

2011 AskColorado and AskAcademic Evaluation

June 2012

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A CLOSER LOOK

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by

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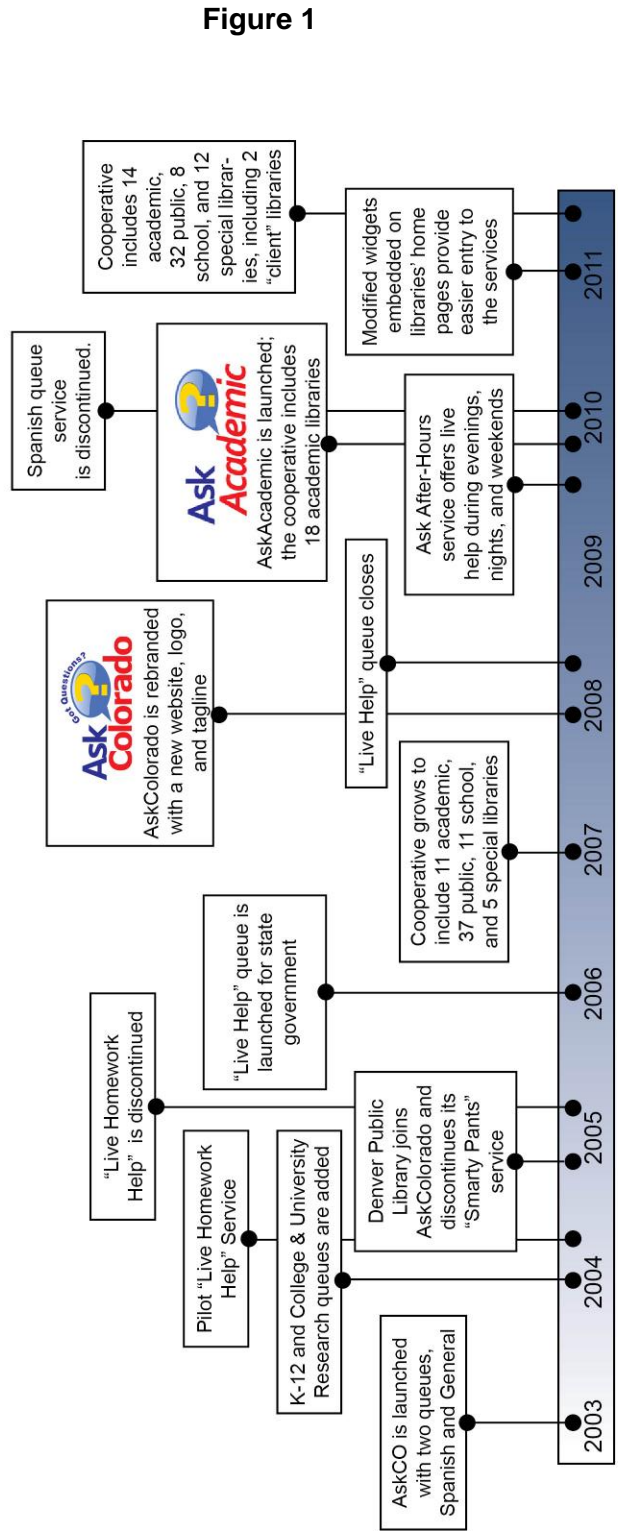
Introduction

AskColorado (www.askcolorado.org), a statewide virtual reference service, was launched on September 2, 2003. Colorado libraries joined the cooperative as members to provide 24/7 chat reference service to Coloradans (see Figure 1 for a timeline of the service). Early iterations of the service included queues for K-12 students, general audiences, academic patrons, and Spanish speakers. Over time, the cooperative weeded-out non-essential (and/or low use) services and honed in on three essential and high-use entry-points for patrons: K-12, General, and Academic. These entry points remain today. In 2008 the cooperative's academic libraries voted to accept academic members from outside the state of Colorado; and in 2010, the academic queue was re-branded as AskAcademic and a separate website was launched (www.askacademic.org). Though AskColorado as a whole was previously evaluated by the Library Research Service (LRS) in 2004, 2005, 2006, and 2008, 2011 marks the first year LRS has evaluated AskAcademic as a separate entry point.

From April 4 to October 31, 2011, a pop-up survey administered by the Library Research Service (LRS) was presented to library patrons using the AskColorado and AskAcademic virtual reference services (the survey instruments are in Appendices A and B). The purpose of the survey was to gauge patron satisfaction and outcomes. Demographic questions, tailored to the specific survey populations (e.g., county of residence for AskColorado users, institutional affiliation for AskAcademic users, etc.), were also asked. During the survey administration period, more than 15,000 library patrons used the services, 13,299 via AskColorado and 1,833 via AskAcademic. Of those, 1,091 AskColorado users (8%) and 206 AskAcademic users (11%) completed the surveys. In addition to responding to the close-ended questions, 405 AskColorado users and 68 AskAcademic users provided open-ended text comments on their perceptions of the quality and helpfulness of the services (see Appendices C and D).

This report analyzes the results of the two surveys separately to account for differences between the services and their respective survey instruments. Changes to the services over time (see Figure 1), as well as to the survey questions and administration procedures, prevent longitudinal analysis; however, general comparisons of data gathered from 2004 to the present are discussed in this report.

AskColorado and AskAcademic: 2003-2011



AskColorado Evaluation Results

AskColorado Demographics

Descriptive information gathered about AskColorado survey respondents included gender, age, current student status (level of study), educational attainment, and county of residence. The results indicate that the survey respondents represented a wide range of ages and educational backgrounds, that most users lived in metropolitan areas in Colorado, and that women were represented more than men (see Appendix E for demographic charts). Paring demographic data with the answers to other survey questions revealed insights into how these groups use AskColorado differently and whether they are equally satisfied with the service.

Survey respondents were predominantly female, by a ratio of 3 to 1. Respondents of all ages used AskColorado during the survey administration period, but 13-18 year-olds made up the largest group of users (30%). Another 20 percent of survey participants were under the age of 13, meaning that in total, half of all respondents were under the age of 18. The second largest group of respondents was 40-59 year-olds (22%). Another 13 percent of respondents were 60 or older. Only 5 percent of respondents were aged 19-24, and 11 percent were 25-39 years old. Regarding student status, 28 percent of respondents indicated that they were not currently students.

Of those respondents who were enrolled in educational programs, 33 percent hailed from middle schools, 29 percent were high school students, and 24 percent attended colleges or universities. Another 12 percent of respondents were elementary school students, and just 2 percent of survey respondents—11 people—reported attending a technical school. The survey also asked respondents who reported that they were not currently students about their highest level of educational attainment. More than half (60%) indicated that they have either a college or graduate degree, and another 18 percent reported having “some college” education. In terms of county of residence, more than four out of five respondents (83%) said that they lived in metropolitan counties, while 11 percent of survey respondents lived in other, less populous counties in Colorado. Five percent reported living in a state other than Colorado, and another one percent said that they lived outside of the U.S.

Comparing these results to demographic information gathered in previous iterations of the AskColorado survey shows little change in respondents' distribution by gender, age, school status, and educational achievement over time.

Comparing these results to demographic data gathered in previous iterations of the AskColorado survey shows little change in respondents' distribution by gender, age, school status, and educational achievement over time. In every year that the survey was administered, respondents have been predominantly female. Since 2005, about half of all survey

respondents were aged 18 and under. Users aged 40 to 59 represented the second largest group of respondents in 2011, 2008, and 2006. In 2011, a higher percentage of survey participants indicated that they were aged 60 or older than in any other year the survey was conducted, perhaps reflecting increased use of technology among this group. Respondent distribution by school status has shown little variation since 2004. Of those survey participants currently enrolled in school, middle school students have consistently been the most represented group. Since 2004, about three-fourths of the respondents who were not current students had at least a high school degree. The number of non-student survey respondents who said they have college or graduate degrees climbed slightly in 2011; however, these numbers have also stayed relatively stable since 2005. Figures from the 2004 survey were not directly comparable, as the 2004 survey instrument did not include the options “graduate degree” or “some high school.”

In every year that the AskColorado survey has been administered, respondents have been predominantly female. Since 2005, about half of all survey respondents were aged 18 and under.

AskColorado Customer Satisfaction

The AskColorado survey began with questions about the helpfulness of the virtual librarians, overall satisfaction with the service, and how likely users would be to use the service again. Responses show that the majority of AskColorado users are pleased with the service and are likely to be repeat users. However, a small proportion of users, as detailed below, reported that they were unhappy with the answers to their questions or with the librarians who helped them, and would not return. Comments left by respondents, as well as cross-tabulations with demographic information, shed light on why their experiences were less than satisfactory.

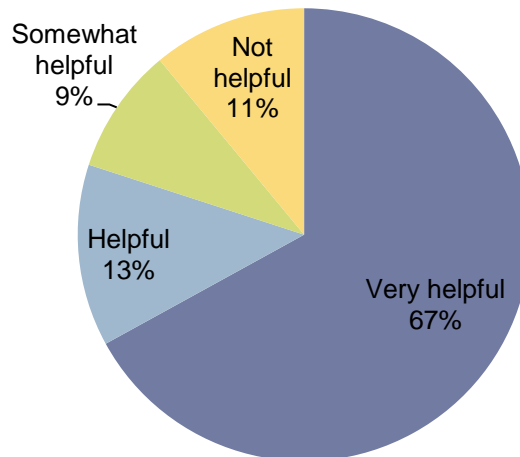
Four out of five users (80%) rated AskColorado librarians as very helpful or helpful (see Chart 1), and another 9 percent of respondents said that the virtual librarians were “somewhat helpful.” In their comments, many respondents mentioned their librarians by name, and remarked not only on their helpfulness, but also on their politeness and courtesy, showing that AskColorado users valued their interactions with librarians as well as the information they received. One AskColorado user confessed to having accessed the service out of boredom, merely to “chat it up” with the virtual librarian, and several others said they had made friends with the librarians who had helped them.

Four out of five users rated AskColorado librarians as very helpful or helpful.

- *“My expectations were low, given it was midnight on a Sunday night, but [the virtual librarian] gave me one of the best customer support sessions I've ever had. Friendly, professional, not working from a stilted script.”*
- *“The librarian was very polite and seemed to know where to go for help. :)”*

- "[The AskColorado librarian] was very pleasant, professional and polite. Immediately understood my issue and had a ready suggestion for remedy that I'll follow. She's a GREAT "Ask Colorado" rep. KUDOS!!!"
- "The librarian that helped me was SO helpful and nice. Hopefully all librarians on this website are as helpful as this one was."

Chart 1
Helpfulness of AskColorado Librarians



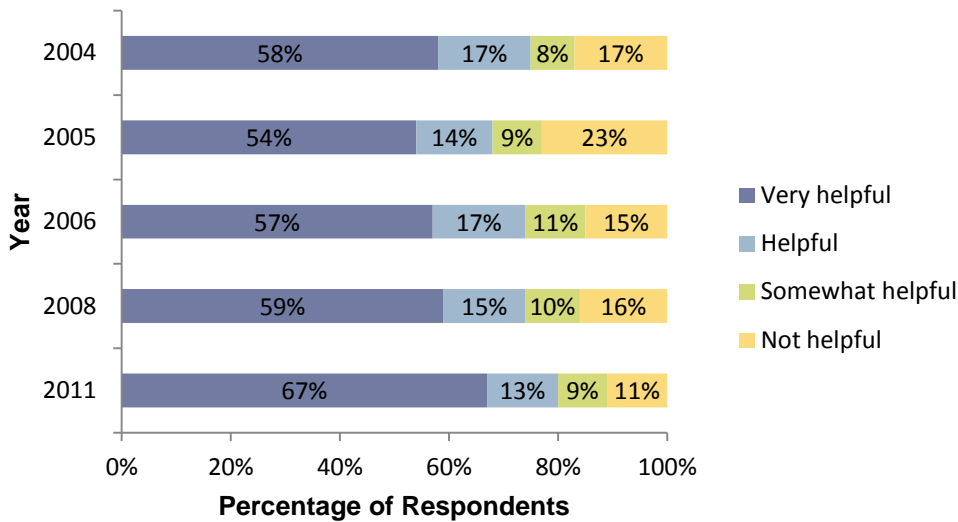
Just one in ten respondents (11%) rated the librarians as “not helpful.” Comments show that the same pitfalls that can negatively affect an in-person reference transaction, including miscommunication or the perception that a librarian was unfriendly, can undermine the effectiveness of a virtual reference transaction. Other reasons for respondents’ dissatisfaction can be traced to technical difficulties, including being disconnected prematurely or not being able to respond to the virtual librarians.

- "My liberian [sic] was very rude and not kind to me!"
- "The librarian said hi and then nothing else. I waited for over 10 minutes, but nothing."
- "This was the 5th time I've asked questions..... still no answer, you deserve to be shut down."
- "My person never answered me."
- "This liberian [sic] didn't listen to my specific question."

In 2011, respondents gave the virtual librarians higher marks than ever before, with only 11 percent answering that AskColorado librarians were “not helpful.”

In each year that AskColorado has been evaluated, more than half of all respondents indicated that the virtual librarians were “very helpful” (see Chart 2). Yet, in 2011, respondents gave the virtual librarians higher marks than ever before.

Chart 2
Helpfulness of AskCO Librarians, 2004-2011



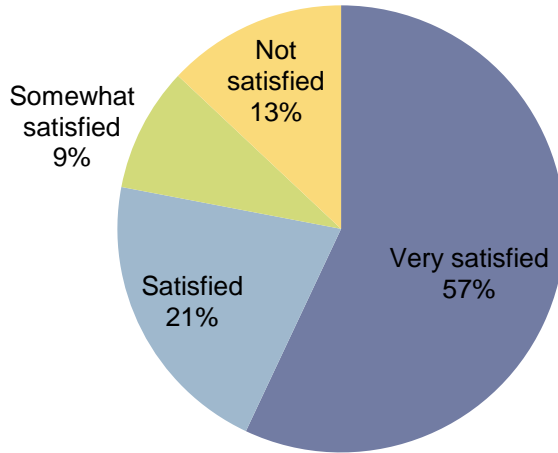
Responses to the question, “To what extent are you satisfied with the answer(s) to your question(s),” were similarly positive: More than three-fourths (78%) of AskColorado users were “very satisfied” or “satisfied” with the answers they received (see Chart 3). Another 9 percent were “somewhat satisfied,” while 13 percent of survey respondents answered that they were dissatisfied. Corresponding comments show that users who were not satisfied with the answers they received may have run up against technical difficulties (many comments refer to having been disconnected, or indicate that the virtual librarian did not respond to them at all), were given resources which they had already found, or else had directional questions about a specific library system which the virtual reference librarians were unable to answer. Other comments indicated that where virtual librarians were unable to provide immediate responses, they sometimes promised to follow-up with an email.

- *"[The AskColorado librarian] did his/her best with a difficult research problem and found information in a few minutes that took me months!"*
- *"I cannot believe how helpful my librarian was. She led me straight to the information I needed."*
- *"I could have found exactly what I was looking for if the library had more access to online references and academic databases."*

More than three-fourths of AskColorado users were “very satisfied” or “satisfied” with the answers they received.

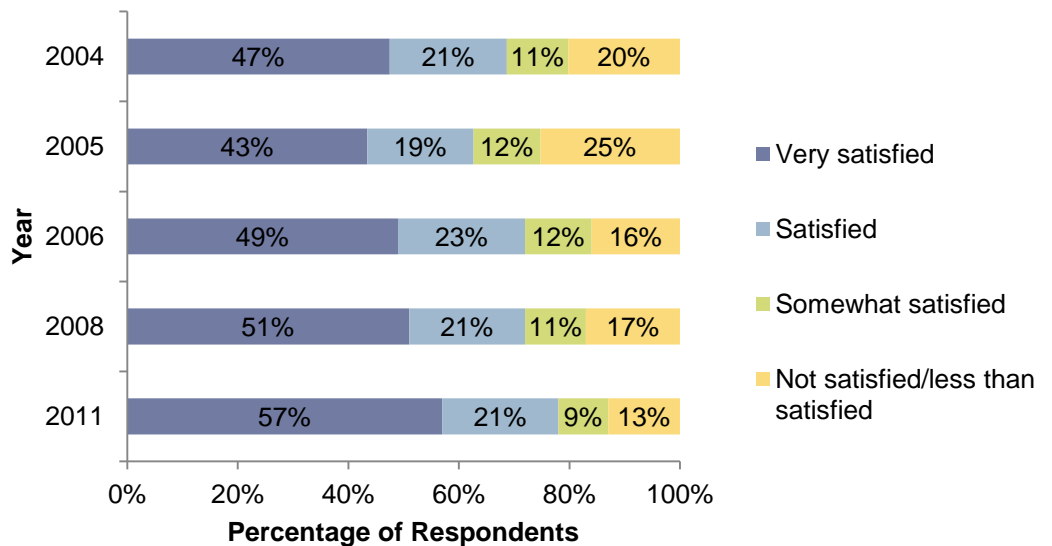
“[The AskColorado librarian] did his/her best with a difficult research problem and found information in a few minutes that took me months!”
AskColorado Respondent

Chart 3
AskColorado Respondent Satisfaction with Answer(s) to Question(s)



Responses to the question, “How satisfied are you with the answer(s) to your question(s)?” have also remained relatively stable since the survey’s inception in 2004, with the number of “very satisfied” users rising to their highest point in 2011 (see Chart 4).

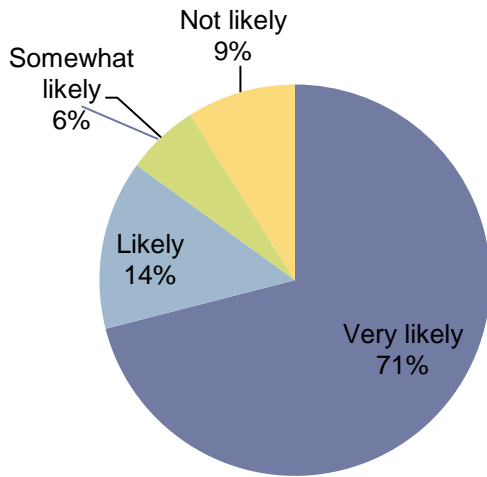
Chart 4
AskColorado Respondent Satisfaction with Answer(s) to Question(s), 2004-2011



AskColorado users were also asked “How likely is it that you will use the AskColorado virtual reference service again?” The results were similar to those from the preceding questions, with more than four out of five users (85%) saying that they

would be very likely or likely to reuse the service (see Chart 5). Indeed, comments indicate that a number of AskColorado users are already repeat visitors. Just 6 percent of respondents reported that they would only be “somewhat likely” to revisit AskColorado, and 9 percent said that they would not be likely to use the service again.

Chart 5
Likelihood of Future AskColorado Use



- *"This was very helpful. I didn't know the program existed until about 20 minutes ago and I'm very glad I found it. I will be sure to use it again."*
- *"This is my first time using the website. I LOVE IT! The librarian was very nice and helpful. I will definitely return. "*
- *"I love this service and I use it all the time."*

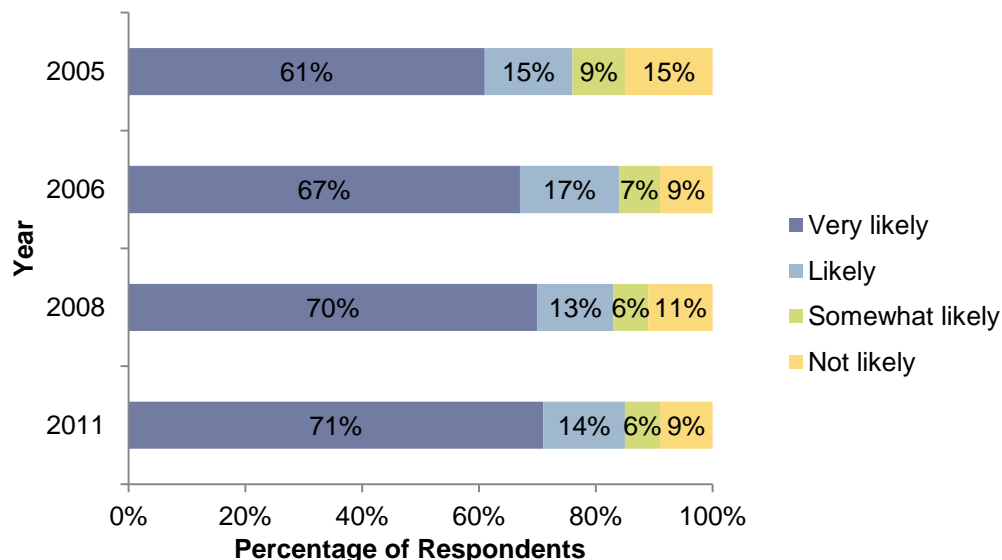
As with the questions about the helpfulness of virtual librarians and overall satisfaction, the number of respondents who indicated that they were “very likely” or “likely” to use the service peaked in 2011 (see Chart 6).

More than four out of five users said that they would be very likely or likely to reuse AskColorado.

"This is my first time using the website. I LOVE IT! The librarian was very nice and helpful. I will definitely return."

AskColorado Respondent

Chart 6
Likelihood of Future AskColorado Use, 2005-2011



Note: The 2004 survey did not ask about the likelihood of future AskColorado use.

Satisfaction among Different Demographic Groups

Across all age groups, answers to these three questions about user satisfaction indicated that AskColorado users were predominantly pleased with the service. However, respondents age 60 or older were the most critical: almost 20 percent in this age group said that the virtual reference librarians were “not helpful,” and 23 percent said they were “not satisfied” with the answers to their questions. And, while close to two-thirds of respondents aged 60 or older (62%) indicated that they would be “very likely” to use AskColorado again, 19 percent said that they were “not likely” to return to AskColorado—more than double that of any other age group. These findings reinforce a similar pattern identified in the 2008 AskColorado report, which showed that this age group was the most likely to rate the service poorly in terms of helpfulness and satisfaction. This pattern supports a phenomenon identified by the 2011 OCLC report *Seeking Synchronicity: Revelations and Recommendations for Virtual Reference*¹: Older users unaccustomed to online chat, or who were less confident in their computer skills, preferred face-to-face reference transactions to virtual reference services.

Higher levels of education are associated with greater satisfaction with AskColorado.

Comparing respondents’ satisfaction with AskColorado to their educational achievement indicated that higher levels of education are associated with greater satisfaction with AskColorado. More than three-fourths (75%) of respondents

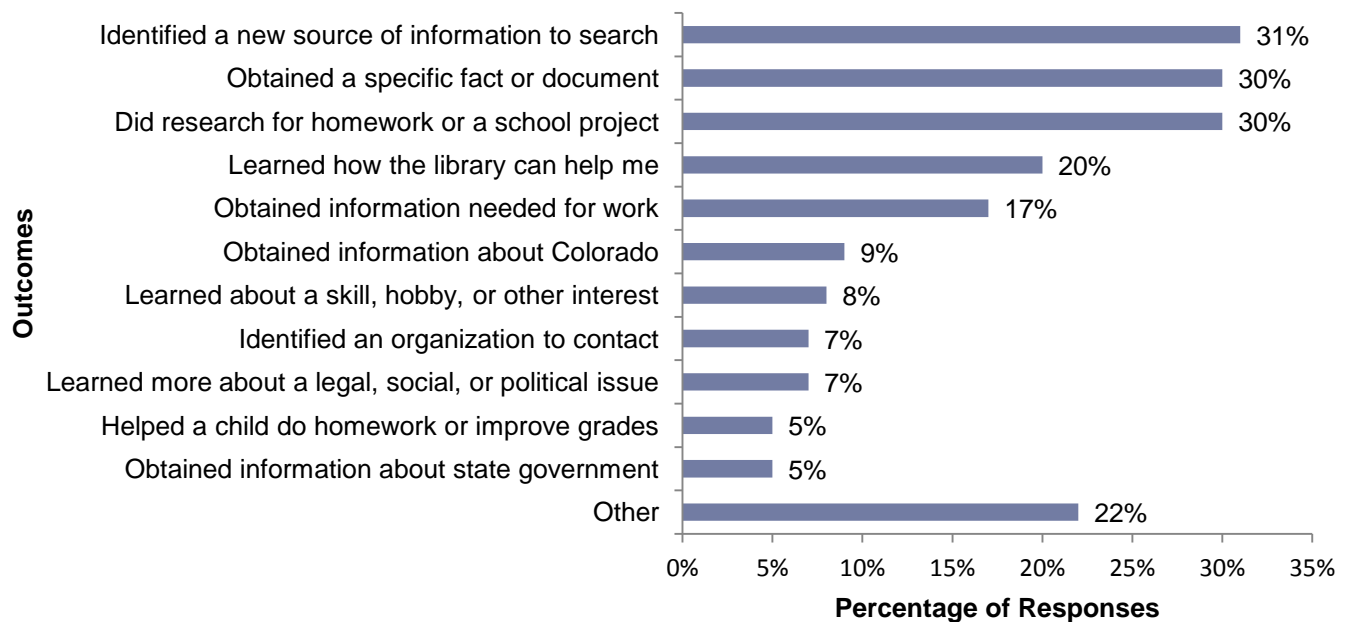
¹ Connaway, L. S. & Radford, M. L. (2011). *Seeking synchronicity: Revelations and recommendations for Virtual Reference*. Dublin, OH: OCLC Research. <http://www.oclc.org/reports/synchronicity/default.htm>.

who indicated that they had attended some college rated their virtual librarians as “very helpful,” along with 77% of respondents who were college graduates, and 75% of those respondents who indicated having received graduate-level education. In contrast, fewer than half of respondents who indicated that they had some high school, or less than high school, said that the librarians were “very helpful.” These groups were also more likely to rate the librarians poorly: One-third (34%) of respondents with less than a high school education indicated that the AskColorado librarians were “not helpful.” This trend of higher approval ratings among respondents with some or more college education, and of higher disapproval ratings from respondents with less than a high school education, extended also to the questions “To what extent are you satisfied with the answer(s) to your question(s)?” and “How likely is it that you will use the AskColorado virtual reference service again?”

AskColorado Outcomes

In addition to assessing users’ satisfaction with AskColorado, the survey also asked respondents about what they achieved by using the service. Respondents could select multiple answers to this question. Results indicated that the most popular outcomes were to “identify a new source of information to search” (31%), “obtain a specific fact or document” (30%), or “do research for homework for a school project” (30%) (see Chart 7). One in five respondents (20%)

Chart 7
Outcomes Achieved Using AskColorado, All Responses



Note: Respondents could select multiple outcomes.

reported that the service helped them to “learn how the library can help me,” and 17 percent used virtual reference to “obtain information needed for work.” Fewer than 10 percent of respondents “obtained information about Colorado” (9%), “learned more about a skill, hobby, or other personal interest” (8%), “identified an organization to contact” (7%), or “learned more about a legal, social, or political issue” (7%). Five percent of respondents indicated that they had used AskColorado to “help a child do homework or improve grades,” and another five percent said that they had “obtained information about state government.”

Additionally, 22 percent of survey respondents indicated having used AskColorado for a purpose “other” than any of the above reasons. Leading “other” outcomes included getting assistance with job searches, e-readers, or other library services. The complete list of “other” outcomes is in Appendix F.

An analysis of respondents’ ages and the outcomes achieved using AskColorado showed that the most common outcomes differed by age group. Respondents who were 25 or older were most likely to use the service to obtain a specific fact or document, to identify a new source of information, and to learn about library resources. The most popular outcomes for respondents younger than 13 and in the 19-24 age group were doing research for homework or for a school project, obtaining a specific fact or document, and identifying a new source of information to search. The 13-to-18 year-old age group used AskColorado most often to do homework; learn more about a social, political, or legal issue; and help someone else do homework. Surprisingly, no 25-39 year-olds, and only 2 percent of 40-59 year-olds, reported using AskColorado to help a child with homework.

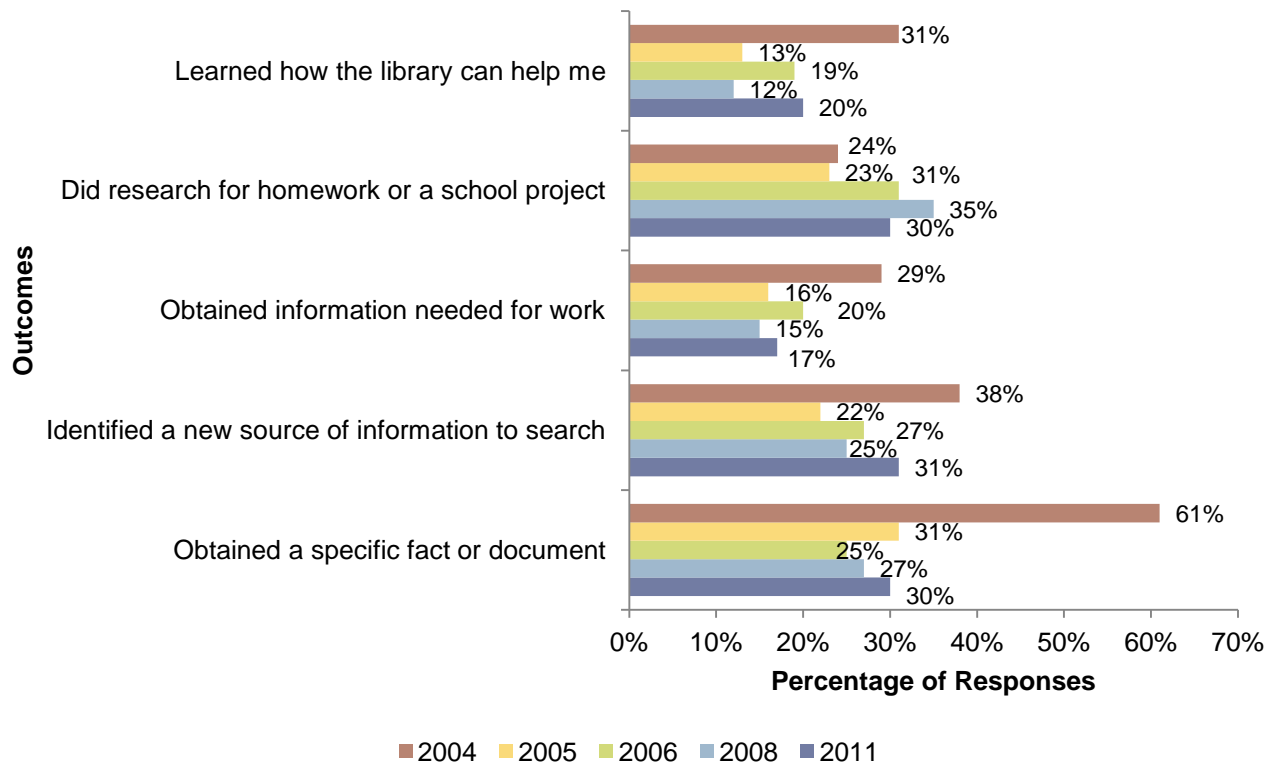
Breaking down outcomes according to current student status shows, predictably, that elementary, middle, and high school students use AskColorado more for homework help than for any other reason. Obtaining a specific fact, identifying a new source of information, and learning how the library could help were the other leading outcomes across all students, as well as among respondents who indicated that they were not currently enrolled as students.

As with user satisfaction, survey respondents’ reasons for using AskColorado have remained stable since 2004 (see Chart 8). In all 5 years that the survey was conducted, the top 5 outcomes were conducting research for homework or a school project, obtaining specific facts or documents, identifying a new source of information to search, obtaining

In all 5 years that the survey was conducted, the top 5 outcomes were conducting research for homework or a school project, obtaining specific facts or documents, identifying a new source of information to search, obtaining information needed for work, and learning “how the library can help me.”

information needed for work, and learning “how the library can help me.”

Chart 8
The Five Most Popular Outcomes, 2004-2011



AskAcademic Evaluation Results

A total of 206 people responded to the AskAcademic pop-up survey during the 7-month evaluation period. The AskAcademic survey, like that of AskColorado, opened with questions related to overall customer satisfaction. Responses to these questions again indicated that survey participants were pleased with the virtual librarians who had helped them and with the answers to their questions, and most respondents said that they were likely to use AskAcademic again. A total of 68 respondents also left comments, providing further insight into why they rated the service as they did.

AskAcademic Demographics

The AskAcademic survey collected demographic information including students' gender, student status, and institution (see Appendix G for demographic charts). As was true of AskColorado survey participants, the majority of respondents (69%) to the AskAcademic survey were female.

Just 18 respondents (9%) skipped the question that asked about student status or other position. Three out of four (76%) of those who did respond were undergraduate students, and almost 18 percent said they studied at the graduate level. Another 5 percent of respondents were faculty or staff. Three people who answered this question specified that they were not undergraduate students, graduate students, or faculty/staff.

Respondents to the AskAcademic survey were also asked to indicate what institutions they attended, from 17 possible choices. Of those survey respondents who answered this question (164, or 80%), more named Auraria Library, which serves the Community College of Denver, Metropolitan State College of Denver, and the University of Colorado at Denver than any other institution (38%). Red Rocks Community College and Colorado Technical University were named by about 14 percent of respondents each. Three AskAcademic partner institutions (Cardinal Stafford Library at the St. John Vianney Theological Seminary, Remington College, and Western State College) were not named by any survey respondents.

Nearly 9 in 10 AskAcademic respondents indicated that the librarians who assisted them were either very helpful or helpful.

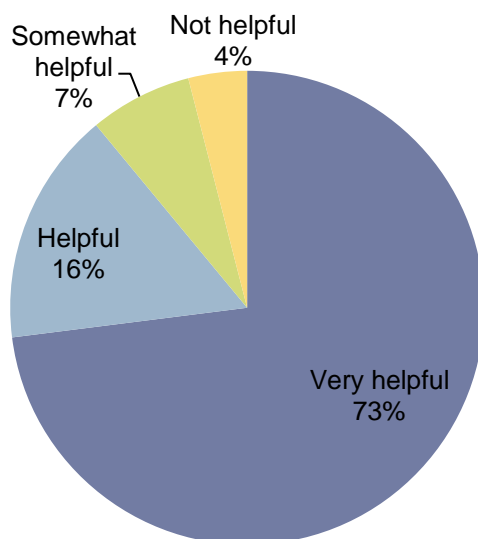
AskAcademic Customer Satisfaction

Nearly 9 in 10 AskAcademic respondents indicated that the librarians who assisted them were either very helpful (73%) or helpful (16%) (see Chart 9). Their comments reflected this, and indicated that AskAcademic users often equated helpfulness with friendliness:

- *"Very helpful and stuck with me even through the silly questions, and also helped me find other sources that I could use."*
- *"[The AskAcademic librarian] was very nice and although the question was tough she touched base every so often to let me know she was still helping me look."*
- *"The person on the other side was very friendly even though we could not find what I was looking for!"*

The majority of survey respondents were either very satisfied or satisfied with the answers they received to their questions.

Chart 9
Helpfulness of AskAcademic Virtual Librarians



Only 11 percent of respondents thought that the AskAcademic virtual librarians were “not helpful” or “somewhat helpful.”

- *"I didn't ask the guy to pull up a page I could Google myself. I have read those and needed help. He chose the quick and easy way instead of actually helping me."*

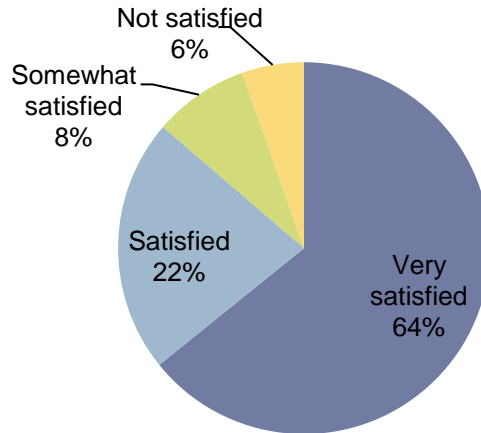
The majority (86%) of survey respondents were either very satisfied or satisfied with the answers they received to their questions (see Chart 10). Some comments relating to user satisfaction mention the convenience of using the service from home, without having to go to the library. Many others mention the friendliness of the librarians who helped them. Just 8 percent of respondents said they were “somewhat satisfied,” and only 6 percent of respondents answered that they were “not satisfied” with the service. As with AskColorado, some comments to this effect show confusion in regards to location-based information.

“The librarian was very thorough in the answers and gave me other avenues that I had forgotten about to search for information.”

AskAcademic Respondent

- *“The librarian was very thorough in the answers and gave me other avenues that I had forgotten about to search for information.”*
- *“The librarian was unfamiliar with the site and system of my school, how's asking a mechanic in New York tell me how a mechanic in LA how he runs his business. I want my 20 minutes back.”*

Chart 10
AskAcademic Respondent Satisfaction with Answer to Question

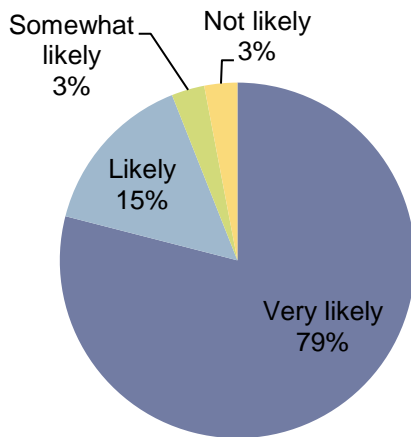


Answers to a question about the likelihood of using AskAcademic again were even more enthusiastic than responses to previous questions, with 94 percent of respondents saying that they were “very likely” or “likely” to utilize the service again (see Chart 11). Three percent of respondents answered that they were “somewhat likely” to return, and another 3 percent indicated that they would not use AskAcademic again.

94 percent of respondents said they were “very likely” or “likely” to utilize the service again.

- *“I was a little uncomfortable about using the library because I haven't been in school for over twenty years, but the assistance I received today eased my fears and made it into [an] enjoyable experience, I am so glad for the library and now not only do I know how to use it I welcome it, Thank you.”*
- *“Ask Academic is my new best friend-Hope I can still use it after I finish my education.”*
- *“Thank you!!! I am also an instructor and will be referring my students to this site!!!”*

Chart 11
Likelihood of Future AskAcademic Use



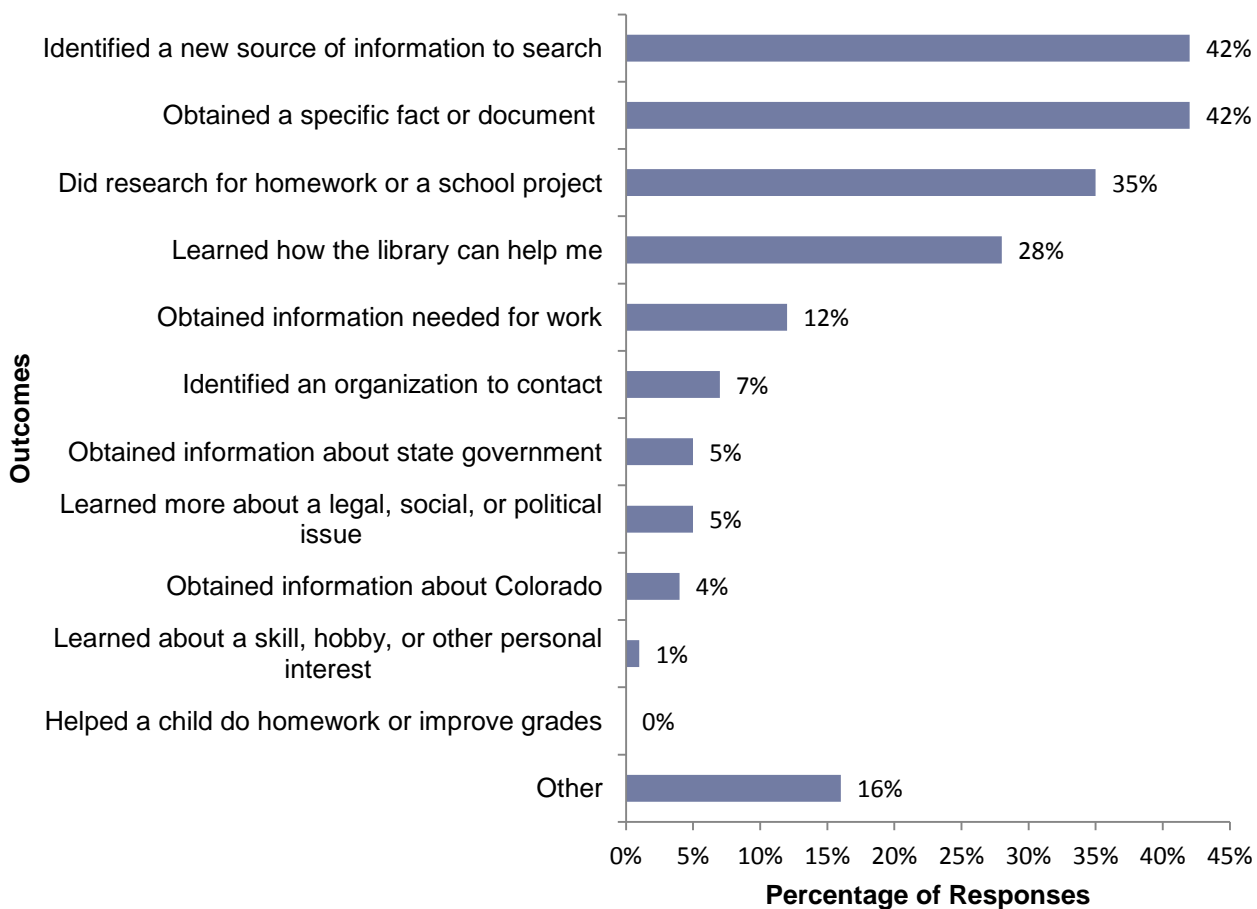
Approval ratings—as indicated by responses to the questions about the helpfulness of virtual librarians, satisfaction with the answers they received to their questions, and the likelihood that they would use AskAcademic again—did not vary significantly across graduate students, undergraduate students, and faculty. Likewise, satisfaction did not vary by gender.

AskAcademic Outcomes

The most common outcomes of using AskAcademic, according to responses to the question “What did you achieve today by using the AskAcademic reference service?” included “identifying a new source of information to search” (42%) and “obtaining a specific fact or document” (42%) (see Chart 12). Other leading outcomes included “doing research for homework or a school project” (35%), “learning how the library can help me” (28%), and “obtaining information needed for work” (12%). Sixteen percent of respondents indicated that they had utilized the service for other reasons, including getting help with citations or with accessing or using library services. The complete list of “other” outcomes is in Appendix H.

For graduate students and undergraduate students alike, the top outcomes were obtaining a specific fact or document, identifying a new source of information to search, and doing research for homework or a school project. Too few respondents were faculty or staff for analysis of their outcomes to yield any meaningful insights.

Chart 12
Outcomes Achieved Using AskAcademic, All Responses



Note: Respondents could select multiple outcomes.

Conclusion: AskColorado and AskAcademic

Survey data gathered from 2004 to the present shows that Coloradans are consistently and increasingly pleased with the virtual reference service AskColorado. In its first year of data collection and evaluation, AskAcademic performed similarly well. Survey data for both services provides insight into what users are accomplishing by contacting these reference services and who is logging on to chat with its virtual librarians. Further analysis of respondents' comments, together with a review of other research about virtual reference service, reveals a more complete portrait of virtual reference users and recommendations for meeting their information needs.

Rather than just seeking quick answers, users place significant value on their interactions with the librarians, as indicated by their retention and use of those librarians' names, and by their many references to whether librarians were friendly. Conversely, the small proportion of users who were not satisfied with the services felt that their librarians were unfriendly or abrupt. Technical issues also accounted for a number of dissatisfied users who were not able to communicate with their librarians or were prematurely disconnected.

- *"I was very happy to have [the AskColorado librarian] as my helper! She was very nice and when I said thanks she said welcome and I am confident in doing my project now! She gave me an excellent source! Thanks!"*

Comments from dissatisfied users show confusion in regards to how the services operate—that is to say, users who accessed the services through their local libraries' websites expected to be speaking with a librarian from that same library. Otherwise, users were frustrated when AskColorado or AskAcademic librarians could not answer location-based questions:

- *"I think the idea is great, the response came quickly. However, I got the feeling that there may be different rules for different branches - that confused me. She wasn't able to tell me how to cancel a "hold" and what would happen if I couldn't get in touch with someone. My branch is closed today, but I won't be able to contact them during regular hours, so I'm not sure what to do."*

Building some clarifying introductory text about these statewide (rather than location-based) services into the

Survey data gathered from 2004 to the present shows that Coloradans are consistently and increasingly pleased with the virtual reference service AskColorado. In its first year of data collection and evaluation, AskAcademic performed similarly well.

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reference transaction could mitigate this confusion. This text could be added to the AskColorado/AskAcademic entry points on member libraries' websites.

Comments from AskColorado and AskAcademic users show that these virtual reference services complement and enhance traditional library services, enabling users to speak with a librarian late at night or to fill in the gaps caused by closures and reduced hours. In all five years of AskColorado evaluations, "Learned how the library can help me" has been a top outcome. Respondents may even use the services to gauge whether a trip to the library is worth their time:

- *"This feature showed me how I might find info at the library, making it worth a trip downtown on a Saturday. LOVED this. "*

While comment analysis is helpful in illuminating these trends, a comprehensive study of actual transcripts would be useful in identifying some of the technical issues, and in investigating the connections between indicators of librarians' attitudes and user satisfaction.

Beyond completing the pop-up survey, many respondents took a moment to express their gratitude to AskColorado and AskAcademic and their hopes that these virtual reference services will be offered for years to come. These comments showcase the high marks awarded to the services by the majority of survey respondents.

- *"What a great service! "*
- *"Great service, keep it up please!"*
- *"It is the awsomeist!!!! [sic] "*
- *"I love Ask Colorado!"*
- *"I hope this program doesn't shut down because it is extremely helpful and the people are so nice."*
- *"I really love AskColorado its [sic] so useful and I'll be here every day or if I need info."*

"I love Ask Colorado!"
AskColorado Respondent

Appendix A: 2011 AskColorado Survey

Please let us know how AskColorado has worked for you.

1. How helpful was the virtual librarian you worked with today?

- very helpful
- helpful
- somewhat helpful
- not helpful

2. To what extent are you satisfied with the answer(s) to your question(s)?

- very satisfied
- satisfied
- somewhat satisfied
- not satisfied

3. How likely is it that you will use the AskColorado virtual reference service again?

- very likely
- likely
- somewhat likely
- not likely

4. What did you achieve today by using the AskColorado reference service? (select all that apply)

- Obtained a specific fact or document (e.g. a journal article)
- Identified a new source of information to search
- Obtained information about Colorado
- Obtained information needed for work
- Did research for homework or a school project
- Learned how the library can help me
- Learned more about a legal, social, or political issue
- Helped a child do homework or improve grades
- Learned more about a skill, hobby, or other personal interest
- Obtained information about state government
- Identified an organization to contact
- Other - Please Specify

Demographics

This section will help us to understand how people like you use AskColorado so that we can improve the service to meet everyone's needs.

5. Gender

- Male
- Female

6. Age

- Under 13
- 13-18
- 19-24
- 25-39
- 40-59
- 60+

7. Current student status: If you are a student, please let us know your current level of study.

- Undergraduate Student
- Graduate Student
- Faculty
- Staff
- Other - Please Specify

8. Educational attainment: If you are not currently a student, please indicate the highest level of education you have completed.

- Currently a student-doesn't apply
- Less than high school
- Some high school
- High school graduate or GED diploma
- Some college
- College degree
- Graduate degree

9. In which Colorado county do you live?

[Drop-down list of Colorado counties, "Other U.S. state," and "Outside the U.S."]

10. Comments:

Appendix B: 2011 AskAcademic Survey

Please let us know how AskAcademic has worked for you.

1. How helpful was the virtual librarian you worked with today?

- very helpful
- helpful
- somewhat helpful
- not helpful

2. To what extent are you satisfied with the answer(s) to your question(s)?

- very satisfied
- satisfied
- somewhat satisfied
- not satisfied

3. How likely is it that you will use the AskAcademic virtual reference service again?

- very likely
- likely
- somewhat likely
- not likely

4. What did you achieve today by using the AskAcademic reference service? (select all that apply)

- Obtained a specific fact or document (e.g. a journal article)
- Identified a new source of information to search
- Obtained information about the state
- Obtained information needed for work
- Did research for homework or a school project
- Learned how the library can help me
- Learned more about a legal, social, or political issue
- Helped a child do homework or improve grades
- Learned more about a skill, hobby, or other personal interest
- Obtained information about state government
- Identified an organization to contact
- Other - Please Specify

Demographics

This section will help us to understand how people like you use AskAcademic so that we can improve the service to meet everyone's needs.

5. Gender

- Male
- Female

6. Student Status or Position: please let us know your current level of study or position within the college/university.

- Undergraduate Student
- Graduate Student
- Faculty
- Staff
- Other - Please Specify

7. Institution: please select your academic library from the list below.

- Adams State College, Nielsen Library (CO)
- Aims Community College (CO)
- Angelo State University (TX)
- Arapahoe Community College (CO)
- Austin Community College (TX)
- Auraria Library (CO—Serving Community College of Denver, Metropolitan State College of Denver, and the University of Colorado Denver)
- Cardinal Stafford Library—St. John Vianney Theological Seminary (CO)
- Colorado Christian University (CO)
- Colorado Technical University (Campuses in Colorado, Kansas, and South Dakota)
- Community College of Aurora (CO)
- Iliff School of Theology (CO)
- Mesa State College (CO)
- Naropa University (CO)
- Pikes Peak Community College (CO)
- Red Rocks Community College (CO)
- Remington College (CO)
- Western State College (CO)

8. Comments:

Appendix C: AskColorado Open-Ended Comments

Comments were compiled and shared internally but are suppressed here to protect the confidentiality of the AskColorado/AskAcademic patrons and librarians.

Appendix D: AskAcademic Open-Ended Comments

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Appendix E: Demographics of AskColorado Respondents

Chart 1
AskColorado Respondent Distribution by Gender

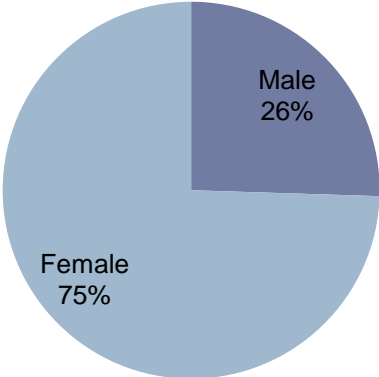


Chart 2
AskColorado Respondent Distribution by Age

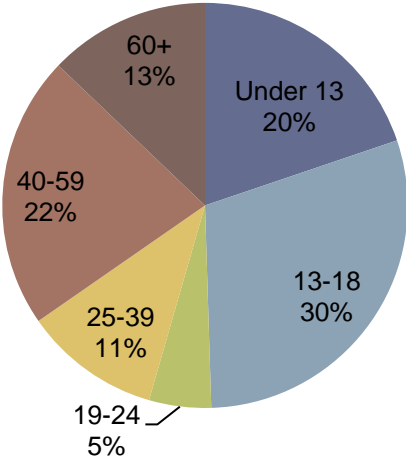


Chart 3
AskColorado Respondent Distribution by Current Student Status

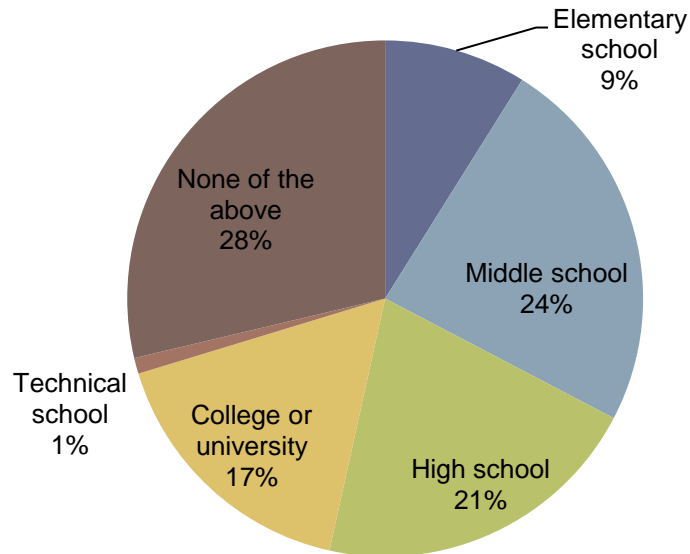


Chart 4
AskColorado Respondent Distribution by Highest Level of Education Achieved

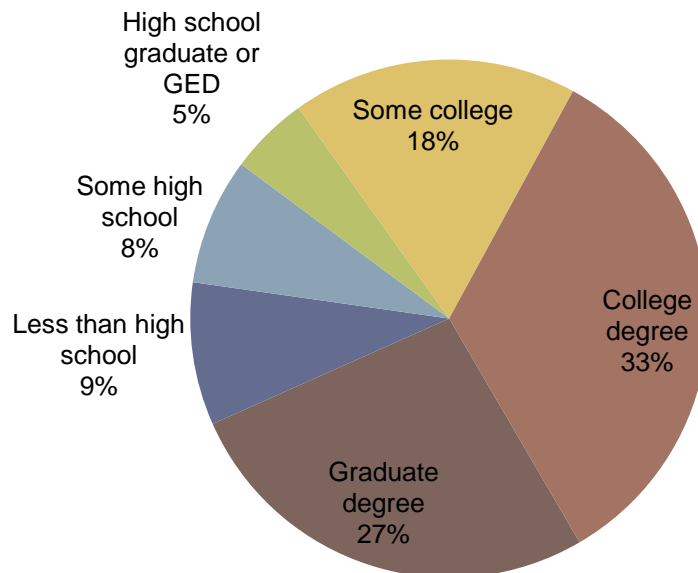


Chart 5
AskColorado Respondent Distribution by Geographic Location

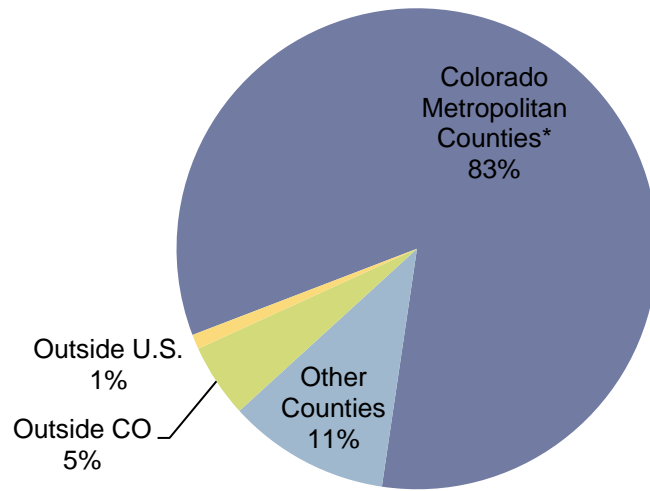
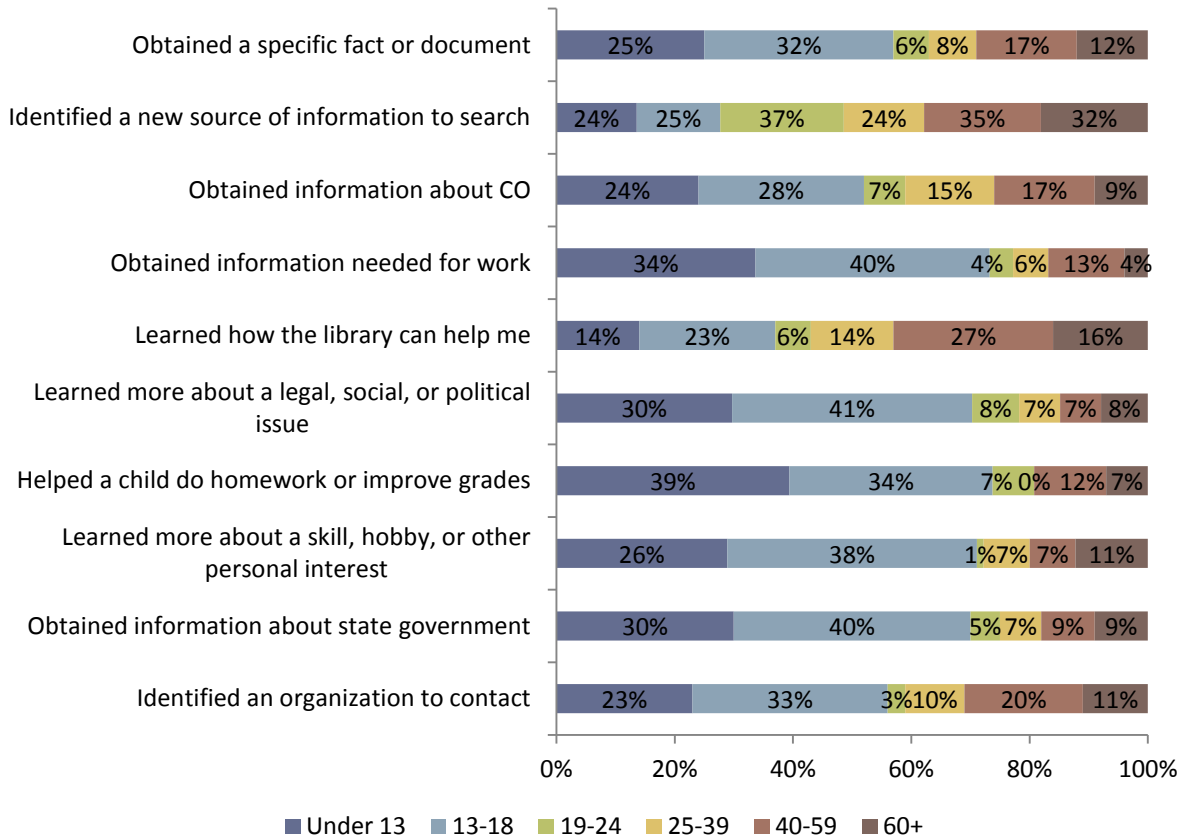


Chart 6
AskColorado Outcomes by Age, 2011



Appendix F: AskColorado “Other” Outcomes

Comments were compiled and shared internally but are suppressed here to protect the confidentiality of the AskColorado/AskAcademic patrons and librarians.

Appendix G: Demographics of AskAcademic Respondents

Chart 1
AskAcademic Respondent Distribution by Gender

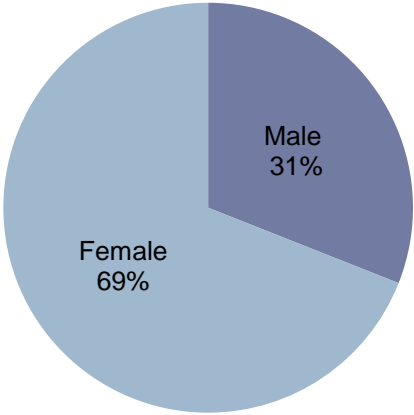


Chart 2
AskAcademic Respondent Distribution by Student Status

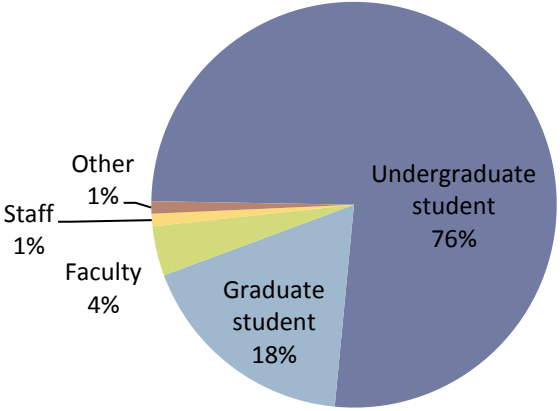
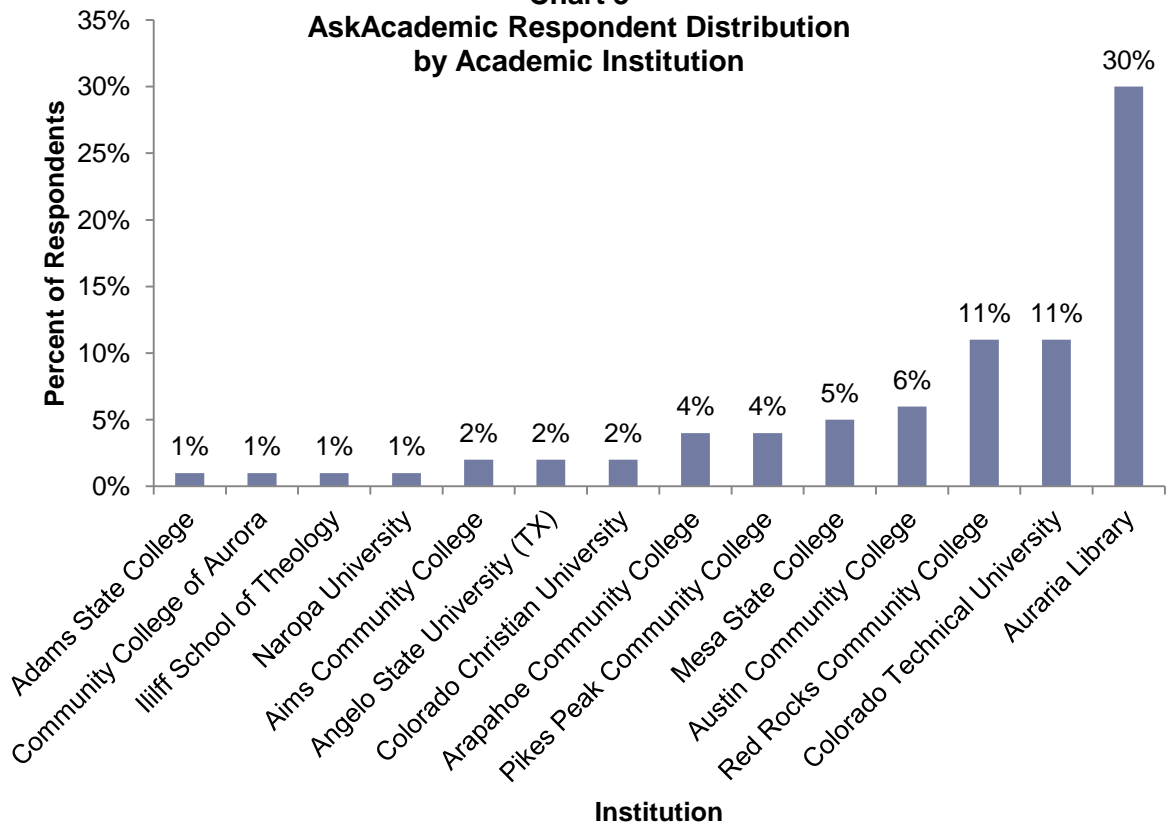


Chart 3
AskAcademic Respondent Distribution
by Academic Institution



Appendix H: AskAcademic “Other” Outcomes

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