

A young man wearing a maroon cap with a white logo, glasses, and a black jacket with the University of Pretoria crest is reading a book. He is sitting at a table in a library or study area. In the background, other students are visible, some working at computers.

Library User Experience Through Time: A Cross-Generational Analysis

UX Symposium 2023

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Outline

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Summary & Conclusions

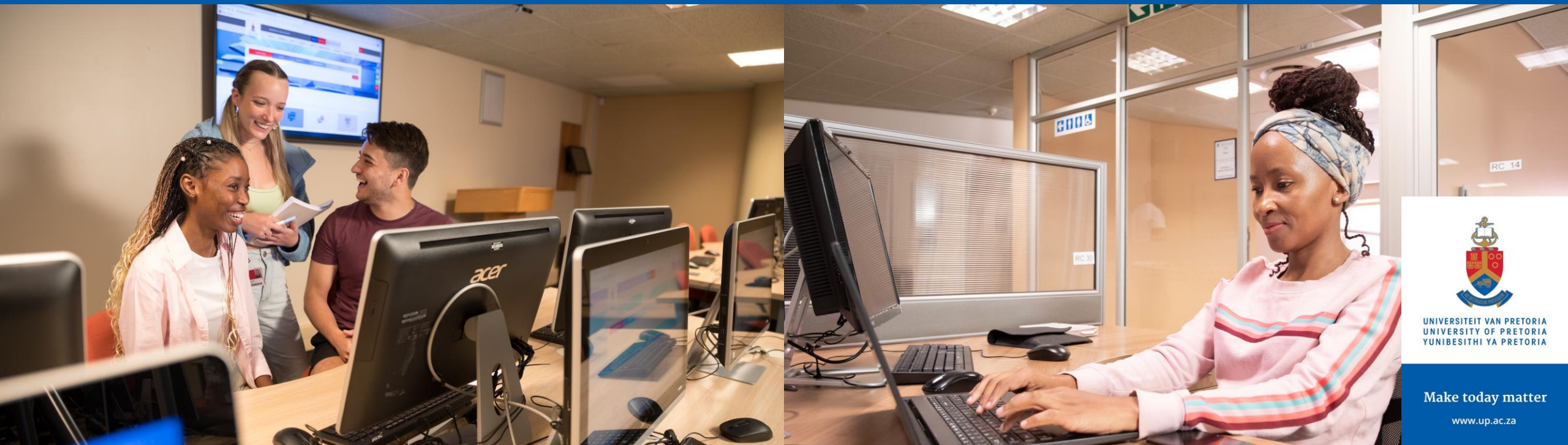


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BACKGROUND AND MOTIVATION



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Background and Motivation

Quality Improvement

- Success factors and areas of improvement
- Benchmarking
- Service reach and experience during the pandemic

Journey from LibQUAL to Library Life Pulse Survey

- Over 10 years with LibQUAL – time for change
- LibQUAL measured expectations and perceptions
 - Affect of service
 - Information control
 - Library as a Place



Library Life Pulse: areas of assessment

- Understanding the changing needs and experiences
- Covers a broader range of topics
- Assesses impact and experience rather than just service quality perceptions
- Simple and easy to understand
- Categories
 - To what extent is the library impacting users'
 - Library experience



Generations description

- Babyboomers Generation: born 1946-1964
 - Traditional classroom setting, in-person interaction, respect for authority
- Generation X (GenX): born 1965-1980
 - Independent learners, technology adoption, work-life balance
- Millennial Generation: 1981-1996
 - Technology natives, collaborative learning, feedback and engagement
- Generation Z (GenZ): born 1997-2012
 - Digital natives, individuality and self-expression, visual and interactive learning, customisation



LITERATURE



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Literature

- Maurtin, 2014: distinguishing characteristics of generations are important in assisting with methodologies that can be used to reach out
- Appleton, 2016: UX seeks deep impact, understanding, and improving user experience, moving from quantitative metrics to impact of student success
- Becker, 2019: libraries need to understand the generations they serve, as each generation has their own information seeking preferences and behaviours
- The Chronicles of HE, 2020: individuals of every age need to feel heard and respected, generational disparities are a reality
- Duffy, 2021: generational stereotype and broad generalisation
- Twenge, 2023: analytical tool fit for higher education which invests in multiple generations

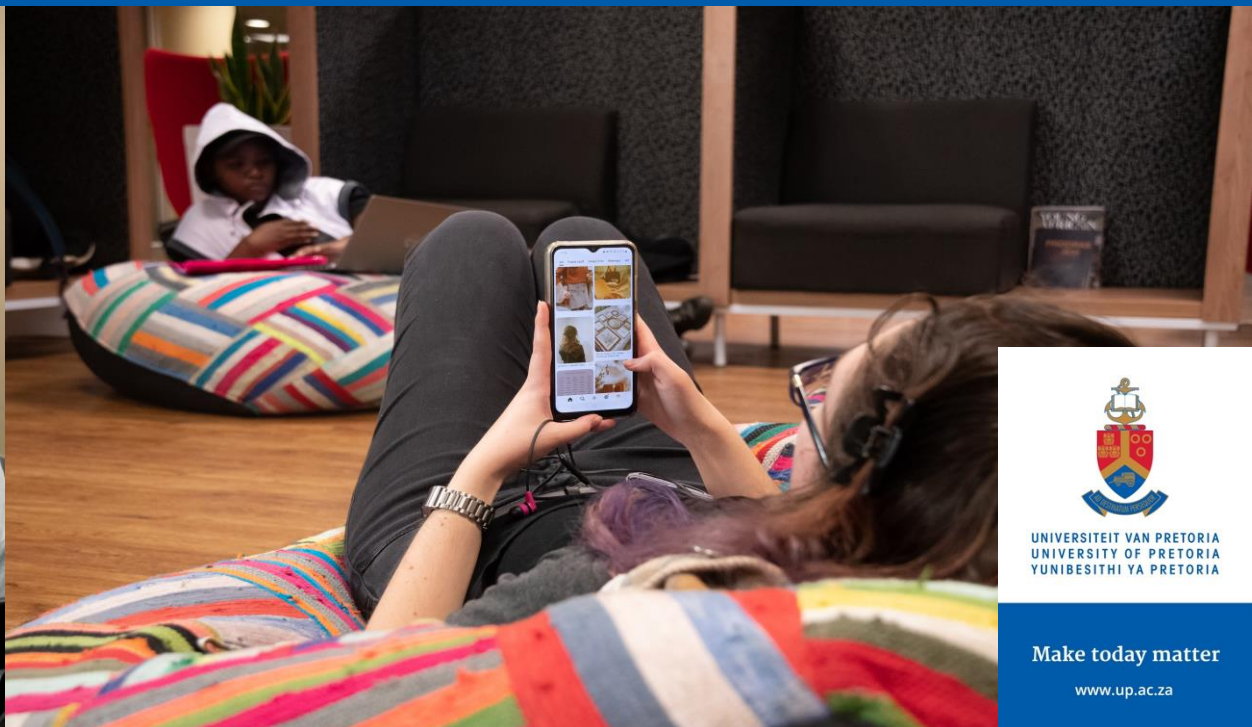


Methods

- Census
 - Non-probability sampling
- Kruskal Wallis Test
 - Benferroni correction
 - 5% level of significance



FINDINGS



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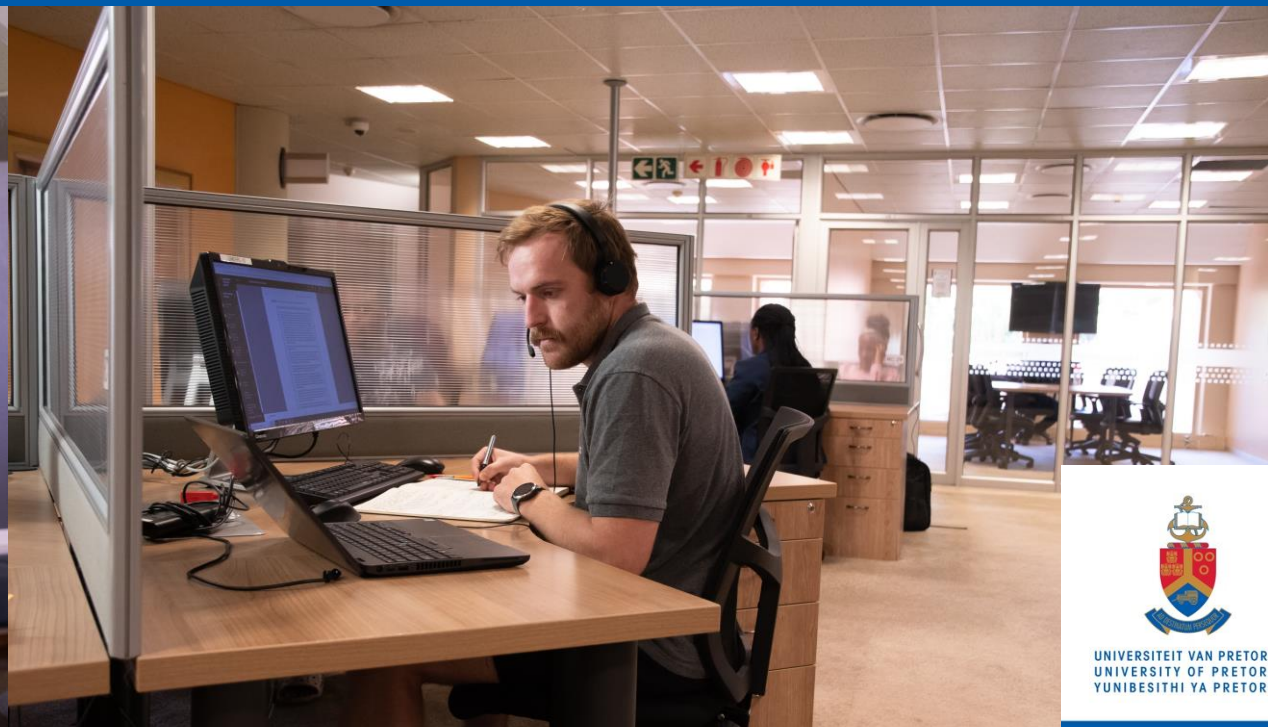
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Demographics

- Respondents: 1 632, 3% response rate

	BabyBoomers	GenX	Millenial	GenZ	Total
1st year undergraduate	0	1	7	476	484
2nd year undergraduate	0	0	10	311	321
3rd year undergraduate	0	1	12	253	266
4th year undergraduate	0	0	9	103	112
5th year or above, undergraduate	0	1	7	44	52
Foundation year undergraduate	0	0	2	25	27
Academic staff	23	59	14	2	98
Postgraduate - honours	0	2	19	61	82
Postgraduate - master's or equivalent	3	11	58	37	109
Postgraduate - doctoral	1	20	49	1	71
Student - another type of course	0	1	2	6	9
Occasional students	0	0	0	1	1
Total	27	96	189	1 320	1 632

LIBRARY IMPACT



Library impact

- 85% recognised library's contribution to **academic/professional success**
- 72% agreed the library positively impacts their **well-being**
- 55% linked their library use to **employability/career development**
- 53% felt the library played a role in their **social experience**



LIBRARY EXPERIENCE



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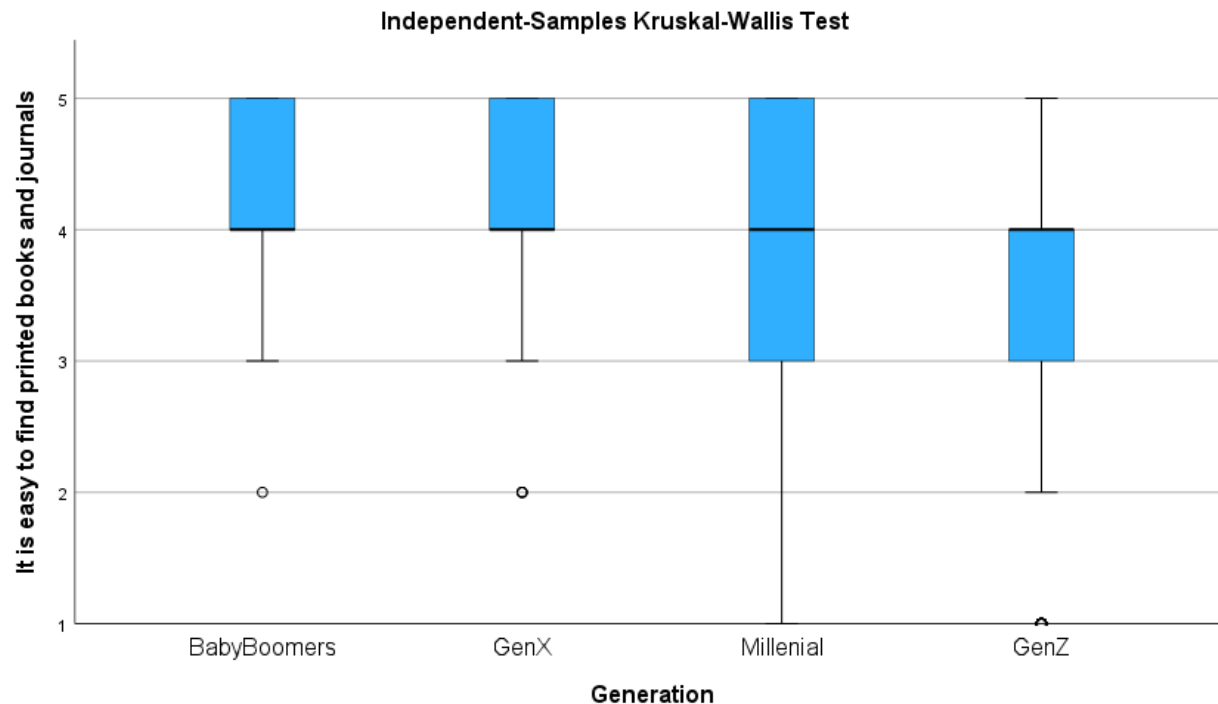
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Finding resources

Differences across generations: finding resources	p-value
It is easy to find printed books and journals	<0,001
It is easy to access e-books, e-journals and databases	<0,001



It is easy to find printed books and journals



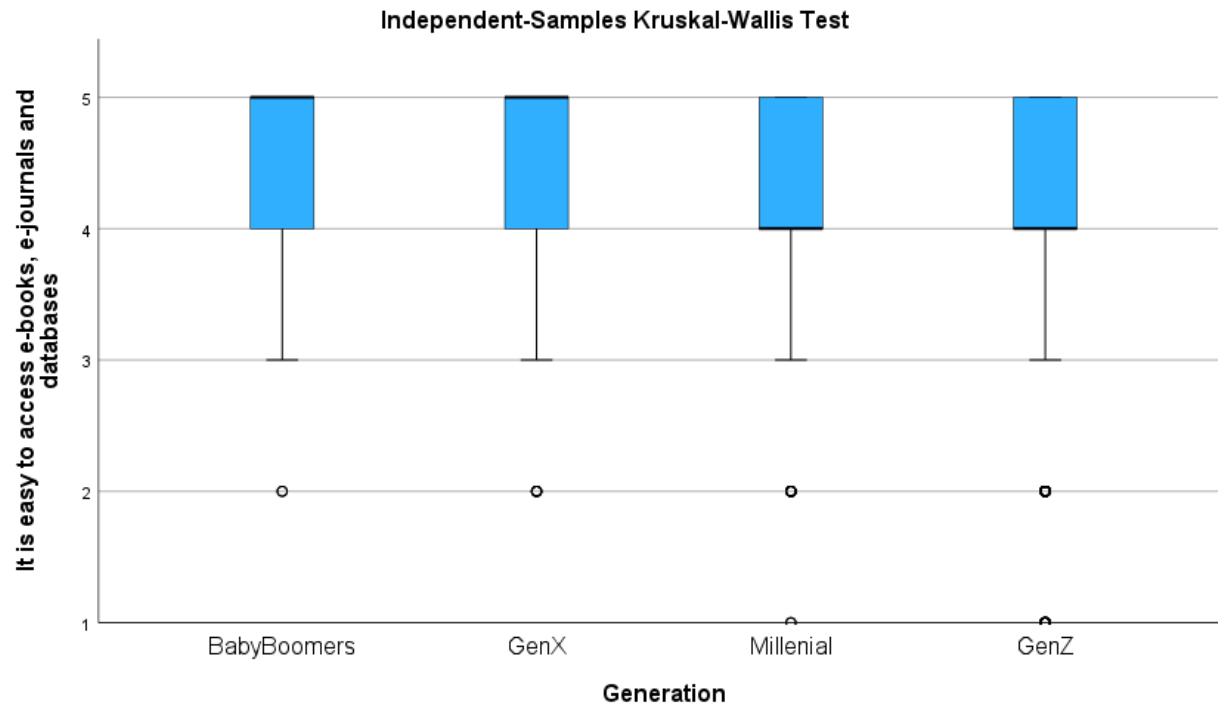
Generation	N	Mean rank
Baby Boomers	25	926,18
GenX	89	857,24
Millennial	163	761,31
GenZ	1 167	702,44

Group comparison	p-value
GenZ-Millennial	0,437
GenZ-GenX	0,002
GenZ-Baby Boomers	0,029
Millennial-GenX	0,382
Millennial-Baby Boomers	0,303
GenX-Baby Boomers	1,000

Opportunity score to improve satisfaction: 79%



It is easy to access e-books, e-journals and databases



Opportunity score to improve satisfaction: 51%

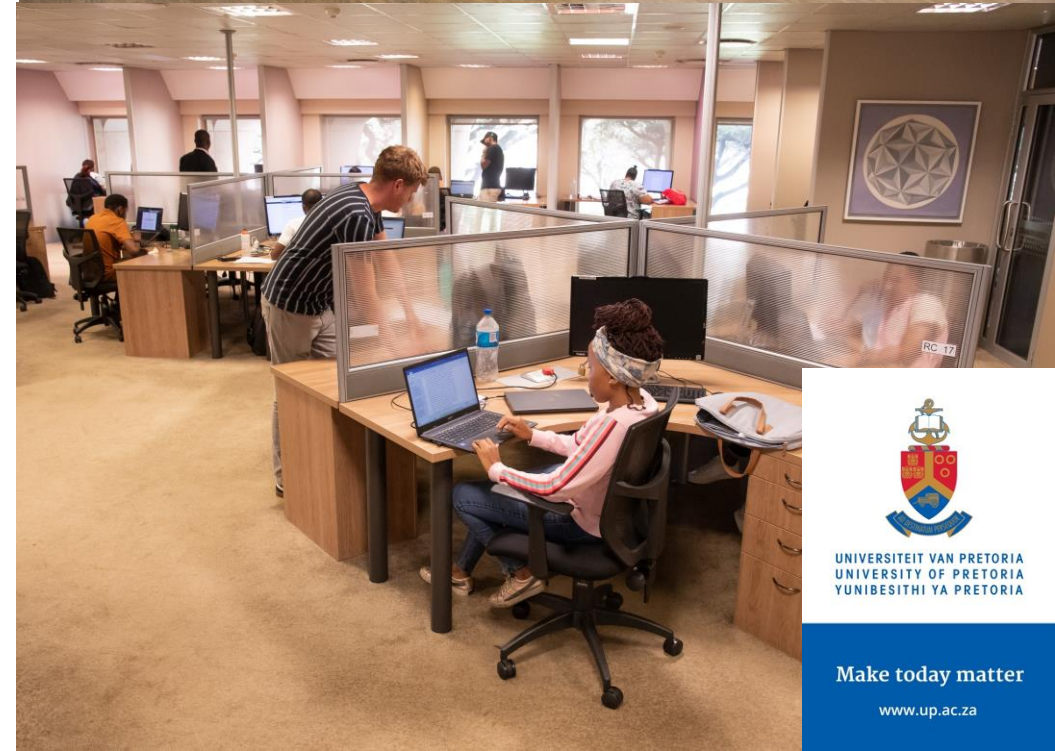
Generation	N	Mean rank
BabyBoomers	25	936,36
GenX	94	897,48
Millennial	183	855,52
GenZ	1 226	737,21

Group comparison	p-value
GenZ-Millennial	0,002
GenZ-GenX	0,002
GenZ-BabyBoomers	0,099
Millennial-GenX	1,000
Millennial-BabyBoomers	1,000
GenX-BabyBoomers	1,000



Library buildings and spaces

How satisfied are you with	p-value
Research Commons	0,035
Wi-Fi access	<0,001



Opportunity score to improve satisfaction: 70%

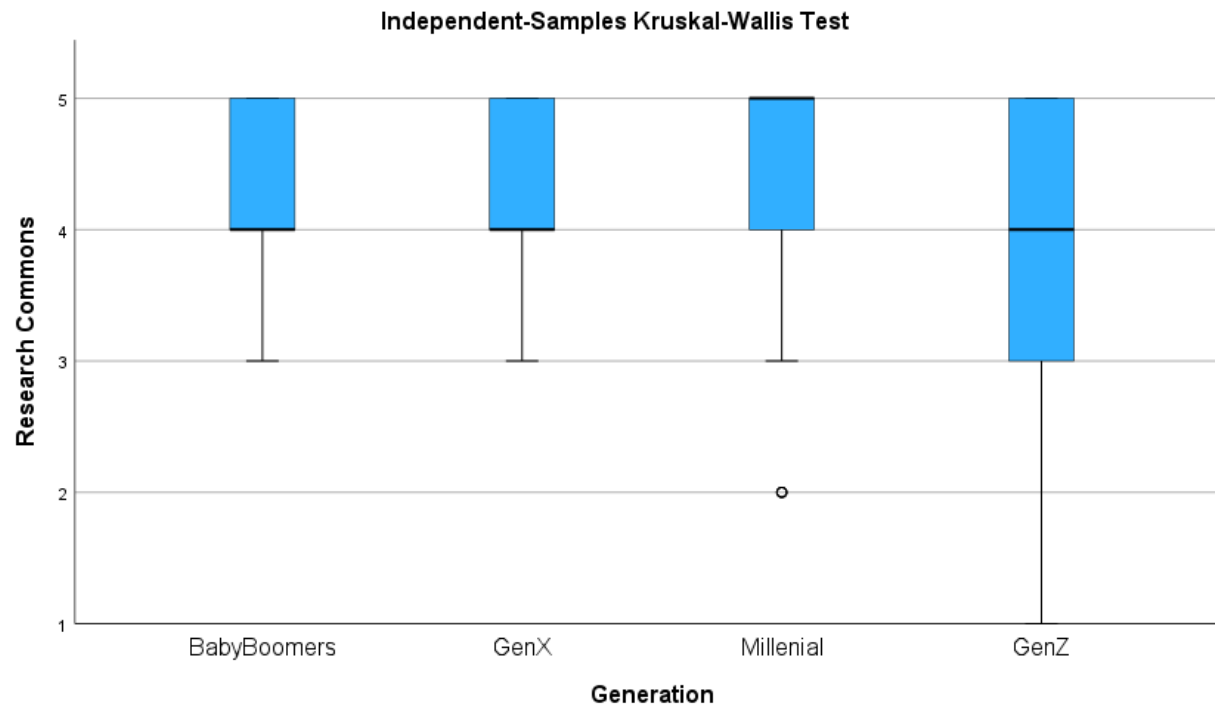


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Research Commons

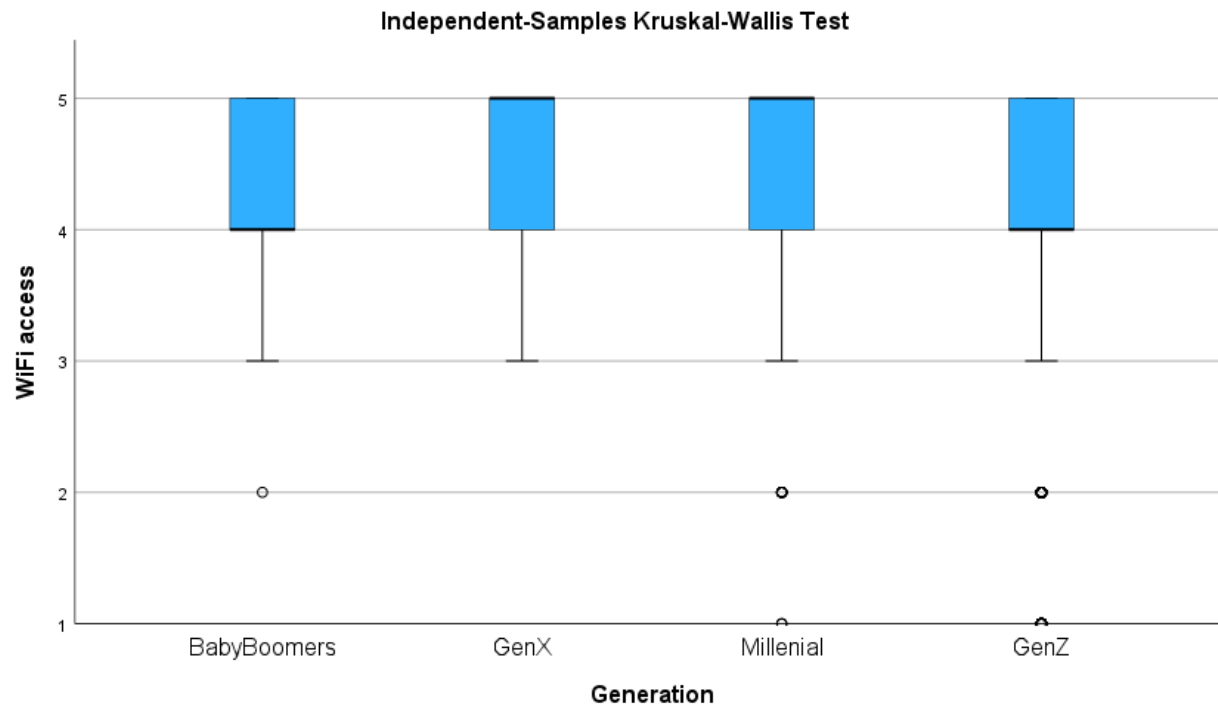


Generation	N	Mean rank
Baby Boomers	14	183,89
GenX	49	196,15
Millennial	82	215,98
GenZ	232	178,26

Group comparison	p-value
GenZ-Baby Boomers	1,000
GenZ-GenX	1,000
GenZ-Millennial	0,023
Baby Boomers-GenX	1,000
Baby Boomers-Millennial	1,000
GenX-Millennial	1,000



Wi-Fi access



Generation	N	Mean rank
BabyBoomers	14	741,86
GenX	73	908,91
Millennial	154	801,05
GenZ	1 229	716,91

Group comparison	p-value
GenZ-BabyBoomers	1,000
GenZ-Millennial	0,073
GenZ-GenX	0,000
BabyBoomers-Millennial	1,000
BabyBoomers-GenX	0,866
Millennial-GenX	0,318



Client services and help

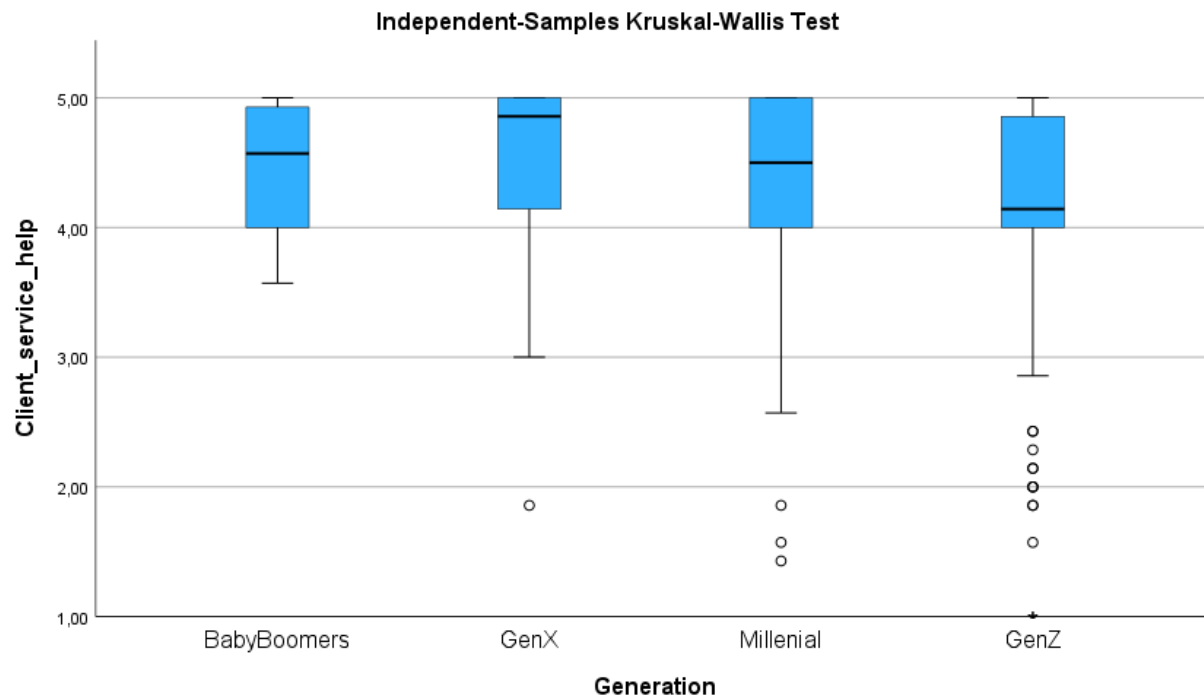
To what extent do you agree/disagree with the following	p-value
It is easy to access help and support when I am in the Library building(s)	<0,001
Library staff are approachable	<0,001
Library staff are helpful	<0,001
Library staff are knowledgeable	<0,001
Library staff are visible	<0,001
Library staff treat me fairly and without discrimination	<0,001
Library staff respond to my enquiries timeously	<0,001
I am satisfied with the level of service library staff	<0,001

Factor analysis

Grouped together as one factor	p-value
Client services and help	<0,001



Client services and help



Generation	N	Mean rank
BabyBoomers	23	737,70
GenX	88	809,61
Millennial	154	716,07
GenZ	1 015	612,17

Group comparison	p-value
GenZ-Millennial	0,006
GenZ-BabyBoomers	0,619
GenZ-GenX	0,000
Millennial-BabyBoomers	1,000
Millennial-GenX	0,332
BabyBoomers-GenX	1,000

Opportunity score to improve satisfaction:
 Online: 88%
 In library buildings: 49%



Training and skills support

How satisfied are you with	p-value
One-one-one training with the Information Specialist	0,001

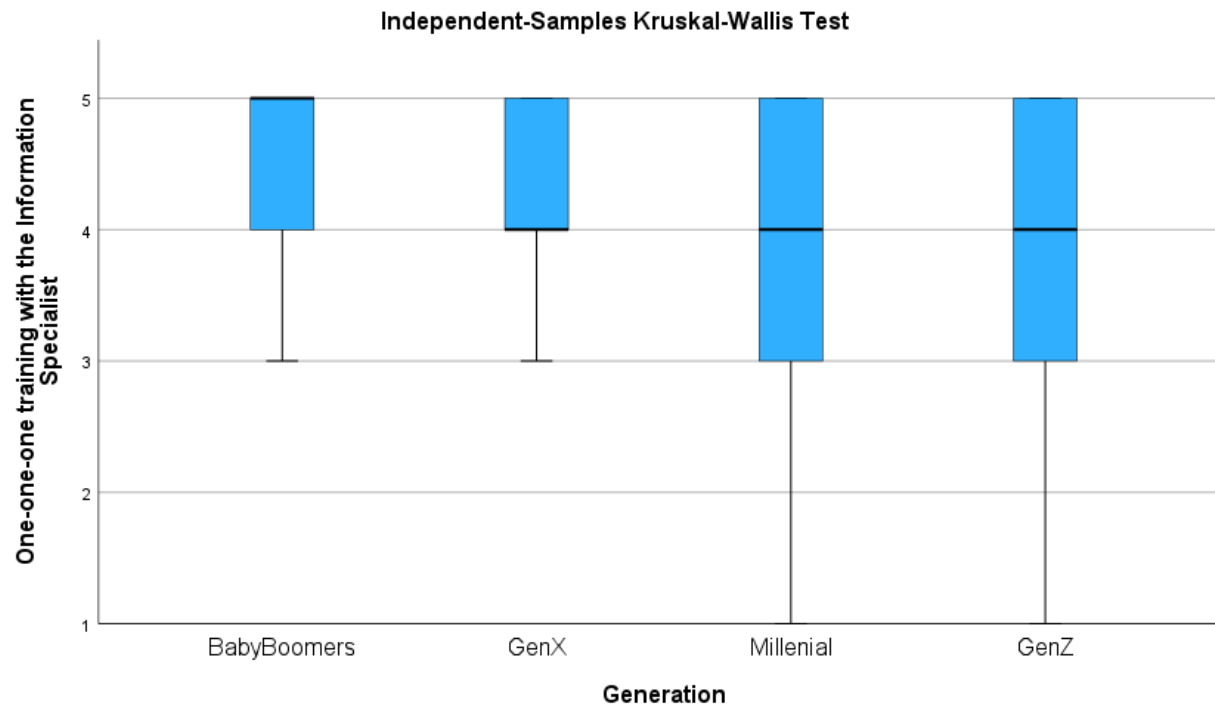


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One-one-one training with the Information Specialists



Opportunity score to improve satisfaction: 82%

Generation	N	Mean rank
BabyBoomers	10	640,25
GenX	48	559,53
Millennial	111	481,52
GenZ	748	446,78

Group comparison	p-value
GenZ-Millennial	1,000
GenZ-GenX	0,016
GenZ-BabyBoomers	0,094
Millennial-GenX	0,435
Millennial-BabyBoomers	0,336
GenX-BabyBoomers	1,000

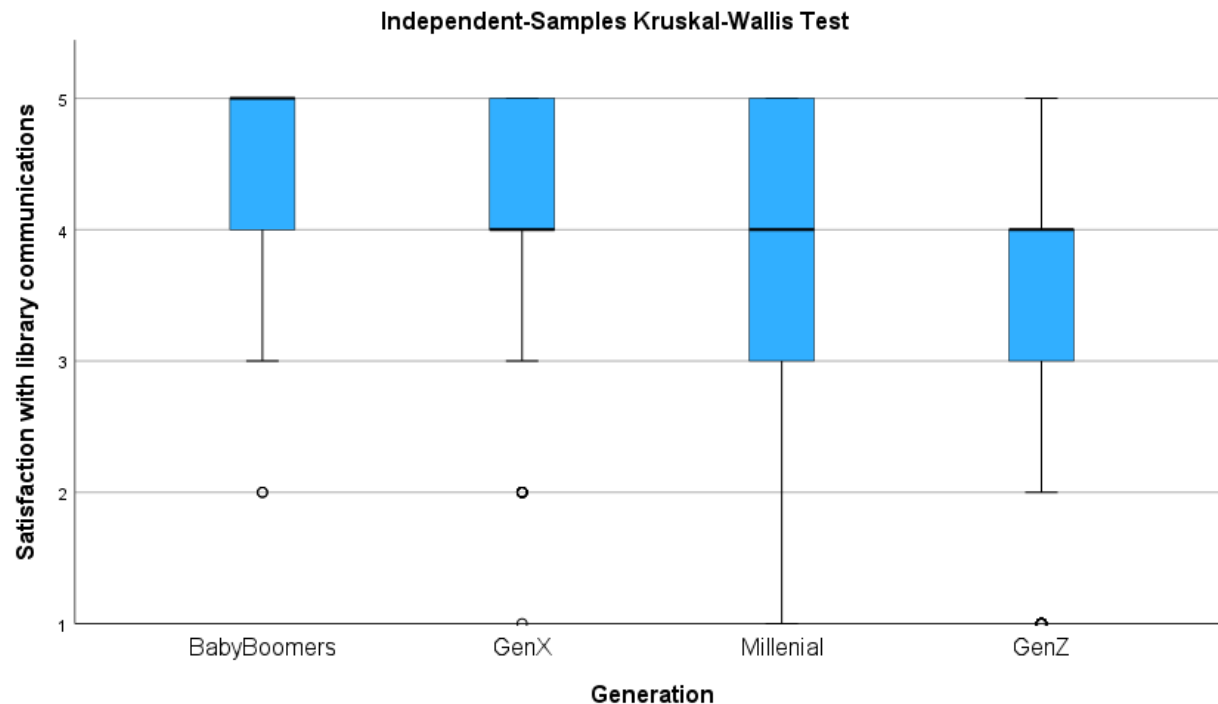


Communications and marketing

How satisfied are you with	p-value
Satisfaction with library communications	<0,001
Communication is relevant	0,004
Satisfaction with Emails	<0,001
Satisfaction with Instagram	0,003



Satisfaction with library communications



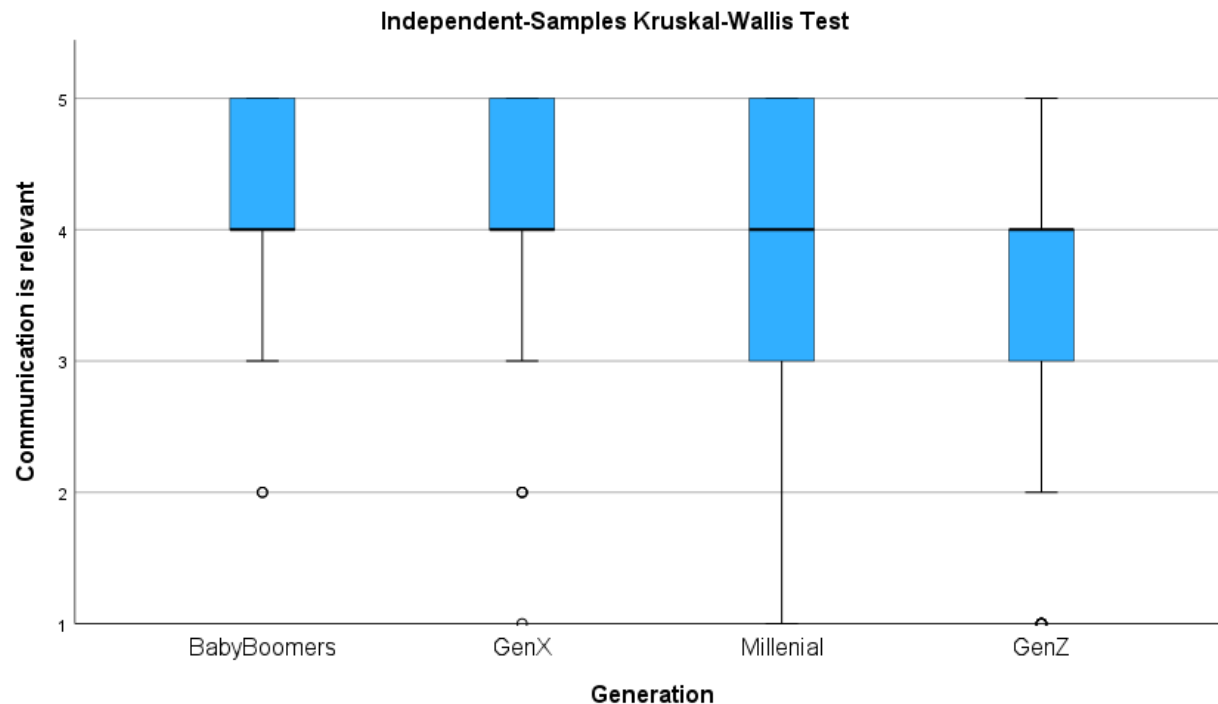
Generation	N	Mean rank
Baby Boomers	27	1 005,93
GenX	93	829,12
Millennial	185	784,18
GenZ	1 197	734,68

Group comparison	p-value
GenZ-Millennial	0,704
GenZ-GenX	0,170
GenZ-Baby Boomers	0,003
Millennial-GenX	1,000
Millennial-Baby Boomers	0,043
GenX-Baby Boomers	0,260

Opportunity score to improve satisfaction: 86%



Library communication is relevant



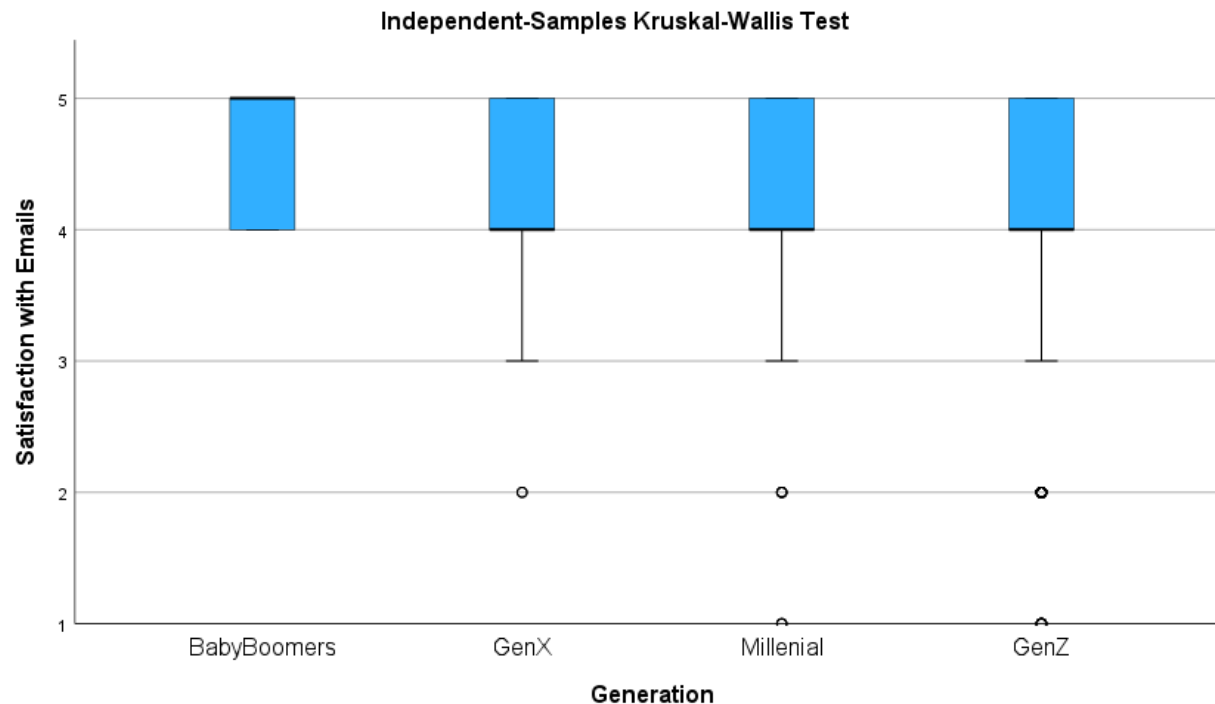
Generation	N	Mean rank
Baby Boomers	26	940,63
GenX	89	828,79
Millennial	181	743,65
GenZ	1 176	723,90

Group comparison	p-value
GenZ-Millennial	1,000
GenZ-GenX	0,093
GenZ-Baby Boomers	0,033
Millennial-GenX	0,571
Millennial-Baby Boomers	0,103
GenX-Baby Boomers	1,000

Opportunity score to improve satisfaction: 87%



Satisfaction with emails

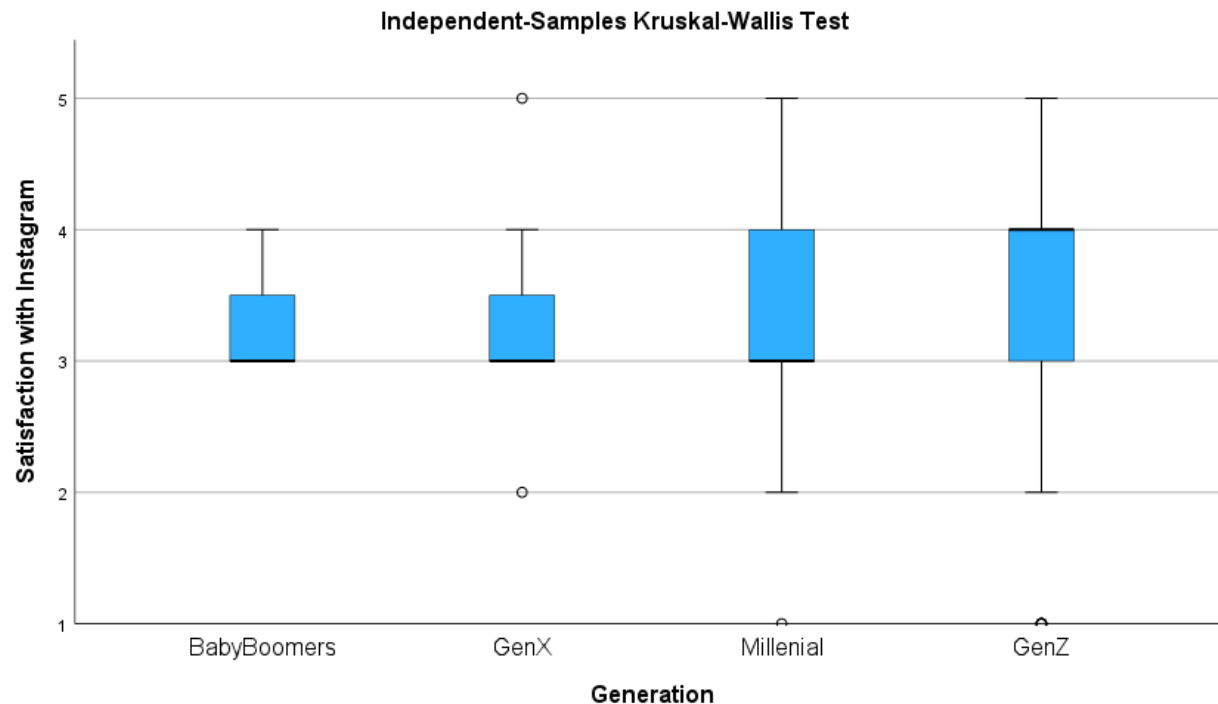


Generation	N	Mean rank
Baby Boomers	24	919,38
Gen X	90	787,44
Millennial	171	723,04
Gen Z	1 078	661,40

Group comparison	p-value
Gen Z-Millennial	0,243
Gen Z-Gen X	0,010
Gen Z-Baby Boomers	0,004
Millennial-Gen X	1,000
Millennial-Baby Boomers	0,082
Gen X-Baby Boomers	0,696



Satisfaction with Instagram



Generation	N	Mean rank
Baby Boomers	3	275,83
GenX	20	255,45
Millennial	85	376,74
GenZ	713	420,02

Group comparison	p-value
GenX-Baby Boomers	1,000
GenX-Millennial	0,172
GenX-GenZ	0,007
Baby Boomers-Millennial	1,000
Baby Boomers-GenZ	1,000
Millennial-GenZ	0,545



SUMMARY AND CONCLUSIONS



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Summary

- Babyboomers and GenX:
 - Find it easier to access and are more satisfied with print books, journals, e-Books, and e-Journals
- Millennials are more satisfied with the Research Commons
- GenX is more satisfied with the Wi-Fi connectivity and GenZ significantly differs
- GenX is happier with client service and GenZ significantly differs
- Babyboomers are more satisfied with one-on-one training, GenZ is the least satisfied
- Babyboomers are the more satisfied with library communications & GenZ significantly differs
 - GenZ are more satisfied with Instagram communications



Conclusions

- The most significant generational disparities are observed between GenX and GenZ
- One size doesn't fit all (co-creation)
- GenZ encountered difficulties in accessing and utilizing both printed materials and electronic resources, as well as seeking assistance and training
- Although GenZ are digital natives, they're struggling to access e-Books and e-Journals
- Baby boomers and GenX have mastered the information searching skills regardless of the environment compared to Millennials and GenZ
- The library have mastered engaging and serving the needs of Baby boomers and GenX, the biggest opportunity now lies with Millennials and
- All of these variations in preferences and behaviours must be taken into account when designing and providing services for different user segments



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Questions?



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