Transforming Collections and Rethinking Acquisition Budgets: Information Needs and Preferences of Performing Arts Students

Joe C. Clark
Kent State University
My Game Plan

- Institutional and library settings
- Survey methodology
- Survey outcomes
- Factors important to students finding information
- Conclusions and approaches to collection development
Rationale for the Surveys

- More acquisition options (print/electronic)
- Shrinking acquisition budgets
- Determine what materials performing arts students generally use & prefer
- Enable librarians to make data-driven decisions
Setting

- Kent State is a public research university located in NE Ohio, with 28,000+ students
- The Performing Arts Library (formerly the Music Library) is a branch library
- School of Music offers bachelor and graduate degrees; concentrations include music education, theory, composition, and performance
- School of Theatre and Dance has B.F.A. programs in theatre and dance, as well as an M.F.A. in theatre
Methodologies & Participants

- Institutional Review Board
- FPS was two-page paper; administered April & May of 2012
- DE Survey was electronic; administered June 2013
- 182 FPS surveys were completed, and SPSS used for data analysis
- 82 DE participants
On to the Format Preference Survey results....
What Students Want More of:

1) Print Scores
2) Print Books
3) CDs
4) Online Audio DBs
5) Online Score DBs
6) DVDs
7) Online Video DBs
8) Online Reference DBs
9) Electronic Journals
10) Print Journals
11) Print Reference
12) E-books
Books – Print vs. E-Books
Frequency: Print vs. E-Books

- Print Books
- E-Books

- 2-3 times a week
- 2-3 times a month
- 2-3 times a semester
- 1-2 times a year
- Never
Format Preference - Books

- Print - 80%
- E-Books - 16%
- Both/No Preference - 4%
“83% of Americans between the ages of 16 and 29 read a book in the past year. Some 75% read a print book, 19% read an e-book, and 11% listened to an audiobook.”

From the Pew Internet and American Life study “Younger Americans’ Reading and Library Habits,” published in October 2012.

Music – Streaming vs. CDs
Frequency of Use: CDs vs. Streaming

<table>
<thead>
<tr>
<th>Frequency</th>
<th>CDs</th>
<th>Streaming</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-3 times a week</td>
<td>30</td>
<td>10</td>
</tr>
<tr>
<td>2-3 times a month</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>2-3 times a semester</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>1-2 times a year</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Never</td>
<td>0</td>
<td>5</td>
</tr>
</tbody>
</table>
Format Preference - Audio

- CDs: 36%
- Web-based: 61%
- Both/No Preference: 3%
Scores – Print vs. Electronic
Frequency: Print vs. E-Scores

- 2-3 times a week
- 2-3 times a month
- 2-3 times a semester
- 1-2 times a year
- Never

Printed Scores
Scores from Online Sources
Format Preference - Scores

- Print: 68%
- Web-based: 28%
- Both/No Preference: 5%
Journals
Journals – Print vs. Electronic

- 2-3 times a week
- 2-3 times a month
- 2-3 times a semester
- 1-2 times a year
- Never

Journal Articles - Print
Journal Articles - Electronic
Video Preferences
DVD Use

- 2-3 times a week
- 2-3 times a month
- 2-3 times a semester
- 2-3 times a year
- Never
Video Preference

- Web-based: 55%
- DVDs: 41%
- Both/No Preference: 4%
Reference Materials
Print vs. Electronic Reference

- 2-3 times a week
- 2-3 times a month
- 2-3 times a semester
- 1-2 times a year
- Never

Ref. Materials - Print
Ref. Materials - Web
Reference Material Preference

- Print: 51%
- Web-based: 46%
- Both/No Preference: 3%
Opinion Statements

- Seven statements
- Scale included:
  - Strongly agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree
Mix of Print & Electronic
Use Sources other than the Library

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
More Print Materials

![Bar Graph]

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
Research in Library with Print

![Bar Chart]

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
Research Outside Library with Electronic Resources
Research from Library’s Webpage

Bar chart showing responses to a survey question with categories:
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

The chart indicates the majority of respondents fall under the 'Agree' category.
What do these opinions tell us?

- Strong sentiment exists for continuing to purchase a mix of electronic and traditional resources
- Students do want more electronic resources
- Students make considerable use of resources from outside of the library
- Just over half of the students begin research from the library homepage, the gateway to our resources and services
- A majority of students still do some research in the library with print materials
What is Important to You?

Survey participants were asked to rank order the following five items regarding their information and research needs:

- Ease of use
- Searching documents with “search/find” function
- Ability to get information immediately
- Quality of image/sound/video
- Finding the exact item that I am looking for

The results, in order are:
Mean of Each of the Five

Ease of access
Finding exact item
Get info immediately
Search using "find" function
Quality of image/sound/video
# DE Survey Results – Awareness and Use of Library Resources

<table>
<thead>
<tr>
<th>Library Resource</th>
<th>Aware of</th>
<th>Have used</th>
</tr>
</thead>
<tbody>
<tr>
<td>ILL/Document Delivery</td>
<td>65%</td>
<td>32%</td>
</tr>
<tr>
<td>Books mailed to me</td>
<td>41%</td>
<td>15%</td>
</tr>
<tr>
<td>Article DBs &amp; full-text articles</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Online reference DBs</td>
<td>83%</td>
<td>72%</td>
</tr>
<tr>
<td>Online sound recording DBs</td>
<td>74%</td>
<td>67%</td>
</tr>
</tbody>
</table>
Comfort with E-Resources

- Online respondents are young (73% are ≤ 35).
- 89% are somewhat or very comfortable with e-books.
- 96% are somewhat or very comfortable with electronic resources.
Borrowing from Other Libraries

- 48% use other libraries
Conclusions & Discussion

- Safe bets: more electronic journals, audio, reference, and video
- Tricky: scores, books
- Students desire more electronic resources, but still want a mix of electronic and traditional
- Quick access and ease of use are important to students
- Understanding specific institutional and program needs
Further Research

- What resources do students need that we are not providing? Can we provide them?
- How well is the library informing/teaching students about existing/available resources? Are students fully aware of our existing resources?
- How do students, especially from varied disciplines in the Performing Arts, use our materials and how might that inform future purchases?
- How do libraries stay relevant with everything on the internet?

Clark, Joe C. “Information-Seeking Behavior and Library Use by Distance Education Graduate Music Education Students.” *Music Reference Services Quarterly* 17, no. 4 (2014): 207-225. [http://dx.doi.org/10.1080/10588167.2014.965606](http://dx.doi.org/10.1080/10588167.2014.965606)
Thank you!

Questions? Discussion?

jclark88@kent.edu