

Copac User Survey November 2013

"Easy to use, brilliantly designed and incredibly useful and enriching for my research!" [UK HE Postgraduate student]

The Copac annual user survey is an important way for us to get information about who is using Copac and what our users feel about the service, as well as to gather feedback about user priorities for developments in the future.

Overall, in the 2013 responses users were very positive about Copac, as well as providing valuable feedback and development requests.

There is a short overview of the survey results below, followed by a summary of the survey data.

Result overview

"Wonderful wonderful service!" [UK HE Postgraduate student]

We carried out the 2013 survey between 4th November and 4th December, with a pop-up on the home page inviting users to complete the survey. First time users were given an option to drop out of the survey at the start. There was an additional link to the survey on the Home page for anyone wishing to complete it after searching.

We received 1193 completed surveys. In addition, 349 users (23%) identified themselves as first time users and dropped out at the start of the survey. This is encouraging as a measure of new users coming to the service.

Who uses Copac?

As a free service Copac users come from varied locations and backgrounds. The majority of respondents are based in the UK (76%) or Europe (15%). But Copac makes UK research resources visible to researchers across the world and there were responses from people accessing Copac from many places, including North America, Australia and New Zealand, South America, Africa, Asia, and the Middle East.

In terms of their background, the single largest group of respondents are within the Higher Education community (58%) with small numbers of users from Further Education and schools. There is a sizeable community doing 'Independent research' (12%), including retired academics who are continuing their research, after which we have a range of other users, both public sector and commercial, for example booksellers (UK 5%) using Copac as a research tool to support their work.

Looking at their 'role', some 41% of UK users are within the academic community being academic staff, students, or researchers. After this the largest single group of UK users is library staff (37%), many of whom will also be part of the academic community. Perhaps unsurprisingly, for non-UK users there are slightly fewer members of the academic community (33%) and proportionately more library staff (44%).

In terms of subject interests many respondents selected multiple subject options, so the numbers reflect their choices rather than number of users. The single largest number of responses related to the Humanities (UK 35%) followed by the Social Sciences (UK 19%). Users selected subjects across the full range available but the numbers in the science areas were much smaller eg. Biological Sciences & Medicine (UK 8%).

Is Copac valued?

Bearing in mind that frequent users are more likely to see the questionnaire, and are perhaps more motivated to complete it, it is still interesting that amongst UK respondents 57% use the service several times a week, with a further 17% using it once a week. For many users Copac is clearly a regular part of their working life.

Time saving is likely to be an important element in encouraging use, with 94% of UK respondents agreeing that Copac saves them time, a result supported by many feedback comments which included some reflection on the time saving through using Copac.

Copac is clearly seen as user friendly by most, 94% of UK respondents reporting that Copac is easy or very easy to use, with most of the remainder (6%) being neutral. Non-UK respondents were, overall, pleased with the ease of use too, but with a slightly larger proportion being neutral (11%).

In terms of our users' overall view of the service we are delighted to see that 99% of Copac UK respondents would recommend the service to others, whilst 1% were neutral or felt the question was not applicable. Non-UK respondents were also positive overall, but with a slightly increased number who were neutral (4%).

What do Copac users most like?

Of those that responded to this question the answers often covered multiple issues; the feedback has been assigned to broad categories so the percentages reflect the number of aspects of the service mentioned rather than the number of users.

Unsurprisingly the major feature highlighted by UK respondents is the database coverage and associated location finding ability (54%) "*So much more efficient [...] and requires much less specialist knowledge of collections outside my immediate geographical area.*" [UK HE Library staff].

Alongside identifying potential inter-library loan materials, a number of people commented on the value of Copac in planning library visits. Some users also commented on the value of the database coverage in allowing them to:

- ❖ carry out bibliographic research eg. "*[...] I have also found it very useful in tracking the careers of various book illustrators [...]*" [UK Independent researcher];
- ❖ and understand collections as a whole eg. "*[...] I also use it to gain information about other libraries collections, to inform decisions made about our collections.*" [UK HE Library staff]

As well as mentioning its value in assessing the rarity, or popularity, or particular materials.

However other aspects of Copac are also important to users, in particular the ease of use and range of facilities available, with 22% of responses mentioning this eg. *“Its clear layout and its well-designed search engine”*. [UK Lecturer/Professor]. The quality and reliability of the data is also an important aspect for many (20%) with comments on eg. *“Accuracy of bibliographical details”* [UK Postgraduate student], including some appreciation of the table-of-contents and summaries etc. that we add to the Copac data.

For respondents based outside the UK there was less emphasis on the database coverage in the feedback (9%); instead the comments highlighted the appreciation of the data quality/reliability (42%), as well as focussing on the ease of use and range of facilities provided (37%).

What do Copac users most want to change?

In asking people what changes they would most like to see, some users had no suggestions to offer or actively wanted no change eg: *“None at all. It is just right as it is.”* [UK Independent researcher]. Bringing these together gave 62% of respondents who explicitly, or implicitly, wanted no change.

Where users did request changes many of the responses included more than one aspect of the service, so the figures reflect the percentage of issues raised rather than the number of respondents.

The largest group of change requests related to the interface (11%), for example: *“Easier to search for exact known title”* [UK HE Library staff]. After that there were smaller numbers of requests relating to a range of areas, including: the desire for increased coverage (6%); improvements or additions to facilities (6%); as well as improvements to record quality/completeness (5%) and improvements to deduplication (5%). In the last two categories of comments there is sometimes an acknowledgement that deduplication is affected by record quality and improvements here may not be straightforward.

As we are considering the developments we might take forward we have to balance between those that request an enhancement eg. *“it would be nice to see book covers”* [UK Academic researcher] compared to those that want the opposite: *“Scrap the pictures, which serve only to slow down my computer”*. [UK Academic researcher]. And alongside this we always need to be conscious that many users are happy with the interface in its current form and are concerned that it doesn't become too complex.

Next steps?

We have begun to review the feedback we have received through the survey and we have already started to work on a few more straightforward interface change requests. In particular, a number of users expressed irritation with the default Quick search on the Copac Home page *“get rid of the ‘quick search’ which wastes time getting to the ‘main search’”* [UK Independent researcher]. So now when you go to the Copac Home page you will be presented with your 'last used' search screen, so if you prefer to use the Main search or Map search you don't have to keep selecting this screen, it will be presented automatically.

The more substantial development requests will be reviewed and incorporated into interface assessment and development work planned for 2014. We have a major

'behind-the-scenes' Copac redevelopment project drawing to an end this year. This will provide us with a new Copac database that includes improved deduplication procedures, as well as enabling us to offer new facilities. Any interface changes need to be introduced with care as we are conscious of balancing the requirements of those who want change with those who don't; so we will be undertaking detailed user testing before releasing any major developments.

In terms of database content, we are continuing to load new catalogues with a focus on specialist collections in what may be less familiar libraries to many. For future data loads we will be considering the library load suggestions given in the survey feedback. The survey results will also be made available to our funding body, Jisc, as part of reviewing service impact and value.

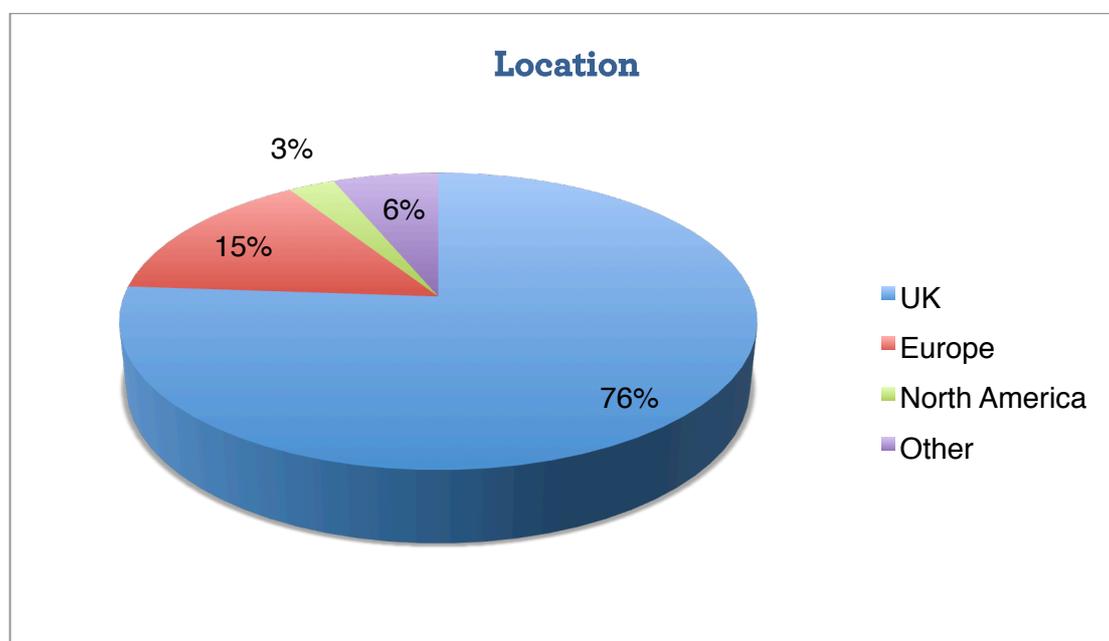
Survey Data Summary

We received a total of 1193 completed surveys. A further 349 people selected the 'first time user' option to allow them to exit the survey at the start; whether any of those users went back to complete the survey later we don't know. Percentages are rounded to nearest whole no.

Q1. Where do you study/work?

"It's the best union catalogue for UK/European materials. [...] And it's FREE. Superb." [UK HE Librarian/Information worker]

The majority of Copac users are based in the UK (76%) with a further 15% from Europe, the remainder being widely spread across the globe.

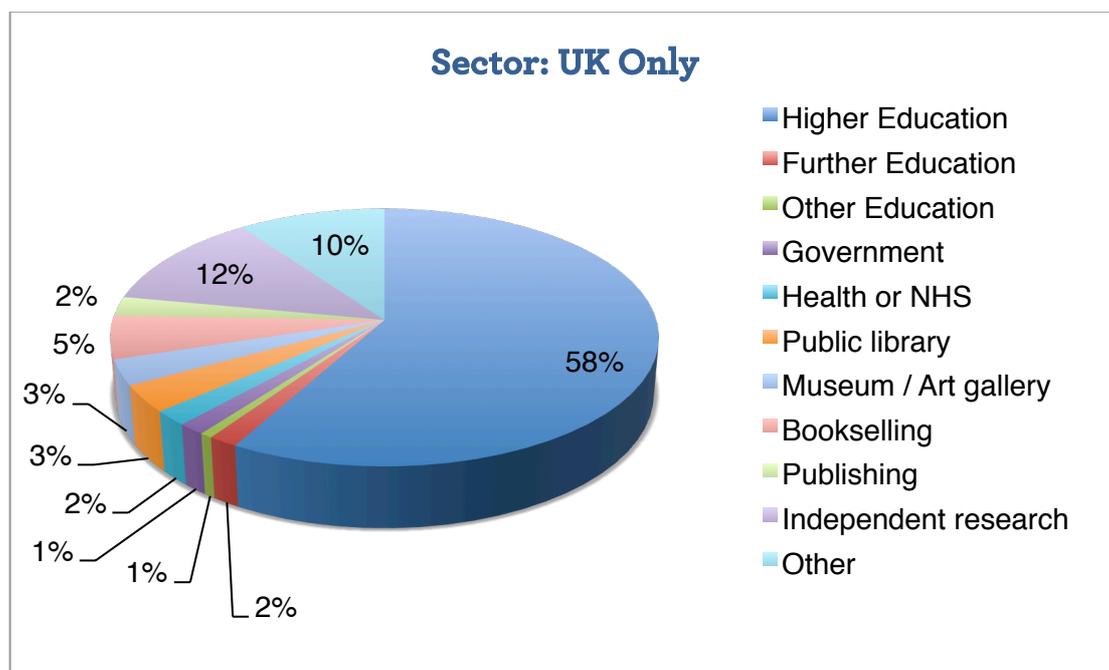


Location	Number (No.)	Percentage (%)
UK	908	76%
Europe	177	15%
North America	33	3%
Other	75	6%
Total	1193	100%

Q2. In which sector do you work?

"Best and easiest guide to bibliographic information" [Non-UK HE Lecturer/Professor

Some 58% of Copac users are within Higher Education, with 12% being Independent researchers. Commercial users include Booksellers (5%) and publishers (3%).

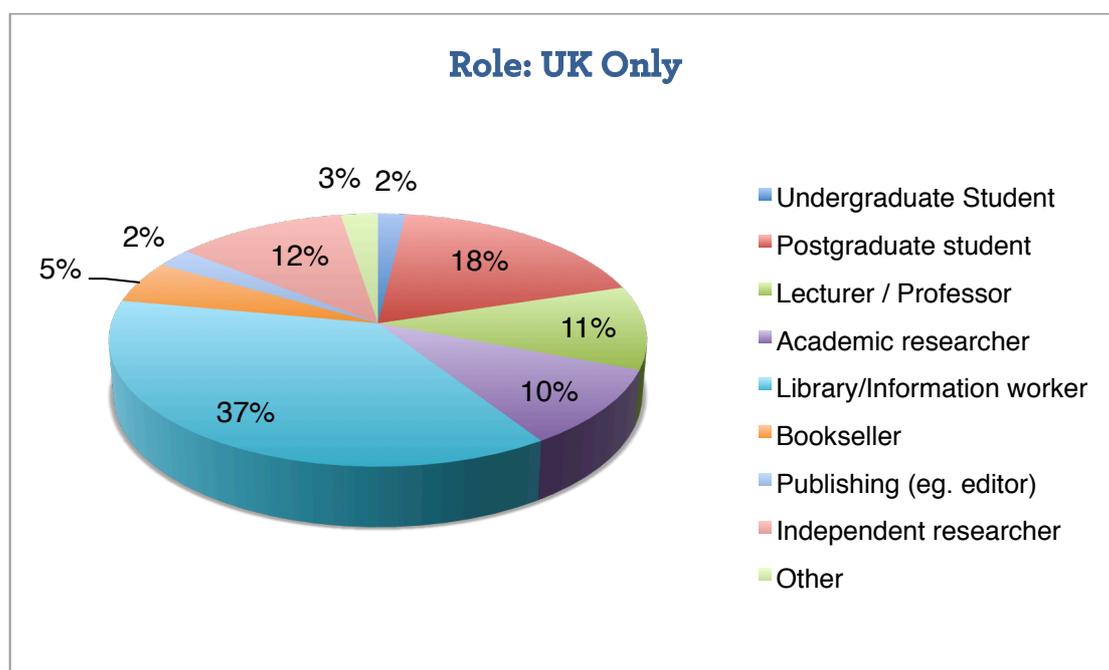


Sector	UK only		Non-UK		All users	
	No.	%	No.	%	No.	%
Higher Education	527	58%	164	58%	691	58%
Further Education	14	2%	3	1%	17	1%
Other Education	6	1%	1	0%	7	1%
Government	13	1%	4	1%	17	1%
Health or NHS	17	2%	4	1%	21	2%
Public library	31	3%	25	9%	56	5%
Museum / Art gallery	29	3%	6	2%	35	3%
Bookselling	49	5%	11	4%	60	5%
Publishing	22	2%	14	5%	36	3%
Independent research	110	12%	31	11%	141	12%
Other	90	10%	22	8%	112	9%
Total	908	99%	285	100%	1193	100%

Q3. In which role are you using Copac?

Simple interface. Very fast search. The ability to search over multiple databases. It's ability to find books that are harder to find with the university's catalogue. [Non-UK HE Postgraduate student]

Academic staff and students form the largest group of Copac UK users (41% overall); followed by library staff (37%). Independent researchers are a significant group of UK users (12%). Non-UK usage amongst academic staff and students is somewhat lower (33% overall), balanced by slightly higher usage by library staff (44%).

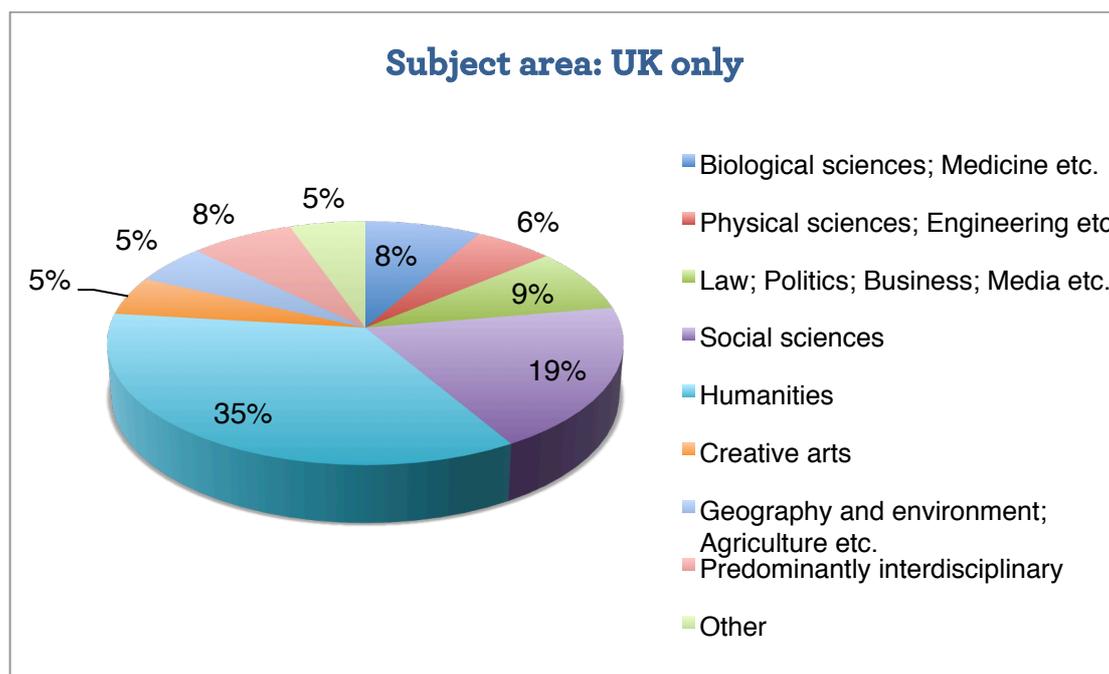


Role	UK only		Non UK		All users	
	No.	%	No.	%	No.	%
Undergraduate Student	17	2%	5	2%	22	2%
Postgraduate student	166	18%	17	6%	183	15%
Lecturer / Professor	97	11%	37	13%	134	11%
Academic researcher	91	10%	36	13%	127	11%
Library/Information worker	337	37%	124	44%	461	39%
Bookseller	49	5%	10	4%	59	5%
Publishing (eg. editor)	22	2%	14	5%	36	3%
Independent researcher	106	12%	32	11%	138	12%
Other	23	3%	10	4%	33	3%
Total	908	100%	285	102%	1193	101%

Q4. Please indicate your subject area: (select all that apply)

It is usually the first and last place to look in order to locate a text. It has a very user friendly interface. The entries are detailed and provide a lot of information on the text. [UK HE Postgraduate student]

Many respondents selected more than one subject area, so the percentages reflect the number of subjects not the number of respondents.

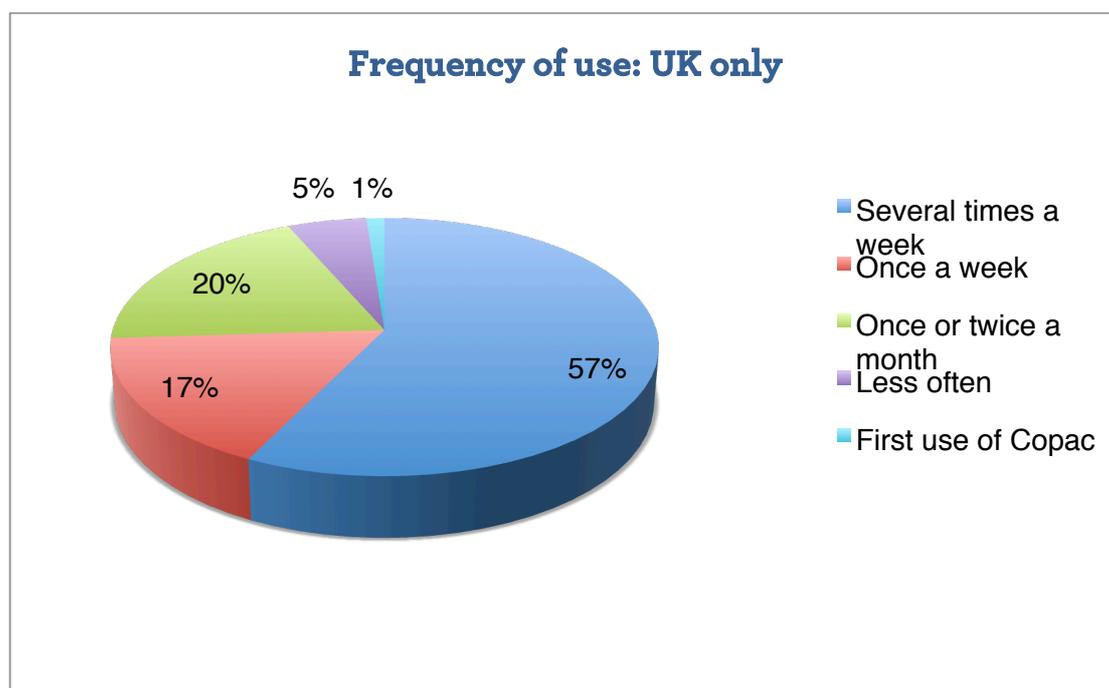


Subject	UK only		Non-UK		All users	
	No.	%	No.	%	No.	%
Biological sciences; Medicine etc.	207	8%	72	7%	279	8%
Physical sciences; Engineering etc.	142	6%	78	8%	220	6%
Law; Politics; Business; Media etc.	213	8%	138	13%	351	10%
Social sciences	486	19%	224	22%	710	20%
Humanities	892	35%	328	32%	1220	34%
Creative arts	130	5%	42	4%	172	5%
Geography & environment; Agriculture etc.	132	5%	66	6%	198	6%
Predominantly interdisciplinary	186	7%	56	5%	242	7%
Other	135	5%	35	3%	170	5%
Total	2523	98%	1039	100%	3562	101%

Q5. On average, how often do you use Copac?

“Easy to search, bib information and location info valuable, is used throughout my working day, free to access so can be passed on to Library users.” [UK HE Librarian/Information worker]

There are many regular Copac users with 57% of UK users reporting that they use the service several times a week. A further 17% use it once a week. Results for non-UK users show overall a slightly lower frequency of use.

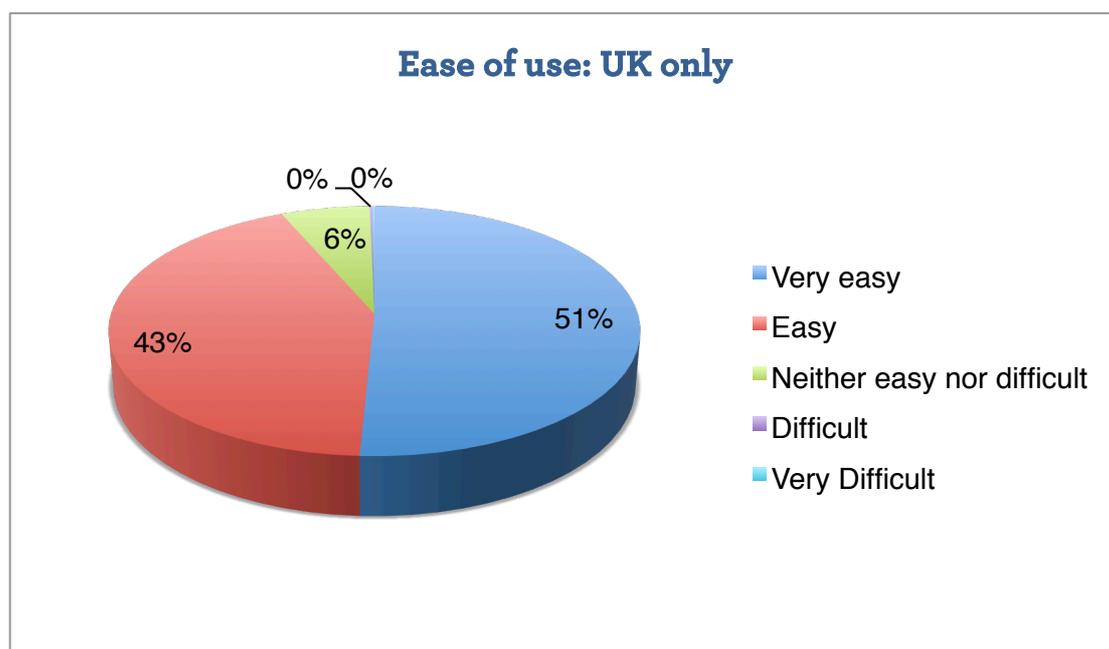


Frequency of Use	UK only		Non-UK		All users	
	No.	%	No.	%	No.	%
Several times a week	520	57%	157	55%	677	57%
Once a week	152	17%	38	13%	190	16%
Once or twice a month	177	19%	61	21%	238	20%
Less often	48	5%	17	6%	65	5%
First use of Copac	11	1%	12	4%	23	2%
Total	908	99%	285	99%	1193	100%

Q6. How do you find using Copac?

"Simple interface. Very fast search. The ability to search over multiple databases. It's ability to find books that are harder to find with the university's catalogue." [Non-UK HE Postgraduate student]

94% of UK users reported that Copac is easy or very easy to use, with most of the remainder finding it 'Neither easy nor difficult'. Only very small number of users reported finding Copac difficult to use.

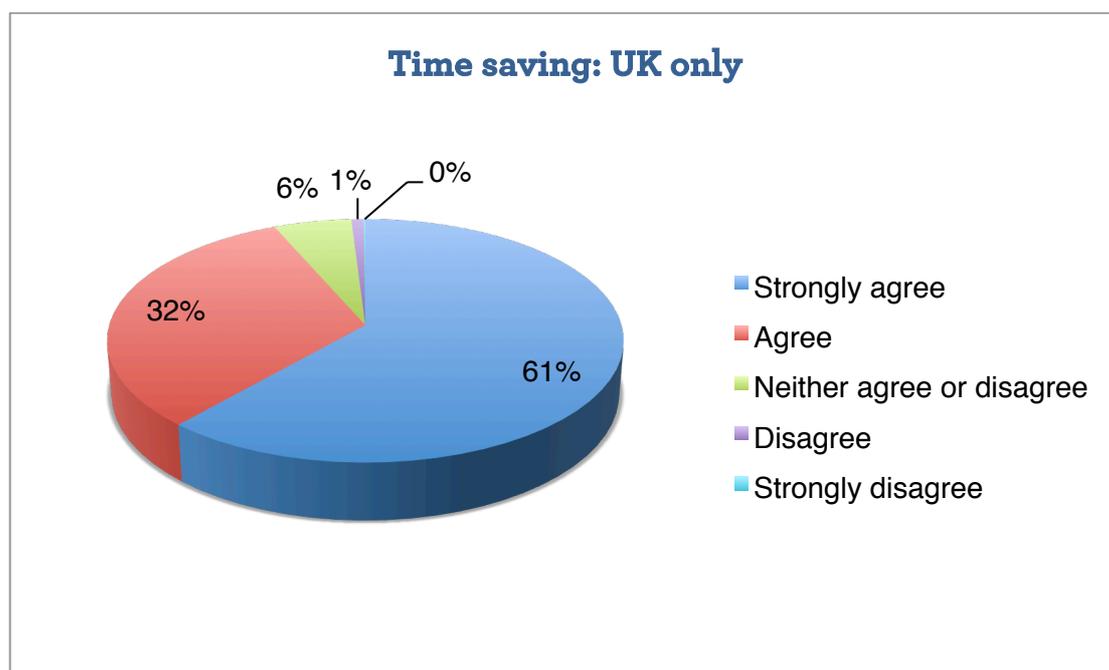


Ease of Use	UK only		Non-UK		All users	
	No.	%	No.	%	No.	%
Very easy	461	51%	144	51%	605	51%
Easy	388	43%	106	37%	494	41%
Neither easy nor difficult	56	6%	32	11%	88	7%
Difficult	2	0%	1	0%	3	0%
Very Difficult	1	0%	2	1%	3	0%
Total	908	100%	285	100%	1193	99%

Q7. My work would take more time if Copac was not available.

“time-saving, search one catalogue instead of several, using an attractive interface and an effective search engine” [UK HE Librarian/Information worker]

In terms of time-saving, some 94% of UK users said they ‘agreed’ or ‘strongly agreed’ that Copac saved them time. Most of the remainder were neutral, with only very small numbers disagreeing with the statement.

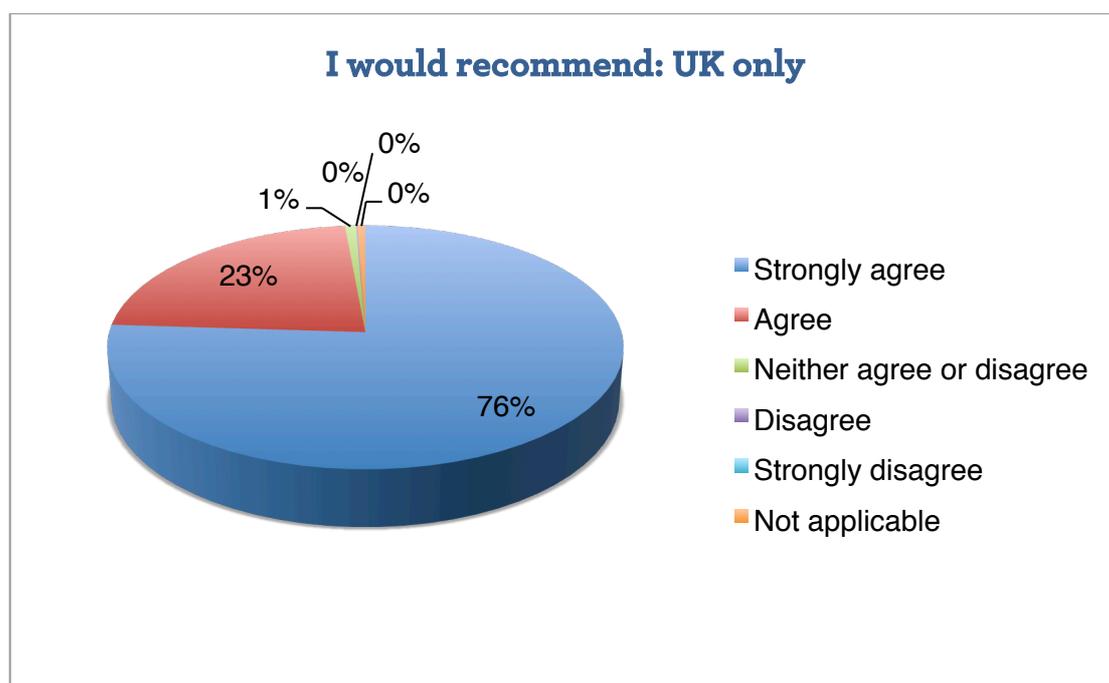


	UK only		Non-UK		All users	
	No.	%	No.	%	No.	%
Time saving						
Strongly agree	558	61%	127	45%	685	57%
Agree	291	32%	118	41%	409	34%
Neither agree or disagree	50	6%	34	12%	84	7%
Disagree	8	1%	6	2%	14	1%
Strongly disagree	1	0%	0	0%	1	0%
Total	908	100%	285	100%	1193	99%

Q8. I would recommend Copac to others.

"Wide range of institutions covered by the scheme. Ease of using the search engine. Quality of results - ability to find the shelf marks. Basically its wonderful!" [UK HE Postgraduate student]

99% of Copac UK users would recommend the service to others, with 1% being neutral and only 1 user disagreeing. Results are similar for non-UK users, but with a slight increase in those who selected 'Neither agree or disagree' (4%).

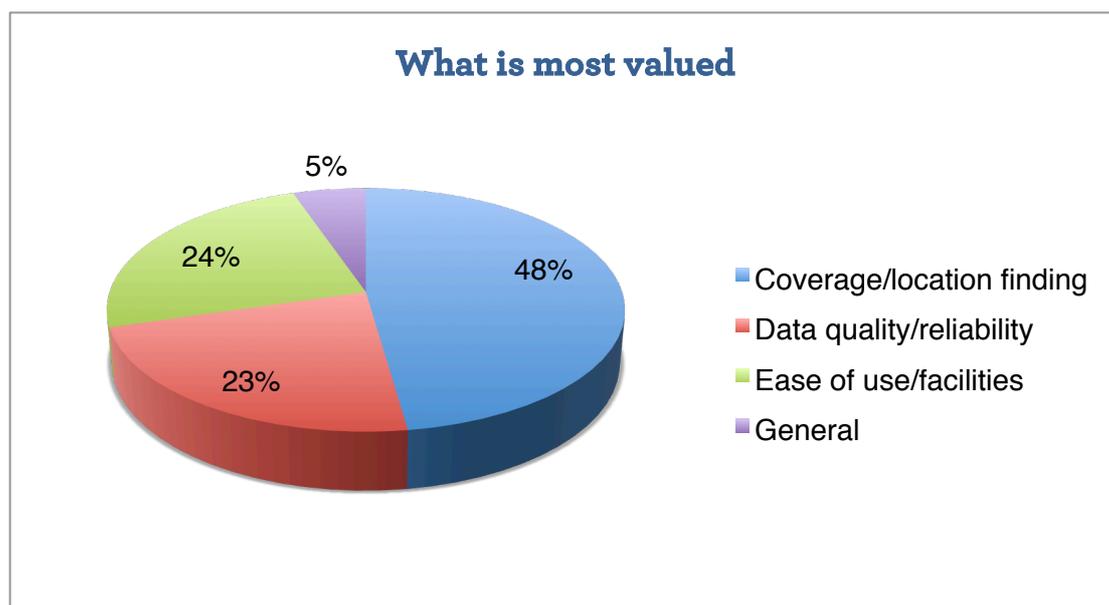


	UK only		Non-UK		All users	
	No.	%	No.	%	No.	%
I would recommend						
Strongly agree	690	76%	166	58%	856	72%
Agree	205	23%	104	36%	309	26%
Neither agree or disagree	7	1%	12	4%	19	2%
Disagree	1	0%	1	0%	2	0%
Strongly disagree	0	0%	0	0%	0	0%
Not applicable	5	1%	2	1%	7	1%
Total	908	101%	285	99%	1193	101%

Q9. What do you most value about Copac?

"The flexibility and completeness of the advanced search (I am using it instead of my university library's new 'search' tool, which is extremely inefficient)." [UK HE Lecturer/Professor]

In asking people what they most value about Copac the responses often covered more than one issue, so the percentages reflect the number of areas mentioned rather than the number of users.

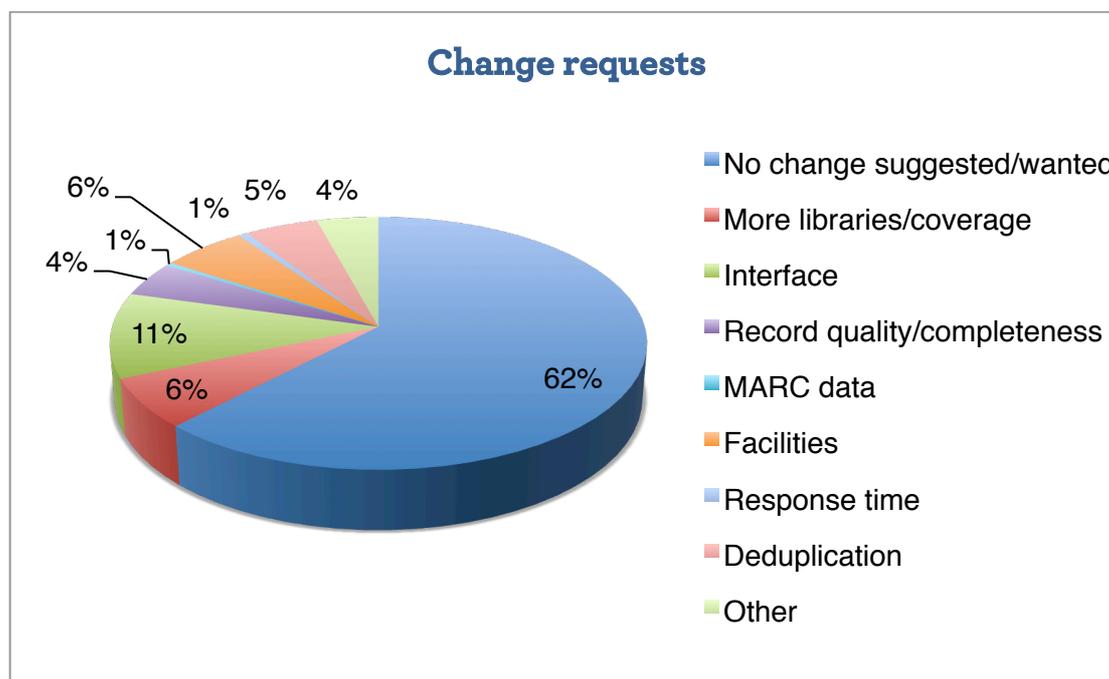


Most valued	UK		non-UK		Total	
	no.	%	no.	%	no.	%
Coverage/location finding	541	54%	14	9%	555	48%
Data quality/reliability	198	20%	65	42%	263	23%
Ease of use/facilities	225	22%	58	37%	283	24%
General	43	4%	18	12%	61	5%
Total	1007	100%	155	100%	1162	100%

Q10. What changes could we make that would most improve Copac?

"It is a constantly reliable source, with full bibliographic references of most editions" [UK HE Academic researcher]

In asking people what changes they would most like to see, many of the responses included more than one element, so the figures reflect the percentage of issues raised rather than the number of respondents. Those users who provided no response, or explicitly said they were happy with Copac as it is, were grouped to form the 'No change suggested/wanted' category (62%).



Change requests	UK only		Non-UK		All users	
	No.	%	No.	%	No.	%
No change suggested/wanted	747	62%	182	63%	929	62%
More libraries/coverage	80	7%	16	6%	96	6%
Interface	130	11%	33	11%	163	11%
Record quality/completeness	55	5%	11	4%	66	4%
MARC data	6	0%	1	0%	7	0%
Facilities	72	6%	15	5%	87	6%
Response time	9	1%	1	0%	10	1%
Deduplication	63	5%	12	4%	75	5%
Other	46	4%	17	6%	63	4%
Total	1208	101%	288	99%	1496	99%