EULS 2011 Frequency of Use of the Emory Libraries

Definition
In the Library survey for 2011, Question 4 asks:
How frequently do you use the following to visit or access the Emory University Libraries?

a) An Emory Library building in person; b) Elsewhere on campus at Emory by computer/mobile device; c) Off-campus by computer/mobile device.
Response categories are: More than once a week; Once a week; Monthly; Less than once a month; Never.

Charts here represent combined categories: More than once a week and Once a week.

Analysis
Current results are consistent with previous years’ data that physical library spaces are used more by undergrads than by either faculty or grad students.
Last year, use of library resources from on-campus was at its lowest level for all categories of users. This trend not only reversed for 2011, but use on-campus rose for all categories of users. Off campus use remained about the same for all categories of users.

Why might use on-campus be up, reversing previous trends? Last year’s response rate was low and this year’s considerably higher, but other locations do not show a similar divergence from previous year data. One possible cause is the increase in the presence and use of mobile devices. The UTS survey results for 2011 indicate that 70% of students now have a smartphone, compared to just 41.6% in the 2010 survey. 98% also indicate that they have a laptop, so devices to access library resources remotely on campus are everywhere!

Next Steps
Several of the results might benefit from further breakdowns or information gathering.
1. What are the implications of the fact that mobile devices are in greater use on campus for the library?
2. Why did the use of the building appear to trend up for undergrad students?
3. Did changes in the physical spaces impact library building use?
4. How do these trends compare to those in other academic libraries?