



Crafting the User-Centered Library

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CONSTANT EVOLUTION

Look how far we've come!





The Future is Now



LET'S GET THIS OUT OF THE WAY...



Legal Definitions

- 45 CFR 46.102(d) - *Public Welfare - Protection of Human Subjects*
 - (d) **Research** means a **systematic investigation**, including research development, testing and evaluation, **designed to develop or contribute to generalizable knowledge**. Activities which meet this definition constitute research for purposes of this policy, whether or not they are conducted or supported under a program which is considered research for other purposes. For example, some demonstration and service programs may include research activities.
 - (f) **Human subject** means a **living individual about whom an investigator** (whether professional or student) **conducting research obtains**
 - (1) **Data through intervention or interaction with the individual,**
or
 - (2) **Identifiable private information.**



"Exempt" Research Categories:

- Evaluation of educational strategies, curricula, or classroom management methods
- Tests, surveys, interviews, or observations of public behavior...

General characteristics of all exempt research include the following:

- Private identifiable information **cannot** be recorded by the investigator or members of the research team if the possibility exists that release of that information could affect the individual's reputation, employability, or financial status
- Research participants **do not** sign a consent form but should be informed about the nature of the study via the use of an "introductory script"
- Prior scientific review by a School or Departmental review committee is **not** required

<http://www.irb.pitt.edu/exempt/>

Ethics

**Be not simply good,
be good for something.**

Henry David Thoreau

POWER TOOLS as a Pastime

JOHN CHRISTOPHER

(Of The Christophers — the best-known team
of do-it-yourself experts in Britain)

- Introduction to power tools
- Before choosing a power tool
- Power tools—makes and models
- Bench use of power tools
- Mobile use of power tools
- Conversion attachments
- Workshop and storage
- Maintenance
- The safety factor
- Making the most of your power tool

GATHERING THE TOOLS

Existing Records

- 1) Website Analytics
- 2) Social Media Analytics
- 3) Statistics
- 4) Logs
- 5) Door Counts
- 6) Demographics



Surveys



SurveyMonkey.com
because knowledge is everything



poll daddy™
engage your audience



zoomerang™
Online Surveys & Polls



LimeSurvey

the open source survey application
...refreshingly easy and free

Focus Groups

- <http://www.useit.com/>
- You only need a few people.
- Get someone else to moderate.
- You only need a few questions.



User Observations / Ethnography

CAMTASIA
STUDIO.



[ClickHeat](#) | [Clicks heatmap](#)



Conversations!



GATHERING YOUR MINIONS VOLUNTEERS





<http://www.flickr.com/photos/pedrosimoes7/174516788/>

Drawing Folks In

1. Have something to offer
2. Get OUT of your library
3. Remember, everyone loves to give their opinions!



**Embrace the
power of
selling out
(just a little bit)**



IT'S SWAG-TASTIC!

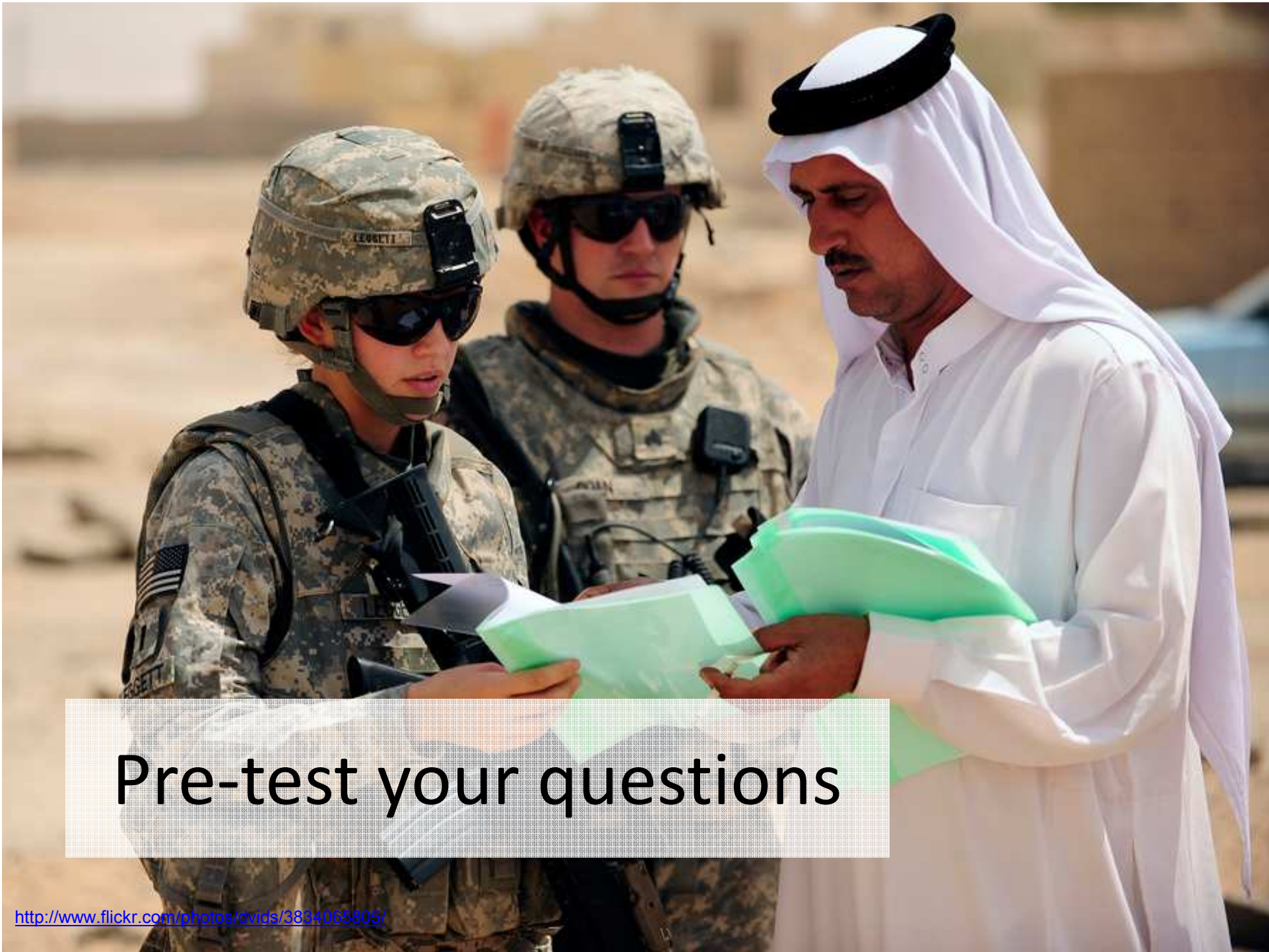
Is it shiny? Is it branded? Do you already have 20? Give it to your volunteers!!!



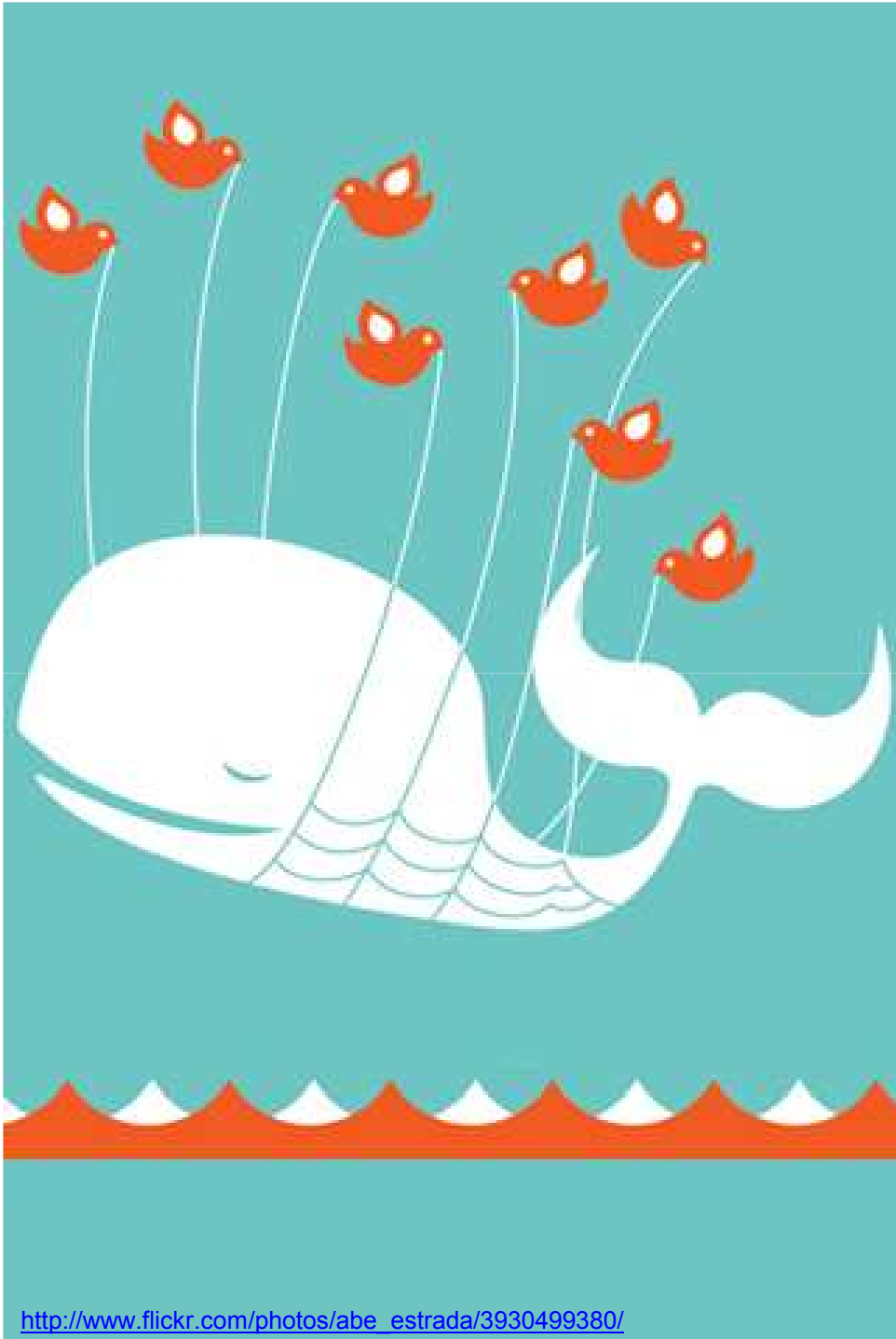
IMPLEMENTATION



How to ask the *right* questions...



Pre-test your questions



Remember,
something
will go
wrong.

THE

BOSS

Getting the
Boss' buy-in

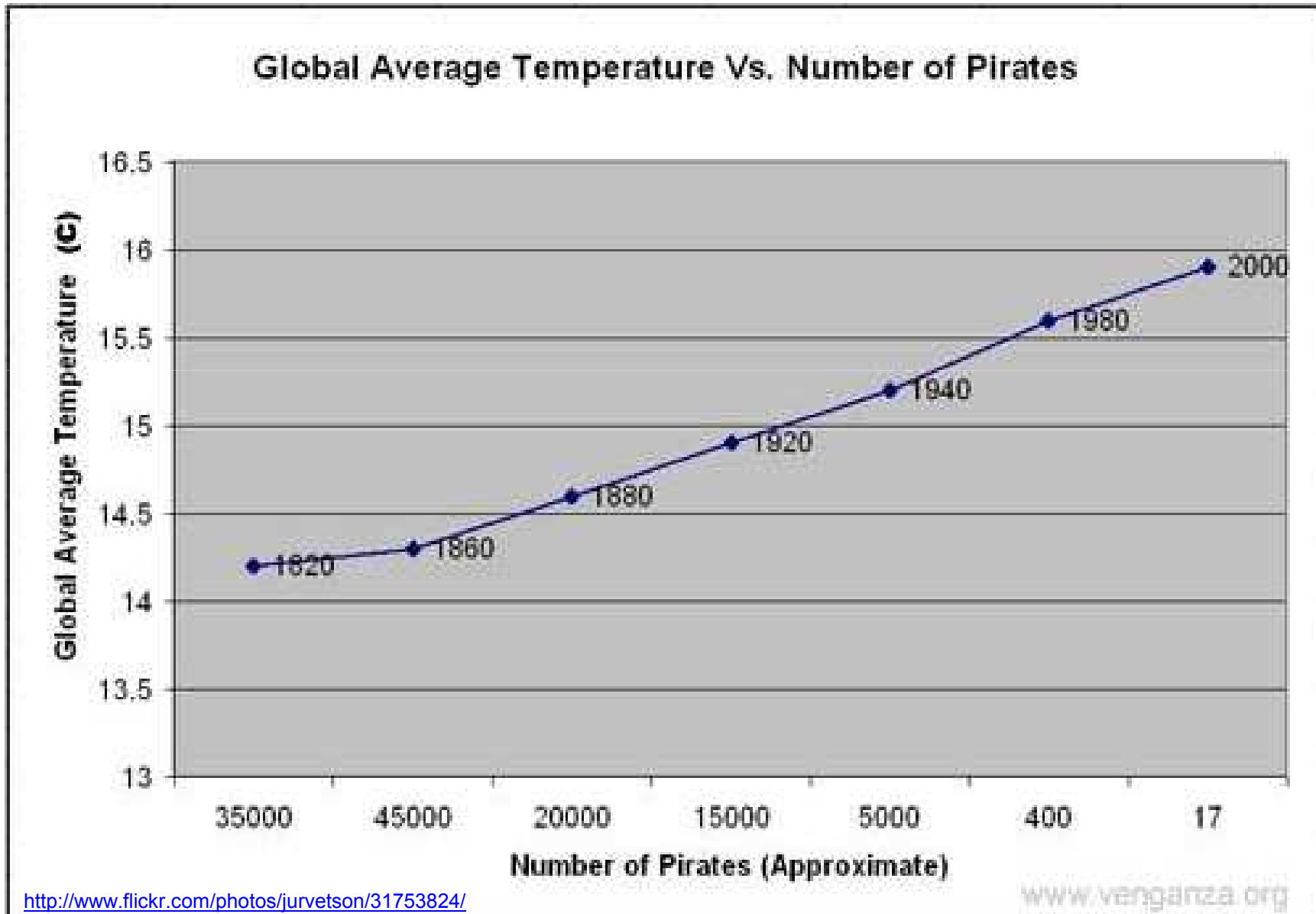


Data-driven results



**MAKING IT
“PUBLISHABLE”**

Putting the “science” in library science





All that boring stuff

The Practice of Social Research by Earl R. Babbie

Reliability, Validity, Methodology, etc.

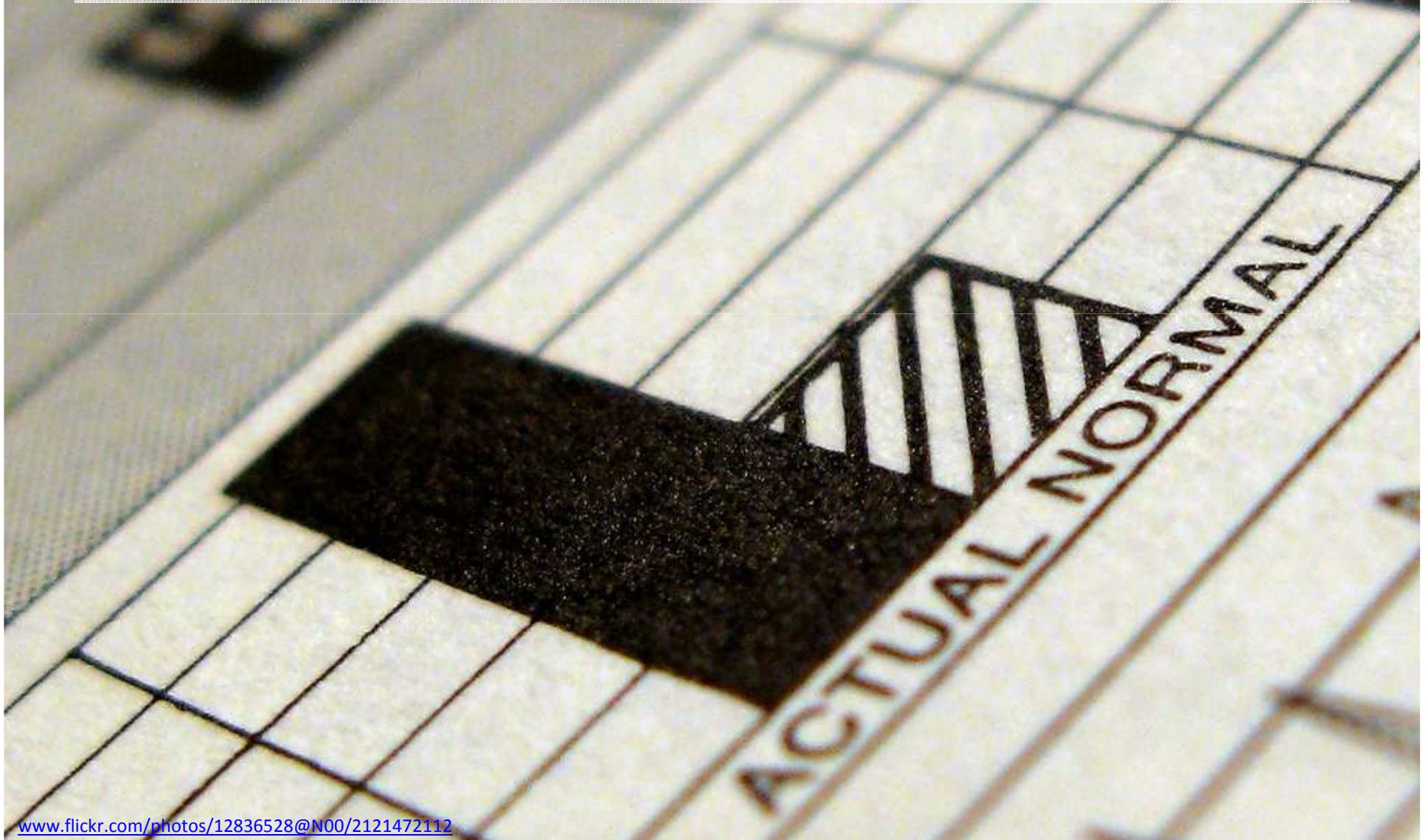


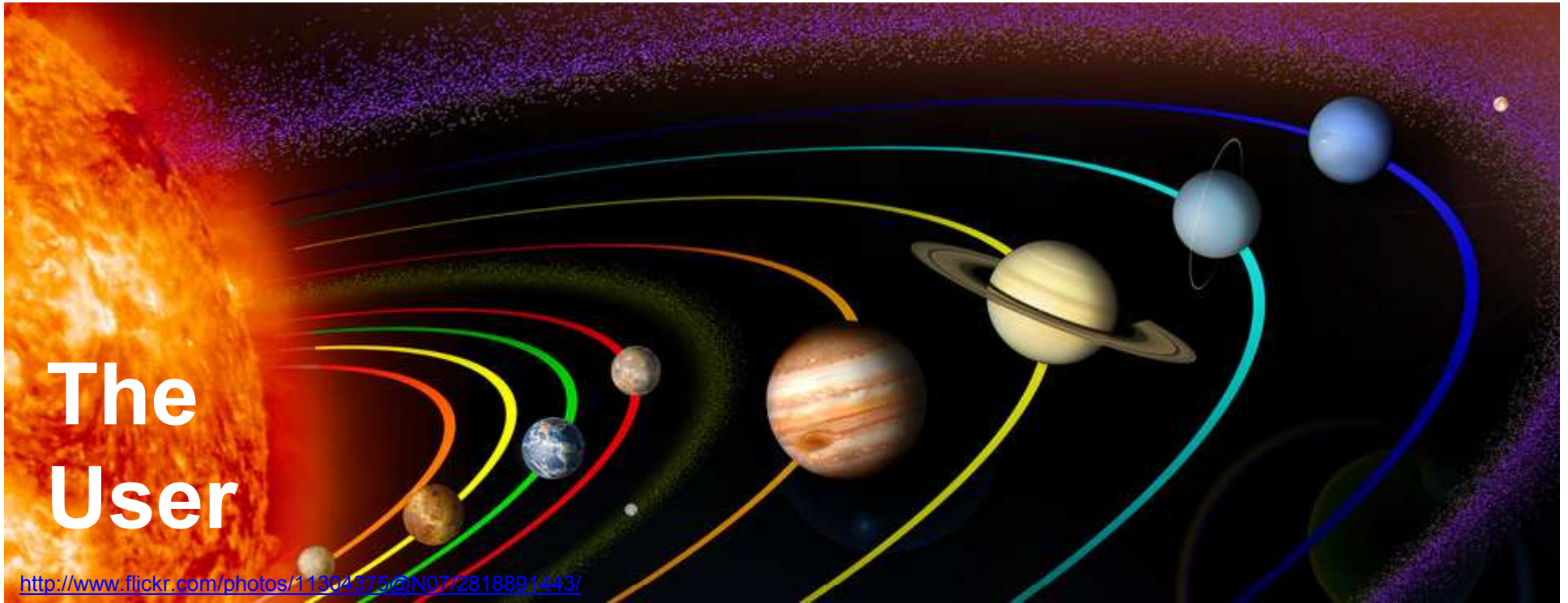
Don't let
fear stop
you from
getting data.



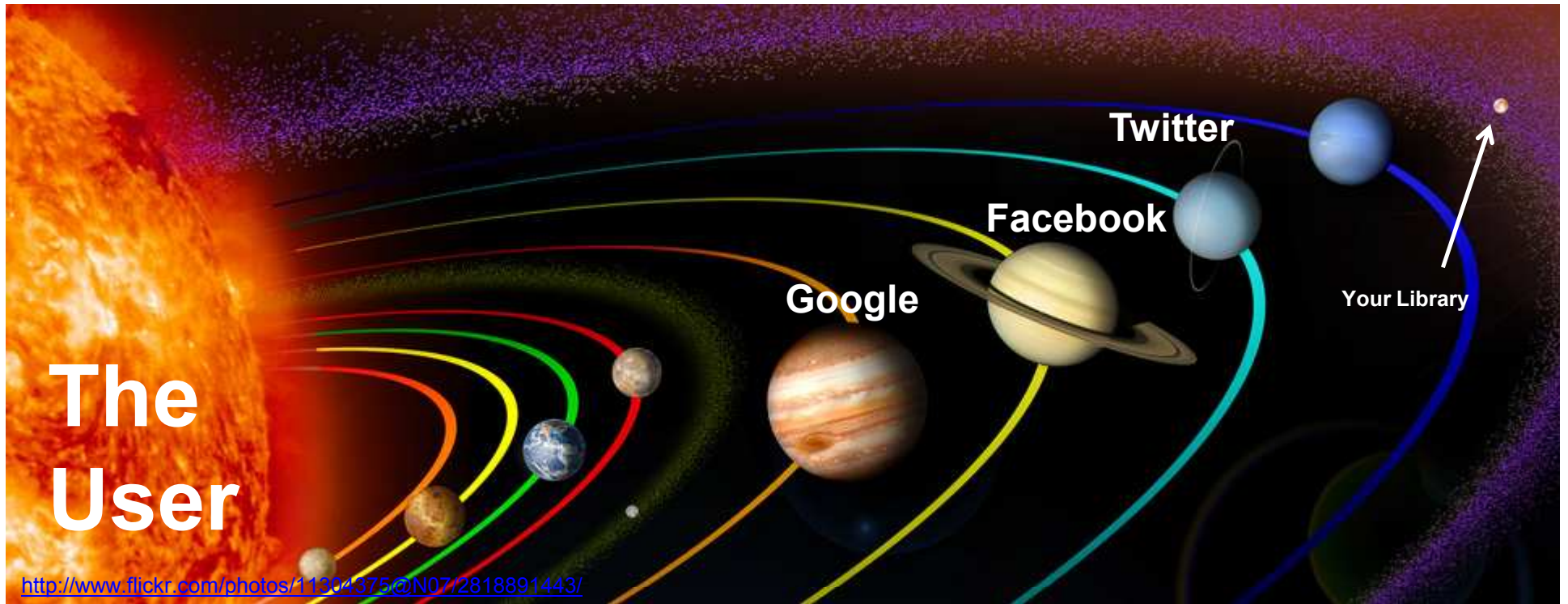
**Go
ahead
and do it
half-
assed!
Don't
wait!**

You can always refine and redo
(And remember, you're human too!)





BEING USER-CENTRIC



BEING USER-CENTRIC

They were right—the whole world really does revolve around them...



<http://www.flickr.com/photos/horiavarlan/4273168957/>

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