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

METHODLOGY
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) What did you learn today that will help you accomplish the work you will be doing for this class? (Q1 Option A Online Exit Survey)
2) What was most valuable to you in today’s session? (Q2 Option A Online Exit Survey)
3) Do you feel comfortable contacting your library instructor if you have questions later in the semester? Yes/Uncertain/No (Q3 Option A Online Exit Survey)
4) Additional comments or suggestions? (Q4 Option A Online Exit Survey)
5) Who was your instructor for this session? (Q5 Option A Online Exit Survey)
6) Select which option best describes your class. Writing 10/UpperDivision Writing/Other subject area/Graduate studies (Q6 Option A Online Exit Survey)

Option B
1) After leaving today’s session, what do you anticipate will be your next research step as you work on your upcoming assignment? (Q1 Option B Online Exit Survey)
2) Please respond to this statement: Today’s session increased my research confidence. (Q2 Option B Online Exit Survey)
3) What were you able to accomplish in today’s session? (Q3 Option B Online Exit Survey)
4) Additional comments or suggestions? (Q4 Option B Online Exit Survey)
5) Who was your instructor for this session? (Q5 Option B Online Exit Survey)
6) Select which option best describes your class. Writing 10/UpperDivision Writing/Other subject area/Graduate studies (Q6 Option B Online Exit Survey)

QUANTITATIVE ANALYSIS: MAJOR FINDINGS

> Demographics by Online Exit Survey

<table>
<thead>
<tr>
<th>Option</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>381</td>
</tr>
<tr>
<td>B</td>
<td>381</td>
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</tbody>
</table>

> Comfort Level (Q3 Option A Online Exit Survey)

- Over 95% of students felt comfortable contacting their library instructor.
- 96% of students strongly agreed or agreed that the library session increased their research confidence.

> Confidence Level (Q3 Option B Online Exit Survey)

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Uncertain</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>45.3%</td>
<td>50.8%</td>
<td>3.4%</td>
<td>0.3%</td>
</tr>
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> Most Valuable Skill or Concept Learned (Q2 Option A Online Exit Survey)

- how to search databases 14% 97
- how to research in general 25% 86
- how to use specific research strategies 23% 79
- about different information types 12% 42
- about other resources/tools 6% 23
- about the research process 5% 29

> Skills or Concepts Learned to Help Accomplish Coursework (Q2 Option B Online Exit Survey)

- how to search databases 20% 115
- how to research in general 22% 112
- how to use specific research strategies 20% 106
- about different information types 16% 89
- about other resources/tools 15% 75
- about the research process 10% 56

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. 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.

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
  - Usable 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