Setting the Stage for Success:
A Discussion of Insights from the MISO Survey

ELI 2012 Annual Meeting
February 15, 2012
Austin, Texas
About the MISO Survey

- Web-based quantitative survey launched in 2005
- MISO: Measuring Information Service Outcomes
- Measures the effectiveness of library and computing services in higher education
- Focuses on faculty, undergraduates, and staff
  - Respondents since 2005 (includes 2012 to date)
    - 15,519 faculty, 28,302 undergraduates, 22,635 staff

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Participating Institutions

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MISO Survey Team

- David Consiglio, Bryn Mawr College *(Principal Investigator)*
- Laurie Allen, Haverford College
- Neal Baker, Earlham College
- Kevin Creamer, University of Richmond
- Katherine Furlong, Lafayette College
- Gentry Holbert, Spring Hill College
- Joshua Wilson, Brandeis University
- Jean Lacovara, MISO Survey staff
MISO Measures

- Library and technology services
  - Frequency of Use, Importance, and Satisfaction
- Communicating with campus constituents
- Skill level of constituents and interest in learning
- Software and tools used
- Demographics about constituents
Why is MISO different?

- Thoroughly tested, evolving instrument
- Exceptionally strong response rates
  - 2011:
    - Faculty – 55.8%
    - Students – 55.3%
    - Staff – 51.8%
- Comparable results
- Results permit statistical tests, custom comparisons
The MISO Survey Workbook
Trends and Comparisons
<table>
<thead>
<tr>
<th>Survey Setting</th>
<th>Group 1</th>
<th>Group 2</th>
<th>Difference b/t Groups</th>
<th>Statistical difference test</th>
<th>N</th>
<th>Standard Error</th>
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Supporting Innovation
February 12, 2012

A Tech-Happy Professor Reboots After Hearing His Teaching Advice Isn't Working

Professor Michael Wesch speaks to a group of Coffman Leadership Institute attendees at Kansas State University in 2011. Michael Wesch has been on the lecture circuit for years touting new models of active teaching with technology. The associate professor of cultural anthropology at Kansas State University has
Maslow’s Hierarchy of Needs
Maslow's Hierarchy of Internet Needs

- **PRODUCTIVITY**
  - Once all other needs have been met, users may finally be productive.

- **KNOWLEDGE SEARCH**
  - The need to feel smart by researching useless facts, reading celeb gossip, & self-diagnosing illnesses on WebMD.

- **FAILS**
  - The need to build self-esteem by viewing the idiocy of others.

- **PORN**
  - The need to feel loved and to give love to one's self.

- **SOCIAL NETWORKS**
  - The need to feel connected to friends, acquaintances, and people randomly met once one night.

- **CATS**
  - Above all else, Internet users require funny pictures of cats.
INNOVATION: A LIBRARY/IT HIERARCHY OF NEEDS
INNOVATION: A LIBRARY/IT HIERARCHY OF NEEDS
Mean Faculty Satisfaction with ‘Support for Your Innovative Ideas’

<table>
<thead>
<tr>
<th>Satisfied</th>
<th>Somewhat Satisfied Innovators</th>
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<tbody>
<tr>
<td></td>
<td>Satisfied Innovators</td>
<td>3.54</td>
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</table>
Satisfied Innovators: Infrastructure

- Course Management System
- Technology in Meeting Spaces / Classrooms
- Wireless Availability & Performance
- Network Stability & Speed
- Off-Campus Access
- Library & Help Desk Schedules
- Library Collections & Databases
- Quiet & Group Study Spaces in the Library
- Campus Computing Labs
- Desktop / Laptop Computer Replacement
Satisfied Innovators: Support

- Help Desk
- Support: Tech in Meeting Spaces / Classrooms
- Time it Takes to Solve Classroom Technology Problems
- Instructional Technology Support
- Library Research Instruction
- Library Liaison / Contact
- Library Reference Services
- Library Circulation Services
- Support: Specialized Computer Needs

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Satisfied Innovators: Communication

- Computing & Library Web Sites
- Status Information on Computing Problems
- Your Input into Library Issues That Affect You
- Your Input into Computing Issues That Affect You
- Informed: Privacy Issues Related to Technology
- Informed: Fair Use and Copyright
- Informed: Available Library Services
- Informed: Scheduled System Downtime

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Fluencies: Higher Interest in Learning for ‘Satisfied Innovators’

- Interest: Instant Messaging
- Interest: Course Management System
- Interest: Library Databases
- Interest: Database Software
- Interest: Presentation Software
- Interest: Web Authoring Software
- Interest: Graphics Software
- Interest: Audio/Video Editing Software
- Interest: Math or Statistics Software
- Interest: Operating System
- Interest: Backing Up Data
- Interest: Avoiding Computer Problems
- Interest: Solving Computer Problems
# Differences in Skills

<table>
<thead>
<tr>
<th>Somewhat Satisfied Innovators</th>
<th>Satisfied Innovators</th>
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<tr>
<td>✰ E-mail</td>
<td>✰ Privacy Issues</td>
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<tr>
<td>✰ Search Engines</td>
<td>✰ Copyright &amp; Fair Use</td>
</tr>
<tr>
<td>✰ Word, Spreadsheet, &amp;</td>
<td>✰ Instant Messaging</td>
</tr>
<tr>
<td>Presentation Software</td>
<td>✰ ERP Self Service &amp; Data Administration</td>
</tr>
<tr>
<td>✰ Math or Statistics Software</td>
<td>✰ Course Management System</td>
</tr>
<tr>
<td>✰ Backing Up Data</td>
<td>✰ Avoiding Computer Problems</td>
</tr>
<tr>
<td>✰ Operating System</td>
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</tbody>
</table>
Fluencies: No Difference in Skills

- Voicemail
- Technology in Meeting Spaces / Classrooms
- Online Library Catalog
- Library Databases
- Database Software
- Web Authoring Software
- Graphics Software
- Audio / Video Editing Software
- Social Software (wiki, blog)
- Solving Computer Problems
Importance and Satisfaction by Age

Faculty
Services by Faculty Age, Averaged

- Very Important
  - Importance: Blue line
  - Satisfaction: Purple line

- Important
  - Importance: Blue line
  - Satisfaction: Purple line

- Somewhat Important
  - Importance: Blue line
  - Satisfaction: Purple line

- 60 and older
- 50 to 59
- 40 to 49
- 39 and younger
Faculty Importance by Age I

- **VPN**
- **Wireless Access**
- Tech in Meeting Spaces/Classrooms
- **Web Portal**
- **Library Databases**
- **Interlibrary Loan**

**Very Important**

- 60 and Older
- 50 to 59
- 40 to 49
- 39 and Younger

**Important**

**Somewhat Important**

**60 and Older**

**50 to 59**

**40 to 49**

**39 and Younger**
Support for Your Innovative Ideas, by Faculty Age

- **Very Important**
  - Importance: Satisfied
  - Satisfaction: Somewhat Satisfied

- **Important**
  - Importance: Somewhat Important
  - Satisfaction: Somewhat Satisfied

- **Somewhat Important**
  - Importance: Somewhat Important
  - Satisfaction: Somewhat Dissatisfied

Faculty Age Categories:
- 60 and older
- 50 to 59
- 40 to 49
- 39 and younger
Service Attributes

For Help Desk, Reference, and Circulation Services:
- Reliability
- Responsiveness
- Knowledge
- Friendliness

How much do each of these attributes predict overall satisfaction with a service?
Faculty Satisfaction
With Service Explained by Staff Characteristics

Help Desk
23.5%
13.0%
19.4%
2.5%
Reference
8.4%
5.6%
13.8%
1.9%
Circulation
8.1%
6.8%
4.5%
3.5%
ERP
10.9%
17.7%
1.3%
1.3%
Instructional Technology
12.8%
5.4%
12.3%
3.4%

Responsive
Reliable
Knowledgeable
Friendly
Thank You.

- E-mail: [survey@misosurvey.org](mailto:survey@misosurvey.org)
- ECAR Research Bulletin: “Measuring Information Services Outcomes with the MISO Survey”
  --now available