

OAKLAND UNIVERSITY KRESGE LIBRARY

PERSONAS AND SCENARIOS

OVERVIEW

This is a report detailing the purpose and functionality of the Web site for the Kresge Library at the Oakland University, Michigan. A group from the School of Information at the University of Michigan (Sebastian Encina, Maurini Strub, and Daniel Fehrenbach, known collectively as the Grizzled Bears), in conjunction with the class ‘Evaluation of Systems and Services,’ will be working throughout this semester to evaluate the system and make recommendations on how to bolster its usability. These recommendations will be based wholly on interviews with users of the system, whom we have determined as students (both undergraduate and graduate), librarians, and university faculty. From these interviews, we will highlight the general themes and parse out needs and wants of the users.

PURPOSE

The purpose of the system we are evaluating is to support the educational mission of the University and Library. The general purpose is to assist students and faculty in their research endeavors, including research done for class assignments.

Specifically, the site is designed to assist in the finding of books and journals through various databases. Furthermore, the site has links to course pages where readings and other material are listed. Other services are found on the site to help students and other researchers engage in their work, including tutorials on how to use the site or do library searching. The Kresge even has IM so students can get help in real time if they are not in the library building itself, along with e-mail and phone options.

GENERAL FUNCTIONALITY

The Kresge Library Web page is merely a homepage with various links on it. From the homepage, users can search for books, search for articles, maneuver to various databases,

contact a librarian, schedule a tutorial, or search through course pages (either current or archived). Tabs on the front page act as both links and drop down menus for displaying some of the major services for the site. Tabs include book searches, article searches, library information, course pages, research guides, tutorials, and “Ask a Librarian.” There are also quick links for interlibrary loans, renewing books, and RefWorks.

Clicking each tab will also take the user to a new page where the tools of that section are listed. In several cases, that next page will have even more links than are available in the drop down list. Both the book and articles search functions will allow the user to take advantage of several third party databases such as WorldCat, PsychInfo, and others.

From each page it is possible to return to the home page by clicking the Kresge Library logo at the top.

METHODOLOGY

Not including our initial interview with the Project Director, Mariela Gunn, the group interviewed nine people who were identified as users of the Kresge Library system. We made appointments with two librarians and one faculty member who responded to an e-mail plea for interviewees. In groups of two (one interviewer and one note-taker), we interviewed each person based on a script put together ahead of time (Appendix 1).

Finding students to interview took a different approach. We placed posters at the Kresge Library for solicitations for interviews. We had one response from this poster. Three other students were found as we walked through the library and asked random students for assistance with our project. The group knew of one more Oakland University graduate student and she was asked to participate. Her responses to our questionnaire are also included. Finally, a library student assistant was also included in the interviews (Appendices 2-10 for all interview notes).

For their time and help, each interviewee was rewarded with a \$5 gift certificate to Caribou Coffee (the local coffee shop at Oakland University).

After the notes were compiled, the group member who was not involved in the interview was charged with highlighting points taken from the responses, with assistance and clarification from the other members. These highlights then went into the making of personas and scenarios that will assist the group in generating recommendations for Kresge Library.

KEY INSIGHTS

Our interview script focused on how people do research. We did ask some basic background information (types of computer used, comfort level with the Internet and computers, current occupation, age group, etc.), followed by specific questions about what they need to do while at

Oakland U. and what tools they are using. We asked about non-Kresge tools they use in conjunction with the library. Google came up often in discussion.

According to our interviews, it appears that there aren't many people who are aware of everything that the library does offer. One theme we found in our interviews with librarians, students, and faculty was that members of each were comfortable using the tools they were already familiar with. Librarians, naturally, spent the most time playing with other tools, but even some of them indicated not using everything at their disposal.

Due to either lack of time or lack of interest, there were no strong desires on the parts of our interviewees to learn about other systems that could potentially be of use to them (particularly on the part of students, both undergraduates and graduates). And aside from a few databases, not many interviewees had any strong ties to any aspect of the site.

Finally, virtually all interviewees agreed that there was a lack of documentation or signage on the site explaining what the available tools were, or that they were even there. This proved somewhat frustrating especially for students who did not attend any orientation or library class.

ALEX WEIDEMAN



BIOGRAPHY

- Male
- 19 years old
- Sophomore at Oakland University
- Health Science major
 - pre-health professional concentration
- Commutes to campus 4 days/ week for class
- Works part time at Caribou Coffee
- Single
- Lives at home with his parents

BACKGROUND

After finishing the Rhetoric class that introduced many of the services and tools for research at the library to him during his freshman year Alex has had limited use for the library website. He suspects that the library website might have tools that would help him with his classes, but extensive research is not often required for his assignments and he has little time or incentive to learn more about the site. He sees the library site very often when logging in to the computers at Kresge Library to check his email or access course materials through Moodle, but rarely goes deeper, choosing to use only what he already knows.

Alex has his own Dell PC, it is about three years old and runs Windows XP. At home he has access to the internet through a broadband cable connection and makes use of the available computer stations on campus when he is there for class. Unless there is an assignment due soon most of his computer usage is personal and social: staying in contact with friends through Facebook and MySpace (has accounts on both) as well as email (Yahoo mail and school's Gmail) and instant messaging (AIM). While doing these things he might also have news websites (weather, CNN and ESPN) or online poker sites open at the same time. He is comfortable with day to day operations of the computer and with online navigation and social networking sites.

Most of what Alex's reading comes from textbooks and course packs. He seldom needs material from the library. He has had some experience with using the site for research but it has not been positive. For an Introductory Psychology assignment, he was required to find 3 peer-reviewed articles in PsycINFO and summarize them. The assignment took much longer than he expected because even though there were a lot of articles very few were available in full-text. Alex's most important goal is finishing his assignments, his research is driven by specific needs presented by instructors, very rarely by personal interest.

ALEX'S SCENARIO

1. Late on a Thursday afternoon, Alex has just finished his last class of the day. Before the next meeting of the class he needs to write an eight to ten page research paper about medical imaging technology. He expects this might be difficult to find and does not look forward to the work. The instructor has warned the class that use of websites as sources, unless absolutely necessary, will result in lower grades. Alex wants to avoid losing points so he goes to the library to start his research.
2. At the library Alex logs onto a computer and opens a web browser, bringing up the Kresge Library front page. As the library page finishes loading he opens a second window to check his email accounts, leaving the library site in the background.
3. When he is done reading email and has read some news articles Alex returns to the library site, considers the navigation options and clicks the "Find Articles" button. He doesn't think that he has time to look for any books and since web sites won't be accepted articles are his only options.
4. The "Find Articles" page has two main sections, Databases and E-Journals. Alex is not sure of the difference between the two options but in earlier projects he used databases. Alex clicks the "Databases by Subject" link and then follows the "Health Science" link on the list of subjects that appears.
5. Seeing the list of health science related databases Alex cannot immediately tell which one would be the most useful. One of the options has the words "Full Text" in its title, since he does not want, or have the time, to look for articles that aren't already online Alex chooses this one and starts his search.
6. Searching proves to be as difficult as Alex feared. His keyword searches do not seem to return anything like what he is hoping to find. Switching word orders and trying different words for similar ideas lead to more results but it is still not enough.
7. Alex takes frequent breaks to check his email, Facebook and to watch YouTube videos.
8. Alex tries three databases from the list under his subject, spending around 10 minutes with each. He moves back and forth from the database list to new sources re-entering the queries but remains unhappy with the results. Nothing seems to answer his questions and he is losing track of the tools he has tried.
9. Frustrated, Alex re-opens his Google window and starts trying the same searches there. Many results come up, but nothing that his instructor would accept.
10. Alex gives up on his database searches and goes to the reference desk, he tells them he has a paper about specific medical technologies and needs information from scholarly sources. The librarian at the desk helps Alex to narrow down what he is attempting to write about and shows him some queries and ideas that show better results in the databases he was using. Alex and the librarian find enough information that Alex feels he can start writing his paper.

ANNE HOUGHTON



BIOGRAPHY

- Female
- 29 years old
- 2nd year in M.A. of Public Administration program
- BA in Political Science from Michigan State

University

- Commutes to campus 4 days per week
- Works part time as an analyst at the Metropolitan Affairs Coalition, a non-profit organization in Detroit
- Engaged, lives with partner, currently paying mortgage on a house

BACKGROUND

Anne considers herself to be a strong researcher, able to use the library site and the tools available on it to meet her needs. She appreciates the amount of access that she has through the library site, even though she does not make use of most of it. Anne spends the most time looking for articles for research projects and when required to find further reading for her courses. She has also used her library research permissions to find articles and information for her job.

Anne owns a 2-year old Apple laptop. She usually has a wireless connection to a broadband Internet connection. When she needs a change of scenery or to escape distraction Anne also sometimes works in nearby coffee shops. She has been using the Internet and other online services for many years and does not usually have problems with understanding or making use of new tools online, unless they are especially complicated. Computer is used mostly for email, word processing, spreadsheets and research. Personal use of the computer is mostly news and weather checking, also movie times, upcoming local events and restaurant reviews.

No single tool meets all of Anne's research needs. She is continuously switching between databases, websites and search engines like Google. Most library research requires finding articles, though she sometimes uses the catalog. She makes use of multiple databases in her educational and professional research including: LexisNexis, Social Science Abstracts, PAIS International and Hoover's Company Reports.

Anne is most concerned about the convenience of the tools, especially the speed that she can get to them to start a search. Tools allowing her to keep track of what she has looked at, where it was located and how she found it also help.

ANNE'S SCENARIO

1. Anne opens her computer on a Monday morning to get work done at home. She has a paper due in a week and wants to start gathering materials.
2. Anne decides to start with her class work. She re-reads the description of the paper on her class's Moodle page, trying to determine what she will need. The paper is similar to others she has written in the past but she cannot remember the keywords and vocabularies she used to get the best results.
3. Anne is looking for peer-reviewed articles about non-profit management and would prefer to have the information in an electronic format this is more convenient for her and speeds up her research when she can complete everything in one session rather than going to the library or waiting for books through Inter-Library Loan.
4. With some written notes and rough plan Anne starts her research. She begins by opening several different library pages from bookmarks she saved from other projects. This saves her the time of clicking through layers of library pages to get to database listings.
5. In order to access these databases from home Anne needs to sign in using her school ID number and her name, since she opened multiple databases at once she needs to re-enter her name for each one.
6. With her identity validated Anne begins to look for articles. With so many searches going on simultaneously the screen gets crowded and she often loses track of the origin of some of her results. To make sure that everything she needs is captured Anne uses her RefWorks account at the library to save citations before they are lost.
7. Anne sees several promising articles that are not available online, so she opens a new window and enters the library catalog. She has to sign in again here to get to her account. She does this at the beginning because there are several features that she uses that only appear for logged-in users.
8. Anne begins to search for the print copies of the particular journals that she needs, some of them are on the library shelves but are not circulating books, Anne saves those citations in RefWorks with notes to check for them the next time she is on campus.
9. Feeling good about the article and journal research Anne decides to check the catalog for books or other media in the library that might further her research. Anne has saved some of her previously used searches, she opens one of them from the "My Searches" tab, edits some of the specific keywords and searches the library catalog.
10. Anne scrolls through the results that appear, most of them do not sound useful for her research. The most promising book in the list is currently out on loan but it is due back soon so Anne decides to put a hold on the book so she will be informed when it is returned.

BENJAMÍN ISEA



BIOGRAPHY

- Male
- 43 years old
- Librarian at Kresge Library for 8 years
 - Specializing in Modern Languages
- MLS from Wayne State University
- BA from Western Michigan University
 - French
 - Spanish
- Married with 2 children

BACKGROUND

Benjamin uses the library site constantly, whether it is preparing materials for instructing a class, his own academic research or helping a student at the reference desk. Since he has worked at the library for a while he has seen the site go through many changes and additions and considers the latest design to be one of the better ones.

Benjamin has used the Internet in some form for many years, he remembers Gopher and early email tools. He has a PC in his office at the library as well as a new laptop running Windows Vista at home. He also uses the computers at the library desk during his reference shifts. Tasks at work include using the library catalog and a variety of the databases for his academic research as well as word processing and email and chat with his colleagues at the University. Reference duties require him to know the library collection, the use of most of the electronic databases and the services offered in the building and online.

Over many years of research he has developed the skills to find what he needs from relevant sources and as his personal research remains constant the tools needed do not often change. However, during his reference work he cannot predict which tools a person with a question will need, this often requires some searching just to find the right tool. When helping students they often are confused by the multitude of options available and he has a difficult time explaining the differences between particular tools. Demonstrating navigation of the site can also be difficult, he knows the location of nearly every important resource but students have trouble following his instructions through the site. As he works with the site so often Benjamin has developed habits to save time when answering reference questions, these depend on the location of many tools on the site's front page and he would not like to see those change.

APPENDIX 1: USER INTERVIEW SCRIPT

User #: _____

Demographic

What is your age range?							
Under 18	18-24	25-30	31-36	37-41	42-47	48-53	over 54

What is your occupation?

What is your primary language?

If student:

What is your academic standing? (Freshman, Sophomore, Junior, Senior)

Are you a commuter student or resident student?

Are you enrolled full time or part time?

Technological

What kind of computer do you typically use?

Do you own it?

How long have you had it?

How long have you been using it?

Typically, for what kinds of things do you use it?

How comfortable are you using it?

How fast is your connection to the internet?

Web Use

How long have you used the internet?

How often do you use it?

How often do you use it for personal vs. work tasks?

Could you describe the typical things that you do on the internet and how often?

Environment

Where do you typically do your research? (home, school, work, library)

If @ work:

What kind of office do you work in?

If @ home:

Do you reside alone? With significant other? Parents?
Do you have children?
Do you have to share your computer with others?
When are you most likely to use the library's site?
(between classes, at the end of your day, on the weekend - before going out, on the weekend after running errands, on the weekend after spending time with friends)?
What other tools do you use when you're using the library's site for research?
How important are those tools to conducting your research?
How do you use them in conjunction with the library's site?
Do you use any other products when conducting research?
What do you prefer about using it?

Psychographic

What is most important in your life?
Convenience, Speed, Ease of use, Utility, Comfort, Fun
How do you learn about new library services or research tools?
How do you learn about new trends or ideas in your discipline?
Why do you prefer this medium?
Where else do you search for information that you might use in your research?
What other sites do you like to use to conduct research?
What else do you do in your free time?
What do you do for entertainment?

Goals

When you're using the library's site for research, what are you trying to solve?
How does this goal change with time:
During an individual session?
Over time?
Why do you use Kresge Library's site?
How do you measure success in attaining these goals? What is your ultimate goal?
What keeps you from solving your problems with the current site?
Are there multiple points hindering you?
How severe is the problem? Is it minor or show-stopping?

Needs

What has to happen for you to meet your research needs?
What factors separate a research tool that works tolerably vs. one that works perfectly?
What do you need to enjoy using the library's site?
What are some of your fears of using the library's site?
Why do you keep on using the library's site?
What triggers your use of the site?

If you don't reuse, what reasons do you reuse your other preferred site offer?

Knowledge

How much do you know about using the library's site for research?

How much do you know about the products/services the library offers

Before you start your research, how much do you know about what you need?

Is there anything that you use in lieu of the library's site?

Usage Trends

Are you typically able to find what you need in one shot?

How many times does it take you to complete a task?

How much research do you do before you decide on which tool to use on the library's site?

Do you research the tools, before each time that you do your research?

How loyal do you feel towards a particular tool or product on the library's site?

For which tool do you have a preference?

Why do you prefer it?

APPENDIX 2: USER2 INTERVIEW NOTES

User #: 2

Demographic

What is your age range?							
Under 18	18-24	25-30	31-36	37-41	42-47	48-53	over 54
							X

What is your occupation? **Full time Grad student; Parent of 3**

What is your primary language? **English**

If student:

What is your academic standing? (Freshman, Sophomore, Junior, Senior)

Graduate

Are you a commuter student or resident student? **commuter**

Are you enrolled full time or part time? **full-time**

Technological

What kind of computer do you typically use? **IBM Dell Compatible desktop**

Do you own it? **Yes**

How long have you had it? **Since 2006; but owned once since 2000**

How long have you been using it? **Since 2006**

Typically, for what kinds of things do you use it? **email, business communications (FAFSA), MeLCat to check out stuff, research articles; I'm on the library's site at least once per day, writing papers, do research - course pages, ERIC, PsychInfo. I used it for my thesis - peer reviewed journal articles.**

How comfortable are you using it? **Very**

How fast is your connection to the internet? **Fast, I have cable**

Web Use

How long have you used the internet? **1994**

How often do you use it? **couple hours a day (2 hours a day); news, catch up on TV occasionally**

How often do you use it for personal vs. work tasks? **About 1 hour a day for personal stuff, but the rest would be course work related. I commit to spend 2-2.5 hours per day for coursework (alternating days)**

Could you describe the typical things that you do on the internet and how often?
Research, data input on MDE database, email correspondence

Environment

Where do you typically do your research? (home, school, work, library)

Mostly at the library - if I'm at home I get too many distractions. I'll give my kids rides and then stay on campus purposely to get stuff done.

Do you reside alone? **Just kids- 2 of kids**

Do you have children? **3 kids in college (2 @ OU, 1 @ OCC)**

Do you have to share your computer with others? **Occasionally; my daughter or son might use mine, but they have their laptop**

When are you most likely to use the library's site? **When I'm doing homework - through Moodle; weekends. My classes are at night, so I'm likely to use before I go to class. But the nights I don't have class. Our professors really like us to use**

(between classes, at the end of your day, on the weekend - before going out, on the weekend after running errands, on the weekend after spending time with friends)?

What other tools do you use when you're using the library's site for research?

Find articles. I love the ones where you can use AND or OR and the keyword, or search the databases - basically anything that I can do for free. I'll google things, but it's not a really reliable way to get information... It seems that things that I'd find here are a lot more scholarly. My teachers require peer reviewed and scholarly things. I'm already getting things that are high quality stuff and filtered. Maybe sometimes like the Merriam-Webster site, but I really just use the library's site.

How important are those tools to conducting your research? **It's essential. I don't have the time or money to explore other options.**

How do you use them in conjunction with the library's site? **I use the library's site to look up and obtain articles from educational journals. I use the internet to search for organizations, forms, documents etc.**

Do you use any other products when conducting research? **Books; I use the writing center to help me when I'm editing my papers. I've used the RefWorks tutorials, to help me with my papers. I use it for every paper now, but it's so excellent. You still have to double check it for punctuation and capitalization, but I use it so much. ERL. I use ERL sometimes, because my classes are all over in Pawley house and they have a lot of the resources that I often need**

What do you prefer about using it? **Some books or articles required for a research project are not available online. The online would version would be preferred.**

Lifestyle

What is most important in your life? **My kids and grandkids - immediate family**

Convenience, Speed, Ease of use, Utility, Comfort, Fun **(indicated items are most important to me in terms of my computer)**

How do you learn about new library services or research tools? **Our teachers in class; I've also gone to a reference librarian many times. I usually don't go to them, but when I need help, they usually end up showing me something new.**

How do you learn about new trends or ideas in your discipline? **I go to CNN education on my computer - weekly, I click on the Education page, I'll forward my teachers stuff and then they use it in class! I read the paper for information like funding for schools, and also assessing the job market and looking about where I need to think about for employment**

Why do you prefer this medium? **Easy and fast, reliable, they put the critical things on a national level -national trends.**

Where else do you search for information that you might use in your research? **Books, online news, journals, .**

What other sites do you like to use to conduct research? **I access a bunch through the current course page. It's easier and faster to use that method, because sometimes I'm just tired. and don't really have a lot of time,**

What else do you do in your free time? **Read, spend time with grand kids, go to the gym, I watch TV when I'm cleaning/cooking only.**

What do you do for entertainment? **Not much, a lot of it has to do with budget - I stay home with my kids and we eat meals together. We anything that is free or healthy.**

Goals

When you're using the library's site for research, what are you trying to solve? **I need references, there's always a bit of personal opinion in your paper, but it's primarily finding good sources for citing information**

How does this goal change with time:

During an individual session? **I would rely a lot on my opinions, but now I'm learning how to weed through them; after I took that class here [KL - BI attached to my class] I learned how to evaluate and refine my searches. Refining my key words.**

Over time? **NA**

Why do you use Kresge Library's site? **graduate school research.**

How do you measure success in attaining these goals? What is your ultimate goal? **Honestly, I get as many that I can, delete all that aren't available in electronic format, and then I review the abstracts. I print a bunch**

and then later weed them out. Some times, the stuff I get is too broad, so I'm getting better on focusing on the topic.

What keeps you from solving your problems with the current site? **If my kids interrupt, physical interruptions; now that I know how to use the correct search terms - and after taking that class, it really helped me focus on better terms.**

Are there multiple points hindering you? **No**

How severe is the problem? Is it minor or show-stopping? **n/a**

Needs

What has to happen for you to meet your research needs? **I have to have the knowledge of how to use the system, keyword searching, advanced searching, limiting the dates, as a phrase.**

What factors separate a research tool that works tolerably vs. one that works perfectly? **The tools that give me a lot of information - Quantity and then refine the scope later. SAGE, Psych Info,**

What do you need to enjoy using the library's site? **That it doesn't time me out or the PDF might lock up the browser.**

What are some of your fears of using the library's site? **No, I really love it.**

Why do you keep on using the library's site? **It's quick, convenient, saves me time and money - the course pages really save me a lot of time**

What triggers your use of the site? **homework assignment.**

If you don't reuse, what reasons do you reuse your other preferred site offer?

Knowledge

How much do you know about using the library's site for research? **I've attended one for one class last semester, and am attending another one next week, I think they've really opened my eyes about the resources here.**

How much do you know about the products/services the library offers **I know about the writing center, the computer lab, books. I love how quiet the computer lab is - Pawley's ERL is always noisy, because classes meet in there, but I just bring ear plugs, but still it's more conducive to studying over here**

Before you start your research, how much do you know about what you need? **Not much about the topic.**

Is there anything that you use in lieu of the library's site? **Books, journals**

Usage Trends

Are you typically able to find what you need in one shot? **Yes, only since I've written my thesis. It's only now, I can put in my search and bing bing, I get my results.**

How many times does it take you to complete a task? **No more than twice - like last time [I searched] I entered juvenile instead of children and came up with a lot of stuff on juvenile delinquency. Or if I run out of time, I might come back to finish up, but usually a one shot search.**

How much research do you do before you decide on which tool to use on the library's site? **Not much, I'm pretty familiar with the databases that work for me, based on past coursework and experience.**

Do you research the tools, before each time that you do your research? **No. I go to the database that I think will contain the information I need, and I search for it.**

How loyal do you feel towards a particular tool or product on the library's site? **Probably ERIC, PsycInfo and Psyc[can't remember]**

For which tool do you have a preference? **ERIC**

Why do you prefer it? **The database has a better representation of what I need.**

APPENDIX 3: USER3 INTERVIEW NOTES

Freshman (5-year program)

Detroit native

Elementary Education major

Uses Internet 3-4 hours per day

Does not own her computer

Comfortable with computer

Typical uses: music!, Facebook, email, research

Does research at library

Uses Wikipedia, Google, Yahoo!, books, .edu sites and.gov sites, ask.com

Most important thing for her is speed when using the Internet

Listen to music for entertainment

When using library site, she goes to find papers, break down the topic to find more information, for more searchable topics

Nothing stops her from using the site

Does comparisons for papers depending on how general the question is; if precise, easier to find answers, but if general, she compares findings to professor's questions

Finds Kresge material is not specific enough, or does not find answer right away, so she goes to Google or other sites; but that does not deter her from using it again later

She uses Kresge site because she can get to writing center through it, which she found out late in the semester

Doesn't know enough about services of the library, but due mainly to her not asking what is available

It takes several resources to find what she is looking for, but also uses books and would use digital books if available

She either knows the tools to use on the site, or she does play around to see what she can use. Mostly she knows what she needs to use and goes to it

She likes search functions, it just a matter of her using it more

She feels site should be more descriptive about their tools. For non-computer users, how do they know what they can use if it is not made explicit to them or explained to them?

APPENDIX 4: USER4 INTERVIEW NOTES

User #: ____04?_____

Demographic

What is your age range?							
Under 18	18-24	25-30	31-36	37-41	42-47	48-53	over 54
		X					

- What is your occupation? Student starbucks
- What is your primary language?english
- If student:
 - What is your academic standing? (Freshman, Sophomore, Junior, Senior)
 - Masters in linguistics
 - Are you a commuter student or resident student?
 - commuter
 - Are you enrolled full time or part time?
 - full
- **Technological**
- What kind of computer do you typically use?
 - Pc / acer
- Do you own it?

- How long have you had it?
 - 2 yers
- How long have you been using it?
- Typically, for what kinds of things do you use it?
 - Sound recording
- How comfortable are you using it?
 - Very com
- How fast is your connection to the internet?
 - Wi-fi
- **Web Use**
- How long have you used the internet?
- How often do you use it?
 - 10 years , everyday
- How often do you use it for personal vs. work tasks?
 - Mostly personal, some online class participation
- Could you describe the typical things that you do on the internet and how often?
 - Sound recording, email
- **Environment**
- Where do you typically do your research? (home, school, work, library)
 - Home and library,

- not a lot of book research needed,
- software for linguistics
- If @ home:
 - Do you reside alone? With significant other? Parents?
 - Live with parents
 - Do you have children?
- Do you have to share your computer with others?
 - own
- When are you most likely to use the library's site?
 - Night and afternoon most days
- What other tools do you use when you're using the library's site for research?
 - Email, linguistics software
- How important are those tools to conducting your research?
 - Sometimes very important
- How do you use them in conjunction with the library's site?
 - Not really used with the library site, may be open at the same time but not often
- Do you use any other products when conducting research?
 - Online searches
- What do you prefer about using it?
 - Sometimes hard to know what the library has

- **Psychographic**
- What is most important in your life?
 - **Convenience**, Speed, Ease of use, **Utility**, Comfort, Fun
- How do you learn about new library services or research tools?
 - OED – found out through girlfriend from other school
 - Never attended orientation though
 - Don't really need to use too many library tools
- How do you learn about new trends or ideas in your discipline?
 - Professors and textbooks
- Why do you prefer this medium?
 - Know the information is good, easier to get to
- Where else do you search for information that you might use in your research?
 - Linguistics information very open source, comes through other libraries and universities
 - Linguistic alphabets link on moodle
- What other sites do you like to use to conduct research?
 - Mostly class texts and files
- What else do you do in your free time?
 - Sound recording, music, Languages – ancient greek texts
- **Goals**

- When you're using the library's site for research, what are you trying to solve?
 - Navigating online sources, getting back and forth between sections is difficult
 - forget where I've found things in the past,
 - tools hard to find
 - sometimes trying to find information on literature for personal use
- How does this goal change with time:
 - During an individual session?
 - Pretty much stays the same
 - Over time?
 - Just chip away at the problem until I find it
- Why do you use Kresge Library's site?
 - Only way to get to books
- How do you measure success in attaining these goals? What is your ultimate goal?
 - Finding what I need
 - Reaching the resource
- What keeps you from solving your problems with the current site?
 - Are there multiple points hindering you?
 - How severe is the problem? Is it minor or show-stopping?
 - Difficult navigation
 - Book link is hidden under too many layers

- Don't know what tools are around

Needs

- What has to happen for you to meet your research needs?
 - Arabic translation keys or exercises, language tool resources
 - Needs not met in class, could be offered through library
- What factors separate a research tool that works tolerably vs. one that works perfectly?
 - How fast I can find it, Quality of the source (usually easy to tell though)
- What do you need to enjoy using the library's site?
 - Easier to find books
- What are some of your fears of using the library's site?
 - None really
- Why do you keep on using the library's site?
 - I go to school here
- What triggers your use of the site?
 - Information I want to find, talking with girlfriend about Shakespeare had to look up a quote, couldn't find it though
- ~~If you don't reuse, what reasons do you reuse your other preferred site offer?~~

- **Knowledge**

- How much do you know about using the library's site for research?
 - Not very much, no orientation
- How much do you know about the products/services the library offers
 - Some, but not too much
- Before you start your research, how much do you know about what you need?
 - Topics, questions, sometimes books titles
- Is there anything that you use in lieu of the library's site?

- **Usage Trends**
- Are you typically able to find what you need in one shot?
 - How many times does it take you to complete a task?
 - 5 min for something simple, half hour for complex tasks
 - Usually find what I need, but I don't do a lot of research
- How much research do you do before you decide on which tool to use on the library's site?
 - Use the catalog mostly,
- Do you research the tools, before each time that you do your research?
 - Not really
- How loyal do you feel towards a particular tool or product on the library's site?
 - For which tool do you have a preference?

- Why do you prefer it?
 - Hard time to find what tool would be the most helpful, layers of links are confusing,
 - Simple search box would be better
 - No idea what some of the links on the front page are, don't know what the tools are
- Why are books and articles separated? would like to search both at the same time

APPENDIX 5: USER5 INTERVIEW NOTES

User #: 5

Demographic

What is your age range?							
Under 18	18-24	25-30	31-36	37-41	42-47	48-53	over 54
						x	

What is your occupation? **Librarian**
What is your primary language? **English**

Technological

What kind of computer do you typically use? **PC**
Do you own it? **Yes**
How long have you had it?
How long have you been using it? **[computers]23 years**
Typically, for what kinds of things do you use it?
How comfortable are you using it? **Yes, Very**
How fast is your connection to the internet?

Web Use

How long have you used the internet? **Since it's existence; back to the days of Gopher**
How often do you use it? **daily several -hours per day**
How often do you use it for personal vs. work tasks? typical day: **75% work 25%personal**
Could you describe the typical things that you do on the internet and how often?

Environment

When are you most likely to use the library's site?
(between classes, at the end of your day, on the weekend - before going out, on the weekend after running errands, on the weekend after spending time with friends)?
Either in preparation for teaching or showing someone at the reference desk or finding information for myself

What other tools do you use when you're using the library's site for research?

Other sites, certainly: depending on the question I'll show them google or wikipedia along with caveats as to why you should or shouldn't use it. Print resources, but more and more using electronic resources over print.

I had to write a paper last term for HRD class; I might go to HRD industry sites to see what publications a might be useful

How important are those tools to conducting your research?

How do you use them in conjunction with the library's site?

Do you use any other products when conducting research?

What do you prefer about using it?

Lifestyle

What is most important in your life?

Convenience, **Speed**, Ease of use, Utility, Comfort, Fun

How do you learn about new library services or research tools? **Playing around. Sometimes, you can find out about new things in various periodicals, other libraries web sites, and conferences & meetings and you get feedback about new tools.**

How do you learn about new trends or ideas in your discipline? **same as above**

Why do you prefer this medium?

Where else do you search for information that you might use in your research?

What other sites do you like to use to conduct research?

Goals

When you're using the library's site for research, what are you trying to solve?

Trying to find articles on a topic. Dan is on the desk now, and just showed me a mistake on the site, so getting into to DreamWeaver to fix it

Why do you use Kresge Library's site?

How do you measure success in attaining these goals?

It depends on what you're looking for. For HRD class, I wanted to make sure that I had good sources on the given topic. I'm so busy at this point in my life, I'll do what I need to do to make sure that it'll be

What is your ultimate goal?

What keeps you from solving your problems with the current site?

Yes, there are, sometimes a site map isn't complete enough; being on the web-team, we've been in the background of it, it's hard to be objective. But when I'm trying to find information as a user, I trip over how many databases and using the databases. So it'd be nice to have a federated search - so from a student perspective, it would be more useful

Are there multiple points hindering you?

How severe is the problem? Is it minor or show-stopping?

Needs

What has to happen for you to meet your research needs?

What factors separate a research tool that works tolerably vs. one that works perfectly?

A tolerable search tool isn't good, if it doesn't work perfectly, then it's not good enough. Again, that speed issue is important.

What do you need to enjoy using the library's site? **The absence of a search box on the front page can be sometimes difficult. We used to have one at the bottom of the old site. I'm so ingrained on how to teach the site. The course pages are web based and are designed to teach how to get the tools. I visit other library sites to find tools - the convenient hotlinks on Amazon the "maybe you'd be interested in this too" [recommender systems], "people who bought this...". Suggesting books other than personal likes or dislikes might be a problem - because patron privacy might be an issue - maybe similar/related books to results....**

What are some of your fears of using the library's site? **Dreamweaver is a pain - I've taught myself what I need to do only what I need to change, but I have an overall sense of what I need to accomplish things that I need to do. I did buy a book on it[CSS]; but I haven't had time to read much on it. I only know in DreamWeaver what i've been taught [shown]. I don't know HTML & CSS. Started using DW about 4 years ago - because it was implemented as a tool for [authoring] web pages. So learning the interface keys and HTML are problematic.**

Why do you keep on using the library's site?

What triggers your use of the site?**If they're looking at a sheet and it's assignment specific, I might ask what class it's for and depending on how they answer, I'd refer them to a general or specific database. I determine if it's personal, assignment, dissertation, but it takes some negotiation [reference interview]. I hardly ever bring them to a course page unless, I've taught them in a class.**

If you don't reuse, what reasons do you reuse your other preferred site offer?

Knowledge

How much do you know about using the library's site for research? **A lot about the site and the products**

How much do you know about the products/services the library offers? **Many times it's a broad search and interviewing the student to get a better sense of what they want. More often than not its helping them [students] on the level of where they're at.**

Before you start your research, how much do you know about what you need? **I know what's in each tool and where I'm likely to get the information that I need.**

How much research do you do on the tools that you need?

I don't set aside time to play around with the tools, but when the tools come on board, I play around with them. And then once the need comes up, I learn more about its features/limitations

Is there anything that you use in lieu of the library's site?

Usage Trends

Are you typically able to find what you need in one shot?

How many times does it take you to complete a task?

How much research do you do before you decide on which tool to use on the library's site?

Do you research the tools, before each time that you do your research?

How loyal do you feel towards a particular tool or product on the library's site?

No, I think I got over that along time ago. THE ERIC database used to be on CD ROM, but when we got rid of that, I was just heartbroken. Electronic versions of print abstracts are the way of things and are constantly changing, so I've learned not to get attached.

For which tool do you have a preference?

Why do you prefer it?

Anything you miss from the last site? **You sometimes see frustration @ the reference desk where people are having trouble. I had a person come to the ref desk who asked where did you put the search box? I mean it gave out crap, but it was popular.**

APPENDIX 6: USER6 INTERVIEW NOTES

User #: ____06_____

Demographic

What is your age range?							
Under 18	18-24	25-30	31-36	37-41	42-47	48-53	over 54
	X						

What is your occupation? Online affiliate/subscription sales

What is your primary language? English, Slovakian

If student:

What is your academic standing? (Sophomore, transfer student)

Are you a commuter student or resident student? C

Are you enrolled full time or part time? F

Technological

What kind of computer do you typically use?

Dell, PC – Vista/Win98

Do you own it?

How long have you had it?

3 years

How long have you been using it?

Typically, for what kinds of things do you use it?

Web design, homework, youtube

How comfortable are you using it?

totally

How fast is your connection to the internet?

cable

Web Use

How long have you used the internet?

10 years

How often do you use it?

everyday

How often do you use it for personal vs. work tasks?

Both, everyday

Could you describe the typical things that you do on the internet and how often?
Work, email, other sites

Environment

Where do you typically do your research? (home, school, work, library)
Home, library during class time

If @ home:

Do you reside alone? With significant other? Parents?
parents

Do you have children?
no

Do you have to share your computer with others?
no

When are you most likely to use the library's site?
12 in the morning

What other tools do you use when you're using the library's site for research?
Google, moodle

How important are those tools to conducting your research?

Not sure? Moodle for class work. Probably use google more for research

How do you use them in conjunction with the library's site?

Windows open at the same time

Do you use any other products when conducting research?

Not really

What do you prefer about using it?

Used to it

Psychographic

What is most important in your life?

Convenience, Speed, **Ease of use**, Utility, Comfort, Fun

How do you learn about new library services or research tools?

Using it, finding tools on the front page

How do you learn about new trends or ideas in your discipline? Health sciences

Emails from the school

Why do you prefer this medium?

any information is good, no preference

Where else do you search for information that you might use in your research?

nowhere

What other sites do you like to use to conduct research?

Not sure, none really

What else do you do in your free time?

Poker

What do you do for entertainment?

soccer

Goals

When you're using the library's site for research, what are you trying to solve?

Looking for information mostly database articles

How does this goal change with time:

During an individual session?

yeah, find new things and keep going

Over time?

~~Why do you use Kresge Library's site?~~

How do you measure success in attaining these goals? What is your ultimate goal?

Finish your homework

What keeps you from solving your problems with the current site?

Nothing really

~~Are there multiple points hindering you?~~

~~How severe is the problem? Is it minor or show-stopping?~~

Needs

What has to happen for you to meet your research needs?

Computers could be closer together if you are working in a group

What factors separate a research tool that works tolerably vs. one that works perfectly?

Not sure, no preference

What do you need to enjoy using the library's site?

Pictures, better instruction guide for getting to moodle

What are some of your fears of using the library's site?

Like the security of the site, sign-in keeps people from seeing what you did

Why do you keep on using the library's site?

Convenient, space to

What triggers your use of the site?

Assignments, homework

——— ~~If you don't reuse, what reasons do you reuse your other preferred site offer?~~

Knowledge

How much do you know about using the library's site for research?

Not much, new student transfer here

How much do you know about the products/services the library offers

Also no much

Before you start your research, how much do you know about what you need?

Teacher tells me where to look, then see what is on the site

Is there anything that you use in lieu of the library's site?

Google,

Usage Trends

Are you typically able to find what you need in one shot?

Yeah

How many times does it take you to complete a task? (didn't really have an answer, I asked about any blockers that he had encountered in using the site)

not enough to remember, so far its ok

How much research do you do before you decide on which tool to use on the library's site?

Don't. Did find a tool to look for job opportunities on IE(?)

Do you research the tools, before each time that you do your research?

No

How loyal do you feel towards a particular tool or product on the library's site?

Haven't tried to many

~~For which tool do you have a preference?~~

~~Why do you prefer it?~~

Other Thoughts:

Better than UofD, more secure, cleaner design, well organized, maybe email students to make them aware what is available, this might happen in first semester but there isn't information for transfer students

APPENDIX 7: USER7 INTERVIEW NOTES

Q1 – age group: last group

occupation: librarian

language English

type of computer: PC

own? yes, one

how long have it? 3 years

computers in general: 25 years+

what does she do on computer: Internet, word processing, email

comfort level? very comfy

Internet use? forever, used Gopher

use of internet, how often? continually

proportion between work/personal tasks: 50-50

when are you most likely to use Kresge Web site (when working with patrons): almost always use site to help them, showing them how to use it even if it is a direct question, to show how they could have found the same answer

- but not always

what other tools used in conjunction with Kresge: mostly Kresge site, and then going elsewhere after; Kresge as starting point

other products she uses? Google, show student how to use it and for herself

preference about Google? “when I want a little something someplace” and for making a search limited to educational sites and for the campus

for quick and dirty finding of things

research tools: importance? convenience, ease of use for the student?

familiarity

learn about new library services: reference group, rough notes, subscribe to many listserves

new trends and new ideas: listserves, ALA, journals

other site she uses to conduct research, and for helping student: mostly Kresge, at least start, then move on to WorldCat, MelCAT, mel.org,

typical interaction with student at reference desk: "I'm writing a paper on x" and they need journal articles or books for more information; some people look for something more particular

get less informational questions, like statistics, but it does come up

how do you measure success in attaining goals? sometimes she goes too far, as it is tempting to tell someone everything. gauged by interaction with student, and whether they feel satisfied and get what you are saying

what about current site keeps her from solving problems: a lot of time finding things when Web site is changed around; greatest problems with helping students: what is research guides and what are tutorials; research guides are not clear research guides, though tutorials are (as she has written some); perhaps not too clear for students. find books/find articles is too simplistic because there are other databases where you can find more; initial problems with links on top and express links at bottom as they are similar but in two different places ("Why not ILL there?"; "How to get to refworks?"; "Why here and not there?")

What makes a research tool tolerable versus perfect? on the Kresge site in particular: can't be too general that it doesn't satisfy user; she does not refer to tutorial often, but scholarly vs popular she does; she asks students if they know how to use refworks; they are minutely broken down so you can jump to just what you need; keep them focused and specific

how much do you know about the library site: a lot, she thinks; she tends to go to the things that she knows; locations bother her

before helping someone answer a goal, how much does she know what tools are the best match? not familiar or comfortable with everything, but there certainly are things she does know; e.g. business research, she can find enough information to be directed to the right thing

typically able to find info in one shot, or does it need to be refined? usually takes several time, as there are multiple stabs at various things; once they find something that works, they will start over again so she can show them how to do it properly, but she starts out experimenting; she does not stick with something very long if she can figure out it is not working; if out of depth, she gives them what they need for them to do it themselves

does she familiarize herself with site tools often: just every once in a while, to see what courses have been updated/written

any portion of the site she feels loyal to? mostly using the dbs to find articles; doesn't use it but shows students the dbs by subjects quite a bit

other tools she wishes Kresge would use? dictionary tools, she links some on english courses pages, but more widespread, particularly how to pronounce words; health-related web sites or travel sites she uses; can't think of anything right now; she feels good about Kresge site when she visits other library sites; mostly questioning the layouts and why so much repetition; most annoying thing: the way the pop

up/drop down tool disappears from screen sometimes; this is most annoying when teaching a class, not so much one-on-one

other library sites? to see their features or to use their tools? she uses it to see what kind of dbs and tools they have, but they are sometimes difficult to use

she looks at other regional U libraries

different incarnations of site, are they better now? she feels so, but right before change she feels attachment to old site, but then grows used to the new site

biggest change is the sectioning off of parts; less drop downs, she doesn't use bottom drop down, though she could, but she is more likely to navigate her way through things, especially when showing a student the tools

BA in English, MA in English, MLS

APPENDIX 8: USER8 INTERVIEW NOTES

User #: _____8_____

Demographic

What is your age range?							
Under 18	18-24	25-30	31-36	37-41	42-47	48-53	over 54
						X	

What is your occupation?

Director honors collec prof english

What is your primary language?

english

If student:

What is your academic standing? (Freshman, Sophomore, Junior, Senior)

phd Victorian lit, 19th cent british, BA and MA

Are you a commuter student or resident student?

Are you enrolled full time or part time?

Technological

What kind of computer do you typically use?

PC (Dell)

Do you own it?

How long have you had it?

How long have you been using it?

purchase 1987

Typically, for what kinds of things do you use it?

How comfortable are you using it?

very

How fast is your connection to the internet?

Web Use

How long have you used the internet?

As long as its been around

How often do you use it?

Nearly constantly, revising an article – used google to find a line a poetry to find similar lines of poetry in wordsworth and tenneyson, constant usage (other than emailing) especially with GOOgle books
How often do you use it for personal vs. work tasks?
75 work / 25 play(news, bbc, espn (European soccer, champ. league final))

Could you describe the typical things that you do on the internet and how often?

Environment

Where do you typically do your research? (home, school, work, library)
Everywhere, home work starbucks, don't normally work in the library (when in need of carroll – away from office distractions) Libraries are for special holdings and collections, that are not lending libraries, 4-5 times in a week at the physical library

If @ work:

What kind of office do you work in?

If @ home:

Do you reside alone? With significant other? Parents?

Do you have children?

Do you have to share your computer with others?

When are you most likely to use the library's site?

Everyday. New books coming in, what other u's have, looking for a book (oxford and the attractarians – ordered through ILL from Western Mich). Project MUSE, online journal. MLA Databases. Voyager(?)

When I do a course I would also put things on line (books articles on pdf)

What other tools do you use when you're using the library's site for research?

How important are those tools to conducting your research?

Very

How do you use them in conjunction with the library's site?

Google, Google Books, Brit Lib website, Nation Potrait Gallery Library

Do you use any other products when conducting research?

What do you prefer about using it?

Psychographic

What is most important in your life?

Convenience, Speed, Ease of use, Utility, Comfort, Fun

Speed. Grabbing something immediate. People use the internet to check things, Looking up the date of a painting (Tate gallery was wrong) Don't rely on sources as proof but as a ballpark gauge.

How do you learn about new library services or research tools?
Fairly traditional in doing research, different from current students, go back to the article, don't trust current students who are familiar with tech just using web links. Don't rely on tech for accuracy. Check other libraries when something is missing from Kresge. Check Mirlyn catalog at the UofM. Find out features from each library site.

How do you learn about new trends or ideas in your discipline?
On four editorial boards reviewing manuscripts/articles, active research agenda, participate in MLA committees (Ex methods of literary research committee), colleagues sending things from NY times book review. Don't use the internet to see what's new, already generally aware.

Why do you prefer this medium?
Where else do you search for information that you might use in your research?
Wikipedia? Maybe getting a sense of something, would never quote or cite from it. Discourages students from depending on it. Gives students a list of sites (gatekeeping takes place) online and peer-reviewed journals.

What other sites do you like to use to conduct research?
What else do you do in your free time?
What do you do for entertainment?

Goals

When you're using the library's site for research, what are you trying to solve?
Find journals, find books

How does this goal change with time:
During an individual session?
Over time?

Why do you use Kresge Library's site?
How do you measure success in attaining these goals? What is your ultimate goal?
Finding it or not

What keeps you from solving your problems with the current site?
If I come out of ILL and click on Kresge library, the site does not load (broken link?). After ordering an article and finish, clicking on Kresge Library does not work.

Are there multiple points hindering you?
How severe is the problem? Is it minor or show-stopping?

Needs

What has to happen for you to meet your research needs?

What factors separate a research tool that works tolerably vs. one that works perfectly?

Looking for accuracy looking also for sites that take me further back to the beginning of a source rather than extractions. Work requires me to get it right, if I use google books I don't use ILL or from the library (age factor – tactile relationship to books)

What do you need to enjoy using the library's site?

What are some of your fears of using the library's site?

Why do you keep on using the library's site?

What triggers your use of the site?

If you don't reuse, what reasons do you reuse your other preferred site offer?

Knowledge

How much do you know about using the library's site for research?

Modicum amount, always surprised when I invite a librarian for an class I teach about research at the library, and what is available on the . Part of it comes because I don't have a need to know it, "utility factor". Won't just go to the site to see whats there, go with a task in mind and look to see what there is to do.

How much do you know about the products/services the library offers

Familiar with library sources

Before you start your research, how much do you know about what you need?

Tend to assess the problem first rather than go the sites first, "diagnosis," sometimes I would ask colleagues. Collab project for OUP, wanted to look at a site that gives access to good greek fonts and characters, asked a colleague in Birmingham to find out, did not search through library site for resources. Internet is so time consuming that you can spent too much time on it.

Colleagues?

Speak to librarians

Happen in research projects to be in England often, make a list and go to the British library and talk to a reference librarian.

Lots of international communication necessary for research

Is there anything that you use in lieu of the library's site?

Usage Trends

Are you typically able to find what you need in one shot?

Multi-step research

How much research do you do before you decide on which tool to use on the library's site?

Go straight to the tools that I already know.

Do you research the tools, before each time that you do your research?

Don't spend time exploring new times from other sites. Don't have the time. Blackberry, want to play music – haven't done the profile changing, never found the time. Information overload. Don't have time to deal with it, even if looking at other sites would reduce. Don't search for things that I can't find.

How loyal do you feel towards a particular tool or product on the library's site?

Google.

For which tool do you have a preference?

Why do you prefer it?

Tools from elsewhere?

Not really, friendly site, use other university sites there are similar. Plainness and simplicity. Don't like gadgets everywhere. Simplicity and sophistication. Don't want a lot of links, gadgets, bells. Keep in simple. Not frustrated by it?

10 years teaching – familiarly from other universities.

Security issue – certain sites, have to use gmail number to log in to certain things but not others.

Get into computer from home, remote access may be available

Students wait too long for ILL, sometimes think the library has everything but it doesn't (go to UofM if necessary) Try to find an article at the last minute that is not available except ILL and they resort to wikipedia.

Usually students are told to work with a librarian (Beth Kramer) make an appointment.

Need access to more disgruntled librarians.

APPENDIX 9: USER9 INTERVIEW NOTES

User #: _____ 9 _____

Demographic

What is your age range?							
Under 18	18-24	25-30	31-36	37-41	42-47	48-53	over 54
	x						

What is your occupation? **Student - Journalism with a minor in French**

What is your primary language? **English**

If student:

What is your academic standing? (Freshman, Sophomore, **Junior**, Senior)

Are you a **commuter** student or resident student?

Are you enrolled **full time** or part time?

Technological

What kind of computer do you typically use? **Mac**

Do you own it? **Yes**

How long have you had it? **3.5-4 years**

How long have you been using it? **3.5-4 years**

Typically, for what kinds of things do you use it? **Homework, email, looking up recipes, patterns, news on line**

How comfortable are you using it? **Comfortable**

How fast is your connection to the internet? **Broadband speed - I usually connect at places I can connect for free like the library or coffee houses**

Web Use

How long have you used the internet? **9 years**

How often do you use it? **3 times per week**

How often do you use it for personal vs. work tasks? **I'll generally only use it when I'm at work and usually for personal**

Could you describe the typical things that you do on the internet and how often? **Google things to learn what they are when I'm reading, online dictionaries, see what concerts are coming.**

Environment

Where do you typically do your research? (home, school, work, **library**), **coffeeshop**

If @ work:

What kind of office do you work in?

If @ home:

Do you reside alone? With significant other? Parents?

Do you have children?

Do you have to share your computer with others? **No**

When are you most likely to use the library's site?(between classes, at the end of your day, on the weekend - before going out, on the weekend after running errands, on the weekend after spending time with friends)?

I can't do things fast, so I make sure it's some time frame when I have a lot of time

What other tools do you use when you're using the library's site for research?

Google, Amazon - to look up other books by an author my teacher might have recommended, Online French Dictionaries , WordReference.com

How important are those tools to conducting your research? **I have to have WordReference, it's a pretty cool site, they have forums where you can ask questions**

How do you use them in conjunction with the library's site? **Usually concomitantly.**

Do you use any other products when conducting research?

What do you prefer about using it? **With WR you can type in a word, definition and translation and other related words show up. There's a forum that you can post questions and you get answers pretty quickly. Amazon has pretty good reviews of books. I think Google has transformed into *the* search engine -it's the ultimate search. There's brands of garbage bags - you know, like Meijer and Hefty. You go with the Hefty. You know...**

Psychographic

What is most important in your life?

Convenience, Speed, Ease of use, Utility, Comfort, Fun, **Accessibility -if it's easy to find**

How do you learn about new library services or research tools? **I ask my Librarian.**

How do you learn about new trends or ideas in your discipline? **I would Google it, or try to search the articles on the library site**

Why do you prefer this medium? **It's built into my Firefox browser, so I'm not going to go somewhere else. Plus, I trust the brand.**

Where else do you search for information that you might use in your research?

What other sites do you like to use to conduct research?

What else do you do in your free time? **Hula Hoop, play with markers, color, draw, knit, sew, bother people**

What do you do for entertainment? **Run around, play jokes on people, concerts, dinner - there isn't anything I don't like doing. Going out to buy a 24-pack of sharpies, that's pretty cool**

Goals

When you're using the library's site for research, what are you trying to solve?

For instance, one assignment I was trying to get information on a region in France, and we didn't have anything in book form

How does this goal change with time:

It took forever, I used the internet, electronic resources and my public library

During an individual session?

Over time?

Why do you use Kresge Library's site?

So I can find books, CDs, or LPs

How do you measure success in attaining these goals? What is your ultimate goal?

What keeps you from solving your problems with the current site? **Voyager's logout time; the layout of the site ... Voyager just has a lot of problems.**

Are there multiple points hindering you?

How severe is the problem? Is it minor or show-stopping?

Major irritation - you go to another website to look up something, and it'll flip over and tell you session is about to end and I get pissed off about it.

Needs

What has to happen for you to meet your research needs?

Generally, I have to get the primary source - the book and get the call # or a way to get the book. So I use ILL a lot too.

What factors separate a research tool that works tolerably vs. one that works perfectly? **The idea of WR giving related words and predicting what might be related words after you enter the search.**

What do you need to enjoy using the library's site?

It's very easy

What are some of your fears of using the library's site?

Why do you keep on using the library's site?

What triggers your use of the site?

If you don't reuse, what reasons do you reuse your other preferred site offer?

Knowledge

How much do you know about using the library's site for research? **Not as much as I should - enough to fake it - I know how to find journals and books, but I mostly play around until I get acceptable results**

How much do you know about the products/services the library offers?

Reference Consultations (I've used those before), the Writing Center, Circulation Services, Interlibrary Loan - I rely on that a lot.

Before you start your research, how much do you know about what you need? **It depends on the course - but I'm usually fairly knowledgeable about the topics that I'm researching**

Is there anything that you use in lieu of the library's site?

Usage Trends

Are you typically able to find what you need in one shot?

How many times does it take you to complete a task? It usually takes a couple of times to narrow it down and read things.

How much research do you do before you decide on which tool to use on the library's site? **I just jump feet first and if it fails, I start again.**

Do you research the tools, before each time that you do your research?

How loyal do you feel towards a particular tool or product on the library's site?

For which tool do you have a preference? **Library catalog - For my rhetoric and a few of my general education classes, it was the only thing I needed to use, so I've gotten really comfortable using it.**

Why do you prefer it?