

iCONN User Satisfaction Summary

August 2009 – December 2010

INTRODUCTION

Gale's mission is to engage library users with quality information in innovative ways. To fulfill this mission, we are committed to understanding our users and their evolving needs, a commitment we call *Power to the User*. Knowing what users want helps us build better products that enhance discovery and learning.

As part of our *Power to the User* campaign, Gale has partnered with ForeSee Results, Inc., an independent online customer satisfaction firm, to evaluate the satisfaction of users of Gale online resources through a Web-based survey integrated into our core products. The knowledge we gain from the survey helps us identify the improvements that matter most to end-users. It also provides insight into how our products are used and by whom – insight we can share with libraries to help them better serve their patrons.

This document provides a summary of iCONN.org user satisfaction and demographic data and trends for Gale online resources as of December 2010. It is intended to supplement the PowerPoint slides presented to iCONN via Web conference February 9, 2011. Included are background on the survey methodology and scores; an overview of iCONN satisfaction scores for the most recent measurement period (April 2010 – December 2010); a summary of demographic data for all iCONN respondents; an analysis of iCONN satisfaction and user demographic trends over time; and a comparison of iCONN data to Gale aggregate data.

ABOUT THE SURVEY AND SCORES

Gale began collecting user satisfaction data through the ForeSee Results online survey in August 2009. ForeSee Results satisfaction scores are based on the American Customer Satisfaction Index (ACSI), the leading national indicator of customer satisfaction with goods and services in the U.S. economy, and a patented scientific approach to customer satisfaction measurement. ForeSee Results applies the ACSI methodology to the web to measure key elements of online satisfaction (site performance, navigation, look and feel, etc.), and analyzes how these elements impact overall user satisfaction and future behavior.

Satisfaction scores are reported on a 0-100 scale. The scale is not weighted to account for negative respondent bias (the fact that dissatisfied users are more likely to respond to a survey than satisfied users), so ForeSee Results sets satisfaction targets accordingly: a score of 70 or above reflects good satisfaction, and 80 is the threshold for excellence.

As of January 2011, the ForeSee Results' benchmark score, which is comprised of hundreds of websites across all industries, is 71, and the benchmark for content websites – the category which Gale websites fall into – is 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.

iCONN USER SATISFACTION

For this summary, we examined iCONN user responses from two periods:

- **Period 1:** August 28, 2009 – April 25, 2010
- **Period 2:** April 26, 2010 – December 16, 2010.

The individual periods were compared to each other to identify how user satisfaction is changing over time. The data from the two periods were also combined to provide an overall measurement and for comparison to the aggregated results of all Gale users. We will examine the most recent data first.

Recent Data

Figure 1: iCONN Elements, Satisfaction & Future Behaviors (April 26, 2010 – December 16, 2010).

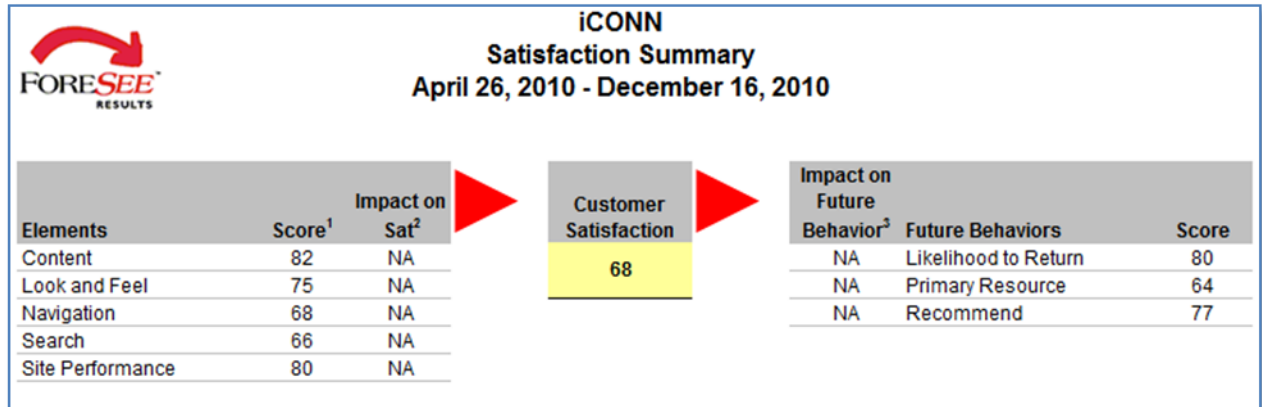


Figure 1 shows how iCONN users rated each element of Gale online resources, overall satisfaction, and their likelihood to engage in future behaviors between April 26, 2010 and December 16, 2010. These scores highlight three areas of user satisfaction and two opportunities for improvement:

- Users are **satisfied** with the *Look and Feel* of Gale resources (75) and highly satisfied with Gale *Content* (82) and *Site Performance* (80).
- Users are **slightly dissatisfied** with *Navigation* (68) and *Search* (66).

In the ForeSee Results methodology, the *Navigation* element is primarily concerned with a website's information architecture – i.e., how well the site is organized, the options available for moving from one page to another, how well the site layout helps users find what they are looking for, and how many clicks it takes for users to accomplish their desired objective.

The *Search* element is concerned with a website's search features – the relevance and organization of search results and the user's ability to narrow or expand the results to find what she is looking for.

While each element is judged separately, it is not uncommon for user perceptions of one element to affect ratings of other elements. In Gale resources, for example, we have observed that *Search* is the primary element driving overall satisfaction and scores for other elements. This is to be expected, given that our products are search-based resources designed to help users find information. The more quickly

and easily users find the information they're looking for, the higher they score the Content, Navigation and Search elements, and the more likely they are to be satisfied with the site as a whole.

During the April 2010 – December 2010 measurement period, dissatisfaction with *Search* and *Navigation* outweighed iCONN users' satisfaction with the other elements of Gale resources, leading to an overall Satisfaction of 68, three points below the ForeSee Results general website Index score (71) and two points below the benchmark for content websites (70). While not too far off the benchmarks, the score of 68 is an opportunity for improvement.

In addition to rating the individual website elements and overall user satisfaction, the ForeSee Results methodology also correlates satisfaction to future behaviors by measuring users' *Likelihood to Return* to a website, their likelihood to use the website as a *Primary Resource*, and their likelihood to *Recommend* the website to others. Despite iCONN's below-benchmark Satisfaction score, users reported strong scores for *Likelihood to Return* (80) and *Recommend* (77), probably due to their trust of Gale's high-quality content. Strong content notwithstanding, difficulties encountered with *Search* and *Navigation* make iCONN users hesitant to rely on the Gale products as their primary online resources (64).

User Roles, Purpose of Research, and Resource Discovery

Before moving on to examine iCONN satisfaction trends over time, it is important to take a moment to understand who is using Gale online resources in Connecticut and for what purpose, and how these users find out about the resources in the first place. The data for this section are cumulative (August 28, 2009 – December 16, 2010).

Figure 2: iCONN User Roles.

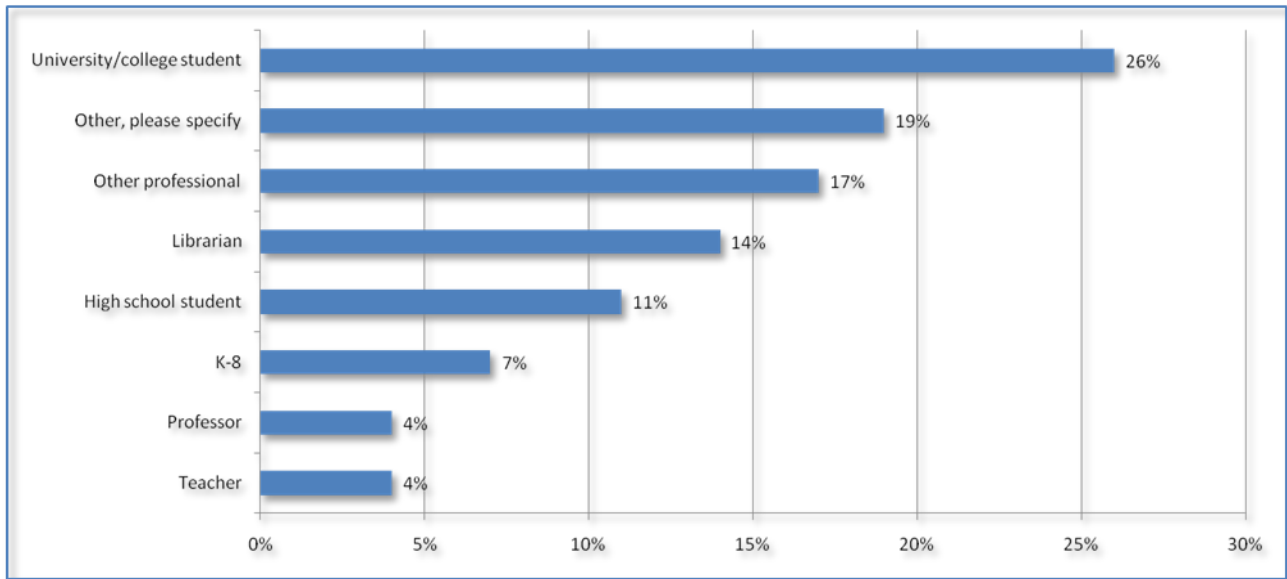


Figure 2 shows a breakdown of iCONN user demographics for Gale online resources. **Student users** are the largest user block, collectively accounting for 44% of the total sample. Students are the target users and almost always the primary demographic for Gale resources in every sector of the library market. **University and college students tend to report higher satisfaction than high school students using the same product.**

It is somewhat surprising that general **adult patrons** (“Other, please specify” and “Other professional”) together make up 36% of Connecticut users, a much higher proportion than we see in the Gale survey data overall. This suggests that **Connecticut librarians are highly successful in their outreach efforts targeting adult patrons**, particularly in the public library space and online.

Figure 3: iCONN Purpose of Research.

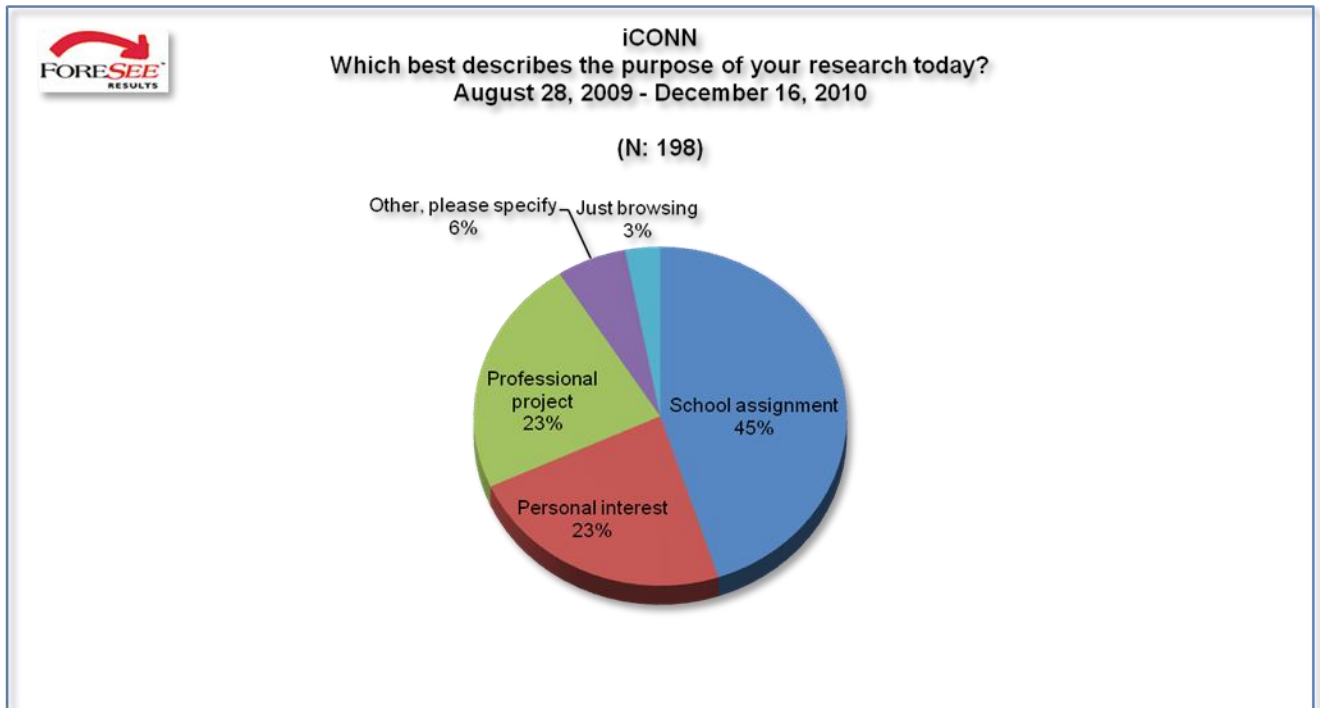


Figure 3 provides insight into the purpose of user research. **School assignments** are the top reason given for using Gale online resources, and they represent a percentage proportionate to the number of student users. The near equal distribution of **personal interest** and **professional projects** makes sense given the relatively high number of adult patrons using these resources.

Note that **97% of users indicate their research is task-driven**. A user's success – and satisfaction – ultimately depends on how well the content and features of an online resource align with the purpose of the user's research. Directing users to the right resource can be a challenge, however, because Google and other Web search engines have popularized the single-search-box paradigm of keyword searching, which conditions users to favor similar interfaces – Gale's *PowerSearch*, for example – when they visit the library.

Figure 4: iCONN Resource Discovery.

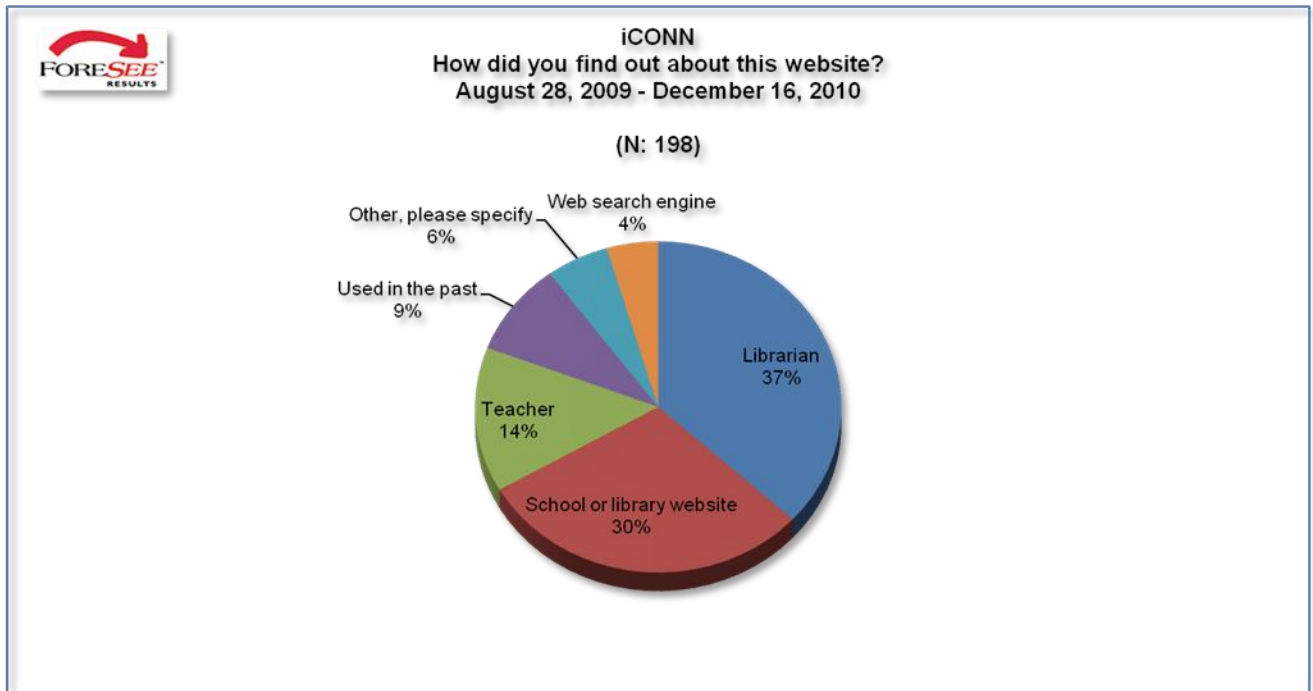


Figure 4 highlights the importance of librarians and school and library websites in guiding users to online library resources. Well over one third of all users reported being directly referred to Gale resources by a librarian, and a similar proportion of users discovered the resources through their school or library websites. The more librarians personally recommend online resources to their patrons, the more these resources will be used.

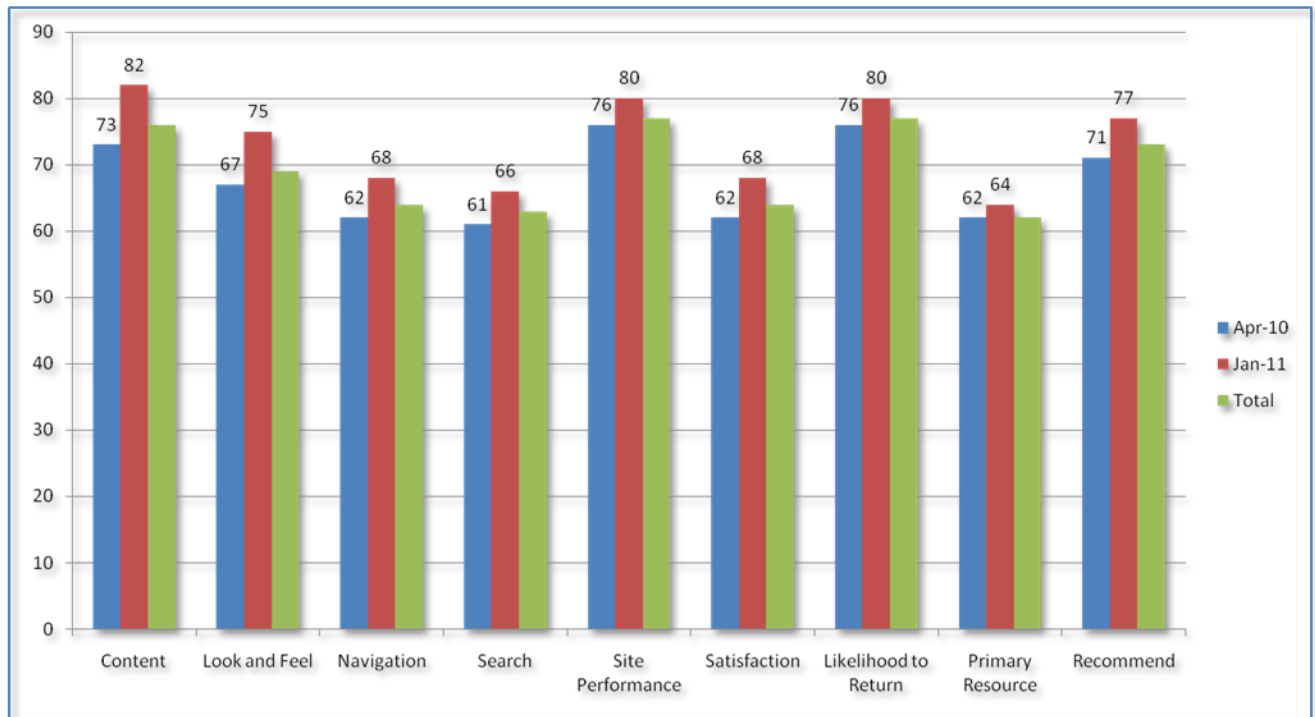
Teachers, at just 14%, represent a growth opportunity. By partnering with teachers to promote awareness of iCONN resources and offering ways to integrate those resources into the classroom or curriculum, librarians could dramatically increase usage of online resources. High school teachers and undergraduate college instructors in particular have the potential to influence large numbers of users simply by requiring their students to cite articles from a particular resource.

iCONN Trends: User Are Increasingly Satisfied with Gale Resources

Satisfaction scores are a snapshot of user experience at a moment in time. But, as mentioned in the introduction, it is also important to measure changes in the data over time. A sustained change of 2-3 points (up or down) is statistically significant and changes greater than 5 points indicate major shifts in

the user experience. For this analysis, we compared iCONN’s most recent survey data against data collected between August 28, 2009 and April 25, 2010. The comparison revealed increases across the board for all elements, overall satisfaction, and all future behaviors, as well as an increase in the percentage of high school users.

Figure 5: iCONN Trends for Elements, Satisfaction, and Future Behaviors.



In **Figure 5**, the blue bars represent data from Period 1 (August 28, 2009 – April 25, 2010), while the red bars represent data from Period 2 (April 26, 2010 – December 16, 2010). The green bars are the combined total for both periods.

Score increases between Period 1 and Period 2:

- Content: +9
- Look and Feel: +8
- Navigation: +6
- Search: +5
- Site Performance: +4

- Satisfaction: +6
- Likelihood to Return: +4
- Primary Resource: +2
- Recommend: +6

These changes clearly show that satisfaction with Gale online resources has increased among iCONN users. We expect these trends to continue as we continue to improve the search and navigation experience in our products based on feedback from librarians, teachers, and end-users.

Figure 6: iCONN Trend for User Roles.

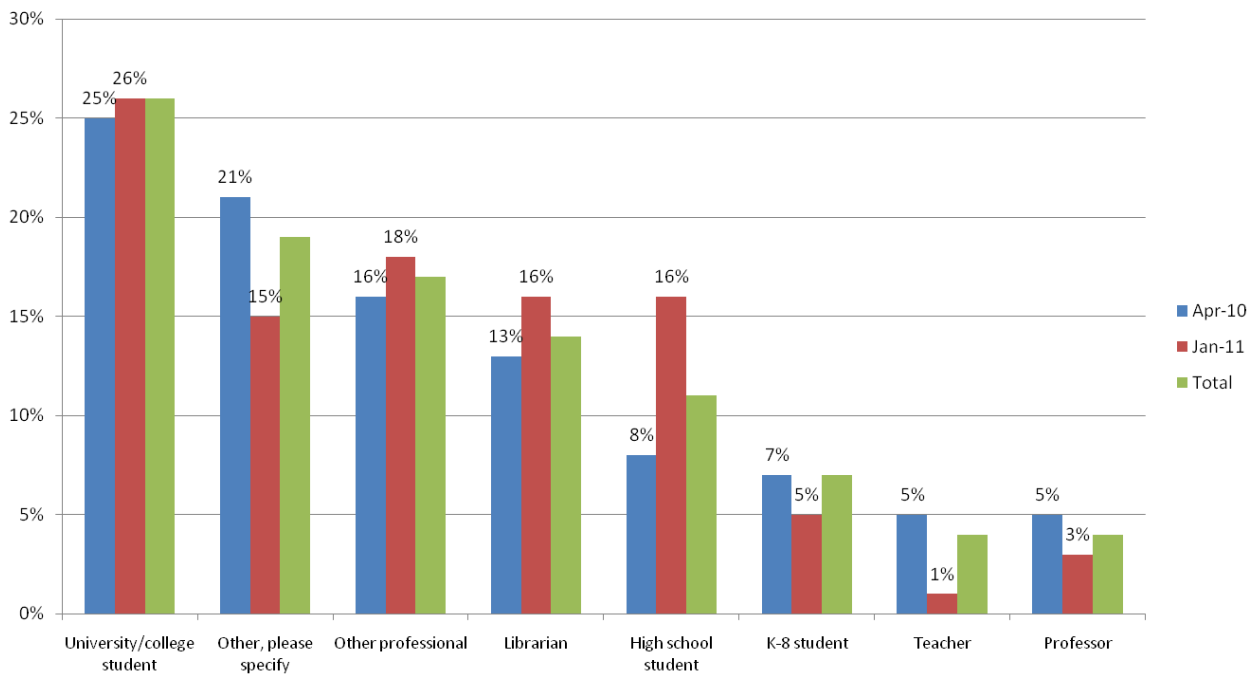


Figure 6 shows the proportion of high school students doubling in Period 2 relative to the prior period. This is most likely due to Gale expanding the survey in May and June to include more resources targeted at high school students. The high school demographic was almost certainly under-represented in the sample for Period 1. Given that high school users tend to report lower satisfaction than other users, it is encouraging to see scores go up as the proportion of high school users measured by the survey increases.