

WE ASKED AND THEY TOLD US:
USER AND LIBRARIAN SERVICE PERCEPTIONS

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CHARLESTON CONFERENCE 2012

PROJECT BACKGROUND


What works and what doesn't work in the IC?

Why two surveys?

Five University Libraries participated

“Meeting the Needs of Student Users in Academic Libraries: Reaching across the great divide”

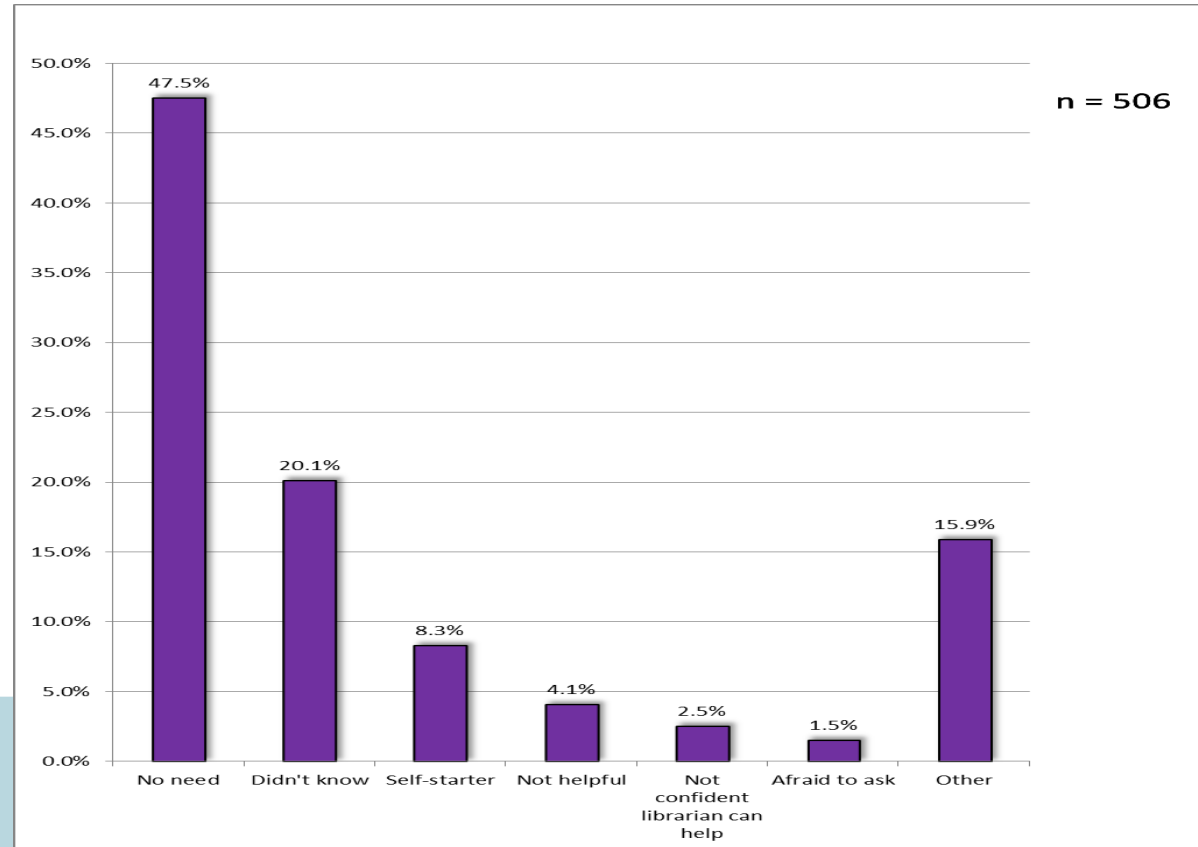
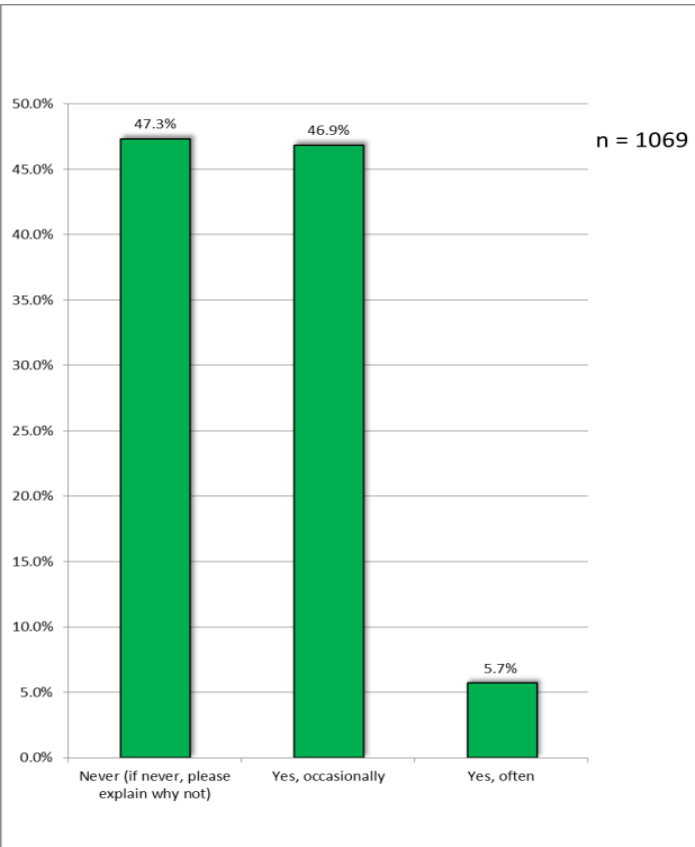
LIBRARY USERS

- Library user demographics
 - Use of in-house library services and resources
 - Use of services and resources from outside library
 - Means of access
- 

“I didn’t know that they were allowed to help with research.”

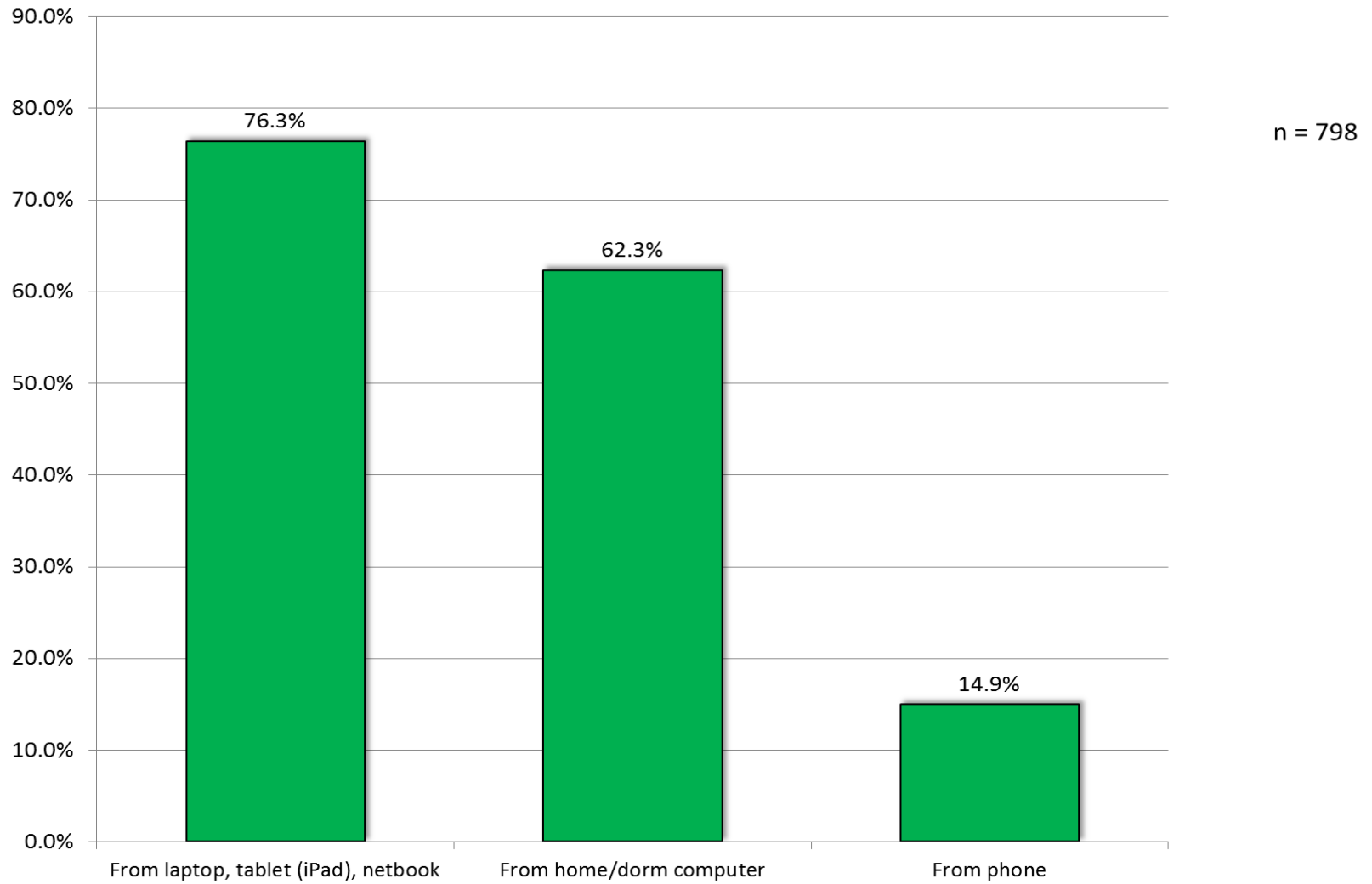
DO YOU EVER ASK LIBRARY STAFF FOR HELP?

STUDENT COMMENTS ABOUT ASKING FOR HELP



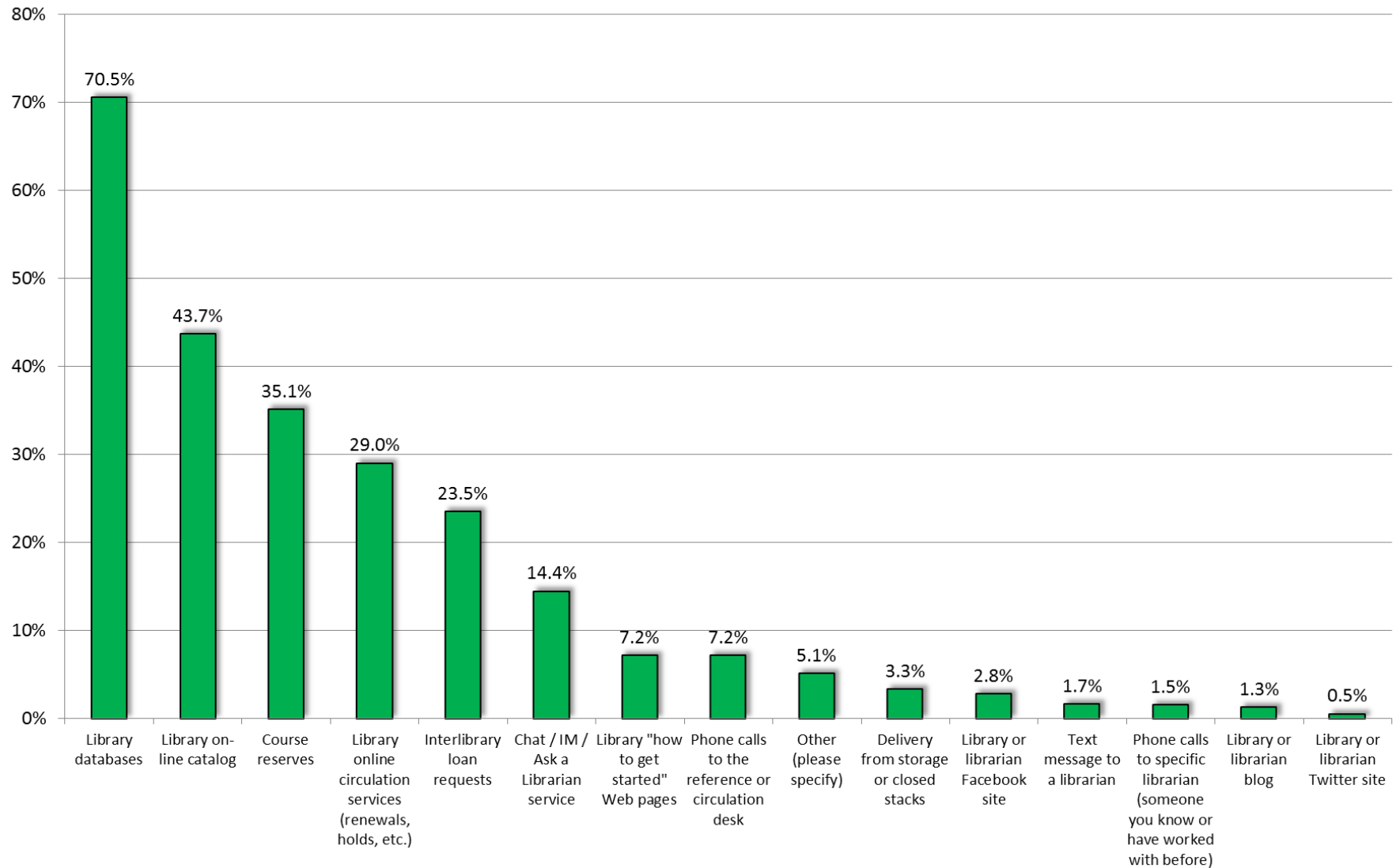
“... I’m a big boy, I can do it myself.”

When not in the library, how do you access library service/resources?



What services or resources do you use from outside the library?

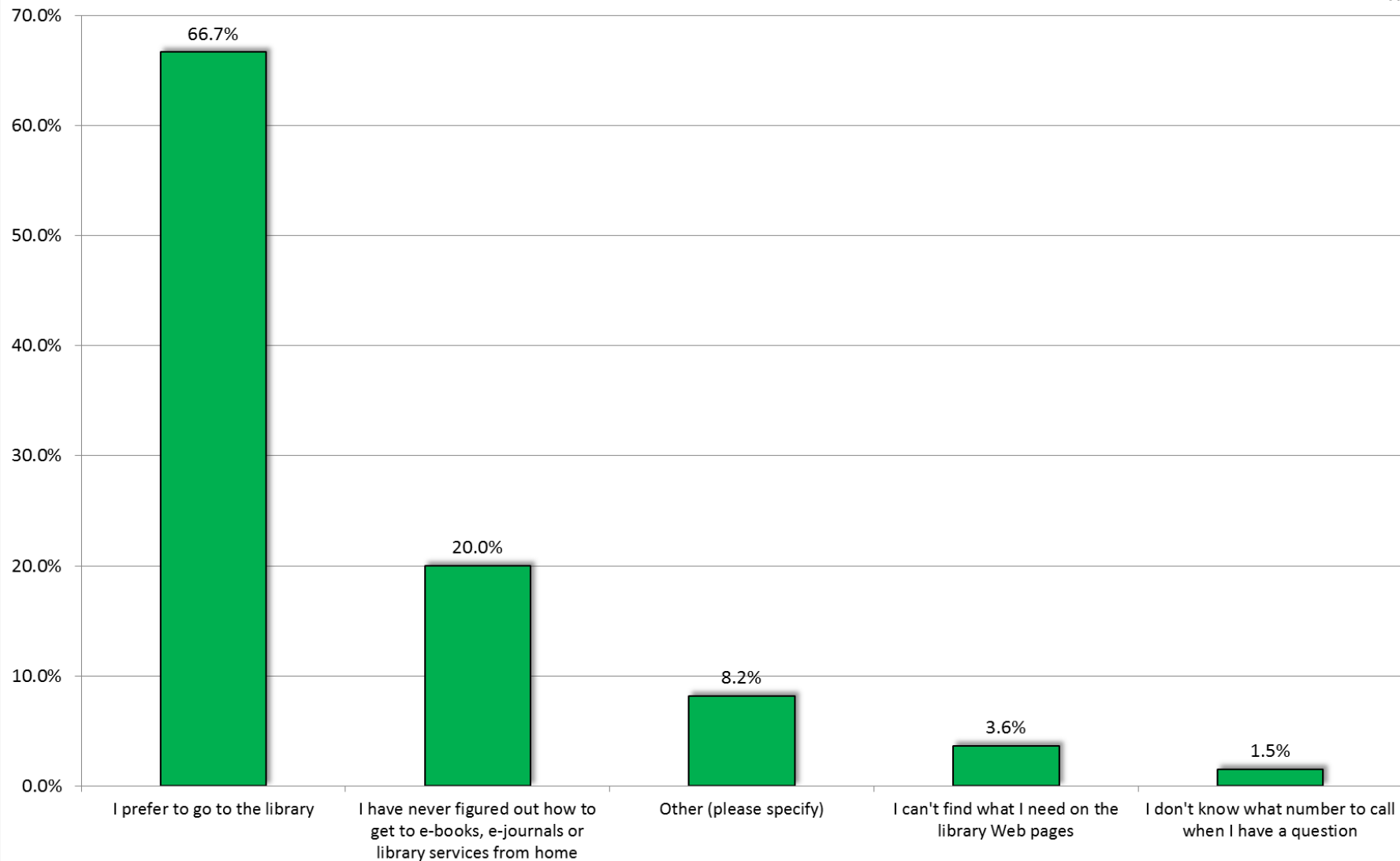
n = 783




“I do my research at my apartment.”

Why don't you use library services or resources from outside the library?

n = 330

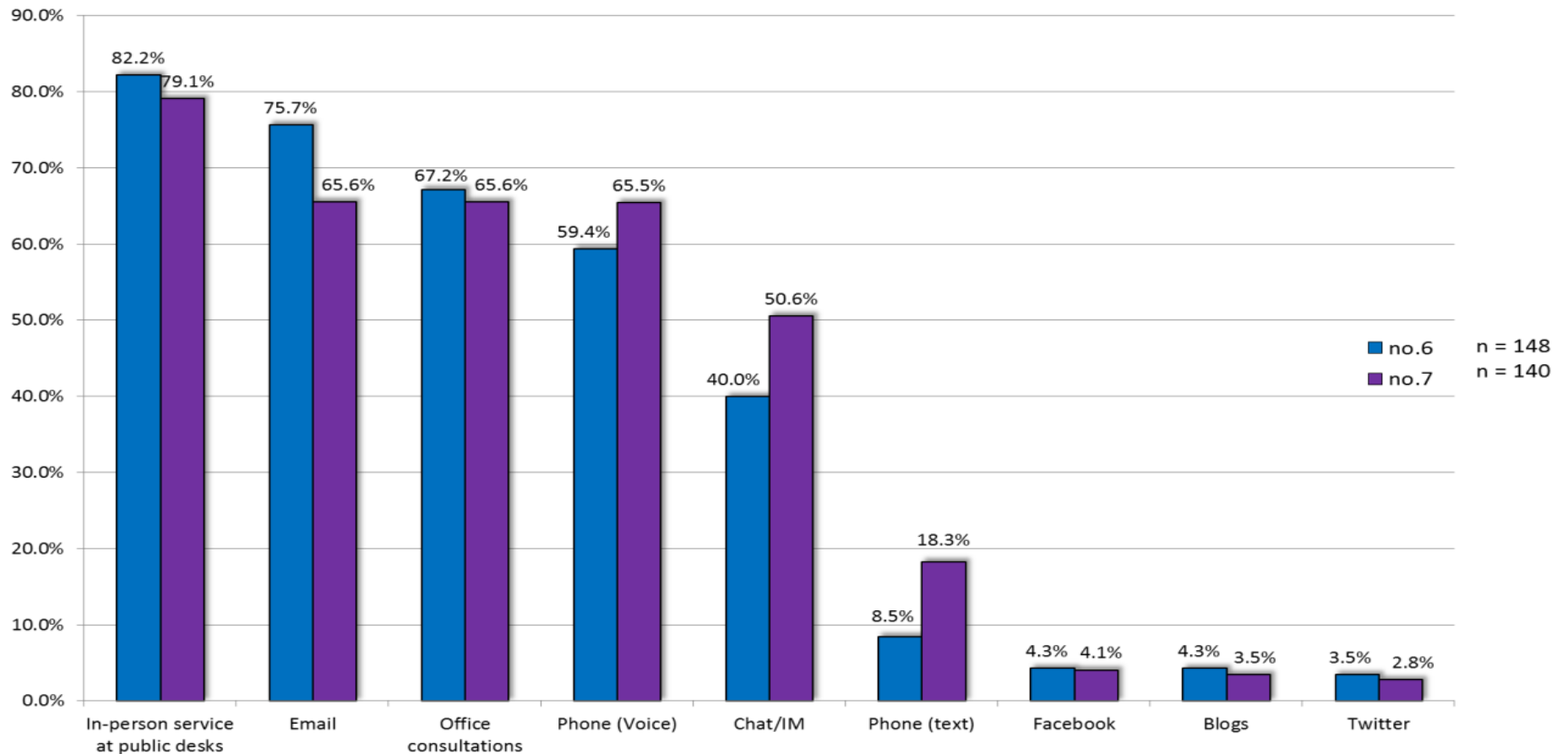


LIBRARY STAFF

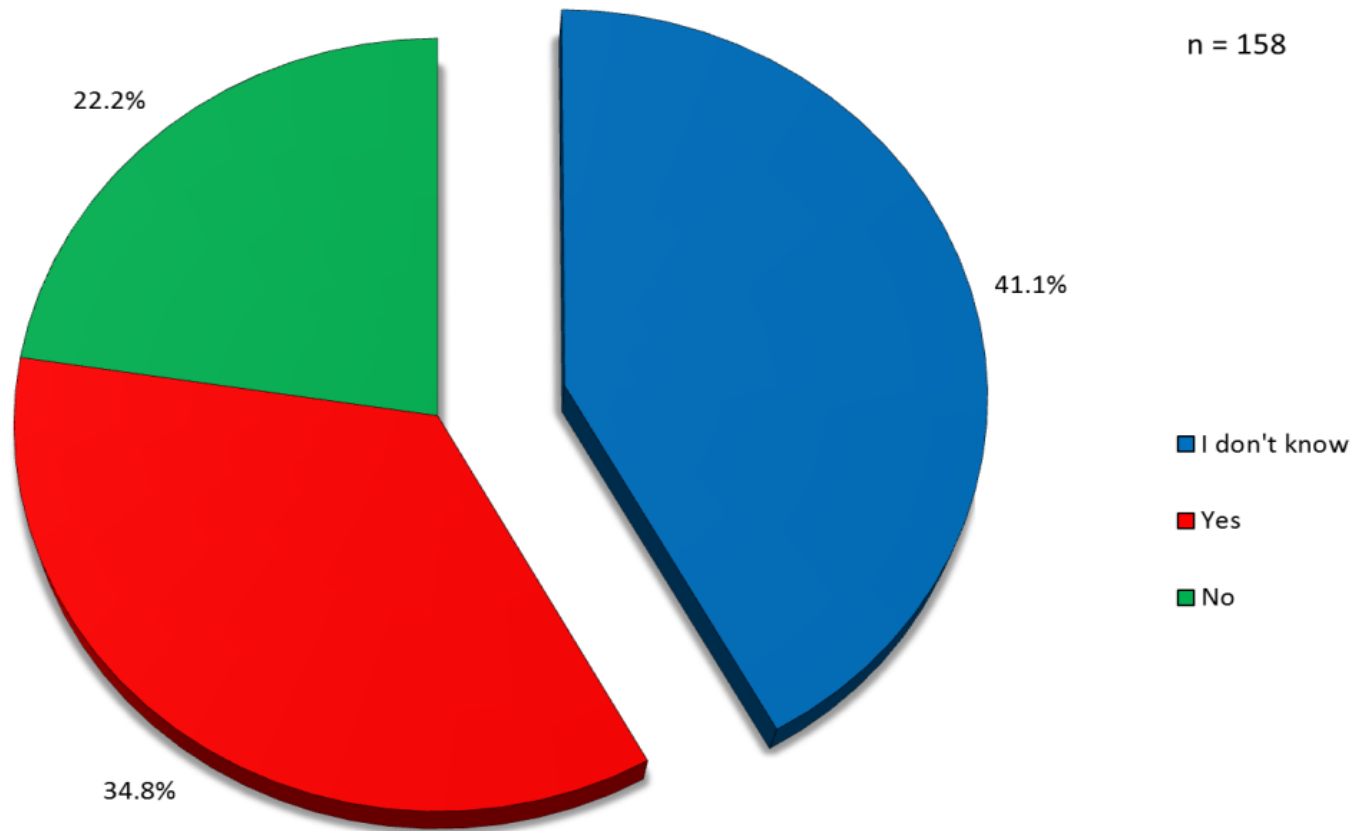
- Where and how do staff respondents serve the patron
 - Position
 - Years in position
 - Years in profession
 - Preferred means of outreach
- 

WHEN I PERFORM REFERENCE SERVICES I PREFER? (NO.6)


WHEN RESOURCES ARE SCARCE, WHAT REFERENCE SERVICES ARE PREFERRED? (NO.7)



DOES YOUR LIBRARY CONDUCT FOCUS GROUP DISCUSSIONS/INTERVIEWS WITH USERS?

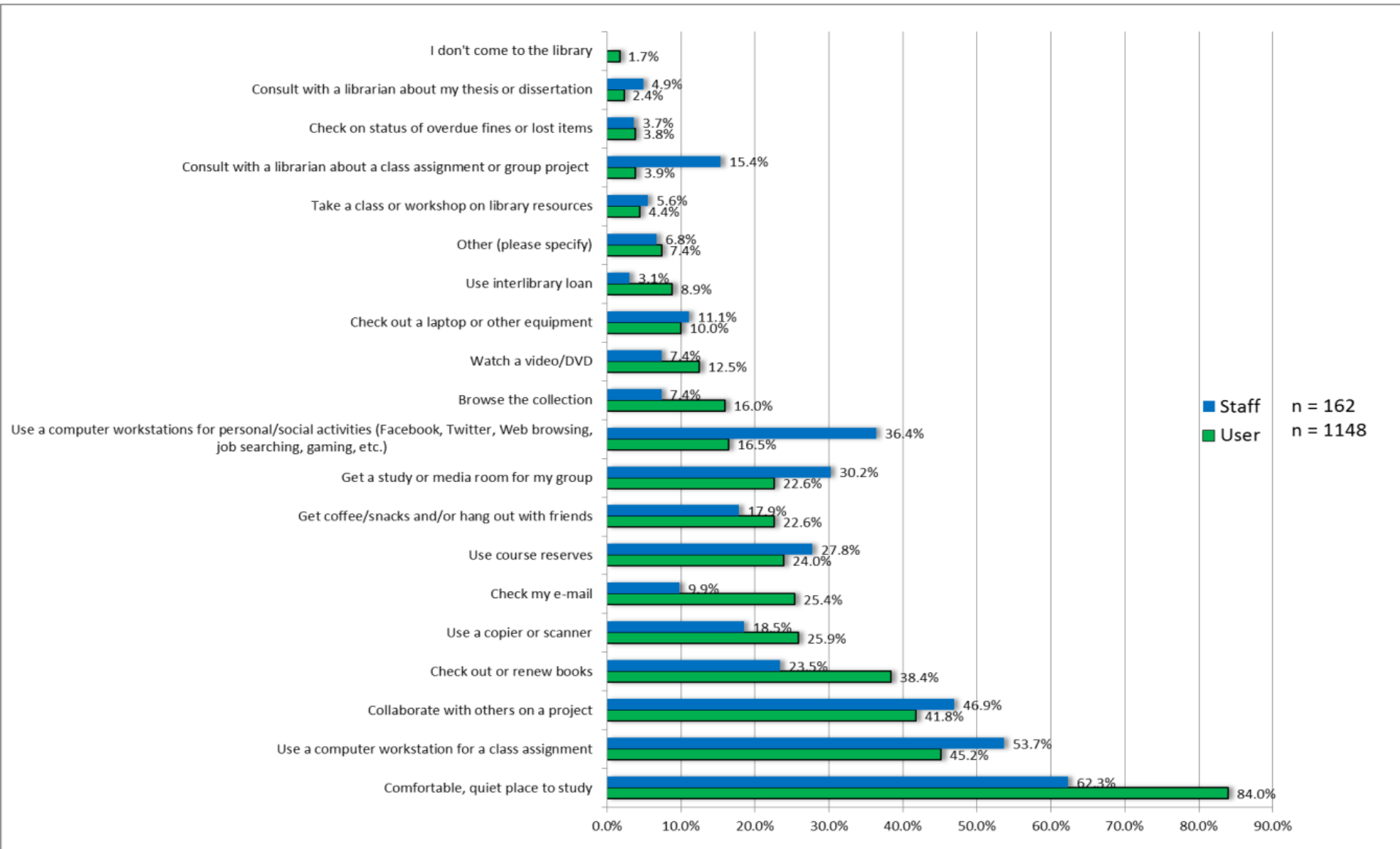


COMPARING USER AND STAFF PERCEPTIONS

- Signs of the great divide (compared like questions)
 - Why do users come to the library
 - How do/should users start their research
 - Perceptions about the library staff
 - Perceptions about the facility
- 

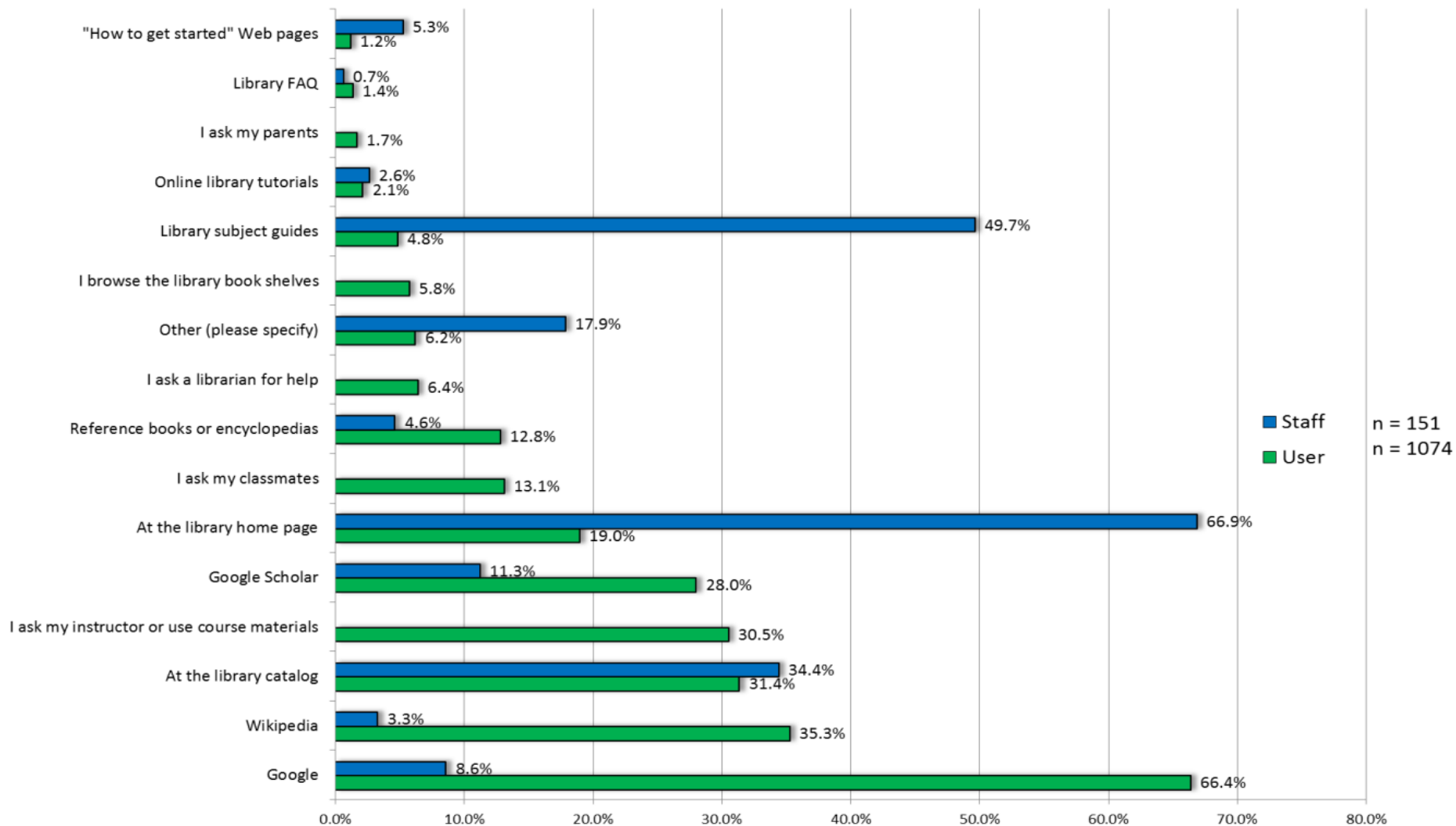
WHY DO YOU THINK MOST STUDENTS COME INTO THE LIBRARY? (STAFF)

WHY DO YOU COME INTO THE LIBRARY? (USER)



WHEN YOU ADVISE A PATRON ON HOW TO START RESEARCH WHERE DO YOU BEGIN? (STAFF)

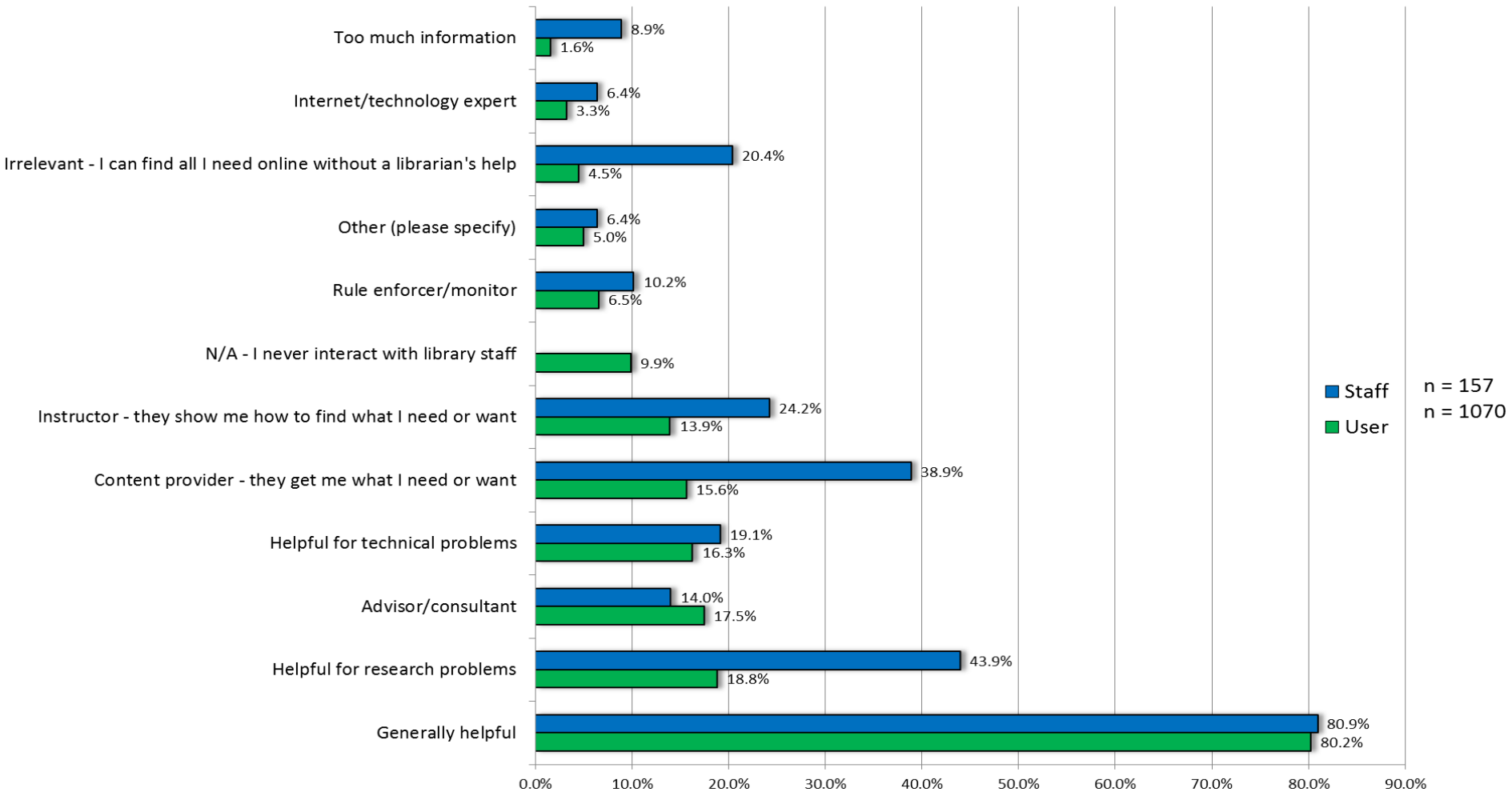
WHEN YOU HAVE A PAPER TO WRITE HOW DO YOU START YOUR RESEARCH? (USER)



“I don’t know what I’m supposed to ask them about. I think I would come to them if I had a question I couldn’t google, but that hardly ever happens.”

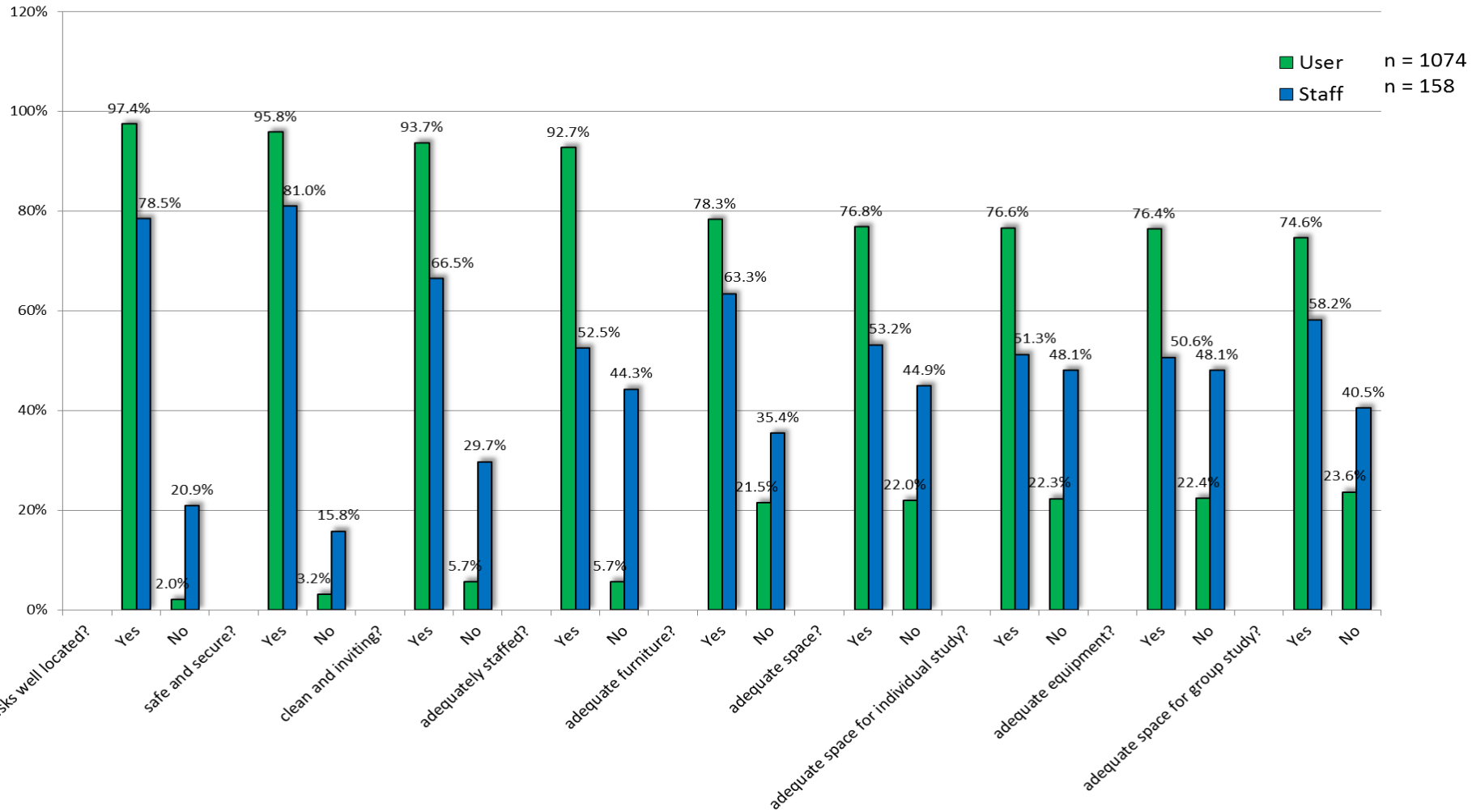
HOW DO YOU THINK PATRONS PERCEIVE LIBRARY STAFF (STAFF)

HOW DO YOU PERCEIVE LIBRARY STAFF (USER)



“I don’t usually find they are very helpful. I wish they were.”

What do you think of the present library facility?



BRIDGING THE DIVIDE

- Ask the patrons what they want
- Engage students to reach faculty
- Be nimble: let go of legacy practices
- Assess, assess, assess
- Encourage community

Complete survey data: <http://guides.uflib.ufl.edu/2011userstaffsurvey>

Buy the book:

<http://www.woodheadpublishing.com/en/catalogue.aspx?Catalogue=Chandos&NandF=yes>