

Digital Libraries Colloquium Series

The future of libraries & information technologies

FEI YU

Users' Emotional and Material Satisfaction at the Micro/Macro Level in Academic Libraries

Wednesday, March 14
noon-1 p.m.

Rangos 2, University Center
Carnegie Mellon University

ABSTRACT Library service evaluation and user satisfaction have been major topics in library and information science literature since the late 1990s, when Gap theories and the LibQual evaluation model became widely accepted by U.S. research libraries. Fei will discuss recent doctoral dissertation research that evaluates academic library services based on college students' perceptions. Her research integrates diverse theoretical approaches, such as emotional and material satisfaction, service encounter and overall service satisfaction, as well as user satisfaction at the micro and macro levels. She clarifies attributes of library services that contribute to user satisfaction and examines the relationship between user satisfaction and user behavior. Her findings indicate that users' emotional experience with library services determines their subsequent library use behavior and service use loyalty. Fei will also discuss current usability testing in the eiNetwork, which is a practical application of her dissertation research.

BIO Dr. Fei Yu is the ILS Applications Specialist at the eiNetwork (www.einetwork.net), which provides information infrastructure to more than 80 public library locations in Allegheny County. She conducts usability testing on the online catalog, Find it! (a federated search engine), WiFi, and CybraryN, and uses the test results to improve information access through county-wide websites. Fei has an MLIS from Wuhan University, P.R. China, and a PhD in Library and Information Science from the University of Pittsburgh (2006). At Pitt, she worked in both the Hillman Library and the East Asian Library. Her dissertation studied college students' perceptions and attitudes towards library resources and services, yielding insights and practical advice to improve student user satisfaction regarding library and general information use.

