Student Perspective on Primo: Using Focus Groups to Gather Data

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About our Campus

- **13,942 student FTE**
  - 32.6% Latinx, 21.8% Asian American, 16% White, 9.8% African American, 4.9% Multi-racial, 14.9% other
  - 57.2% First generation
  - 45.2% Pell grant recipients
  - 61.4% female, 38.6% male
  - 85% undergraduate, 15% graduate students
  - 8.4% international students
  - Commuter campus - 10.6% live on campus

- **US News & World Report**: Ranked no. 1 for ethnic diversity in regional universities of the West in 2018
About the Library

12 Tenured/Tenure Track Library Faculty

Collections

- 676,780 physical items
- 849,300 digital items
- 428 Laptops (40 are chromebooks)
- 23 Graphing calculators
- 700+ Popular Reading titles
- Will start circulating about 50 games soon
Broad Themes Identified in the Literature

- EDI and its connection to Library Services
- User Experience in Discovery Systems
- User Experience in Primo

Photo Credit: The Jopwell Collection
Equity in terms of Library Services

Not always found in scholarly literature
Equity in terms of Library Services

Word Choice Matters
Equity in terms of Library Services

Alternative Services - such as for Commuter students
UX in Discovery

Photo Credit: #wocintechchat
UX in Discovery

Methodologies for gathering data
UX in Primo

Photo Credit: #wocintechchat
UX in Primo

New vs Classic Primo UI
UX in Primo

Filtering vs Faceting
UX in Primo

Popular and Zero Results Queries
What about you?

Go to www.menti.com and use the code 710849

In one word, describe how you think students feel about Primo and its interface.
In one or two words, describe how you think students feel about Primo and its interface.

Words cloud: confusing, overwhelming, overwhelming, info, options, jargony, lost, many, useful, imposing, slick, big, much, different, lost, noticed, ignore, big, many, confusing, modern, shiny, ok, trucy, one, options, info, jargony, lost, many, useful, imposing, slick, big, much, different, ignored, big, many, confusing, modern, shiny, ok, trucy, one, options, info, jargony, lost, many, useful, imposing, slick, big, much, different, ignored.
In one or two words, describe how you think students feel about Primo and its interface.
Discussion about assumptions about students needs/feelings about interfaces
Focus Groups - February

Photo Credit: The Jopwell Intern Collection
Methods

- Received IRB Approval
- Held two 60-minute, in-person focus groups on February 27 with a total of 7 students
- Students were recruited by email
- Each signed a consent form to participate
Methods

- Each focus group had a facilitator and recorder
- They were audio recorded and subsequently transcribed by a professional transcription service
- Participants were provided pizza during the focus group
- Participants received a portable battery pack
Show Results for

All CSU+ Collections

Refine my results

☐ Expand My Results

Sort by

Relevance

Available at CSUEB

Full-text online (2,484,500)
Peer-reviewed Journals (1,200,425)
Available in the Library (2,273)
Open Access

Resource Type

Articles (1,191,796)
Newspaper Articles (750,971)
Reviews (45,847)
Text Resources (38,732)
Conference Proceedings (19,490)

Including “climatic changes”. Just search climate change

PAGE 1 2,485,667 Results

1. REFERENCE ENTRY
Climate Change
Lerner, K. Lee
The Gale Encyclopedia of Science

2. BOOK
Climate change
@2008

3. ARTICLE / multiple sources exist, see all
Placing Climate Change
Dixon, Deborah

4. ARTICLE / multiple sources exist, see all
Climate Change, Viscerally
Chin, Gilbert
Placing Climate Change
Dixon, Deborah

Additional Services
Ask a Librarian
Report a Problem

View It
Sign in to make requests and save records

Item available at: American Association for the Advancement of Science (AAAS)
Available from 1997.

Item available at: View Item

Details
Title: Placing Climate Change
Author: Dixon, Deborah
Subjects: Climate Change

Focus Group Questions

- Please explain your experience with the library search interface. Highlight when and why you have used it.
- What features of our search interface do you find frustrating and/or confusing?
- What features do you find useful?
Focus Group Questions

- When using our search interface, how have you been surprised by the results?
- Is there anything about the interface that makes you avoid using it or prefer not to use it?
- Based on your experience or what you’ve heard today, what changes can we implement to improve your experience?
Findings

The Good

- Students did not find Primo as difficult as we assumed!
- They found it easy and convenient to search
- They liked the search interface
- They generally found useful items
Findings

What Needs Improvement

- Display record organization
- Didn’t like the yellow sign-in bar above holdings
- Details area is hard to read (needs some line separators)
- Hyperlink the author name and journal at the top of display
- Relevancy ranking of results can be unexpected
Focus Groups - July

Photo Credit: #wocintechchat
Methods

- Received IRB Approval
- Held two 60-minute focus groups in July. 1 in-person & 1 on Zoom with a total of 5
- Recruited by email, flyers, outreach to faculty teaching in the summer
- In-person: signed a consent form. Online: they read the consent form in a “waiting room”, and then were verbally asked to consent
Methods

- Each focus group had a facilitator and recorder
- The Zoom session was recorded & the recorder took detailed notes of the in-person session
- Participants received a portable battery pack
Pre-Focus Group Survey

How long have you been at CSU East Bay
6 responses

- 33.3% Less than a year
- 33.3% 1-2 Year
- 16.7% 2-3 Years
- 16.7% 3-5 Years
- 16.7% 5+ Years
Pre-Focus Group Survey

- 50% First Generation students
- 50% Heavy OneSearch users
Focus Group Questions

● Do you prefer searching Google over the Library search interface?
● What Google features should a library search interface borrow?
● What features of our search interface do you find frustrating and/or confusing?
Focus Group Questions

- What features do you find useful?
- Is there anything about the interface that makes you avoid using it or prefer not to use it?
- Based on your experience or what you’ve heard today, what changes can we implement to improve your experience?
Methodology

Findings for Zoom Session

Challenges

- Need to be an assertive facilitator
- Tricky getting consent (IRB requirement)
- Background noise of participants was distracting & would make professional transcription cost prohibitive
Methodology

Findings

The Good

- Overall Zoom worked well for focus groups
- Great way to get feedback from distance students
- Can record within Zoom!
Findings

The Good

- OneSearch useful for finding peer reviewed articles
- Generate citations
- Full text facet & all the facets!
- Ability to export to Zotero
- Pin & email items
- Modern looking
Findings

What Needs Improvement

Be like Google:

- OneSearch is more complicated to search than Google or Google Scholar
- Include “cited by” like Google Scholar
- Autocorrect typos
- Can be slow to load
- If you sign-in after doing a search, it can wipe out your search/search result
Findings

What Needs Improvement

Personalization:

• You have to sign-in to save your search or for your pinned items to be saved, but you are not prompted to sign-in to do these actions

• Hard to remember all the things you did to get your results, so cannot recreate it later

• Be able to personalize search defaults if you are logged in
Findings

What Needs Improvement

Miscellaneous UX Issues:

- More clicks than previous catalog, and no bread crumb trail to get back
- Filters get erased when modifying search
- Facets (left sidebar) and Material types (Adv search) give different results.
Labels need to clearly indicate function
Confusing Items on Display Record
Students prefer a more functional layout
Updating the layout for the Display Record
<table>
<thead>
<tr>
<th>Title</th>
<th>&quot;The &quot;learning organisation&quot; and Singapore culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status</td>
<td>Peer reviewed</td>
</tr>
<tr>
<td>Request</td>
<td>SIGN IN TO REQUEST FROM INTERLIBRARY LOAN (7-10 DAY DELIVERY)</td>
</tr>
</tbody>
</table>

Available online:

- Item available at: ABI/INFORM Collection
  - Available from 1995.
  - Most recent 1 year(s) not available.

- Item available at: Emerald Management 120

Details:

- Title: The "learning organisation" and Singapore culture

Sandbox screenshot - revising in process!
Signed-In functions need to be more obvious
Next Steps

- Make changes based on focus group feedback:
  - Reorganize display record
  - Rename some labels
- Follow-up with focus group participants
  - Zero responses
- Conduct additional focus groups
Next Steps, continued

- Submit enhancement requests/idea exchange for changes that we are unable to implement.
- Third related project - Campus-wide Survey on the Sandbox changes
Now it’s your turn

Share your experiences with:

Primo User Testing

Diversity, Equity and Inclusion

Focus Groups