

Survey of the UMass Amherst Learning Commons and the W.E.B. Du Bois Library

Item by Item Results and Supplemental Analyses

(n = 717)

The following results should be interpreted with caution. Because this was not a scientifically conducted survey it is likely that these results do not reflect either the experiences of UMass undergraduates, graduate students, or faculty as a whole or the population of library users. For example, bias may exist with regard to which library patrons were selected to complete and which patrons did complete a survey. In contrast, a random sample survey of undergraduates at UMass would provide a basis for making generalizations from the survey results to the population of UMass undergraduates.

Throughout this report all statistically significant differences in responses between male and female UMass undergraduates are reported.

What is your academic status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 UMass Undergraduate	607	84.7	85.5	85.5
	2 Five College Undergraduate	4	.6	.6	86.1
	3 Other MA Colleges Undergraduate	3	.4	.4	86.5
	4 Graduate Student	61	8.5	8.6	95.1
	5 Faculty	7	1.0	1.0	96.1
	6 Visiting Scholar	3	.4	.4	96.5
	7 Continuing Ed.	4	.6	.6	97.0
	8 Alumnus/ae	1	.1	.1	97.2
	9 Community User	3	.4	.4	97.6
	10 Library Staff	11	1.5	1.5	99.2
	11 Other Campus Staff	5	.7	.7	99.9
	12 Other	1	.1	.1	100.0
	Total	710	99.0	100.0	
Missing	0 Missing	7	1.0		
	Total	717	100.0		

What is your academic status? (Undergraduate)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 Other MA Colleges	3	.4	.5	.5
	1 Five College	4	.6	.7	1.1
	2 UMass	607	84.7	98.9	100.0
	Total	614	85.6	100.0	
Missing	99	4	.6		
	System	99	13.8		
	Total	103	14.4		
	Total	717	100.0		

What is your academic status? (Graduate)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 UMass	42	5.9	100.0	100.0
Missing	System	675	94.1		
Total		717	100.0		

What is your academic status? (Doctoral Student)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 UMass	24	3.3	100.0	100.0
Missing	System	693	96.7		
Total		717	100.0		

What is your academic status? (Faculty)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Five College	1	.1	12.5	12.5
	2 UMass	7	1.0	87.5	100.0
	Total	8	1.1	100.0	
Missing	System	709	98.9		
Total		717	100.0		

What is your academic status? (Visiting Scholar)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 UMass	3	.4	100.0	100.0
Missing	System	714	99.6		
Total		717	100.0		

What is your academic status? (Continuing Education)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Five College	1	.1	16.7	16.7
	2 UMass	5	.7	83.3	100.0
	Total	6	.8	100.0	
Missing	System	711	99.2		
Total		717	100.0		

What is your academic status? (Alumnus/ae)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Five College	2	.3	33.3	33.3
	2 UMass	4	.6	66.7	100.0
	Total	6	.8	100.0	
Missing	System	711	99.2		
Total		717	100.0		

What is your academic status? (Community User)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 UMass	5	.7	100.0	100.0
Missing	System	712	99.3		
Total		717	100.0		

What is your academic status? (Library Staff)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 UMass	23	3.2	100.0	100.0
Missing	System	694	96.8		
Total		717	100.0		

What is your academic status? (Other Campus Staff)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 UMass	20	2.8	100.0	100.0
Missing	System	697	97.2		
Total		717	100.0		

How frequently do you visit the Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Once a year	1	.1	.1	.1
	2 Once a semester	7	1.0	1.0	1.1
	3 Once a month	35	4.9	4.9	6.0
	4 Once a week	107	14.9	15.0	21.1
	5 More than once a week	314	43.8	44.1	65.2
	6 Daily	248	34.6	34.8	100.0
	Total	712	99.3	100.0	
Missing	99	5	.7		
Total		717	100.0		

What time of day do you typically visit the library? (Circle all that apply)

Do you typically visit the library in the Morning?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	561	78.2	78.5	78.5
	1 Yes	154	21.5	21.5	100.0
	Total	715	99.7	100.0	
Missing	99	2	.3		
Total		717	100.0		

Do you typically visit the library in the Mid-morning?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	494	68.9	69.1	69.1
	1 Yes	221	30.8	30.9	100.0
	Total	715	99.7	100.0	
Missing	99	2	.3		
Total		717	100.0		

Do you typically visit the library at Noon?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	515	71.8	72.0	72.0
	1 Yes	200	27.9	28.0	100.0
	Total	715	99.7	100.0	
Missing	99	2	.3		
Total		717	100.0		

- Among UMass undergraduates, women were more likely than men to report visiting the library at noon (33% vs. 25%, $p = .037$).

Do you typically visit the library in the Afternoon?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	279	38.9	39.0	39.0
	1 Yes	436	60.8	61.0	100.0
	Total	715	99.7	100.0	
Missing	99	2	.3		
Total		717	100.0		

- Among UMass undergraduates, women were more likely than men to report visiting the library in the afternoon (68% vs. 56%, $p = .003$).

Do you typically visit the library in the Early evening?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	421	58.7	58.9	58.9
	1 Yes	294	41.0	41.1	100.0
	Total	715	99.7	100.0	
Missing	99	2	.3		
Total		717	100.0		

Do you typically visit the library in the Evening?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	284	39.6	39.7	39.7
	1 Yes	431	60.1	60.3	100.0
	Total	715	99.7	100.0	
Missing	99	2	.3		
Total		717	100.0		

Do you typically visit the library Overnight?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	552	77.0	77.2	77.2
	1 Yes	163	22.7	22.8	100.0
	Total	715	99.7	100.0	
Missing	99	2	.3		
Total		717	100.0		

- Among UMass undergraduates, men were more likely than women to report visiting the library overnight (29% vs. 20%, $p = .019$).
- Number of different times during the day respondents reported typically visiting the library: Mean = 2.66, Median = 2.00 (No difference between male and female UMass undergraduates).

Do you typically visit the library on Sunday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	383	53.4	54.6	54.6
	1 Yes	319	44.5	45.4	100.0
	Total	702	97.9	100.0	
Missing	99	15	2.1		
Total		717	100.0		

Do you typically visit the library on Monday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	194	27.1	27.6	27.6
	1 Yes	508	70.9	72.4	100.0
	Total	702	97.9	100.0	
Missing	99	15	2.1		
Total		717	100.0		

Do you typically visit the library on Tuesday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	75	10.5	10.7	10.7
	1 Yes	626	87.3	89.3	100.0
	Total	701	97.8	100.0	
Missing	99	15	2.1		
	System	1	.1		
	Total	16	2.2		
Total		717	100.0		

Do you typically visit the library on Wednesday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	164	22.9	23.4	23.4
	1 Yes	538	75.0	76.6	100.0
	Total	702	97.9	100.0	
Missing	99	15	2.1		
Total		717	100.0		

Do you typically visit the library on Thursday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	206	28.7	29.3	29.3
	1 Yes	496	69.2	70.7	100.0
	Total	702	97.9	100.0	
Missing	99	15	2.1		
Total		717	100.0		

Do you typically visit the library on Friday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	421	58.7	60.0	60.0
	1 Yes	281	39.2	40.0	100.0
	Total	702	97.9	100.0	
Missing	99	15	2.1		
Total		717	100.0		

Do you typically visit the library on Saturday?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	534	74.5	76.1	76.1
	1 Yes	168	23.4	23.9	100.0
	Total	702	97.9	100.0	
Missing	99	15	2.1		
Total		717	100.0		

- Number of days typically visited the library: Mean = 4.09, Median = 4.00

When you visit the Library, are you usually:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 On the Lower Level? (which includes the Learning Commons)	512	71.4	74.7	74.7
	2 ON a higher floor in the "Tower"?	173	24.1	25.3	100.0
	Total	685	95.5	100.0	
Missing	99	30	4.2		
	System	2	.3		
	Total	32	4.5		
Total		717	100.0		

When you visit the Library, are you usually: (Variable 1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 On the Lower Level? (which includes the Learning Commons)	512	71.4	74.7	74.7
	1	4	.6	.6	75.3
	2	19	2.6	2.8	78.1
	3	22	3.1	3.2	81.3
	4	1	.1	.1	81.5
	5	5	.7	.7	82.2
	6	1	.1	.1	82.3
	7	16	2.2	2.3	84.7
	8	2	.3	.3	85.0
	9	8	1.1	1.2	86.1
	10	13	1.8	1.9	88.0
	11	11	1.5	1.6	89.6
	12	2	.3	.3	89.9
	13	5	.7	.7	90.7
	14	18	2.5	2.6	93.3
	15	1	.1	.1	93.4
	16	7	1.0	1.0	94.5
	17	6	.8	.9	95.3
	18	2	.3	.3	95.6
	19	2	.3	.3	95.9
	20	3	.4	.4	96.4
	21	3	.4	.4	96.8
	22	5	.7	.7	97.5
	23	11	1.5	1.6	99.1
	24	4	.6	.6	99.7
	25	2	.3	.3	100.0
Total		685	95.5	100.0	
Missing	99	30	4.2		
	System	2	.3		
	Total	32	4.5		
Total		717	100.0		

When you visit the Library, are you usually: (Variable 2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 On the Lower Level? (which includes the Learning Commons)	9	1.3	3.3	3.3
	1	2	.3	.7	4.0
	2	21	2.9	7.7	11.7
	3	38	5.3	13.9	25.5
	4	2	.3	.7	26.3
	5	13	1.8	4.7	31.0
	6	3	.4	1.1	32.1
	7	37	5.2	13.5	45.6
	9	14	2.0	5.1	50.7
	10	13	1.8	4.7	55.5
	11	6	.8	2.2	57.7
	12	2	.3	.7	58.4
	13	7	1.0	2.6	60.9
	14	25	3.5	9.1	70.1
	15	2	.3	.7	70.8
	16	24	3.3	8.8	79.6
	17	6	.8	2.2	81.8
	18	5	.7	1.8	83.6
	19	2	.3	.7	84.3
	20	10	1.4	3.6	88.0
	21	2	.3	.7	88.7
	22	11	1.5	4.0	92.7
	23	12	1.7	4.4	97.1
	24	4	.6	1.5	98.5
	25	4	.6	1.5	100.0
	Total	274	38.2	100.0	
Missing	System	443	61.8		
Total		717	100.0		

Where do you usually study?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 Other	27	3.8	3.8	3.8
	1 In the Library	337	47.0	47.9	51.7
	2 In the Student Union and/or Campus Center	6	.8	.9	52.6
	3 In your dorm room	174	24.3	24.7	77.3
	4 In your home	160	22.3	22.7	100.0
	Total	704	98.2	100.0	
Missing	99	13	1.8		
Total		717	100.0		

Have you asked a general information question while inside the library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	140	19.5	20.8	20.8
	2 Yes	532	74.2	79.2	100.0
	Total	672	93.7	100.0	
Missing	0 Don't Know	9	1.3		
	99	35	4.9		
	System	1	.1		
	Total	45	6.3		
Total		717	100.0		

Have you asked a technology question while inside the library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	301	42.0	48.7	48.7
	2 Yes	317	44.2	51.3	100.0
	Total	618	86.2	100.0	
Missing	0 Don't Know	17	2.4		
	99	82	11.4		
	Total	99	13.8		
Total		717	100.0		

- Among UMass undergraduates, women were more likely than men to report having asked a technology question while in the library (55% vs. 45%, $p = .033$).

Have you asked a reference question while inside the library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	217	30.3	34.0	34.0
	2 Yes	421	58.7	66.0	100.0
	Total	638	89.0	100.0	
Missing	0 Don't Know	17	2.4		
	99	62	8.6		
	Total	79	11.0		
Total		717	100.0		

- Among UMass undergraduates, women were more likely than men to report having asked a reference question while in the library (68% vs. 57%, $p = .011$).

Have you used the library's online catalog while inside the library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	88	12.3	12.9	12.9
	2 Yes	595	83.0	87.1	100.0
	Total	683	95.3	100.0	
Missing	0 Don't Know	5	.7		
	99	29	4.0		
	Total	34	4.7		
Total		717	100.0		

- Among UMass undergraduates, women were more likely than men to report having used the library's online catalog while inside the library (90% vs. 83%, $p = .033$).

Have you searched online databases while inside the library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	77	10.7	11.6	11.6
	2 Yes	589	82.1	88.4	100.0
	Total	666	92.9	100.0	
Missing	0 Don't Know	6	.8		
	99	45	6.3		
	Total	51	7.1		
Total		717	100.0		

Have you used chat reference while inside the library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	501	69.9	90.9	90.9
	2 Yes	50	7.0	9.1	100.0
	Total	551	76.8	100.0	
Missing	0 Don't Know	36	5.0		
	99	130	18.1		
	Total	166	23.2		
Total		717	100.0		

Have you struggled while searching online while inside the library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	326	45.5	55.9	55.9
	2 Yes	257	35.8	44.1	100.0
	Total	583	81.3	100.0	
Missing	0 Don't Know	39	5.4		
	99	95	13.2		
	Total	134	18.7		
Total		717	100.0		

- Among UMass undergraduates, women were more likely than men to report having struggled while searching online while inside the library (51% vs. 38%, $p = .008$).

Have you been afraid to lose your seat at a workstation while inside the library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	289	40.3	47.5	47.5
	2 Yes	319	44.5	52.5	100.0
	Total	608	84.8	100.0	
Missing	0 Don't Know	33	4.6		
	99	76	10.6		
	Total	109	15.2		
Total		717	100.0		

Which of these services have you used while inside the library building? Academic Advising Link

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	518	72.2	93.2	93.2
	2 Yes	38	5.3	6.8	100.0
	Total	556	77.5	100.0	
Missing	0 Don't Know	38	5.3		
	99	123	17.2		
	Total	161	22.5		
Total		717	100.0		

Which of these services have you used while inside the library building? Career Services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	493	68.8	84.6	84.6
	2 Yes	90	12.6	15.4	100.0
	Total	583	81.3	100.0	
Missing	0 Don't Know	11	1.5		
	99	123	17.2		
	Total	134	18.7		
Total		717	100.0		

Which of these services have you used while inside the library building? Circulation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	234	32.6	37.9	37.9
	2 Yes	384	53.6	62.1	100.0
	Total	618	86.2	100.0	
Missing	0 Don't Know	18	2.5		
	99	81	11.3		
	Total	99	13.8		
Total		717	100.0		

Which of these services have you used while inside the library building? General Information Desk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	157	21.9	24.1	24.1
	2 Yes	495	69.0	75.9	100.0
	Total	652	90.9	100.0	
Missing	0 Don't Know	8	1.1		
	99	57	7.9		
	Total	65	9.1		
Total		717	100.0		

Which of these services have you used while inside the library building? Interlibrary Loan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	389	54.3	65.3	65.3
	2 Yes	207	28.9	34.7	100.0
	Total	596	83.1	100.0	
Missing	0 Don't Know	19	2.6		
	99	102	14.2		
	Total	121	16.9		
Total		717	100.0		

Which of these services have you used while inside the library building? Learning Resource Center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	347	48.4	59.4	59.4
	2 Yes	237	33.1	40.6	100.0
	Total	584	81.5	100.0	
Missing	0 Don't Know	27	3.8		
	99	105	14.6		
	System	1	.1		
	Total	133	18.5		
Total		717	100.0		

Which of these services have you used while inside the library building? OIT Computer Classrooms

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	218	30.4	34.2	34.2
	2 Yes	419	58.4	65.8	100.0
	Total	637	88.8	100.0	
Missing	0 Don't Know	9	1.3		
	99	71	9.9		
	Total	80	11.2		
Total		717	100.0		

Which of these services have you used while inside the library building? OIT Help Desk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	372	51.9	61.1	61.1
	2 Yes	237	33.1	38.9	100.0
	Total	609	84.9	100.0	
Missing	0 Don't Know	9	1.3		
	99	98	13.7		
	System	1	.1		
	Total	108	15.1		
Total		717	100.0		

Which of these services have you used while inside the library building? Reference and Research Assistance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	350	48.8	57.6	57.6
	2 Yes	258	36.0	42.4	100.0
	Total	608	84.8	100.0	
Missing	0 Don't Know	14	2.0		
	99	95	13.2		
	Total	109	15.2		
Total		717	100.0		

Which of these services have you used while inside the library building? Reserves

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	174	24.3	27.2	27.2
	2 Yes	466	65.0	72.8	100.0
	Total	640	89.3	100.0	
Missing	0 Don't Know	10	1.4		
	99	67	9.3		
	Total	77	10.7		
Total		717	100.0		

- Among UMass undergraduates, women were more likely than men to report having used the reserves while inside the library (78% vs. 69%, $p = .024$).

Which of these services have you used while inside the library building? Special Collections & University Archives or Maps

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	475	66.2	80.8	80.8
	2 Yes	113	15.8	19.2	100.0
	Total	588	82.0	100.0	
Missing	0 Don't Know	11	1.5		
	99	118	16.5		
	Total	129	18.0		
Total		717	100.0		

Which of these services have you used while inside the library building? Writing Center

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	489	68.2	81.6	81.6
	2 Yes	110	15.3	18.4	100.0
	Total	599	83.5	100.0	
Missing	0 Don't Know	7	1.0		
	99	111	15.5		
	Total	118	16.5		
Total		717	100.0		

Which type of technology support interaction do you prefer? Rank 1-5, with 1 as your first choice.

Rank	Choice	Mean	Median
1	Face to Face	1.33	1.00
2	Phone	2.54	2.00
3	Email/Web-based	2.97	3.00
3	Chat/Instant Messaging	3.09	3.00
5	Other	4.71	5.00

Which type of technology support interaction do you prefer? Rank 1-5, with 1 as your first choice: Face to Face

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	545	76.0	81.6	81.6
	2	59	8.2	8.8	90.4
	3	36	5.0	5.4	95.8
	4	17	2.4	2.5	98.4
	5	11	1.5	1.6	100.0
	Total	668	93.2	100.0	
Missing	99	49	6.8		
Total		717	100.0		

Which type of technology support interaction do you prefer? Rank 1-5, with 1 as your first choice: Phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	59	8.2	10.0	10.0
	2	266	37.1	45.2	55.3
	3	147	20.5	25.0	80.3
	4	104	14.5	17.7	98.0
	5	12	1.7	2.0	100.0
	Total	588	82.0	100.0	
Missing	99	129	18.0		
Total		717	100.0		

**Which type of technology support interaction do you prefer? Rank
 1-5, with 1 as your first choice: Email/Web-based**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	62	8.6	10.7	10.7
	2	136	19.0	23.5	34.2
	3	186	25.9	32.1	66.3
	4	186	25.9	32.1	98.4
	5	9	1.3	1.6	100.0
	Total	579	80.8	100.0	
Missing	99	138	19.2		
Total		717	100.0		

**Which type of technology support interaction do you prefer? Rank
 1-5, with 1 as your first choice: Chat/Instant Messaging**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	41	5.7	7.5	7.5
	2	99	13.8	18.0	25.5
	3	181	25.2	32.9	58.4
	4	215	30.0	39.1	97.5
	5	14	2.0	2.5	100.0
	Total	550	76.7	100.0	
Missing	99	167	23.3		
Total		717	100.0		

**Which type of technology support interaction do you prefer? Rank
 1-5, with 1 as your first choice: Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	1.5	4.5	4.5
	2	4	.6	1.6	6.1
	3	6	.8	2.4	8.5
	4	8	1.1	3.2	11.7
	5	218	30.4	88.3	100.0
	Total	247	34.4	100.0	
Missing	99	469	65.4		
	System	1	.1		
	Total	470	65.6		
Total		717	100.0		

Which type of reference and research interaction do you prefer? Rank 1-5, with 1 as your first choice.

Rank	Choice	Mean	Median
1	Face to Face	1.42	1.00
2	Email/Web-based	2.81	3.00
2	Phone	3.00	3.00
4	Chat Service (BLC Ask 24/7 Service)	3.67	4.00
4	Instant Messaging	3.71	4.00
6	Other	5.55	6.00

**Which type of reference and research interaction do you prefer?
 Rank 1-5, with 1 as your first choice: Face to Face**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	523	72.9	81.6	81.6
	2	55	7.7	8.6	90.2
	3	18	2.5	2.8	93.0
	4	17	2.4	2.7	95.6
	5	27	3.8	4.2	99.8
	6	1	.1	.2	100.0
	Total	641	89.4	100.0	
Missing	99	76	10.6		
Total		717	100.0		

**Which type of reference and research interaction do you prefer?
 Rank 1-5, with 1 as your first choice: Phone**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	2.8	3.7	3.7
	2	218	30.4	40.5	44.2
	3	132	18.4	24.5	68.8
	4	85	11.9	15.8	84.6
	5	82	11.4	15.2	99.8
	6	1	.1	.2	100.0
	Total	538	75.0	100.0	
Missing	99	179	25.0		
Total		717	100.0		

**Which type of reference and research interaction do you prefer?
 Rank 1-5, with 1 as your first choice: Email/Web-based**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	106	14.8	18.6	18.6
	2	160	22.3	28.0	46.6
	3	151	21.1	26.4	73.0
	4	70	9.8	12.3	85.3
	5	84	11.7	14.7	100.0
	Total	571	79.6	100.0	
Missing	99	146	20.4		
Total		717	100.0		

**Which type of reference and research interaction do you prefer?
 Rank 1-5, with 1 as your first choice: Chat Service (BLC Ask 24/7 Service)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	2.6	3.8	3.8
	2	54	7.5	10.8	14.6
	3	122	17.0	24.4	38.9
	4	193	26.9	38.5	77.4
	5	112	15.6	22.4	99.8
	6	1	.1	.2	100.0
	Total	501	69.9	100.0	
Missing	99	215	30.0		
	System	1	.1		
	Total	216	30.1		
Total		717	100.0		

**Which type of reference and research interaction do you prefer?
 Rank 1-5, with 1 as your first choice: Instant Messaging**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	3.6	5.2	5.2
	2	58	8.1	11.7	16.9
	3	106	14.8	21.3	38.2
	4	129	18.0	26.0	64.2
	5	178	24.8	35.8	100.0
	Total	497	69.3	100.0	
Missing	99	220	30.7		
Total		717	100.0		

**Which type of reference and research interaction do you prefer?
 Rank 1-5, with 1 as your first choice: Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.1	4.0	4.0
	2	1	.1	4.0	8.0
	5	1	.1	4.0	12.0
	6	22	3.1	88.0	100.0
	Total	25	3.5	100.0	
Missing	99	692	96.5		
Total		717	100.0		

**When you perform Library research, would a one-on-one consultation
 with a reference librarian be helpful to you?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	58	8.1	10.8	10.8
	2 Yes	480	66.9	89.2	100.0
	Total	538	75.0	100.0	
Missing	0 No opinion	149	20.8		
	99	30	4.2		
	Total	179	25.0		
Total		717	100.0		

**If you do not use the Reference and Research Assistance Desk,
 select the reasons: Assistance is unnecessary**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	287	40.0	51.1	51.1
	1 Yes	275	38.4	48.9	100.0
	Total	562	78.4	100.0	
Missing	99	155	21.6		
Total		717	100.0		

**If you do not use the Reference and Research Assistance Desk,
 select the reasons: Embarrassed to ask for help**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	504	70.3	89.7	89.7
	1 Yes	58	8.1	10.3	100.0
	Total	562	78.4	100.0	
Missing	99	155	21.6		
Total		717	100.0		

**If you do not use the Reference and Research Assistance Desk,
 select the reasons: Will appear ignorant**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	517	72.1	92.0	92.0
	1 Yes	45	6.3	8.0	100.0
	Total	562	78.4	100.0	
Missing	99	155	21.6		
Total		717	100.0		

**If you do not use the Reference and Research Assistance Desk,
 select the reasons: Librarians are scary**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	532	74.2	94.8	94.8
	1 Yes	29	4.0	5.2	100.0
	Total	561	78.2	100.0	
Missing	99	155	21.6		
	System	1	.1		
	Total	156	21.8		
Total		717	100.0		

**If you do not use the Reference and Research Assistance Desk,
 select the reasons: Afraid to lose seat at a workstation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	474	66.1	84.3	84.3
	1 Yes	88	12.3	15.7	100.0
	Total	562	78.4	100.0	
Missing	99	155	21.6		
Total		717	100.0		

**If you do not use the Reference and Research Assistance Desk,
 select the reasons: Would be too time consuming**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	460	64.2	81.9	81.9
	1 Yes	102	14.2	18.1	100.0
	Total	562	78.4	100.0	
Missing	99	155	21.6		
Total		717	100.0		

- Among UMass undergraduates, women were more likely than men to report having not used the reference and research assistance desk, because it would be too time consuming (25% vs. 16%, $p = .019$).

**If you do not use the Reference and Research Assistance Desk,
 select the reasons: Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	492	68.6	87.5	87.5
	1 Yes	70	9.8	12.5	100.0
	Total	562	78.4	100.0	
Missing	99	155	21.6		
Total		717	100.0		

**Would you go to the desk to get the attention of staff when you
 need assistance at a computer workstation?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	33	4.6	4.9	4.9
	1 Yes	644	89.8	95.1	100.0
	Total	677	94.4	100.0	
Missing	99	39	5.4		
	System	1	.1		
	Total	40	5.6		
Total		717	100.0		

**Would you call the desk on your cell phone to get the attention of
 staff when you need assistance at a computer workstation?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	652	90.9	96.4	96.4
	1 Yes	24	3.3	3.6	100.0
	Total	676	94.3	100.0	
Missing	99	40	5.6		
	System	1	.1		
	Total	41	5.7		
Total		717	100.0		

**Would you instant message the desk to get the attention of staff
 when you need assistance at a computer workstation?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	600	83.7	88.8	88.8
	1 Yes	76	10.6	11.2	100.0
	Total	676	94.3	100.0	
Missing	99	40	5.6		
	System	1	.1		
	Total	41	5.7		
Total		717	100.0		

Would you display a signal to get the attention of staff when you need assistance at a computer workstation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	615	85.8	90.8	90.8
	1 Yes	62	8.6	9.2	100.0
	Total	677	94.4	100.0	
Missing	99	40	5.6		
Total		717	100.0		

What would you do to get the attention of staff when you need assistance at a computer workstation? (Other)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 No	662	92.3	97.9	97.9
	1 Yes	14	2.0	2.1	100.0
	Total	676	94.3	100.0	
Missing	99	40	5.6		
	System	1	.1		
	Total	41	5.7		
Total		717	100.0		

Do you wish that a Student Assistant would circulate periodically through the Learning Commons to see if you need assistance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	240	33.5	48.4	48.4
	2 Yes	256	35.7	51.6	100.0
	Total	496	69.2	100.0	
Missing	0 No Opinion	160	22.3		
	99	61	8.5		
	Total	221	30.8		
Total		717	100.0		

Do you wish that OIT staff would circulate periodically through the Learning Commons to see if you need assistance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	252	35.1	52.1	52.1
	2 Yes	232	32.4	47.9	100.0
	Total	484	67.5	100.0	
Missing	0 No Opinion	168	23.4		
	99	65	9.1		
	Total	233	32.5		
Total		717	100.0		

Do you wish that Library staff would circulate periodically through the Learning Commons to see if you need assistance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	233	32.5	46.7	46.7
	2 Yes	266	37.1	53.3	100.0
	Total	499	69.6	100.0	
Missing	0 No Opinion	162	22.6		
	99	56	7.8		
	Total	218	30.4		
Total		717	100.0		

Do you wish that Reference Librarians would circulate periodically through the Learning Commons to see if you need assistance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	253	35.3	55.5	55.5
	2 Yes	203	28.3	44.5	100.0
	Total	456	63.6	100.0	
Missing	0 No Opinion	194	27.1		
	99	67	9.3		
	Total	261	36.4		
Total		717	100.0		

Do you wish that a Student Assistant would circulate periodically elsewhere in the Library to see if you need assistance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	254	35.4	63.3	63.3
	2 Yes	147	20.5	36.7	100.0
	Total	401	55.9	100.0	
Missing	0 No Opinion	241	33.6		
	99	75	10.5		
	Total	316	44.1		
Total		717	100.0		

Do you wish that OIT staff would circulate periodically elsewhere in the Library to see if you need assistance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	276	38.5	72.3	72.3
	2 Yes	106	14.8	27.7	100.0
	Total	382	53.3	100.0	
Missing	0 No Opinion	248	34.6		
	99	87	12.1		
	Total	335	46.7		
Total		717	100.0		

Do you wish that Library staff would circulate periodically elsewhere in the Library to see if you need assistance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	233	32.5	57.8	57.8
	2 Yes	170	23.7	42.2	100.0
	Total	403	56.2	100.0	
Missing	0 No Opinion	241	33.6		
	99	73	10.2		
	Total	314	43.8		
Total		717	100.0		

Do you wish that Reference Librarians would circulate periodically elsewhere in the Library to see if you need assistance?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	258	36.0	65.8	65.8
	2 Yes	134	18.7	34.2	100.0
	Total	392	54.7	100.0	
Missing	0 No Opinion	246	34.3		
	99	78	10.9		
	System	1	.1		
	Total	325	45.3		
Total		717	100.0		

When you need help with research, would a reference librarian holding office hours in your academic department be helpful to you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 No	113	15.8	21.8	21.8
	2 Yes	406	56.6	78.2	100.0
	Total	519	72.4	100.0	
Missing	0 No opinion	141	19.7		
	99	57	7.9		
	Total	198	27.6		
Total		717	100.0		

Would you attend brief topical workshops in the Learning Commons?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	405	56.5	67.2	67.2
	2 No	198	27.6	32.8	100.0
	Total	603	84.1	100.0	
Missing	0	1	.1		
	99	113	15.8		
	Total	114	15.9		
Total		717	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Male	331	46.2	50.4	50.4
	2 Female	326	45.5	49.6	100.0
	Total	657	91.6	100.0	
Missing	99	60	8.4		
Total		717	100.0		