

Transcript Analysis February 17, 2019 - March 2, 2019

The UC Ask a Librarian Assessment was completed in December 2018 and in their response, DOC expressed interest in learning more about the after-hours use of the service. This report details usage of the chat service during the following shifts over a 2 week period (February 17, 2019 - March 2, 2019):

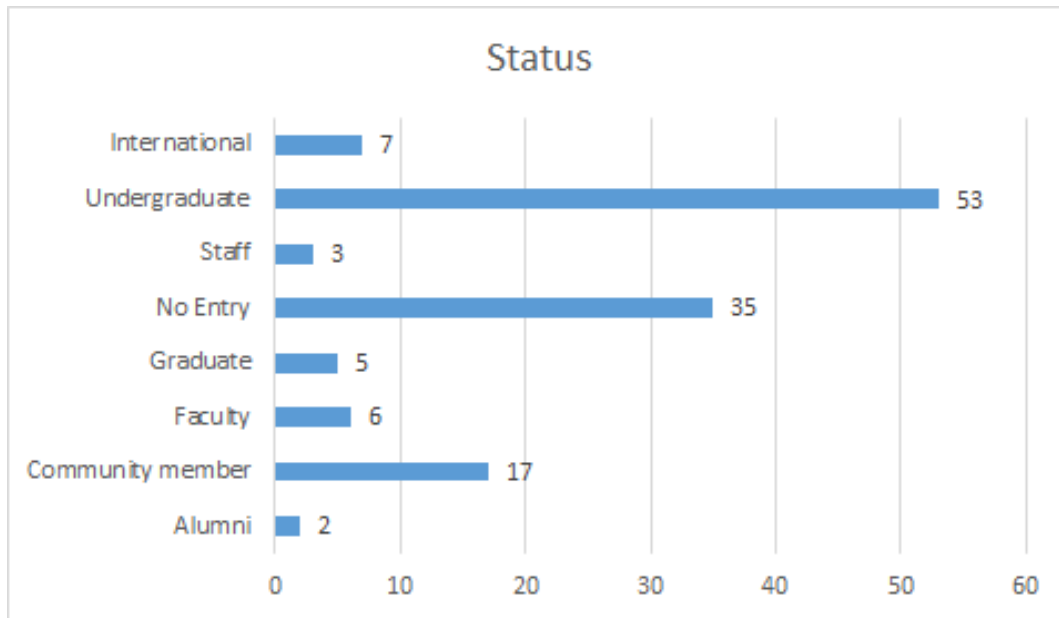
- 2pm-10pm Sunday
- 10pm-8am Sunday/Monday - Thursday/Friday (excludes Friday night and Saturday)

A total of 135 transcripts from the above time-frame were retrieved from the QuestionPoint software and reviewed by the Project Team (PT) members. Most of the charts throughout this report show a total of 128 transcripts and that is due to a handful of sessions with zero wait or zero session times. Those sessions were not given a READ scale and therefore removed.

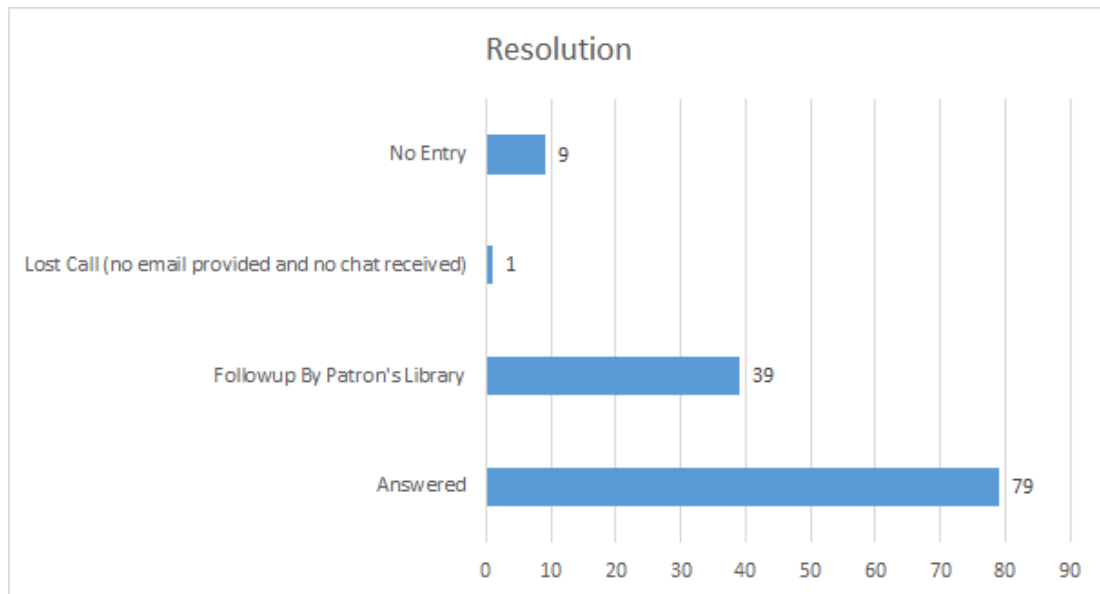
Categories the PT members felt important to highlight are: user category (e.g., undergraduate, graduate, faculty, etc.), resolution, session time, and wait time. Charts with further details are provided below each categorical section.

- ❖ User categories were determined based on email addresses provided and/or information gathered from reading the transcripts. The following user categories were determined by the PT members:

- Alumni
- Community Member
- Faculty
- Graduate
- No Entry
- Staff
- Undergraduate
- International - visitors who stated that they were from other countries



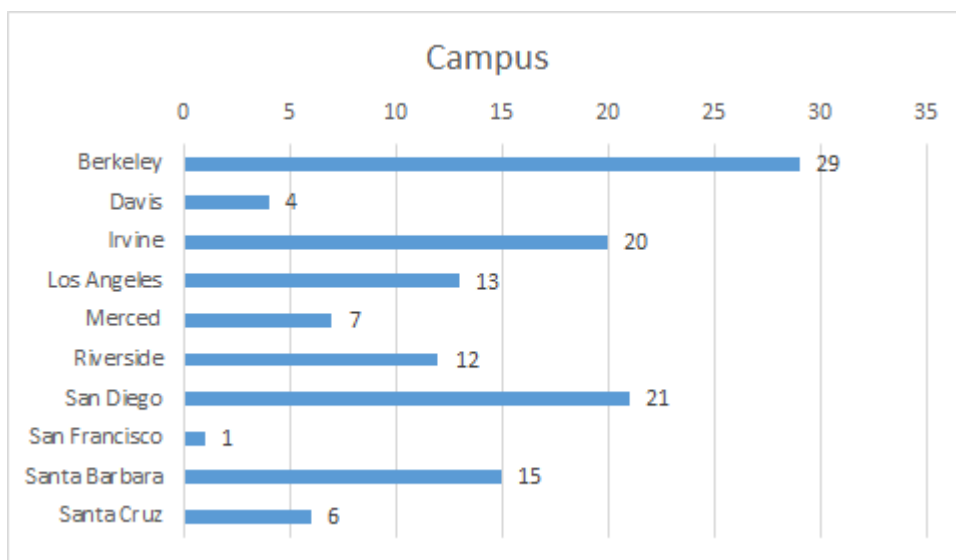
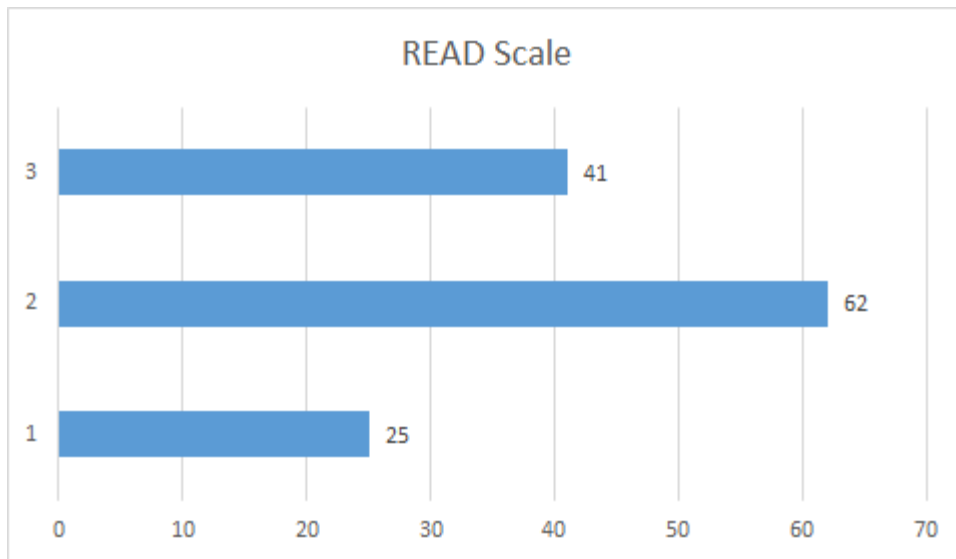
- ❖ Resolution categories include the following:
(No followup work is necessary for any category except for Followup by Patron Library)
- **No Entry:** Librarian closed the chat session without selecting any resolution.
 - **Lost Call:** Two things need to be present for this code to be used: The patron NEVER sends a message beyond the initial question they entered when they logged in AND there is no email address provided for follow-up.
 - **Followup by Patron's Library:** This code is used anytime followup is needed and subsequently means that a response is requested by that patron's library via email.
 - **Answered:** No additional information is needed by patron (no follow-up needed) or no email address was given so no follow-up is possible.



❖ Wait Time/Session Time:

	Min:Sec
Median Wait time	1:31
Maximum Wait	5:40
Min Wait	0:0
Median Session Time	15:33
Max Session	73:00
Min	0:0

DOC also expressed interest in the level of complexity of questions being asked during this time. The PT members decided to use the READ scale to indicate different levels of complexity. “The READ Scale (Reference Effort Assessment Data) is a six-point scale tool for recording vital supplemental qualitative statistics gathered when reference librarians assist users with their inquiries or research-related activities by placing an emphasis on recording the effort, skills, knowledge, teaching moment, techniques and tools utilized by the librarian during a reference transaction” (<http://readscale.org/>). The PT adapted the scale opting to use levels 1 - 5 with 5 as the most complex question. For a full description of our READ scale definitions along with some sample questions from the transcripts see the appendix.



*UC San Diego: Approximately 13 of the 21 chat sessions were due to a problem/repeat patron.

Conclusions/observations:

- UC Berkeley had the most chat sessions at 29 during this 2 week time period. UC San Diego followed second but more than half of their sessions were due to the same problem/repeat patron.
- Undergraduates appear to be the largest group of users during this specific time period.
- No Entry is the second largest category of users but based on observations by the PT members the majority of patrons in this category are likely undergraduate students.
- The Followup By Patron Library resolution code means that further work is placed upon each library to respond to the patron.
- During this time period the patron median wait time was 1 minute 31 seconds.
- The median session time was 15 minutes 33 seconds which is the recommended average chat session time.
- The majority of chat sessions were coded READ scale 2s and 3s about midway on the PT members READ scale.
- During this 2 week time period a total of 720 chat sessions occurred overall as shown in the chart directly below (off hours and regular daytime hours).
- Off hours are highlighted in the chart directly below and during this 2 week time period chat sessions hit peaks during off hours, Sunday - Thursday 10PM and 11PM.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Total
12 AM	1	2	3	2		1	1	10
1 AM	2	1	1					4
2 AM					2		1	3
3 AM		1				1		2
4 AM		10				1		11
5 AM	1			1	1	2		5
6 AM	1	1	2		1	1		6
7 AM	1	2	6	2	2	1	3	17
8 AM	2	4	7	1	6	2		22
9 AM	3	7	6	10	10	5	1	42
10 AM	7	5	9	4	10	11	5	51
11 AM	2	8	11	15	13	10	7	66
12 PM	3	5	18	11	6	2	8	53
1 PM	7	8	12	12	7	10	9	65
2 PM	7	9	8	13	9	7	8	61
3 PM	7	7	5	8	5	6	2	40
4 PM	7	8	12	18	9	10	4	68
5 PM	5	8	6	5	8	4	2	38
6 PM	5	7	9	3	3	3	3	33
7 PM	2	11	2	10	4	2	3	34
8 PM	6	3	5	9	1	2	3	29
9 PM	1	4		2	3	3	3	16
10 PM	2	4	6	6	2	4	1	25
11 PM	6	4		5	2		2	19
Total	78	119	128	137	104	88	66	720

Appendix:

READ Scale Definitions

1

- Answers that require the least amount of effort
- No specialized knowledge skills or expertise
- No consultation of resources
- Typically less than 5 minutes

Examples

- Directional inquiries
- Library or service hours
- Service point locations
- Rudimentary machine assistance (locating/using copiers, how to print or supplying paper, where to go to access remote access)

Sample Questions from Transcripts

- 14316382 (Irvine) -- Hello, I am trying to find a link for the medical school's academic calendar...
- 14315030 (Berkeley) -- Hi, I am a hobbyist and wondering if any of the campus libraries saved any of their old "check out cards" before they went digital. I upcycle for different projects
- 14344864 (Santa Barbara) -- Is it possible to check out books using self-checkout after 10pm?

2

- Answers given which require more effort
- Require only minimal specific knowledge skills or expertise
- Answers may need nominal resource consultation
- Typically between 5 to 10 minutes

Examples

- Call number inquiries
- Consulting catalogs and libguides / research guides
- Item location
- Minor machine & computer equipment assistance
- General library or policy information; Borrowing / ILL/Course Reserves / Lost items / Account information
- More complex machine assistance (how to save to a disk or email records, launching programs or re-booting, WI-FI setup)

Sample Questions from Transcripts

- 14314791 (Riverside) -- How can I search just the media library? I am looking for a film that I think we own, but I cannot remember the title, except that it is about women and science and has Vandana Shiva in it. I want to find it and show it to my class.
- 14325177 (Riverside) -- I would like to find this book The Propaganda Society
- 14314810 (San Francisco) -- Our department is trying to find out if UCSF has a licensed or subscribed to the New York Times. We would like to be able to access articles regarding research and public policy pertaining to preterm birth. We were not sure if we needed to pay for an individual subscription or if UCSF has one that is available to us.

3

- Answers in this category require some effort and time
- Consultation of ready reference resource materials is needed; Can include catalogs
- Enabling a user to find their own information
- Reference knowledge and skills come into play
- Requires generating at least one topical keyword search in a reference resource (librarian or user)
- Assisting users in, defining, clarifying, focusing or broadening search topics
- A question you readily know cannot be answered

Examples

- Answers that require specific reference resources (encyclopedias or databases)
- Basic instruction on searching the online catalog
- Direction to relevant subject databases
- Introduction to web searching for a certain item
- How to scan and save images
- Increasingly complex technical problems (assistance with remote access)

Sample Questions from Transcripts

- 14334142 (UCLA) -- Hi! I just need some help finding articles/readers on education theory in general and pertaining to disability studies.
- 14334979 (UCLA) -- Please, how do I access scholarly articles from the UCLA website (I am a student at UCLA and I am doing a research paper on the French renaissance, precisely Rabelai)?
- 14335168 (Santa Barbara) -- hello. Is it possible to view environmental toxins on a census tract level? I am looking for environmental hazards, air quality reports, and/ or water quality reports in Oakland on a census tract level. So far, I have only been able to find this information at a county level.

4

- The definition includes everything in Level 3, plus:
- Answers or research requests require the consultation of multiple resources
- Subject specialists may need to be consulted and more thorough instruction and assistance occurs
- Reference knowledge and skills needed
- Efforts can be more supportive in nature for the user, or if searching for a finite answer, difficult to find
- Exchanges can be more instruction based as staffs teach users more in-depth research skills

Examples

- Instructing users how to utilize complex search techniques for the online catalog, databases and the web;
- How to cross-reference resources and track related supporting materials;
- Services outside of reference become utilized (ILL, Tech services, etc.), collegial consultation;
- Assisting users in focusing or broadening searches (helping to re-define or clarify a topic).

5

- The definition includes everything in Level 4, plus:
- More substantial effort and time spent assisting with research and finding information.
- On the high end of the scale, subject specialists need to be consulted.
- Consultation appointments with individuals might be scheduled.
- Efforts are cooperative in nature, between the user and librarian and or working with colleagues.
- Multiple resources used. Primary (original documents) and secondary resource materials may be used.
- Research, reference knowledge and skills needed.
- Dialogue between the user and librarian may take on a 'back and forth question' dimension.

Examples

- False leads
- Interdisciplinary consultations / research
- Question evolution
- Expanding searches / resources beyond those locally available
- Graduate and / or faculty research
- Difficult outreach problems (access issues that need to be investigated)