

DENTISTRY LIBRARY, UNIVERSITY OF TORONTO LIBRARIES

Dentistry Library Survey 2015

Survey adapted from University of Southern California, Norris Medical Library's Technology Survey
available at <http://norris.usc.libguides.com/techsurvey>

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Background

In July 2015, there was a call for participants on the Dental Librarians listserv (which includes Canadian and American dental librarians) to take part in the Multi-institutional Technology Survey headed by Lynn Kish, Librarian at the University of South California (USC), Norris Medical Library.

We contacted Lynn Kish to express interest in running the survey at the Faculty of Dentistry, University of Toronto. After consulting with the University of Toronto Research Ethics Office, it was decided that we would move forward with the survey as a quality assurance exercise. This means that the results in this report have no research value, but we will use them for the purpose of improving library services.

The survey was built using Google Forms, and was distributed via the Faculty of Dentistry listserv, which includes all students, staff and faculty. Data was collected from March 2 to 26, 2015 and was kept on Google Drive until the data file was downloaded and consequently removed. It is now stored in the work drives of the librarians. There is no data that identifies the respondents. Print copies of the survey were also available away from staff areas at the library and three of these were completed. These will be destroyed once the results are summarized.

Below is the summary of each question and some interesting findings that we can use to improve our services.

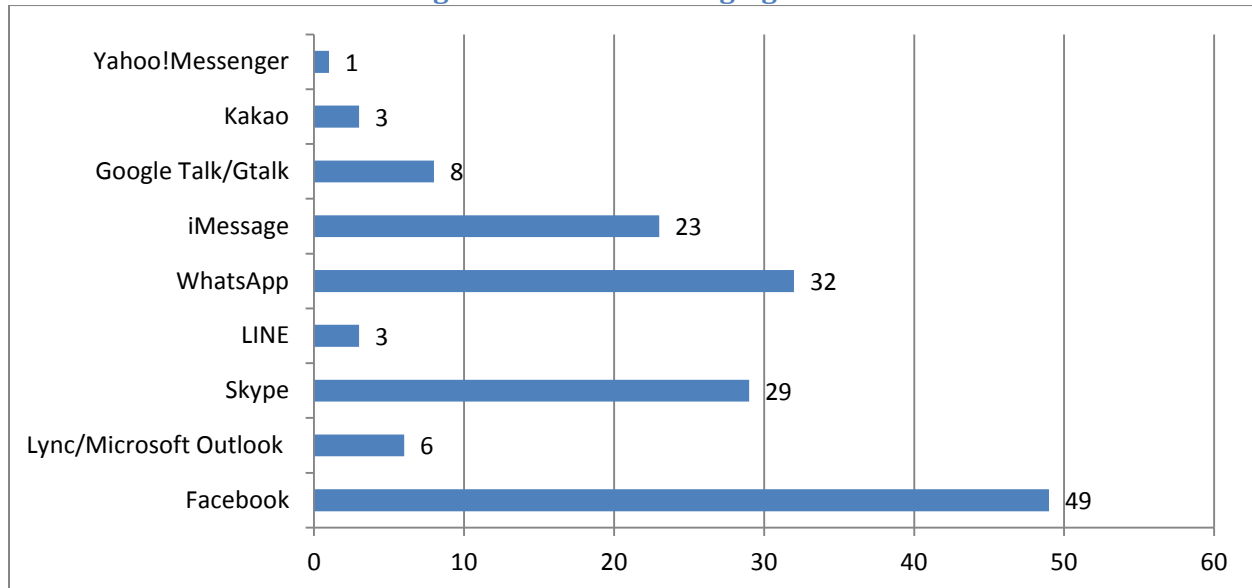
Questions 1-3: Demographics of Respondents

We received 72 responses in all; 69 online and three paper surveys. Overall the population surveyed at the Faculty of Dentistry is approximately 800 people, making this a 9% response rate. This makes it a 95% CI [12]. This is a very low response rate.

The undergraduate students are made up of Doctor of Dental Surgery (DDS) and International Dentist Advanced Placement Program (IDAPP), a total of 432 people. We received 41 responses from these two groups (9.5% response rate for undergrads; and responses from Faculty at 19%), 6 Masters and PhD students (4.7%), and 6 from Staff members (3.3%).

Question 4: Which of the following Instant Messenger (IM) tools do you currently use? (N=64)

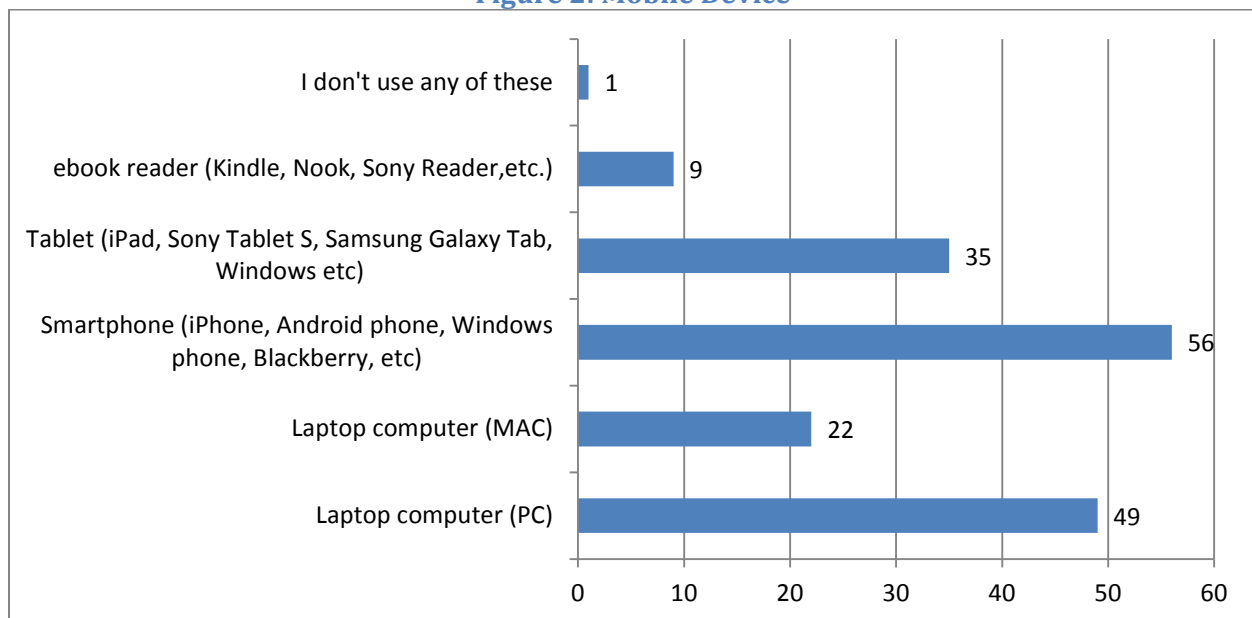
Figure 1: Instant Messaging Tools



The most popular IM Tool is chatting via Facebook, which is used by 77% of respondents. WhatsApp and Skype follow used by 50% and 45% of respondents respectively.

Question 5: Which of the following do you use? (N=72)

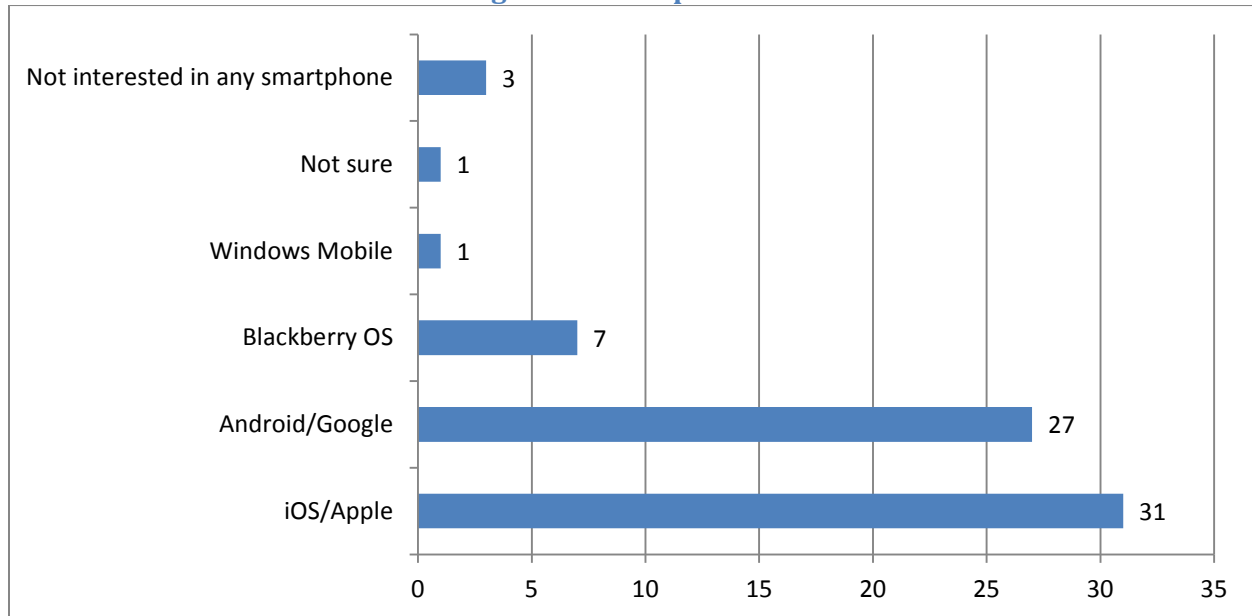
Figure 2: Mobile Device



The most popular devices are smartphones (used by 78% of respondents), followed by PC laptops (68%) and tablets (49%).

Question 6: Which operating system (OS) do you have on your smartphone? (N=70)

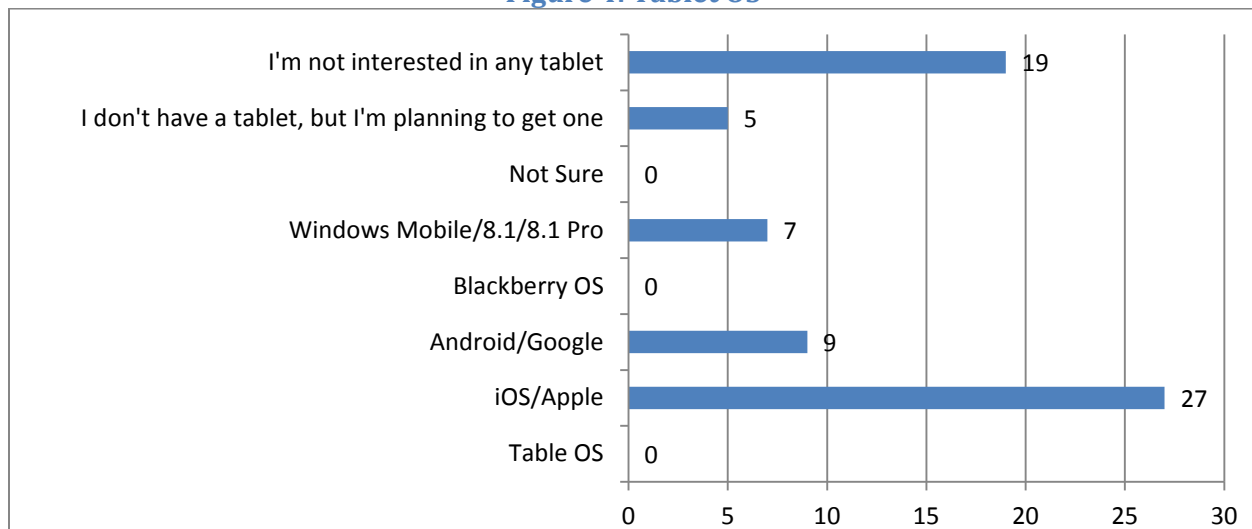
Figure 3: Smartphone OS



The most popular OS for smartphones were iOS/Apple (used by 44% of respondents), followed by Android/Google (39%). Two respondents were unsure and three were not interested in smartphones.

Question 7: Which operating system (OS) do you have on your tablet? (N=68)

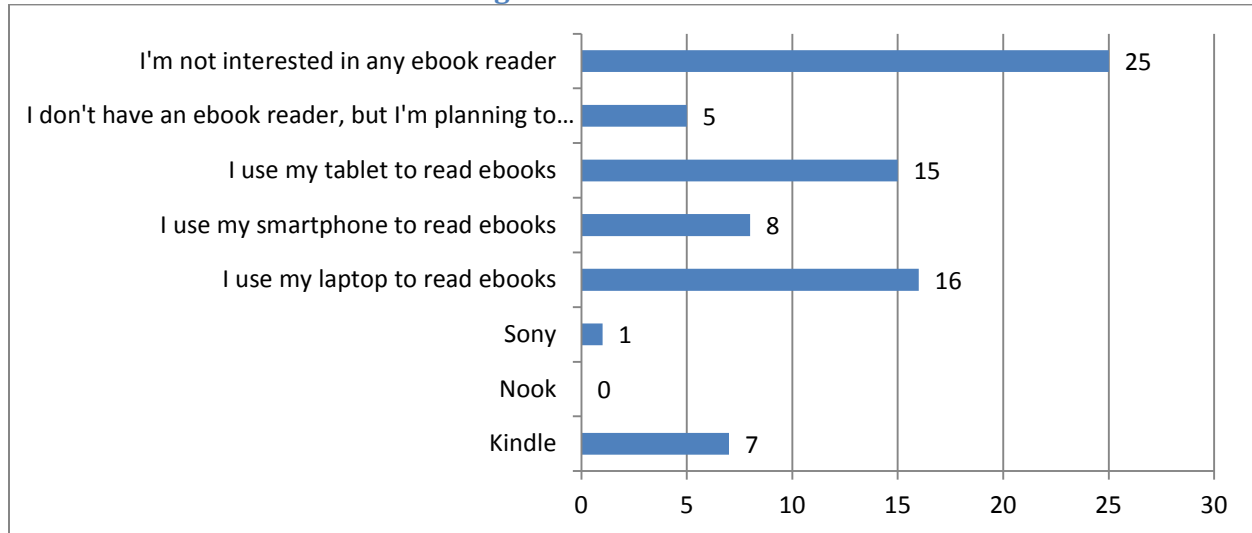
Figure 4: Tablet OS



There were 19 people (or 28% of respondents) who were not interested in tablets. The most popular tablet was iOS/Apple, used by 40% of respondents.

Question 8: Which brand of eBook reader do you use? (N=67)

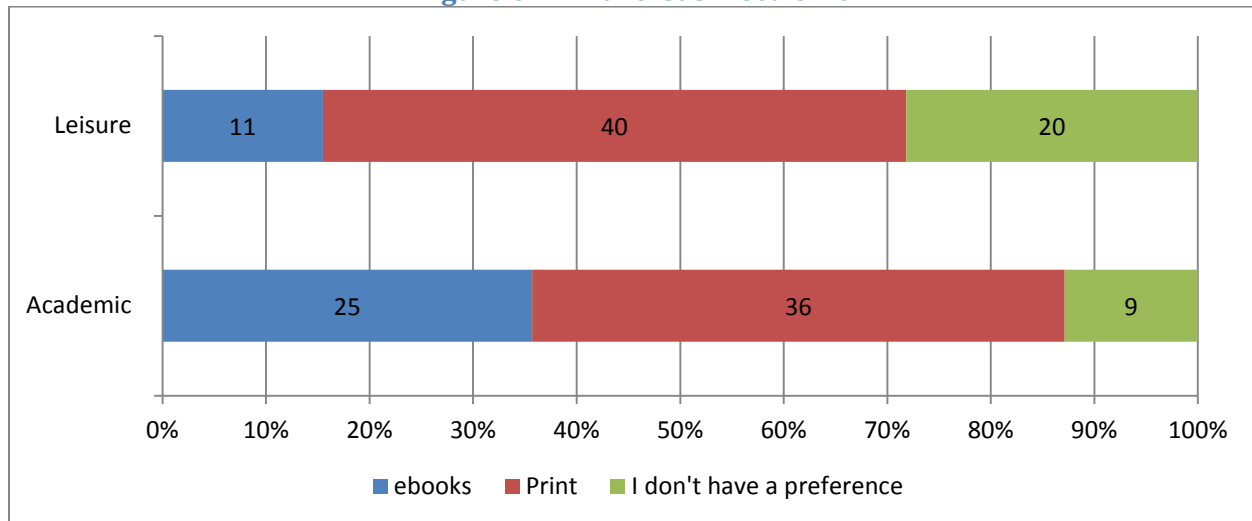
Figure 5: eBook Readers



Twenty-five people (or 37% of respondents) were not interested in eBook readers; 31 people (or 46% of respondents) used either their laptop or tablet to read eBooks.

Question 9 and 10: Do you prefer print or electronic for academic (N=70) and leisure (N=71) reading?

Figure 6: Print versus Electronic



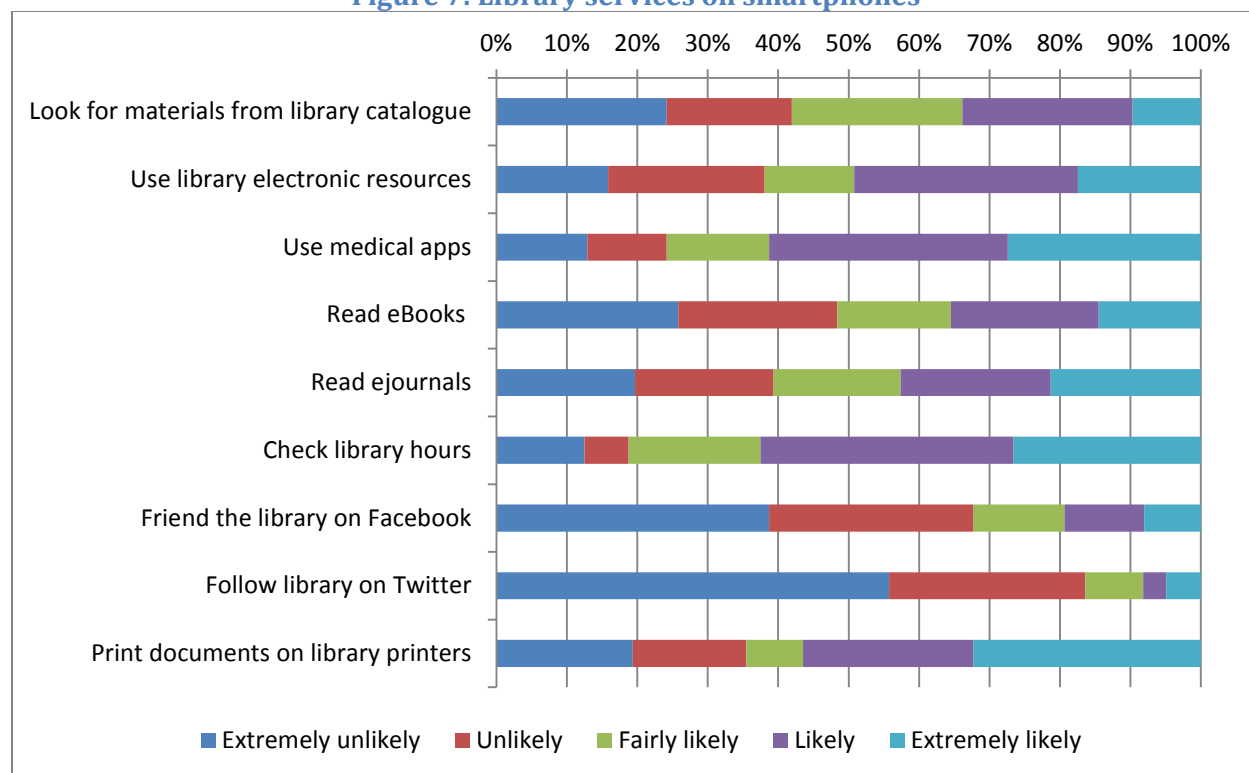
Surprisingly, print is the preferred format for both Leisure and Academic reading. Slightly more people (40 people or 56% of respondents) preferred print for leisure over academic (36 people or 51%). More people preferred electronic for academic (25 people or 36% of respondents) over leisure (11 people or 15%).

Question 11: If you own a smartphone, how likely would you be to use the following library services? (N=64)

Table 1: Library services on smartphones

	Extremely unlikely	Unlikely	Fairly likely	Likely	Extremely likely
Look for materials from library catalogue	15	11	15	15	6
Use library electronic resources	10	14	8	20	11
Use medical apps	8	7	9	21	17
Read eBooks	16	14	10	13	9
Read ejournals	12	12	11	13	13
Check library hours	8	4	12	23	17
Friend the library on Facebook	24	18	8	7	5
Follow library on Twitter	34	17	5	2	3
Print documents on library printers	12	10	5	15	20

Figure 7: Library services on smartphones



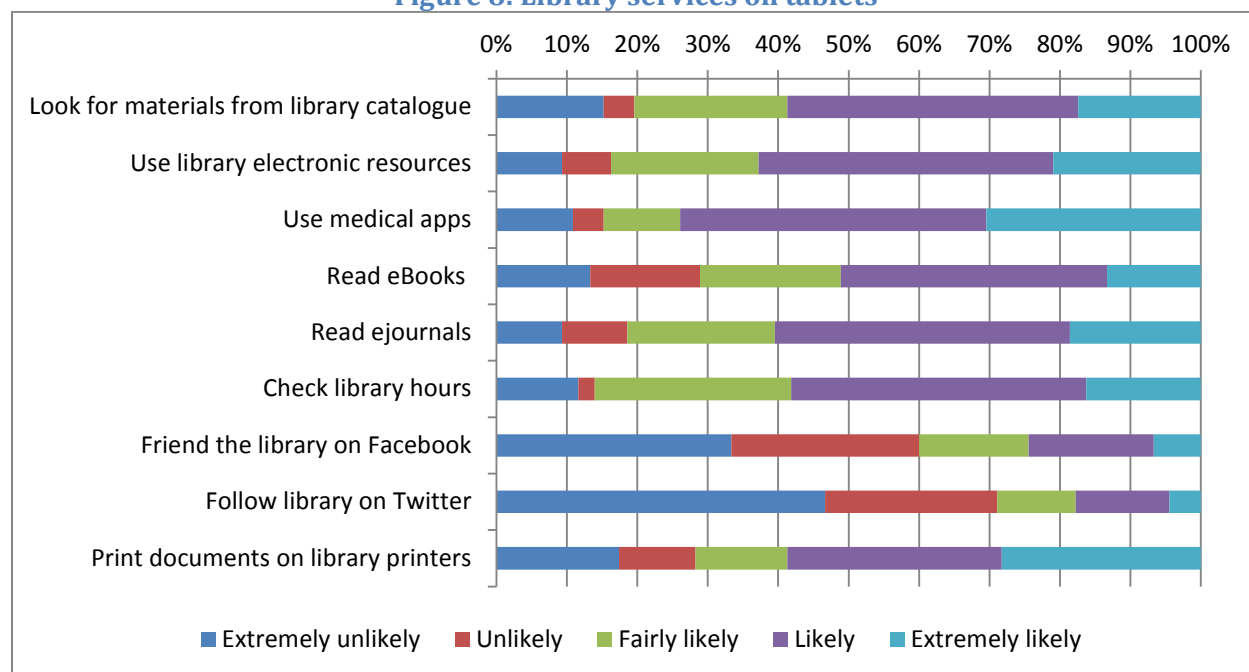
Most respondents are unlikely or extremely unlikely to follow the library on Twitter (79%) and/or friend the library on Facebook (66%); they would likely or extremely likely to print documents on the library printers (55%), check library hours (63%), or use medical apps (59%). Forty-eight percent are likely or extremely likely to use library electronic resources on their smartphones.

Question 12: If you own a tablet, how likely would you be to use the following library services? (N=47)

Table 2: Library services on tablets

	Extremely unlikely	Unlikely	Fairly likely	Likely	Extremely likely
Look for materials from library catalogue	7	2	10	19	8
Use library electronic resources	4	3	9	18	9
Use medical apps	5	2	5	20	14
Read eBooks	6	7	9	17	6
Read ejournals	4	4	9	18	8
Check library hours	5	1	12	18	7
Friend the library on Facebook	15	12	7	8	3
Follow library on Twitter	21	11	5	6	2
Print documents on library printers	8	5	6	14	13

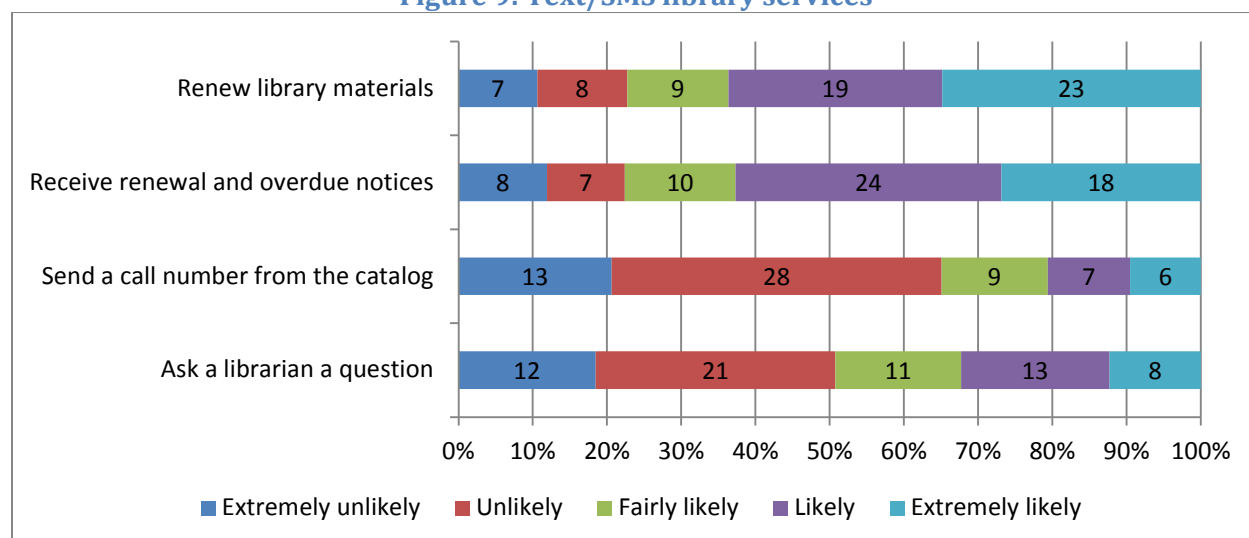
Figure 8: Library services on tablets



A high proportion of respondents are extremely unlikely or unlikely to follow the library on Twitter (68% on tablets as compared to 79% on smartphones) and/or to friend the library on Facebook (57% on tablets compared to 66% on smartphones). Seventy-two percent would be likely or extremely likely to use medical apps on their tablets, which is a greater proportion than the proportion that was likely or extremely likely to do so on their smartphones (59%). Fifty-seven percent would be likely or extremely likely to use library electronic resources on their tablets, which is again higher than the smartphone equivalent (48%). Reading e-journals (55%) and e-books (49%) scored higher on the tablet, than on the smartphone (40% and 36% respectively).

Question 13: If you own a cell phone, how likely would you be to use the following text/SMS library services? (N=65)

Figure 9: Text/SMS library services



Sixty-five percent of respondents would be likely or extremely likely to renew library materials or receive renewal/overdue notices on their cell phones; 63% would be unlikely or extremely unlikely to send a call number from the catalogue; 51% would be unlikely or extremely unlikely to ask a librarian a question via text/SMS.

Question 14: Are there any other library resources/services you would like to use on your smartphone/tablet? (N=10)

Table 3: Suggested library resources and services for use on smartphone or tablet

Suggested library resource/service	Number of responses
Ability to read ebooks	1
Printing	1
None	8

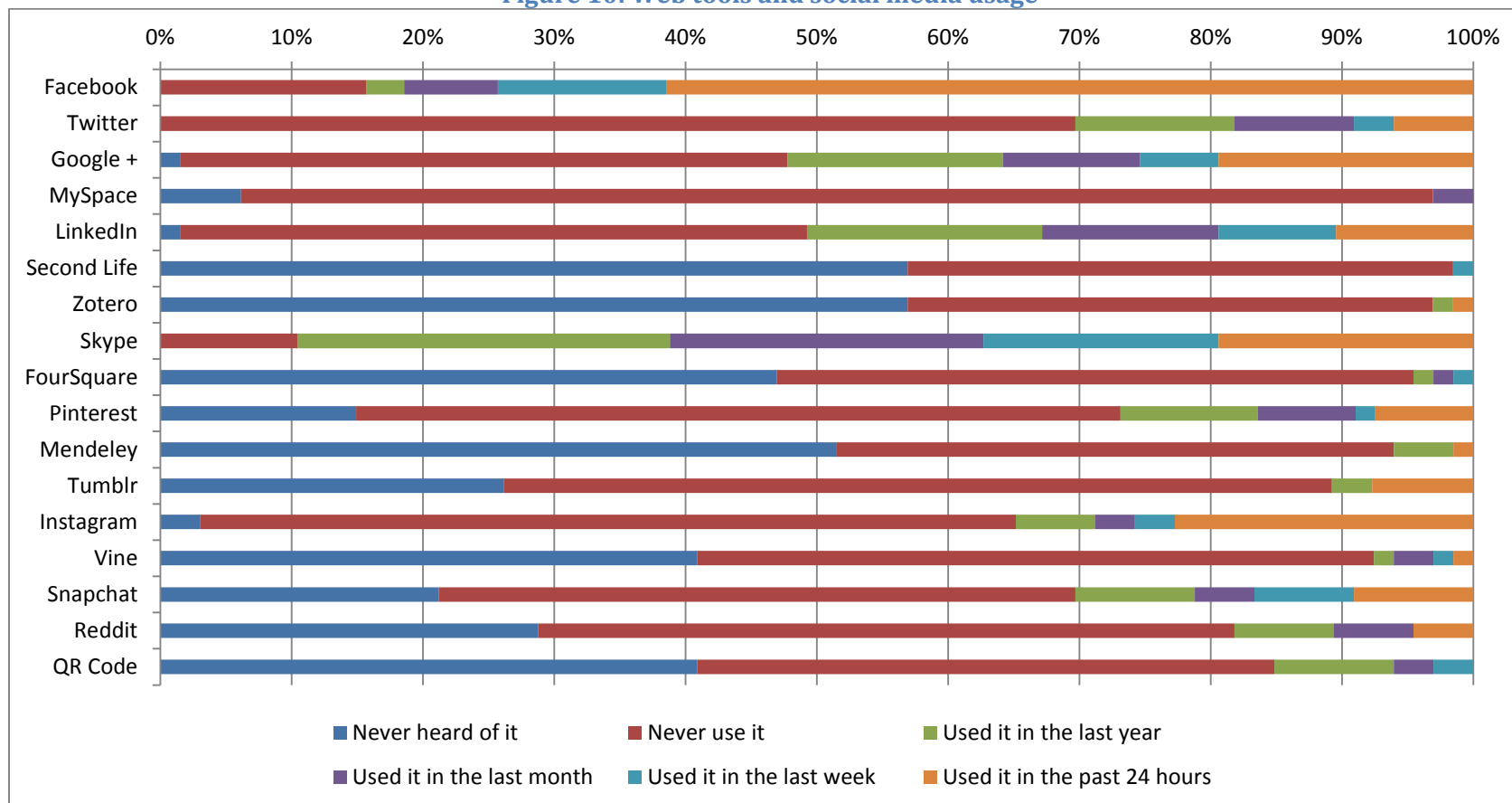
Respondents did not identify additional services or resources beyond those listed in questions 12 and 13 that they would like to be able to use on their smartphones or tablets. However, two respondents emphasized their desire to read eBooks or to print from their mobile devices.

Question 15: For each of these web tools and social sites, select the phrase that best describes your usage, including posting, reading, sharing, etc. (N=71)

Table 4: Web tools and social media usage

	Never heard of it	Never use it	Used it in the last year	Used it in the last month	Used it in the last week	Used it in the past 24 hours
Facebook	0	11	2	5	9	43
Twitter	0	46	8	6	2	4
Google +	1	31	11	7	4	13
MySpace	4	59	0	2	0	0
LinkedIn	1	32	12	9	6	7
Second Life	37	27	0	0	1	0
Zotero	37	26	1	0	0	1
Skype	0	7	19	16	12	13
FourSquare	31	32	1	1	1	0
Pinterest	10	39	7	5	1	5
Mendeley	34	28	3	0	0	1
Tumblr	17	41	2	0	0	5
Instagram	2	41	4	2	2	15
Vine	27	34	1	2	1	1
Snapchat	14	32	6	3	5	6
Reddit	19	35	5	4	0	3
QR Code	27	29	6	2	2	0

Figure 10: Web tools and social media usage



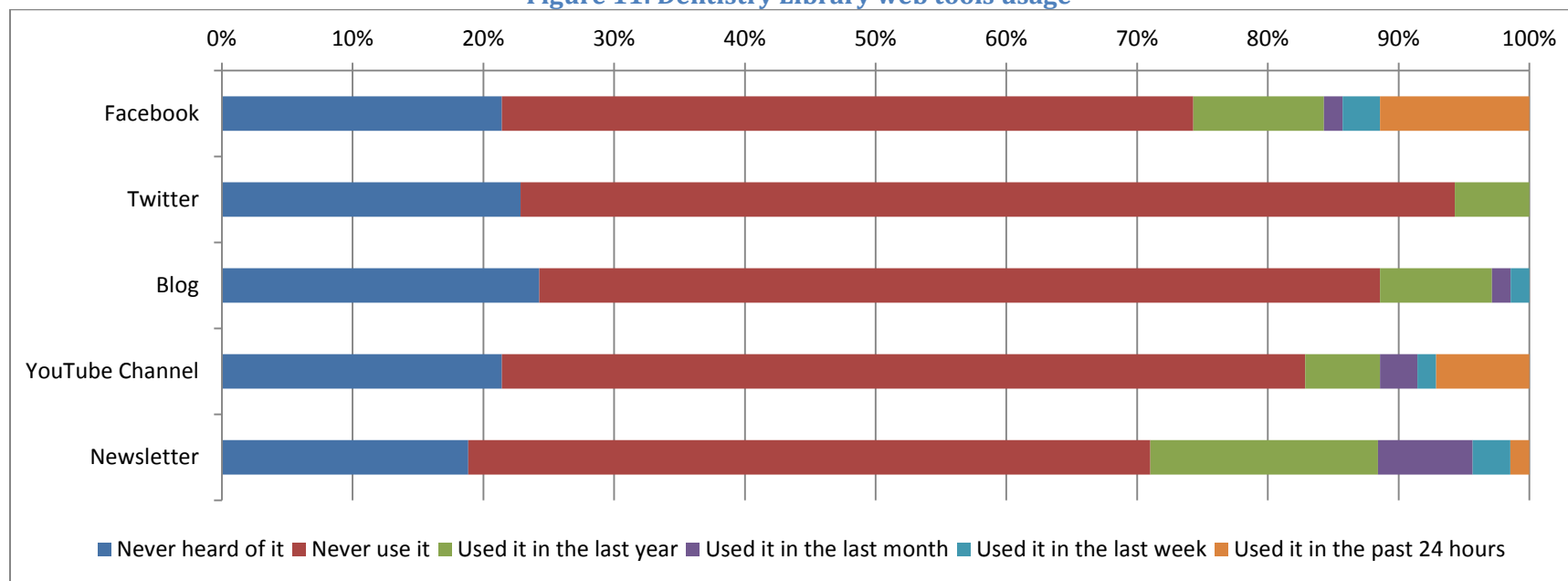
All respondents have heard of Facebook, Twitter, and Skype. Facebook was by far the most popular social media site, used by 61% of respondents in the past 24 hours. Skype, Instagram and Google+ were the next most popular sites. Fifty-seven percent of respondents have used Skype; 34% have used Google+ and 28% have used Instagram within the past month. A surprising finding was that many participants have never heard of or used LinkedIn (46% of respondents), QR Codes (79%), Tumblr (82%), Pinterest (69%) and Reddit (76%). As well, although all participants had heard of Twitter, 65% never used it.

Question 16: How frequently do you post, read, share, etc. the following Dentistry Library web tools? (N=71)

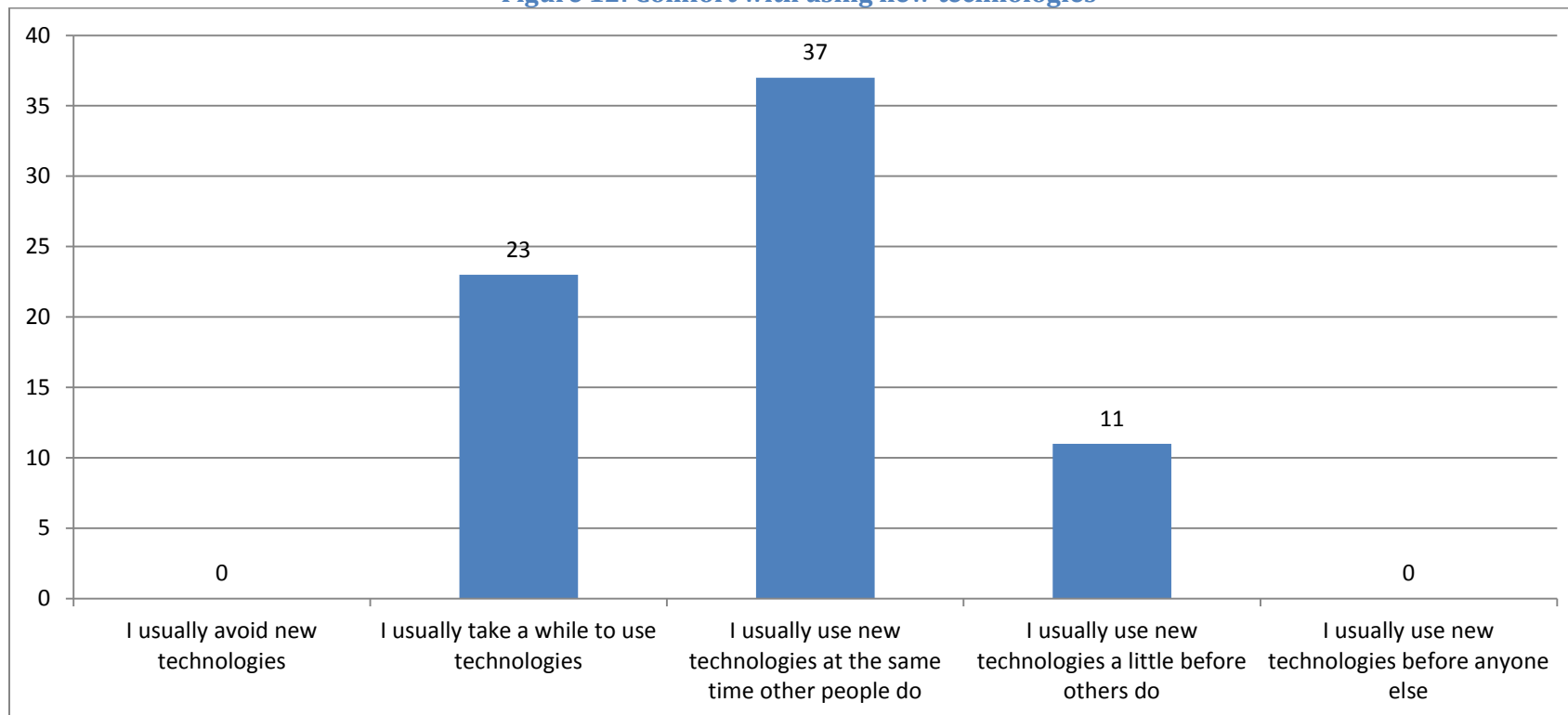
Table 5: Dentistry Library web tools usage

	Never heard of it	Never use it	Used it in the last year	Used it in the last month	Used it in the last week	Used it in the past 24 hours
Facebook	15	37	7	1	2	8
Twitter	16	50	4	0	0	0
Blog	17	45	6	1	1	0
YouTube Channel	15	43	4	2	1	5
Newsletter	13	36	12	5	2	1

Figure 11: Dentistry Library web tools usage



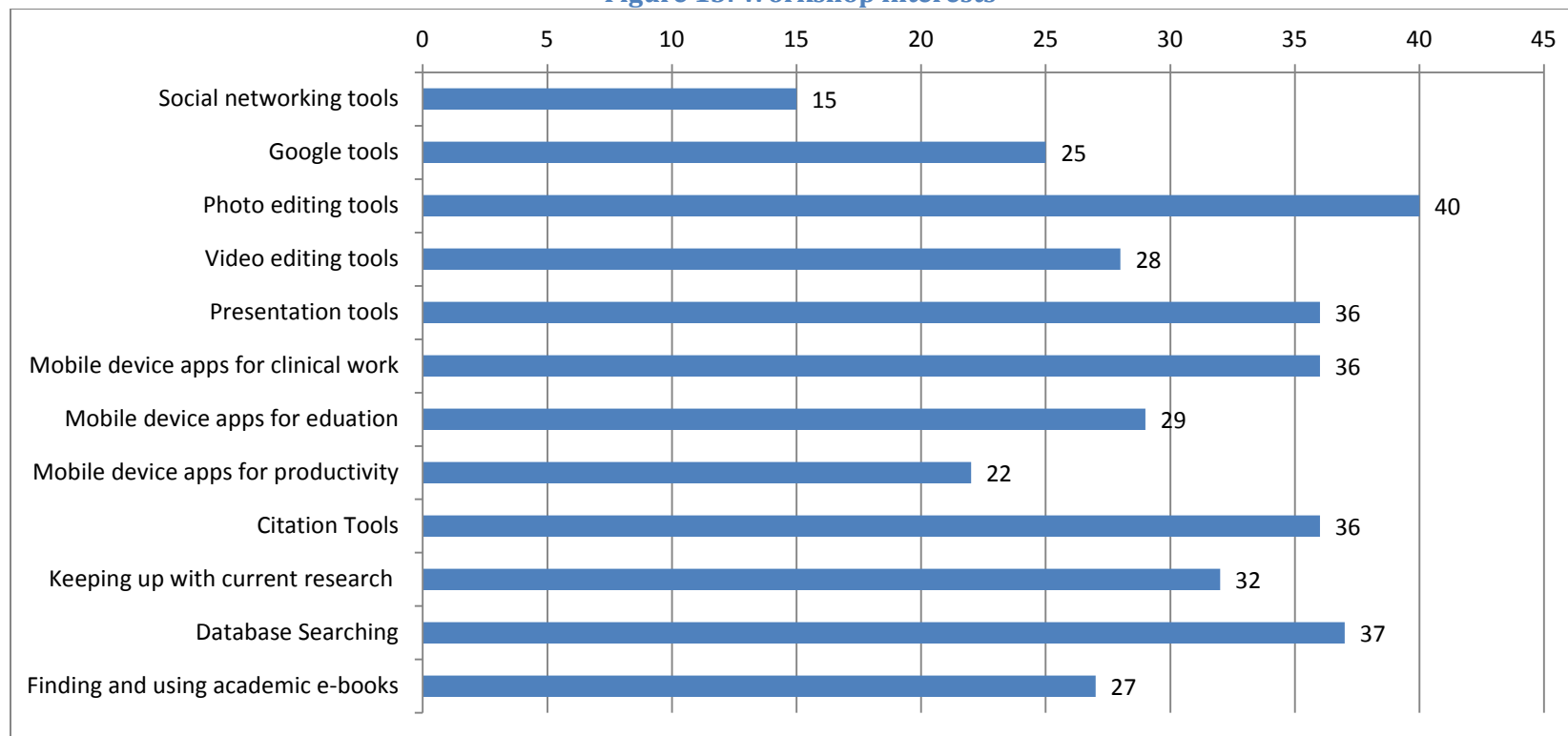
Over 70% of respondents have never heard of or used the Dentistry Library Web Tools. There were some respondents who used Facebook (25%), YouTube Channel (17%) and Newsletter (28%) anytime from the past 24 hours to the last year.

Question 17: Which of the following best describes you? (N=71)**Figure 12: Comfort with using new technologies**

Most respondents (52%) use technologies at the same time as other people do. No one avoids new technologies or uses new technologies before anyone else.

Question 18: The Dentistry Library offers workshops on technology topics. Would you come to a workshop that focuses on any of the following? (N=62)

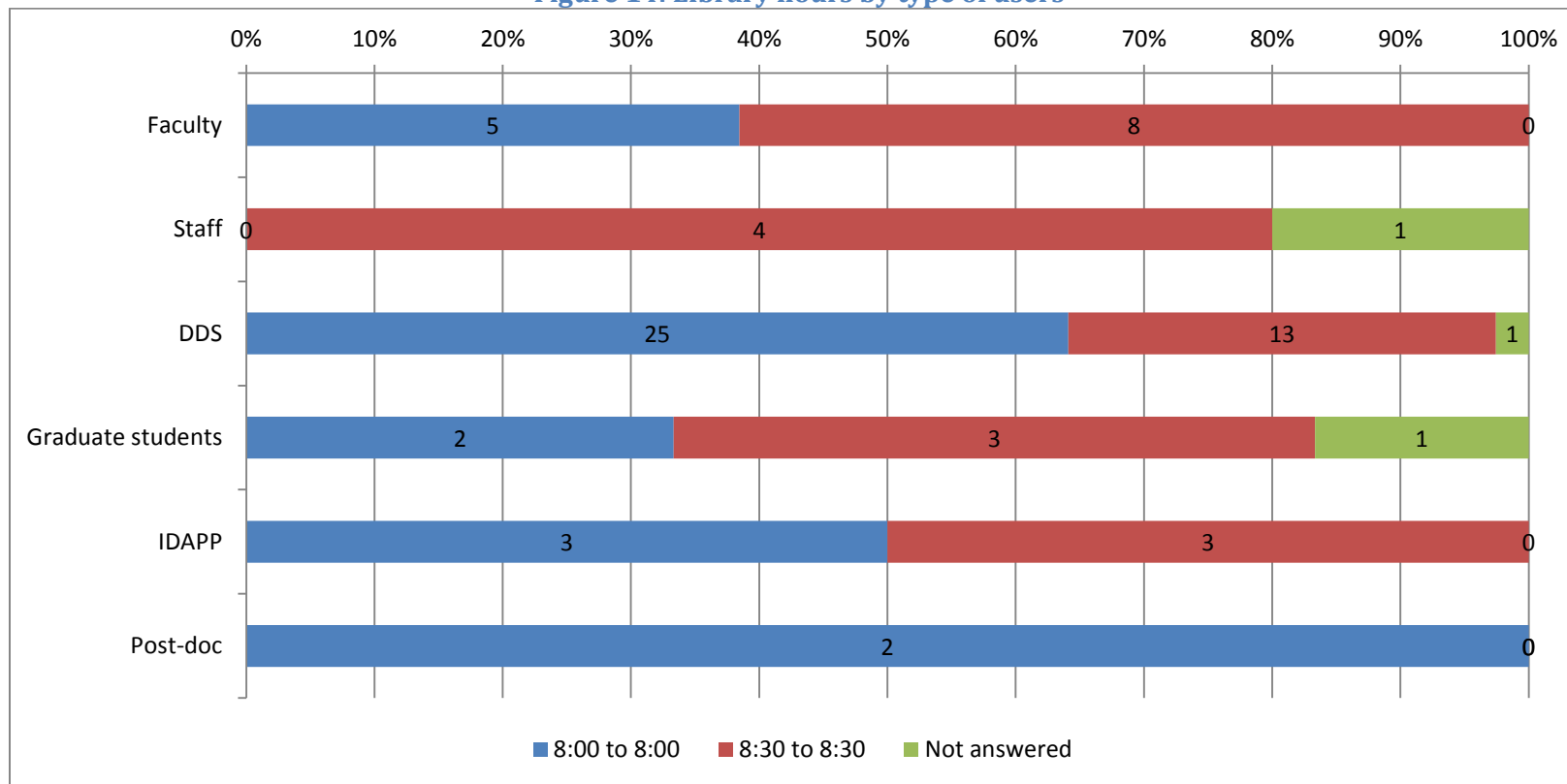
Figure 13: Workshop interests



Sixty-five percent of respondents are interested in Photo Editing workshops (the most-requested workshop type); 60% are interested in Database Searching; 58% are interested in each of Citation Tools, Mobile Device Apps for Clinical Work and Presentation Tools; and 52% are interested in Keeping up with Current Research. The least requested workshop was on social networking tools (Facebook, Twitter), which was only requested by 24% of respondents. The second-least requested workshop was on mobile device apps for productivity, requested by just 35% of respondents.

Question 19: During the academic year, the Dentistry Library is open 12-hours per day Monday through Thursday. Which 12-hour timeslot is most convenient for you? (N=71)

Figure 14: Library hours by type of users



The strongest preferences for hours were expressed by undergraduate students and faculty members. Sixty-four percent of undergraduate students who responded prefer 8:00 am to 8:00 pm; 62% of faculty responded that they prefer 8:30 am to 8:30 pm. However the response rate for undergraduates was very low at 9.5% compared to 19% for faculty.

In questions 20 and 21 (p. 16-17), respondents were given the opportunity to recommend changes and improvements to the library in the form of an open question. The responses to these questions, which will be discussed further below, suggest that longer open hours in general, weekend hours, extended exam hours, and opening earlier than 8:00 am would also be welcome changes to the library’s hours.

Question 20: What library services or materials would you like to use that are not currently available at the Dentistry Library or through its website? (N=11)

Table 6: Requests for new library services or materials

Service or materials requested	Number of requests
More e-resources (books & journals)	3
None	3
More technology equipment and access	2
More outlets	1
More open hours	1
Not sure	1

The above requests have been grouped according to theme, based on responses to an open-ended question. Suggested additions to the library's e-resources collection would include more academic eBooks – especially making mandatory textbooks available as eBooks – as well as access to Quintessence Publishing Journals online. Suggested additions to the library's technology holdings include iPad apps, computer programs on the library computers, 3D models of the human body, and iPhone 5 chargers. The more open hours refers to a request for "weekend hours."

Question 21: What would you like to see changed or improved about the Dentistry Library? (N=31)

Table 7: Suggestions for changes and improvements to the library

Suggested change or improvement	Number of requests
More open hours	7
Renovations and new furniture	7
Spaces for eating in the library	4
More technology equipment and access	3
Too loud	2
More e-resources (books & journals)	1
Too quiet	1
Temperature	1
Librarians on hand to offer support as needed	1
Books for sale through the library	1
More workshops	1
Changes to loan periods	1
None	1

The most common suggestions for changes or improvements to the library are for changes to the library's open hours and renovations and new furniture. It was suggested that the library be open more hours in general. Requests included that the library be open for "longer hours – earlier and later," "later hours during exams," "earlier in the morning – 730 or 800," "earlier than 8 am."

The other equally popular recommendation was for renovations and new furniture. Comments about the need for renovations and new furniture include the following: “It is also generally quite obvious that the library is long overdue for a cosmetic renovation; new desks, paint, lighting, etc. The 1975 esthetic is depressing,” and “The atmosphere is not very conducive to studying. A renovated library would go along [sic] way as a positive study space.” There are also requests for more comfortable chairs at the desks and in reading areas; for more outlets; and for more group study space.

The requests for spaces for eating in the library tended to recognize that food could not be consumed in many areas (such as near the books or by the computers), but requested that designated areas be set up for people to eat in the library. “Librarians on hand to offer support as needed” refers to a comment that, “the librarians are a great resource when I run into searches, citation problems. Continue with offering supports services.” The request for changes to loan periods asks for “More books of later editions which are available for a week and not just for overnight”. Although 2 respondents commented that the library was too loud, there was also one comment about it being too quiet, as well as a request for more spaces for group study.

Question 22: The library may have an opportunity to purchase a 3D printer. Please state below how this technology would be useful for you or those in your research unit. (N=15)

Table 8: Usefulness of a 3D printer in the library

Response type	Number of responses
Not useful right now	3
Not useful to me at all	4
Not sure/need more information	2
Would be useful	6

Six respondents felt that a 3D printer in the library would be useful, for “printing out appliances”, “3D Modeling”, “for education purposes and to see if you would potentially want to buy one for yourself”. One respondent said, “This would be amazing! As students it would be very helpful to learn and use this technology while here.” Another respondent felt that “The opportunities for student projects would be endless. It would also be cool to have workshops on 3D printers.” A third said, “That would be so wonderful!” and that they would use the printer to “Make models for patient purposes (exploration tool).” The 4 participants who responded that a 3D printer is “not useful to me at all” were those who said that it was not applicable to the work that they do, and this group included those who answered “n/a” to this question. Two respondents requested more information about 3D printers and what they could be used for, and 3 suggested that they would not require a 3D printer right now but might be interested in one at some point in the future.

Recommendations

The library will take the following steps in order to improve our services according to survey results.

Based on Question 11 and 12:

- Our respondents are interested in looking for materials and using electronic resources from their smartphones and tablets. We will ask vendors for mobile device access to e-books and apps whenever possible. The good news is that the central library has launched the beta version of a website that is responsive to all screen sizes, which means content can be accessible no matter what device is used.

Based on the results of Question 16, we will:

- Continue to update the Blog, Twitter, and YouTube Channel. At the same time, we are going to prepare sessions or offer 20 minute workshops on QR Codes, Reddit, Twitter, etc. to show how these new technologies can be relevant both personally and professionally.

Based on the results of Question 18, we will offer the following workshops:

- Mobile apps for clinical work and education
- More database searching and citation tools open workshops
- How to keep up with research, such as setting up database alerts on a specific topic of interest
- Invite IITS department to teach photo editing and presentation tools for dentistry
- Once the new UofT Website is launched, offer workshops on how to access the library catalogue and various services with different devices.

Based on Question 19:

- There was not a significant difference overall between those who preferred 8:00 am to 8:00 am or 8:30 am to 8:30 pm. According to type of user 62% of undergrads (9.5% response rate) preferred 8:00 am to 8:00 pm, while 64% of faculty (19% response rate) preferred 8:30 am to 8:30 pm. Therefore, we decided to keep the hours as is for the 2015-2016 academic year. However, we are willing to revisit this issue in the future if needed.

Based on the findings from Question 21:

- The library has been working with financial administrators at both at the Central Library system and the Faculty of Dentistry to investigate the possibility of renovation of the library. However, due to budget issues, this may not happen soon. But it is certainly one of our goals to create a clean, attractive and secure environment for our users.

Conclusion

The Dentistry Library Survey 2015 provided wonderful feedback on how we could improve our services. We would like to thank all those who took time to complete the survey, the librarians at University of Southern California for allowing us to borrow their Technology Survey. In the coming months we will try our best to implement the recommendations of this report with the aim of increasing user satisfaction and continuing our tradition of providing excellent customer service.

Acknowledgements

Thanks to staff members for testing the survey and providing feedback on the questions: Amy Butcher, Amanda Chernawski, Margot Froud, Kathryn Kingston, Carla Murphy and Samantha Pirner.