"We hope it helps": The impact of incentives on LibQual+ Response Rates

Jennifer E. Nutefall

Follow this and additional works at: http://scholarcommons.scu.edu/library
Part of the Library and Information Science Commons

Recommended Citation
Nutefall, Jennifer E., "We hope it helps": The impact of incentives on LibQual+ Response Rates" (2013). University Library. Paper 27.
http://scholarcommons.scu.edu/library/27

This Article is brought to you for free and open access by the Information Services at Scholar Commons. It has been accepted for inclusion in University Library by an authorized administrator of Scholar Commons. For more information, please contact rscroggin@scu.edu.
“WE HOPE IT HELPS.”
THE IMPACT OF INCENTIVES ON LIBQUAL+ RESPONSE RATES
Stefanie Buck1, Jennifer E. Nutefall2, Laurie M. Bridges2
1Oregon State University, 2Santa Clara University

ABSTRACT

Libraries deploying the LibQUAL+™ survey can offer a lottery incentive and many do so in the hope of increasing response rates. Other libraries may be prohibited from offering one because of Institutional Review Board restrictions. We wanted to discover why libraries offer lottery incentives, what kinds of incentives, and if they believe incentives have a positive impact on their response rates. The responding libraries hold a general belief that lottery incentives are effective, but base this on feeling rather than research.

MINISTRY

• Created 25-item questionnaire (LibQUAL+ Incentives Survey).
• Sent to 124 US and Canadian LibQUAL+ survey administrators who participated in LibQUAL+ 2010.
• Return rate of 31%.

WHAT WE DON’T KNOW

Is there a difference in how students view incentives as compared to the general population?
Does a combination of incentives work better than items or gift cards alone?
Are students in different disciplines attracted to different types of incentives?
Are students attracted to bigger prizes (as opposed to the literature which states people are drawn to smaller prizes with a higher chance of winning)?

INCENTIVES & COLLEGE STUDENTS

Literature on incentives and their impact on college student response rates is limited. There are many variables (timing, amount, type of incentive, length and salience of survey, etc.) to be considered. More research needs to be done on college students and incentives.

IDEAS FOR FUTURE LIBQUAL+ SURVEY ADMINISTRATORS

At Your Institution
1. Survey students to see what incentive(s) they would like to...