Unitec

Library Client Survey

Analysis of Verbatim Comments

September 2018

Contents

1. Introduction

Insync was retained by the Unitec Library to conduct a survey of its users in 2018. Quantitative reports of findings have already been presented to the Library.

Qualitative data was also gathered in the survey. Patrons were prompted with a single open question: *Please tell us how the Library has contributed to your overall Unitec experience and suggest any improvements you would like to see.*

Of the 1938 survey respondents, 1028 (53.0%) provided comments.

The comments were analysed and responses were quantified into *themes* and *best practice categories*.

The following diagram illustrates the stages in the analytical process:

Note: A comment may contain multiple responses

The analysis in this instance generated 57 themes, incorporating 1936 responses (excluding 18 classed as *no comment, not applicable* and 15 left *uncategorised*).

Themes are further clustered into *best practice categories*. Four categories are identified – *communication, service delivery, facilities and equipment,* and *information resources* – in line with those used for benchmarking in the *Library Student Survey*. Responses are also classed into *favourable* and *unfavourable* feedback.

This report presents the results of qualitative analysis performed on the free text responses generated by the open-ended question.

2. Response statistics: Responses

The table below details the number of responses extracted from the verbatim comments. In total, the analysis generated 1936 responses.

Unitec Library Client Survey 2018		
Analysis of Verbatim Comments		
Total Responses = 1936		
Category	**n**	**%**
Bachelors student	977	50.5%
Diploma student	341	17.6%
Postgraduate student	278	14.4%
Certificate student	273	
Other	35	
Academic/Research staff member	21	
Allied/professional Staff member	10	0.5%
Unspecified	*1*	*0.1%*
Facility		
Mt Albert, Hub Library (Te Puna)	1220	63.0%
Mt Albert, Building One Library	375	19.4%
Waitakere Library, level 3	313	16.2%
Unspecified	*28*	*1.4%*
Year started at Unitec		
2018	853	44.1%
2017	420	21.7%
2016	295	15.2%
2015	149	7.7%
2014	101	5.2%
Before 2012	59	3.0%
2013	42	2.2%
2012	17	0.9%
Unspecified	*0*	*0.0%*

Unitec Library Client Survey 2018		
Analysis of Verbatim Comments		
Total Responses = 1936		
Major area of study, teaching, or research	**n**	**%**
Building Construct. & Services including Plumbing	257	13.3%
Health Care	231	11.9%
Architecture / Landscape	223	11.5%
Engineering	164	8.5%
Business Practice	158	8.2%
Other/not applicable	146	7.5%
Environmental & Animal Science	144	7.4%
Social Practice	137	7.1%
Computer Science	129	6.7%
Creative Industries / Design	88	4.5%
Bridging Education / Bridgepoint	63	3.3%
Postgraduate	61	3.2%
The Mind Lab by Unitec	59	3.0%
Community Development	31	1.6%
Language Studies	26	1.3%
Vehicle Systems & Materials	16	0.8%
Tech Futures	1	0.1%
Unspecified	*2*	*0.1%*

3. Themes

The following table shows the 57 themes and the number of responses – both *favourable* and *unfavourable* – attributed to each. The theme with the highest number of total responses is listed first:

Themes	Favourable feedback	Unfavourable feedback	n	%
Unitec Library Client Survey 2018				
Analysis of Verbatim Comments				
Total responses = 1936				
Study environment (noise levels, ambience)	164	85	249	12.9%
Overall satisfaction	199	4	203	10.5%
Staff, customer service	185	12	197	10.2%
Digital resources (e-journals, e-books, full-text)	82	37	119	6.1%
Course and subject specific resources	71	42	113	5.8%
Resources (overall collection)	94	5	99	5.1%
Group study facilities (rooms, booking)	58	36	94	4.9%
Desktop computers	34	45	79	4.1%
Operating hours	12	67	79	4.1%
Printing, scanning and photocopying	25	41	66	3.4%
Desks and seating	10	55	65	3.4%
Physical collection (books, journals, newspapers)	37	23	60	3.1%
Laptop facilities (power, loans)	23	35	58	3.0%
Space and crowding	12	34	46	2.4%
Library layout (design, refurbishment)	34	9	43	2.2%
Individual study facilities	22	19	41	2.1%
Facilities and amenities	22	14	36	1.9%
Wireless and internet access	12	12	24	1.2%
Air temperature, ventilation	7	16	23	1.2%
Staff numbers, availability	4	19	23	1.2%
Communication and consultation	6	12	18	0.9%
Research skills (tutorials, tours)	10	6	16	0.8%
Items on shelves (arrangement, missing, reshelving)	8	7	15	0.8%
Referencing	9	5	14	0.7%
Signage	1	11	12	0.6%
Website	1	11	12	0.6%
Borrowing (returns, check-in)	6	5	11	0.6%
Remote access	7	2	9	0.5%
Cleanliness	4	4	8	0.4%

Unitec Library Client Survey 2018				
Analysis of Verbatim Comments				
Themes	Total responses = 1936			
	Favourable feedback	Unfavourable feedback	n	%
Online and phone support	6	2	8	0.4%
Self service facilities	4	4	8	0.4%
Behaviours (eating, drinking, sleeping)	0	7	7	0.4%
Loan periods and limits	0	7	7	0.4%
Software, virus protection	1	6	7	0.4%
Holds, requests and renewals	4	2	6	0.3%
Library location (entry, exit)	6	0	6	0.3%
Online access (login, passwords)	0	6	6	0.3%
Service to distance students	6	0	6	0.3%
Document delivery	4	0	4	0.2%
Safety and security of patrons	3	1	4	0.2%
Use of mobile devices	0	4	4	0.2%
Equipment (whiteboards, monitors)	1	2	3	0.2%
Parking	0	3	3	0.2%
Recreational resources (fiction)	0	3	3	0.2%
Search tools (catalogue, metasearch)	2	1	3	0.2%
Displays, exhibitions, events	0	2	2	0.1%
Fines and penalties	0	2	2	0.1%
Lighting	0	2	2	0.1%
Maintenance (facilities)	1	1	2	0.1%
Purchasing (acquisitions)	0	2	2	0.1%
Supply of stationery and accessories (stapler, guillotine, pens)	0	2	2	0.1%
Survey	0	2	2	0.1%
Collection maintenance (weeding, binding)	0	1	1	0.1%
IT support	1	0	1	0.1%
Location of resources (campus)	0	1	1	0.1%
Navigating the library (lifts, stairs, maps)	0	1	1	0.1%
Toilets	1	0	1	0.1%
Total responses:	1199	737	1936	100.0%

4. Themes: Top 5 by facility

Mt Albert, Hub Library (Te Puna)	**436**
Overall satisfaction (favourable feedback)	133
Study environment (noise levels, ambience) (favourable feedback)	98
Staff, customer service (favourable feedback)	78
Study environment (noise levels, ambience) (unfavourable feedback)	66
Resources (overall collection) (favourable feedback)	61
Mt Albert, Building One Library	**184**
Staff, customer service (favourable feedback)	48
Overall satisfaction (favourable feedback)	38
Study environment (noise levels, ambience) (favourable feedback)	34
Course and subject specific resources (favourable feedback)	24
Resources (overall collection) (favourable feedback)	20
Printing, scanning and photocopying (unfavourable feedback)	20
Waitakere Library, level 3	**176**
Staff, customer service (favourable feedback)	58
Study environment (noise levels, ambience) (favourable feedback)	32
Overall satisfaction (favourable feedback)	28
Operating hours (unfavourable feedback)	19
Digital resources (e-journals, e-books, full-text) (favourable feedback)	13
Course and subject specific resources (favourable feedback)	13
Resources (overall collection) (favourable feedback)	13

5. Themes: Top 5 by major area of study, teaching, or research

Building Construct. & Services including Plumbing	**105**
Overall satisfaction (favourable feedback)	37
Study environment (noise levels, ambience) (favourable feedback)	21
Desks and seating (unfavourable feedback)	18
Study environment (noise levels, ambience) (unfavourable feedback)	15
Staff, customer service (favourable feedback)	14
Health Care	**100**
Staff, customer service (favourable feedback)	30
Study environment (noise levels, ambience) (favourable feedback)	25
Overall satisfaction (favourable feedback)	22
Course and subject specific resources (favourable feedback)	12
Digital resources (e-journals, e-books, full-text) (favourable feedback)	11
Architecture / Landscape	**88**
Staff, customer service (favourable feedback)	27
Study environment (noise levels, ambience) (favourable feedback)	21
Overall satisfaction (favourable feedback)	16
Printing, scanning and photocopying (unfavourable feedback)	12
Resources (overall collection) (favourable feedback)	12
Environmental & Animal Science	**76**
Study environment (noise levels, ambience) (favourable feedback)	19
Staff, customer service (favourable feedback)	18
Study environment (noise levels, ambience) (unfavourable feedback)	10
Digital resources (e-journals, e-books, full-text) (favourable feedback)	9
Overall satisfaction (favourable feedback)	5
Digital resources (e-journals, e-books, full-text) (unfavourable feedback)	5
Course and subject specific resources (favourable feedback)	5
Laptop facilities (power, loans) (unfavourable feedback)	5
Engineering	**65**
Overall satisfaction (favourable feedback)	22
Study environment (noise levels, ambience) (favourable feedback)	13
Staff, customer service (favourable feedback)	10
Operating hours (unfavourable feedback)	10
Course and subject specific resources (favourable feedback)	10

Social Practice	**64**
Staff, customer service (favourable feedback)	28
Overall satisfaction (favourable feedback)	11
Study environment (noise levels, ambience) (favourable feedback)	9
Operating hours (unfavourable feedback)	8
Staff numbers, availability (unfavourable feedback)	8
Other/not applicable	**63**
Study environment (noise levels, ambience) (favourable feedback)	16
Staff, customer service (favourable feedback)	14
Overall satisfaction (favourable feedback)	14
Resources (overall collection) (favourable feedback)	11
Group study facilities (rooms, booking) (favourable feedback)	8
Business Practice	**61**
Overall satisfaction (favourable feedback)	19
Staff, customer service (favourable feedback)	9
Resources (overall collection) (favourable feedback)	9
Course and subject specific resources (unfavourable feedback)	8
Study environment (noise levels, ambience) (unfavourable feedback)	8
Study environment (noise levels, ambience) (favourable feedback)	8
Computer Science	**47**
Overall satisfaction (favourable feedback)	15
Study environment (noise levels, ambience) (unfavourable feedback)	8
Study environment (noise levels, ambience) (favourable feedback)	8
Desktop computers (unfavourable feedback)	8
Staff, customer service (favourable feedback)	8
Creative Industries / Design	**44**
Staff, customer service (favourable feedback)	11
Overall satisfaction (favourable feedback)	11
Course and subject specific resources (favourable feedback)	10
Printing, scanning and photocopying (unfavourable feedback)	7
Study environment (noise levels, ambience) (favourable feedback)	5

The Mind Lab by Unitec	**40**
Digital resources (e-journals, e-books, full-text) (favourable feedback)	19
Resources (overall collection) (favourable feedback)	5
Service to distance students (favourable feedback)	4
Digital resources (e-journals, e-books, full-text) (unfavourable feedback)	4
Staff, customer service (favourable feedback)	4
Overall satisfaction (favourable feedback)	4
Bridging Education / Bridgepoint	**33**
Study environment (noise levels, ambience) (favourable feedback)	9
Overall satisfaction (favourable feedback)	9
Staff, customer service (favourable feedback)	6
Resources (overall collection) (favourable feedback)	5
Desks and seating (unfavourable feedback)	4
Postgraduate	**22**
Digital resources (e-journals, e-books, full-text) (unfavourable feedback)	5
Overall satisfaction (favourable feedback)	5
Staff, customer service (favourable feedback)	4
Study environment (noise levels, ambience) (unfavourable feedback)	4
Resources (overall collection) (favourable feedback)	4
Community Development	**18**
Study environment (noise levels, ambience) (unfavourable feedback)	3
Printing, scanning and photocopying (favourable feedback)	3
Signage (unfavourable feedback)	2
Desktop computers (favourable feedback)	2
Study environment (noise levels, ambience) (favourable feedback)	2
Borrowing (returns, check-in) (unfavourable feedback)	2
Group study facilities (rooms, booking) (unfavourable feedback)	2
Resources (overall collection) (favourable feedback)	2
Language Studies	**17**
Overall satisfaction (favourable feedback)	6
No comment, not applicable	5
Resources (overall collection) (favourable feedback)	2
Study environment (noise levels, ambience) (favourable feedback)	2
Desktop computers (unfavourable feedback)	2

Vehicle Systems & Materials	16
Study environment (noise levels, ambience) (unfavourable feedback)	1
Safety and security of patrons (unfavourable feedback)	1
Physical collection (books, journals, newspapers) (unfavourable feedback)	1
Course and subject specific resources (favourable feedback)	1
Staff, customer service (favourable feedback)	1
Desks and seating (favourable feedback)	1
Physical collection (books, journals, newspapers) (favourable feedback)	1
Desks and seating (unfavourable feedback)	1
Resources (overall collection) (favourable feedback)	1
Desktop computers (favourable feedback)	1
Staff numbers, availability (unfavourable feedback)	1
Laptop facilities (power, loans) (favourable feedback)	1
Study environment (noise levels, ambience) (favourable feedback)	1
Operating hours (favourable feedback)	1
Communication and consultation (unfavourable feedback)	1
Overall satisfaction (favourable feedback)	1
Tech Futures	**1**
Overall satisfaction (favourable feedback)	1

6. Themes: Top 5 by category

Bachelors student	**361**
Staff, customer service (favourable feedback)	99
Overall satisfaction (favourable feedback)	90
Study environment (noise levels, ambience) (favourable feedback)	85
Study environment (noise levels, ambience) (unfavourable feedback)	48
Resources (overall collection) (favourable feedback)	39
Certificate student	**148**
Overall satisfaction (favourable feedback)	39
Study environment (noise levels, ambience) (favourable feedback)	32
Staff, customer service (favourable feedback)	25
Resources (overall collection) (favourable feedback)	19
Desktop computers (favourable feedback)	11
Desks and seating (unfavourable feedback)	11
Course and subject specific resources (favourable feedback)	11
Diploma student	**143**
Overall satisfaction (favourable feedback)	39
Study environment (noise levels, ambience) (favourable feedback)	30
Staff, customer service (favourable feedback)	27
Resources (overall collection) (favourable feedback)	17
Study environment (noise levels, ambience) (unfavourable feedback)	15
Operating hours (unfavourable feedback)	15
Postgraduate student	**108**
Digital resources (e-journals, e-books, full-text) (favourable feedback)	30
Staff, customer service (favourable feedback)	25
Overall satisfaction (favourable feedback)	24
Digital resources (e-journals, e-books, full-text) (unfavourable feedback)	15
Study environment (noise levels, ambience) (favourable feedback)	14

Other	**30**
No comment, not applicable	6
Overall satisfaction (favourable feedback)	4
Study environment (noise levels, ambience) (favourable feedback)	3
Desktop computers (unfavourable feedback)	3
Resources (overall collection) (favourable feedback)	2
Physical collection (books, journals, newspapers) (favourable feedback)	2
Group study facilities (rooms, booking) (favourable feedback)	2
Staff, customer service (favourable feedback)	2
Library layout (design, refurbishment) (favourable feedback)	2
Desks and seating (unfavourable feedback)	2
Course and subject specific resources (favourable feedback)	2
Academic/Research staff member	**21**
Staff, customer service (favourable feedback)	5
Course and subject specific resources (favourable feedback)	2
Study environment (noise levels, ambience) (unfavourable feedback)	2
Research skills (tutorials, tours) (favourable feedback)	1
Operating hours (favourable feedback)	1
Staff numbers, availability (unfavourable feedback)	1
Digital resources (e-journals, e-books, full-text) (favourable feedback)	1
Overall satisfaction (favourable feedback)	1
Displays, exhibitions, events (unfavourable feedback)	1
Resources (overall collection) (favourable feedback)	1
Course and subject specific resources (unfavourable feedback)	1
Desktop computers (favourable feedback)	1
Communication and consultation (favourable feedback)	1
Group study facilities (rooms, booking) (favourable feedback)	1
Library layout (design, refurbishment) (favourable feedback)	1
Allied/professional Staff member	**10**
Resources (overall collection) (favourable feedback)	3
Staff, customer service (favourable feedback)	2
Overall satisfaction (favourable feedback)	2
Library layout (design, refurbishment) (unfavourable feedback)	1
Desks and seating (unfavourable feedback)	1
Operating hours (unfavourable feedback)	1

7. Themes: Top 5 by year started at Unitec

2018	**352**
Overall satisfaction (favourable feedback)	115
Study environment (noise levels, ambience) (favourable feedback)	78
Staff, customer service (favourable feedback)	62
Resources (overall collection) (favourable feedback)	51
Digital resources (e-journals, e-books, full-text) (favourable feedback)	46
2017	**149**
Staff, customer service (favourable feedback)	41
Study environment (noise levels, ambience) (favourable feedback)	32
Overall satisfaction (favourable feedback)	32
Study environment (noise levels, ambience) (unfavourable feedback)	22
Operating hours (unfavourable feedback)	22
2016	**105**
Staff, customer service (favourable feedback)	28
Study environment (noise levels, ambience) (favourable feedback)	24
Overall satisfaction (favourable feedback)	20
Study environment (noise levels, ambience) (unfavourable feedback)	19
Course and subject specific resources (favourable feedback)	14
2015	**67**
Staff, customer service (favourable feedback)	16
Study environment (noise levels, ambience) (favourable feedback)	16
Overall satisfaction (favourable feedback)	11
Resources (overall collection) (favourable feedback)	8
Course and subject specific resources (favourable feedback)	8
Digital resources (e-journals, e-books, full-text) (favourable feedback)	8
2014	**46**
Staff, customer service (favourable feedback)	15
Study environment (noise levels, ambience) (favourable feedback)	7
Course and subject specific resources (favourable feedback)	6
Overall satisfaction (favourable feedback)	6
Physical collection (books, journals, newspapers) (favourable feedback)	4
Digital resources (e-journals, e-books, full-text) (favourable feedback)	4
Operating hours (unfavourable feedback)	4

Before 2012	**41**
Staff, customer service (favourable feedback)	13
Overall satisfaction (favourable feedback)	11
Study environment (noise levels, ambience) (unfavourable feedback)	6
Course and subject specific resources (favourable feedback)	3
Staff numbers, availability (unfavourable feedback)	2
Group study facilities (rooms, booking) (unfavourable feedback)	2
Operating hours (favourable feedback)	2
Resources (overall collection) (favourable feedback)	2
2013	**25**
Staff, customer service (favourable feedback)	7
Study environment (noise levels, ambience) (favourable feedback)	5
Operating hours (unfavourable feedback)	4
Overall satisfaction (favourable feedback)	3
Staff numbers, availability (unfavourable feedback)	2
Library layout (design, refurbishment) (unfavourable feedback)	2
Operating hours (favourable feedback)	2
2012	**17**
Staff, customer service (favourable feedback)	3
Operating hours (unfavourable feedback)	2
Self service facilities (unfavourable feedback)	1
Overall satisfaction (unfavourable feedback)	1
Desks and seating (favourable feedback)	1
Holds, requests and renewals (favourable feedback)	1
Printing, scanning and photocopying (unfavourable feedback)	1
Library layout (design, refurbishment) (favourable feedback)	1
Space and crowding (favourable feedback)	1
Study environment (noise levels, ambience) (favourable feedback)	1
Group study facilities (rooms, booking) (favourable feedback)	1
Study environment (noise levels, ambience) (unfavourable feedback)	1
Course and subject specific resources (unfavourable feedback)	1
Overall satisfaction (favourable feedback)	1

8. Best practice categories

The following tables display the four *Best Practice Categories – Communication, Service Delivery, Facilities and Equipment,* and *Information Resources –* and the number of responses allocated to each.

Unitec Library Client Survey 2018 Analysis of Verbatim Comments				
Best Practice Category: Facilities and Equipment				
Themes	Total responses = 860			
	Favourable feedback	Unfavourable feedback	n	%
Study environment (noise levels, ambience)	164	85	249	29.0%
Group study facilities (rooms, booking)	58	36	94	10.9%
Desktop computers	34	45	79	9.2%
Printing, scanning and photocopying	25	41	66	7.7%
Desks and seating	10	55	65	7.6%
Laptop facilities (power, loans)	23	35	58	6.7%
Space and crowding	12	34	46	5.3%
Library layout (design, refurbishment)	34	9	43	5.0%
Individual study facilities	22	19	41	4.8%
Facilities and amenities	22	14	36	4.2%
Wireless and internet access	12	12	24	2.8%
Air temperature, ventilation	7	16	23	2.7%
Cleanliness	4	4	8	0.9%
Self service facilities	4	4	8	0.9%
Library location (entry, exit)	6	0	6	0.7%
Use of mobile devices	0	4	4	0.5%
Equipment (whiteboards, monitors)	1	2	3	0.3%
Parking	0	3	3	0.3%
Lighting	0	2	2	0.2%
Navigating the library (lifts, stairs, maps)	0	1	1	0.1%
Toilets	1	0	1	0.1%
Total responses:	439	421	860	100.0%

Unitec Library Client Survey 2018 Analysis of Verbatim Comments				
Best Practice Category: **Service Delivery**				
Themes	Total responses = 610			
	Favourable feedback	Unfavourable feedback	n	%
Overall satisfaction	199	4	203	33.3%
Staff, customer service	185	12	197	32.3%
Operating hours	12	67	79	13.0%
Staff numbers, availability	4	19	23	3.8%
Research skills (tutorials, tours)	10	6	16	2.6%
Items on shelves (arrangement, missing, reshelving)	8	7	15	2.5%
Referencing	9	5	14	2.3%
Borrowing (returns, check-in)	6	5	11	1.8%
Online and phone support	6	2	8	1.3%
Behaviours (eating, drinking, sleeping)	0	7	7	1.1%
Loan periods and limits	0	7	7	1.1%
Holds, requests and renewals	4	2	6	1.0%
Service to distance students	6	0	6	1.0%
Document delivery	4	0	4	0.7%
Safety and security of patrons	3	1	4	0.7%
Displays, exhibitions, events	0	2	2	0.3%
Fines and penalties	0	2	2	0.3%
Maintenance (facilities)	1	1	2	0.3%
Supply of stationery and accessories (stapler, guillotine, pens)	0	2	2	0.3%
Collection maintenance (weeding, binding)	0	1	1	0.2%
IT support	1	0	1	0.2%
Total responses:	458	152	610	100.0%

Unitec Library Client Survey 2018 Analysis of Verbatim Comments				
Best Practice Category: Information Resources				
Themes	Total responses = 434			
	Favourable feedback	Unfavourable feedback	n	%
Digital resources (e-journals, e-books, full-text)	82	37	119	27.4%
Course and subject specific resources	71	42	113	26.0%
Resources (overall collection)	94	5	99	22.8%
Physical collection (books, journals, newspapers)	37	23	60	13.8%
Website	1	11	12	2.8%
Remote access	7	2	9	2.1%
Software, virus protection	1	6	7	1.6%
Online access (login, passwords)	0	6	6	1.4%
Recreational resources (fiction)	0	3	3	0.7%
Search tools (catalogue, metasearch)	2	1	3	0.7%
Purchasing (acquisitions)	0	2	2	0.5%
Location of resources (campus)	0	1	1	0.2%
Total responses:	295	139	434	100.0%

Unitec Library Client Survey 2018 Analysis of Verbatim Comments				
Best Practice Category: Communication				
Themes	Total responses = 32			
	Favourable feedback	Unfavourable feedback	n	%
Communication and consultation	6	12	18	56.3%
Signage	1	11	12	37.5%
Survey	0	2	2	6.3%
Total responses:	7	25	32	100.0%