



Library Life Pulse Survey: A Wake-Up Call for UP Library Awareness Efforts

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QQML Conference 2023



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Outline

- Background and motivation
- Findings
- Corrective action
- Lessons learnt



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Background and Motivation



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Background and Motivation

- Success factors and areas of improvement
- Benchmarking
- Time for change: Library Life Pulse vs LibQUAL
- Performance measurement

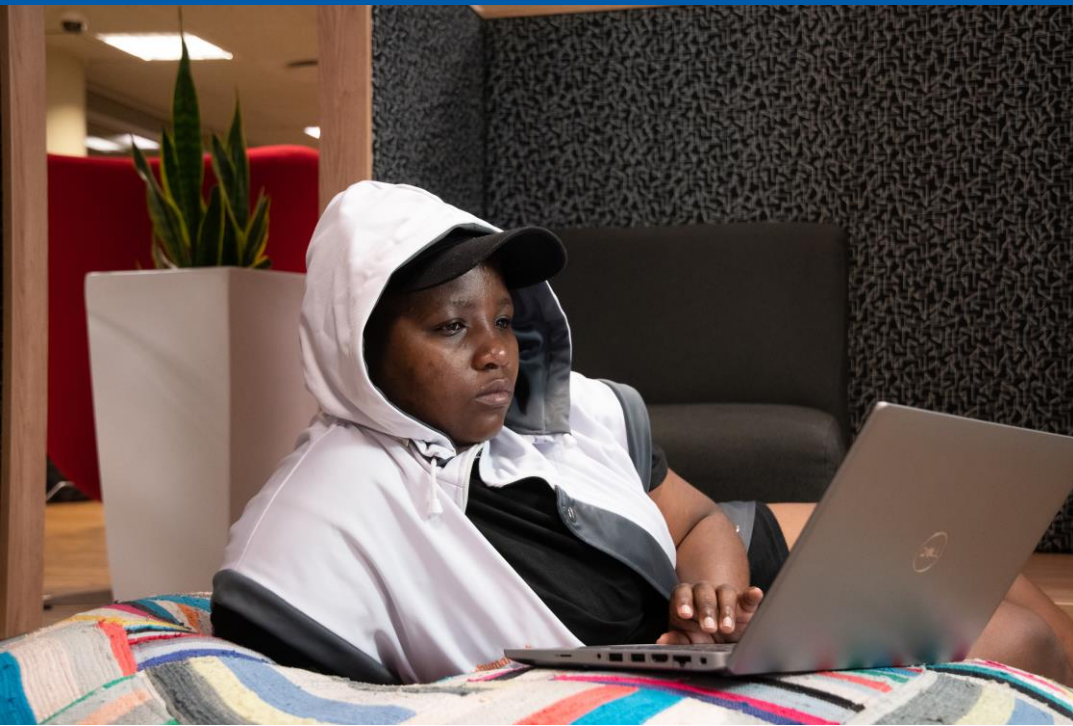


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Findings



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Satisfaction scores

User category	LibQUAL 2013	LibQUAL 2017	Library Life Pulse 2022
UG	7.2	7.3	8.6
PG	7.2	7.3	8.4
AS	7.3	7.4	8.4

Respondents: 1 789

Response rate: 3%



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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**



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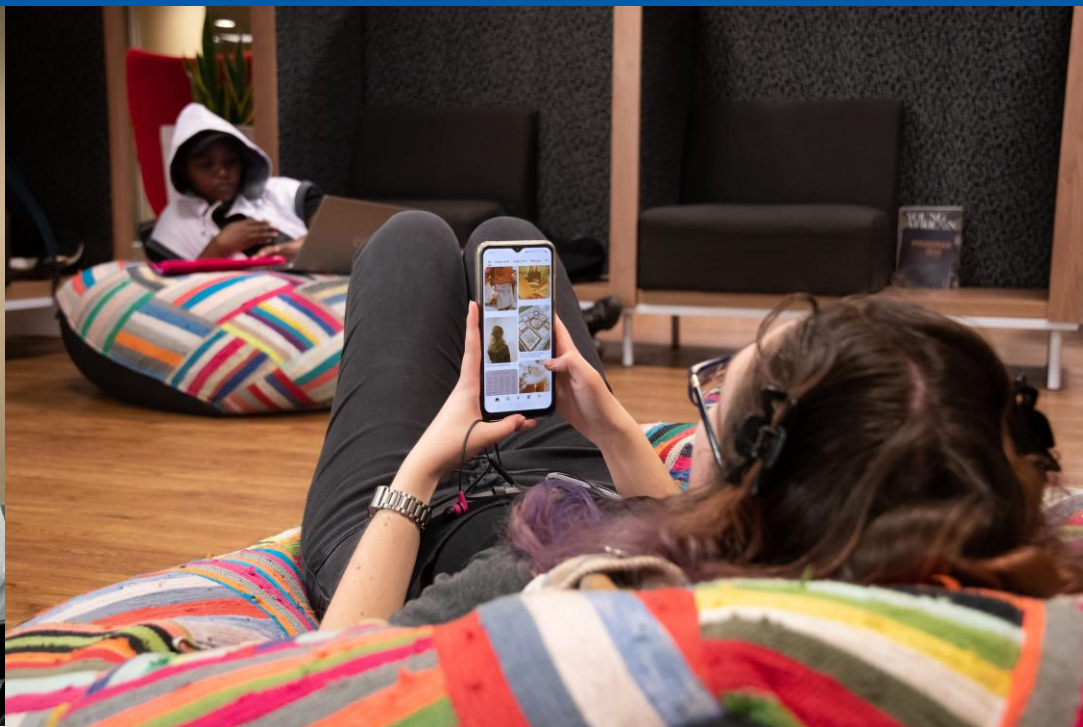
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Areas with highest opportunity to improve users' satisfaction

- Supporting users' skills development
- Improving access to support when using online services
- **Improving library communications**
- Strengthening support to individuals with special needs and part-time students



Communication and awareness

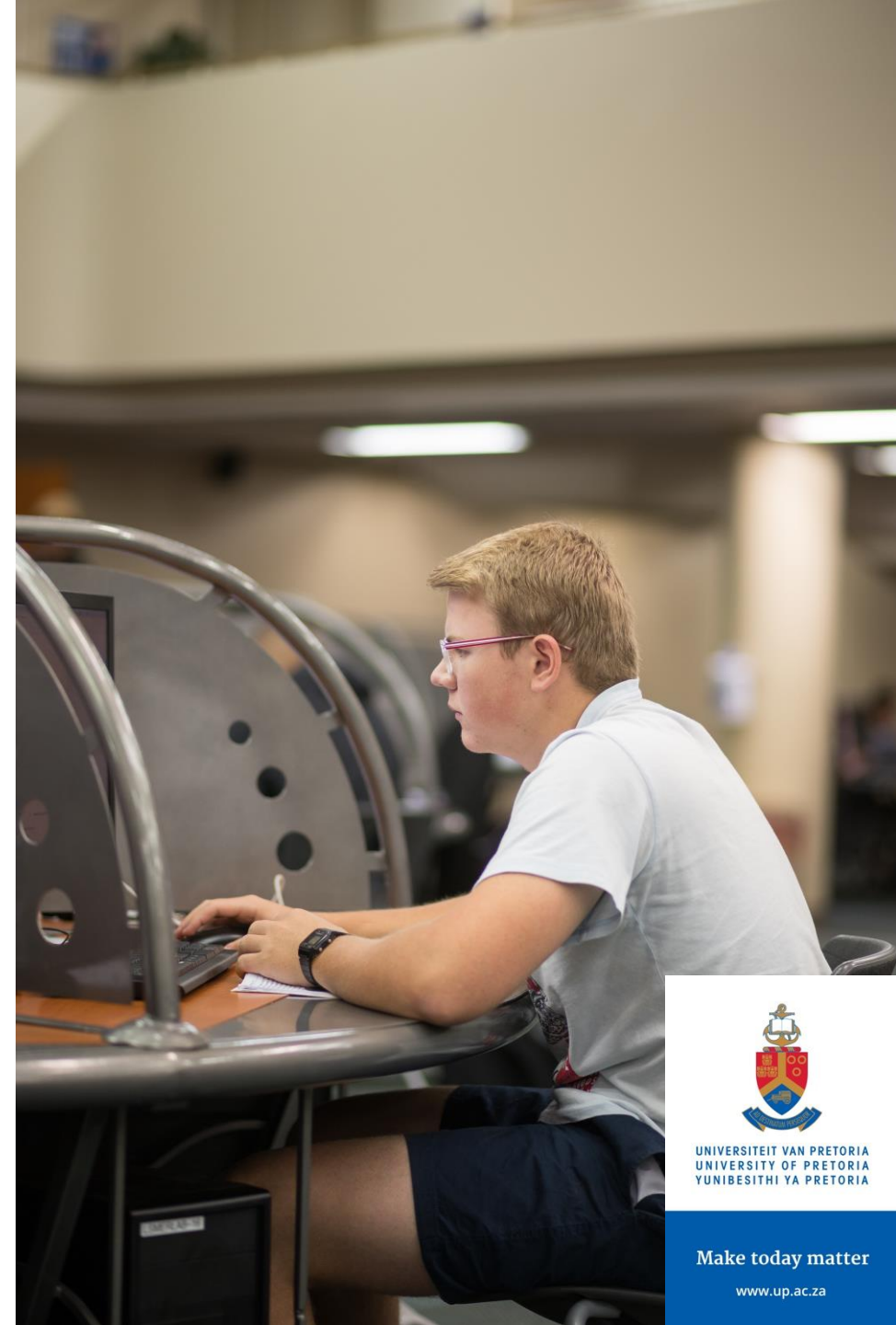
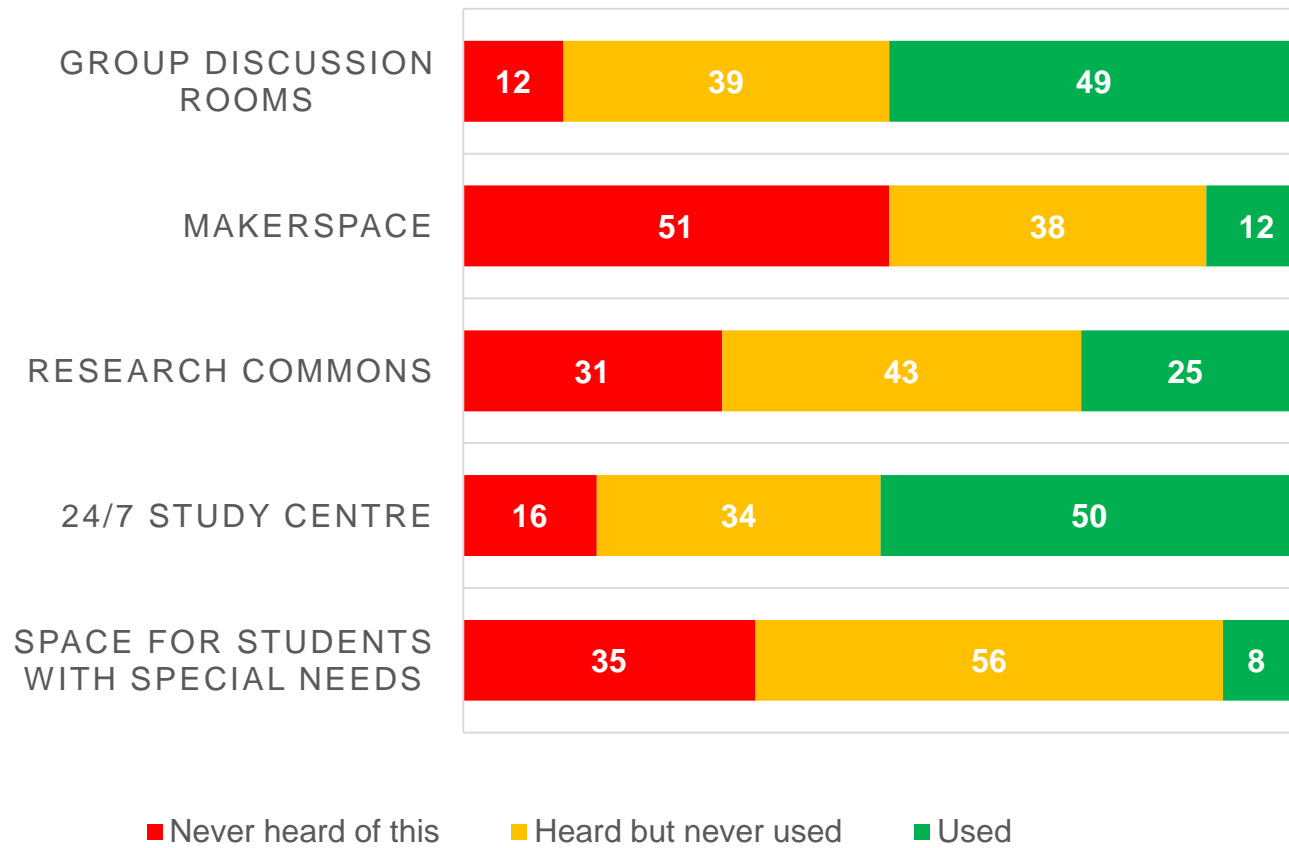


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Physical library spaces

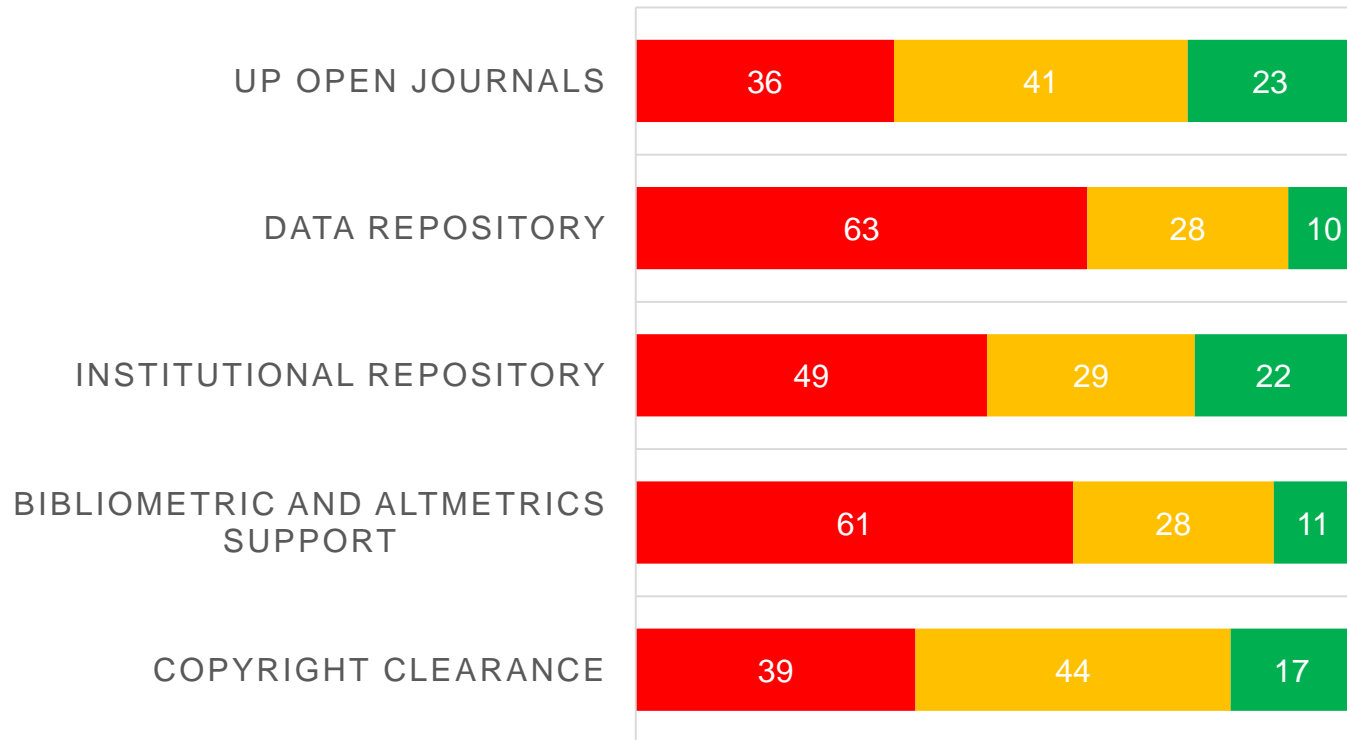


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Research Support



■ Never heard of this ■ Heard but never used ■ Used

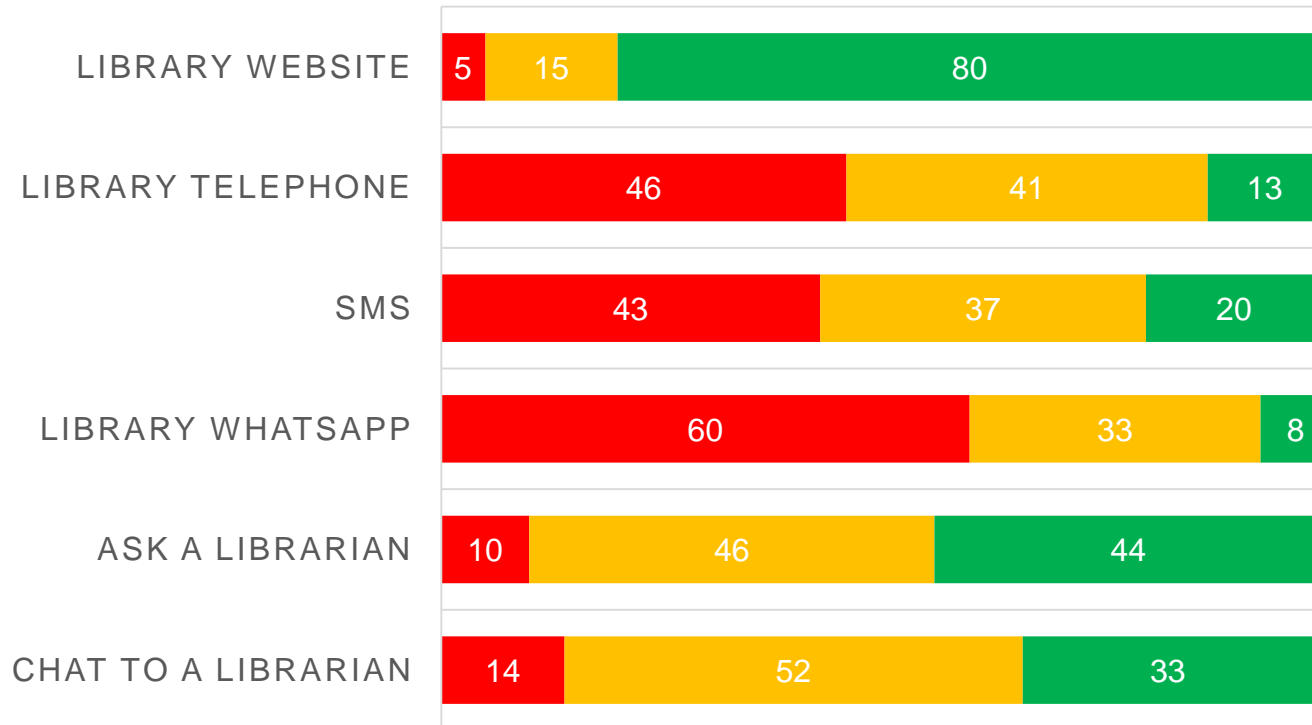


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Communication channels



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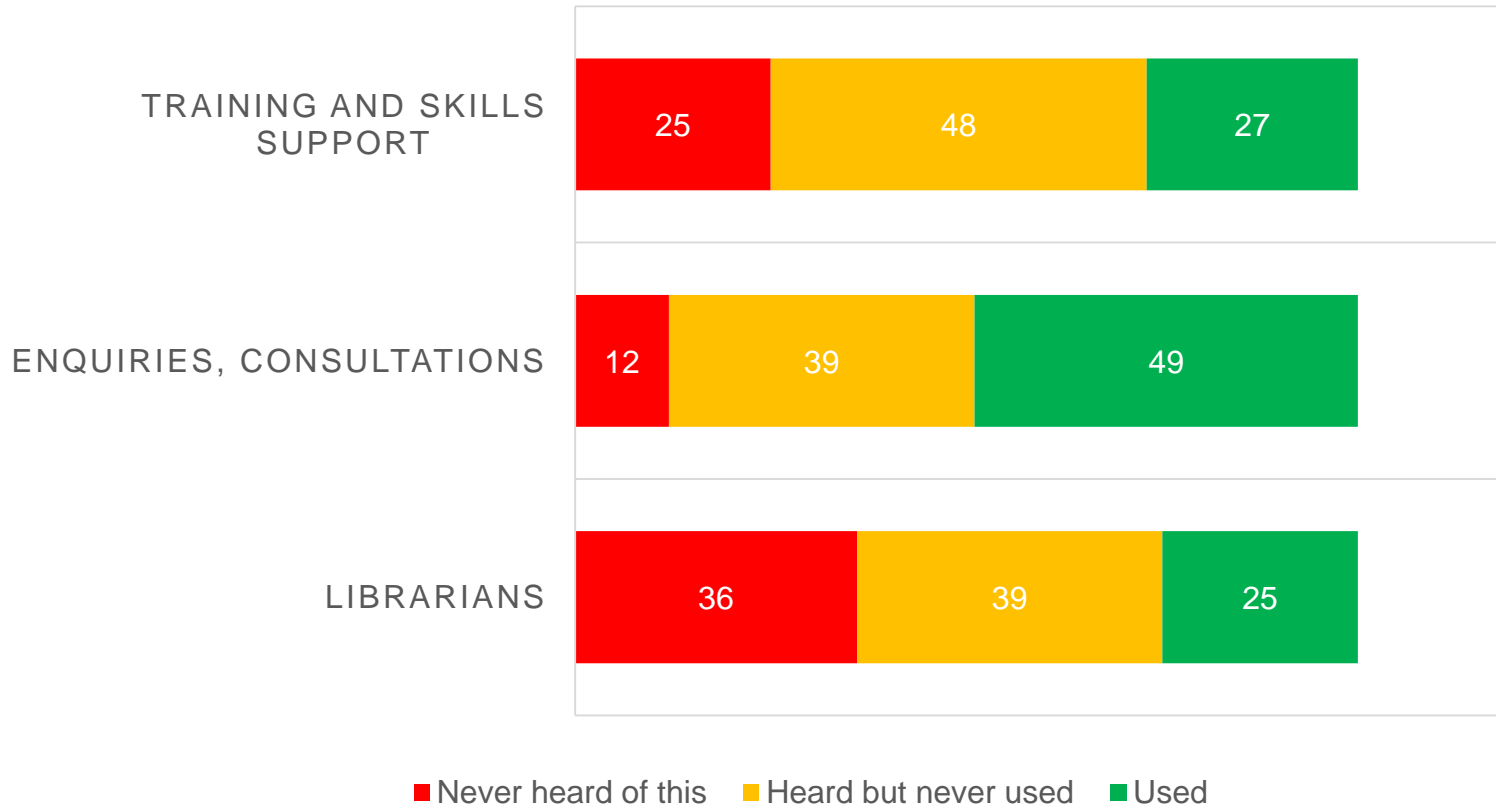


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Academic support

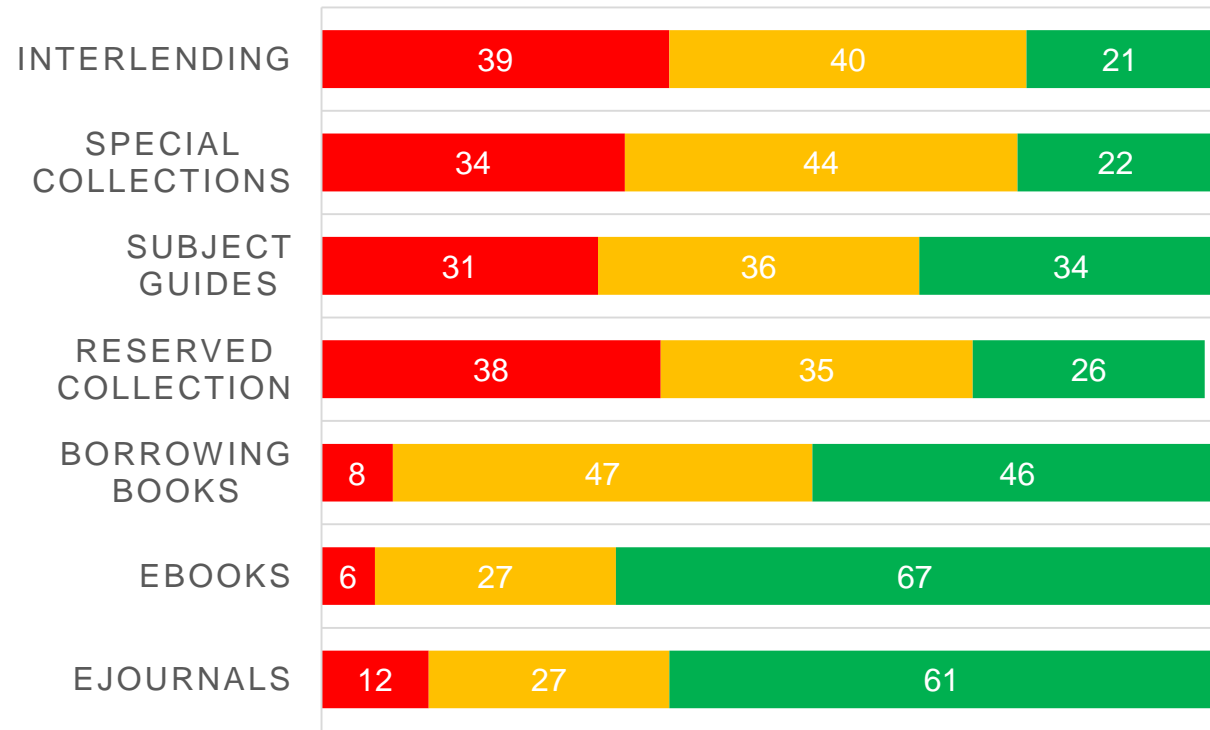


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Resources



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 ■ Heard but never used
 ■ Used



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Corrective action



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Marketing Management Collaboration

- Anti-plagiarism campaign
- Assignment writing and information literacy campaign
- Virtual services and products campaign



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Anti-plagiarism campaign



How would
you feel?



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Assignment Writing



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Virtual Services and Products



Physical competition:

- Searching for Libby in high-traffic campus areas
- Ask digital library related questions
- Take a selfie with Libby and send to the library WhatsApp for competition entry

Digital competition:

- Hide Libby stickers on the website
- Display QR codes on campus that leads to the website
- Screenshot and send to the library WhatsApp
- Earn additional entries: social media posts and tag the library



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Lessons Learnt



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Lessons Learnt

- Survey length
- Survey fatigue
- Researcher needs
- Filter questions
- Library Life Pulse
vs LibQUAL



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Questions?

**Contact me at:
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