

UC Santa Cruz

Library Staff Presentations and Research

Title

UCSC Library/Ithaka S+R Cognitive Interview Project

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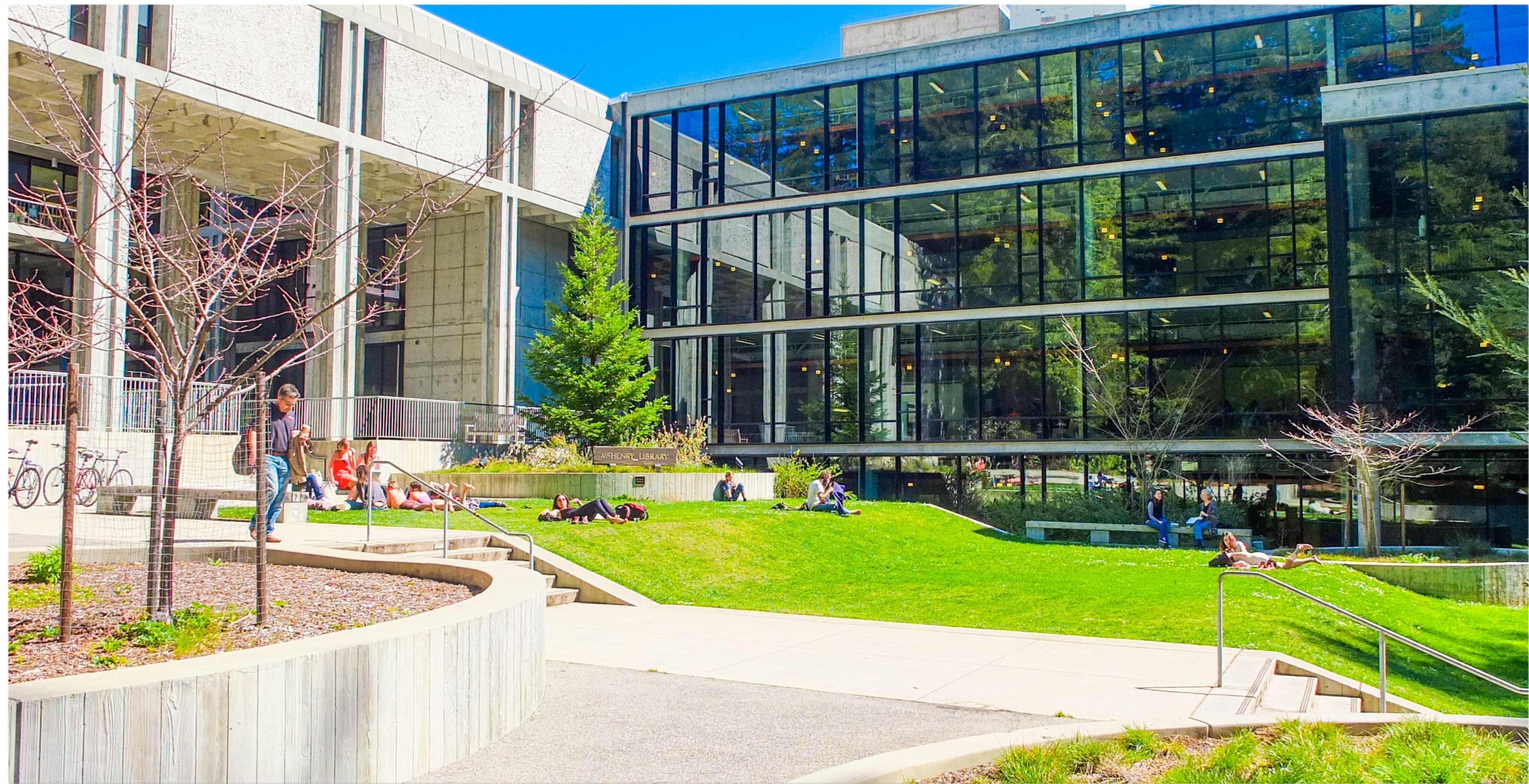
<https://escholarship.org/uc/item/29p1x6x5>

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UCSC Library/Ithaka S+R Cognitive Interview Project

11th Northumbria Conference on Performance Measurement in Libraries and Information Services

21 July 2015



The Undergraduate Experience Team

Cognitive interviews: a simple plan

1. Recruit 25 UCSC undergraduate and graduate students
2. Test two modules:
 - A. Role of the Library
 - B. Library Space Planning (draft)
3. Perform cognitive interviews
4. Report our findings to Ithaca S+R
5. Get it done during fall quarter

Planning the project: the basics

- ❖ Create a common workspace
- ❖ Articulate individual responsibilities
- ❖ Define performance expectations for the group

Unique Id	Activity	Start Date	End Date	Percent completed	dependency [1]	Project/task Lead	Comments
1.000	Ithaka student survey module pretesting	15-Sep-2014	8-Jan-2015	100%		Careaga	
2.000	Preliminaries	15-Sep-2014	22-Oct-2014	100%		Careaga	
2.010	Share module draft	15-Sep-2014	15-Sep-2014	100%		Rod	
2.011	UET feedback on draft	15-Sep-2014	25-Sep-2014	100%	2.010	Careaga	
2.020	Kickoff meeting	25-Sep-2014	25-Sep-2014	100%		Rod	
2.030	Define pretesting approach	25-Sep-2014	20-Oct-2014	100%		Careaga	Cognitive interviews. AR will provide script and training
2.040	Define timeline	25-Sep-2014	20-Oct-2014	100%		Careaga	Fall quarter, before T-giving, avoid midterms as much as possible. Avoid READ scale week if possible
2.050	Define cohorts	25-Sep-2014	20-Oct-2014	100%		Careaga	Preference for both undergrads and grads.
2.060	Feedback meeting	22-Oct-2014	22-Oct-2014	100%		Rod	
3.000	IRB approval	25-Sep-2014	10-Nov-2014	100%		Careaga	
3.010	Draft IRB exemption request	25-Sep-2014	25-Sep-2014	100%		Careaga	First draft done. AR will provide UNC example, module draft, CI script draft
3.020	IRB exemption request submission	22-Oct-2014	27-Oct-2014	100%	3.010, 5.040	Careaga	Exemption submitted 11/4
3.030	IRB exemption approval	27-Oct-2014	10-Nov-2014	100%	3.020	ORCA	Exemption approved via email 11/6/14
4.000	Survey instrument	22-Oct-2014	31-Oct-2014	100%		Rod	
4.010	Upload to Qualtrics	22-Oct-2014	23-Oct-2014	100%		Rod	
4.020	Share account access	22-Oct-2014	23-Oct-2014	100%	4.010	Rod	
4.030	UET technical test	27-Oct-2014	31-Oct-2014	100%	4.020	Careaga	
5.000	Team preparation	22-Oct-2014	13-Nov-2014	100%		Careaga	
5.010	Define interview strategy	22-Oct-2014	22-Oct-2014	100%		Careaga	CI only.
5.020	Identify interviewers	22-Oct-2014	27-Oct-2014	100%		Careaga	UET members only
5.030	Define equipment requirements	22-Oct-2014	27-Oct-2014	100%	5.010	Careaga	No recordings. Shared spreadsheet. Can use paper CI script and transfer.
5.040	Write CI script	22-Oct-2014	27-Oct-2014	100%		Rod	Q's for AR
5.050	Train interviewers	10-Nov-2014	12-Nov-2014	100%	5.040	Rod	30 min on 11/10 agenda for training. Deferred to 11/12. AR sick
5.060	Interviewers practice CI techniques on each other	10-Nov-2014	13-Nov-2014	100%	5.050	Careaga	Deferred to 11/12. AR sick. Pairs: FG/DM, KL/LM, GC/RC
6.000	Participant recruitment	22-Oct-2014	30-Nov-2014	100%		Lyons	
6.010	Identify resources	22-Oct-2014	31-Oct-2014	100%		Lyons	Hufft, SUA, RSS grad student contacts.
6.020	Advertise	3-Nov-2014	30-Nov-2014	100%		Lyons	Web site, social media, flyers
6.021	Survey Libguide	3-Nov-2014	10-Nov-2014	100%		Lyons	
6.022	pdf flyer based on libguide	10-Nov-2014	12-Nov-2014	100%		Lyons	
6.023	quarter sheets for internal distribution	10-Nov-2014	12-Nov-2014	100%	6.022	Lyons	Roving students to distribute in S&E
6.024	Banner on homepage	10-Nov-2014	12-Nov-2014	100%	6.021	Murphy	Asked Jess to do this 11/13
6.025	Email template for groups	10-Nov-2014	12-Nov-2014	100%		Lyons	Discovered College Program Coordinators and Residential Life Offices need print copies; obtained list; printed and mailed copies
6.026	Social media: Facebook	10-Nov-2014	12-Nov-2014	100%		Gravier	Spoke to Linda Hunt. Will send her LibGuide Link when public, then check to see what else she needs
6.027	Social media: Twitter	10-Nov-2014	12-Nov-2014	100%		Gravier	See above. Need to draft 140 character message.
6.028	Library home page news item	10-Nov-2014	12-Nov-2014	100%		Murphy	Drafted news item, will publish later today when image finalized
7.000	Implementation	22-Oct-2014	5-Dec-2014	100%	3, 4, 5, 6	Lyons	
7.010	Reserve spaces	22-Oct-2014	29-Oct-2014	100%		Lyons	McHenry: Using 2376. What about S&E? Old 'bullpen'
7.011	McHenry 2376 set up	10-Nov-2014	12-Nov-2014	100%		Careaga	MT to test network connection. Place second table. GC laptop
7.012	DM office backup	10-Nov-2014	12-Nov-2014	100%		Murphy	Secondary MCH site. No issues
7.013	S&E bullpen area	10-Nov-2014	12-Nov-2014	100%		Careaga	Get key from Marcus. Confirm printing availability. Printing/network available
7.020	Match participants/interviewers	3-Nov-2014	1-Dec-2014	100%		Lyons	Ongoing. Completed
7.030	Create calendar	27-Oct-2014	13-Nov-2014	100%		Murphy	M-Th 8-9, F 8-5. No weekends — no Mondays 10-11:30
7.040	Incentives — gift cards	27-Oct-2014	31-Oct-2014	100%		Careaga	\$5 GVC cards? Asked RC 10/28. Approved 11/5. PO request submitted 11/10.
7.050	Perform 30 interviews	10-Nov-2014	5-Dec-2014	100%		Lyons	PO submitted to GVC 11/12. Cards in hand 11/14.
7.051	Enter interview notes into spreadsheet	17-Nov-2014	5-Dec-2014	100%		Lyons	
8.000	Decommissioning	26-Nov-2014	5-Dec-2014	100%		Careaga	When we hit 30 or 12/5/14, whichever is sooner
8.010	Take down scheduler	26-Nov-2014	26-Nov-2014	100%		Murphy	
8.020	Take down banner and news item	26-Nov-2014	26-Nov-2014	100%		Murphy	
8.030	Halt social media notices	26-Nov-2014	26-Nov-2014	100%		Gravier	
8.040	Redact CI participants document (PII)	5-Dec-2014	5-Dec-2014	100%		Careaga	Not until all interviews completed
8.050	Thank S&E librarians	5-Dec-2014	5-Dec-2014	100%		Careaga	sent 12/4
8.060	Close survey instrument	5-Dec-2014	5-Dec-2014	100%		Rod	Emailed Alisa on 12/4
8.070	Add 'survey closed' message to LibGuide	26-Nov-2014	26-Nov-2014	100%		Lyons	
9.000	Report of findings	3-Dec-2014	18-Dec-2014	100%		Murphy	By 12/18
9.010	Debrief with Alisa and Nancy	3-Dec-2014	3-Dec-2014	100%		Careaga	Ideas document started
9.020	Deliver report of findings	3-Dec-2014	18-Dec-2014	100%		Careaga	To Alisa and Nancy via email 12/17
9.030	Deliver interview notes	8-Dec-2014	18-Dec-2014	100%		Murphy	To Alisa and Nancy via email 12/17
9.040	Summary of lessons learned about the CI experience	8-Dec-2014	18-Dec-2014	100%		Murphy	To Alisa and Nancy via email 12/17
10.000	Northumbria conference proposal	1-Dec-2014	8-Jan-2015	100%		Rod	
10.010	Identify concept	1-Dec-2014	11-Dec-2014	100%		Careaga	Meeting with AR on 12/22
10.020	Proposal draft	5-Dec-2014	18-Dec-2014	100%		Rod	
10.030	Meet with AR to finalize	5-Jan-2015	5-Jan-2015	100%		Careaga	
10.040	Submit proposal	5-Jan-2015	8-Jan-2015	100%		Rod	

Planning the project: recruit students

- ❖ Cast a broad net
- ❖ Make it convenient
- ❖ Offer an incentive

Take a Survey, Get a \$Gift Card\$!



UCSC students—we need your input!

Do you need:

- More group study space?
- More quiet study space?
- An additional café?
- Support for new technologies?
- A refuge from the distractions of dorm or apartment life?

We want to know!

We're asking for volunteers to test a brief, confidential survey on library services and spaces, and have a short interview with a UCSC librarian—30 minutes of your time.

Help us fine-tune the survey before we launch it for all UCSC students in the spring.

The survey will run **November 10th–December 5th.**
We will work around your schedule!

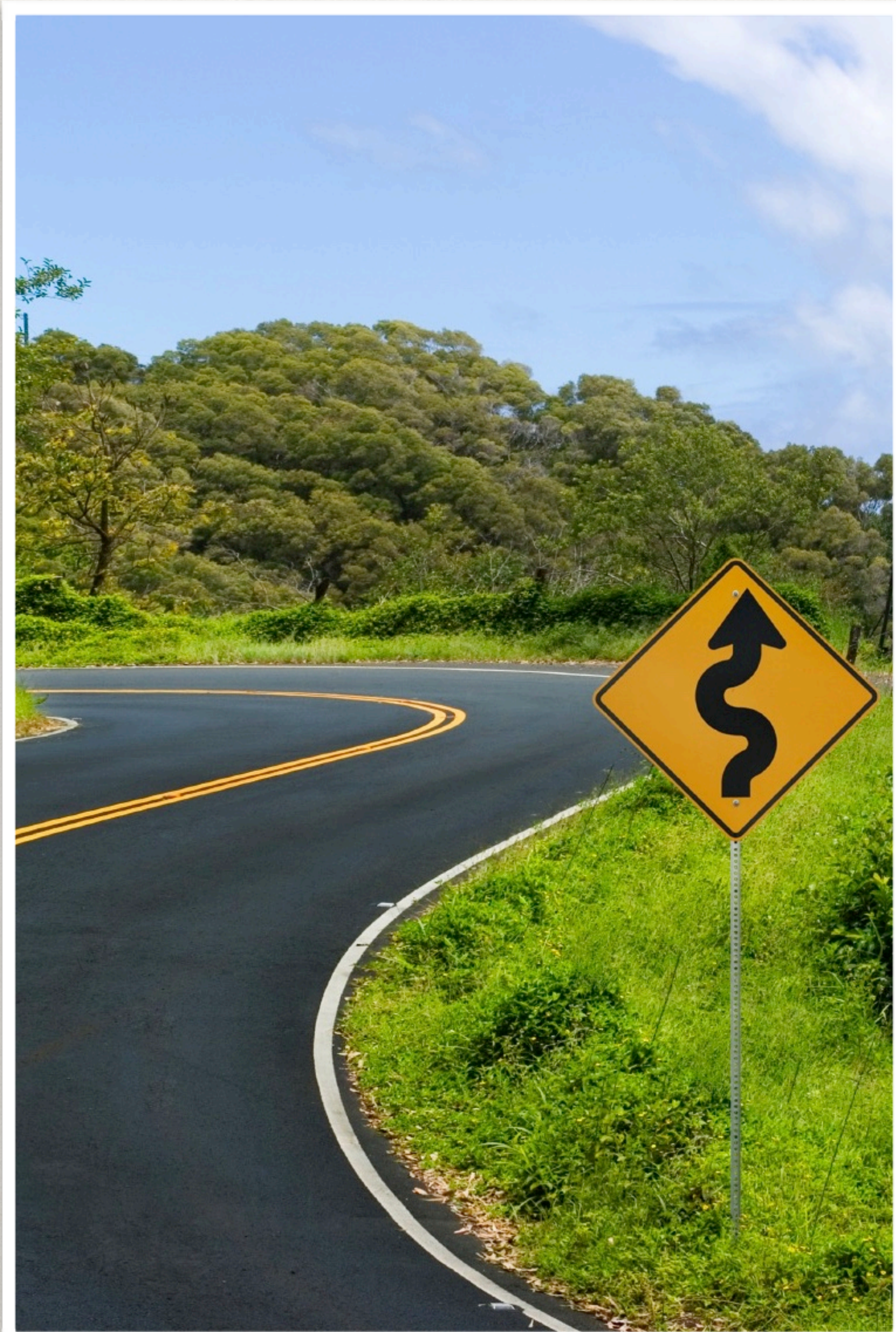
As thanks for participating you will receive a \$5 Global Village Cafe gift card.

**Whether you're a full- or part-time UCSC student,
sign up to arrange a time to take our survey:**

<http://tinyurl.com/n28ajws>

Executing the project: complications

- ❖ Started late
- ❖ Underestimated student interest
- ❖ Overestimated student commitment
- ❖ Underestimated survey / interview length
- ❖ Co-editing Google spreadsheet proved problematic



Project outcome: success!

- ❖ Completed 31 interviews
- ❖ Broad participation
- ❖ Questions were generally well understood



What does “comfort” mean?

Question 24: “Overall how satisfied or dissatisfied are you with each of the following aspects of the campus library building you visit most often?”

(4): “The general comfort level”

CI question 13: “What did you think we meant by ‘comfort level’ in this statement.”

7 of 31 interviewees described comfort in terms of personal safety

- ❖ “Seating, environment (is it safe?), temperature”
- ❖ “I am able to do my work. I feel safe in the library”
- ❖ “A safe space”
- ❖ “Whether she feels safe coming to library and won't be disturbed by anything”
- ❖ “Combination of physically comfortable seating as well as atmosphere—not people randomly creeping around in library”
- ❖ “Chairs, location, safety. If I feel like I am not going to be bothered.”
- ❖ “Feeling safe, physically comfortable, relaxed.”

CI project outcome: new questions

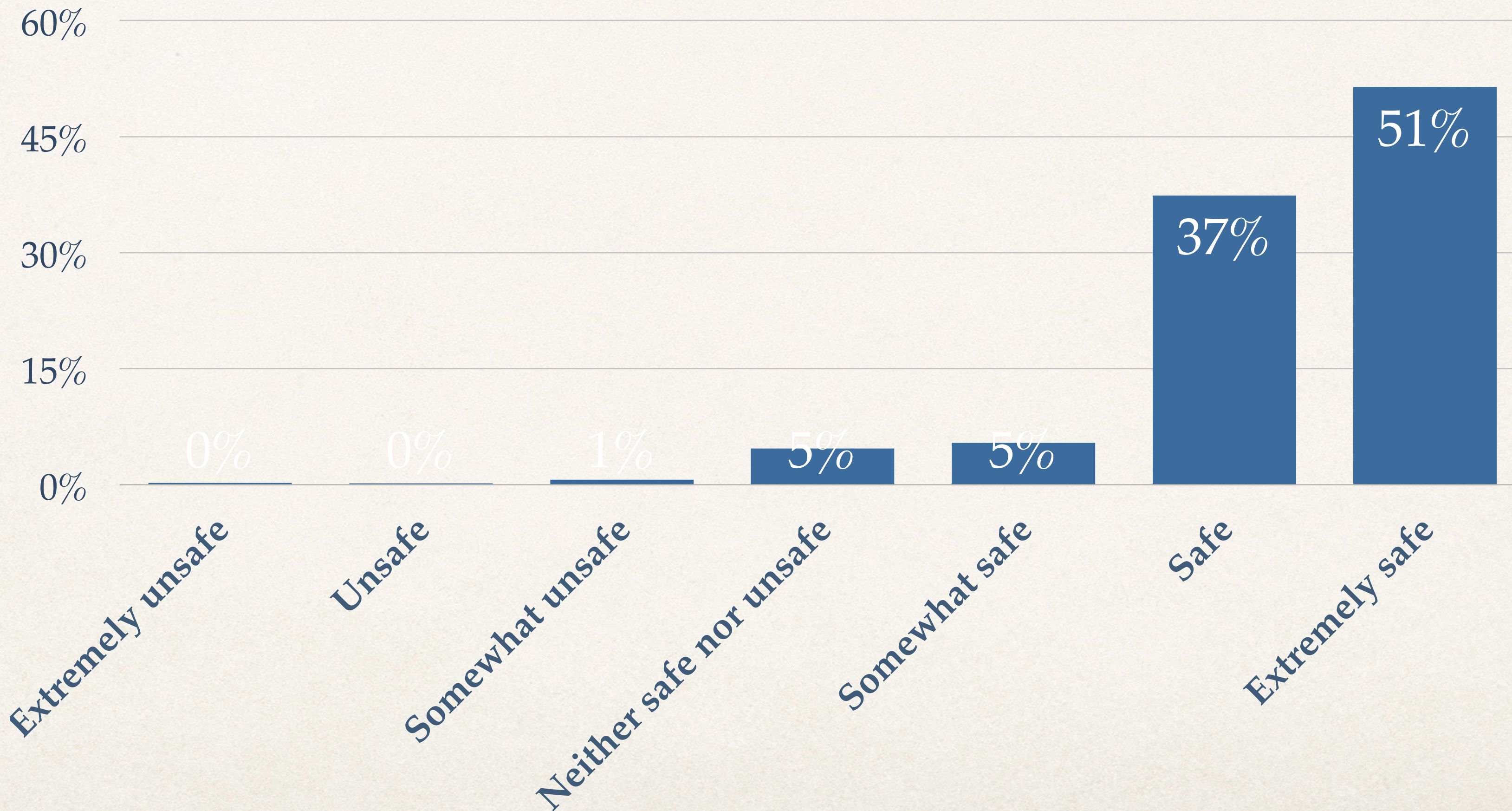
- ❖ LSP 4 (6): “The general level of safety”
- ❖ LSP 23: Location
- ❖ LSP 24: Hours
- ❖ LSP 25: Safe transit—day
- ❖ LSP 26: Safe transit—night
- ❖ LSP 27: Safety issues: text response

Spring survey experience

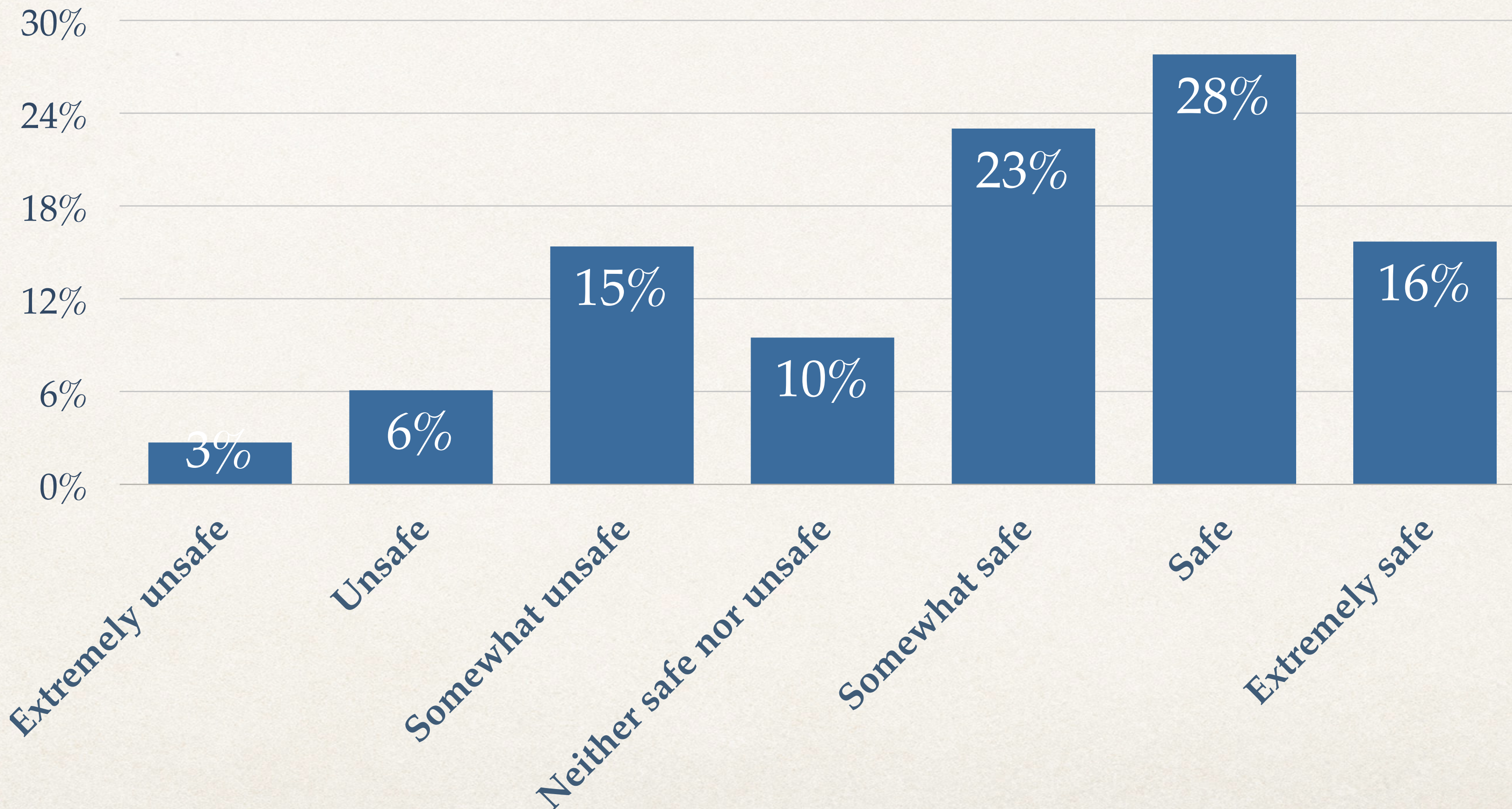
- ❖ 6 April to 5 June
- ❖ Collaborated with IRAPS
- ❖ Just undergraduates
- ❖ Incentives
- ❖ Student tabling
- ❖ 11.25% participation



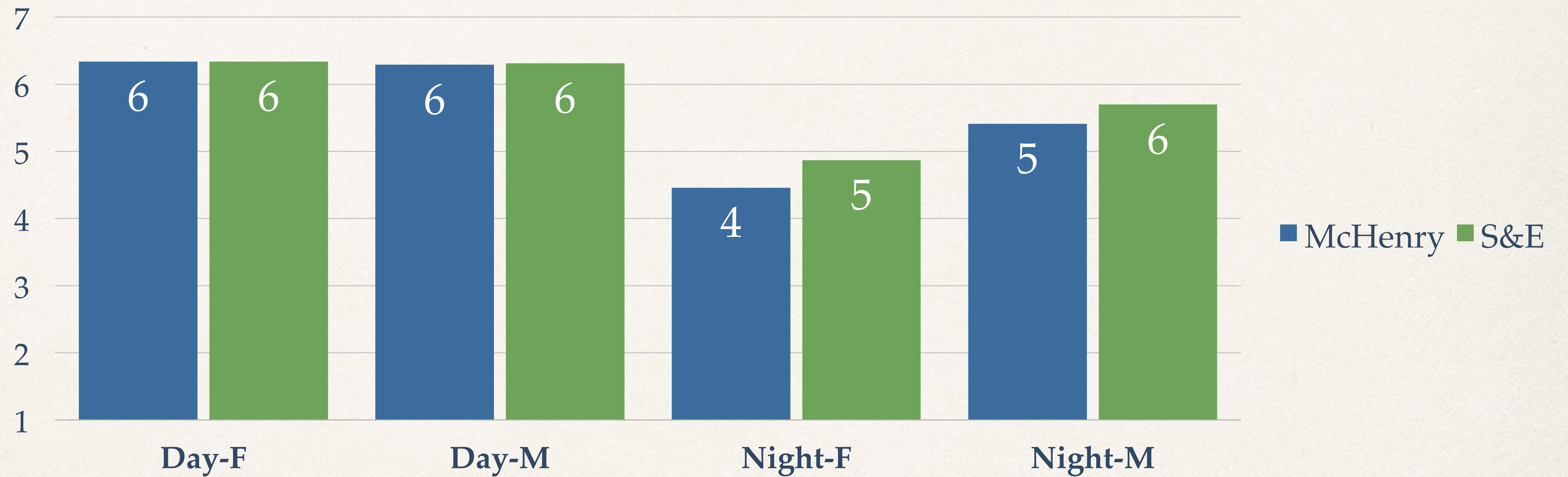
Safety to and from: day



Safety to and from: night



Safety to and from: gender and library



Safety comments

- ❖ Poor lighting
- ❖ Forest environment
- ❖ Potential for assault
- ❖ Distance to bus stops, parking lots, campus housing
- ❖ Unreliable shuttle service



CI and survey project outcomes

- ❖ Team identity and direction
- ❖ Actionable data
- ❖ Campus partnerships