

# Copac user survey: November 2012

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## Introduction

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*"The simplicity of the interface and the power of the searches! It is probably my number one online research resource, and I use it all the time." [UK HE Academic]*

We carried out the Copac Annual User Survey between 1st Nov-3rd Dec 2012. Anyone going to the Copac Home page was prompted with a popup asking them to fill in the survey. We used cookies to prevent people repeatedly being presented with the survey when they had already completed it. Anyone who had not filled in the survey was asked once on each day they went to the home page, again controlled by cookies. This year we also provided a new option to encourage first time users to try out the service before filling in the survey.

We received a total of 1170 completed surveys. In addition there were 460 separate IP addresses associated with someone selecting the 'first time user' option.

## Overview of results

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*"comprehensiveness, ease of use, and recent changes to display make it even easier and quicker to search. It's a superb resource." [UK HE Academic]*

## Who uses Copac?

This year we introduced of a 'first time' user option to let new users drop out of the questionnaire quickly. This means we can begin to get an impression of the number of new users searching Copac; and of the 1630 users that responded in some way to the survey request, 28% selected the first time user option.

For the 1170 users that completed a questionnaire 76% are UK based, with 14% from Europe. Copac has a community of users from across the world and provides an international 'shop front' for UK Research resources that is clearly valued by some of our overseas users:

*"the best of his kind in the world" [Non-UK Independent researcher]*

Within the UK 60% of respondents indicated that they are within the Higher Education Sector, with a further 2% of UK users who selected the 'Other' category actually being involved in Higher Education. There are much smaller numbers of respondents from other education sectors, as well as independent researchers, including retired academics continuing their work.

Slightly under half (44%) of Copac users are from the education community of students, academics or researchers. Copac is also well used by Library staff who form 36% of respondents. Beyond this the main user groups are independent researchers (9%) and those working within publishing or bookselling (7%).

Where we asked about the subject interests of respondents many people mentioned multiple subjects, so the numbers reflect the subjects mentioned *not* the number of users. Unsurprisingly a significant number of users indicated an interest in the Humanities, with 34% of subjects selected being in this area, with a further 19% in the Social sciences. However some 15% of subjects selected were in the Sciences and Medicine, so this area is not unrepresented; though this reflects the interests of more library staff than researchers etc.

### Is it valued?

Copac is in regular use by many of our respondents, with 56% of UK users saying they use the service several times a week. A further 18% use Copac once a week, with 19% using it at least once a month.

Survey respondents are very positive about their experience of using Copac. Of UK respondents 91% reported finding Copac easy to use, whilst 91% agreed that their work would take more time without it. We are also very pleased to see that 97% of UK respondents would recommend Copac.

### Feedback: what our users like

In asking for feedback on what users most value about Copac the responses often cover more than one issue, so percentages represent a breakdown of issues raised rather than relating to the individual respondents.

Unsurprisingly the database coverage is an important feature for many people, with 51% of comments mentioning this in terms of the libraries included, the availability of holdings information, or the location finding capability. *“Being able to find quickly and with ease the location of a book or journal [...]”* [European Health Sector Librarian]

The breadth of coverage is also valuable for some users in terms of making a judgement on the availability/rarity of materials: *“Ability quickly to assess availability of often rare bibliographic material”* [UK Academic researcher] whilst the inclusion of small, and possibly less well know, libraries is mentioned as an advantage: *“Access to wide variety of more difficult to access library collections, eg National Trust.”* [UK Academic researcher].

The next largest set of comments (24%) related to the interface and range of facilities provided. Many of these provide general, positive, feedback on its ease of use, ranging through to comments identifying quite precise features particularly valued eg: *“The fact that you can run a search with Greek characters”* [UK Postgraduate student].

Respondents also provided many observations (18%) relating to the quality of the data or their use of the data for bibliographic checking etc. This includes comments on the inclusion of book content information and reviews which are clearly appreciated: *“[...] I find abstracts and tables of contents useful in determining which works will be most useful to me.”* [UK Academic researcher].

## Feedback: what our users want to change

We also asked what people would most like to change about Copac. Some 56% of responses either made no suggestions for change or stated they were happy with things as they are. *“The new redesign is tremendous, so I can’t think of any additional functions to be added.”* [UK Academic]. However other respondents had plenty of ideas, often covering more than one area, so the percentages reflect the issues raised rather than the number of respondents.

The largest group of suggestions (22%) related to requests for changes or additions to the interface and facilities available, for example: *“A link to Amazon and other book suppliers would also be handy”* [UK HE Library staff]. Inevitably, in some areas there are views for and against particular features. For example, there is a balance to be struck between those that want more details of electronic materials and those that want electronic materials excluded. This is an area we are looking at as we redevelop the Copac database.

As we have seen in previous surveys there are requests for greater deduplication of records, but at 6% of comments this is an improvement on previous surveys. This is a reflection on work that has been ongoing to improve the record handling procedures and we expect to see further reductions in record duplication with the database redevelopment work currently underway.

A further 6% of comments related to record quality. For example, there were requests for more content information and book cover images eg. *“More information about the contents of books, especially collections of essays”* [European Academic], though not everyone is agreed on this *“[...] remove images of book covers”* [UK Academic]. There is also interest in more record content such as more subject information, class numbers, and bibliographic detail, eg. full author names and dates, or more complete physical description.

## What now?

In the short term we have begun reviewing the survey responses, in particular looking at the feedback comments. Information about what is valued and what needs to change is very important for helping us assess areas for development, whilst making sure we try not to affect the features that are most valued. Over the long-term the Copac Annual Survey helps us to assess our ongoing performance, ensuring we continue providing a service that is relevant to our users as their requirements develop.

It is clear that content development is important and we are continuing with our programme of adding specialist catalogues, with information about forthcoming catalogues available at:

<http://copac.ac.uk/about/new-libraries/>

Work to reduce the level of record duplication in the database has been noticed by some of our users, but it is still an important issue for some and, as part of the ongoing redevelopment of the Copac service, we will be continuing to work to reduce the levels of duplication within the catalogue. Alongside this we will be using feedback to inform our ongoing interface development activity and help us assess both short-term interface changes and longer-term additions and amendments to the provision of facilities.

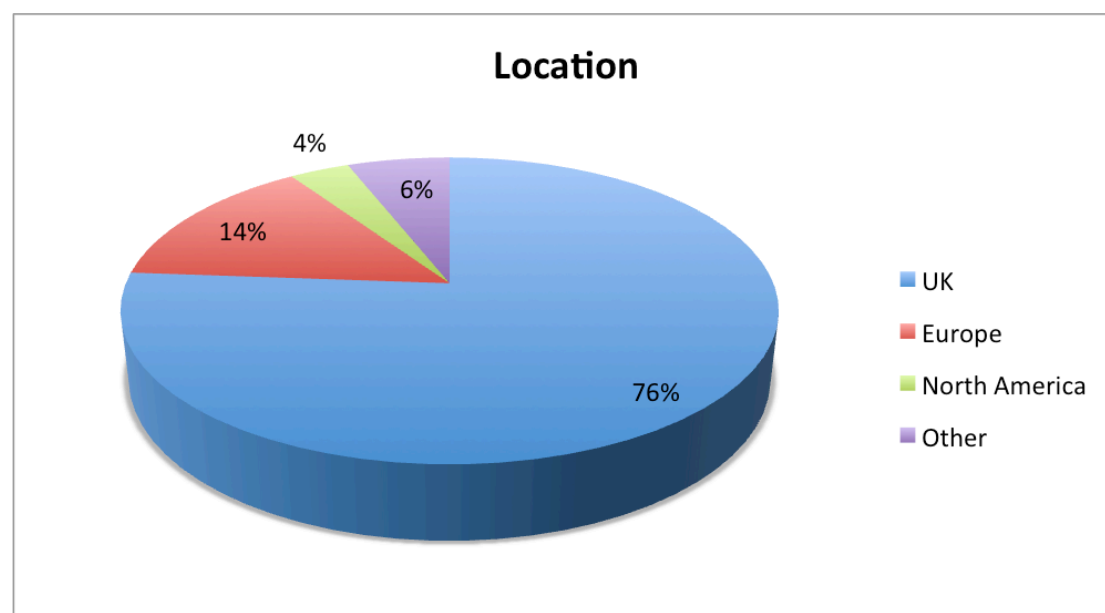
## Survey Data Summary

We received a total of 1170 completed surveys. Percentages are rounded to nearest whole no.

### Q1. Where do you study/work?

*"Its an excellent search tool, its totally reliable, its beautifully set up as a tool, its easy to use and it provides excellent information. I love COPAC!" [UK Public Library staff]*

Most Copac users are based within the UK (76%) with a further 14% in Europe. A few users that put England, UK, or Scotland in the text box selected the 'European' or 'Other' category, so these were added to the UK total. Within 'Other' the largest single group of users was from Australia, accounting for 2% of total users.

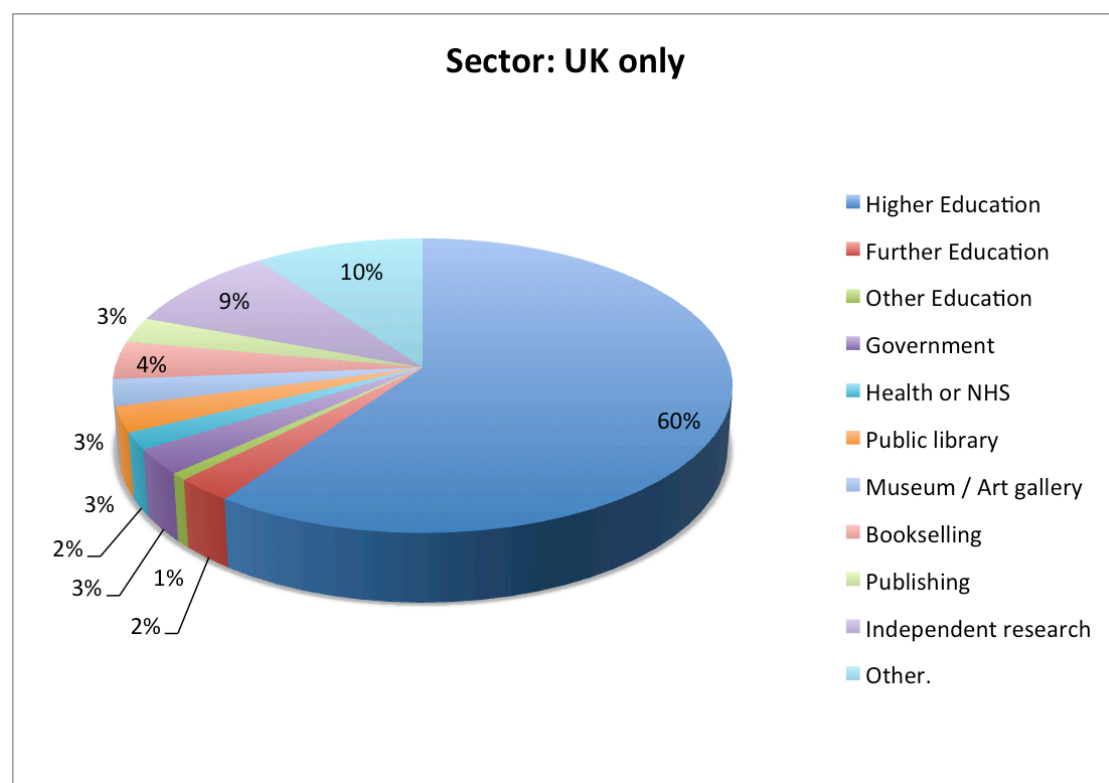


User location	Number (No.)	Percentage (%)
UK	891	76%
Europe	168	14%
North America	41	4%
Other	70	6%
Total	1170	100%

## Q2. In which sector do you work?

*"Brilliant search interface - invaluable in my role as a supervisor of a document delivery service and answering historical enquiries."* [UK Health Library staff]

The main group of UK users is from within Higher Education (60%), with only 4% in FE and other educational sectors. The remaining users are distributed across a range of different sectors, with the main group being Independent researchers. The 'Other' category included a mix of people, again mainly Independent Researchers, but with some from areas such as Higher Education, Commercial backgrounds, and Archives.

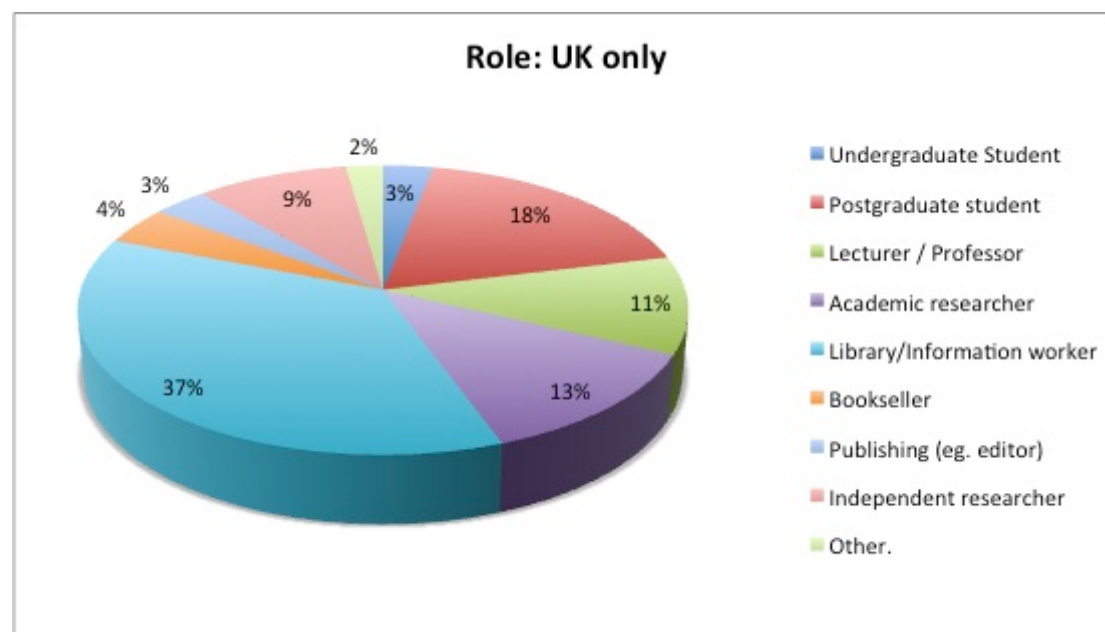


Sector	UK only: No.	UK only: %	All users: No.	All users: %
Higher Education	533	60%	675	58%
Further Education	24	3%	28	2%
Other Education	7	1%	10	1%
Government	25	3%	31	3%
Health	17	2%	20	2%
Public library	25	3%	48	4%
Museum/Art gallery	26	3%	38	3%
Bookselling	37	4%	53	5%
Publishing	25	3%	34	3%
Independent research/Personal interest	83	9%	110	9%
Other. Please Specify:	89	10%	123	11%
Total	891	101%	1170	101%

### Q3. In which role are you using Copac?

*"It's easy and intuitive to use, and allows me to locate the books I need if they're not in my university library. Doing a PhD would be a lot more frustrating without it!" [UK HE Postgraduate Student]*

Higher education students, academic staff and researchers made up 44% of respondents, with library staff forming another 36% of UK respondents. After this the main group is independent researchers (9% UK), with 7% of UK users being involved in publishing or bookselling.

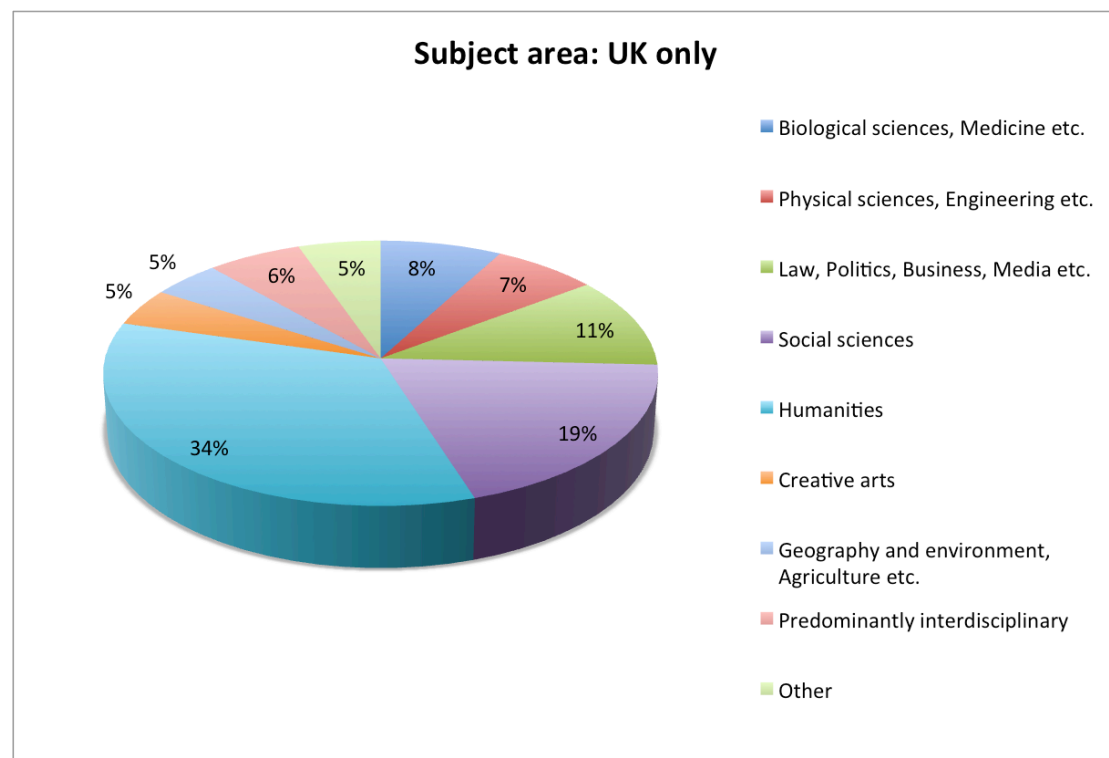


Role	UK only No.	UK only %	All users: No.	All users: %
Undergraduate student	27	3%	38	3%
Postgraduate student	162	18%	175	15%
Lecturer/Professor	97	11%	127	11%
Academic researcher	110	12%	151	13%
Library staff	325	36%	445	38%
Bookseller	38	4%	53	5%
Publishing (eg. editor)	29	3%	38	3%
Independent researcher/Personal interest	83	9%	114	10%
Other. Please specify:	20	2%	29	2%
<b>Total</b>	<b>891</b>	<b>98%</b>	<b>1170</b>	<b>100%</b>

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

*"Accessibility, spread, helpfulness. I remember when there was no Copac- IT WAS SO DIFFICULT!" [UK independent researcher]*

Many respondents selected more than one subject area, so the percentages reflect the number of subjects not the number of respondents. About a third of subjects selected by UK users were within the Humanities (34%) with a further 30% of subjects being within the area of Social Sciences and Law/Business/Communications. More surprisingly perhaps, 15% of subjects selected by UK users were within the sciences and medicine; this includes academic staff and students, but more often reflects the professional interests of library staff.





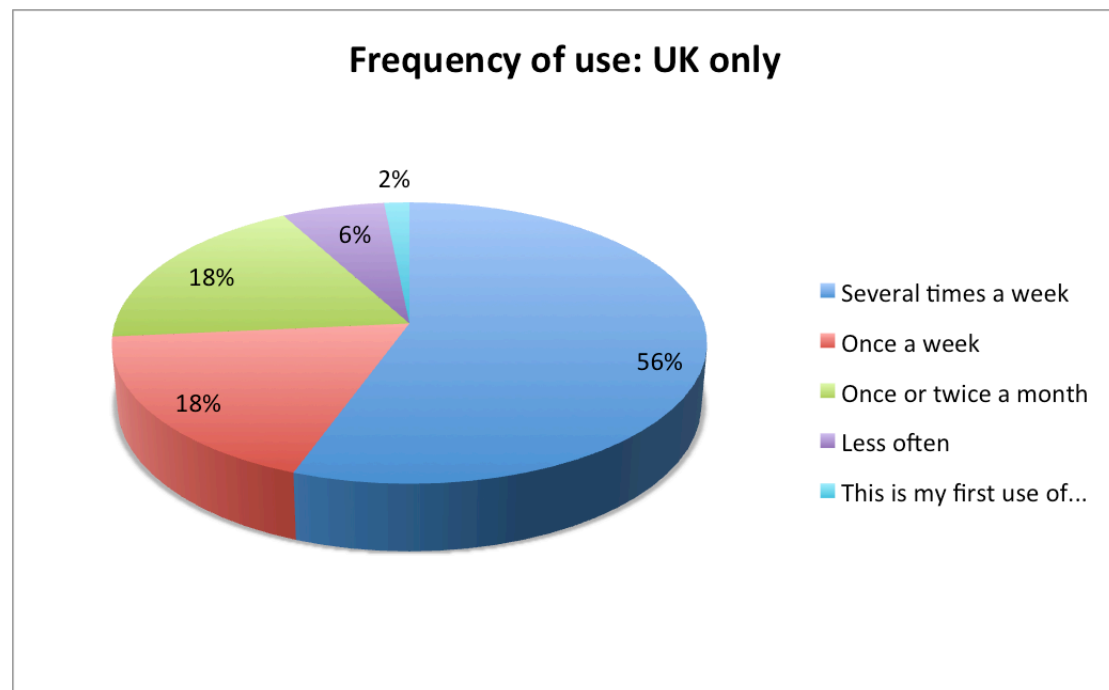
## Subject summary

Subject	UK only: No.	UK only: %	All users: No.	All users: %
Biological sciences; Medicine including dentistry; Nursing, midwifery and allied health; Veterinary medicine	201	8%	241	7%
Physical sciences; Mathematics and computer science; Engineering	174	7%	223	7%
Law; Business and management studies; Communication and media studies; Political studies	280	11%	393	11%
Social sciences; Psychology; Education and research methods; Library & Archive studies; Architecture and planning	491	19%	675	20%
Humanities: Modern languages and area studies; English literature; Philosophy and Theology; History; Archaeology	874	34%	1190	35%
Creative and performing arts;	116	5%	153	4%
Geography and environment; Agriculture, food, and forestry	114	4%	161	5%
Predominantly interdisciplinary	157	6%	207	6%
Other	136	5%	183	5%
Total	2543	99%	3426	100%

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

*"I use Copac day in and day out as a research tool in the sociology of social science. It is of enormous value to me in establishing biographical as well as bibliographical information. I also use it as an indicator of when terms came into use. [UK HE Academic]"*

Many Copac respondents use Copac regularly with 56% of UK respondents reporting that they use the service several times a week and a further 18% of UK respondents using Copac once a week. Of UK users 2% indicated that they were first time users. However the first time user option on the questionnaire pop-up suggested that the number of first time users on the web site during November might be as high as 28%.

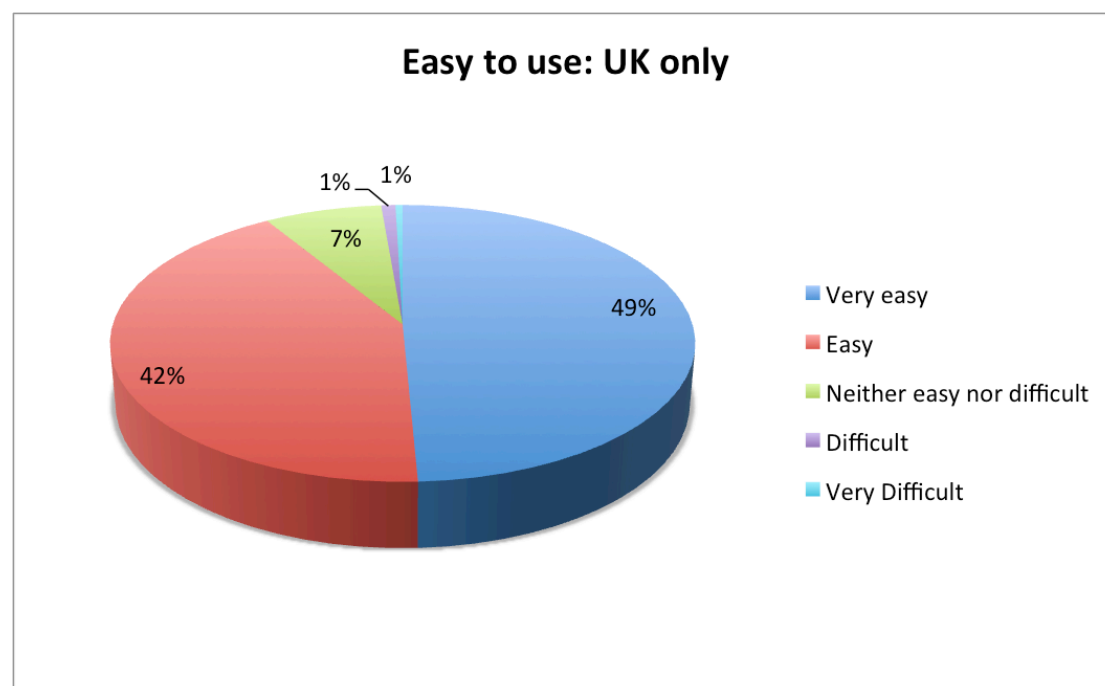


Frequency of use	UK only: No.	UK only: %	All results: No.	All results: %
Several times a week	495	56%	648	55%
Once a week	160	18%	202	17%
Once or twice a month	165	19%	216	18%
Less often	57	6%	77	7%
This is my first use of Copac	14	2%	27	2%
Total	891	101%	1170	99%

## 6. How do you find using Copac?

*"Ease of use, availability, the condensed information, its minimalism without excessive bits, etc. A really, really excellent website. :) Thank you."* [UK HE Researcher]

Of UK respondents 91% find Copac easy to use, with a further 7% being neutral. 'Ease of use' was also frequently mentioned in response to Q9 regarding what people most value about the service.

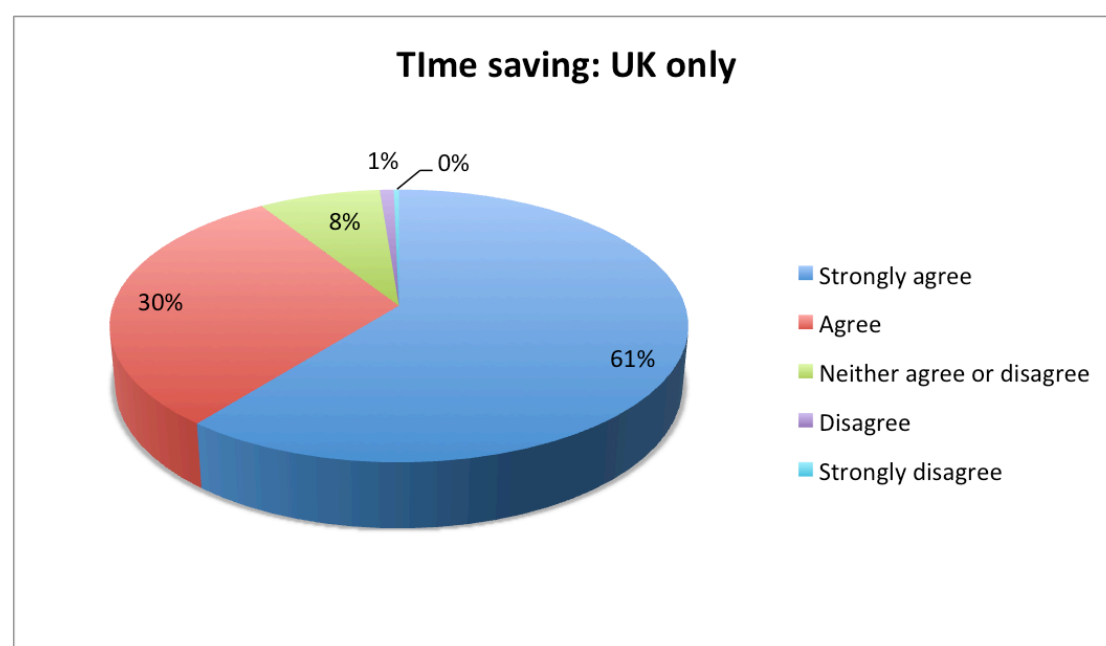


Easy to use	UK only: No.	UK only: %	All results: No.	All results: %
Strongly agree	439	49%	576	49%
Agree	374	42%	485	41%
Neither agree or disagree	66	7%	93	8%
Disagree	8	1%	12	1%
Strongly disagree	4	0%	4	0%
Total	891	99%	1170	99%

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

*"This resource is invaluable and essential for guiding book purchases in my department [...] (thus saving public money), and essential for conducting research activities which keep the museum, and the UK, on the cutting edge."*  
[UK Museum staff]

In terms of time saving, 91% of UK users agreed that Copac saves them time, with a further 8% being neutral. Speed was also mentioned by responses to Q9 in relation to what people most value about the service.

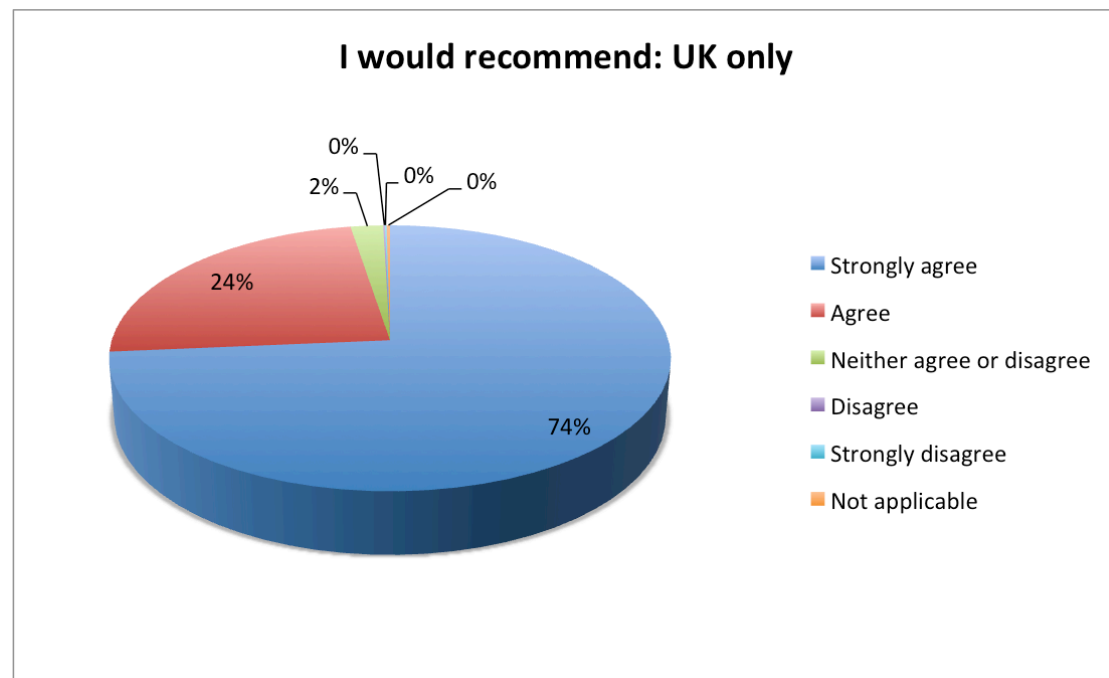


Time saving	UK only: No.	UK only: %	All results: No.	All results: %
Strongly agree	541	61%	665	57%
Agree	269	30%	376	32%
Neither agree or disagree	70	8%	107	9%
Disagree	8	1%	18	2%
Strongly disagree	3	0%	4	0%
Total	891	100%	1170	100%

#### Q8. I would recommend Copac to others.

*"The ease of use - I use it as part of my job but also feel confident in recommending that students make use of it as a valuable resource that is easily accessible and user-friendly." [UK HE Library staff]*

In terms of sharing Copac with friends and colleagues, some 97% of UK respondents said they would recommend Copac, with a further 2% being neutral.



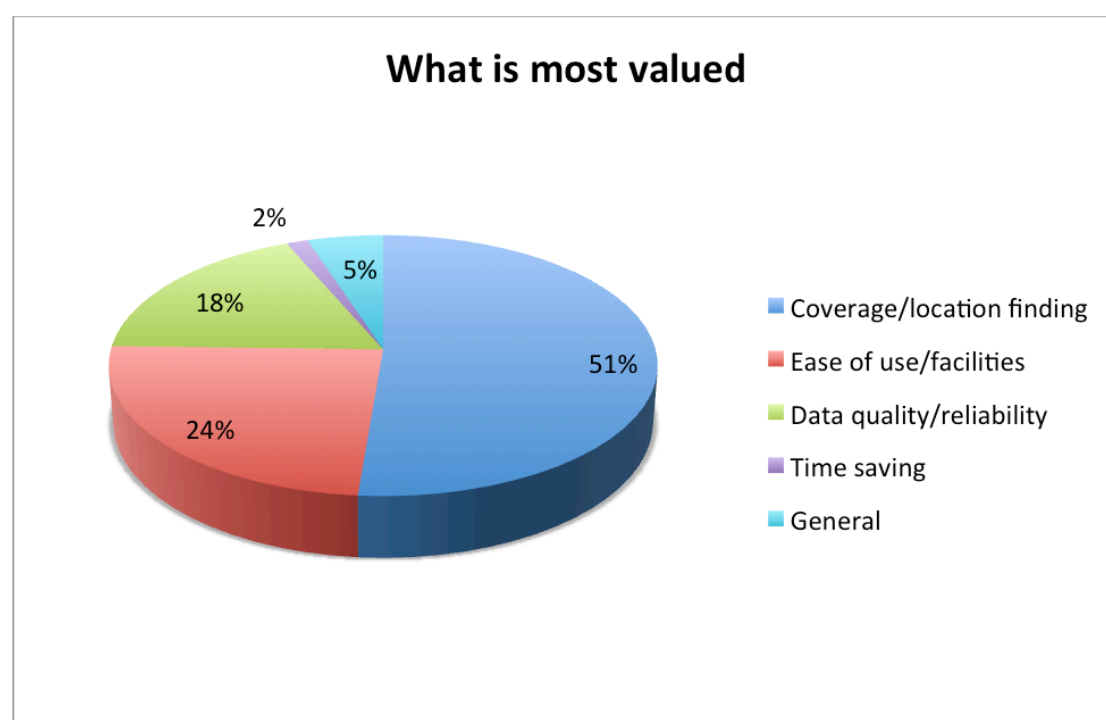
I would recommend	UK only: No.	UK only: %	All results: No.	All results: %
Strongly agree	656	74%	822	70%
Agree	212	24%	316	27%
Neither agree or disagree	19	2%	24	2%
Disagree	1	0%	4	0%
Strongly disagree	1	0%	1	0%
Not applicable	2	0%	3	0%
Total	891	100%	1170	99%

## Q9. What do you most value about Copac?

*"Access to wide variety of more difficult to access library collections, eg National Trust. Very detailed and high quality catalogue entries. Good range of search tools to narrow searches." [UK HE Researcher]*

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.

The coverage and location finding aspects of the Copac service are clearly important with some 51% of comments mentioning this. After this, some 24% of comments related to the ease-of-use and range of facilities provided, whilst 18% of comments related to the data quality and reliability.



Most valued	No.	%
Coverage/location finding	611	51%
Ease of use/facilities	287	24%
Data quality/reliability	216	18%
Time saving	17	1%
General	60	5%
Total	1191	99%

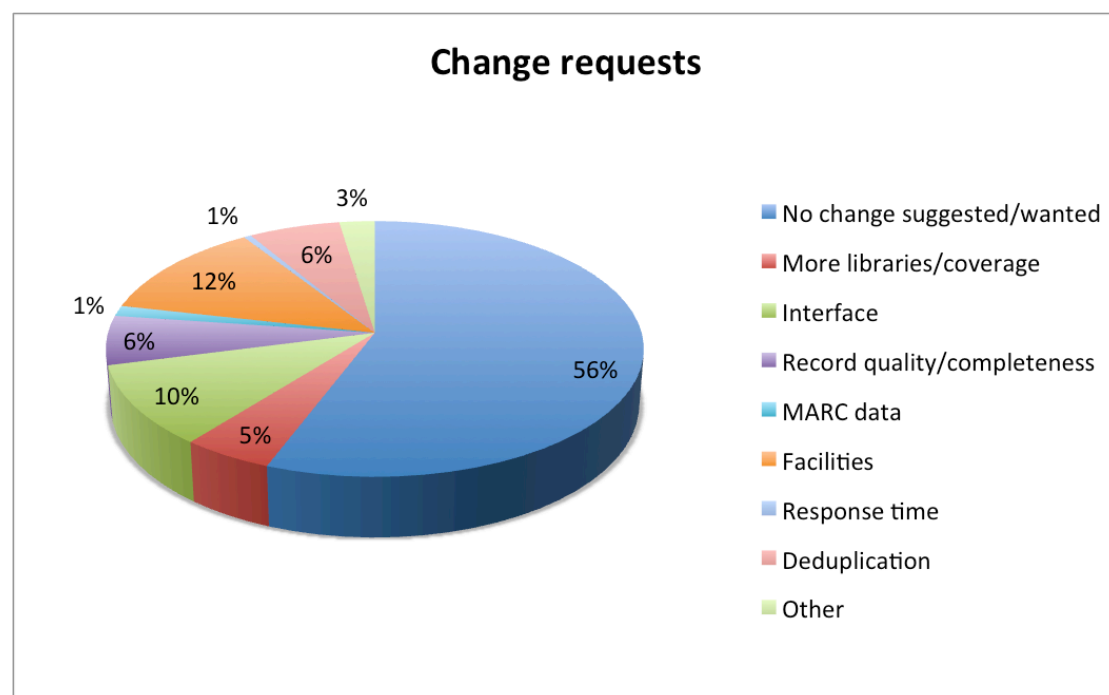
## Q10. What changes could we make that would most improve Copac?

*"Easy to use, comprehensive in its (UK) coverage, and far better designed than most of the other library databases that I use [...]" [UK 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.

The largest single group of respondents (56%) either provided no suggestions or explicitly stated they were happy with the service as it is. The main group of change requests related to the interface with 22% of comments reflecting a desire for changes/additions to the interface or to the facilities provided.

Some 6% of comments related to a desire for improved deduplication, an improvement on previous survey results. With a further 6% of comments related to record quality. For example, requests for more content such as: table-of-contents and reviews, subject information, class numbers. As well as more detail in the records such as full author names and dates, or more detailed physical description.



<b>Change requests</b>	<b>no.</b>	<b>%</b>
No change suggested/wanted	673	56%
More libraries/coverage	59	5%
Interface	124	10%
Record quality/completeness	75	6%
MARC data	16	1%
Facilities	149	12%
Response time	6	0%
Deduplication	75	6%
Other	29	2%
Total	1206	98%