

## Survey: Promotion of Library Reference Services to Undergraduate Students

Please complete the following questions whether or not you have used reference services at UNC-Chapel Hill's Libraries. Using reference services includes asking a research- or school-related question at the reference desk at one of UNC-Chapel Hill's Libraries, or asking reference librarians a question by Instant Messenger (buddy names undergradref or davisrefdesk), e-mail, or chat.

1. Gender:  male  female
2. Year at UNC-CH:  first year  second year or beyond
3. Have you noticed any advertisements (verbal or visual) for UNC-Chapel Hill Libraries' reference services?

yes, in an instruction session

yes, on the library's Web site

yes, somewhere else

no, I have not noticed any

4. Have you used reference services at UNC-Chapel Hill?  no  yes

4a. If you answered yes, which of the following methods of promotion helped you become aware of reference services:

librarian mentioned it during a class visit to the library

noticed the "Ask-a-Librarian" link on the Libraries' web page:



spoke with a librarian or received promotional materials during orientation

required by a professor/TA

recommended by a classmate or friend

had a good experience with reference services at another library in the past

noticed the reference desk

other (Please specify.): \_\_\_\_\_

5. Do you think that a librarian would be able to help you with most of the research- or school-related questions that you have?

- definitely not
  - probably not
  - maybe
  - probably
  - definitely
6. Do you worry that the librarian will think you should know more than you do?
- definitely not
  - probably not
  - maybe
  - probably
  - definitely
7. Have librarians at this library or others usually been helpful with your research in the past?
- not at all helpful
  - not very helpful
  - no opinion
  - a little bit helpful
  - very helpful
8. Are you more comfortable communicating with a librarian in person than by chat, e-mail, or phone?
- definitely not
  - probably not
  - maybe
  - probably
  - definitely
9. How would you feel comfortable asking a librarian for research help? Please check all that apply.
- by instant messenger
  - by a chat service run by the library
  - by telephone
  - by e-mail

in person during a group instruction session

in person at the reference desk

10. Anything else you'd like to tell us?