e-WOREP: Updating and Automating the Wisconsin-Ohio Reference Evaluation Project

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Learning Outcomes

- Modify an existing assessment instrument to meet the specific needs of your users
- Automate data collection and analysis for user surveys
- Identify multiple methods for matching patron and staff survey responses
Genesis

- WOREP: what was it?
- Demand for automation
- ACRL 2013 RoundTable discussion
- Adapting and Innovating
Planning

- ALA Annual, Instruction Soiree, June 2013
- Michael Simerman, University of Illinois Practicum Student at Northwestern: research, design, test, implement
- Regular email conversations, information sharing
Initial Questions & Assumptions

- Will users be more receptive to completing an anonymous survey?
- Immediate responses will be more reliable
- How do we ensure that library staff are not completing more surveys than patrons?
- Will library staff only ask “happy” patrons to participate, thus decreasing chance for negative responses?
Instruments

Northwestern
• Patron: 16 questions
• Staff: 12-13 questions

*stayed truer to the original WOREP instruments

UWF
• Patron: 7 questions
• Staff: 6 questions

*made significant modifications to decrease number of questions
## Implementation

<table>
<thead>
<tr>
<th>Northwestern</th>
<th>UWF</th>
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<tbody>
<tr>
<td>• November 7-21, 2013</td>
<td>• Test run: February 2014 (no IRB approval)</td>
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<td>• Staff member with iPad sitting away, but within sight, of Reference Desk</td>
<td>• February 16 - March 6, 2015</td>
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<td>• Web-based survey set up on iPad kiosk</td>
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Data Collection & Storage

Northwestern
- Survey Monkey
- data downloaded to Excel

UWF
- QuestBase (tutorial quiz software)
- web-based survey set up on iPad kiosk
- data downloaded to Excel
Matching up Results

Northwestern
- date and time stamp
- used comment field to adjust for late staff replies
- 21 patron responses
- 25 staff responses
- 11 matched responses

UWF
- unique 4-character alpha-numeric identification code (generated using a hashing function)
- 38 patron responses
- 41 staff responses
- 37 valid responses
Analysis: Northwestern

**Patron Feedback**

*Respondents were*

53% were underclassmen, 82% undergrads
53% Humanities/Social Sciences

*Did they find it?* 88% yes, found, 12% yes, with limits

*And...*

88% important or very important to find
94% librarian not busy
81% acquainted with previously unknown sources, 19% partly

*Overall, very nice data points for feedback!*

- 94% Librarian appeared knowledgeable, patron learned something, received enough help
- 100% Satisfaction, Explanations clear, Courteous and considerate, Given enough time
- 71% librarian helped me, 29% I will follow librarian's suggestions

**Staff Feedback**

*How long?*

36% 3-5 minutes, 36% 6-15 minutes

*Interesting data points*

55% Longer answer required
5% Only 1 question perceived of as hard
9% Only 2 referrals

*What did they want?*

Known items (particular text or author) was only 32%*
61% wants number of things
23% needed extra help
15% communication difficulty or confused question

*Aggregate:* Found 59%, partly 32%

*Matched:* Found 64%, partly 36%, Patron- Yes 82%, 18% w/limits

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MARCH 25–28, 2015

Portland, OR
Analysis: UWF

Patron Feedback

Demographics:
70% undergraduates (26)
19% graduate students (7)
11% community patrons (4)

Help with:
16% Research process (6)
59% Finding sources (22)
41% Services (15)
8% Citations (3)
11% Other (4)

100% - located/received help needed
100% - received enough help/explanation
100% - completely satisfied with service

Staff Feedback

Located/received help needed
70% Yes, just what they wanted (26)
19% Yes, not what asked for, but other helpful info (7)
8% Partly (3)
3% No (1)

Satisfaction with service
86% Completely satisfied (32)
11% Partly satisfied (4)
3% Not satisfied (1)

Question difficulty
54% Easy (20)
32% Medium (12)
14% Hard (5)
Conclusions

• get IRB approval (if required)
• conduct survey during an active time of year, for at least 3-4 weeks
• WOREP suggested to collect at least 100 valid responses
• adapt number and questions to your study
• account for phone/chat/text - other formats for answering questions
Questions

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