



Integrating the Library in the Life of the User

An Annotated Bibliography of Practical Ideas

Compiled by Lynn Silipigni Connaway
and Annotated by Erin M. Hood

Integrating the Library in the Life of the User: An Annotated Bibliography of Practical Ideas

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INTRODUCTION

The way individuals get and share information has changed drastically in the past decade and will continue to change. In order for libraries to be a part of this environment, we, as librarians, must be aware of how and why individuals get and share their information. We cannot expect people to change the way they behave in order to utilize the library's virtual and physical services. In order to attract and engage users to the library, we need to develop these services in the environments where our users live, learn and work. These thoughts and our research findings were the impetus for the publication of the 2015 compilation, *The Library in the Life of the User: Engaging with People Where They Live and Learn*, by Lynn Silipigni Connaway.

When sharing the findings outlined in this compilation, Lynn has been asked by colleagues to provide a list of sources for librarians to consult for ideas for the development of user-centered services. Instead of sending the citations individually, she decided to select some of the sources and to compile an annotated bibliography. She hopes the ideas shared in this publication help you to integrate your library services in the life of the user.

Annotated Bibliography

Anderson, Matt. 2012. "Libraries Help Stressed Students During Finals." *Blog Mattanderson.org*, 19 December. <http://www.mattanderson.org/blog/2012/12/19/libraries-help-stressed-students-during-finals/>.

Anderson provides a list of activities that librarians are providing to help students during finals.

Barthel, Michael. 2016. "Around Half of Newspaper Readers Rely Only on Print Edition." *Pew Research Center*, 6 January. www.pewresearch.org/fact-tank/2016/01/06/around-half-of-newspaper-readers-rely-only-on-print-edition.

Findings from several surveys indicate that about fifty percent of newspaper readers only use the print version and do not access an online version.

Colorado Virtual Library. 2016. "FindIT Colorado." Accessed 9 May. <http://www.coloradovirtuallibrary.org/finditcolorado/>.

The FindIT Colorado mobile app can be used to locate the nearest participating libraries, search for and reserve library materials using the online catalog, access digital resources, connect by social media to the participating library and its event calendar, and view library accounts and reserved materials.

Connaway, Lynn Silipigni. 2016. "'I go to Google first.' Integrating the Library into the Life of the User." In *Bibliotecari al Tempo di Google: Profili, Competenze, Formazione*, 17-21. Milan: Editrice Bibliografica.

Connaway goes over current findings from user behavior studies (or information-seeking behavior research or user studies) and Connaway's own research focusing on how people engage with technology and how they get their information for both personal and academic situations.

Connaway, Lynn Silipigni. 2016. "The Library in the Life of the User: Engaging with People Where They Live and Learn." Presented at the PLA 2016 Conference, *What Patrons Want: From Data to Impact*, Denver, Colorado, 6 April. <http://www.slideshare.net/LynnConnaway/pla-april-2016-connaway-final>.

This is a presentation based on the report *The Library in the Life of the User: Engaging with People Where They Live and Learn* with an emphasis on the need to provide services for what people actually do, not what they say they do.

Connaway, Lynn Silipigni. 2016. "Mapping the Role that Technology Plays in your Life: The Visitors and Residents App." *Hangingtogether.org* (blog), 10 May. <http://hangingtogether.org/?p=5627>.

This blog post includes background information and an explanation of the rationale for developing the *Digital Visitors and Residents* app.

Connaway, Lynn Silipigni, comp. 2015. *The Library in the Life of the User: Engaging with People Where They Live and Learn*. Dublin, OH: OCLC Research. <http://www.oclc.org/content/dam/research/publications/2015/oclcresearch-library-in-life-of-user.pdf>.

This compilation provides a sequential overview of some of our user behavior research findings that articulate the need for the design of future library services to be all about the user.

Highlights:

- People associate the library with books and do not consider the library in relation to online resources or reference services.
- People may not think of using libraries to get their information because they do not know that the services exist, and some of the existing services are not familiar or do not fit into their workflows.
- The context and situation of the information need often dictates how people behave and engage with technology.
- Engagement and relationship building in both the online and physical environments is important for the development of successful and effective services.

Connaway, Lynn Silipigni, Agustí Canals and Eva Ortoll. 2016. "Digital Visitors and Residents." Keynote presented at the OCLC EMEA Regional Council Meeting, Madrid, Spain, 1 March. <http://www.slideshare.net/LynnConnaway/digital-visitors-and-residents> and <https://oclc.wistia.com/medias/2sz52y620q>.

This is a presentation on the findings of the *Digital Visitors and Residents* project that began in 2011 with US and UK students and faculty compared to the findings from a replication of the study in Spain with students and faculty at the Universidad Carlos III de Madrid (UC3M) and the Universitat Oberta de Catalunya (UOC).

Connaway, Lynn Silipigni, and Ixchel M. Faniel. 2014. *Reordering Ranganathan: Shifting User Behaviors, Shifting Priorities*. Dublin, OH: OCLC Research. <http://www.oclc.org/content/dam/research/publications/library/2014/oclcresearch-reordering-ranganathan-2014.pdf>.

This report suggests that Shiyali Ramamrita Ranganathan's Five Laws of Library Science can be reordered and reinterpreted to reflect today's library resources and services, as well as the behaviors that people demonstrate when engaging with them.

Although authors Senior Research Scientist Lynn Silipigni Connaway and Research Scientist Ixchel Faniel believe Ranganathan's five laws are still relevant today, their intent is to help evolve both the work done by librarians and the perceptions of libraries and librarians. By changing how we think about the five laws in terms of interpretation and order of importance, Lynn and Ixchel hope to reflect the current resources and services available for use and the behaviors that people demonstrate when engaging with them.

The objective of this publication is to provide a timely and relevant context for Ranganathan's laws that today's librarians, library researchers and information scientists can refer to as they think about making changes in practice and developing agendas for future research.

This work is an output of the OCLC Research User Behavior Studies & Synthesis theme, which centers on how users engage with technology and content. [Abstract directly quoted from original source material]

Connaway, Lynn Silipigni, Donna M. Lanclos and Erin M. Hood. 2013. "The Behavior of Finding Information." *EDUCAUSE Review*. Podcast, 6 December. <http://www.educause.edu/ero/article/i-always-stick-first-thing-comes-google-where-people-go-information-what-they-use-and-why>.

A twelve-minute podcast interview conducted by *EDUCAUSE Review Online* with members of the *Digital Visitors and Residents* project team discussing research design methods and the difference between visitor behavior and resident behavior.

Connaway, Lynn Silipigni, and Marie L. Radford. 2011. *Seeking Synchronicity: Revelations and Recommendations for Virtual Reference*. Dublin, OH: OCLC Research. <http://www.oclc.org/reports/synchronicity/full.pdf>.

A membership report from OCLC Research, in partnership with Rutgers, the State University of New Jersey, *Seeking Synchronicity* distills more than five years of virtual reference (VR) research into a readable summary that features memorable quotes that vividly illustrate very specific and actionable suggestions. Taken from a multi-phase research project that included focus group interviews, surveys, transcript analysis and phone interviews with VR librarians, users and non-users, these findings are meant to help practitioners develop and sustain VR services and systems. The report asserts that the "R" in "VR" needs to emphasize virtual "Relationships" as well as "Reference."

Connaway, Lynn Silipigni, and Mary Sauer-Games. 2016. "The Knowledge-driven Library: From Data to Insight to Action." Presented at the OCLC Update Brunch, ALA Midwinter Meeting, Boston, Massachusetts, 10 January. <http://www.slideshare.net/LynnConnaway/the-knowledgedriven-library-from-data-to-insight-to-action>.

A presentation at the ALA Midwinter Meeting outlining the impact cycle of data, action and insight, using WorldCat® and OCLC Research studies as examples.

Connaway, Lynn Silipigni, Dave White, and Lorcan Dempsey. 2011. "Digital Visitors and Residents: What Motivates Engagement with the Digital Information Environment? An Update on Current Findings." Video presentation, 13 October. <http://mediasuite.multicastmedia.com/player.php?p=m9x090z3>.

A video interview conducted by Lorcan Dempsey with Lynn Silipigni Connaway and Dave White on the progress and initial findings of the *Digital Visitors and Residents* project.

Dempsey, Lorcan. 2012. "Thirteen Ways of Looking at Libraries, Discovery, and the Catalog: Scale, Workflow, Attention." *EDUCAUSE Review*, 10 December. <http://www.educause.edu/ero/article/thirteen-ways-looking-libraries-discovery-and-catalog-scale-workflow-attention>.

This article discusses the position of the catalog and uses it to illustrate more general discovery and workflow directions.

DeSantis, Nick. 2012. "On Facebook, Librarian Brings 2 Students From the Early 1900s to Life." *The Chronicle of Higher Education*, 6 January. <http://chronicle.com/blogs/wiredcampus/on-facebook-librarian-brings-two-students-from-the-early-1900s-to-life/34845>.

Director of Research Collections and Services at the University of Nevada at Reno Donnelly Curtis created Facebook profiles for Joe McDonald and his wife, Leola Lewis, who were students at the college in the early 1900s. Doing this allowed Curtis to introduce archival material to modern-day students and show them relatable history.

Digital Promise. 2014. "The New Librarian: Leaders in the Digital Age." *Digital Promise*, 1 October. <http://digitalpromise.org/2014/10/01/teacher-librarians-chart-a-new-course-in-vancouver-public-schools/>.

Vancouver Public Schools (VPS) in Vancouver, Washington, are investing in librarians rather than cutting funding as many other schools are doing. VPS began the weLearn 1:1 initiative, which provides students and teachers with electronic devices and personalized digital curriculum. Additionally, the teacher-librarians are spending more time in the classrooms and instructing students in digital citizenship.

Earl Gregg Swem Library. 2013. "De-stress at the Library During Final Exams." 2 December. <https://swem.wm.edu/news/2013/12/de-stress-library-during-final-exams>.

This is a schedule of all activities provided by Earl Gregg Swem Library at The College of William & Mary for students during final exams week in December 2013. It includes Coffee Night, Pet Therapy Dogs and several snack breaks.

Fribley, Karla. 2015. "Massages in the Library: Running a Course Design Spa for Faculty." *College & Research Libraries News* 76, no. 6: 324-327. <http://crln.acrl.org/content/76/6/324.full.pdf+html>.

Faculty at Emerson College now may sign up for a one-day Course Design Spa in the library before classes in the fall and spring. During this event, faculty members can meet with "consultants" from the library, teaching center, writing center, diversity office, IT, and other offices, while developing their class assignments, syllabi and teaching materials. In addition, faculty also may schedule a massage from a licensed massage therapist.

Horrigan, John B. 2015. *Libraries at the Crossroads: The Public is Interested in New Services and Thinks Libraries are Important to Communities*. Washington, DC: Pew Research Center.
http://www.pewinternet.org/files/2015/09/2015-09-15_libraries_FINAL.pdf.

A recent study from the Pew Research Center identifies the services the community wants their library to offer, including offering more educational programs and more technological instruction.

Klein, Maximilian, and Alex Kyrios. 2013. "VIAFbot and the Integration of Library Data on Wikipedia." *Code4lib Journal*, no. 22. <http://journal.code4lib.org/articles/8964>.

This article presents a case study of a project, led by Wikipedians in Residence at OCLC and the British Library, to integrate authority data from the Virtual International Authority File (VIAF) with biographical Wikipedia articles. This linking of data represents an opportunity for libraries to present their traditionally siloed data, such as catalog and authority records, in more openly accessible web platforms. The project successfully added authority data to hundreds of thousands of articles on the English Wikipedia, and is poised to do so on the hundreds of other Wikipedias in other languages. Furthermore, the advent of Wikidata has created opportunities for further analysis and comparison of data from libraries and Wikipedia alike. This project, for example, has already led to insights into gender imbalance both on Wikipedia and in library authority work. We explore the possibility of similar efforts to link other library data, such as classification schemes, in Wikipedia. [Abstract directly quoted from original source material]

Kraft, Amanda, and Aleck F. Williams, Jr. 2016. "#Shelfies are Encouraged: Simple, Engaging Library Instruction with Hashtags." *College & Research Libraries News* 77, no. 1: 10-13.
<http://crln.acrl.org/content/77/1/10.full>.

Librarians at Horry Georgetown Technical College and Midlands Technical College successfully have been using a Twitter-based scavenger hunt to engage their students. The activity allows the students to practice finding materials in the library while exploring it as well.

Lally, Ann M., and Carolyn E. Dunford. 2007. "Using Wikipedia to Extend Digital Collections." *D-Lib Magazine* 13, no. 5/6. <http://www.dlib.org/dlib/may07/lally05lally.html>.

The University of Washington Libraries Digital Initiatives unit began adding links to the UW Libraries Digital Collections in Wikipedia. Relevant articles were chosen in Wikipedia and then edited to include an external link to the Digital Collections.

Mannes, Tanya. 2012. "A Library...In a Mall?" *The San Diego Union-Tribune*, 29 February.
<http://www.sandiegouniontribune.com/news/2012/feb/29/library-mall>.

Chula Vista in California offers a full-service library branch in the Otay Ranch Town Center mall complete with not just book browsing but also evening story time and free Wi-Fi. As of May 2016, the Otay Ranch Branch (in the Otay Ranch Town Center mall) still is listed as an active branch with extensive hours, including Sunday.

<http://www.chulavistaca.gov/departments/library/locations-hours>.

Mathews, Brian. 2014. *Engines for Change: Libraries as Drivers of Engagement*. Blackburg, Virginia: Virginia Tech University. https://vtechworks.lib.vt.edu/bitstream/handle/10919/50827/enginesforchange_final.pdf?sequence=1&isAllowed=y.

Mathews believes librarians can be drivers for change by acting as entrepreneurs, using many examples to illustrate.

Mathews, Brian. 2014. "Flip the Model: Strategies for Creating and Delivering Value." (Guest Editorial) *The Journal of Academic Librarianship* 40, no. 1: 16-24. doi:10.1016/j.acalib.2013.09.004.

Mathews addresses the critical questions of "what do people need to do and how might libraries help them?"

Mathews, Brian. 2014. "Librarian as Futurist: Changing the Way Libraries Think about the Future." *portal: Libraries and the Academy* 14, no. 3. https://vtechworks.lib.vt.edu/bitstream/handle/10919/49667/Librarian_as_Futurist_Mathews_July2014.pdf?sequence=1.

Are librarians preoccupied with the future? There are countless books, articles, blog posts, webinars and conference presentations filled with speculation about what our organizations will become. This is understandable with the emergence of new roles for libraries and librarians as we determine our identity across the digital landscape. This paper offers guidance for thinking about the future. By adopting the cognitive tools and mindsets used by practitioners of strategic foresight, library leaders can position their organizations for greater impact and value. Knowing how to discover, design, assess and address possible future scenarios is becoming increasingly critical and this skill should become part of our professional fluency. [Abstract directly quoted from original source material]

Mathews, Brian. 2013. "The Art of Problem Discovery: Adaptive Thinking for Innovation and Growth." Invited paper, ACRL Conference 2013, Indianapolis, Indiana. https://vtechworks.lib.vt.edu/bitstream/handle/10919/19308/ArtofProblemDiscovery_Final.pdf?sequence=1&isAllowed=y.

Mathews outlines methods for identifying potential areas of growth and encourages librarians to explore how they think about problem solving.

Mathews, Brian. 2012. *Think Like a Startup: A White Paper to Inspire Library Entrepreneurialism*. Blackburg, Virginia: Virginia Tech University. <http://vtechworks.lib.vt.edu/bitstream/handle/10919/18649/Think%20Like%20a%20STARTUP.pdf?sequence=1&isAllowed=y>.

This document is intended to inspire transformative thinking using insight into startup culture and innovation methodologies. It's a collection of talking points intended to stir the entrepreneurial spirit in library leaders at every level. [Abstract directly quoted from original source material]

OCLC Research. 2016. "Using the Digital Visitors and Residents App." *YouTube* (video), 5 May. <https://www.youtube.com/watch?v=6ai0ZO3IDR4>.

As part of the extensive research done for the *Digital Visitors and Residents* project, an app was created with instructions included. Individuals can create their own maps and then decide if they want to share them.

Orlowitz, Jake, and Patrick Earley. 2014. "Librarypedia: The Future of Libraries and Wikipedia." *The Digital Shift*, 25 January. <http://www.thedigitalshift.com/2014/01/discovery/librarypedia-future-libraries-wikipedia/>.

Several initiatives have been developed to connect researchers using Wikipedia to library sources. The Wikipedia Library is drawing on the Wikipedians in Residence model with their own Wikipedia Visiting Scholars much like the WorldCat KnowledgeBase API.

Priestner, Andy, and Elizabeth Tilley, eds. 2012. *Personalising Library Services in Higher Education: The Boutique Approach*. Farnham, Surrey, England: Ashgate.

Should librarians provide services tailored to their users' specific needs and focus on the non-users or potential users? In the current economic environment, a boutique library service may seem a contradiction. Some academic librarians still provide more centralization programs or generic services than those tailored to users' specific needs. However, the student as the customer now has an even greater vested interest in the learning process as their financial commitment increases and they are demanding better services.

Personalized library services are tailored with a specific clientele in mind and will provide the enhanced service demanded by today's students. These services need not cost more money, but they do require inventive and customer-facing staff. They celebrate and promote collaborative ventures along with excellent communication and marketing. This book unpacks the boutique model and is full of practical advice, supported by a unique set of case studies reflecting international practice including Australian, American, Russian and UK library services.

Rosen, Rhonda. 2015. "What's a Nice Jewish Book Group Doing in a Catholic University? The Book Group as a Community Outreach Tool." *College & Research Libraries News* 76, no. 6: 328-331. <http://crln.acrl.org/content/76/6/328.full.pdf+html>.

At Loyola Marymount University, a Jesuit university, the Charles Von der Ahe Library partnered with the newly created Jewish Studies minor program for a grant that allowed them to pilot a series on Jewish literature. Since the pilot was completed successfully, they have continued the book group on their own with faculty speakers, tours and group activities, which have attracted individuals throughout the community.

Rosenwald, Michael S. 2015. "Why Digital Natives Prefer Reading in Print. Yes, You Read that Right." *The Washington Post*, 22 February. https://www.washingtonpost.com/local/why-digital-natives-prefer-reading-in-print-yes-you-read-that-right/2015/02/22/8596ca86-b871-11e4-9423-f3d0a1ec335c_story.html.

Multiple studies continue to indicate that millennials still prefer to read in print despite overall digital preferences, stating that they are less distracted when reading, comprehend what they are reading more when in print and prefer the feeling of handling the physical item.

Rua, Robert J. 2011. "Running a Passport Acceptance Facility at Your Library." *American Libraries*, 1 February. <http://americanlibrariesmagazine.org/2011/02/01/running-a-passport-acceptance-facility-at-your-library>.

Cuyahoga County Public Library of Ohio has become one of the Passport Acceptance Facilities for the U.S. Department of State earning them \$25 per passport. The extra income has allowed restoration of Sunday hours throughout all 28 branches of the library.

Seeley G. Mudd Library. 2016. "Events in the Mudd Library." Lawrence University. Accessed 9 May. <https://www.lawrence.edu/library/about/events>.

Mudd Library at Lawrence University in Appleton, Wisconsin, has organized a number of events to attract individuals to the library. The events include Canine Therapy, Gaming in the Library, Summer Coffeehouses and Talk Like a Pirate Day.

Thaler, Mark, and Tim Pittman. 2015. "A Student View of Academic Libraries." *Dialogue* 27: 10-11. <http://www.gensler.com/design-thinking/publications/dialogue/27/a-student-view-of-academic-libraries>.

Based on the results of recent studies, the authors conclude that students prefer to study in the library where they can focus. Additionally, students who are struggling academically and commuting students are even more in need of a study space and library services.

The World Bank. 2016. *World Development Report 2016: Digital Dividends*. Washington, DC: The World Bank. <http://www.worldbank.org/en/publication/wdr2016>.

Digital technologies have spread rapidly in much of the world. Digital dividends—that is, the broader development benefits from using these technologies—have lagged behind. In many instances, digital technologies have boosted growth, expanded opportunities and improved service delivery. Yet their aggregate impact has fallen short and is unevenly distributed. For digital technologies to benefit everyone everywhere requires closing the remaining digital divide, especially in internet access. But greater digital adoption will not be enough. To get the most out of the digital revolution, countries also need to work on the 'analog complements'—by strengthening regulations that ensure competition among businesses, by adapting workers' skills to the demands of the new economy, and by ensuring that institutions are accountable. [Abstract directly quoted from original source material]

Turkle, Sherry. 2015. *Reclaiming Conversation: The Power of Talk in a Digital Age*. New York: Penguin Press.

Preeminent author and researcher Sherry Turkle has been studying digital culture for more than thirty years. Long an enthusiast for its possibilities, she investigates a troubling consequence: at work, at home, in politics and in love, we find ways around conversation, tempted by the possibilities of a text or an email in which we don't have to look, listen or reveal ourselves. We develop a taste for what mere connection offers. The dinner table falls silent as children compete with phones for their parents' attention. Friends learn strategies to keep conversations going when only a few people are looking up from their phones. At work, we retreat to our screens although it is conversation at the water cooler that increases not only productivity but commitment to work. Online, we only want to share opinions that our followers will agree with—a politics that shies away from the real conflicts and solutions of the public square.

The case for conversation begins with the necessary conversations of solitude and self-reflection. They are endangered: these days, always connected, we see loneliness as a problem that technology should solve. Afraid of being alone, we rely on other people to give us a sense of ourselves, and our capacity for empathy and relationship suffers. We see the costs of the flight from conversation everywhere: conversation is the cornerstone for democracy and in business it is good for the bottom line. In the private sphere, it builds empathy, friendship, love, learning and productivity. But there is good news: we are resilient. Conversation cures. Based on five years of research and interviews in homes, schools and the workplace, Turkle argues that we have come to a better understanding of where our technology can and cannot take us and that the time is right to reclaim conversation. The most human—and humanizing—thing that we do. The virtues of person-to-person conversation are timeless, and our most basic technology, talk, responds to our modern challenges. We have everything we need to start, we have each other.

University of Minnesota. 2016. "Managing Stress on the Road to Finals Week." Accessed 9 May. <https://twin-cities.umn.edu/managing-stress-road-finals-week>.

There is a link on the University of Minnesota web page directing students to coloring sheets they can download to help deal with finals stress.

Zhang, Jie, and Nevin Mayer. 2014. "Proactive Chat Reference: Getting in the Users' Space." *College & Research News* 75, no. 4: 202-205. <http://crln.acrl.org/content/75/4/202.full>.

More frequently we find ourselves approached by live customer service representatives in cyberspace offering customer support on the commercial websites we visit. Live customer support chat offers us the opportunity to ask questions and, ideally, to receive quality information in response to our questions about a product or service we are thinking about buying. This proactive approach to customer service, commonly used in business, was recently adopted by Grasselli Library at John Carroll University for its chat reference service, which supports 3,500 FTE students and 380 faculty members. By switching to chat software that initiates the offer to help on behalf of the librarian, we experienced success in increasing the visibility of our chat service with our users. This, in turn, increased our patrons' use of the service. [Abstract directly quoted from original source material]

Zickuhr, Kathryn, Lee Rainie, and Kristen Purcell. 2013. *Library Services in the Digital Age*. Washington, DC: Pew Research Center's Internet & American Life Project. <http://libraries.pewinternet.org/2013/01/22/library-services/>.

The internet has already had a major impact on how people find and access information, and now the rising popularity of e-books is helping transform Americans' reading habits. In this changing landscape, public libraries are trying to adjust their services to these new realities while still serving the needs of patrons who rely on more traditional resources. In a new survey of Americans' attitudes and expectations for public libraries, the Pew Research Center's Internet & American Life Project finds that many library patrons are eager to see libraries' digital services expand, yet also feel that print books remain important in the digital age. [Abstract directly quoted from original source material]

Zimmerman, Jess. 2013. "There's a Secret Library in the New York City Subway." *Grist*, 3 October. <http://grist.org/cities/theres-a-secret-library-in-the-new-york-city-subway/>.

The New York Public Library has a tiny branch hidden in a subway station, the Terence Cardinal Cook-Cathedral Branch, whose patrons use it mostly for easy commute reading.

For more information about our work related to user studies, please visit:
www.oclc.org/research/themes/user-studies.html



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