Information Literacy and the Library Website: Bridging the Gap and Meeting User Needs

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Recommended Citation
Gallant, Jeffrey and Wright, Laura B., "Information Literacy and the Library Website: Bridging the Gap and Meeting User Needs" (2011). Georgia International Conference on Information Literacy. 7.

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INFORMATION LITERACY AND THE LIBRARY WEBSITE: BRIDGING THE DIVIDE AND MEETING USER NEEDS

• Jeffrey Gallant, Electronic Resources Reference Librarian
• Laura Wright, Head of Reference
Team Effort

- Campus IT
- Automated Services (Automation)
- Reference
- Employee & Organizational Development
Why & How

- Why should both usability and information literacy standards inform library website design, content, and architecture?
- How can both usability and information literacy standards inform library website design, content, and architecture?
Usability Testing – 2008

- Collected data
  - One-on-one usability tests, Spring 2008
  - Focus groups, Summer 2008
- Disseminated results
- Acted on results: website redesign
- Repeated in 2010
Usability Testing – Fall 2010

Collected data
- One-on-one usability tests
- Google Analytics

Disseminated results
- Library Help webpage
- “Why didn’t this work? How can we fix it?”
- “This worked. Let’s keep it.”
(old) Library Help

- Good news: Students go to Library Help when they need help.
- Bad news: Students do not find the help they want.

http://thewritershole.blogspot.com
LIBRARY HELP

- Live Chat
- Getting Started (flash video)
- How to Research, Evaluate Sources, and Cite
- Library FAQ’s
- Library Instruction
  - Library Instruction Assessment form
- Schedule an In-Depth Research Appointment
- Subject & Course Research Guides
- E-Reference Shelf
- Library Web Site Directory | Index | Search

OTHER CAMPUS HELP

- Academic Resources for Students
  - Regents' Test Questions and Answers
- IT Helpdesk, located 2nd floor in the Library beside the Circulation Desk
- Distance Learning Services, located 3rd floor
- Media Center, located 1st floor
- Student Success Center
  - Online Tutoring - sponsored by the Student Success Center

Ask Us (Chat Now), Tell Us about the Library web site. This document last modified Monday, 01-Feb-2010 18:53:21 EST Staff
HOW TO RESEARCH, EVALUATE SOURCES, AND CITE

General

- Boolean, Truncation, and Wildcards
- Constructing a Search Strategy
- Crime and Punishment (short film about plagiarism)
- Current Controversies
- Evaluating Journal Articles
- Evaluating Websites and Search Engines
- Getting Your Hands on the Articles (flow chart)
- Guide: Scholarly vs Trade Magazines vs Popular Magazines
- How to Browse the Library Bookshelves Virtually
- How to find books in Odum Library
- Interlibrary Loan & Odum Express
  - Top Ten Features of ILL / Odum Express
- Peer Review
- "Mapping" Your Topic
- Searching the Web
  - Tools
  - Strategies
  - Developing a Search Strategy (Powerpoint)
  - Evaluation & Citation
- Top Ten Services At Odum Library
- Digital Research Tools wiki (DIRT)
- Directory of Learning Tools - Centre for Learning & Performance Technologies

Flash Video Tutorials

- Getting Started
- Anywhere Access
How do we fix this?

- Wanted a student-centered design
- Did a literature review
- Reduce clicks
- Organize by student experience instead of by format
New Library Help

- Aligned with ACRL Information Literacy Core Competencies and the research process
- Multiple learning styles
- Accessibility
LIBRARY HELP

NOTE: Links that are black with no underline indicate works in progress - these will be added to the page as they are created.

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Using the Library
Planning Your Search
Searching for Articles
Evaluating Your Sources
Citing Your Sources

Using the Library

Helpful Library Links

- **E-Reference Shelf**: quick, trustable information from dictionaries, encyclopedias, and more.
- **Subject & Course Research Guides**: the library's most recommended sources for your subject.
- **In-Depth Research Appointment**: request an appointment with a Reference Librarian.
- **Library Instruction Request Form**: request library instruction sessions for your classes.

Video Instructions

- **Getting Started**
  - Text version
- **Anywhere Access**
  - Text version
- **Library Account**
  - Text version
- **GIL-Find@VSU**
  - Text version

Text Instructions

- **Getting Electronic Journal Articles Full Text**
- **Getting Journal Articles in Print**
Planning Your Search

Video Instructions

- Mapping Your Topic
  - Text Version
- Search Tips: Boolean Operators and More
  - Text Version
- Constructing Your Search Strategy
  - Text Version

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Searching for Articles

Video Instructions

- What is a Scholarly Database?
  - Text version
- Finding Databases in GALILEO
  - Text version
- Using the "Find It" Button
  - Text version
- EBSCOhost
  - Text version
- ProQuest
  - Text version
- News Resources
  - Text version

Text Instructions

- Academic Search Complete
- CINAHL
- ERIC
- Library Literature and Information Science database - Searching
- Library, Information Science & Technology Abstracts (LISTA) database - Searching
- LISA, Library and Information Science Abstracts - Searching
- RIA Checkpoint Tax Research Library With Registration
- SelfFinder Scholar Web Version Chemical Abstract Service

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Evaluating Your Sources

Video Instructions

- Evaluation: Selecting the Best Sources for Your Research
  - Text Version
The Plan

- Fall semester
  - collect data

- Spring & Summer semester
  - disseminate and discuss results
  - act on results
Types of Usability Tests

- One-on-one user observations
- Focus groups
- Surveys
- Google Analytics data
- Pre-testing
  - Cognitive walkthroughs
  - Brainstorming sessions
TechSmith Morae

Understand your customer.
Morae is the premier software for deeply understanding customer experiences... and sharing those insights clearly and powerfully.

One tool, many methods.
Conduct user experience testing and market research.

- Software & website usability
- Focus groups & in-depth interviews
- Field studies & ethnography
- Paper prototypes
- Mobile devices & hardware

Find out how Morae is used »
Things to Consider

- Test administration
- Recruiting participants
- Designing tests
- Recording results
- Analyzing results
Fall 2011 Focus Groups

- Employee & Organizational Development
- Recruitment
  - 3 groups of 10
  - 2 undergraduate, 1 faculty and graduate
- Questions
  - How do you like the new Library Help?
  - Do we need an “e-reference shelf” or “consumer resources” guide?
  - Open questions about the site overall
Focus Group Format

- Moderated discussion
- Brainstorming
- Prizes and Pizza

http://host3.images.cdn.fotopedia.com/flickr-1415492210-medium.jpg
Accessibility

- Working with VSU’s Access Office to conform to best accessibility practices
  - W3 Consortium Web Accessibility Initiative: http://www.w3.org/WAI/
Contact us for more details!

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- Jeff Gallant: 
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