



**EIFL Webinar  
April 26, 2012**



Sania



Nancy



# Overview of Today's Webinar

- Participatory design and user research
- How AUCA used this approach to improve the library
- What to consider if you want to do a project



# Ethnography

- Documentation of close study of a people and their social and cultural practices



# User Research

- User research is the application of ethnographic and other methods drawn mainly from anthropology to develop a description and an understanding of the work practices of the people who use the tools (and spaces and services) we offer in libraries



# RIVER CAMPUS LIBRARIES



## Studying Students

The Undergraduate Research Project at the University of Rochester



edited by  
Nancy Fried Foster and Susan Gibbons



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The screenshot displays the OvidSP search interface. At the top, the Wolters Kluwer Health logo and OvidSP branding are visible. The navigation bar includes 'Search', 'Journals', 'Books', 'My Workspace', and 'Nursing@Ovid'. A 'Search History' section shows a table with columns for 'Searches', 'Results', 'Search Type', and 'Actions'. Below this, the 'Basic Search' section is active, featuring a search input field and a 'Search' button. The 'Limits' section includes checkboxes for 'Abstracts', 'Review Articles', 'Latest Update', 'English Language', 'Humans', 'Animals', and 'Case Clinical Journals (ARR)'. A 'Publication Year' range selector is also present. The footer shows language options (English, Français, Deutsch, 繁體中文, Español, 简体中文) and a copyright notice for Ovid Technologies, Inc.





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# Participatory Design

- A process that makes possible the collaboration of the people who will use a tool with the people who have specialized expertise in making the tool, in a process of designing and developing the tool

# Why?

- Pretty is not necessarily best



# Why?

- Pretty is not necessarily best
- Don't make assumptions





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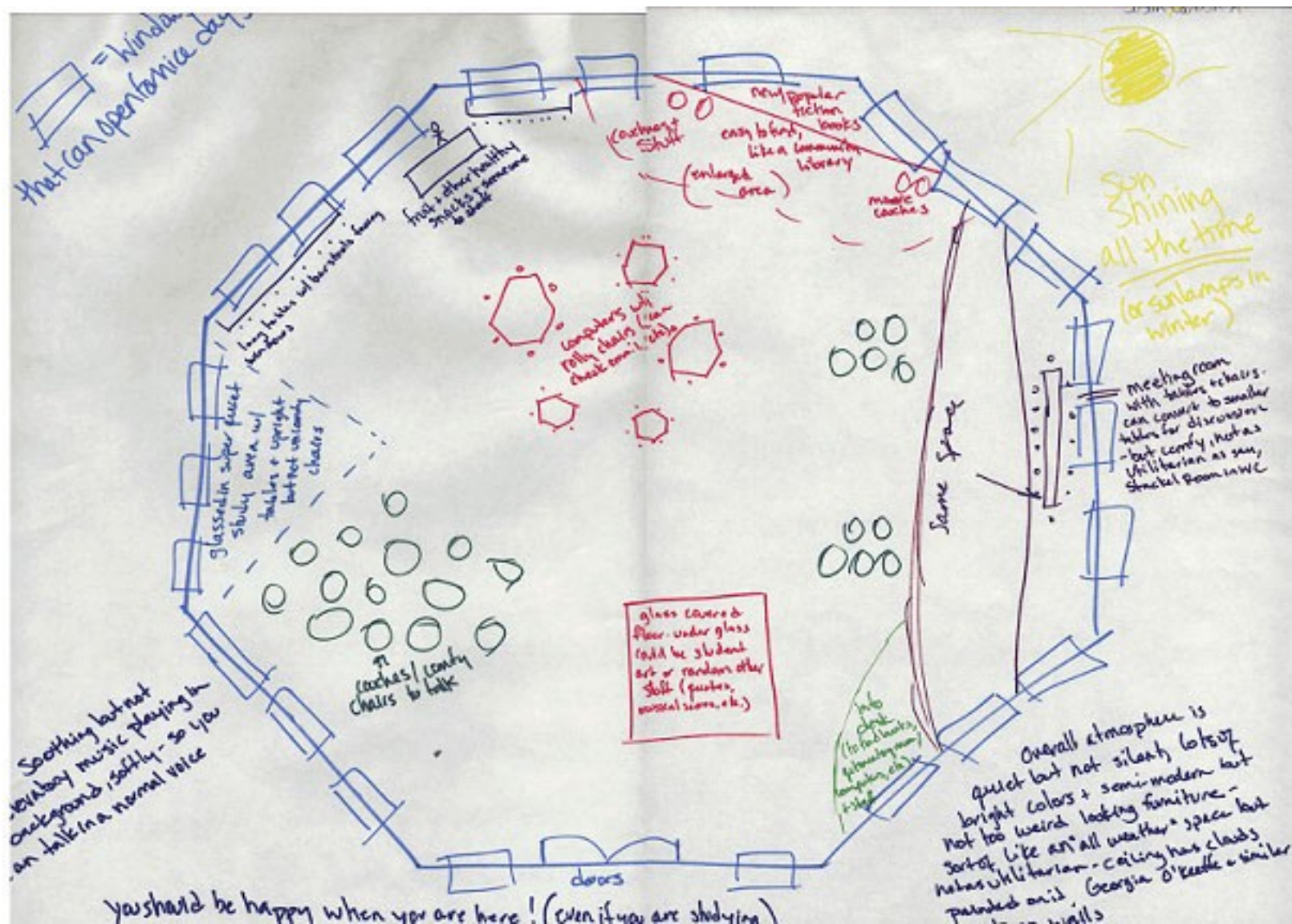


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# Why?

- Pretty is not necessarily best
- Don't make assumptions
- Anticipate use



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# Case Study

American University of Central Asia



## Kyrgyzstan



Kyrgyzstan (Kyrgyz Republic)  
-borders with China, Kazakhstan,  
Uzbekistan, Tajikistan

Capital: Bishkek

Gained independence  
in August, 1991

Parliament Republic  
(since July 2010)





## AUCA



- Former American University in Kyrgyzstan - Founded in 1993
- Liberal Arts University
- Private University
- 11 Degree programs (undergraduate) and MBA
- 1,200 students (40% men and 60% women) – from 15 countries





# Research Questions

- How do students accomplish their research projects and papers?
- Where do our students work on their research projects and papers and why?
- What resources do AUCA students rely on?



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## Library space for Learning



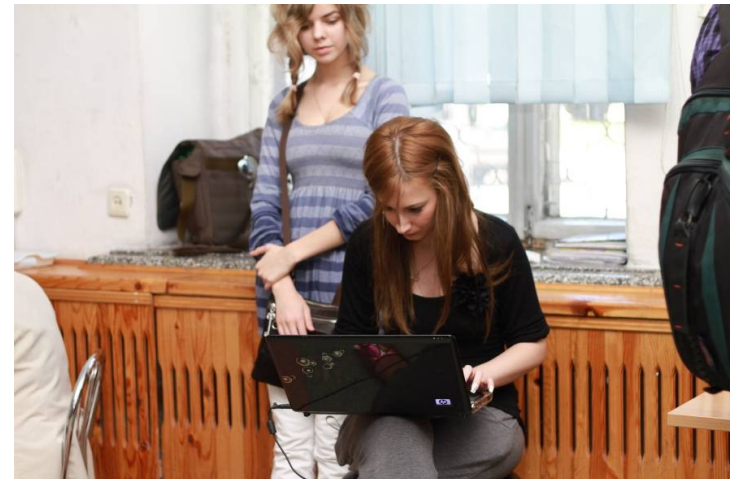


## Library Silent Room, Library corridors and Computer Labs





## Space for learning - Cafeteria





# Key Research Findings

- That the students don't use the Library databases as a primary information resource
- That students are "Google-centric"
- That the students in most cases don't use other resources than those pointed out by or handed out by their professors
- That the students have problems with analyzing texts or data
- That there is a need for stronger Library-Faculty, Library-Student and Student-Faculty collaboration



## The Research Resulting Activity

- Introduce Information Literacy into courses across the disciplines
- Incorporate Bibliographic Instruction into courses
- Library collaboration and workshops for faculty
- Provide e-Resources introduction meetings, consultations and training session for faculty
- Student oriented Library reference and Students' consultation services – “Reference Hub”





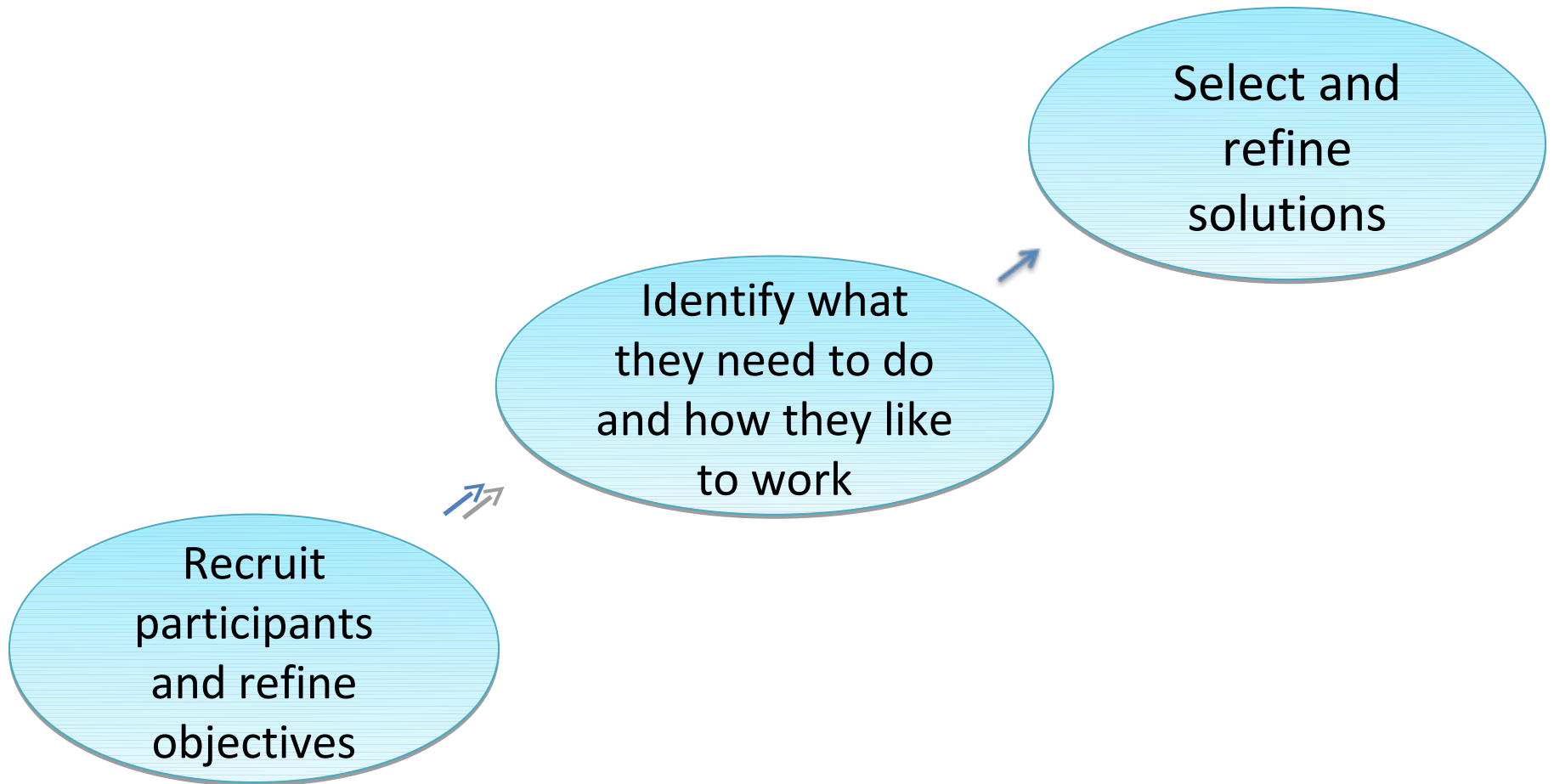
## Value for Research Teams

- Provided successful collaboration experience across departments & services
- Strengthened communication with students
- Deepened our insights into and our appreciation for students



# Conducting a Project







# Conducting a Project

- Imagining your project and its outcomes



# Conducting a Project

- Imagining your project and its outcomes
- Making sure you have the support you need



# Conducting a Project

- Imagining your project and its outcomes
- Making sure you have the support you need
- Forming and training a project team



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Zotero group bibliography: “AnthroLib”





## zotero

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- Library**
- Design Ethnography and Participatory Design
- Ethnographic studies using student researchers
- Faculty perspectives on student library use
- First-person accounts
- How many interviews?
- Large survey reports
- Library as Place
- Library Assessment
- Library Research: historical and theoretical papers
- Methods
- New items
- Space design
- Studies of faculty
- Studies of graduate students
- Studies of students
- Website design
- Trash

### Tags

- Academic lib...
- Books
- communicatio...
- Computer sci...
- computer-sup...
- design quali...
- design theor...
- Digital libr...
- discovery
- Information
- information
- Open 2
- Libraries

Title	Creator	Date Modified
Ability, Assistance, and Collaboration in Academic Library A...	Hewitt and Hewitt	12/6/2010 9:49 AM
An ethnographic approach to design	Blomberg et al.	10/21/2011 8:33 PM
An Ethnographic Study of Attitudes Influencing Faculty Colla...	Manuel et al.	10/28/2010 2:29 PM
Andrew Abbott: The University Library		1/21/2011 3:24 PM
Anthropology and industrial design: a voice from the front l...	Dawson	11/9/2010 3:17 PM
(application/pdf Object)		2/3/2011 4:01 PM
Assessment 360: Mapping Undergraduates and the Library at th...	Cowan	3/22/2012 3:34 PM
Assessment360.pdf		3/22/2012 3:32 PM
Balancing Act: How College Students Manage Technology While ...	Head and Eisenberg	10/18/2011 2:40 PM
Behavior Setting Reconsidered: Temporal Stages, Resources, I...	Wicker	10/21/2011 8:33 PM
Bringing Design to Software - Profile 14 - Participatory Des...	Kuhn and Winograd	10/21/2011 8:33 PM
Campus life: undergraduate cultures from the end of the eigh...	Horowitz	2/3/2011 4:12 PM
College Life: Undergraduate Culture and Higher Education	Moffatt	2/3/2011 4:04 PM
College Students on the Web: User Experience Guidelines (Jak...	Nielsen	2/3/2011 3:45 PM
Coming of age in New Jersey: college and American culture	Moffatt	11/9/2010 3:18 PM
Conducting User Studies: RedLightGreen at Rice University's ...	Bailey and Spiro	2/3/2011 3:51 PM
Contexts of Guianan Amerindian Identity	Foster	1/21/2011 3:52 PM
CSHE - Interim Report: Assessing the Future Landscape of Sch...	Harley et al.	10/28/2010 2:37 PM
Curricular Uses of Visual Materials: A Research-Driven Proce...	Nixon et al.	10/28/2010 2:42 PM
Curricular Uses of Visual Materials:A Mixed-Method Instituti...	Nixon et al.	1/21/2011 4:23 PM
Designing the Academic Library Catalog	Foster and Randall	1/21/2011 3:59 PM
Educated in Romance: Women, Achievement, and College Culture	Holland and Eisenhart	10/21/2011 8:33 PM
Educated in Romance: Women, Achievement, and College Culture	Holland and Eisenhart	10/21/2011 8:33 PM
ERIAL Project		2/3/2011 3:43 PM
Eriel Project Team: Libraries and Student Culture: Learning ...		1/21/2011 3:42 PM



# Conducting a Project

- Imagining your project and its outcomes
- Making sure you have the support you need
- Forming and training a project team
- Getting equipment, supplies and other resources
- Getting human subjects approval
- Searching the literature
- Engaging experts in the process

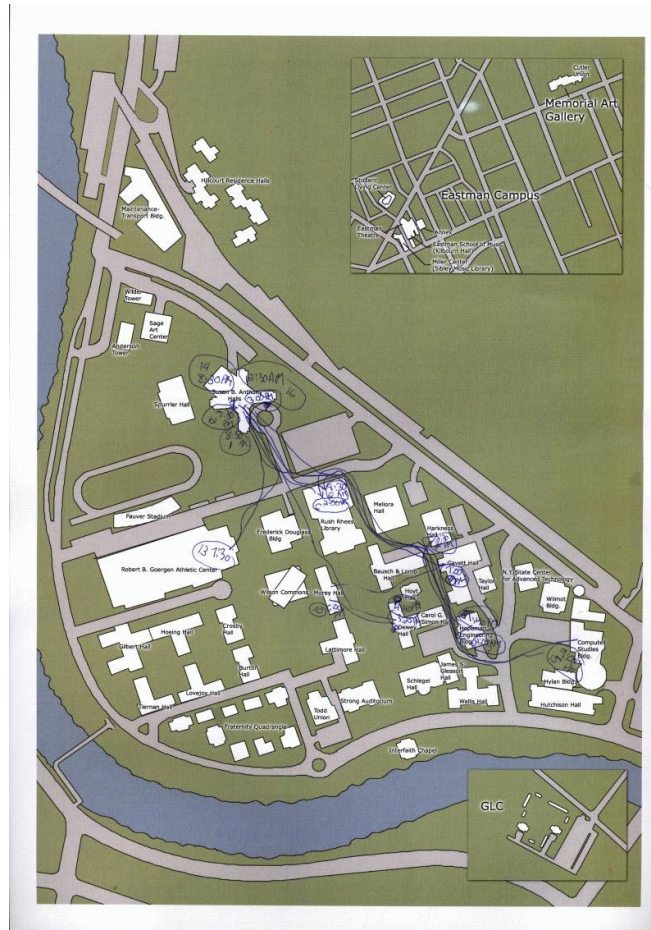


# Methods



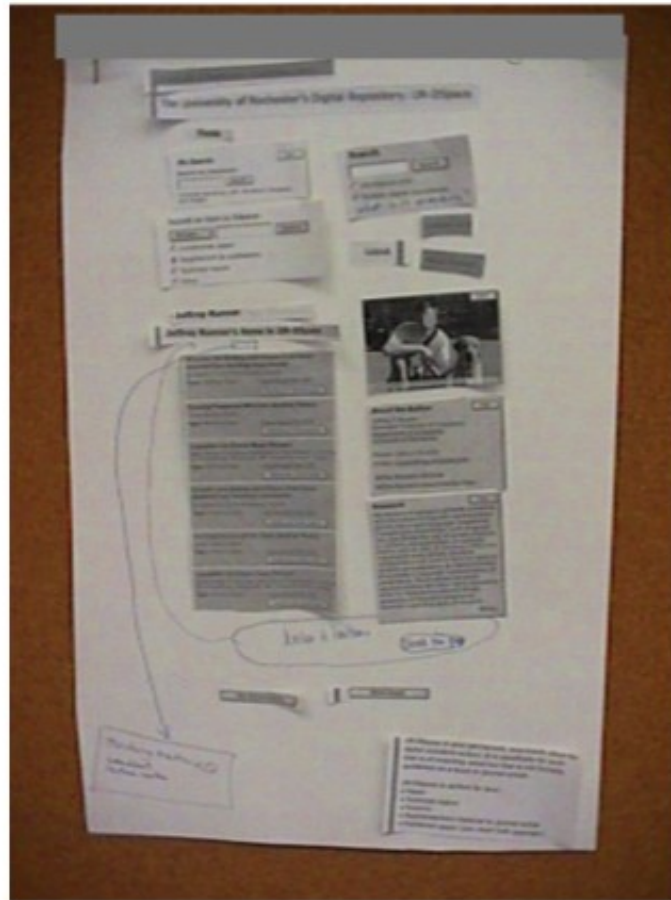


## Methods





# Methods



## Methods





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- Getting human subjects approval
- Searching the literature
- Engaging experts in the process
- Analyzing and interpreting data



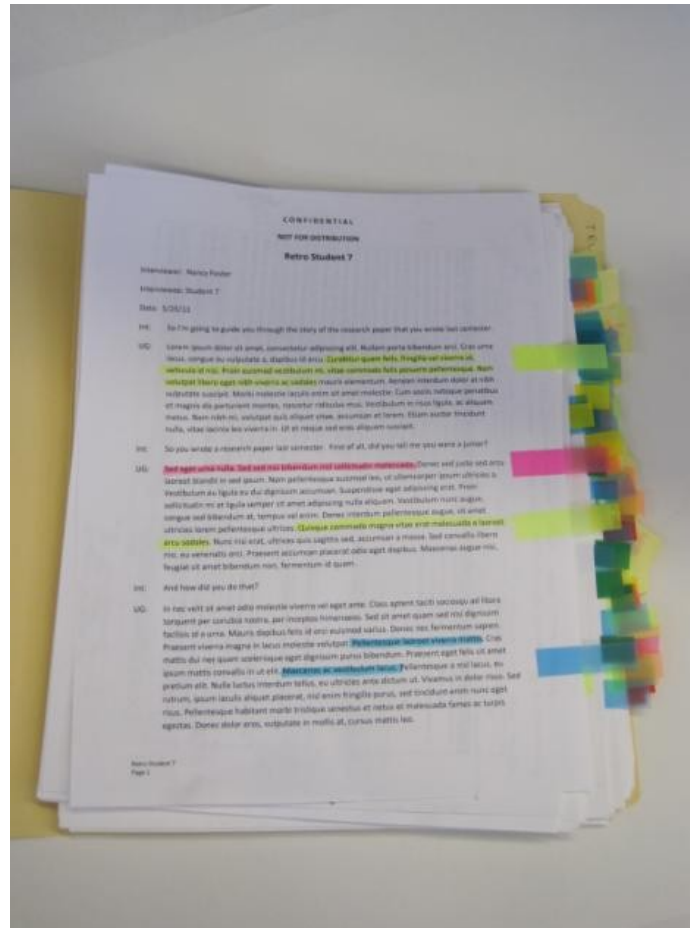
# Analysis and Interpretation







## Analysis and Interpretation





# Analysis and Interpretation





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- Getting human subjects approval
- Searching the literature
- Engaging experts in the process
- Analyzing and interpreting data
- Sharing and taking action



## Sharing and Taking Action

<p>2010 Symposium: The Role of Emerging Community Services on Future Library Use, held at the American Library Association, Midwinter 2010 conference in Boston, MA.</p>			Author
<p><a href="#">Understanding Faculty to Improve Content Recruitment for Institutional Repositories</a> Research supported by a National Leadership Grant from the Institute for Museum and Library Services</p>	1/2005	2/18/2005	<a href="#">Nancy Fried Foster</a> - Author <a href="#">Susan Gibbons</a> - Author
<p><a href="#">Use a Shoehorn or Design a Better Shoe: Co-Design of a University Repository</a> Faculty members are offered a repository for storing work in digital formats but do not immediately see its value. The authors' research identifies a range of faculty needs for web-based services to support their research activities and academic roles. The authors discuss the dilemma of launching a digital repository when the faculty members' exper...</p>	31/2004	3/30/2005	<a href="#">David Lindahl</a> - Author <a href="#">Nancy Fried Foster</a> - Author
<p><a href="#">What Doesn't Change: The Origin and Implications of the Library's Education Function</a> The education function of the academic library is a natural outgrowth of academic work. Students and faculty are both engaged in a cycle of assimilation of existing knowledge (as embodied in library collections), and the creation of new syntheses based on existing knowledge. The purpose of the library's education function is thus to help students n...</p>	9/26/2005	9/26/2005	<a href="#">Stanley J. Wilder</a> - Author
<p><a href="#">What Researchers Do: A Report on User Research for the eXtensible Catalog</a></p>			<a href="#">Nancy Fried Foster</a> - Author
<p><a href="#">Wikis as Legitimate Research Sources - Part 1</a> (Part 1 of 2) - Background; wikis for health and community information sharing.</p>	12/2008		<a href="#">Suzanne Bell</a> - Author
<p><a href="#">Wikis for Reference, Enthusiasts, and Government Information</a> (Part 2 of 2) See also part 1, "Wikis as Legitimate Research Sources." Deposited with permission of the publisher, Information Today, Inc.</p>	1/1/2009	1/1/2009	<a href="#">Suzanne Bell</a> - Author
<p><a href="#">XC User Research Preliminary Report</a> See the eXtensible Catalog website at <a href="http://www.eXtensibleCatalog.org">www.eXtensibleCatalog.org</a> for more information about the overall project.</p>	6/12/2009	6/12/2009	<a href="#">Nancy Fried Foster</a> - Author





## Sharing and Taking Action

### International Journal of Library Science

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#### Studying Students across Borders: An Ethnographic Study of Research Behavior

*A. Click, M. Stöpel, M. T. Alam, S. Kreidieh, D. Flanagan, N. F. Foster, K. Ray*

#### Abstract

Librarians often feel that we understand the needs of our undergraduate users. Isn't it possible, however, that we make incorrect assumptions based on our perception of these learners? In 2009, representatives from four American style universities, the American University in Cairo, the American University of Sharjah, the Lebanese-American University, and the American University of Paris, conducted an ethnographic study on their respective campuses. These librarians undertook the project in order to learn more about how students use library and campus spaces for learning, and how they conduct academic research. For the mapping study, students marked a campus map as they moved throughout a typical class day, and then explained their movements in an interview with a librarian. In the photograph study, students responded to a series of prompts by taking a series of photographs and then described the significance of each in a follow-up interview. Librarians assessed the data and identified assumptions, surprises, and overall themes. Each library then developed action plans to address the needs of the users, and to make necessary changes. The study demonstrates the usefulness of ethnographic research in developing library policies and services. It also identified the differences and commonalities between individual students, and the specific cultures in which they are situated, both academically and socially.

Full Text: [PDF](#) 



# Sharing and Taking Action





# Projects Around the World



# RIVER CAMPUS LIBRARIES

River Campus Libraries | University of Rochester

## ANTHROLIB

The University of Rochester's River Campus Libraries use a participatory design process to build and improve library spaces, services and technology. The following links take you to information about participatory design in academic libraries and higher education. The map shows where others are doing projects that build on this work. The bibliography includes a range of descriptive and theoretical work related to these projects.

### [AnthroLib Bibliography](#)

A collection of books, articles, sites and other resources related to user research in libraries and higher education

### [AnthroLib Listserv](#)

Using ethnographic methods in library and higher education assessment

#### **American University of Cairo**

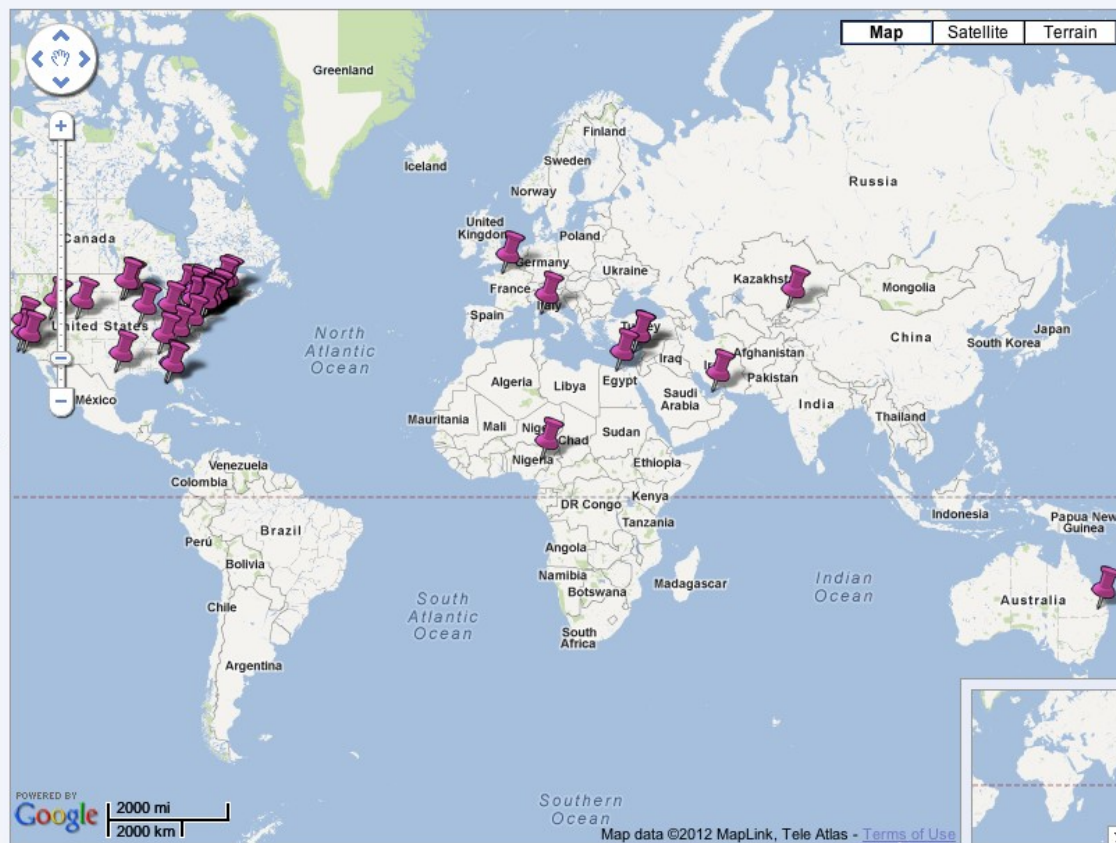
Participatory design of library, American University of Cairo, Cairo, Egypt

#### **American University of Central Asia**

Participatory design of the library and curriculum design, American University of Central Asia, Bishkek, Kyrgyzstan

#### **American University of Nigeria**

Participatory design of American University of Nigeria Library (Yola, Nigeria)







**Thank you!**

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