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Tell a Vision: Three Vignettes

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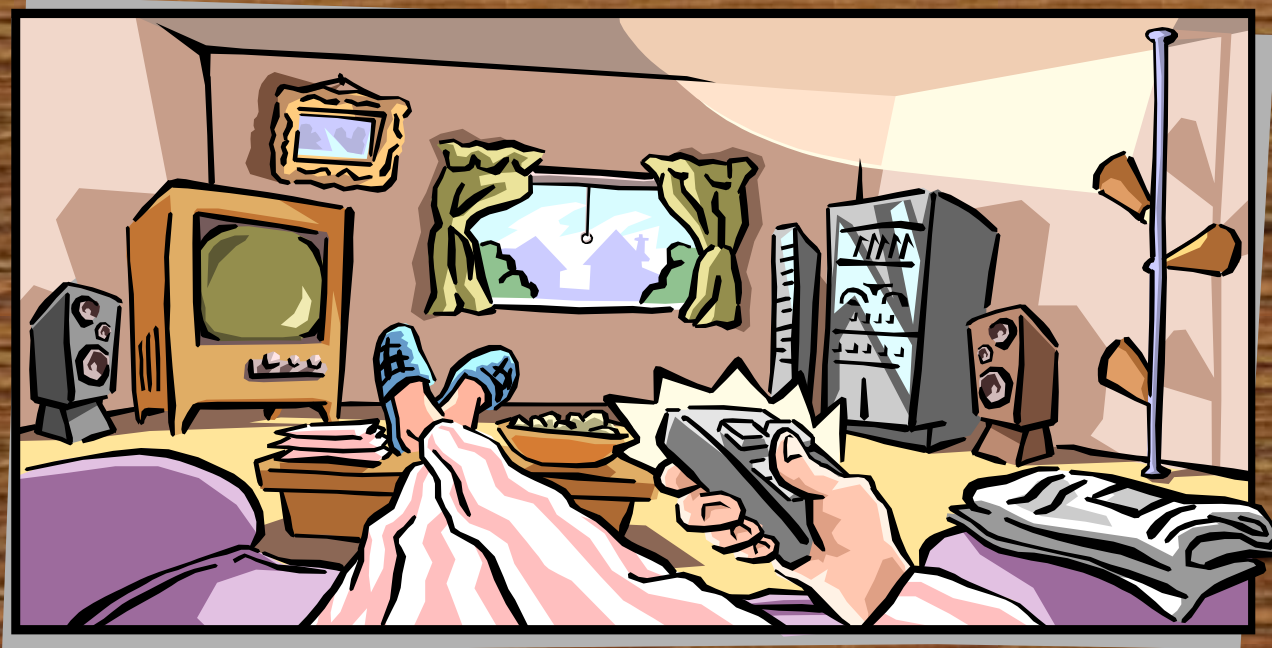
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Tell a Vision: 3 Vignettes



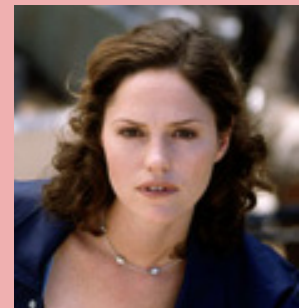
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DLF Forum – November 2001

Assessment Scene Investigation

- How & why libraries assess
- Assessment methods & tools
- Issues & challenges
- Organization of assessment
- Trends indicative of practice
- Agenda for future work



ASI Methods

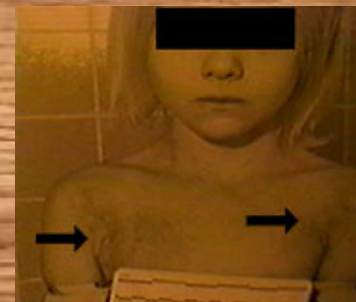
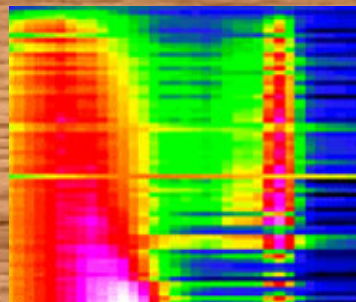
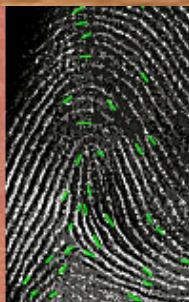
- Qualitative DLF telephone survey
- Collection & review of instruments
- Desk-based research
- Peer review
- Follow-up quantitative survey



Case ID 2001-ASI-DT

EVIDENCE:

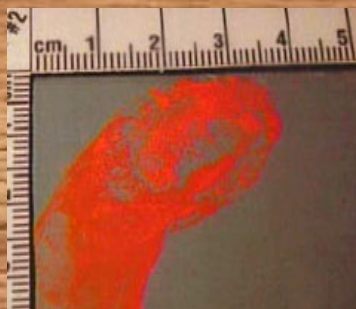
- Similar purposes & methods
- Different organizations & approaches
- Different resource commitments & expertise
- Diverse outcomes



Case ID 2001-ASI-DT

EVIDENCE – Diverse outcomes

- Reinforce assumptions & preferences
- Challenge assumptions & preferences
- Provide problematic information
- Often a breakdown in the research process



Articulate research purpose

Assess available resources

Choose research method

As



Implement the plans

Present, interpret, & plan

Analyze & interpret

Conduct

instruments

Case ID 2001-ASI-DT

CRIME – Assessment slaughter 2

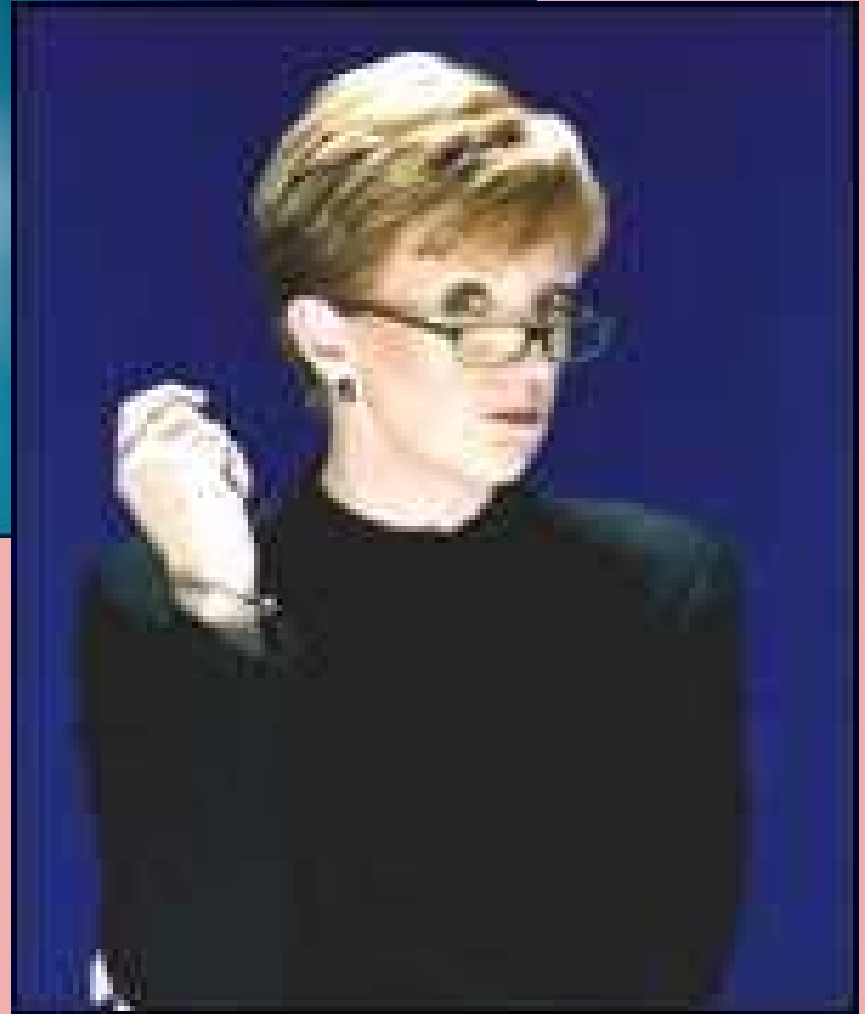
- Purposeless data collection
- Discouraged staff & users
- Inadvertent negligence
- Involuntary harm



Assessing
rapidly
moving
targets



Issues & Challenges



Surveys

- Survey fatigue
- Cost & benefits
- Composing questions
- Lack of analysis & application
- Lack of resources, comprehensive plans, & commitment
- Recruiting representative research subjects



Focus Groups & Protocols

- Lack of skilled moderators & observers
- Lack of prior agreement about what to observe & how to record the observations
- Analyzing, interpreting, & using qualitative data
- Recruiting representative research subjects
- Lack of resources, comprehensive plans, & commitment

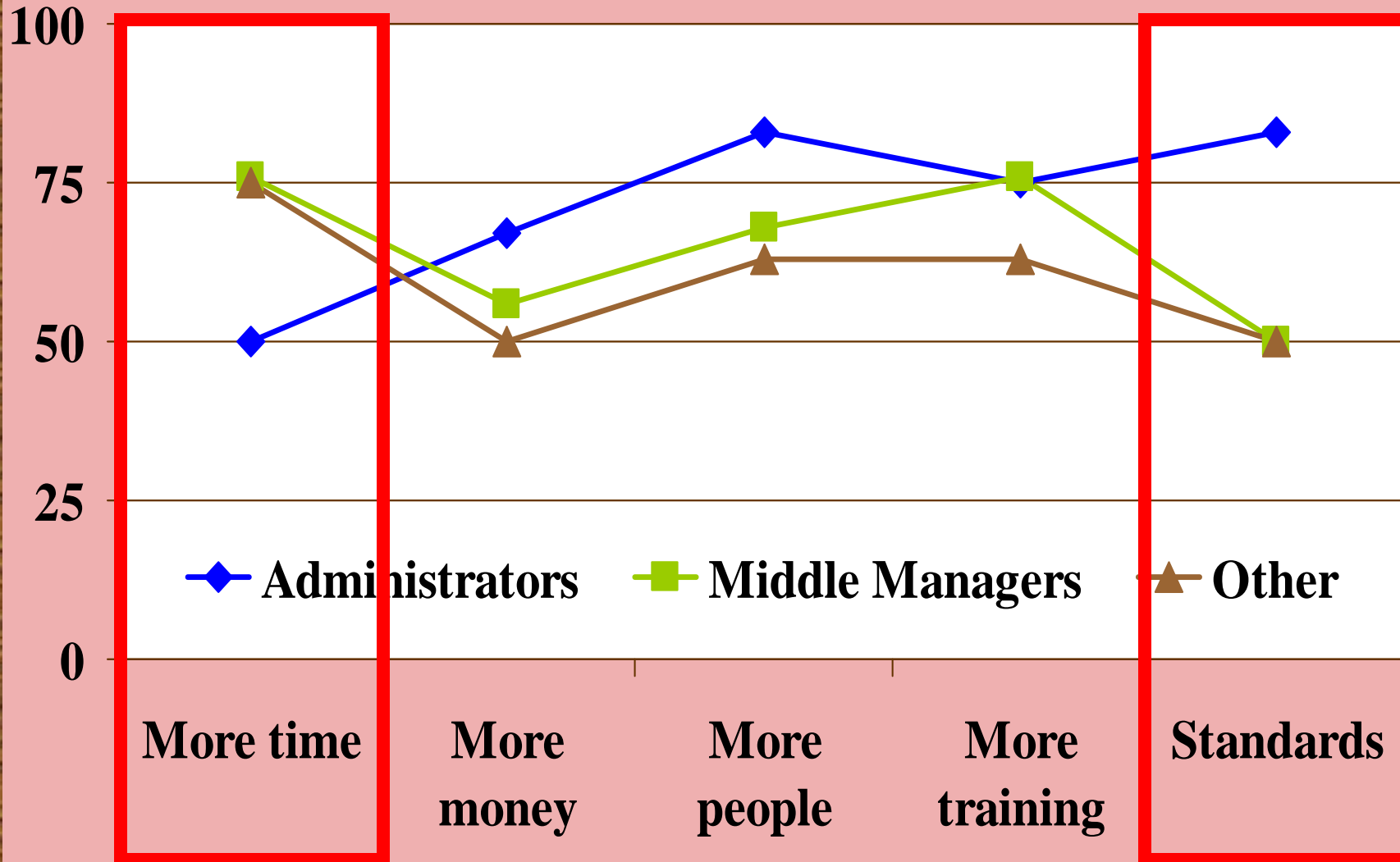


Transaction Log Analysis

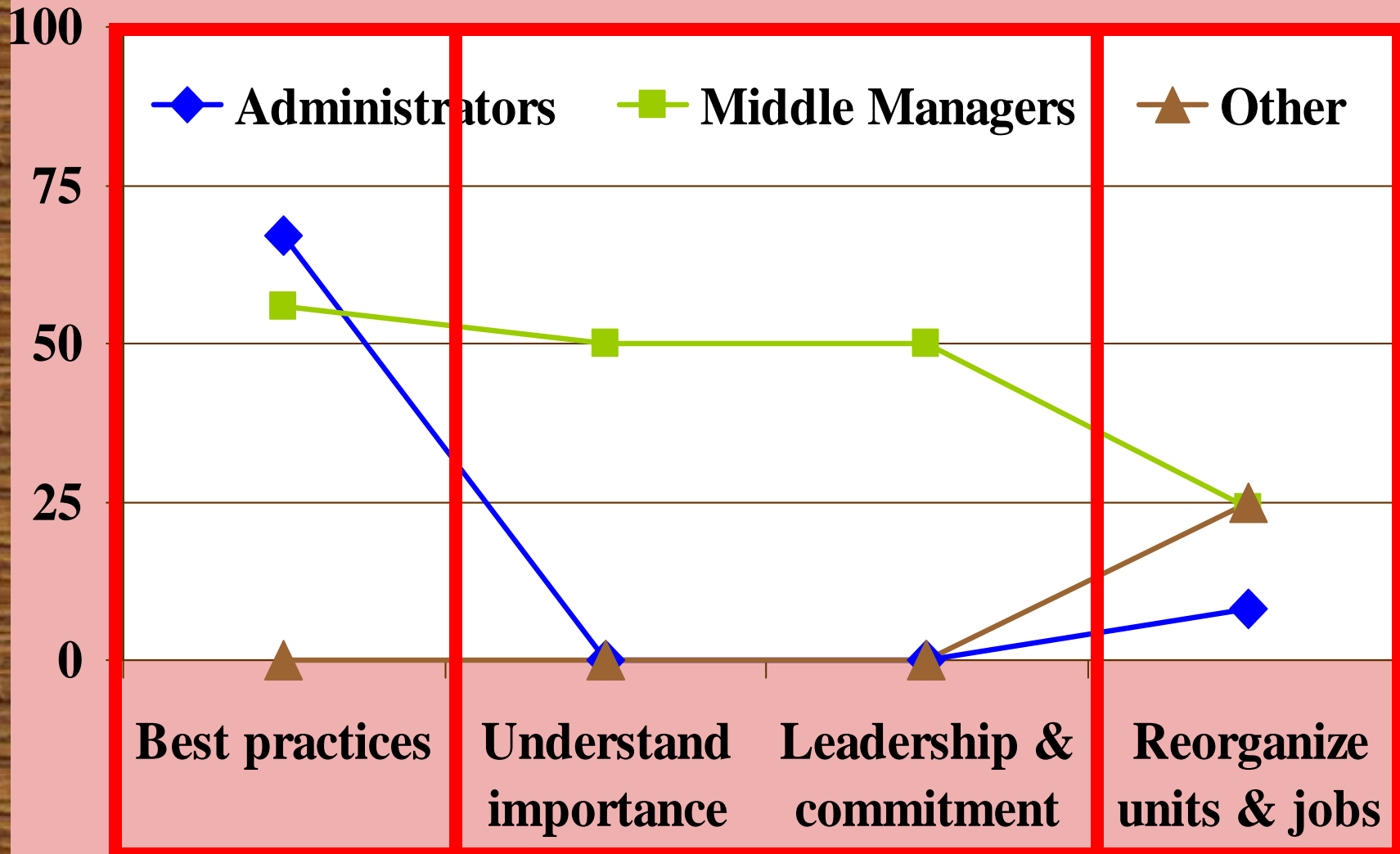
- Volume of data
- Getting the right data
- Analyzing & interpreting the data
- Managing, presenting, & using the data
- Lack of resources, comprehensive plans, & commitment
- User privacy



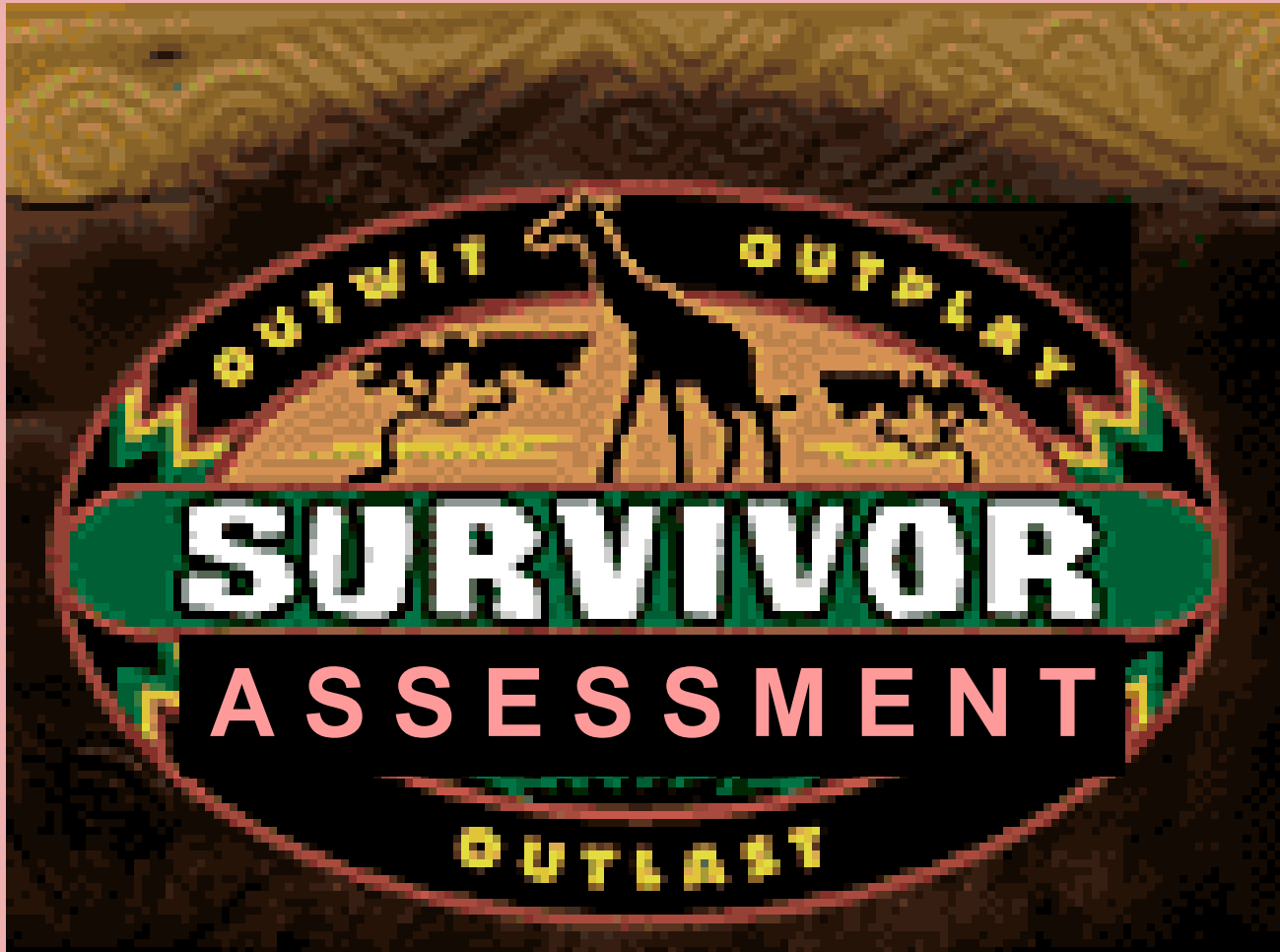
Perceptions of Weakest Links



Perceptions of Weakest Links



Conclusions & Next Steps



Organize Assessment

- Develop case studies & best practices
- Build consensus for e-metrics lite
- Gather baseline data & benchmarks
- Develop specification for an MIS



Develop How-To Manuals

- Research process & methods
- Planning & scheduling
- Resource commitment & skill development
- Field-tested schedules, budgets, workflows, & instruments



Acquire Interpretive Framework

- DLF & Outsell, Inc. survey of students & faculty
 - Understand why library use is changing
 - Evaluate current & future role
 - Inform strategic planning & resource allocation
 - Focus library efforts appropriately
 - Facilitate development of tools & services



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Thank You

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