

ASSESSING THE VALUE OF LIBRARY INSTRUCTION USING QUALTRICS SURVEY SOFTWARE

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BACKGROUND

Librarians partner with faculty to teach students research skills in course-integrated library sessions. To assess students' learning & what students value from library sessions, librarians analyze the following:

- cover letters from student writing portfolios
- resources used in final student papers
- student reflections on library sessions
- online exit surveys via Qualtrics

METHODOLOGY

For fall 2016, librarians created two online exit surveys (Option A & B). Librarians selected one survey to use after each session.

- **Option A** questions asked about students' comfort level with librarians & what students found most valuable from the library session
- **Option B** questions were based on Keller's ARCS (Attention, Relevance, Confidence, Satisfaction) Model of Motivational Design

FALL 2016 ONLINE EXIT SURVEY QUESTIONS

Option A

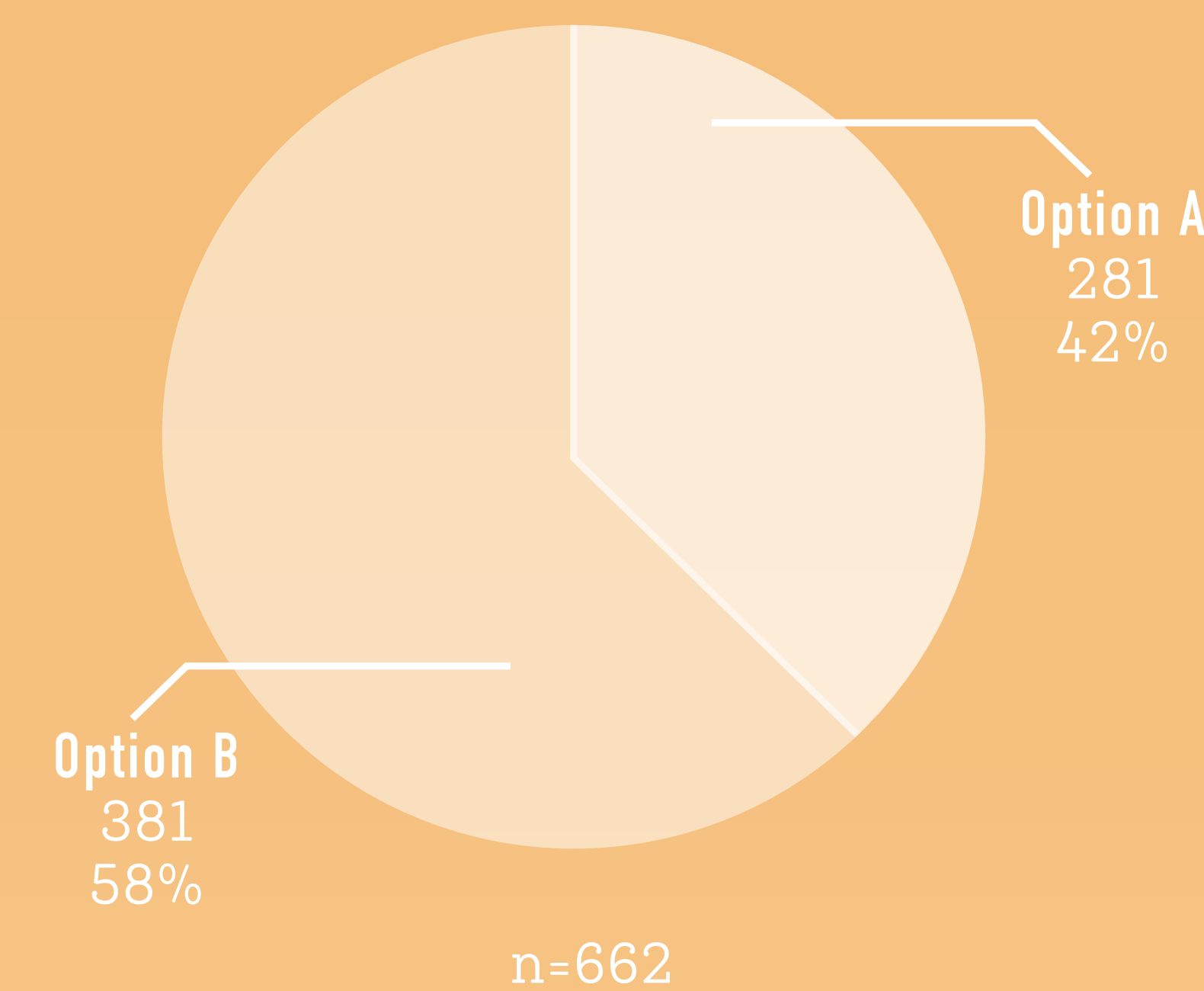
- 1) After leaving today's session, what do you anticipate will be your next research step as you work on your upcoming assignment?
- 2) What was most valuable to you in today's session?
- 3) Do you feel comfortable contacting your library instructor if you have questions later in the semester? Yes/Uncertain/No
- 4) Additional comments or suggestions?
- 5) Who was your instructor for this session?
- 6) Select which option best describes your class. Writing 10/UpperDivision Writing/Other subject area/Graduate studies

Option B

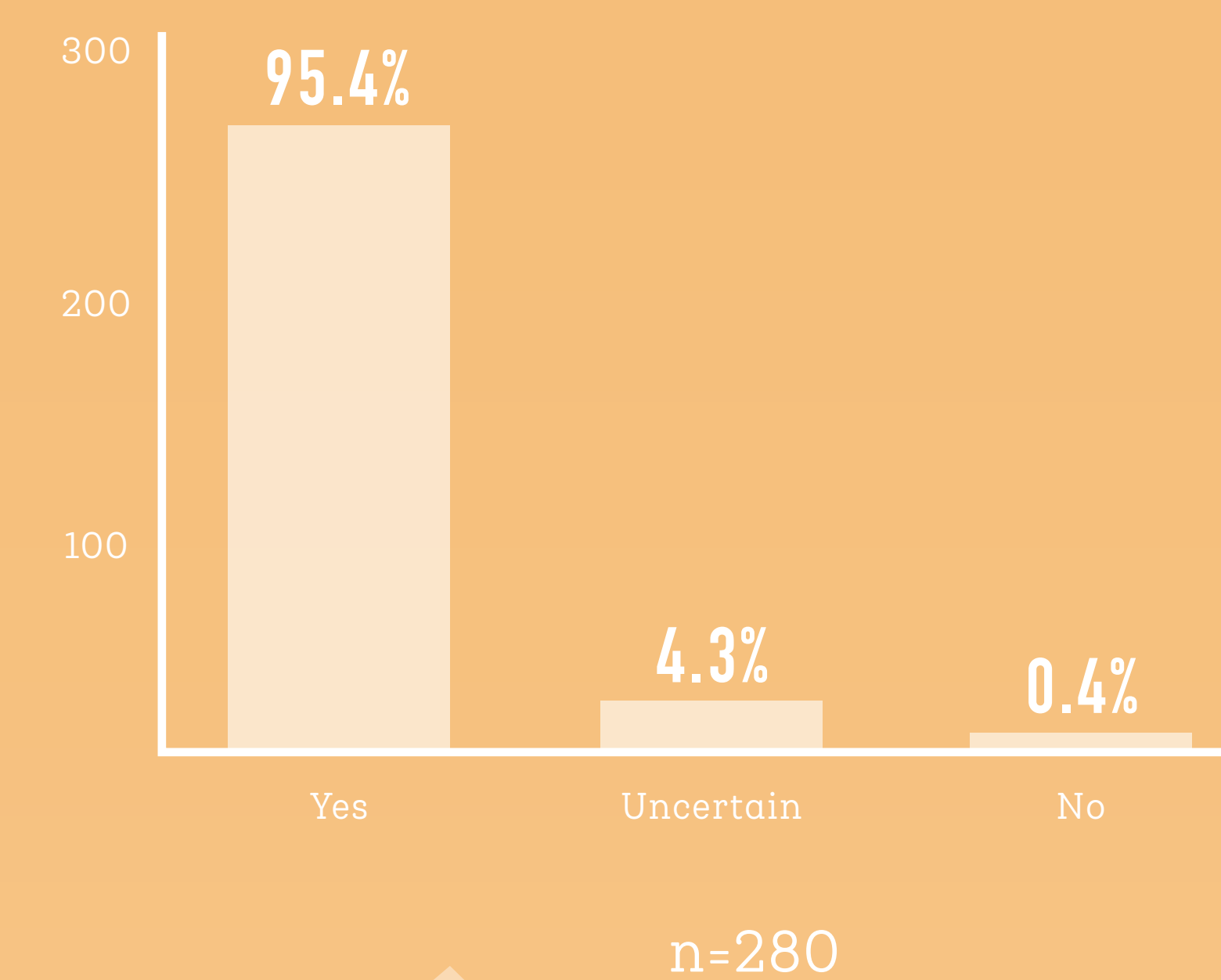
- 1) What did you learn today that will help you accomplish the work you will be doing for this class?
- 2) Please respond to this statement: Today's session increased my research confidence. Strongly agree/Agree/Uncertain/Disagree/Strongly disagree
- 3) What were you able to accomplish in today's session?
- 4) Additional comments or suggestions?
- 5) Who was your instructor for this session?
- 6) Select which option best describes your class. Writing 10/UpperDivision Writing/Other subject area/Graduate studies

QUANTITATIVE ANALYSIS: MAJOR FINDINGS

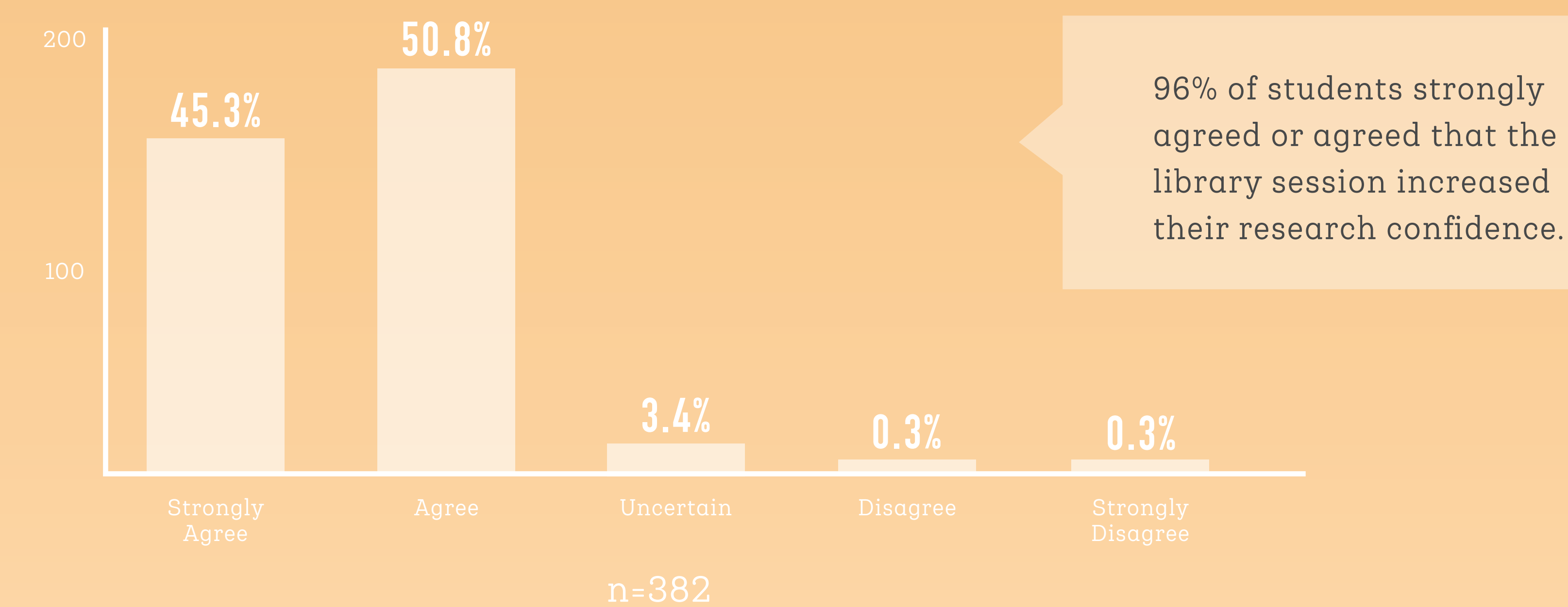
➤ Demographics by Online Exit Survey



➤ Comfort Level (Q3 Option A Online Exit Survey)



➤ Confidence Level (Q2 Option B Online Exit Survey)



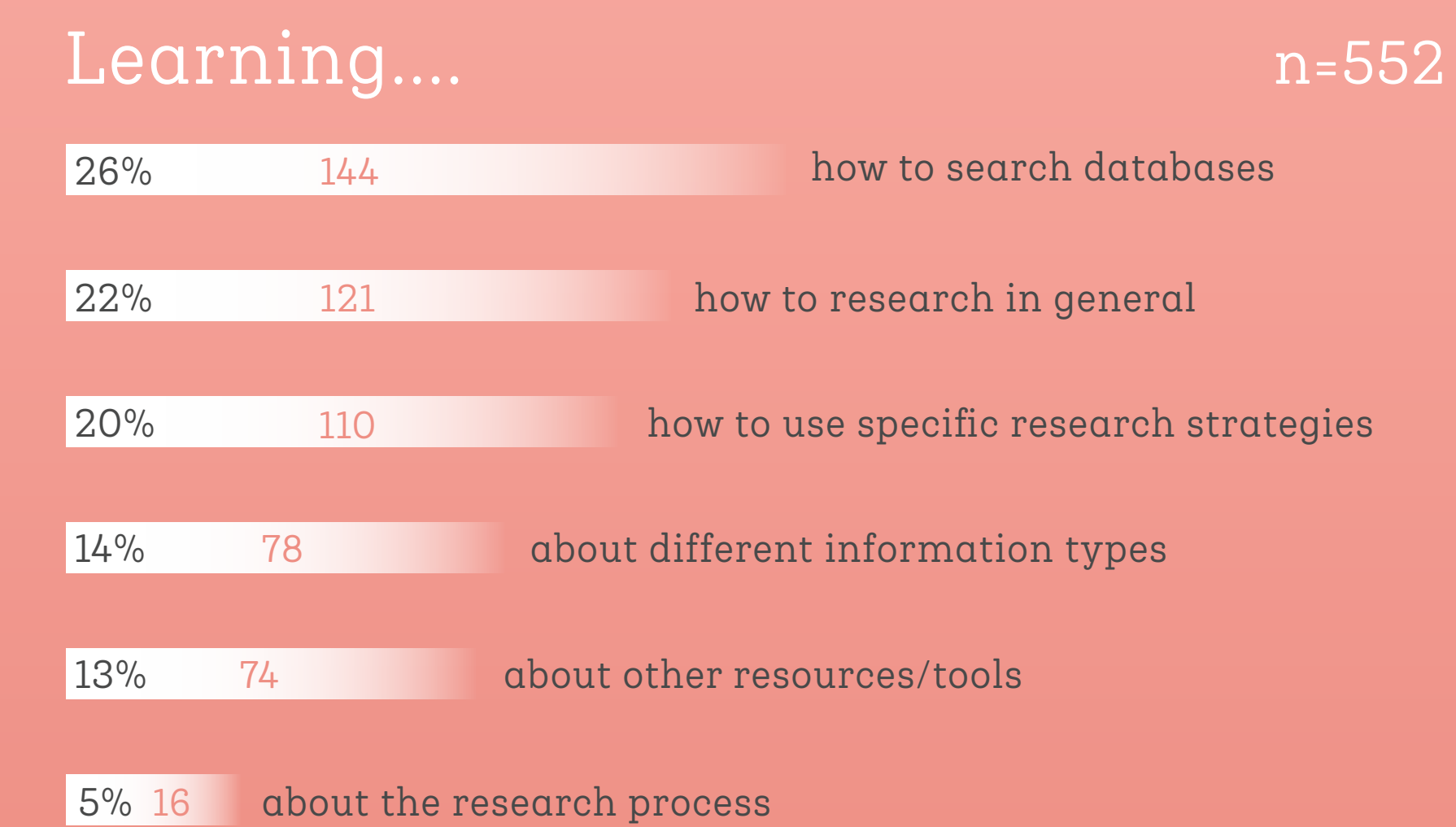
96% of students strongly agreed or agreed that the library session increased their research confidence.

QUANTITATIVE ANALYSIS: MAJOR FINDINGS

➤ Most Valuable Skill or Concept Learned (Q2 Option A Online Exit Survey)



➤ Skills or Concepts Learned to Help Accomplish Coursework (Q1 Option B Online Exit Survey)



The responses to these questions were very similar. Students find value in learning about databases & how to search them using strategies such as keywords and Boolean operators.

FUTURE ASSESSMENT

The similarities between responses from both online exit surveys and previous online exit surveys suggests that librarians would benefit from learning what is still unclear to students regarding academic research.

BENEFITS & CHALLENGES

➤ Online Survey Tool

- 👍 Intuitive & adaptable survey creation
- 👍 Easily shared with colleagues
- 👍 Robust reporting capabilities
- 👍 Strong technical support
- 👍 Institutional knowledge from Institutional Research and Decision Support (IRDS)
- 🚫 Initial learning curve

➤ Online Exit Survey Assessment Method

- 👍 Immediate feedback on instruction
- 👍 Baseline for instructor effectiveness
- 🚫 Unusable in classrooms without technology
- 🚫 Limited view of student learning due to immediacy of assessment
- 🚫 Qualitative data analysis requires significant time to code & interpret results

ONLINE EXIT SURVEY IMPLEMENTATION TIPS

- Connect questions to desired outcomes
- Collaborate with colleagues on question design
- Consider ratio of open-ended to closed-ended questions as significant time is needed to code & interpret qualitative results
- Preliminarily sample qualitative data to develop tagging scheme for coding