Coding practices decoded: Using NVivo software to analyze LibQUAL+ comments

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**The LibQUAL+® Experience at CSUMB:**

- **Our Campus**
  - 5000 students
  - 7 librarians

- **The LibQUAL+® Survey**
  - 1157 responses
  - 460 comments

- **About NVivo:**
  - Product of QSR International
  - Analysis of multimedia, qualitative data
  - $670 for education license (one computer)
  - Used by anthropologists, social scientists

**What is coding and how do I do it?**

- Similar to tagging, but with controlled vocabulary
- Determine what themes are important to you
  - What does the library want to know?
  - What are users telling us?
- Read through comments to identify themes
- In NVivo, create “node” for each theme
- Subnodes may be used
- Additional nodes may be created at any time
- Code the comments by applying the relevant node(s)
- Separate subnodes for positive and negative comments on a topic allow for easy quantification of each
- Coding whole comment at multiple nodes (instead of coding subset of comment) allows analysis of theme with in larger context

**Nodes used at CSUMB:**

- Art
- Circulation
- Computers and Printers
- Computers need more access
- Computers Positive
- Discipline
- General positive
- Hours
- Hours Improvement
- Hours Positive
- Instruction
- IT comments
- Library personnel
- Library website
- Materials access
- Misc. suggestions or comments
- Noise level
- Other programs
- Peet’s
- Physical Space
- Cleanliness
- Physical Space Improvement
- Physical Space Positive
- Reference
- Sex
- Study areas
- Library as a good place to study
- Need for more study space
- Survey
- Third floor

**Benefits of NVivo:**

- Generate reports
- Collocate and disseminate comments by topic or user group
- Illuminate trends

**Drawbacks of NVivo:**

- Cost
- Training
- License limits number of computers
- Difficult to share coding workload

**What coding told us about library user satisfaction:**

- Positive feelings about library building and services
- Most commonly expressed desires:
  - More quiet study spaces
  - Longer hours
  - Additional computers
- Survey results reinforced and further explicated
- Perception of library varies by discipline and user group

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