Interview for LIBRARY USERS

“Seattle Public Library as Place” Research Study
The Information School, University of Washington

Interviewer: ___________________________ Date: __________

Tally the number of individuals who declined to participate at this location: __________

Location (mark one):

- Fiction (3rd floor)
- Children’s Room (1st floor)
- World Languages (1st floor)
- Mixing Chamber (5th floor)
- Book Spiral

Day (circle one):

Su Mo Tu We Th Fr Sa

Start Time: __________

End Time: __________

Sex (circle one): Male Female

Hello! My name is {xxxxx}. I’m from the University of Washington. I’m asking people what they think about the new library building. I have a few questions that will take about 10-15 minutes as explained in this information sheet, which includes the names of contacts in case you have any future questions about this project. All questions are optional. As thanks, you will get a coupon for a free Latte at Starbucks. Would you like to participate?

1. How long have you been visiting the Central Library, either the new or the old building? {years or months}

2. How often do you visit this library? {Record verbatim response; code AFTER interview}

- Daily
- 2-6 times per week
- Once per week
- 2-3 times per month
- Once per month
- Less than once per month
- First time
3. Which of the following was your main reason(s) for coming to the Central Library today?
   {Record verbatim response; mark all categories that apply AFTER interview}
   RESPONSE:
   □ To see and tour the building (architecture)
   □ Borrow a book for leisure
   □ Borrow DVDs, talking books, CDs
   □ Obtain information on personal interests, hobbies or needs
   □ Obtain Information needed for school work
   □ Obtain information needed for job/career
   □ Obtain information needed for an organization
   □ Attend a library program
   □ Use a meeting room
   □ Use Children’s section
   □ Use Young Adult section
   □ Ask a reference question
   □ Place to relax
   □ Use the photocopier or fax machine
   □ Study
   □ Use the Internet
   □ Other

4. Which of the following types of materials or equipment do you wish the library had more of?
   {Record verbatim response; mark all categories that apply AFTER interview}
   RESPONSE:
   □ Books for Adults – Fiction
   □ Books for Adults – Non-Fiction
   □ Books for Young Adults/Teenagers
   □ Books for Children
   □ DVDs
   □ Recorded Books
   □ Music CDs or tapes
   □ Catalog Terminals
   □ Word Processing Computers
   □ Magazines
   □ Other
5. Based on your most recent experience here in this building, which of the following best describes the Central Library?
   - Very easy to use
   - Not too hard to use
   - Somewhat easy to use
   - Somewhat difficult to use
   - Very difficult to use

6. Is this building your local branch? {Yes / No}
   [if NO] Was your main reason for coming downtown to visit the Central Library?

7. What do you think of the new building? {Open-ended response}

8. How do you feel this building fits with downtown Seattle? {Open-ended response}

9. What do you like the most about this building? {Open-ended response}

10. What do you like least about this building? {Open-ended response}

11. Do you usually come by yourself? {Yes / No}
    [if NO, skip to second prompt associated with question 12]

12. Do you ever come with other people? {Yes / No}
    [if YES] Who do you come with? For any particular reason? {Open-ended response}

13. Do you ever come to do things for other people? {Yes / No}
    [if YES] Who have you done this for? What have you done for them? Why? {Open-ended response}
14. Have you ever come to a public presentation at this building? {Yes / No}  
   [if YES] Which ones? {Open-ended response}  

15. Have you ever used this library to do something for work? {Yes / No}  
   [if YES] What sorts of things have you done for work? {Open-ended response}  

16. How would you find a book without asking a librarian or using the computer? {Open-ended response}  

17. In general, libraries arrange their books in several ways. Can you describe how the books are physically arranged and organized in this library? {Open-ended response}  

18. In this new building, some books are organized in a spiral. Do you think this helps you locate what you need? How? {Open-ended response}  

19. I’m going to read you a list of words related to this library. Please say the first thoughts that enter your mind. {Open-ended responses}  
   a) Books  
   b) Architecture  
   c) Technology  
   d) Reading  
   e) Librarians  
   f) Community  
   g) Free Speech  
   h) Learning  

20. In summary, what does this library mean to you? {Open-ended response}
21. For this building, 152 million dollars of the cost was financed by a 25 year municipal bond. This makes the cost of the building about $10 per person a year for the people of Seattle. Do you feel this building was worth the cost? Why or why not?

22. Is there anything you would like the City Librarian or Board of Trustees to know about the services or design of the new Central Library? {Open-ended response}

Now I'd like to ask you a few quick questions about yourself.

23. What is your age? {Open-ended response}

24. What is your occupation? {Open-ended response}

25. Did you go to college? {Yes / No}

   [if NO] Are you a high school graduate? {Yes / No}

   [if YES] What is your highest degree attained? {Open-ended response}

26. What is your ethnicity? {Open-ended response}

27. What is the primary language spoken in the home? {Open-ended response}

28. Is your household income above or below $50,000? {Above / Below}

   [if NO] Is it above or below $30,000? {Above / Below}

   [if YES] Is it above or below $75,000? {Above / Below}
29. Do you live in Seattle? {Yes / No}

[if NO] Do you live in King County? {Yes / No}

30. Do you have a Seattle Public Library card? {Yes / No}

There is just one final task I would ask you to complete. {Hand participant the USER MATRIX CARD.} Using this form, we would like to rate the typical quality of the services and staff at this Library by marking “Excellent”, “Good”, “Satisfactory”, or “Needs Attention”. If you are either unfamiliar with a particular service or would rather not provide an answer, please mark “No Opinion”. When you are finished filling out this page, I will collect the form from you. Please do not write your name or other personal information anywhere on this form. Do you have any questions? {Wait for participant to complete the form; collect when done.}

Thank you for answering my questions. Here is a coupon for your free Latte. Thanks again!

Additional {field, method, theory} notes: