Understanding user behaviour when requesting resources

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Understanding user behaviour when requesting resources

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OUR GOAL

Simplify and promote mechanisms for staff and students to request resources that they cannot find in Library Search

Assess our service
Analytics to help appreciate where we have come from and use evidence to support where we are going.

Understand our users
Survey requesters to discover preferences, motivations and experiences.
Assess our service

Analytics to help appreciate where we have come from and use evidence to support where we are going.
RESOURCE SHARING TIMELINE
UNTIL 2015

Requesting
• Manual online form.
• Every request required the user to enter their identifying information.
• Prone to typos/errors.
• Wasn’t integrated with any library system.

Awareness
• One webpage to request from.
• Most likely had to be referred to service by librarian or colleague.

Processing
• Tasks involved entering data into multiple systems.
• Checking user privileges.
• Manually contacting users.

Monitoring
• User unable to track progress.
• Staff required to enter request details into separate systems and spreadsheets to track progress and use of service.
RESOURCE SHARING TIMELINE UNTIL 2018

Requesting
- Requesting from Primo with metadata pre-populated
- Request connected to patron account in Alma.
- Purchase Requests enabled.

Processing
- Less manual tasks required by staff.
- Automated communication between library and user.

Awareness
- Silent login enabled.
- Increased discoverability of service as requesting can happen from Primo Central Index record.
- Still two extra steps to find service: a) Login to Primo. b) Select ‘Expand My Results’.

Monitoring
- User can track progress from My Library Card in Primo.
- Analytics reports to help monitor outstanding requests and track usage of service.
1% EXPAND MY RESULTS SESSIONS
EXPAND MY RESULTS IMPACT
2018 VS 2019

55% Increase in requests supplied.

88% Increase in unique requesters.

37% Increase in first time requesters.
RESOURCE SHARING
TOTAL SUPPLIED REQUESTS

- 2015: Went live with Alma Resource Sharing
- 2016: Enabled Silent Login for Primo
- 2017: Default Expand My Results
- 2018: Predicted
User submits request.

Resource Sharing staff check Primo and Google/Google Scholar.

Staff finds item in Google Scholar (not in subscription resource).

Staff assign the Partner named ‘Online Freely Available’ and complete request.

User receives notification where the item can be found.
FOUND IT!
FREELY AVAILABLE

Exposé more OA content

Unpaywall General Electronic Service
• Configure to show when article contains DOI
• Many without Open Access
• Primo VE setup

Unpaywall API
• Primo integration by BU Libraries in Primo Studio

Unpaywall Alma integration
• In the Ideas Exchange and marked as planned since 2017...
Understand our users

Survey requesters to discover preferences, motivations and experiences.
SURVEY – MAY TO JULY 2019
WHO RESPONDED

User Group
- Academic/Research staff: 48%
- Professional staff: 16%
- Postgraduate/PhD student: 33%
- Undergraduate student: 3%

Frequency of Resource Sharing use
- More than 100 times
- 50-100 times
- 10-50 times: 20 responses
- Less than 10 times: 15 responses
- I've only used the service once: 11 responses

No. Responses

Academic/Research staff
Professional staff
Postgraduate/PhD student
Undergraduate student
SURVEY

DISCOVERING THE SERVICE

- 40% Recommended by another Bond student or staff member
- 37% I found the request link in Primo
- 12% I found information about it on the Bond Library website
- 9% Recommended by Library staff
- 2% Unsure

Unsure
2019
Supply time reality
2,418 journal requests received with an average supply time of 3 days.
SURVEY

REASONS FOR USING THE SERVICE

- I required this specific resource (51%)
- I couldn't find any other available resources on my topic (11%)
- It complemented the resources I'd already found on my topic (33%)
- The resource was recommended by someone (5%)
SURVEY REQUEST MONITORING

Did you check for updates on your request through your online Bond My Library account?

- Yes
- No
- I didn’t know I could

Top reasons

1. I wanted to track the progress of my request.
2. I wanted to see whether my request had been received by the Library.
3. I wanted to find out how long it would take to receive the resource.
SURVEY

MOST IMPORTANT FEATURE

<table>
<thead>
<tr>
<th>Overall ranking</th>
<th>Agreement with ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ease of placing a request</td>
<td>78%</td>
</tr>
<tr>
<td>2. Place multiple requests at once</td>
<td>59%</td>
</tr>
<tr>
<td>3. Tracking progress in My Library account</td>
<td>30%</td>
</tr>
<tr>
<td>4. Notified of expected delivery time</td>
<td>44%</td>
</tr>
<tr>
<td>5. Auto email updates on progress</td>
<td>33%</td>
</tr>
<tr>
<td>6. Auto SMS updates on progress</td>
<td>78%</td>
</tr>
</tbody>
</table>
94%
Extremely likely to use the service again.

Essential service
“I'm writing a biography of a musician who has been dead for 22 years, and a lot of the material I need is quite obscure!”

Efficient service
“I was really impressed with the efficiency of the system and very grateful I had access to the source in time to use it in my assignment.”
RESOURCE SHARING
REFLECTION & NEXT STEPS

User experiences and expectations
• New users inclined to expect longer turnaround time.
• Increase self-discovery of service, less reliance on Librarian recommendation.
• Increase in use of service for resources which compliment sources already found.
• Ease of requesting.

Positive changes
• Alma ISO LADD integration.
• Silent Login for Primo.
• Enabling Expand My Results by default.

Future opportunities
• Unpaywall integration for Primo.
• Turnaround time communication.
• Promotion of request monitoring via My Library account.
• Enhancements to placing multiple requests at once.
THANK YOU

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Take a look at my Primo and Alma analytics reports used in the presentation: http://tiny.cc/2019JD