

# Gale – Cengage Learning User Satisfaction Survey Update

iCONN

February 9, 2011



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GALE  
CENGAGE Learning™

## User Satisfaction Survey – The Basics

- Online survey integrated into selected Gale products.
  - Users are invited to participate at random.
  - All responses are anonymous.
  - Measure satisfaction continuously over time.
- Hosted by ForeSee Results, Inc.
  - <http://www.foreseeresults.com/>
- Unique methodology:
  - ACSI – “American Customer Satisfaction Index.”
  - **Quantify user satisfaction & correlate it to specific product features.**



Measure Satisfaction. ForeSee Results.

The screenshot shows a Windows Internet Explorer browser window displaying the Gale Academic OneFile search results page. The browser's address bar shows the URL `http://find.galegroup.com/gtx/basicSearch.do`. The page features a search bar with the text "Basic Search" and a "SEARCH" button. A pop-up window from ForeSee Results is overlaid on the page, containing the following text:

**Thank you for using Gale products!**

You have been selected to take part in a customer satisfaction survey. This survey is conducted by an independent company, ForeSee Results.

The feedback obtained from this survey will help us to enhance our website. All results are strictly confidential.

At the bottom of the pop-up are two buttons: "Continue" and "No thanks".

The background search results page includes a "Refine Results" section with a search box containing "fight club" and a "GO" button. Below this, there are checkboxes for "within these results", "full-text", "peer-reviewed", and "with images". A "Podcast Results" section is also visible, listing "Abuse At Texas Institutions Is Beyond 'Fight Club' (11:00-12:00)".



## Product Roster

- ***Academic OneFile***
- ***Biography in Context***
- ***Books & Authors***
- ***Business & Company Resource Center***
- ***Gale Directory Library***
- ***Gale Virtual Reference Library***
- ***Global Issues in Context***
- ***Health & Wellness Resource Center***
- ***Opposing Viewpoints in Context***
- ***PowerSearch***
- ***Student Resources in Context***

## Power to the User

### ***Knowledge to help Gale better serve users' information needs ...***

- Identify what's driving end-user satisfaction.
- Prioritize product improvements for greatest impact.
- Detailed prescriptions for usability enhancements.

## Power to the User = Value to the Library

*... and knowledge to help libraries better serve patrons.*

- Identify user roles and the purpose of user research.
- Understand how users discover your Gale resources and how frequently they return to them.
- And more!



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# ***iCONN User Satisfaction***

***Incremental Report, April 2010 – December 2010***

# Elements, Satisfaction & Future Behaviors



## iCONN Satisfaction Summary April 26, 2010 - December 16, 2010

Elements	Score <sup>1</sup>	Impact on Sat <sup>2</sup>	Customer Satisfaction	Impact on Future Behavior <sup>3</sup>	Future Behaviors	Score
Content	82	NA		68	NA	Likelihood to Return
Look and Feel	75	NA	NA		Primary Resource	64
Navigation	68	NA		NA	Recommend	77
Search	66	NA				
Site Performance	80	NA				

**About the numbers:** Scores are reported on a 0-100 scale; a score of 70 is the target for good satisfaction and 80 is the threshold for excellence. As of December 2010, the ForeSee Results' benchmark score, which is comprised of hundreds of websites across all industries, was 71, and the benchmark for content websites – the category which Gale websites fall into – was 70. It is also important to measure changes in satisfaction over time. A sustained change of 2-3 points (up or down) is statistically significant and changes greater than 5 points are considered major events.



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# ***iCONN User Demographics***

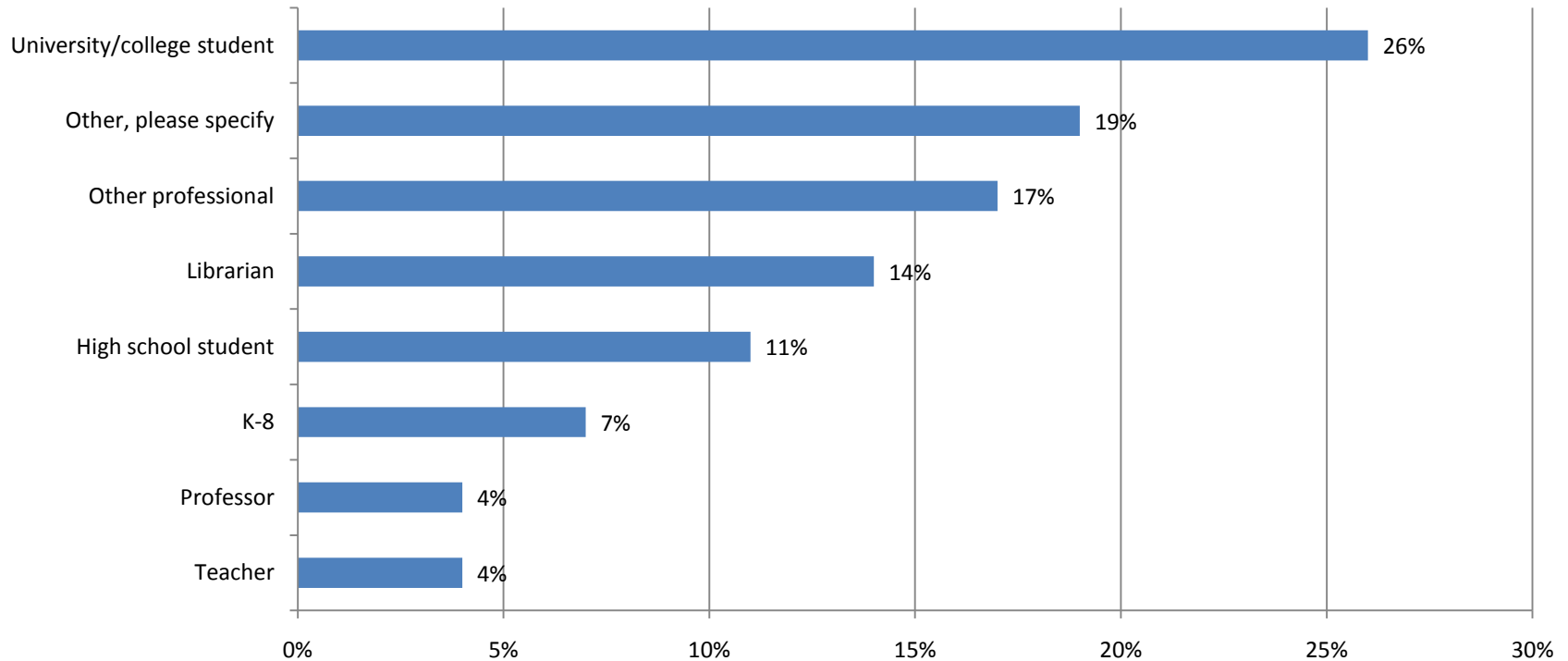
***August 2009 – December 2010***

# Overall: User Roles



iCONN  
Which best describes your role on this website today?  
August 28, 2009 - December 16, 2010

(N: 198)

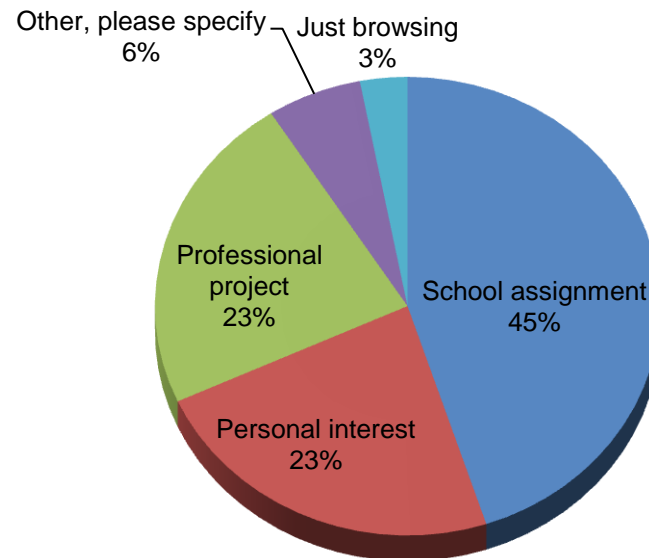


## Overall: Purpose of Research



iCONN  
Which best describes the purpose of your research today?  
August 28, 2009 - December 16, 2010

(N: 198)

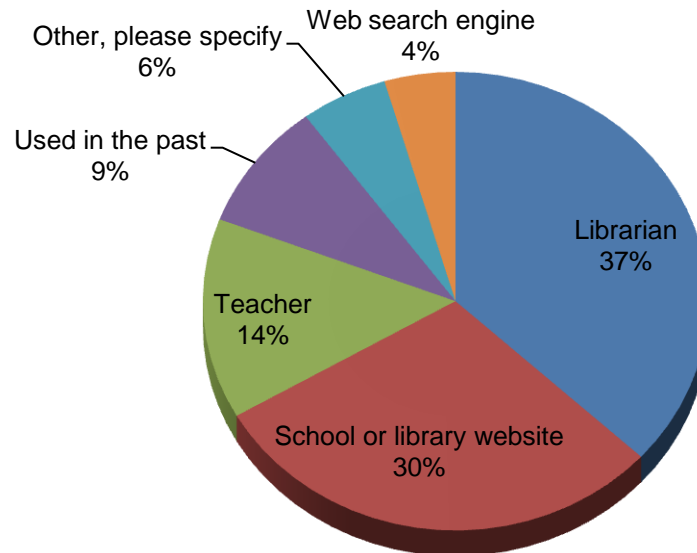


## Overall: Resource Discovery



**iCONN**  
**How did you find out about this website?**  
**August 28, 2009 - December 16, 2010**

**(N: 198)**





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# ***iCONN Trends: What Has Changed?***

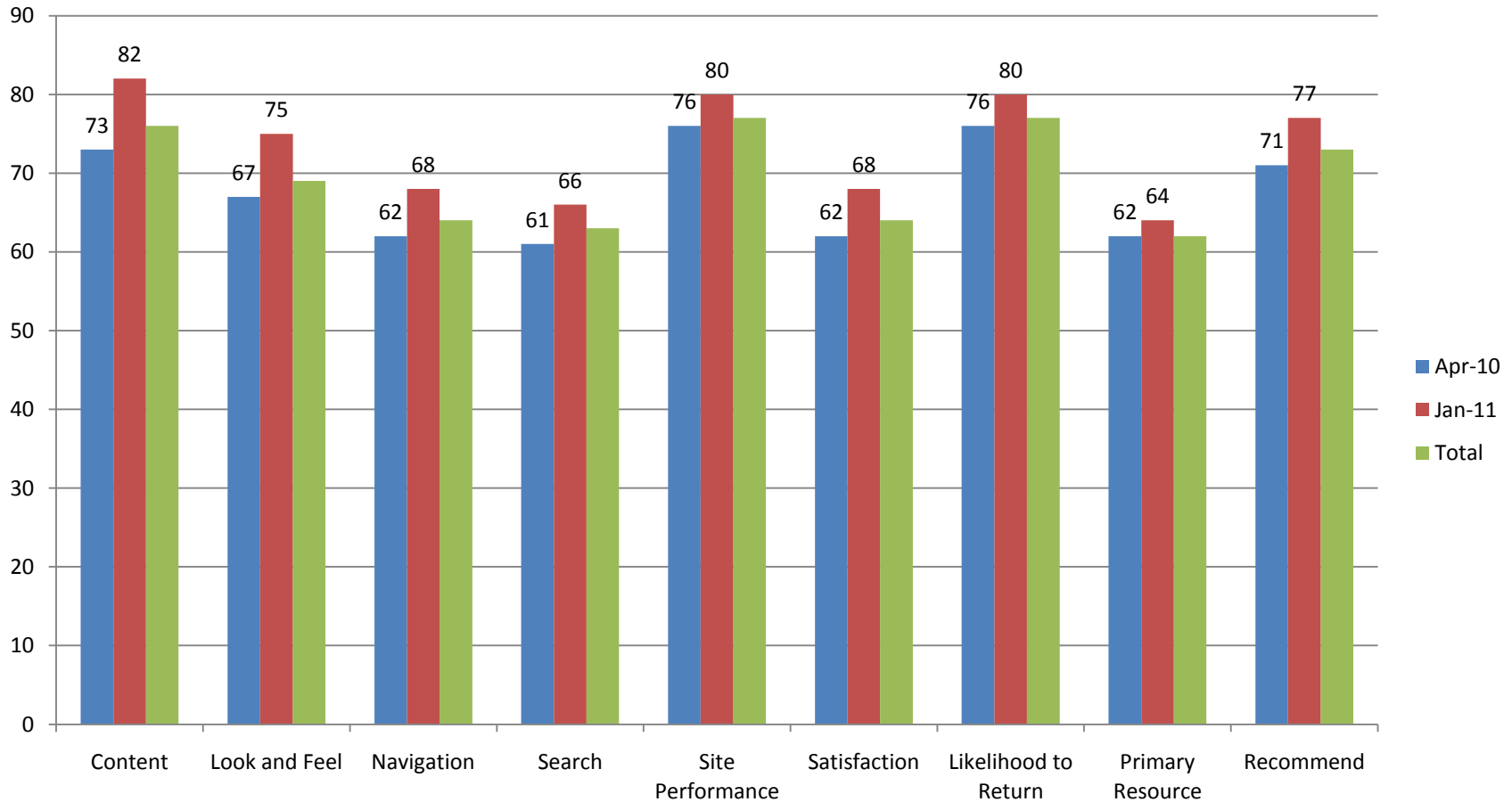
***April 2010 report vs. December 2010 report***

# Users Are Increasingly Satisfied with iCONN, Gale Resources



## iCONN

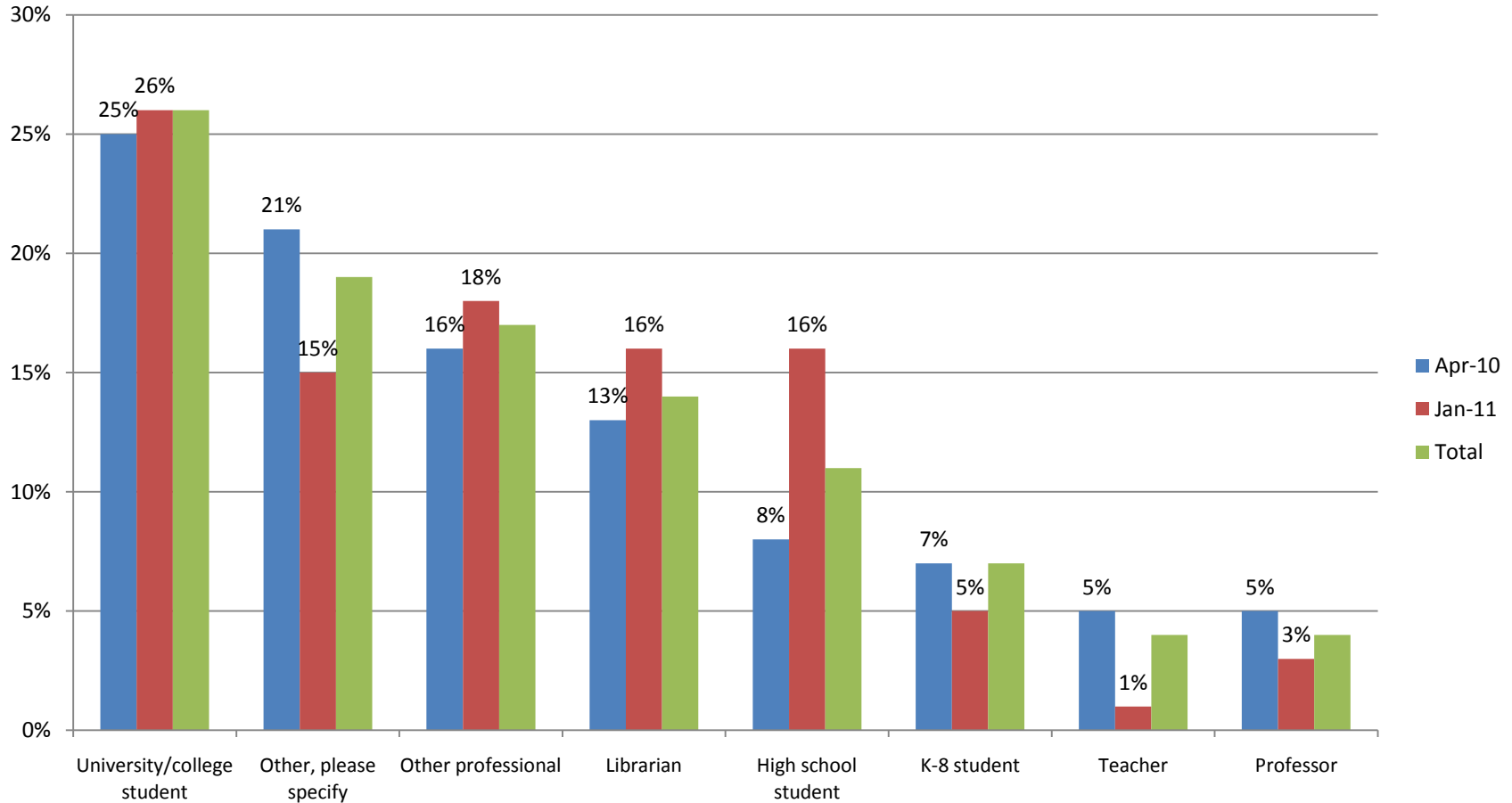
### Elements, Satisfaction & Future Behaviors



# Student Use Growing, Resources Underutilized by Instructors



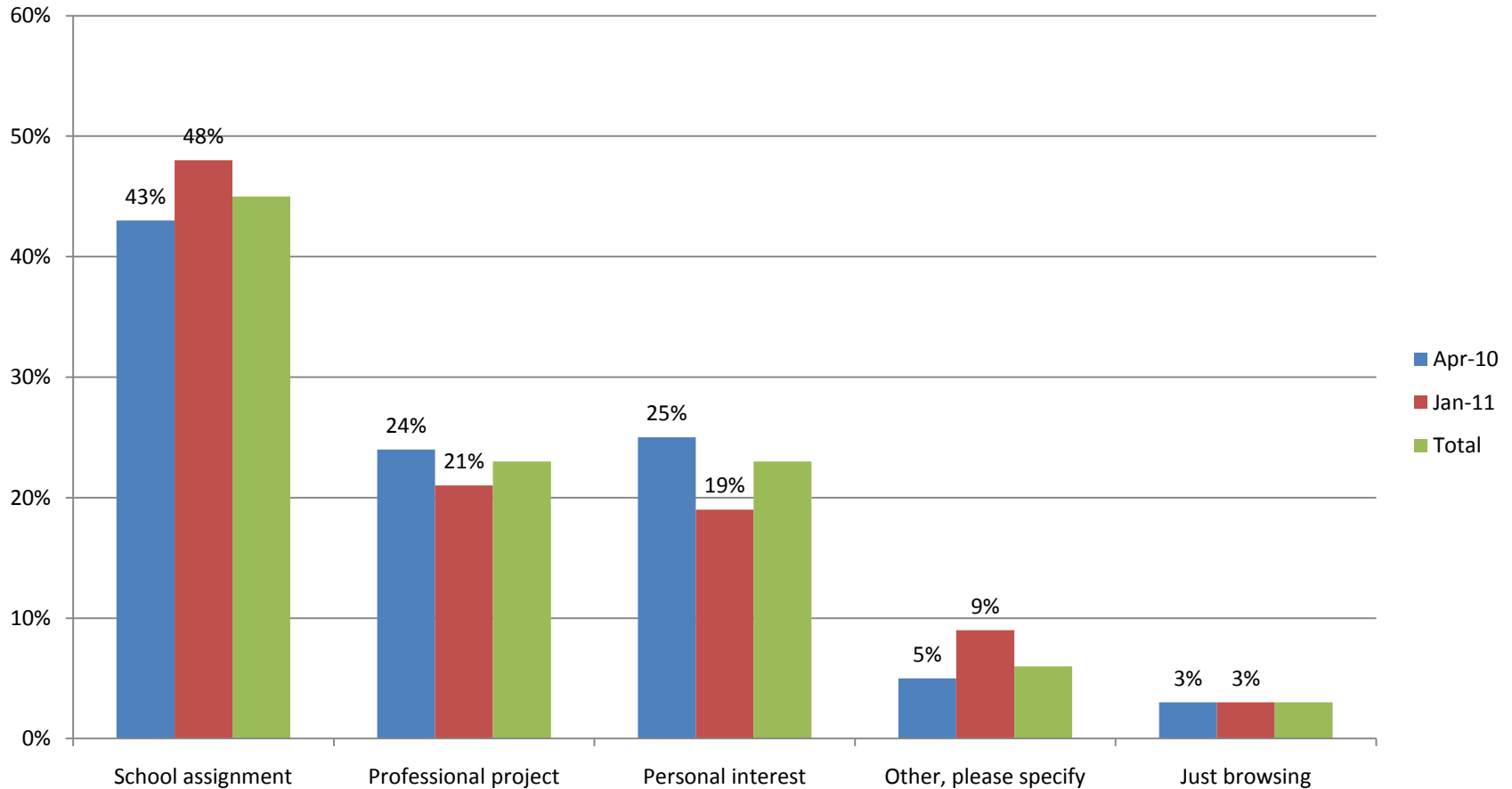
## iCONN User Roles



# iCONN, Gale Resources Help Users Accomplish Specific Tasks



## iCONN Purpose of Research



# Users Rely on Librarian, Teacher Recommendations



## iCONN Resource Discovery

