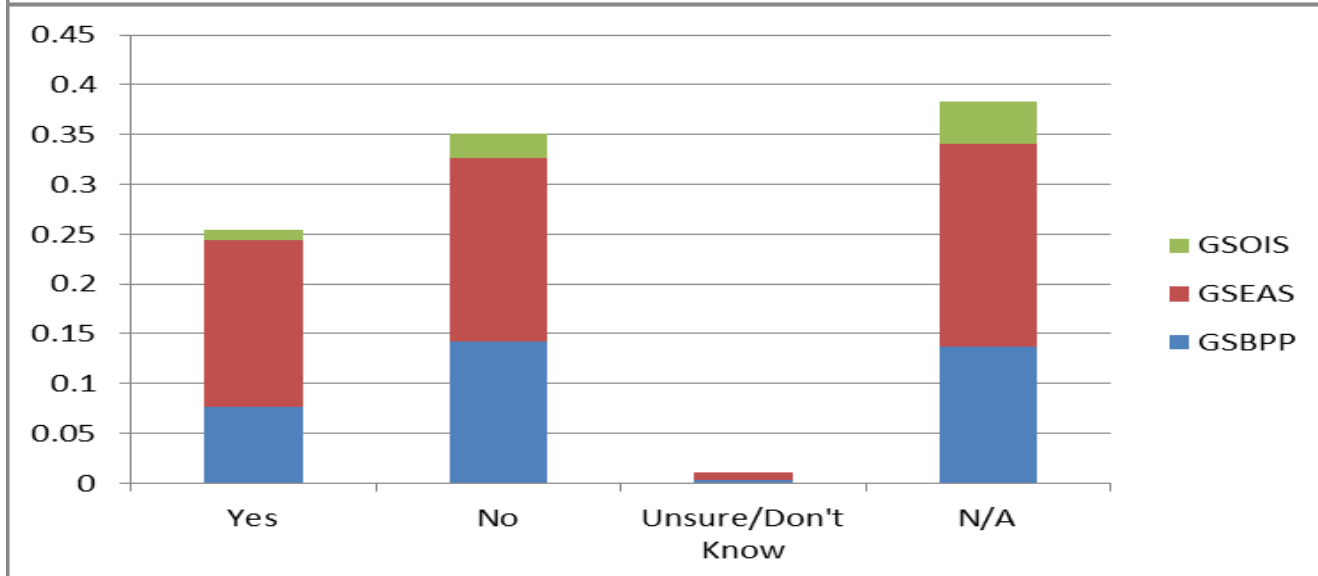
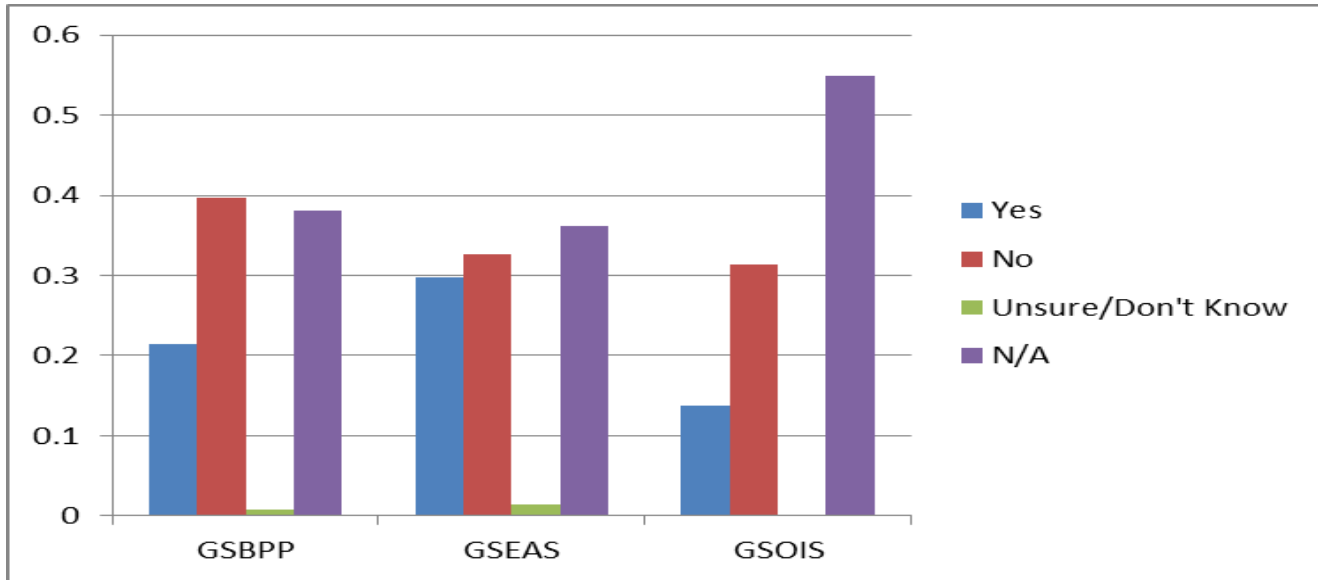
Q.41 Have you ever used one of these search tools (also referred to as "databases") on the NPS Library website?



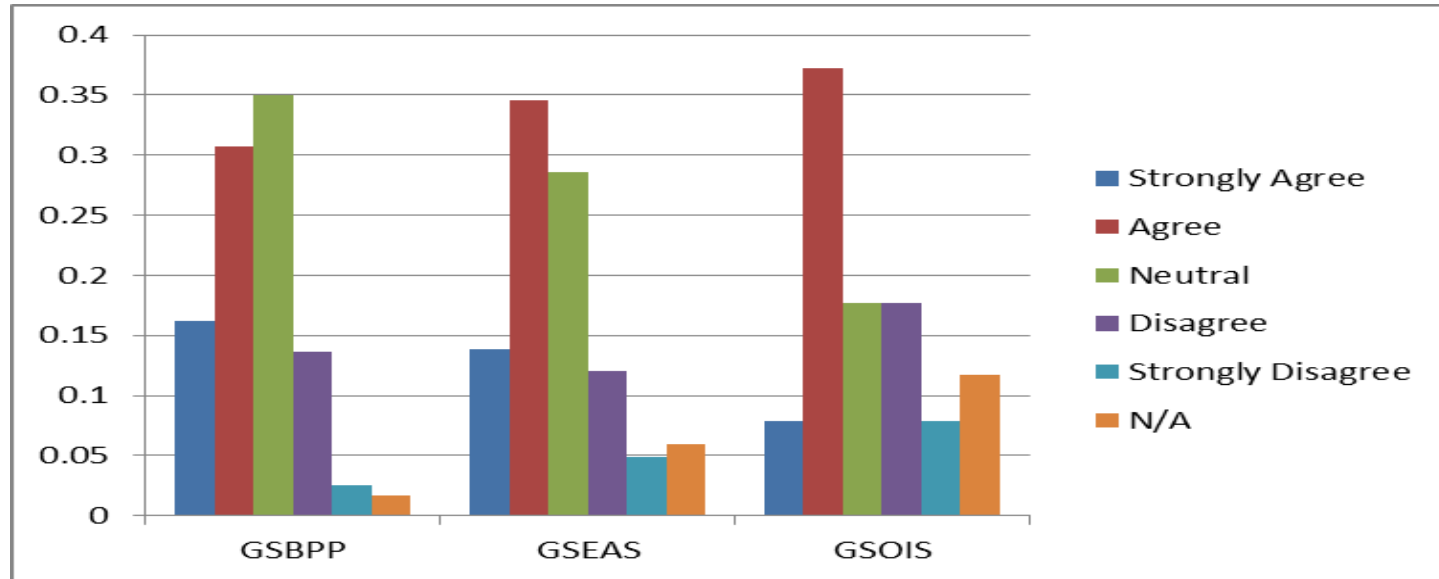
Q.42 Prior to this survey, were you aware that the NPS Library website provides free access to papers and articles that are contained in various newspapers, magazines, scholarly journals, and other documents?



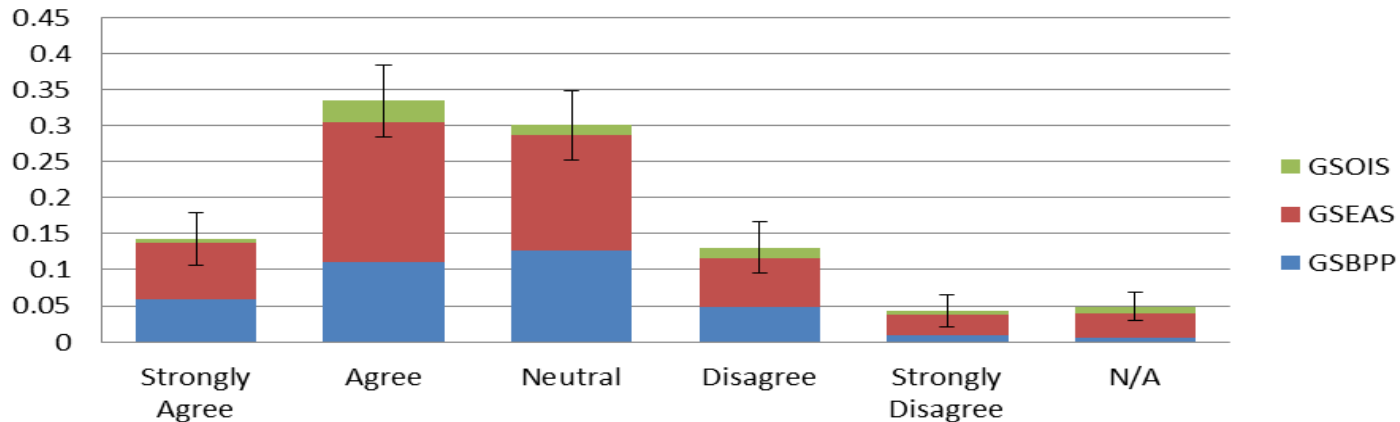
Q.43 Have you ever used the "Find eJournals" Link on the NPS Library website?



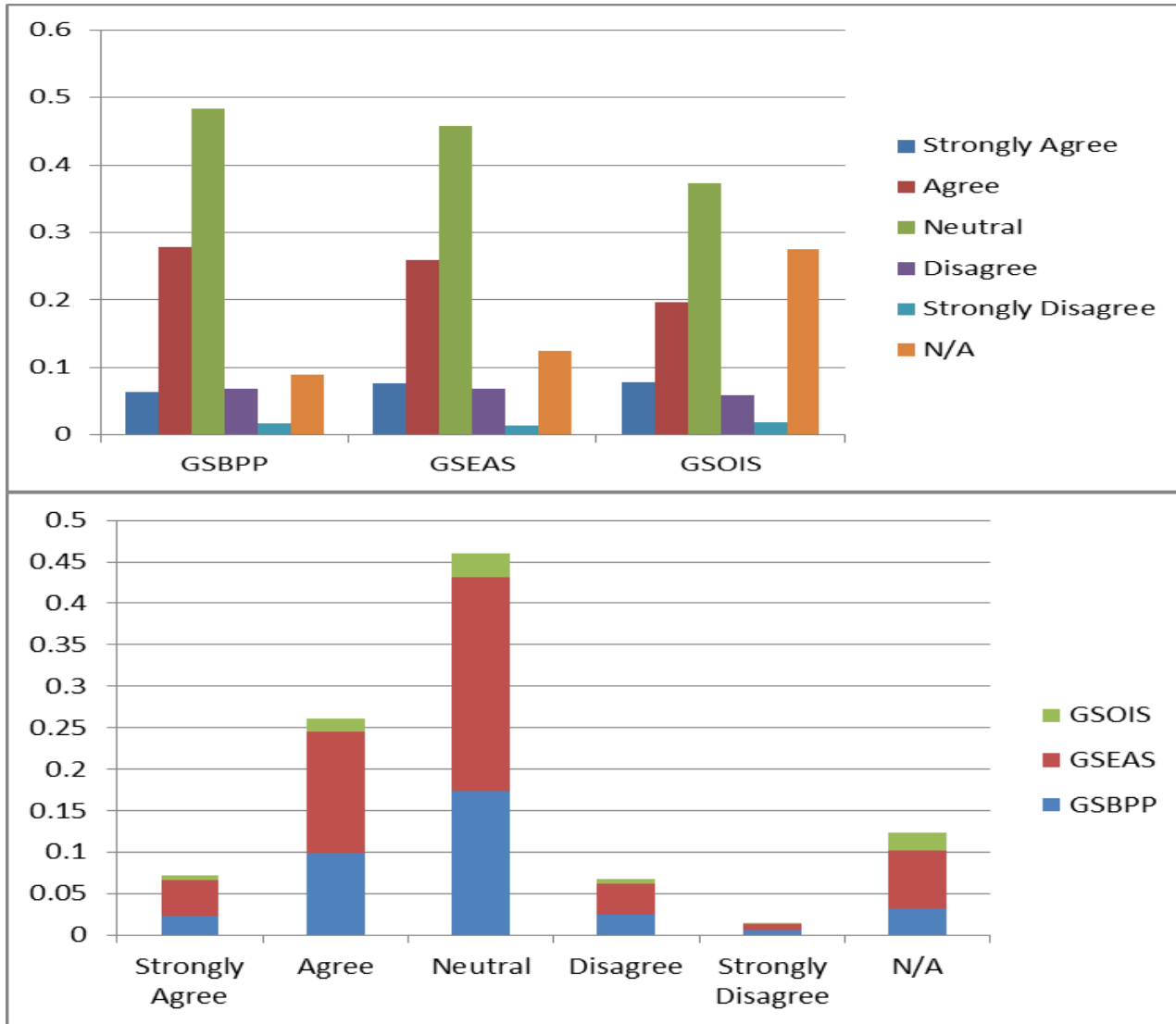
Q.44a Library research is a critical part of my NPS Distance Learning studies.



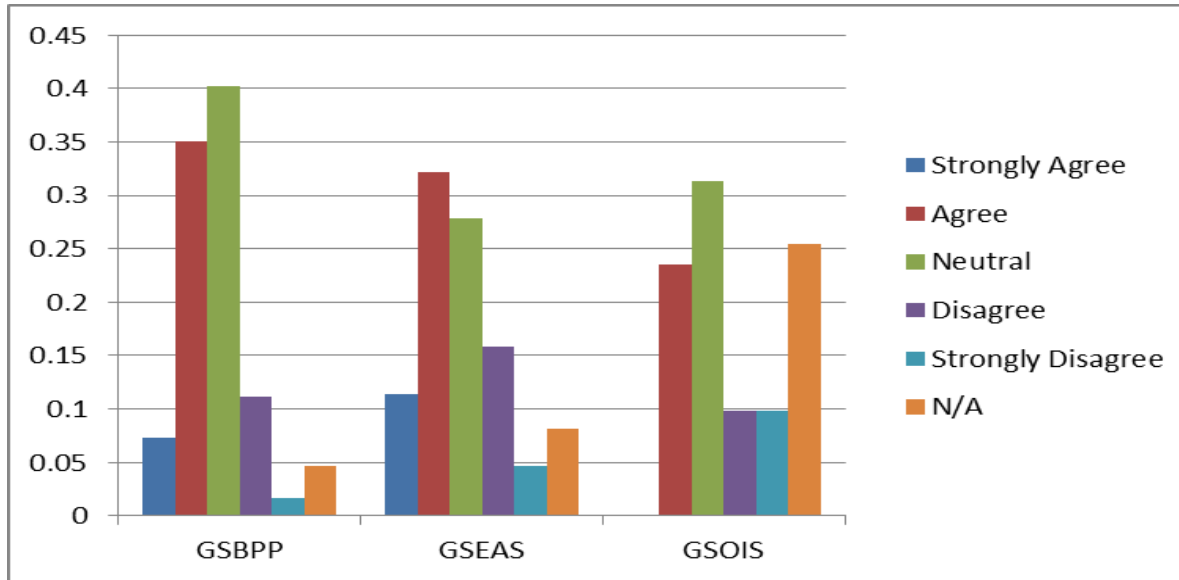
Q.44a Library research is a critical part of my NPS Distance Learning studies.



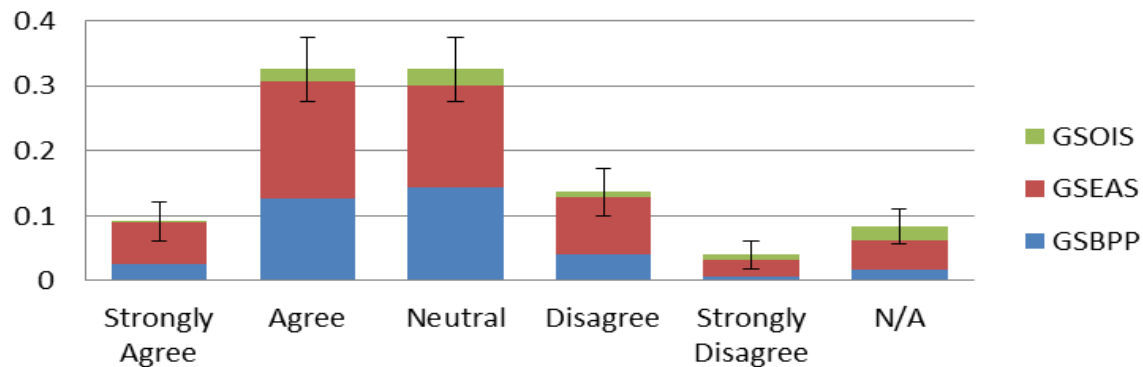
Q.44b The NPS Library provides all the resources I need for my Distance Learning studies.



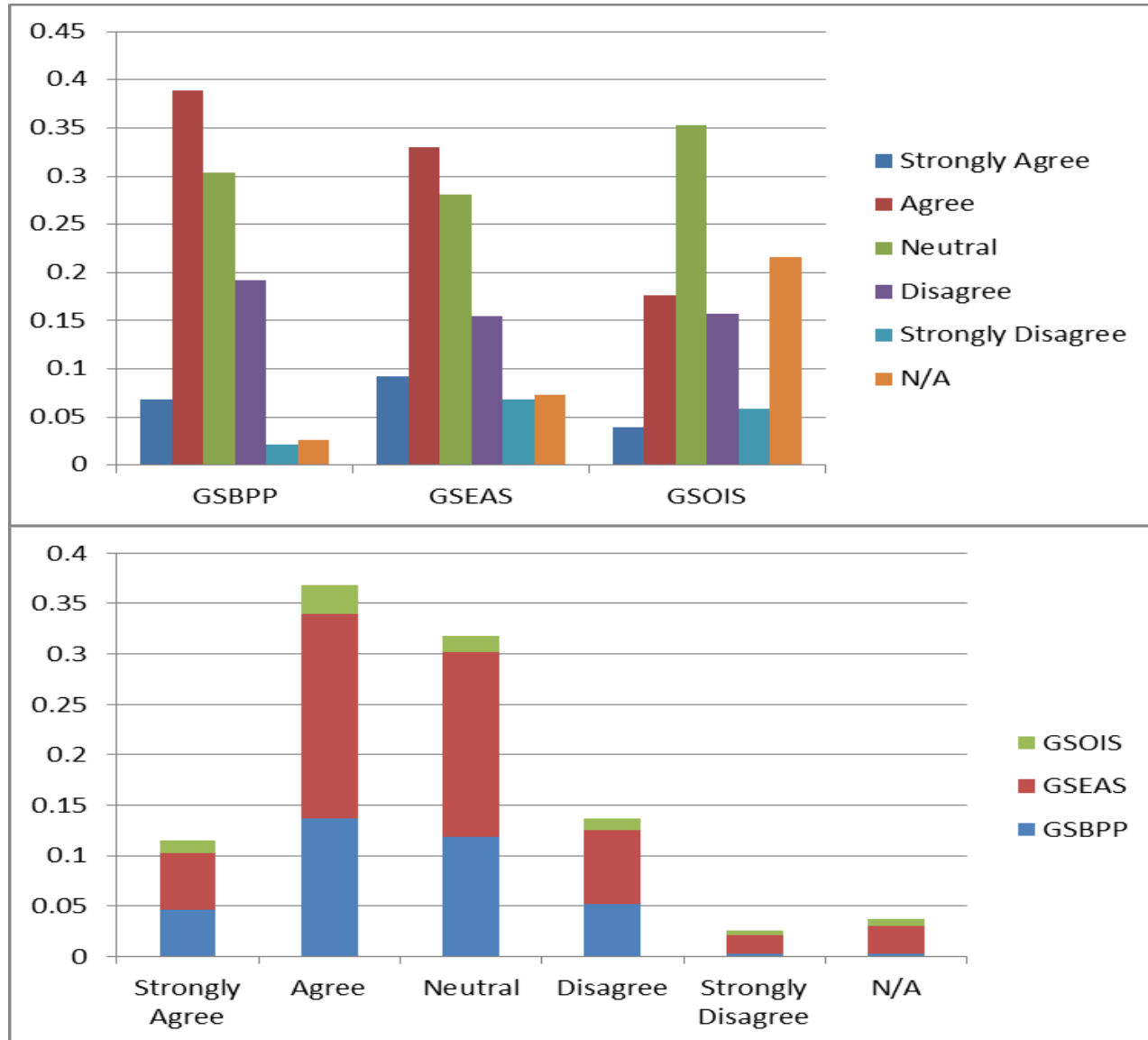
Q.44c The NPS Library provided me with sufficient training about how to use and access the NPS Library materials.



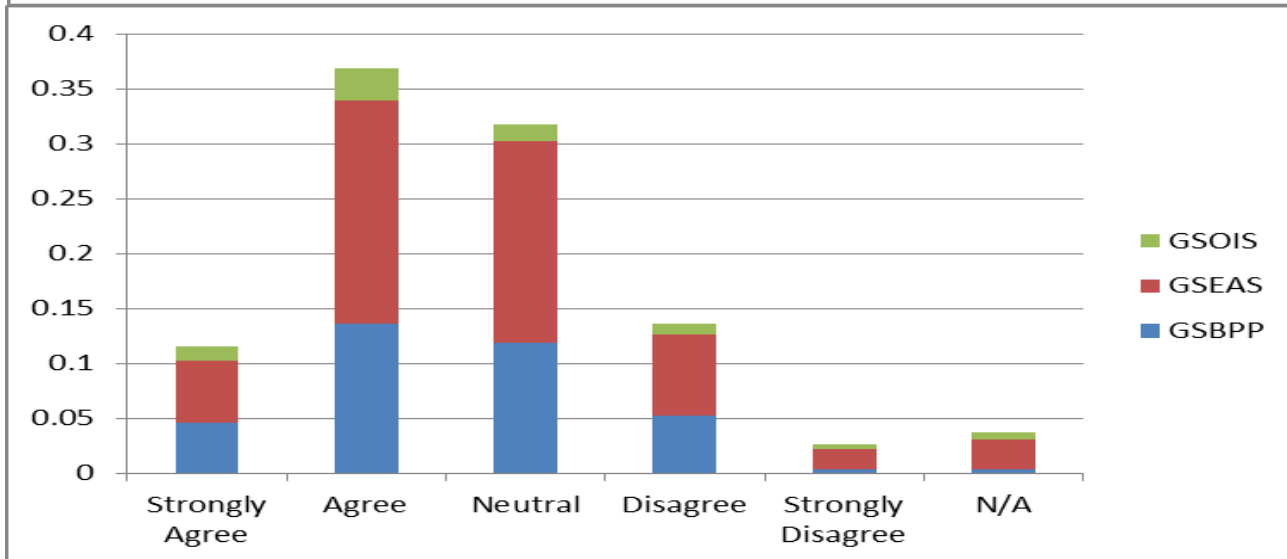
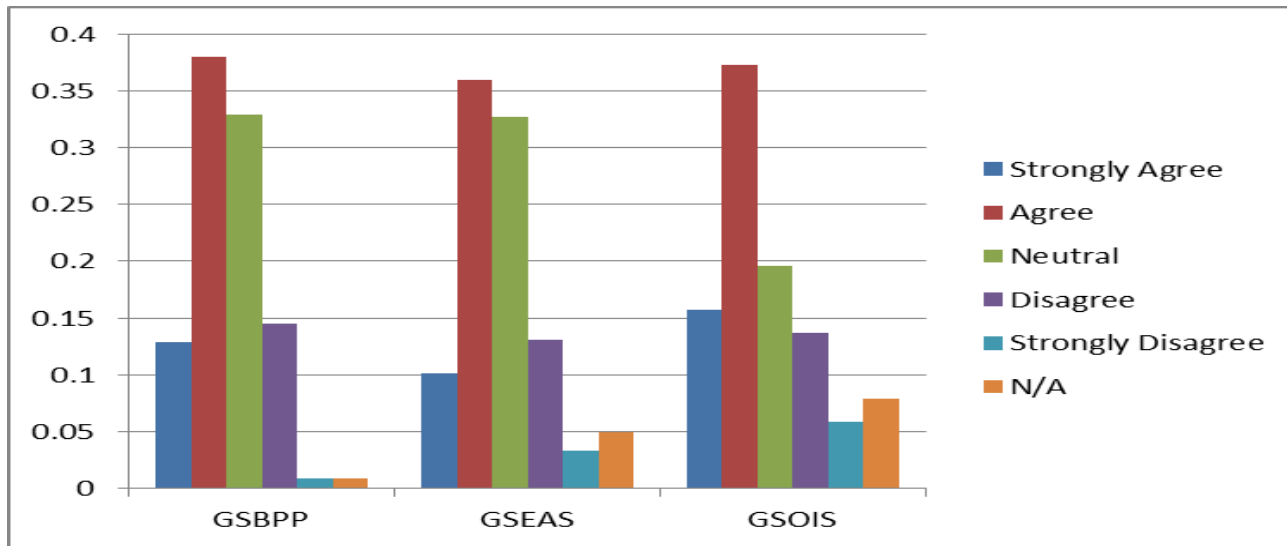
Q.44c The NPS Library provided me sufficient training



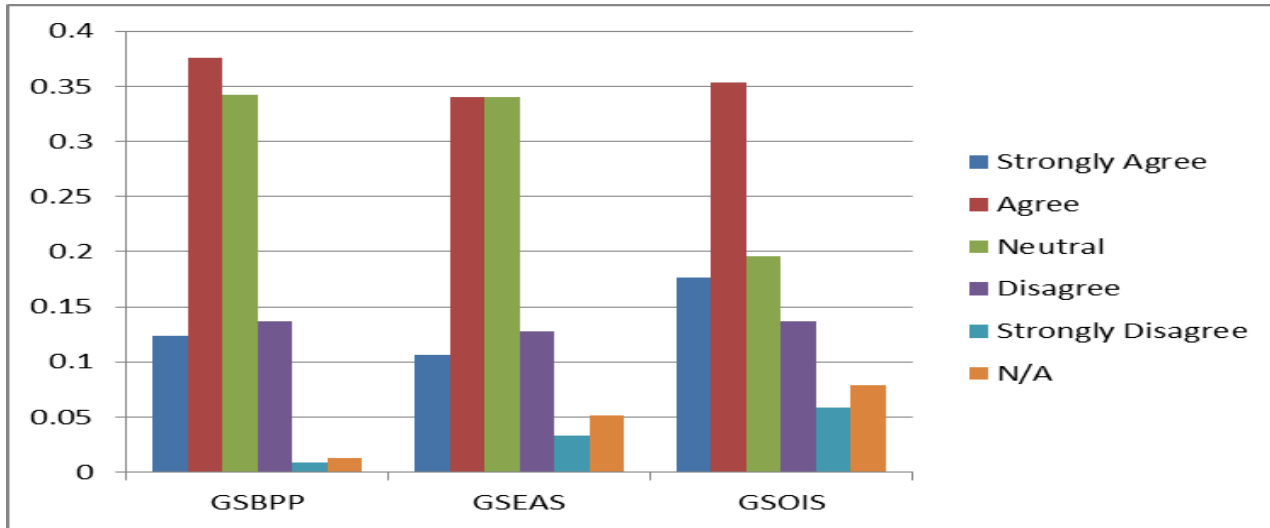
Q.44d The faculty in my DL curriculum provide me with all the information about NPS Library that I need.



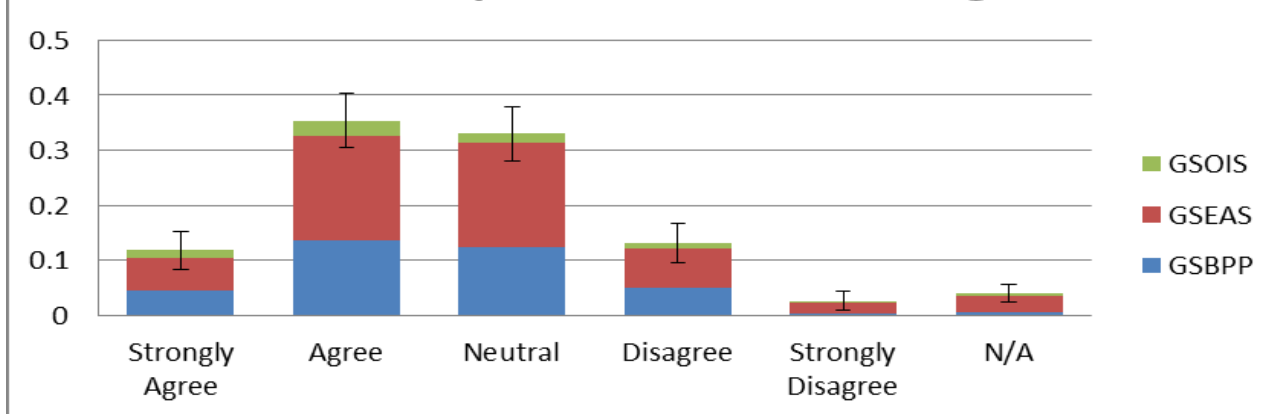
Q.44e My Distance Learning curriculum should provide more information about the NPS Library and NPS Library resources.



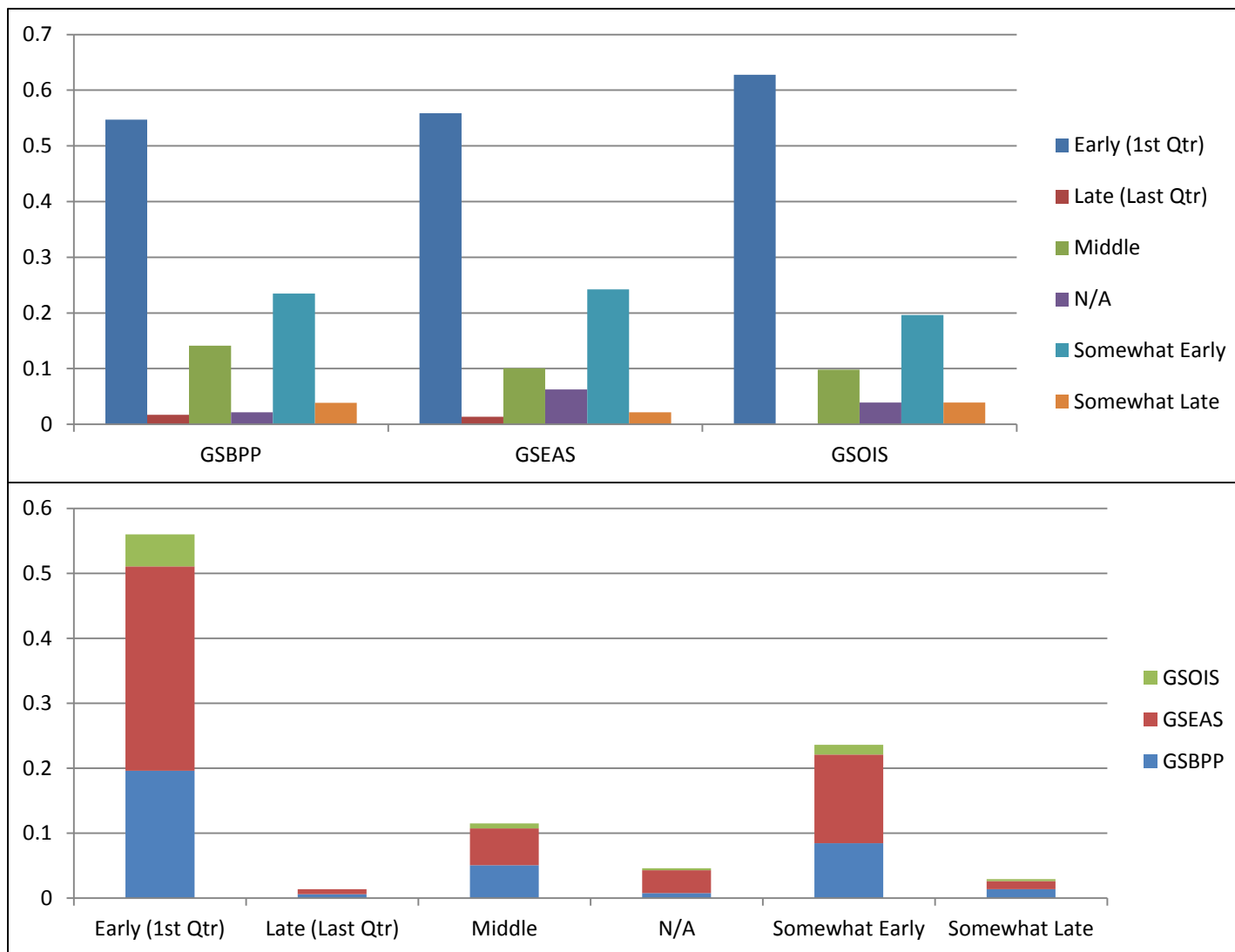
Q.44f My Distance Learning curriculum should provide more training about the NPS Library and its resources.



Q.44f My Distance Learning curriculum should provide more training



Q.45 At what stage in your Distance Learning Curriculum would it be most helpful for the NPS Library to provide training about its resources?



Q.46 How would you prefer to receive training about NPS Library resources?

