Users' Satisfaction with OPAC Services and Future Demands Of Govt. College University, Lahore

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Introduction

Online Public Access Catalogue (OPAC)

Library OPACs was first emerged in the late 1970s and early 1980s in USA, and had gone through several cycles of change and development.

(Heiliger & Henderson, 1971)

Introduction

- The basic purpose of the OPAC is to create a database of library holdings which provides an online catalog to help users in identifying and searching resources.
- Every library's scope as a service oriented organization is to provide quality services to its users and to strive continuously for their amelioration.
- At one point in time, the electronic catalog was at the front line of service technology.

Introduction

- Online Public Access Catalogues (OPACs), step by step replacing the card catalogue since its emergence in the 1970s.
- With the growth of computer networks, users were able to access the library OPACs.
- □ (OPAC) is a library catalogue accessed via a computer terminal for the benefit of library users.
- □ Users can search a document, confirm its availability, reserve the book and even issue/return the material, etc.

Objectives of the Study

The main objectives of the study were

- to examine the users' satisfaction with Library Online Public Access catalogue (OPAC) services at Government College University (GCU) Library, Lahore.
- the study also aimed at exploring the future planning of GCU library management towards OPAC services as well as users' expectations for advance services in OPAC system.

Research Questions

The study was conducted to investigate the user's satisfaction with OPAC services of Govt. college University Lahore. The evaluation was based on the following items on OPAC services of GCU Lahore:

- Screen visibility of the system
- Terminology and system information
- Easy in use
- System capabilities
- Services
- Satisfaction level

Research Questions...Continued

□ The major Research Questions are:

- Which services do GCU Library offers to the users through OPAC and are these services fulfill users' need efficiently?
- To what extent, the users are satisfied with library OPAC services and what are their expectations?
- What is library's future plan about OPAC services?

Methodology

- The research design for the study was survey research method.
- A structured questionnaire as an instrument was distributed among GCU students of different programmes, (graduate, undergraduate, postgraduate & any other) particularly library OPAC users.
- Out of 100 questionnaires, 91 complete and accurate questionnaires were received.
- The collected data were analyzed using Statistical Package for Social Sciences (SPSS) and presented through frequencies, percentages and mean values.

Methodology...Continued

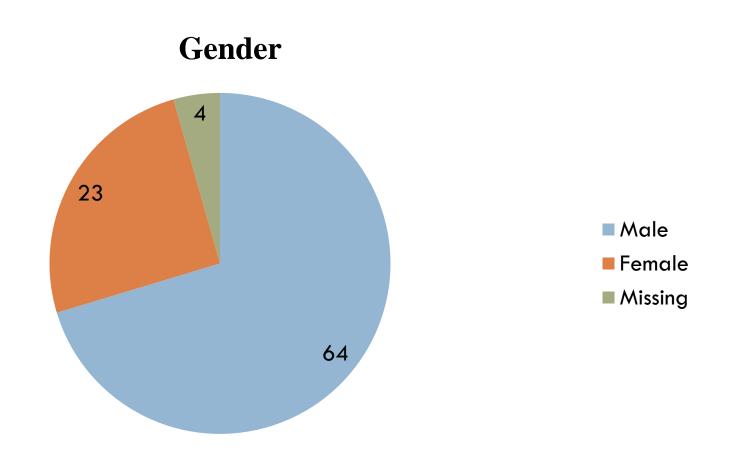
- For in depth understanding of phenomenon under study, interviews were also conducted from senior library professionals at GCU library to collect detailed information about OPAC services and future planning. A semi structured questionnaire consisting of the following questions was developed:
- □ Q.1- Which services do GCU Library offers to the library users through OPAC? Do the management think that users are satisfied with those services?
- Q.2- How do library managers determine the needs and expectations of users about OPAC services (Do they conduct any study or survey for this purpose)?

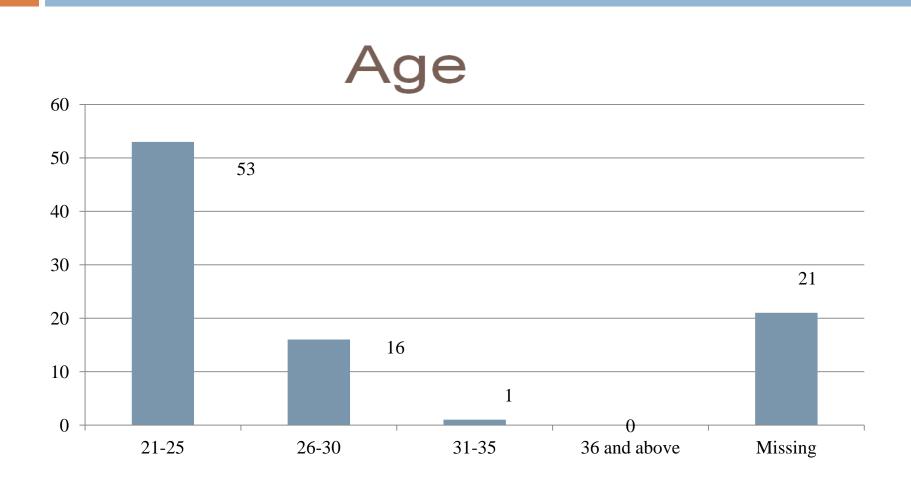
Methodology...Continued

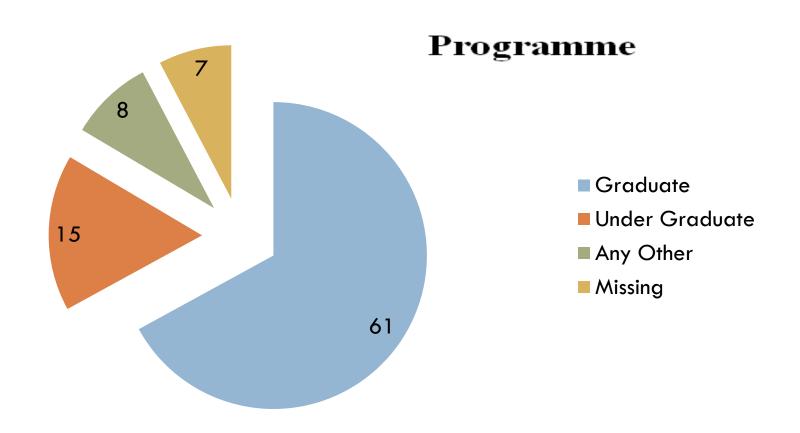
- Q.2- How do library managers determine the needs and expectations of users about OPAC services (Do they conduct any study or survey for this purpose)?
- Q.3- what do the managers think that the terminology, interface, etc. of OPAC are user friendly and easy to understand for every user?
- Q.4- How do they get users' feedback? (Verbal, through survey, feedback in cyber space or any other way?)/Do they incorporate users' feedback?
- Q.5- What is library's future plan about OPAC services? Do they want to launch new services like (online book reservation, Issue or Return, etc.)?
- Q.6-Do library provide help and orientation to the users?
- Q.7-What are the problems in this regards?

Data Analysis

- □ The self-report questionnaire consisted of Likert-type questions, which called for ratings on a seven-point scale; there were 29 items concerning:
- Screen visibility of the system
- Terminology and system information
- Easy in use
- System capabilities
- Services
- Satisfaction level







	Statement	Mean
On screen visibility:	Reading characters on the screen is easy	5.81
	It simplifies the task by highlighting	5.64
	Organization of information is good	5.55
	Sequence of screens is	5.54
	clear	

	Statement	Mean
Technology and system Information:	Use of terms throughout the system is consistent	5.60
	Terminology related to tasks is always provided	5.42
	Position of messages on the screen is consistent	5.51
	Computer informs about its progress	5.58
	Error messages are helpful in modifying the search	5.72

	Statement	Mean
Easy in Usage:	It is easy to operate the system	5.67
	It is easy to remember names and use of commands	6.49
	Performing tasks is straightforward	5.66
	Help messages are supportive	5.67
	Supplemental reference materials is understandable	5.66

	Statement	Mean
System capabilities:	System is speedy	5.56
	System is reliable	5.56
	It corrects of users' mistakes	5.30
	Suitable Design for all levels of users	5.34

	Statement	Mean
Services:	Easy to search & browse	5.45
	Provides efficient search	5.54
	(Both Basic & Advance)	
	Library staff helps in using it	5.75
	Provides many Fields for	5.43
	Access (Title, Author,	
	Publisher, ISBN, Keywords, etc)	
Satisfaction:	I am satisfied with it	5.42
	It works the way I want it to work	5.29
	It is user friendly	5.43
	I would recommend it to a	5.35
Scale: 1=The Highest Dissatisfied 2=Hig	friend ther Dissatisfied 3=Dissatisfied 4=Neutral 5	5=Satisfied 6=Higher Satisfied 7=The

QLT Data Analysis

□ Some interviews were conducted from senior library professionals i.e. Chief Librarian & Senior Librarian (responsible for Online Information Services & Digital Library Project, etc.) at GCU library to collect detailed information about OPAC services and future planning. A semi structured questionnaire was used as an instrument and the subject of the study were asked to response the following questions.

- Q.1- Services offered by GCU library to users through OPAC
- Library is providing 14 different approaches to search for a book (n=2).
- Circulation services, feedback services, book acquisition services, library complain services, etc. (n=2).
- Four online forms are filled by the students of GCU Lahore to get their feedback, perception and (n=1).
- Users of GCU Library are highly satisfied with OPAC services (n=2). But some students are not familiar with OPAC system due to these reasons:

- Q.1- Services offered by GCU library to users through OPAC...Continued.
- The first reason is that mostly teachers inform the students about the book location and their syllabus dose not demand for the knowledge of bibliographic information (n=1).
- The second reason is that there is open shelf system in the library and the users do not bother to use OPAC.
- Chief librarian has directed staff to remain surrounding the OPAC and help the users, if they feel (n=1).

- Q.2- Determining the needs and expectations of users about OPAC services
- Library orientation through PPT at the beginning of every year to assess their expectations about library services (n=1).
- By providing suggestion boxes for complains and feedback.
 Suggestions are also gathered through cyberspace (n=1).
- By conducting the user satisfactory survey, library receives data about users expectations (n=1).

- Q.3- The terminology, interface, etc. of OPAC: user friendly and easy to understand
- The terminology and interface of the OPAC system are user friendly (n=2)
- but it cannot be said about every user (n=1).
- The library has used the standard terminology which is easy to understand for users (n=1).
- The users who use the library OPAC on regular basis are familiar with OPAC terminology and interface (n=1).

Q.3- The terminology, interface, etc. of OPAC: user friendly and easy to understand...Continued.

- One thing problematic for students that the OPAC system does not accept more than three words which creates the problems for students (n=1).
- There is no need for philosophical approach to search the bibliographic detail of any book (n=1).
- Library also gets the feedback through forms but the mostly complains are received by the students of computer science (n=1).

- Q.4- Users' feedback (Verbal, through survey, feedback in cyber space or any other way)
- Users feedback is being received through:
- user satisfactory survey
- Complain/suggestion boxes
- Discussions with users are also conducted to determine their needs, level of satisfaction and future demand about OPAC services (n=2).
- Feedback is also received through cyberspace (n=2), and
- then the changes are made in the OPAC system according to users suggestions (n=2).

□ Q.5- Library's future plan about OPAC services

Library has purchased new system and is processing now a days to switch over and replace the existing system. New services like online issue/return, reservation will be offered and the problems with OPAC system will be sought out (n=2).

□ Q.6- Provision of help and orientation to the library users

- When the new students admitted in the university, the chief librarian gives the presentation of 25 minutes through library film at the very first day of welcome (n=1)
- Subject wise orientation is also provided(n=2).
- Besides this, orientation is also provided on the requests sent by any department (n=1).

□ Q.7- Problems/issues

- Library had never to face any major problem.
- Sometime when it requires the large amount for a project then the management delays but it does not happen at every time.
- Library has also established a committee and the students are involved in this committee who share their problems with librarians (n=1).
- Normally users are shy and do not bother the librarian (n=1).
- To solve this problem, the librarians try to segment this population in groups to focus their needs and try to talk with them with friendly gestures (n=1).

□ Q.8- Any other comments.

- The libraries of Pakistan should develop the consortium and work together (n=2).
- Libraries of Pakistan need to use a standard system and market to library services and OPAC system (n=1).
- The libraries should try to fulfill the user's needs but not constraining on OPAC (n=1).
- They should try to invest for new options because the OPAC options is a little bit, it is not the final estimate of users (n=1).

Conclusion

- The users of GCU Library Lahore were highly satisfied with OPAC services and its functionality and reliability, and staff cooperation..
- □ The OPAC system is the best way to retrieve information which the library has stored and GCU Library is efficient in this regard.
- The orientation of OPAC and other library tools is provided on regular basis to library users.

Conclusion...Continued

- The future demands of OPAC users are determined by different ways: users satisfactory survey, discussion groups, and library committee meetings and library administration try to overcome users' problems and fulfill their demands and expectations.
- □ The library was going to switch over and replace the new system with existing one to provide new facilities and services through OPAC.
- □ The library has also arranged the feedback system through suggestions/complains boxes and the changes are also incorporated in the system according to users' suggestions.

Recommendations

- OPAC of GCU library should be accessible through internet instead of intranet
- Number of computers and lab hours should be increased and more services and facilities i.e. online issue/return of books, book reservation, etc should be provided through OPAC system
- A consortium of libraries including all types of libraries
 (Modern/automated libraries, semi automated libraries and not
 automated libraries) should be developed and work together
- All libraries should use standard system that may be helpful in resource sharing and exchange of information as well

Recommendations...Continued

- Libraries should use different techniques to market OPAC services and facilities.
- Users' literacy programmes such as trainings, presentations, orientations, and library events, etc. should be held to educate library users.
- Users' satisfaction surveys, interviews, discussions, etc. must be conducted to explore users' future demands, expectations and problems on regular basis.
- The library management should establish a committee experts to review the users' problems and future needs and plan to tackle the issues.

Thanks