

Results from the 2005 LibQUAL+™ Survey indicate that faculty is the most satisfied user group at UNT. They are followed, in descending order, by undergraduates, graduate students, and, finally, by university staff.

The survey covers three dimensions of library service quality:

- Affect of Service – interaction with library staff
- Information Control – availability of needed resources and ease of accessing them
- Library as Place – the physical environment.

Of these dimensions, Affect of Service is viewed more positively than the other two service dimensions by undergraduates, graduate students, and staff. For faculty, Library as Place slightly edges out Affect of Service as the dimension viewed with greatest satisfaction.

Faculty and undergraduates are most dissatisfied with Information Control; graduate students and staff, with Library as Place.

Satisfaction was rated, question by question within each dimension, on three levels of service quality:

- Minimum – the lowest acceptable level of service
- Desired – the level of service respondents want
- Perceived – the level of service respondents think the UNT Libraries are currently providing.

Here is more detail on the results:

[Survey Participation](#)

[Key to Bar Charts](#)

[Key to Radar Charts](#)

[Summary Bar Chart and Radar Chart for All Users of UNT Libraries](#)

[Undergraduate Bar Chart and Radar Chart](#)

[Graduate Student Bar Chart and Radar Chart](#)

[Faculty Bar Chart and Radar Chart](#)

[Staff Bar Chart and Radar Chart](#)

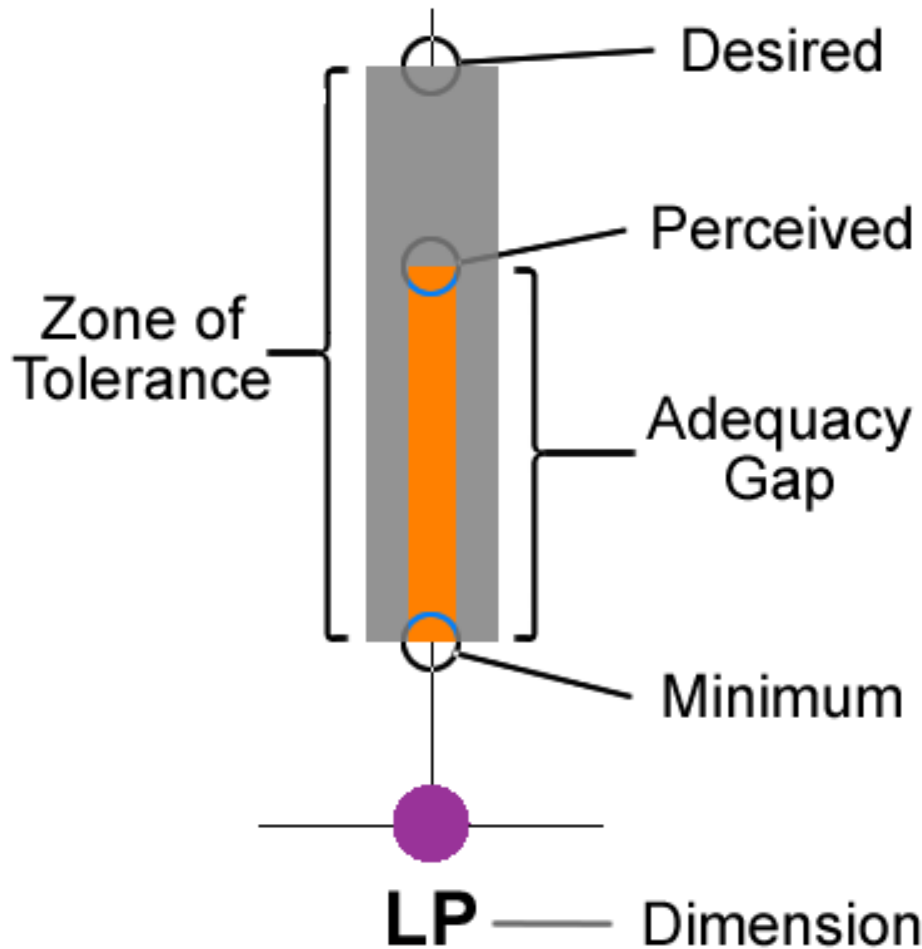
[Survey Questions](#)

Survey Participation

- **560 respondents**
 - **123 Undergraduates**
 - **180 Graduate Students**
 - **149 Faculty**
 - **56 Staff**
 - **52 Library Staff**

- **Respondents by library**
 - **Willis Library - 269**
 - **Music Library - 54**
 - **Science and Technology Library - 124**
 - **Media Library - 15**
 - **Research Park Library - 28**
 - **Dallas Campus - 21**
 - **Only use UNT library online services - 36**
 - **Do not use UNT libraries - 9**

Key to Bar Charts



Desired, Perceived, and Minimum points on the chart represent the mean score for the survey question or group of questions.

Zone of Tolerance: space between desired and minimum scores.

Service Adequacy = Perceived – Minimum

Positive Adequacy Gap: Perceived level of service is above the minimum acceptable level.
(blue on the radar charts that follow the bar charts)

Negative Adequacy Gap: Perceived level of service is below the minimally acceptable level.
(red on the radar charts)

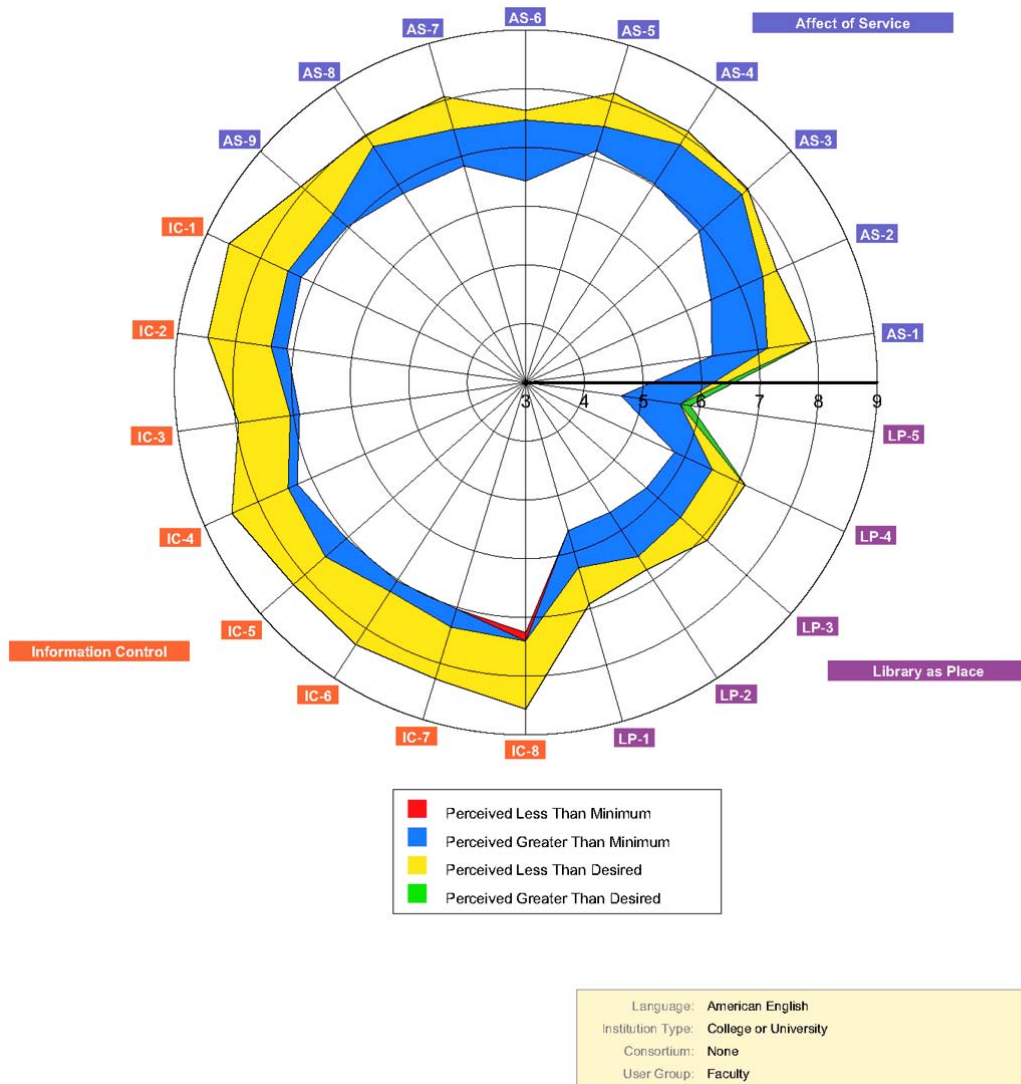
Service Superiority = Perceived – Desired

Negative Superiority Gap: Perceived level of service is less than desired level of service.
(yellow on the radar charts)

Positive Superiority Gap: Perceived level of service is greater than desired level of service.
(green on the radar charts)

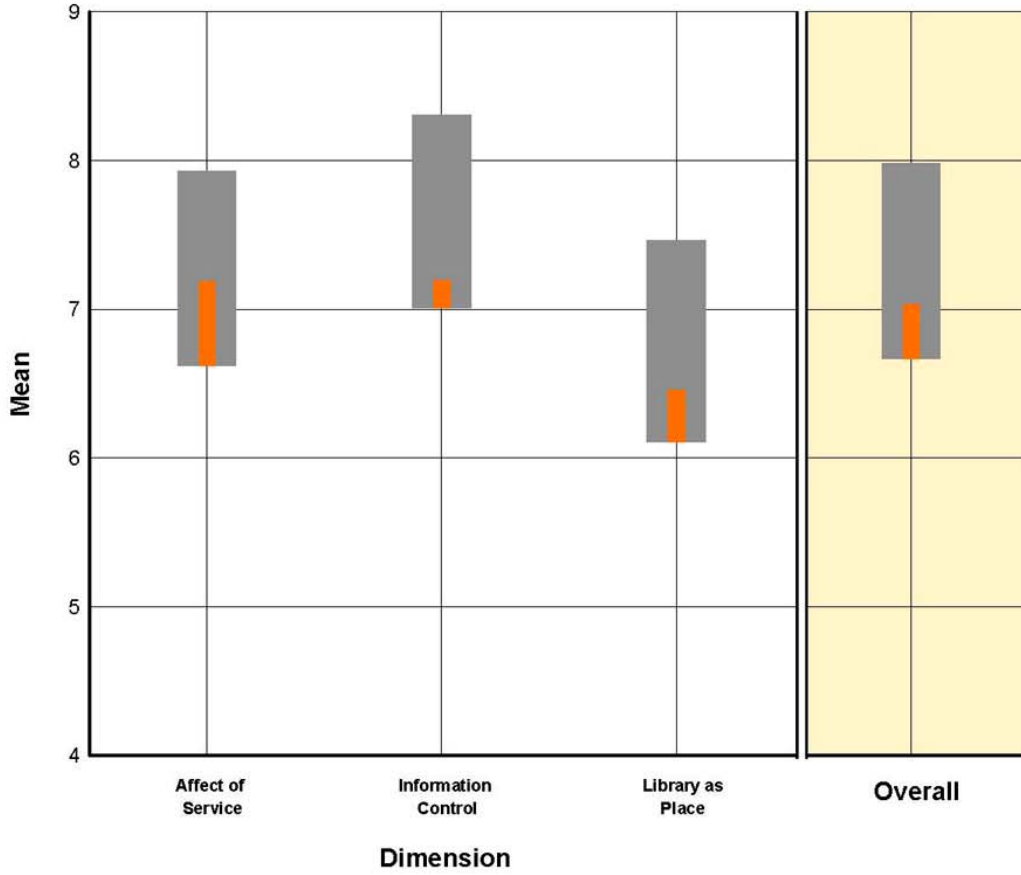
In general, perceived scores for libraries participating in the survey tend to fall within the zone of tolerance (i.e., they tend to be less than desired scores and greater than minimum scores).

Key to Radar Charts



- This radar chart summarizes responses to the survey's 22 common questions and 3 scales (minimum, perceived, desired).
- The questions for each of the three dimensions are grouped together.
- The mean scores for the minimum, perceived and desired responses to each survey question are mapped as single points on a line, with the superiority and adequacy gaps color coded as follows:
 - Red – service is perceived as below the minimum acceptable level
 - Blue – distance between minimum acceptable service levels and perceived level of service; the wider the blue band, the more perceived service exceeds the minimum acceptable service level
 - Yellow – distance between perceived level of service and desired level of service; the narrower the yellow band, the closer perceived service is to desired service
 - Green – service is perceived as above the desired level

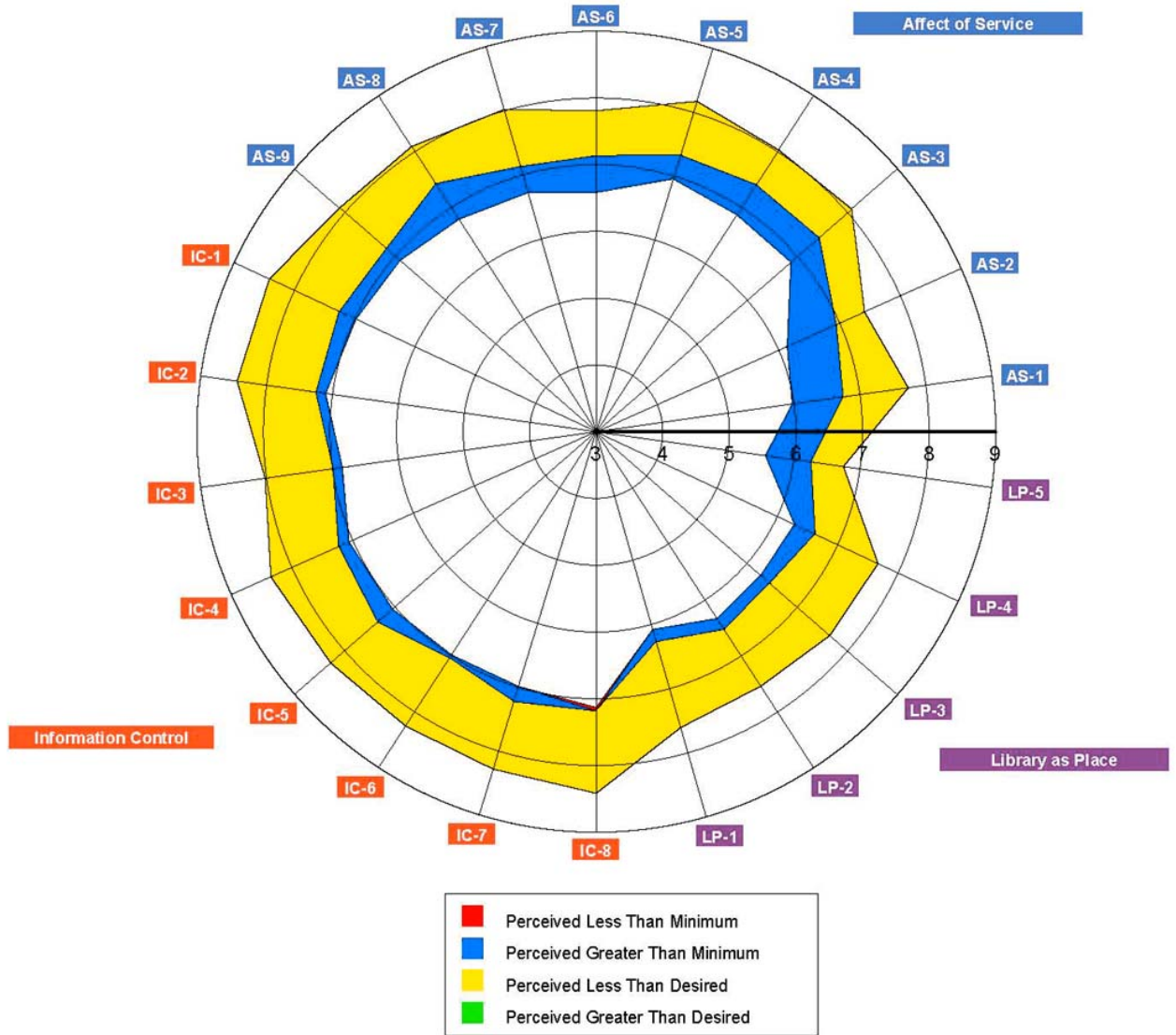
SUMMARY FOR ALL USERS OF UNT LIBRARIES



Range of Minimum to Desired
 Range of Minimum to Perceived ("Adequacy Gap")

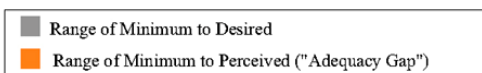
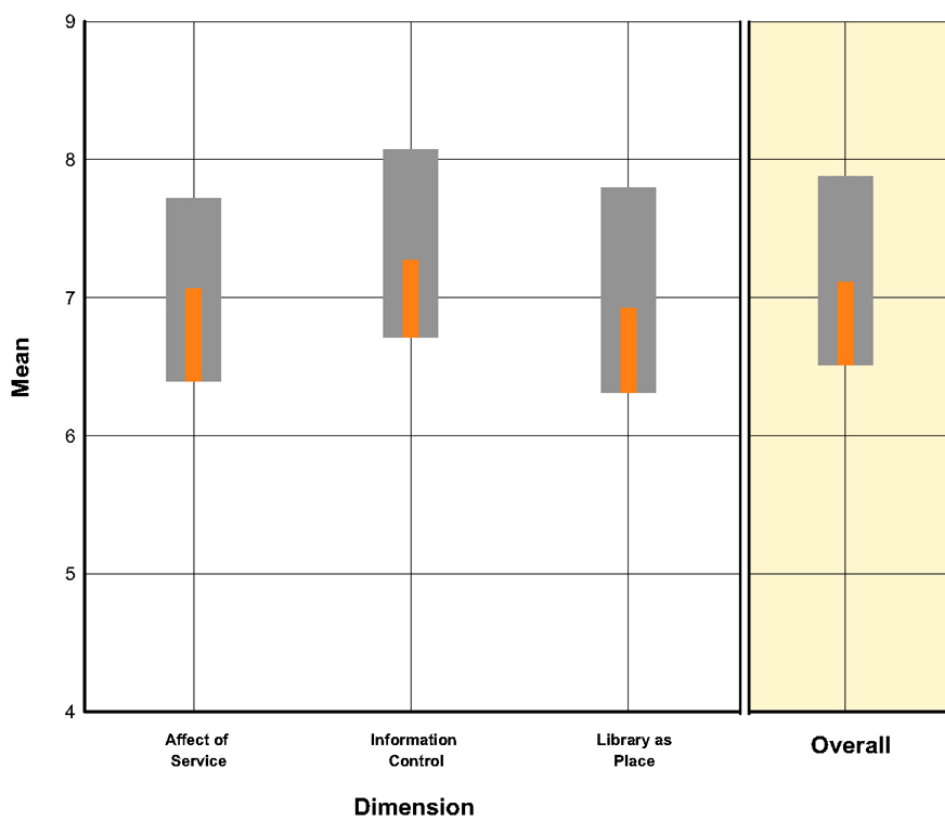
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 Institution Type: College or University
 Consortium: None
 User Group: All (Excluding Library Staff)

SUMMARY FOR ALL USERS OF UNT LIBRARIES



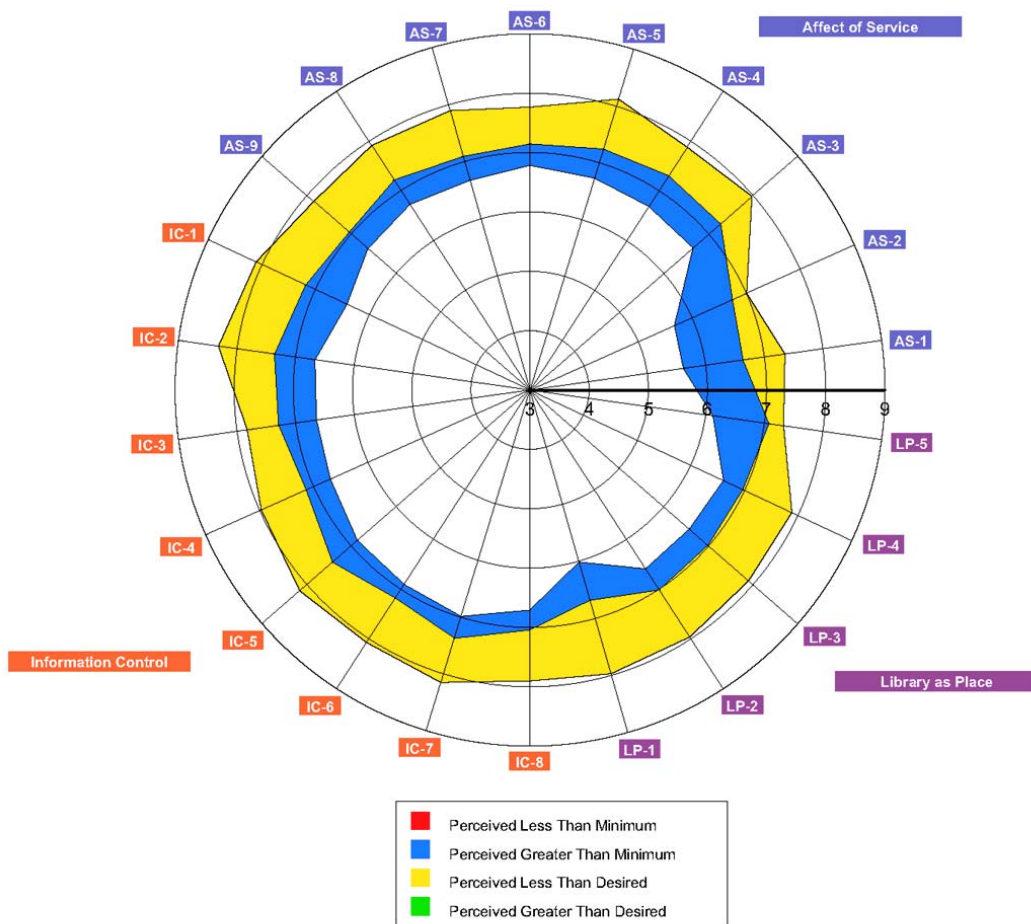
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UNDERGRADUATES



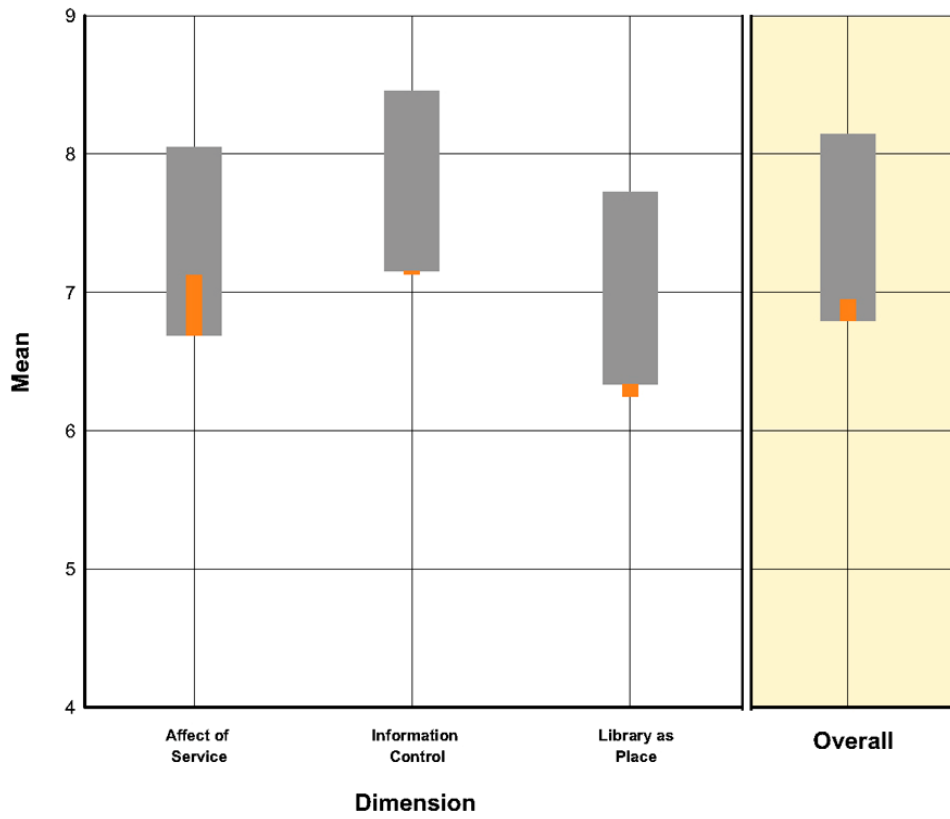
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User Group: Undergraduate

UNDERGRADUATES



Language: American English
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 Consortium: None
 User Group: Undergraduate

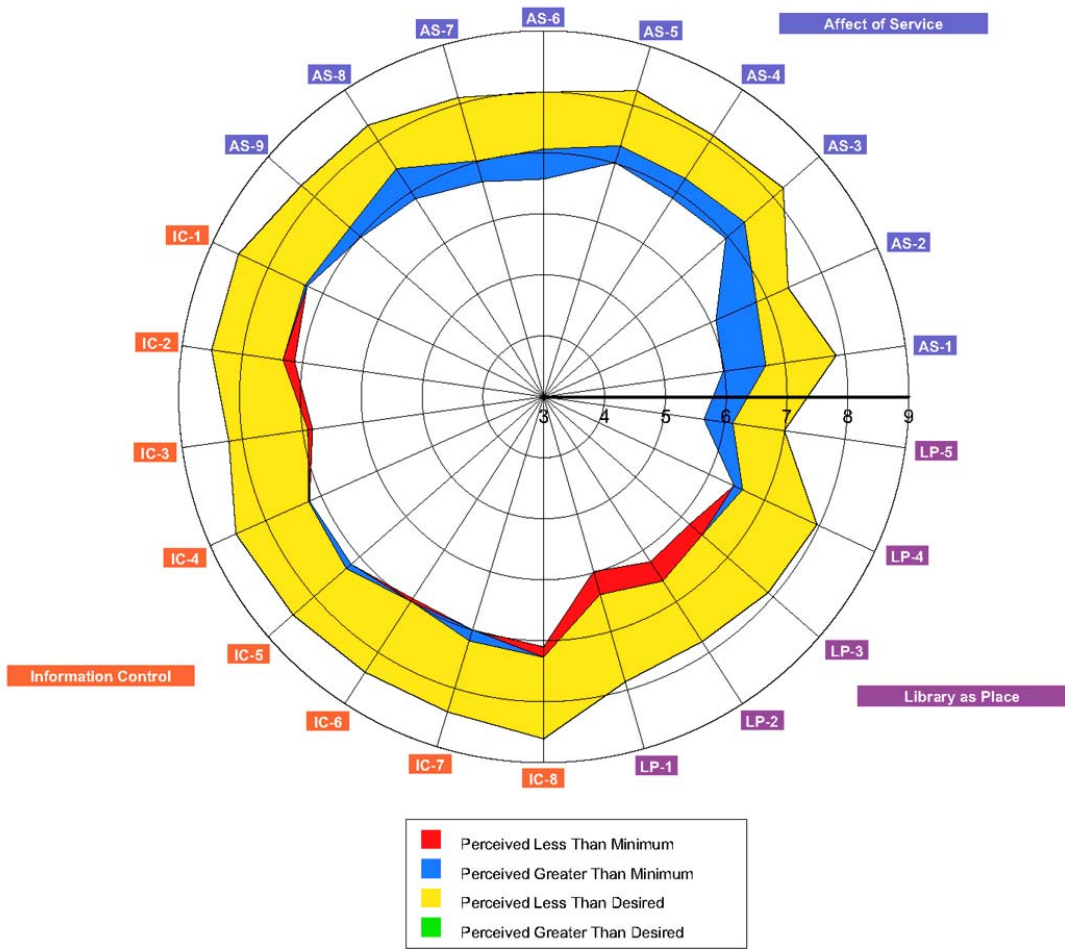
GRADUATE STUDENTS



■ Range of Minimum to Desired
■ Range of Minimum to Perceived ("Adequacy Gap")

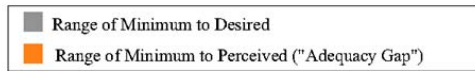
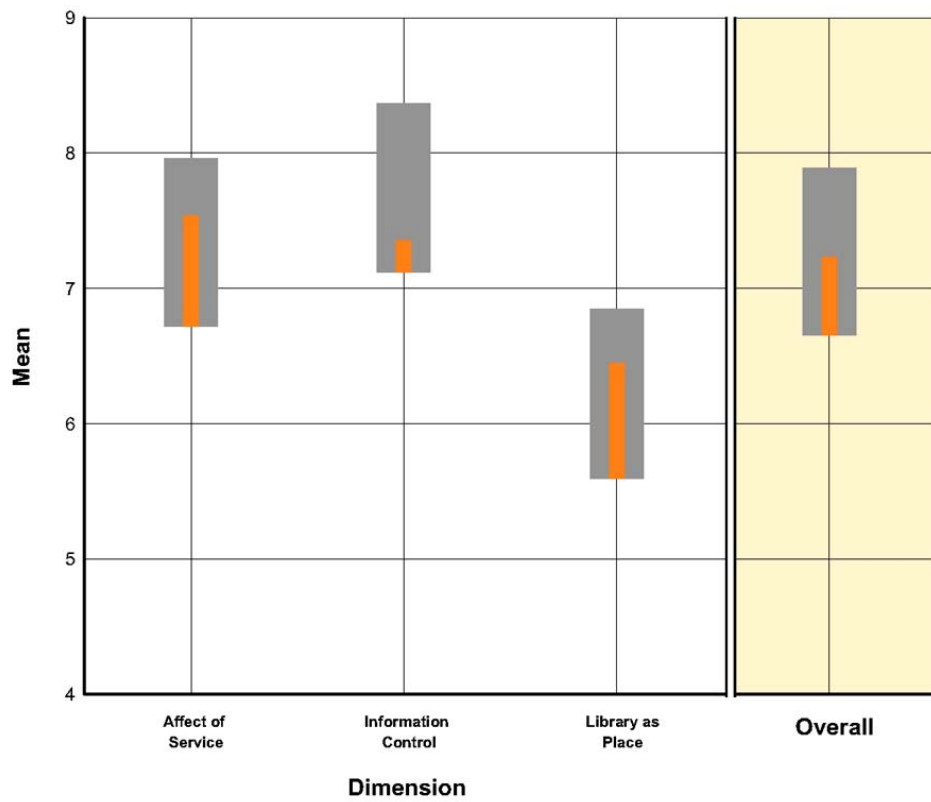
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User Group: Graduate

GRADUATE STUDENTS



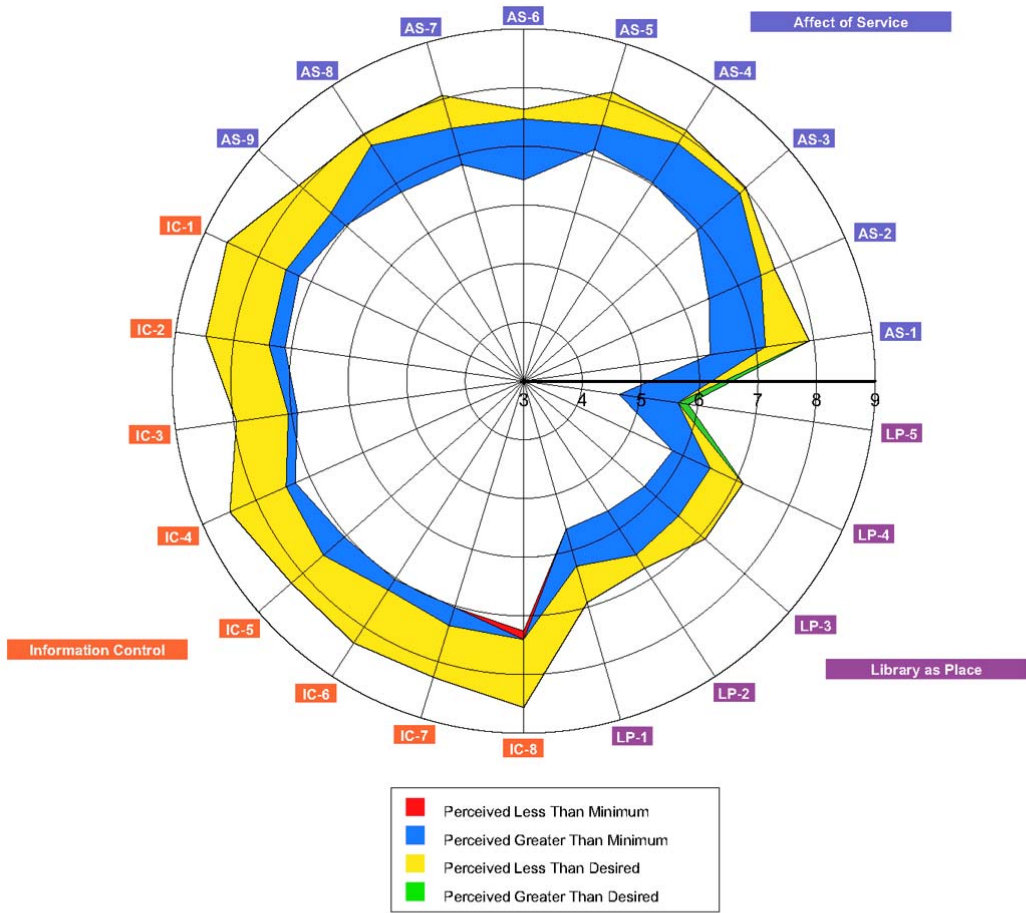
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FACULTY



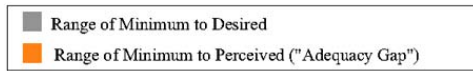
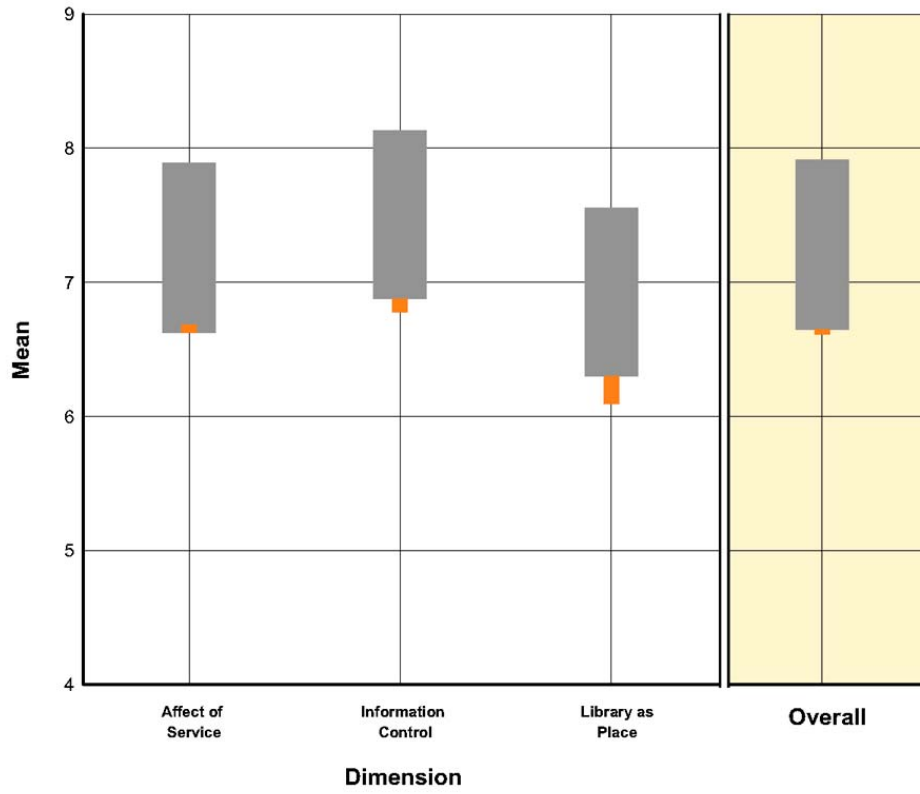
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FACULTY



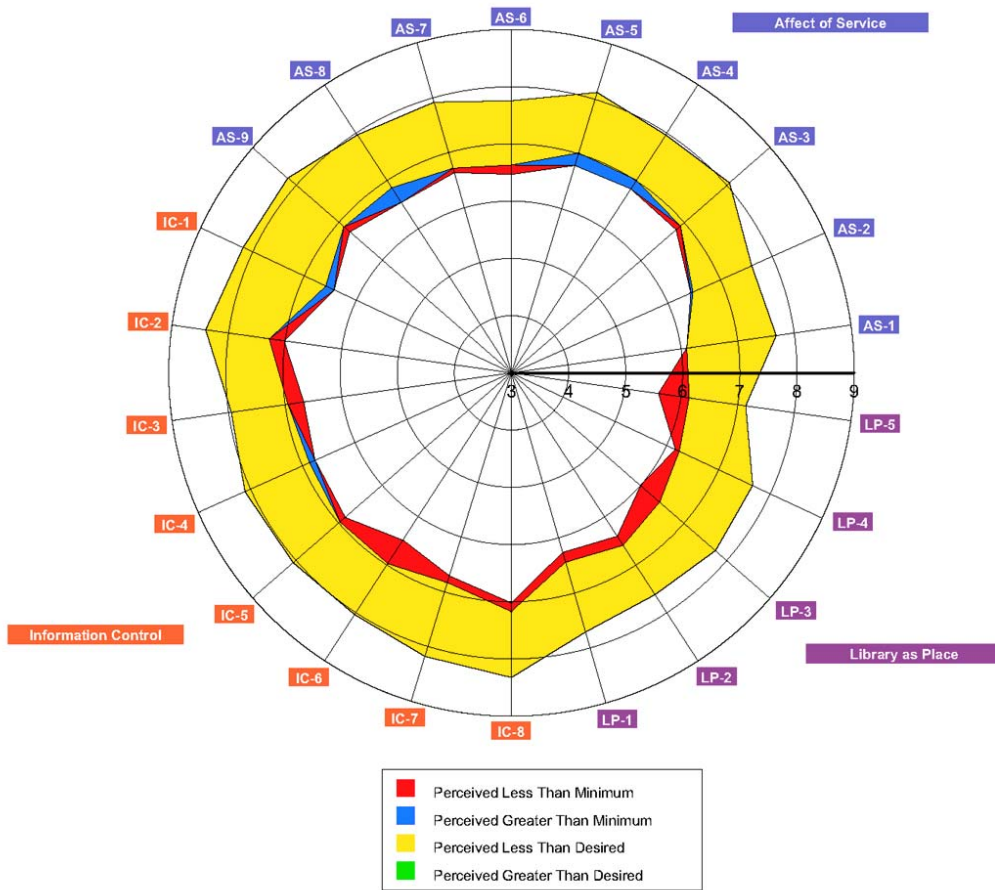
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 Consortium: None
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STAFF



Language: American English
 Institution Type: College or University
 Consortium: None
 User Group: Staff

STAFF



Language: American English
 Institution Type: College or University
 Consortium: None
 User Group: Staff

SURVEY QUESTIONS

Affect of Service:

- AS-1 Employees who instill confidence in users
- AS-2 Giving user's individual attention
- AS-3 Employees who are consistently courteous
- AS-4 Readiness to respond to users' questions
- AS-5 Employees who have the knowledge to answer user questions
- AS-6 Employees who deal with users in a caring fashion
- AS-7 Employees who understand the needs of their users
- AS-8 Willingness to help users
- AS-9 Dependability in handling users' service problems

Information Control:

- IC-1 Making electronic resources accessible from my home or office
- IC-2 A library Web site enabling me to locate information on my own
- IC-3 the printed library materials I need for my work
- IC-4 the electronic information resources I need
- IC-5 Modern equipment that lets me easily access needed information
- IC-6 Easy-to-use access tools that allow me to find things on my own
- IC-7 Making information easily accessible for independent use
- IC-8 Print and/or electronic journal collections I require for my work

Library as Place:

- LP-1 Library space that inspires study and learning
- LP-2 Quiet space for individual activities
- LP-3 A comfortable and inviting location
- LP-4 A getaway for study, learning, or research
- LP-5 Community space for group learning and group study