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Making Assessment Matter: Questions to Ask When Asking Questions

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Albertsons Library

A photograph of a notebook page with a pen and a small object. The page is lined and has a small, dark, irregular object on it. A pen is visible in the bottom left corner. The background is a dark blue gradient.

Pacific Northwest Library Association
2013 Annual Conference

What is assessment?

(choose all that apply)



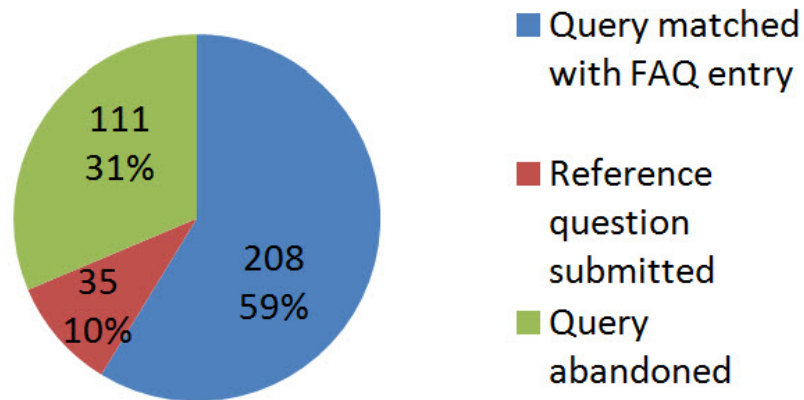
- Gathering data about a project or service.
- Something you do before asking for money.
- A way to ascertain the success or failure of a project or service.
- A group of methodologies aimed at determining how to proceed with a project or service.
- Something that your supervisor (library board/administration) makes you do on top of your real job.

Data

Id	Timestamp	Query		Source	Referring URL			
1658022	8/7/2013 15:13	cant access my broncoweb	Clicked on question	password?	75.167.18. System	http://libanswers.boisestate.edu/a.php?qid=2486		
1655137	8/6/2013 16:51	pictures of the old boise state yearbooks	Not Submitted		67.60.7.24 System	http://libanswers.boisestate.edu/a.php?qid=121004		
1655136	8/6/2013 16:50	1971 yearbook	Clicked on question	Where can I find old Boise State yearbooks?	67.60.7.24 System	http://libanswers.boisestate.edu/a.php?qid=121004		
1651791	8/5/2013 14:08	I'm trying to access an eBook and it's not showing up. Can you help?	Match via auto-suggest		132.178.2. Widget	http://library.boisestate.edu/help/faq.php		
1651398	8/5/2013 12:04	How do I reserve a study carrel or locker for my use?	Match via auto-suggest		70.0.127.2 Widget	http://library.boisestate.edu/help/faq.php		
1651390	8/5/2013 12:02	Can I return a book if the library is closed?	Match via auto-suggest		70.0.127.2 Widget	http://library.boisestate.edu/help/faq.php		
1650536	8/5/2013 7:12	Type your question here!	Not Submitted		132.178.2. Widget	http://library.boisestate.edu/help/faq.php		
1649958	8/4/2013 20:50	Does the library accept donations?	Match via auto-suggest		63.155.31. Widget	http://library.boisestate.edu/help/faq.php		
1647959	8/3/2013 12:43	How much does it cost to photocopy?	Match via auto-suggest		64.188.17. System	http://libanswers.boisestate.edu/a.php?qid=9481		
1643949	8/1/2013 12:12	Type your question here!	Not Submitted		132.178.2. Widget	http://library.boisestate.edu/help/faq.php		
1643330	8/1/2013 8:54	comments	Not Submitted		132.178.2. Widget	http://library.boisestate.edu/notfound.php		
1640957	7/31/2013 11:14	print	Clicked on question	How do I print in the library?	132.178.2. Widget	http://library.boisestate.edu/help/faq.php		
1640956	7/31/2013 11:14	prtn	Not Submitted		132.178.2. Widget	http://library.boisestate.edu/help/faq.php		
1640748	7/31/2013 10:10	study room	Clicked on question	Are there group study rooms in the library?	132.178.2. Widget	http://library.boisestate.edu/help/faq.php		
1640637	7/31/2013 9:36	How do I get books that the library doesn't have?	Match via auto-suggest		132.178.2. Widget	http://library.boisestate.edu/help/faq.php		
1638943	7/30/2013 15:28	How do I get books that the library doesn't have?	Match via auto-suggest		132.178.2. Widget	http://library.boisestate.edu/help/faq.php		
1634772	7/29/2013 10:44	map printing	Clicked on question	Where can I print in color or large format?	132.178.2. Widget	http://library.boisestate.edu/help/faq.php		
1634684	7/29/2013 10:24	printing cost	Clicked on question	Can I use a credit card to add money to my BroncoPrint account?	132.178.2. System	http://libanswers.boisestate.edu/a.php?qid=182780		

Assessment

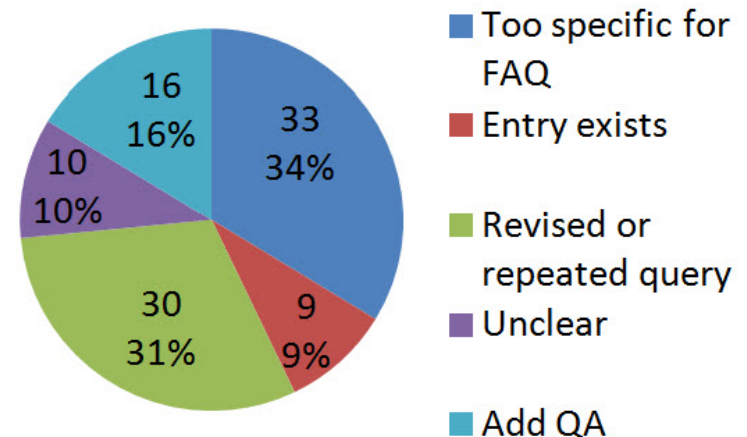
FAQ query outcomes



- Over half of patron queries now result in an FAQ match.
- 10 percent of queries segue into questions via the form on the FAQ results page.
- The rest (31%) are abandoned.

Abandoned queries=failure + opportunity

- These are queries for which the user neither clicks on an FAQ entry nor asks a question.
- Given that our goal is to help people find what they need, abandoned queries (and the trends thereof) warrant extra attention.
- The chart to the right shows groupings of abandoned queries grouped into types.
- Below are definitions, examples and some analysis.

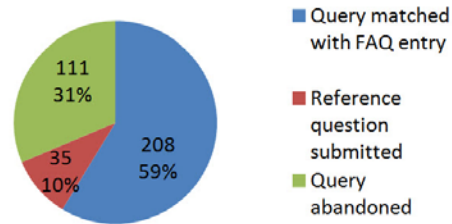


How are data and assessment different?

Timestamp	Query	Status	Data
8/7/2013 15:13	cant access my broncoweb	Clicked on question	
8/6/2013 16:51	pictures of the old boise state yearbooks	Not Submitted	
8/6/2013 16:50	1971 yearbook	Clicked on question	

Assessment

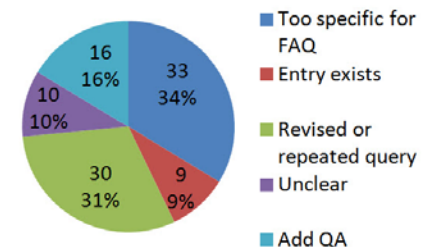
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What is a research question?



*Saint Joseph and Saint Anne
Room 203 1963*

PHOTOGRAPHY BY



THE
PALOMAR
STUDIOS

What do you plan to do differently based on the results?



1. Stop
2. Change
3. Implement

“If I had asked people what they wanted, they would have said faster horses.” (Henry Ford)

Should we continue to offer a 24/7 chat reference service?

What are we *really* looking for?

- ✓ Budget
- ✓ Other assessment results
- ✓ Quality

Is this a research question?

Bottom line?

Unicorns \$1000
Hippopotomus - \$2.
CATT \$3

VALUE



$$\text{VALUE} = \{\text{BENEFITS} - \text{COSTS}\}$$

What information would help you with the chat reference assessment?

Research question:
What is the value of the library's 24/7 chat reference service?

$$\text{VALUE} = \{\text{BENEFITS} - \text{COSTS}\}$$

Information you already have

Computers
& systems

Local

Professional

Data sets

Your library &
organization

Library
professional
organizations

Other local
organizations

Other
professional
organizations

Other libraries



Information you gather







Methods: more quantitative

Statistics

Pre/post
tests

Usability

Surveys





Methods: more qualitative

Interviews

Focus groups

Observations

Photo
journaling

Retrospective
research
interviews





COLOR

By
Dennis
+
Anna

outside

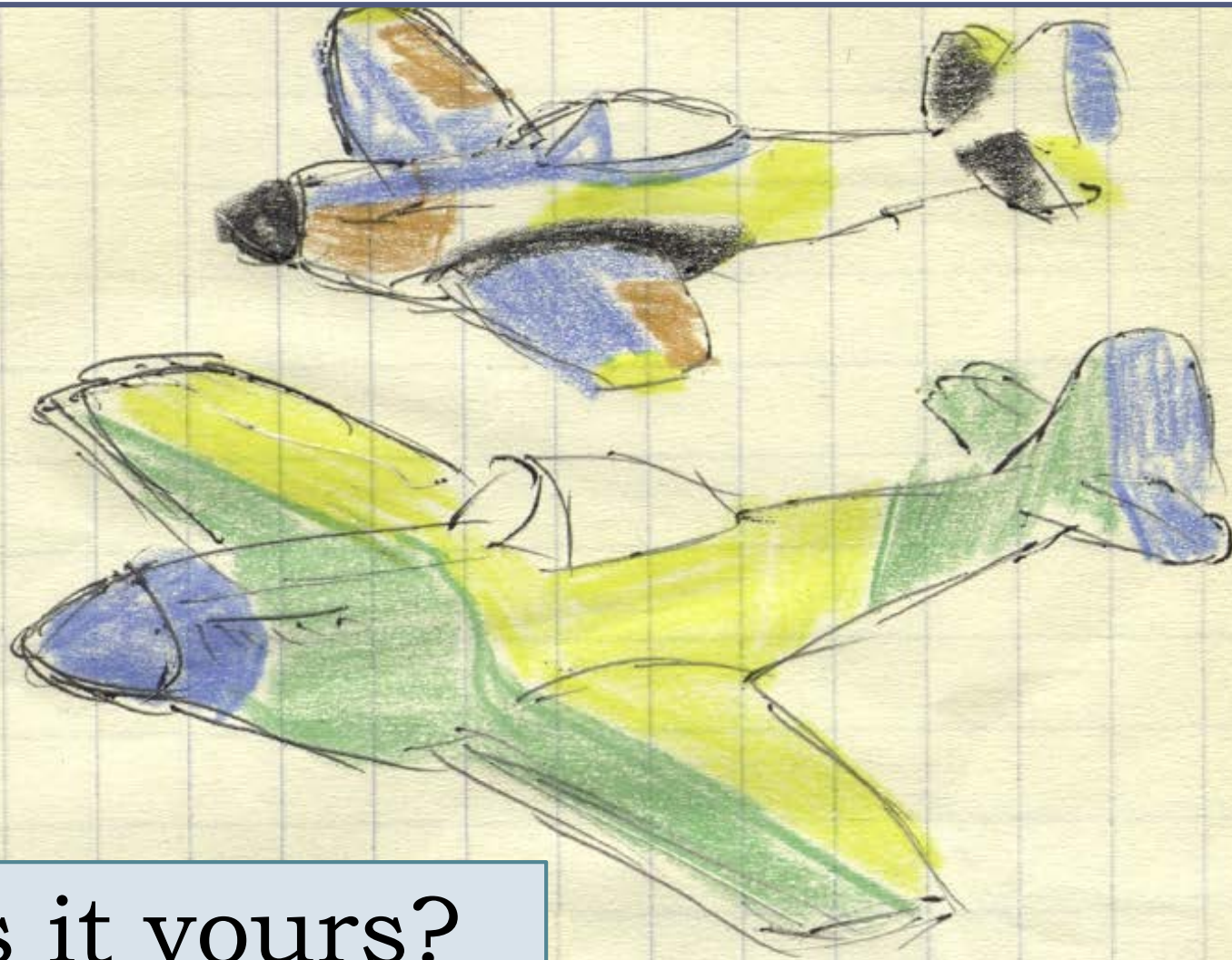
the

LINESS



Sometimes you can break the rules. This is not one of those times

Assessment can be an entire job



Is it yours?

On analyzing statistics

There are lies, damned lies and statistics
(attributed to Mark Twain)

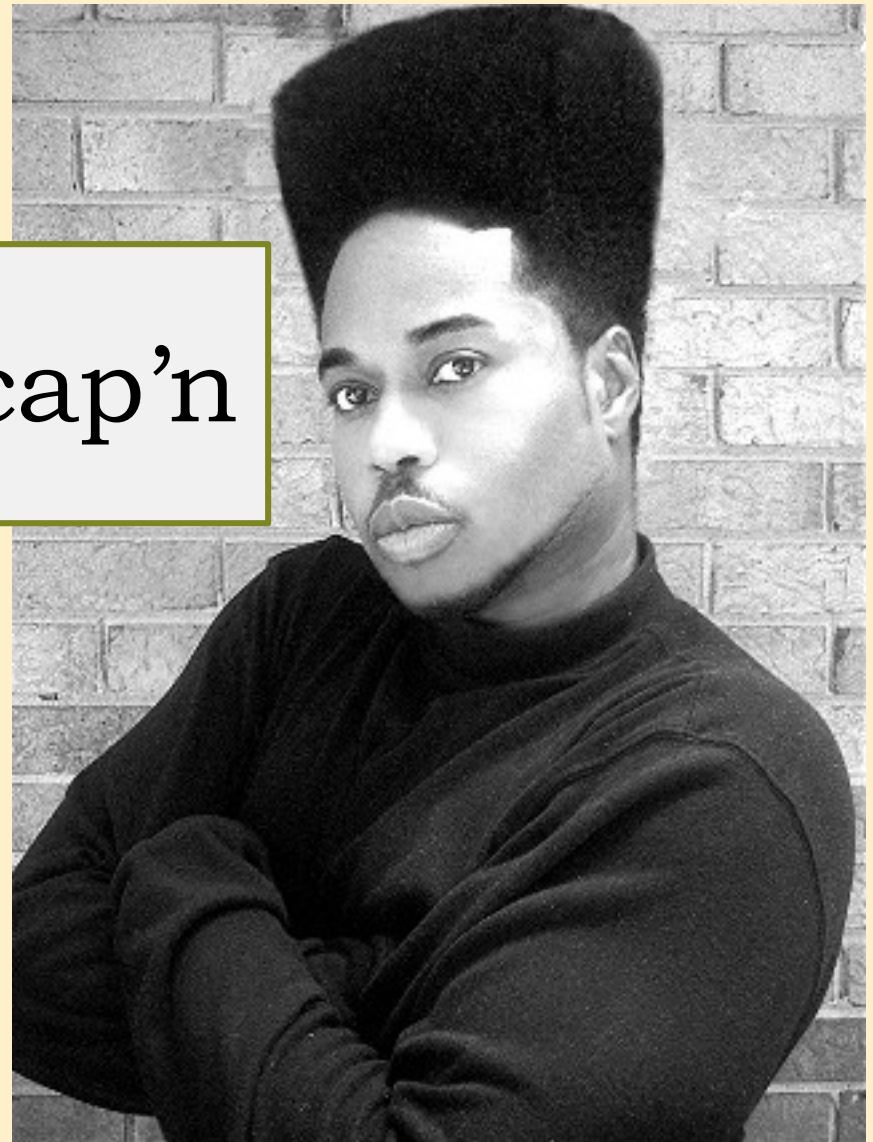


MONSTER
MIDGE





Make it happen, cap'n



On tilting windmills



Resources



I have been from ...
you been answered earlier.

We'd like to thank ...

- ✓ The artists whose work is displayed in this presentation.
- ✓ Creative Commons for making it easy to share.
- ✓ Artists everywhere who make their material available for others to use for their creations.

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Screw Business as Usual

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Thank YOU for participating!

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