



Student Survey of Library Tutorials

Feedback from
Fall 2014 Students

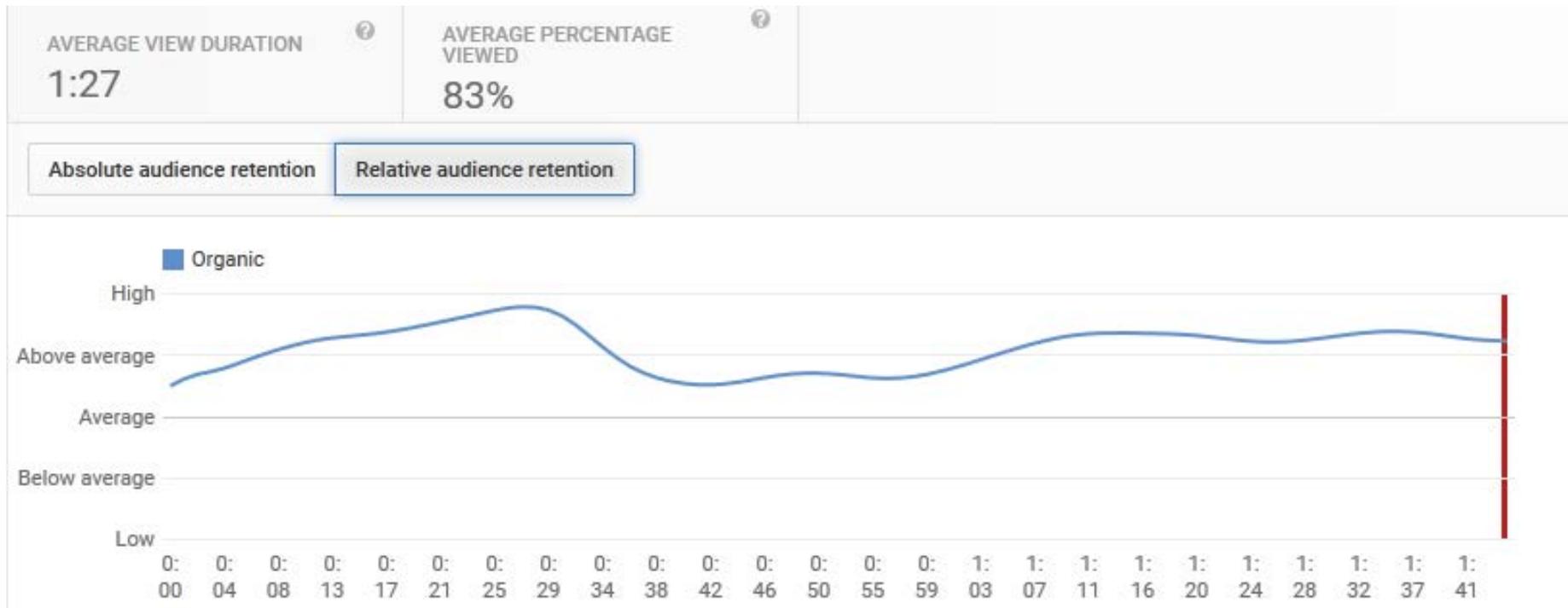
Diana Finkle

Content included

- “How Can We Help You?”
 - 1:45 video on services such as Interlibrary Loan, Ask a Librarian, and LibGuides
 - Embedded and linked to in Blackboard
 - Student asked to name 1 helpful library staff member
- “What’s in It for Me?”
 - 1:43 video with A-Z list of resources available in Cooper Library
 - Embedded and linked to in Blackboard
 - Student asked to list 2 resources they might use
- Cooper Library Interactive Map
 - Student asked multiple-choice questions about specific aspects of building
 - Linked to in Blackboard

Related Non-Survey Data: “How Can We Help You?”

- 4,463 views

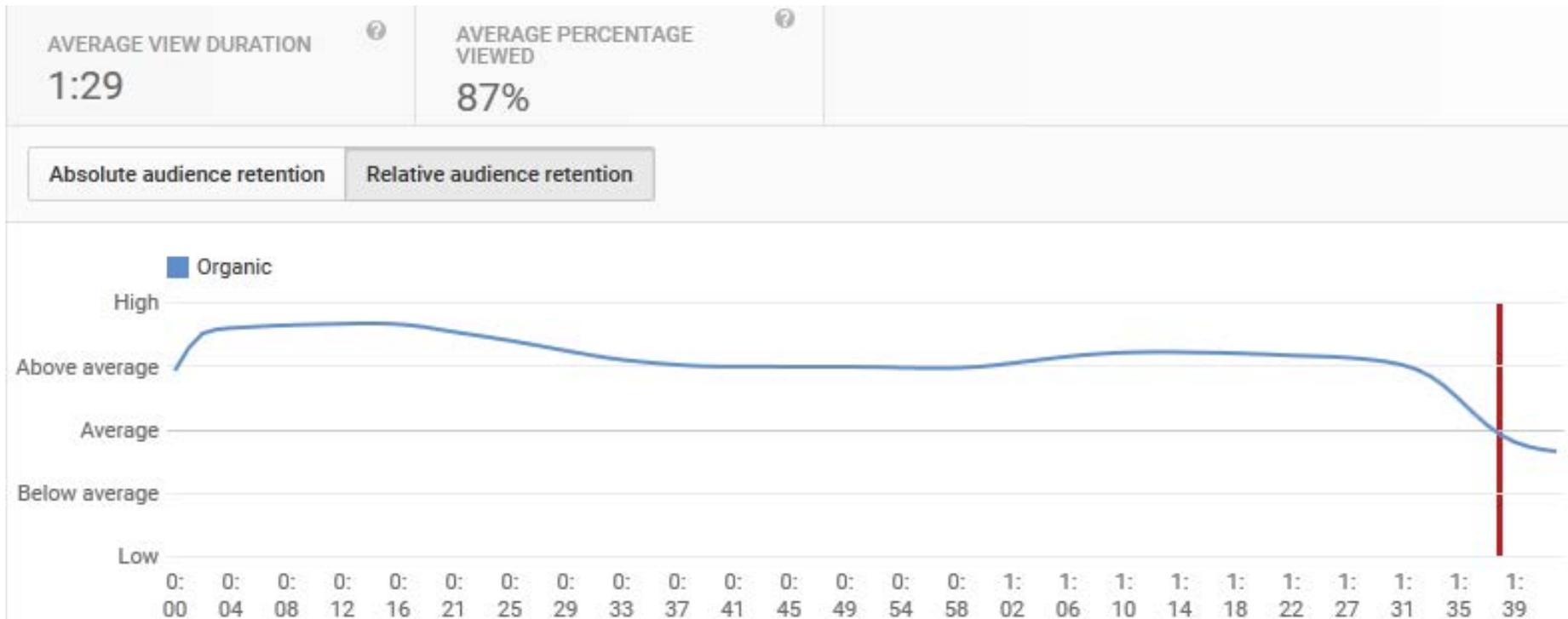


For period 7/1/14 – 10/31/14

“Relative audience retention shows your video's ability to retain viewers during playback by comparing it to all YouTube videos of similar length.”

Related Non-Survey Data: “What’s in It for Me?”

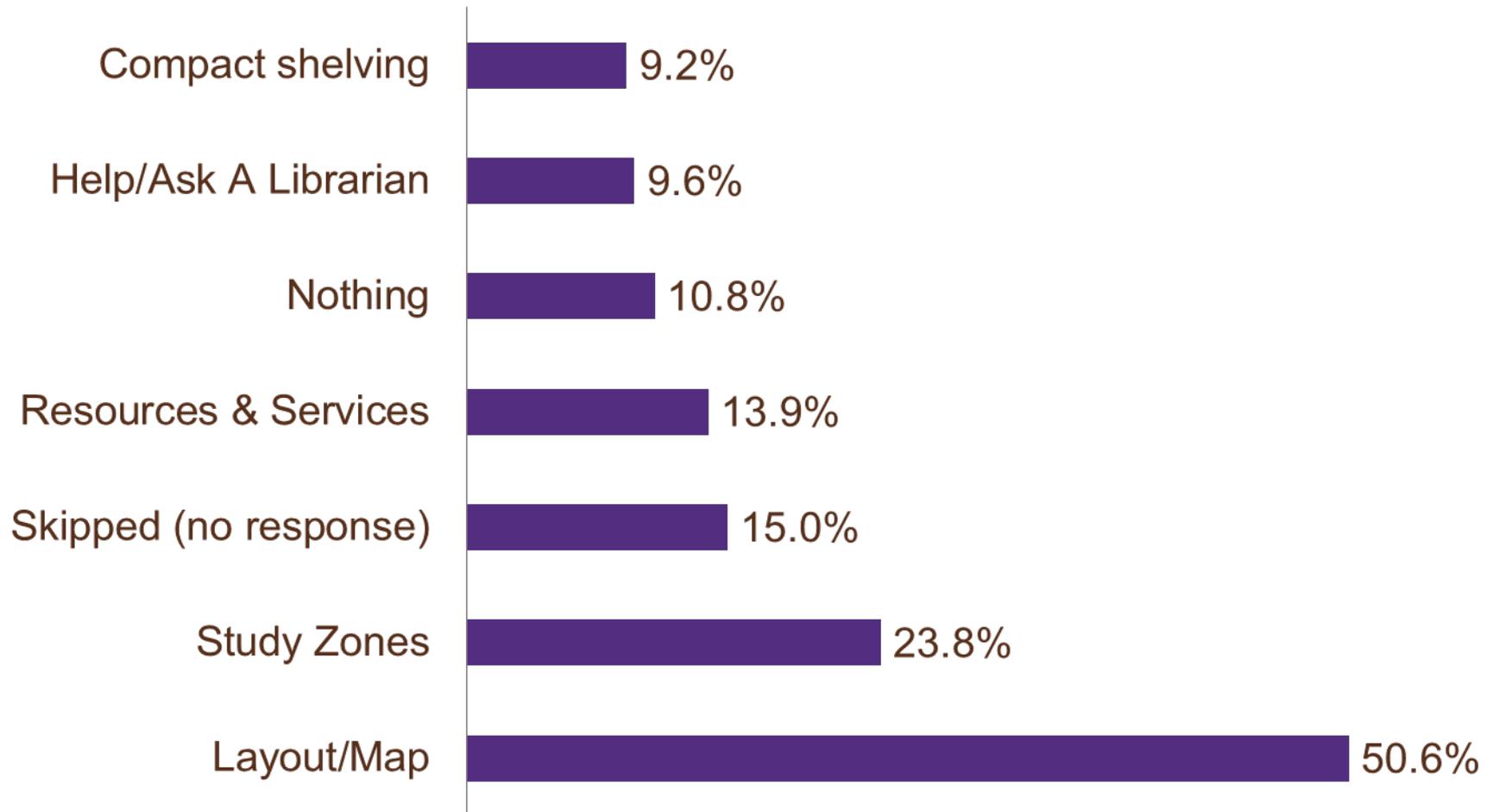
- 4,728 views



For period 7/1/14 – 10/31/14. Video also available publicly.

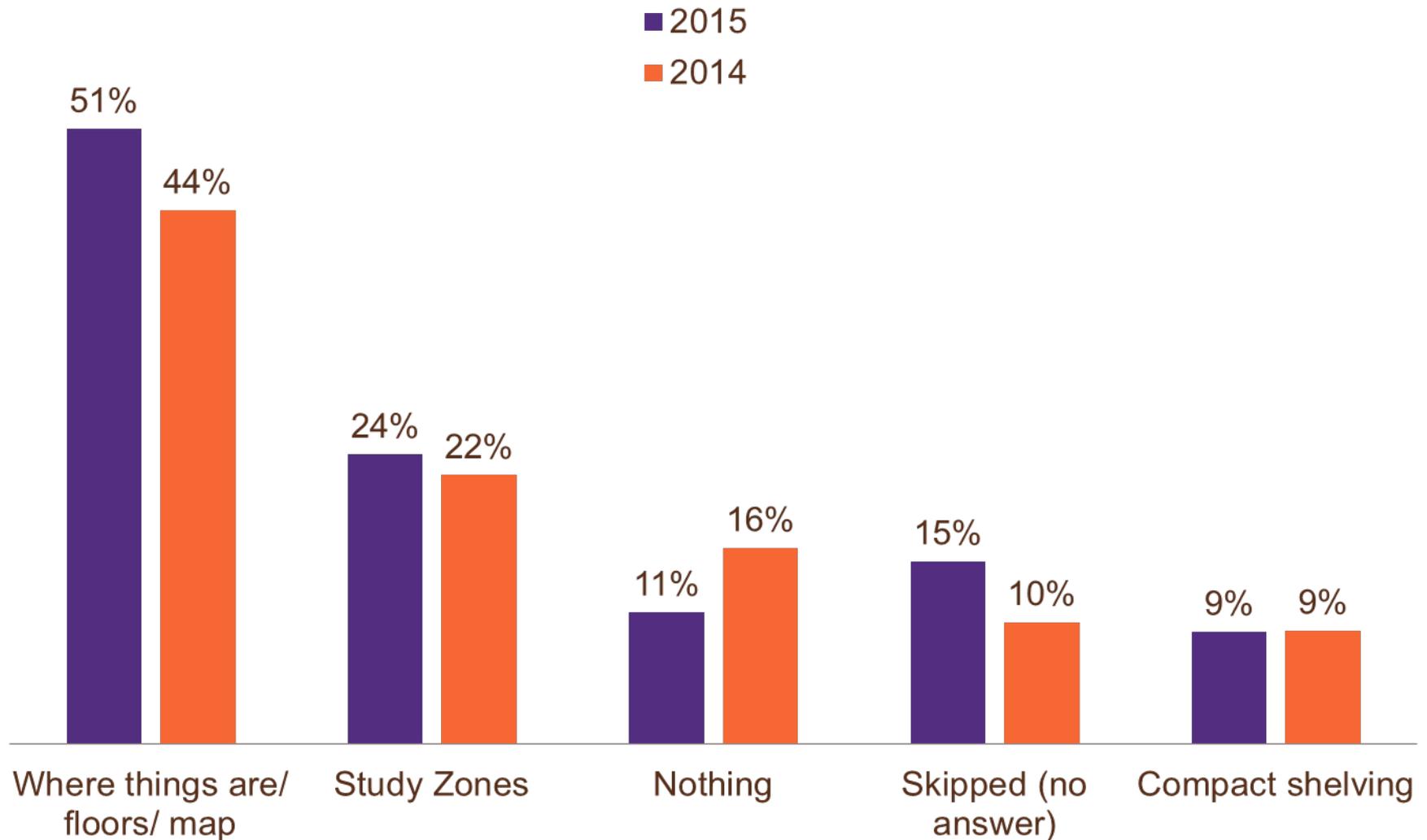
“Relative audience retention shows your video's ability to retain viewers during playback by comparing it to all YouTube videos of similar length.”

What do you remember about the library tutorials section?



Other common responses: finding books/articles/call numbers (7.3%) and technology checkout (4.2%).

What do you remember about the library tutorials section?



Other common response types: resource awareness (7.1%), how to find a book (3.4%), and equipment awareness (2.5%).

What do you remember about the library tutorials section?

- 10.8% responded “nothing” or mentioned something from another section
- 8.2% responded with something positive
 - Helpful (4%), informative (2.1%), and good/great/cool (1.2%) were most common
 - Clear/straightforward and easy were also mentioned (0.9% each)
- 1.6% responded with something negative
 - There was no trend in responses other than 2 people (0.4%) said “long”

Is there anything you wish the videos covered?

- 35% said no(thing) or N/A
- 4% said how to book a study room
- 2.7% said how to use call numbers to find a book

“Have seniors talk about their optimization of library resources.”

“How to use the individual searches inside the master list of disciplines.”

?

“how to request/check out other materials such as movies or cameras”

“Performing database research”

“More of a ‘library 101’ would be nice. Similar to the ABC video, just more in depth on popular resources.”

Seventy-five students (15% of total respondents) answered this question

General comments about the videos

- 4% expressed something negative
 - There was no theme/trend to responses
- 32% expressed something positive
 - The most common comments:
 - Good or great (12%)
 - Clear, straightforward, concise, etc. (9.3%)
 - Helpful, informative, and engaging (5.3% each)
 - Well-done and relevant were mentioned twice and once respectively

Seventy-five students (15% of total respondents) answered this question

Selected comments about the videos

I enjoyed the videos because they were informative and humorous.

Other than the slight boringness, they were good

Appreciate the wittiness!

As an incoming freshman, I was a little overwhelmed by everything that is available here at Clemson, and simple, short videos like this are a great way to provide that information to new students, and since they're accessible online, they can be found again and re-watched if there are any future questions.

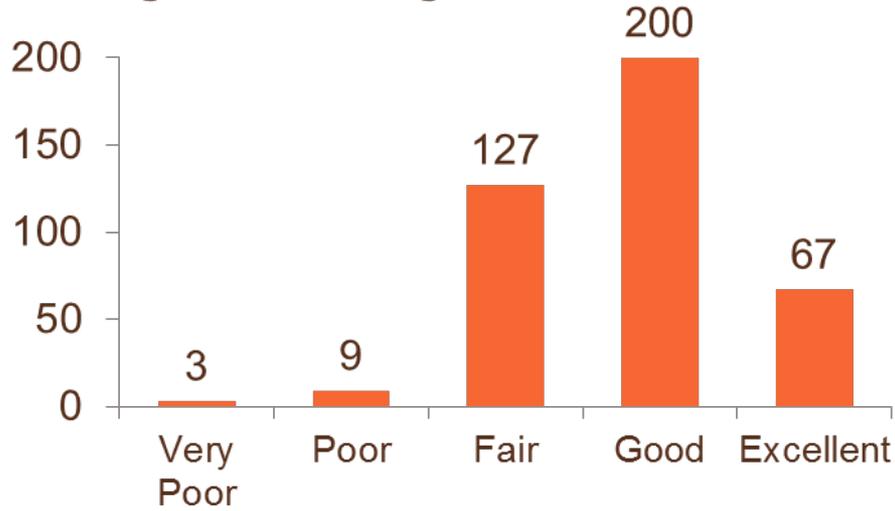
I liked the shortness and short bits of fun.

I really like the humor added in the videos, it helps. We're in college and that means, bigger kids so it keeps our attention

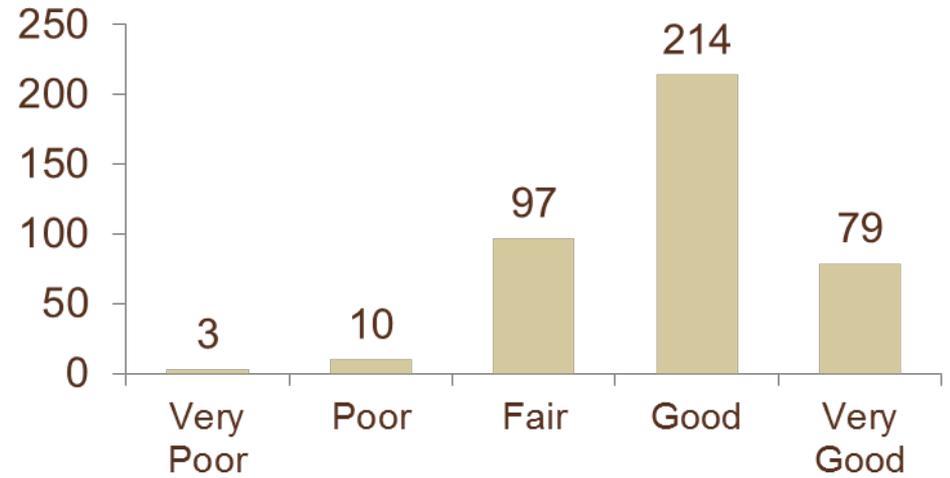
I liked all of the graphics, it helps get the point across

cheesy

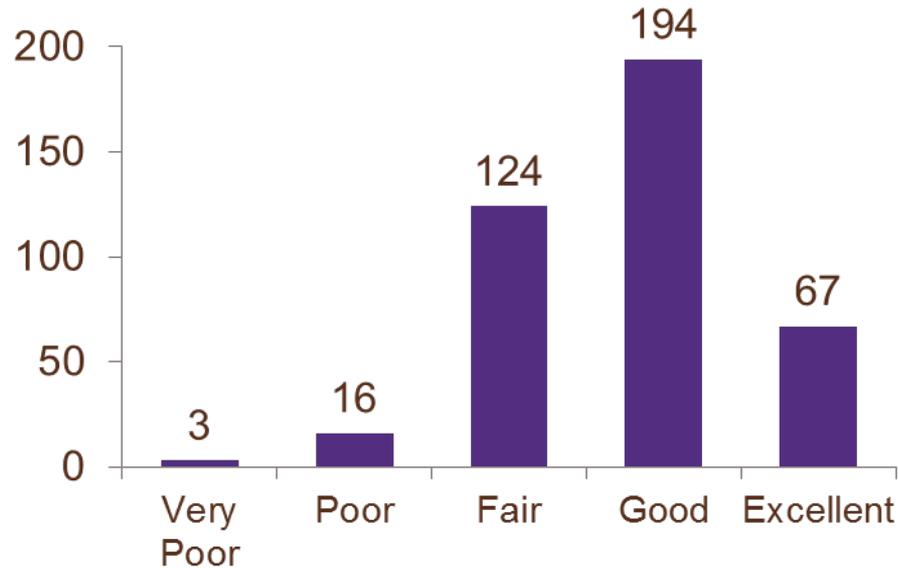
Average video length



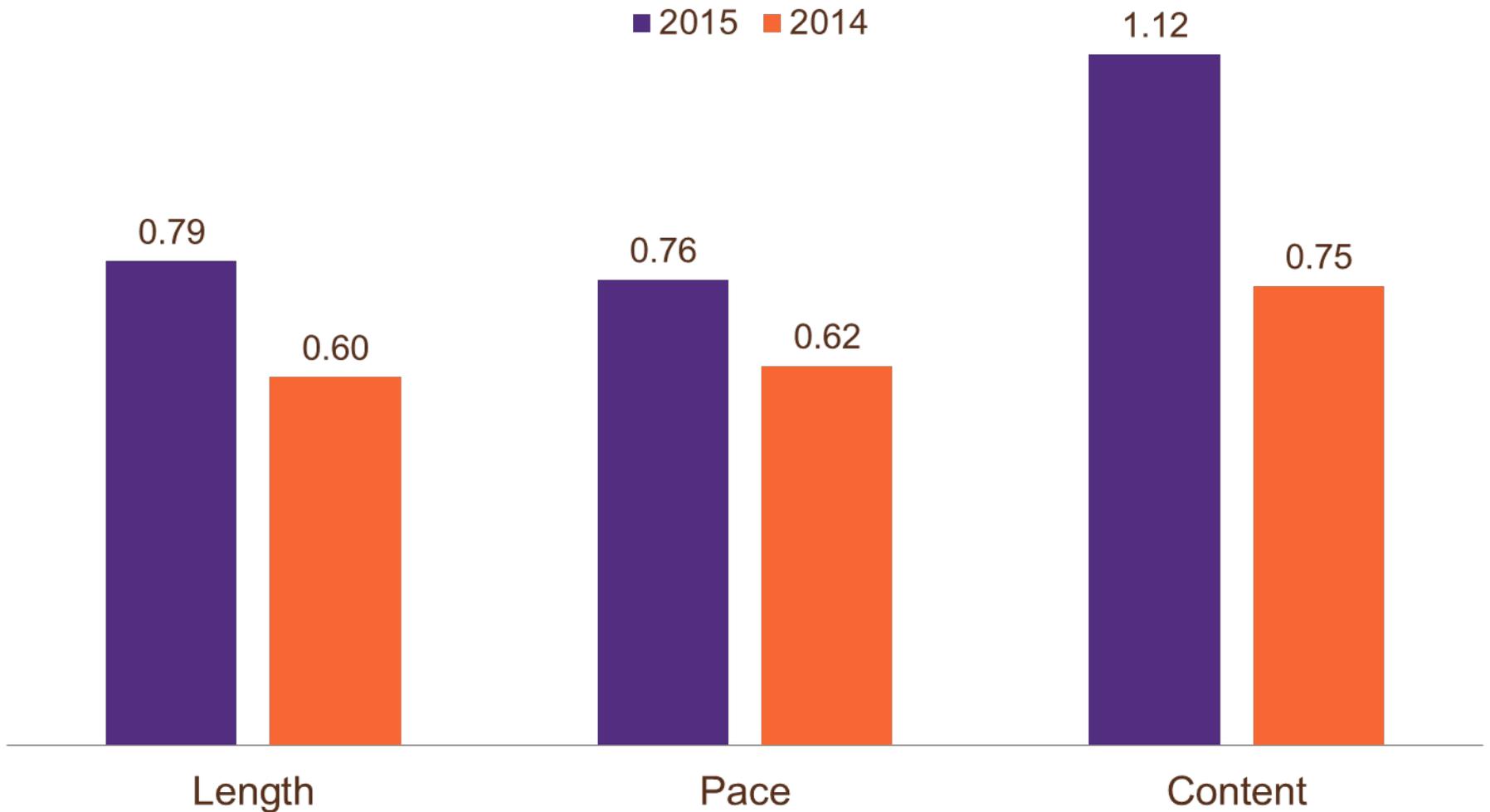
Average video content



Average video pace



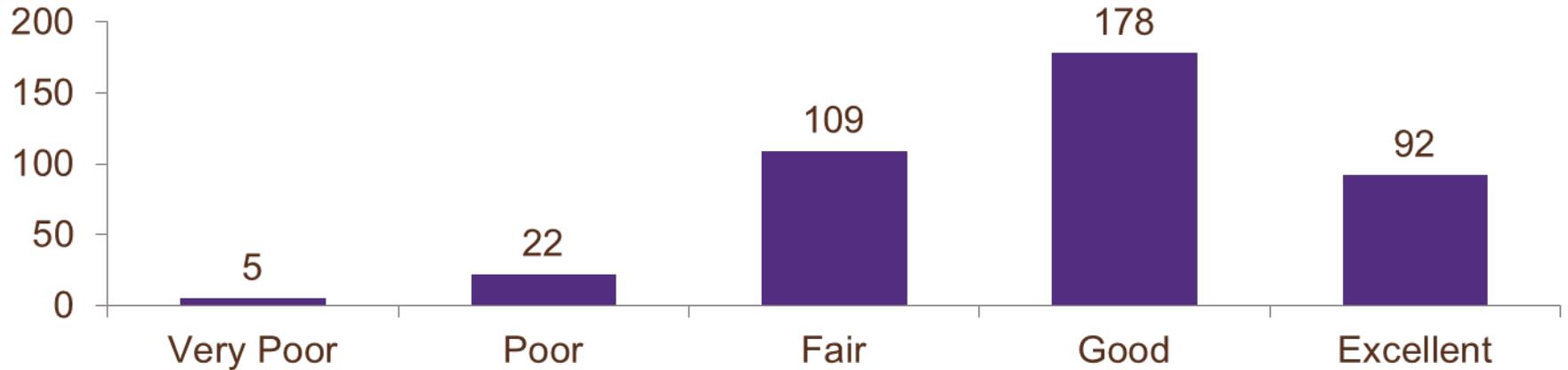
Comparison of student ratings



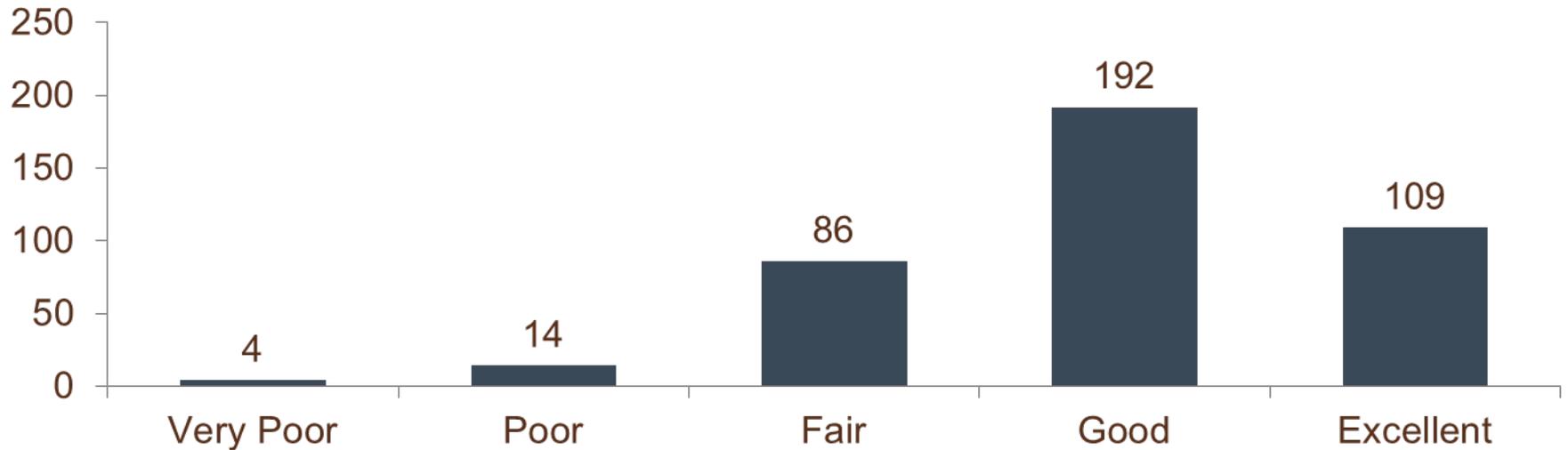
Averages. On a scale of very poor (-2) to very good (2) where 0 is fair.

Relevance to your library and information needs...

at that time



so far at Clemson



Relevance to your library and information needs...



Averaged responses on a scale of very poor (-2) to very good (2) where 0 is fair.

Cooper Library- 4th Floor

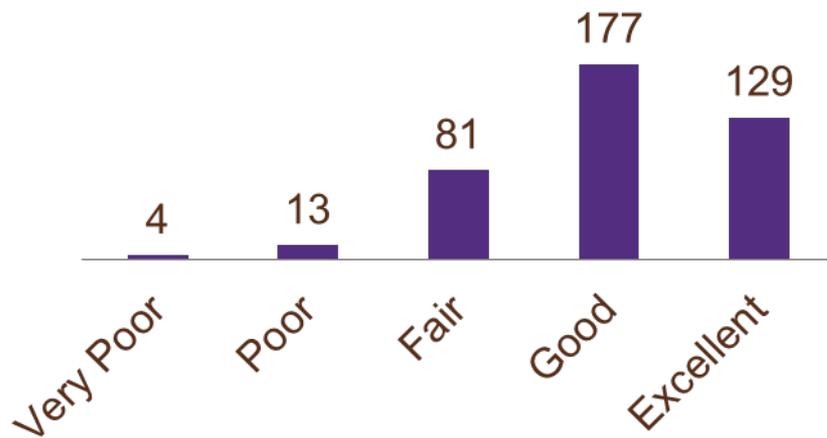
1st
2nd
3rd
4th
5th
6th

[Browse All](#)

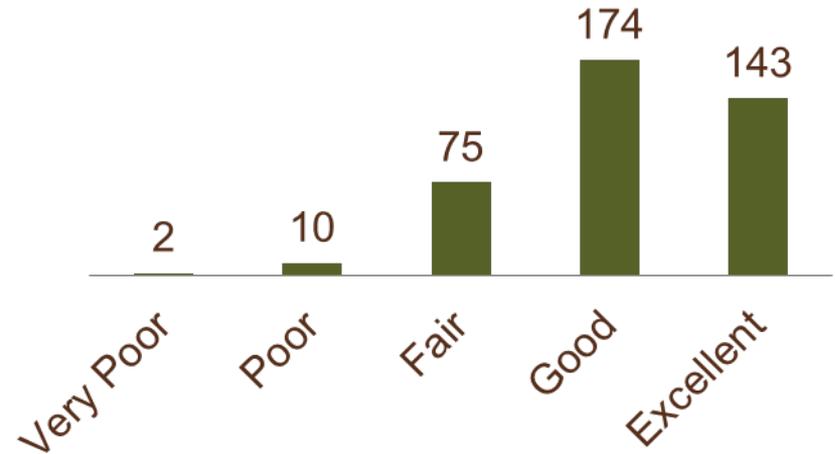
Instructions ✕

Use "Browse All" or search to find a specific area or choose a floor and click an icon for more information. To see all of 4th, close this box.

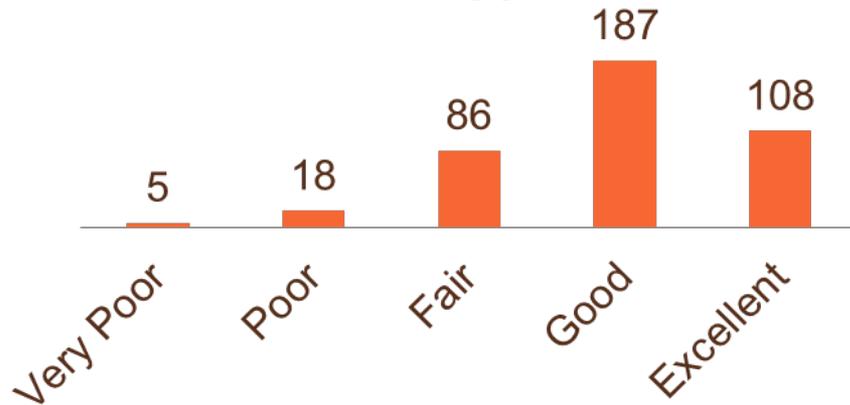
Ability to find info to answer the quiz



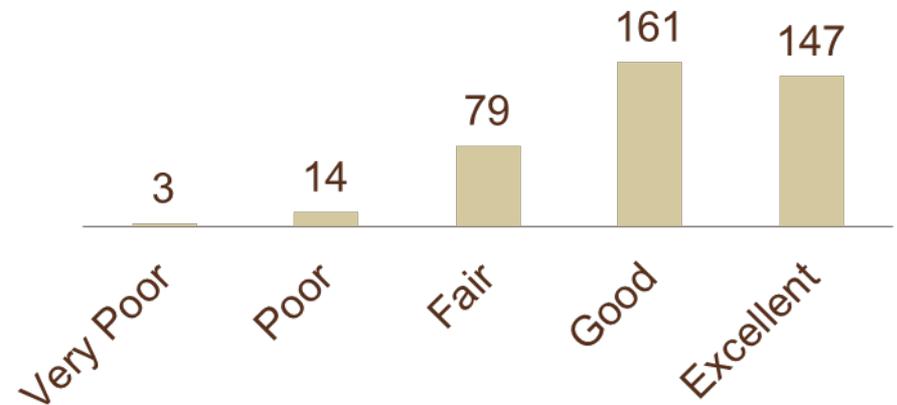
Overall ease of use

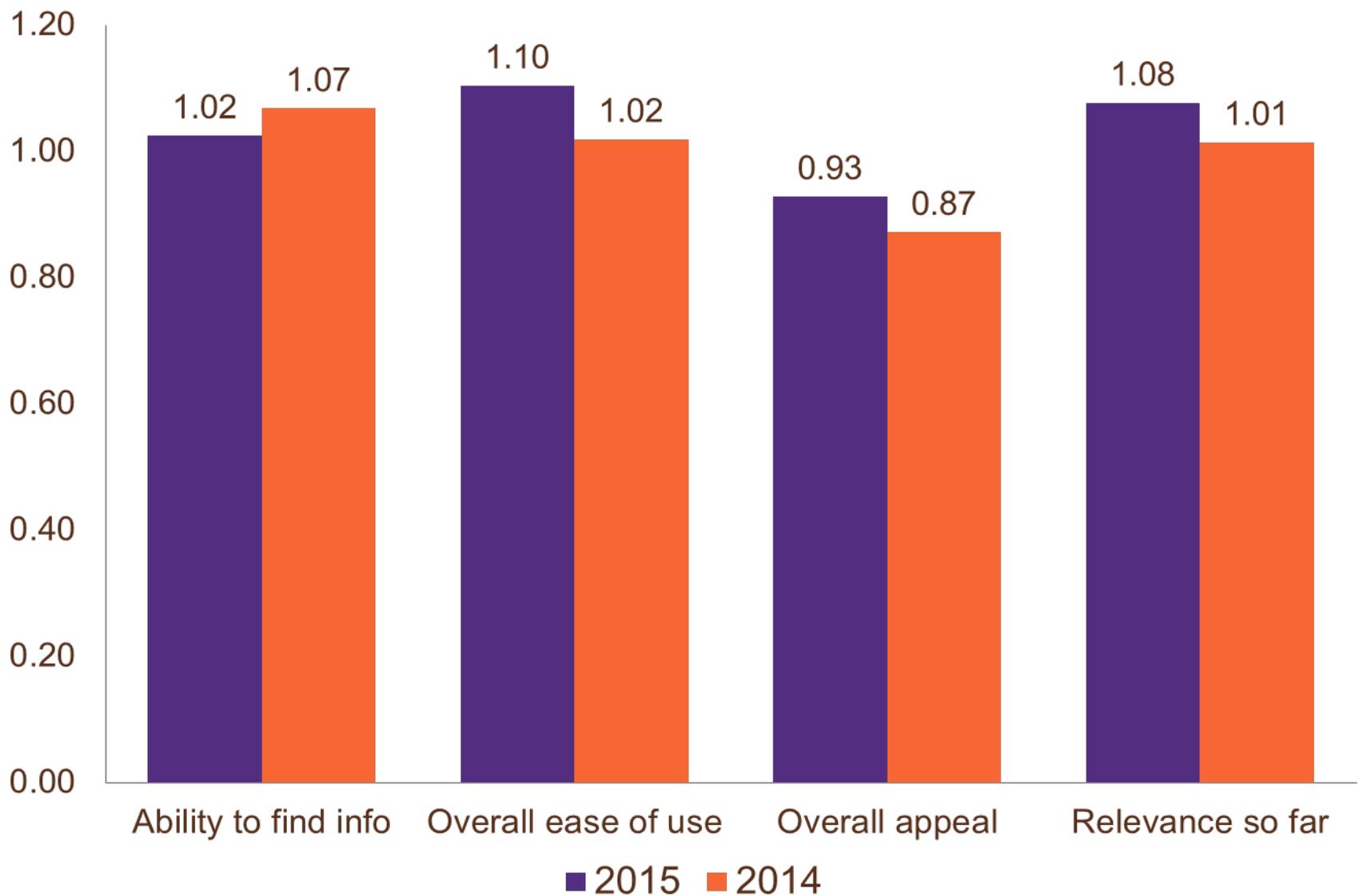


Overall appeal



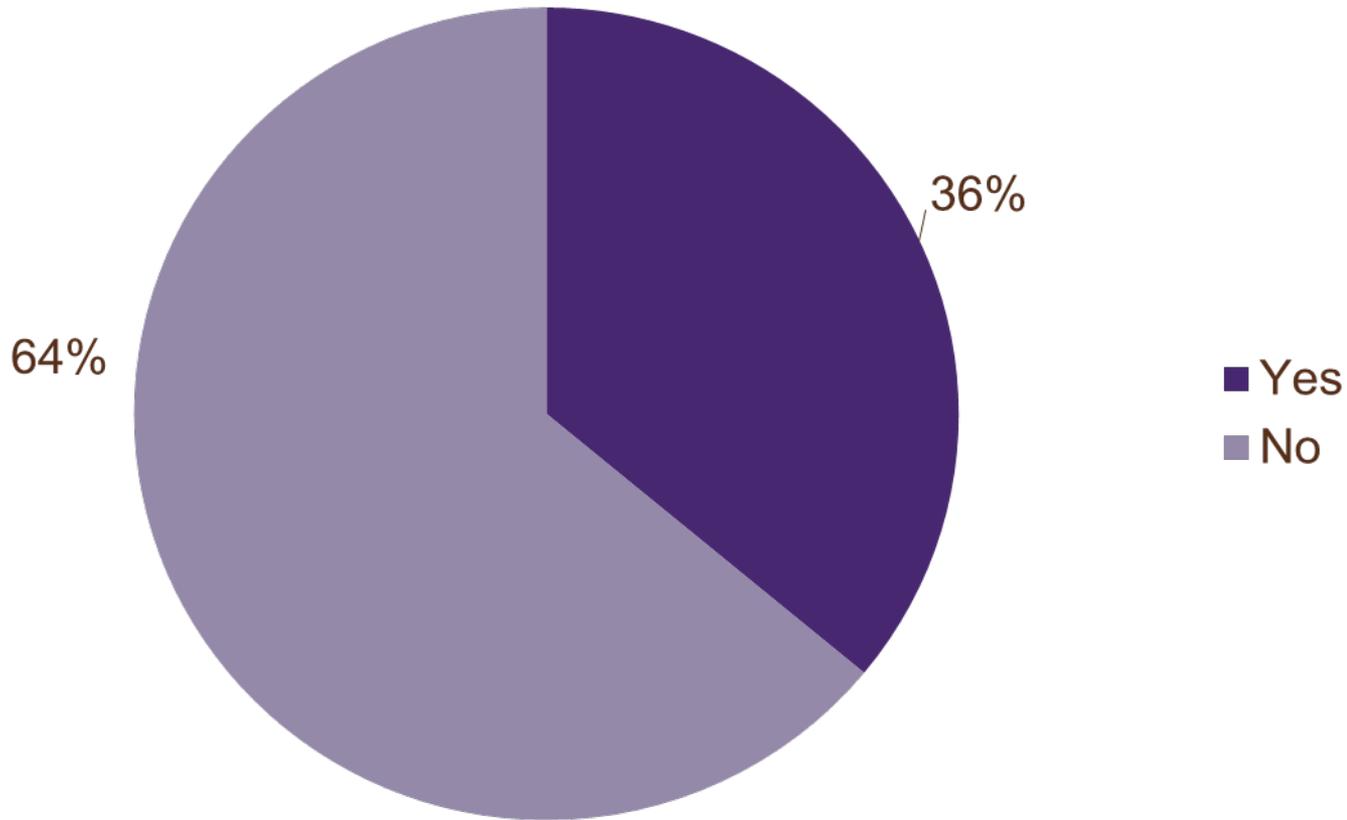
Relevance so far to your needs at Clemson





Averaged responses on a scale of very poor (-2) to very good (2) where 0 is fair.

Have you visited this map since Clemson Connect?



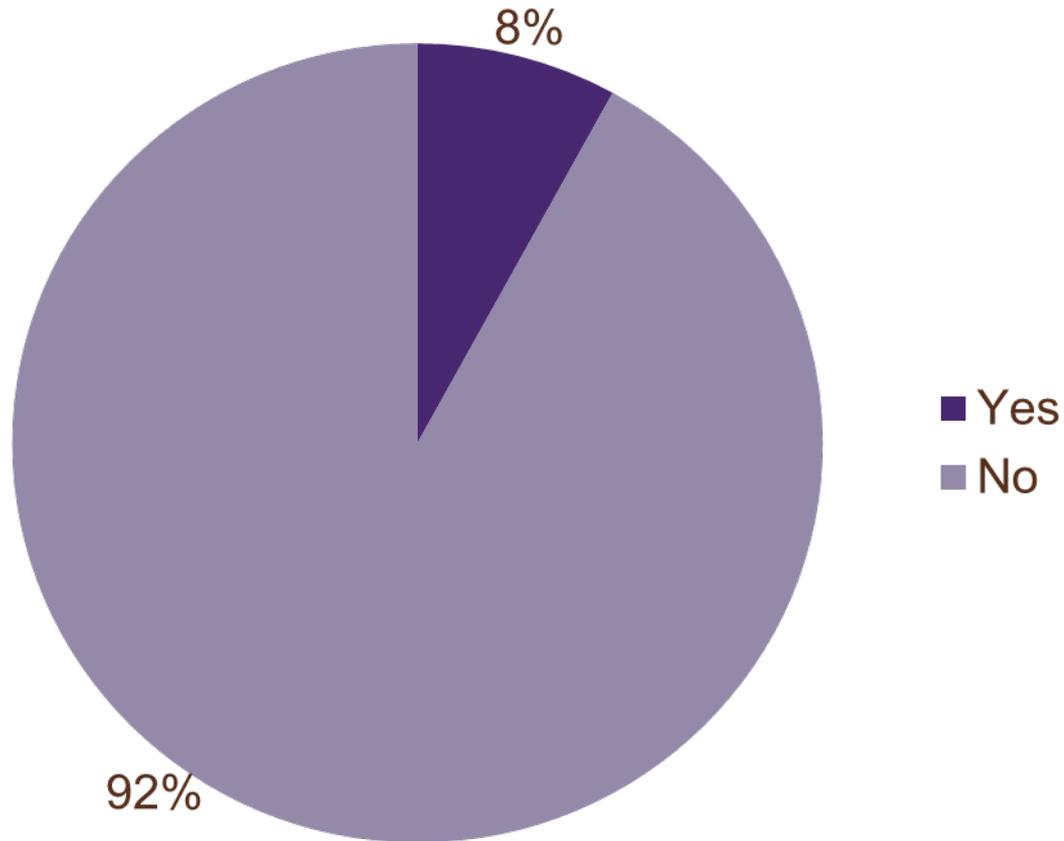
Comments about the map portion

fantastic virtual map of all the floors (I sometimes still use it!)

The most important thing I learned was the map, as a person with social anxiety I hate new places but it really helped to know I wasn't going to be lost when I went.

I remember having to figure out where everything was by the map and it helped me when i [sic] got to school

Did you attend an optional library tour?



Suggestions of how you would improve the experience

- 17% of respondents said “none” or “N/A”
- 15% expressed something positive about it (good, great, etc.)

very good compared to other universities. It is very user friendly and it includes relevant information needed to operate or work in the library.

helped to expose me to areas of the library that I would have not known about otherwise.

I like that the entire introduction was online.

it was perfect! I learned how to do many things

short, sweet, and to the point-and I appreciate it.

Suggestions of how you would improve experience

- Add a mandatory in-person aspect:
 - Library tour (5)
 - Treasure hunt, workshop, book check-out, or librarian signature
- Have more information about:
 - Available technologies (3)
 - Services (3)
 - Leisure reading books
 - How to look up books
 - How to search databases
 - How to book study rooms
 - Times that the library has more room and space for students
 - How to access librarians
 - Libraries other than Cooper
- Send an email after CU1000 (2)
- Include student reviews of the library

Suggestions of how you would improve the experience

- Make it...
 - optional (4), more interactive (2), later in the semester (2), earlier in the semester
- Make the videos...
 - shorter, more interesting, more upbeat, an online walkthrough tour
- Make the map...
 - have an index/key (2), have a key tutorial, better, clearer
- Do something else (that we already do):
 - Offer a tour or live session (6)
 - A welcome back event
 - Map available throughout the year
 - Help via text
 - An “online index” of the various books available

a pamphlet about the library would have been good to get as a freshman so that it wouldn't be so scary to go in

Other interesting comments about the tutorials as a whole

If anything, the videos provided more information than I personally found necessary. Thus, I have marked the average video content as "excellent". On the other hand, this overflow of content made the videos seem a little tedious. I realize that this goes in hand with the nature of the videos, and I would not expect anything more.

My needs when I saw the videos were minimal because all of my resources for my paper were on google scholar. However, after watching them again, I see that there is free language learning software!! Wish I had payed more attention because I want to keep up my German.

To be honest I have tried to erase all things from CU 1000, I really just did it so I wouldn't "fail".

Other final thoughts about Clemson Libraries

- 18% expressed something positive
 - 16 people (7.5%) complimented the environment
 - 7 people complimented the resources
 - 4 people mentioned we are helpful or meet their needs
 - 3 complimented the staff

The library is a really good place to study as I can get all my work done. Everyone is working so hard and that motivates me to work harder.

Keep up the good work!!

The staff is super friendly!

I love the Clemson Libraries. The libraries have everything that I need. The atmosphere is very nice and comfortable.

The library has become a place of refuge for me to study! Thanks for all you do!!

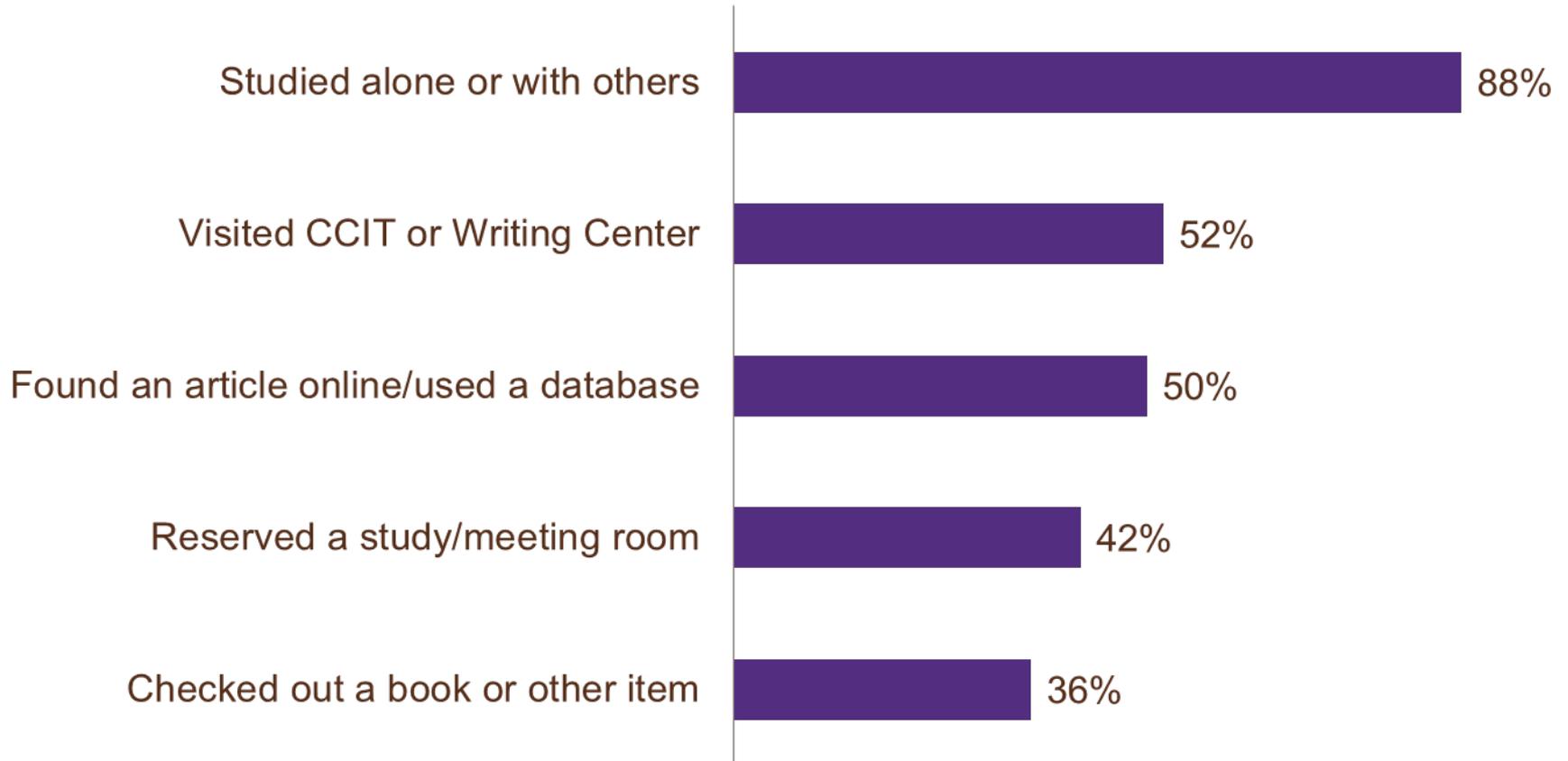
Wonderful and VERY helpful librarians. So thankful for our great staff and resources

Other final thoughts about Clemson Libraries

- 5.6% requested more seating, tables, or general space for students
- Other repeat requests:
 - Increase general awareness about resources (5)
 - Enforce quiet and silent zones (4)
 - Increase facility open hours (3)
 - Increase maps and signage within library (3)
 - Free food (3)

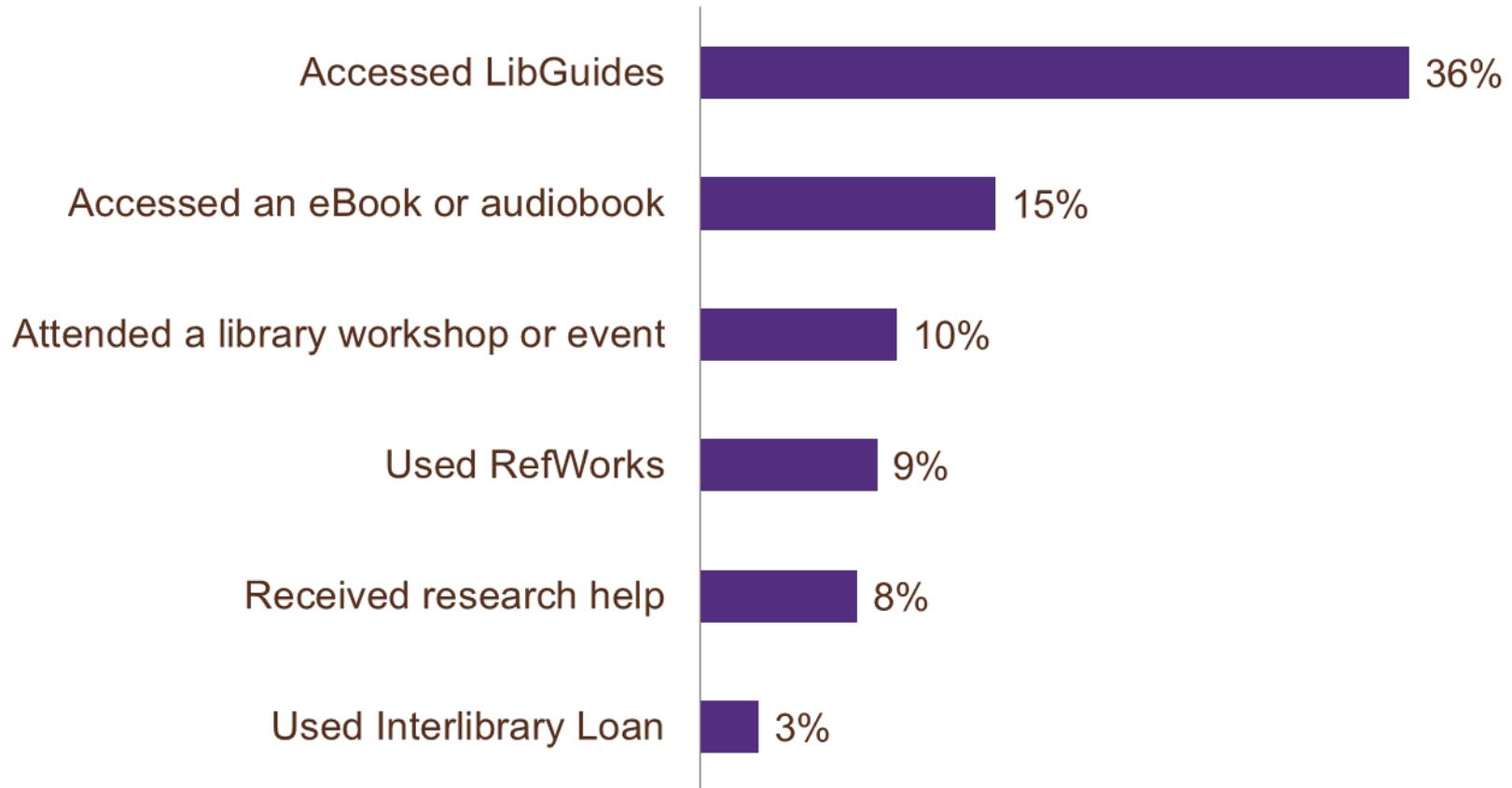
There should be an optional library loyalty system where you can gain "usage points" for coming to the library, and at the end of the semester you can cash them in for primary study space in the library. I'm a student that uses the library often, but during finals week, the library is over-crowded and I feel that if I come to the library all semester long, students like me should be rewarded.

How have you used the Clemson Libraries this semester?



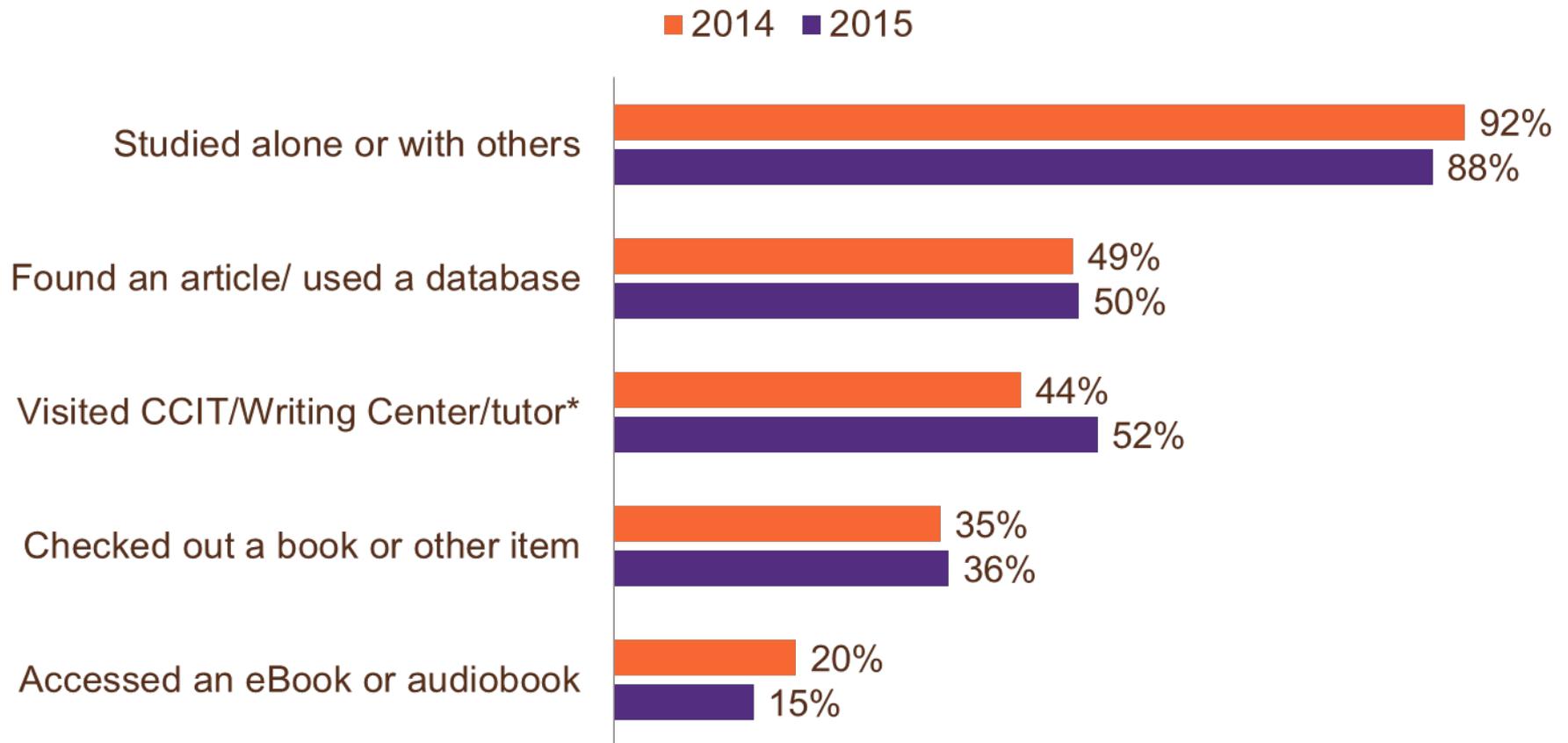
Percentage of total respondents. Some reported multiple methods of use.

How have you used the Clemson Libraries this semester?



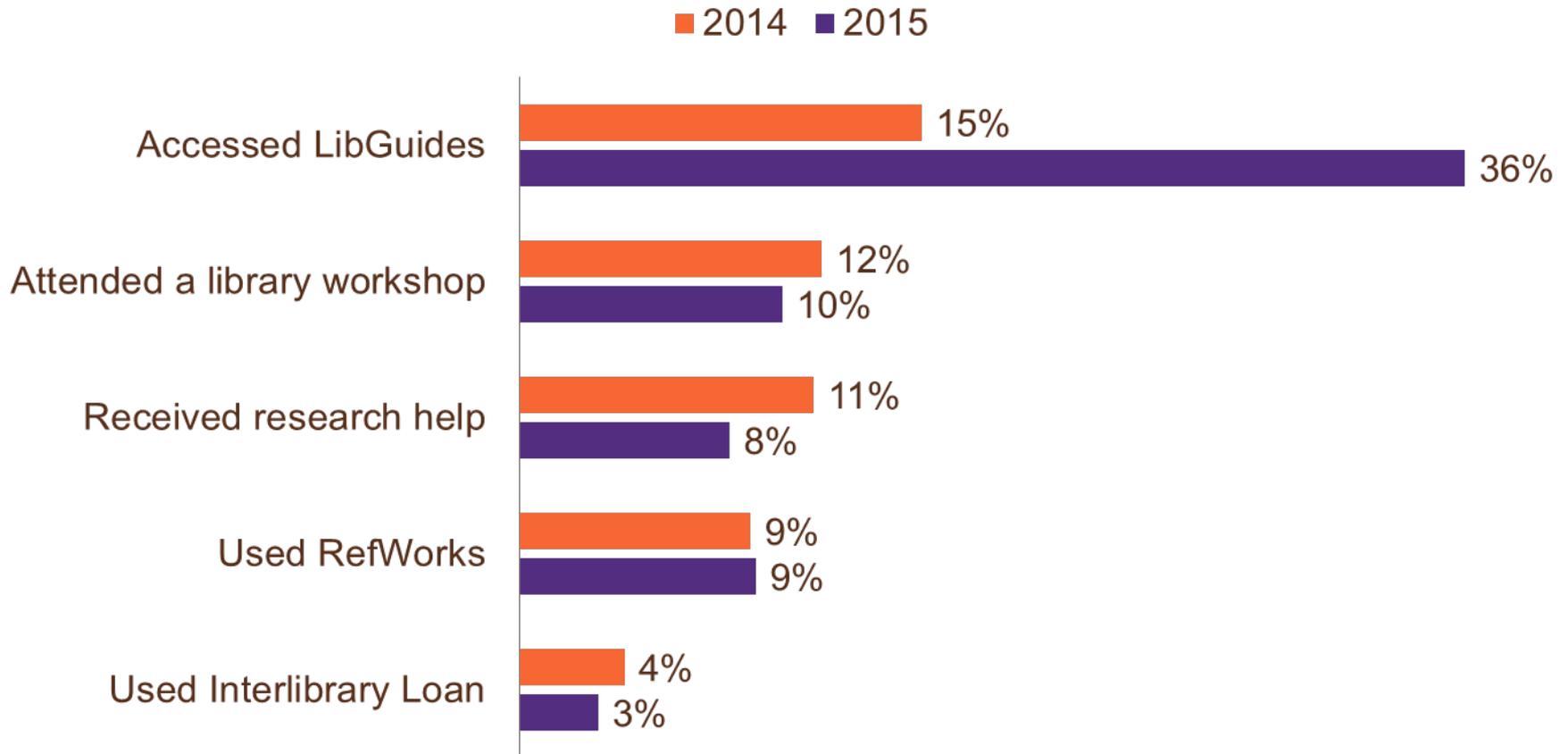
6% said they also used Cooper Library in another way. The most common ways given were copying/ printing/ scanning (11); computer/software/internet (5), and coffee (3).

Comparison of self-reported usage

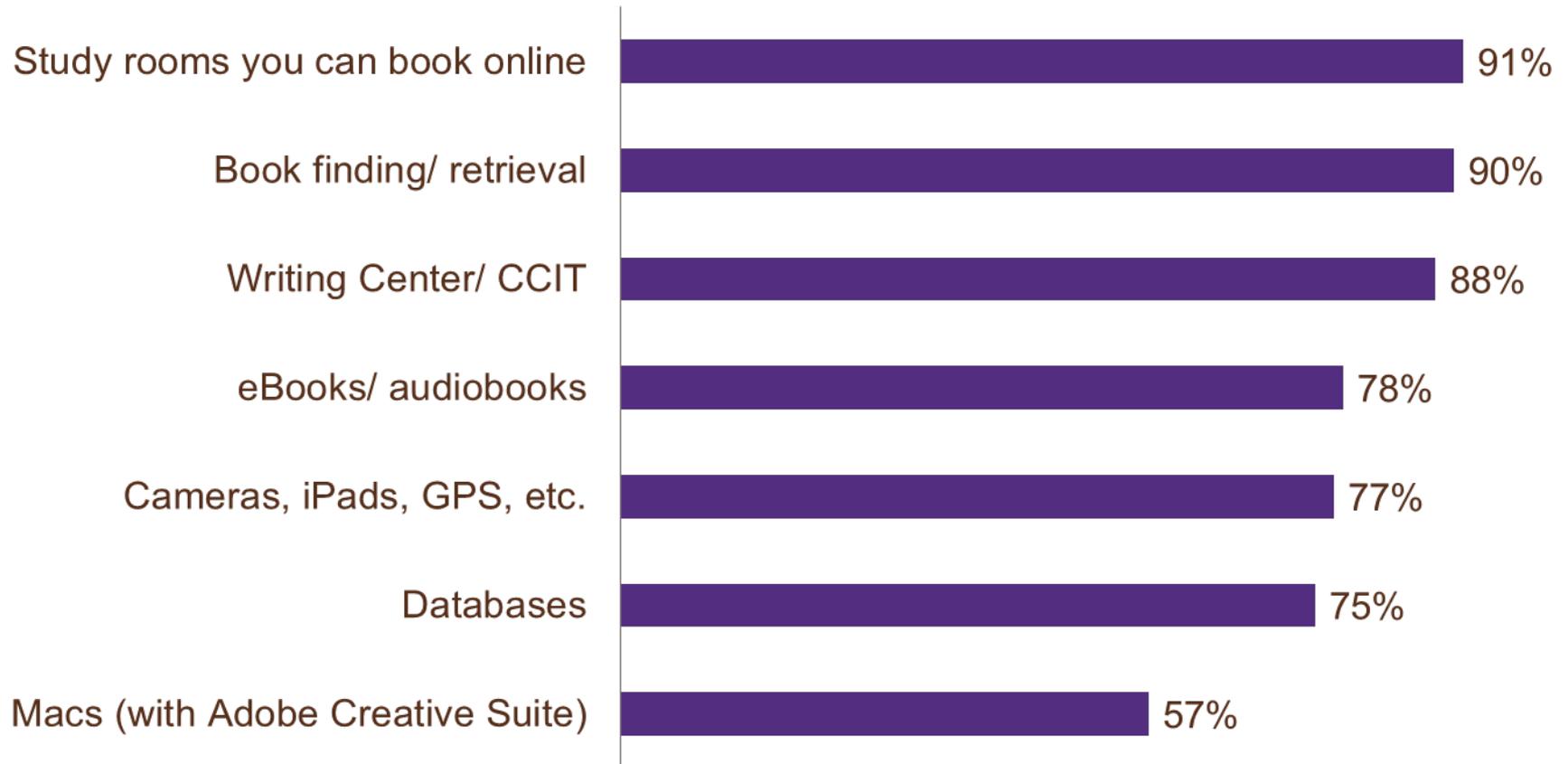


*Tutoring not available in Cooper Library for 2015 students

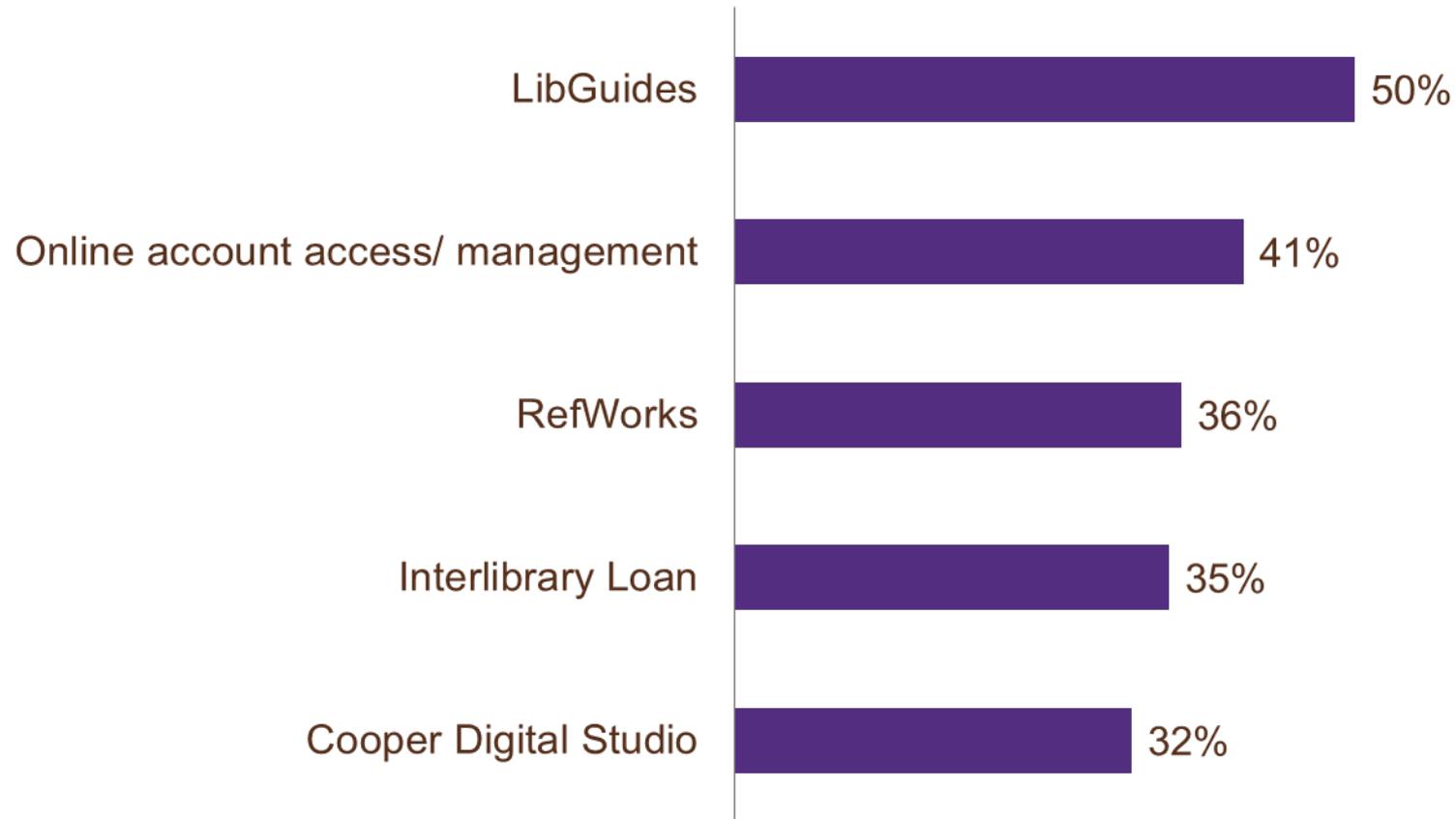
Comparison of self-reported usage



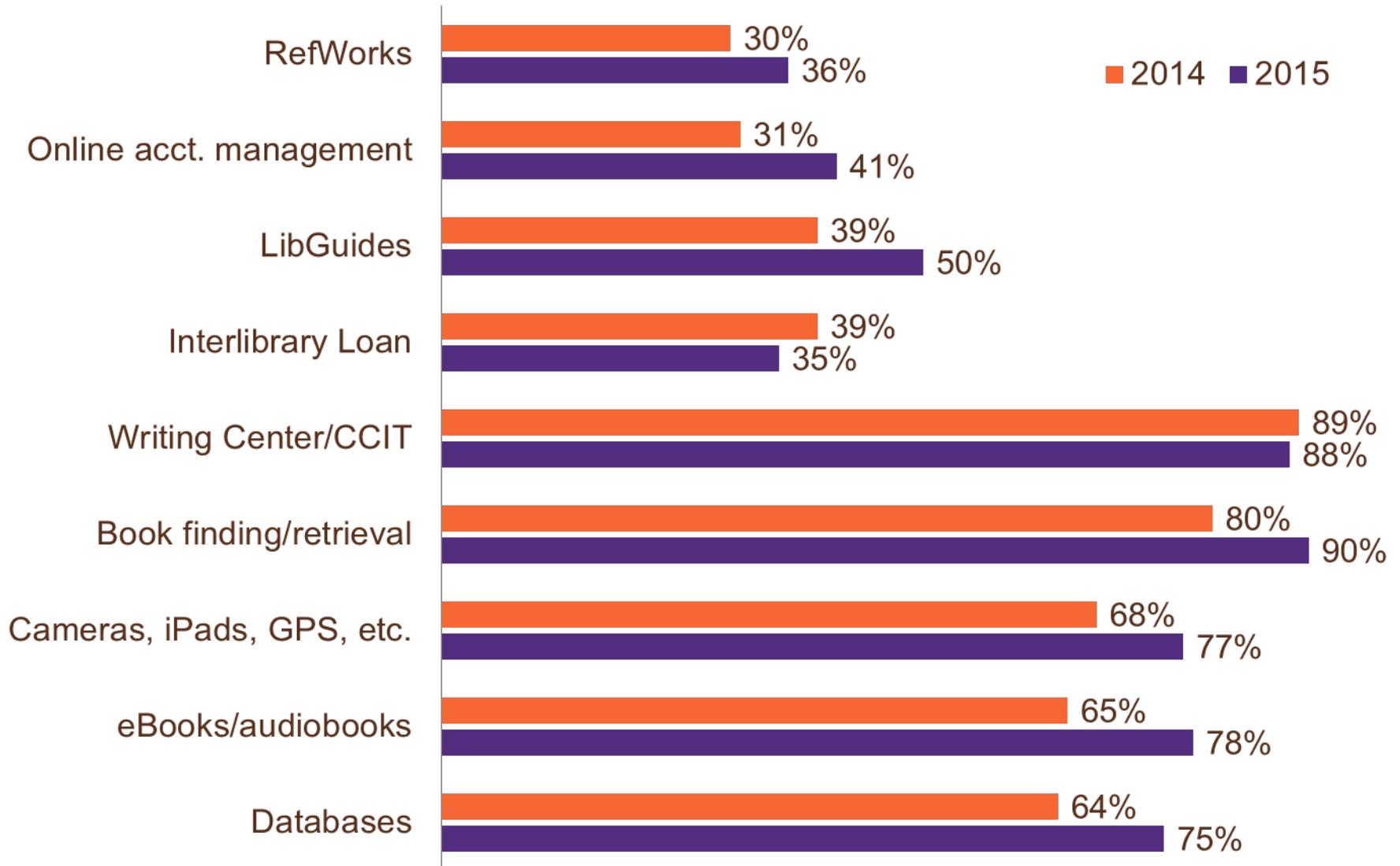
Services & resources with >50% awareness



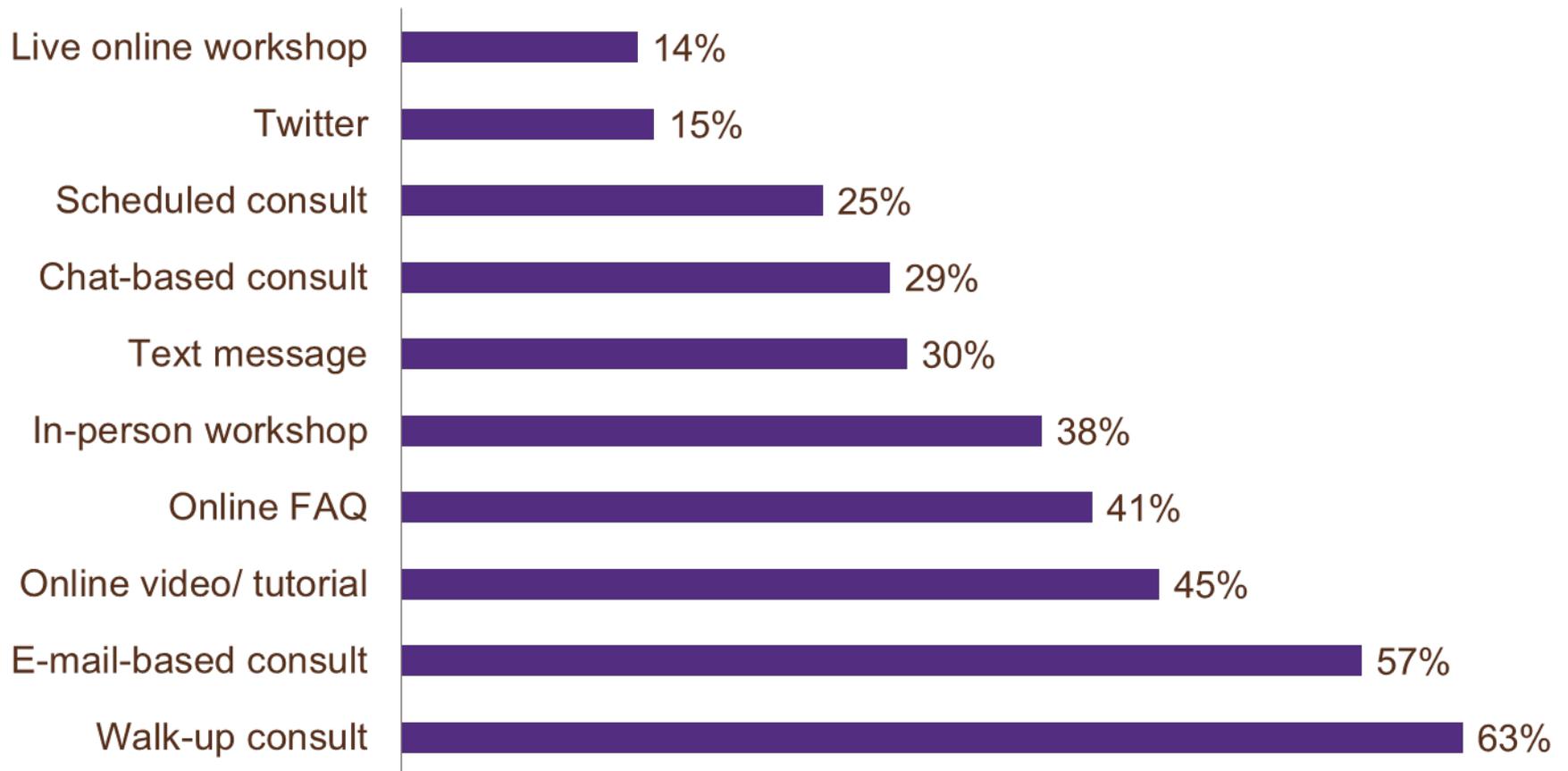
Services & resources with $\leq 50\%$ awareness



Awareness: spring 2014 versus spring 2015



How would you like to get information or help from us?



Phone app and posters around campus were the only other responses.

Conclusions

- Videos are still a good return on investment as a library introduction
 - All ratings increased
 - “Average video content” rating increased 50%
 - 25% of respondents still remember nothing*
- Map is a useful resource even after completion of CU1000
- Self-reported usage rates were comparable to those from last year
 - Exception: Usage of LibGuides more than doubled
- Awareness increased in almost all categories
 - Marketing efforts have been successful yet do not translate to usage increases

*Either by responding as much or by choosing not to answer that question

Suggested Actions

- Forward comments related to general library space to Facilities
 - Common themes include study zone enforcement; more tables, seats, and space for students; and increased open hours
- Maintain Cooper Library map and improve when possible
 - More than 1/3 of respondents have revisited this resource
- Repeat survey next year
 - In addition to response data, it yields a useful marketing/instruction opportunity
- Explore ways to support voluntary, in-depth exploration during CU1000
 - Link to optional content so students can explore areas of interest
- Emphasize that information and support remain available after CU1000
 - Inform students how to access tutorials, map, and other resources