Opportunities for students to shape their library experience at Birkbeck

- UX project
- Student-Library partnership
- Reading for pleasure

User experience (UX) research at Birkbeck Library

Motivations for doing the project

- **Growing body of evidence in LIS of the effectiveness of using these methods.**

- **To involve our users to help in develop space and services.**

- **To avoid survey fatigue by using different methods.**
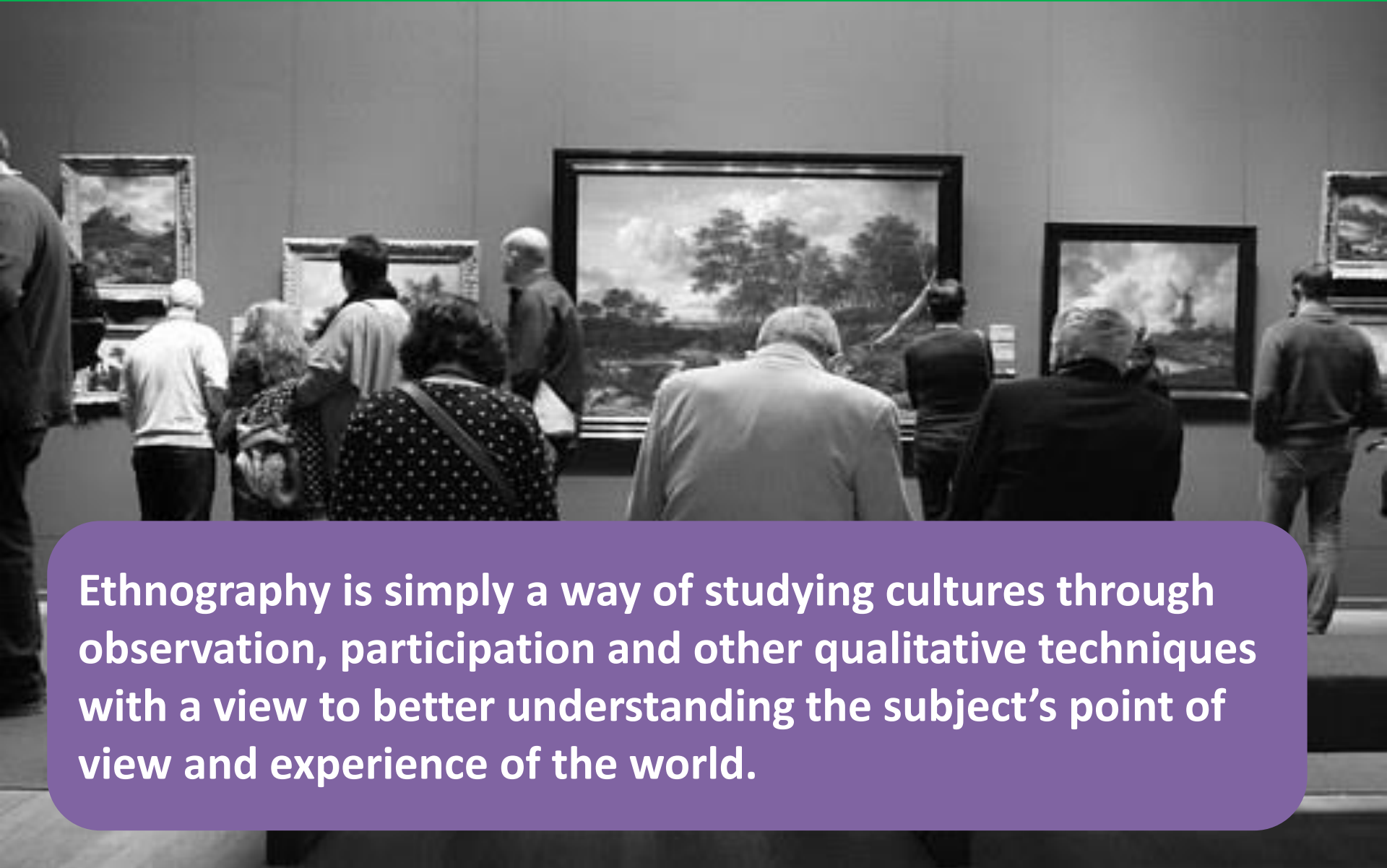
Alumni fund bid success

UX defined...

Originally 'UX' focused on design and usability testing of a website or software.

This has now broadened out and can be applied to *space* and *services* as well.

Ethnography defined…

Ethnography is simply a way of studying cultures through observation, participation and other qualitative techniques with a view to better understanding the subject's point of view and experience of the world.

Activities
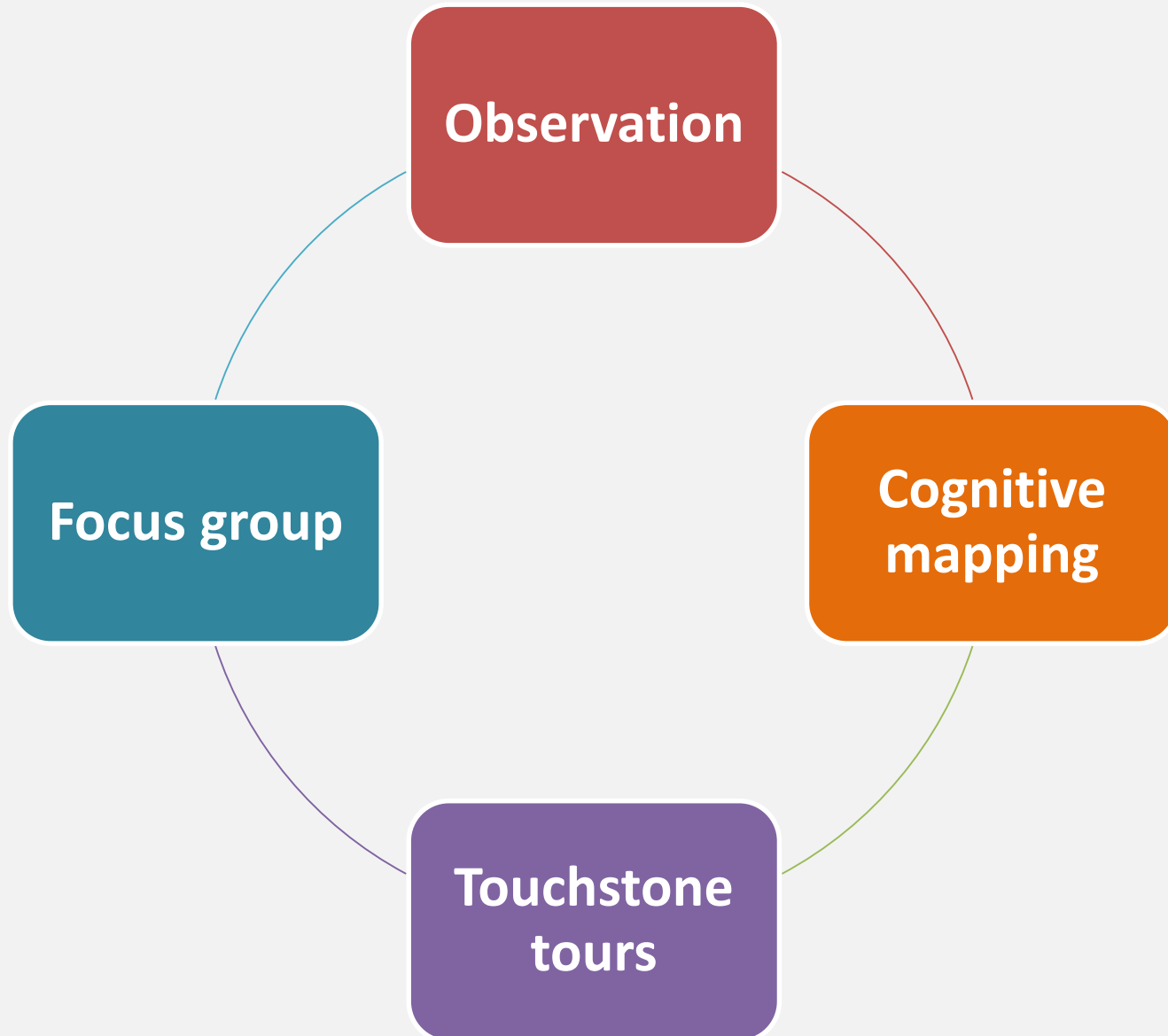
Training student facilitators

BBK Library UX Project

Your progress (?)

📑 News forum

📑 Social forum

▶ **Open all**   ▼ **Close all**

Instructions: Clicking on the section name will show / hide the section.

1	▼ **Introducing the user research project and the team**	Topic 1

📄 Who's who on the project team ☐

Find out who is involved in the project team.

📄 Introducing the Library User Experience (UX) project ☐

This short screencast gives an overview of the project and an explanation of the activities involved.

2	▼ **Observation**	Topic 2

📕 Observation task instructions ☐
📷 Observation task - Map (Ground Floor) ☐
📷 Observation task - Map (Group study area) ☐
📷 Observation task - Map (Area outside Group study area) ☐
📷 Observation task - Map (Level 3) ☐
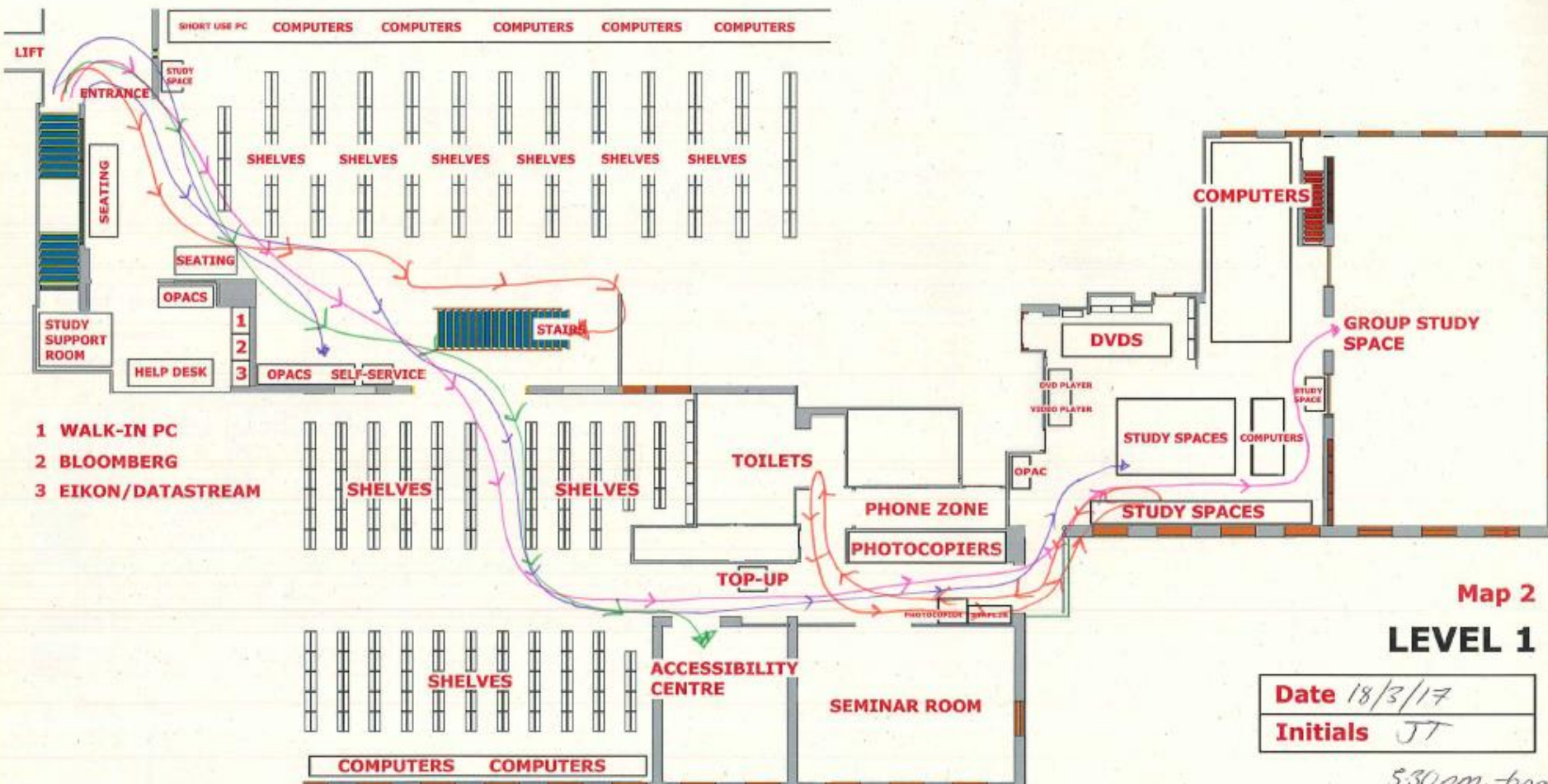📷 Observation task - Map (Level 1) ☐
📕 Observation - Map Level 1 - Example ☐

3	▼ **Touchstone tours**	Topic 3

📕 Touchstone Tours instructions ☐

Observation

Cognitive mapping
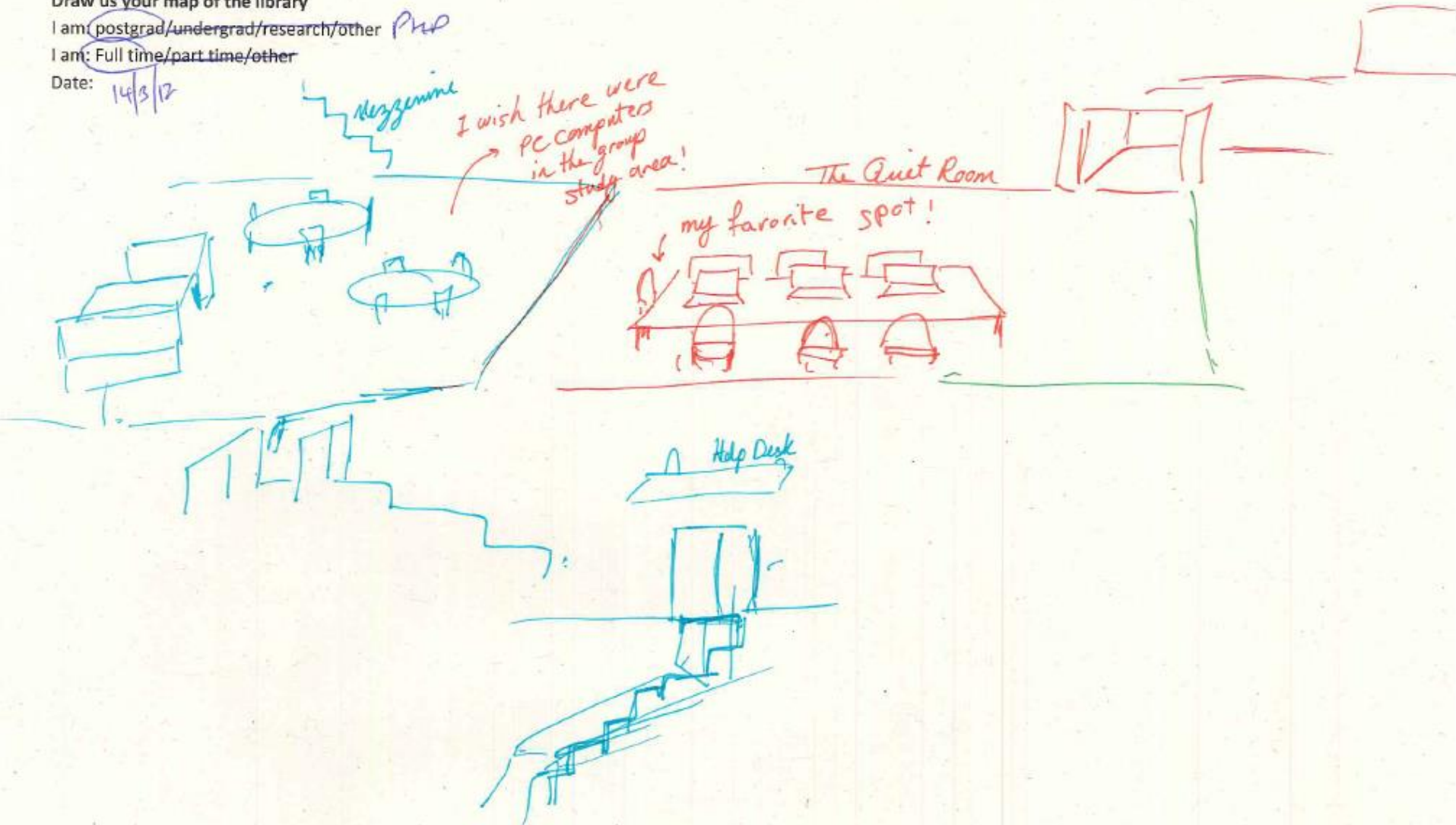
Touchstone tours

9pot where I asked
~~participant~~ if they coould

Group study area

Tour summary

Date: 11 / 03 / 2017
Time: 7pm
Initials: CH

General comments

* Noted that the top floors are a bit hot for him to concentrate on studying.

* Didn't know whether he is allowed in the seminar room (I have Now explained)

* Studies economics so he stated he rarely uses the computers in the library but prefers to use level 1 for this.

Focus group

Engaging participants

Birkbeck Library

Birkbeck UNIVERSITY OF LONDON

How do you use your library?

Now the library has some new group study space we're interested in what else you'd like to see happening.

Observations of how people use the Library will take place during March. In addition, you can tell us how you use the Library and what you think about it.

Here's how you can join in;

- Take us on a tour of the Library and get a **£20** book voucher.

- Draw us your map of the Library and get a **£10** book voucher.

- Talk to us about your Library experiences at a focus group and get tea, cake and a **£20** book voucher.

Sign up online for a timeslot to take us on a tour and/or draw your map of the library and to get more information about the focus groups.

Sign up online at: bbk.ac.uk/lib

How to join in...

Take us on a Library tour. Get a £20 book voucher.

- Take us on a tour of the Library, telling us what you do, the spaces you use, like and avoid.

- Your tour can take up to 30 minutes. The person you take on a tour will make notes and photograph spaces of interest.

- You'll get a **£20 book voucher.**

Draw us your map of the Library and get a £10 book voucher.

- You have six minutes to draw your version of the Library.

- Every two minutes you will be asked to change the colour of pen you are drawing with. Pens and papers are provided.

- You'll get a **£10 book voucher.**

Talk to us at a focus group and get a £20 book voucher.

- Come and tell us about your experiences using the Library.

- The focus group will take two hours.

- You'll get tea, cake and a **£20 book voucher.**

Sign up online at: bbk.ac.uk/lib

Engaging participants

Birkbeck Library @BirkbeckLibrary · 9 Mar 2017
#BBKLib Got 6 minutes to spare? Want a £10 book voucher? Sign up to draw us your map of the Library bbk.ac.uk/lib/news/how-d...

Birkbeck Library @BirkbeckLibrary · 15 Mar 2017
#BBKLib Got 30 minutes to spare at 4pm or 6pm today? Take us on a tour of the library and get a £20 book voucher bbk.ac.uk/lib/news/how-d...

Take us on a Library tour. Get a £20 book voucher.

W

Library

Draw us your map of the Library and get a £10 book voucher.
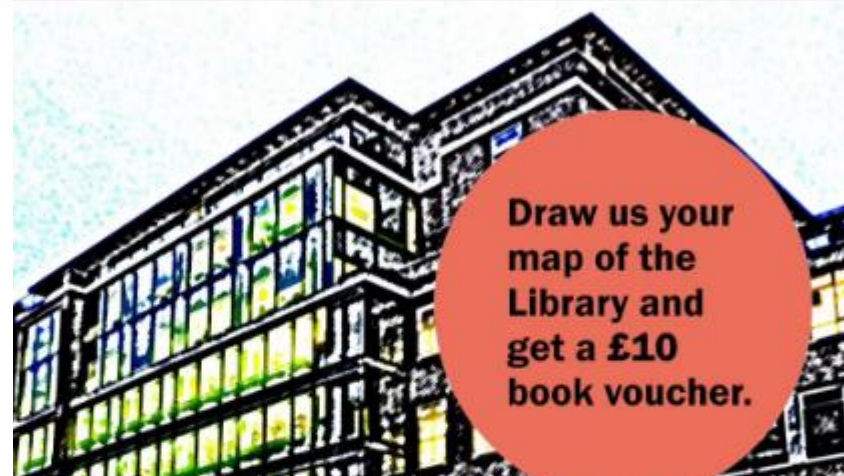
Birkbeck Library @BirkbeckLibrary · 16 Mar 2017
ONE MORE WEEK! In March there are 3 ways to tell us how you use #BBKLib & get a £10/£20 book voucher! Sign up now: bbk.ac.uk/lib/news/how-d...

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Draw us your map of the Library and get a £10 book voucher.

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Completed Activities

Activity	Week 1 Sat 04/03 – Thurs 09/03	Week 2 Sat 11/03 – Fri 17/03	Week 3 Sat 18/03 – Thurs 23/03	Total
Cognitive maps	20	16	15	51
Touchstone tours	14	15	13	42
Observations	9 hours	5 hours	4 hours	18 hours
Focus groups			4	Circa 8 hours

Data Analysis

The database

UX Re   DataForAnalysis

Data for analysis

To save the results of any of the queries below,

1. Click the button for the query you want to run.
2. Make sure the Ribbon is showing at the top of Access.
3. Select the External Data tab.
4. Go to the second box labelled at the botton 'Export'
5. Click on Excel
6. When asked, click to save with formatting.
7. Give your query a filename you wil remember and save it to a place you will remember.

Select data by Comments - enter a keyword or phrase	Select data by Comment AND Theme keywords or phrases	List all comments
Select data by Themes - enter a keyword or phrase	Select data by Comment AND SubTheme keywords or phrases	List all themes
Select data by SubThemes - enter a keyword or phrase	Select data by Themes AND SubTheme keywords or phrases	List all subthemes

Raw data

Research outcomes

Recommendations

- **Temperature**
- **The Lift**
- **Availability of study spaces during 'rush hour' 4-6pm**
- **Demarcation of space, clarity of behaviour expectations**
- **The Collection**
- **Availability of staff**
- **Information**
- **Facilities**

Student-Library Partnership at Birkbeck

How the partnership started

- **Working more closely with our users (Library Strategy)**

- **Idea included in 2016-17 operational plan**

- **Used momentum created by UX project**

- **Contacted student representatives**

- **Library staff involved to define project**
  - ❖ A group with terms of reference, not a drop-in
  - ❖ Publicised on website
  - ❖ Themed discussions and training
  - ❖ Library will provide sandwiches and drinks

Principles of partnership

Terms of Reference
- **Purpose and aims of the group**
- **Scope**
- **Communication**
- **Organisation of meetings**

'**Partnership is based upon the principles of respect, reciprocity and shared responsibility**'.
Alison Cook-Sather

Format of meetings

- **Updates from Library staff**

- **Discussion on a theme initiated by staff**

- **Student updates and questions**

- **Training/awareness on one aspect of the service**
  - ❖ **Box of Broadcasts (June 2017 meeting)**
  - ❖ **Open Access and interlibrary loans (November 2017)**
  - ❖ **Exam papers (April 2018)**

Benefits

- **Genuine links between students and library staff**

- **Insights into experiences and perspectives of students/staff**

- **Qualitative data on how students use the library**

- **The library has easy 'access' to a group of students**

- **Reputation value – 'we are listening'**

- **Fosters links between students from different departments**

Feedback

Now that you told us about the stapling function on the new photocopiers, I have been telling everyone how great it is!

The fact that we get free sandwiches and drinks is great – you should promote this more!

I really enjoyed the partnership meeting last week. I'm impressed that the Library is having these kind of conversations with students.

#examtime

How can we help?

too hot
Accessibility centre!

D WE
HAVE
S?

We'll be giving out earplugs during the exam campaign! Pick a couple at either desks from today! :) 25/4/18

We have asked Estates to turn the radiator off.

25/4/18

Limitations

- **Is the group representative?**

- **Attendance levels**

- **Shared responsibilities**

- **Volunteering**

Review, next steps…

Reading for Pleasure

Fun in an academic library?!

- Studies (e.g. University of Liverpool, 2016) have shown the positive benefits of reading for pleasure.

- UX data showed students' interest in a leisure collection: improve the student experience.

Student recruitment

It's their collection, so we let them choose it!

11 students paid for 3 hours
- ❖ Student Library partnership
- ❖ Team Birkbeck

Paid for with Alumni Innovation Fund grant

Selection Criteria

- £300 each to spend
- Bookshops in the Bloomsbury area
- 1 book per author
- Not already on our catalogue
- Borrowable
- Fun! (subjective, of course)

Considerations

Will the collection be catalogued and displayed differently to our main collection? (probably)

Options for further student involvement
- blog posts
- reader reviews (like in Waterstones)
- future development of the collection?...

Questions & Discussion

Can we expect students to volunteer or do we need to offer paid student roles?

What are the benefits of working with students for your library service?

How does this kind of feedback fits in with other feedback activities?
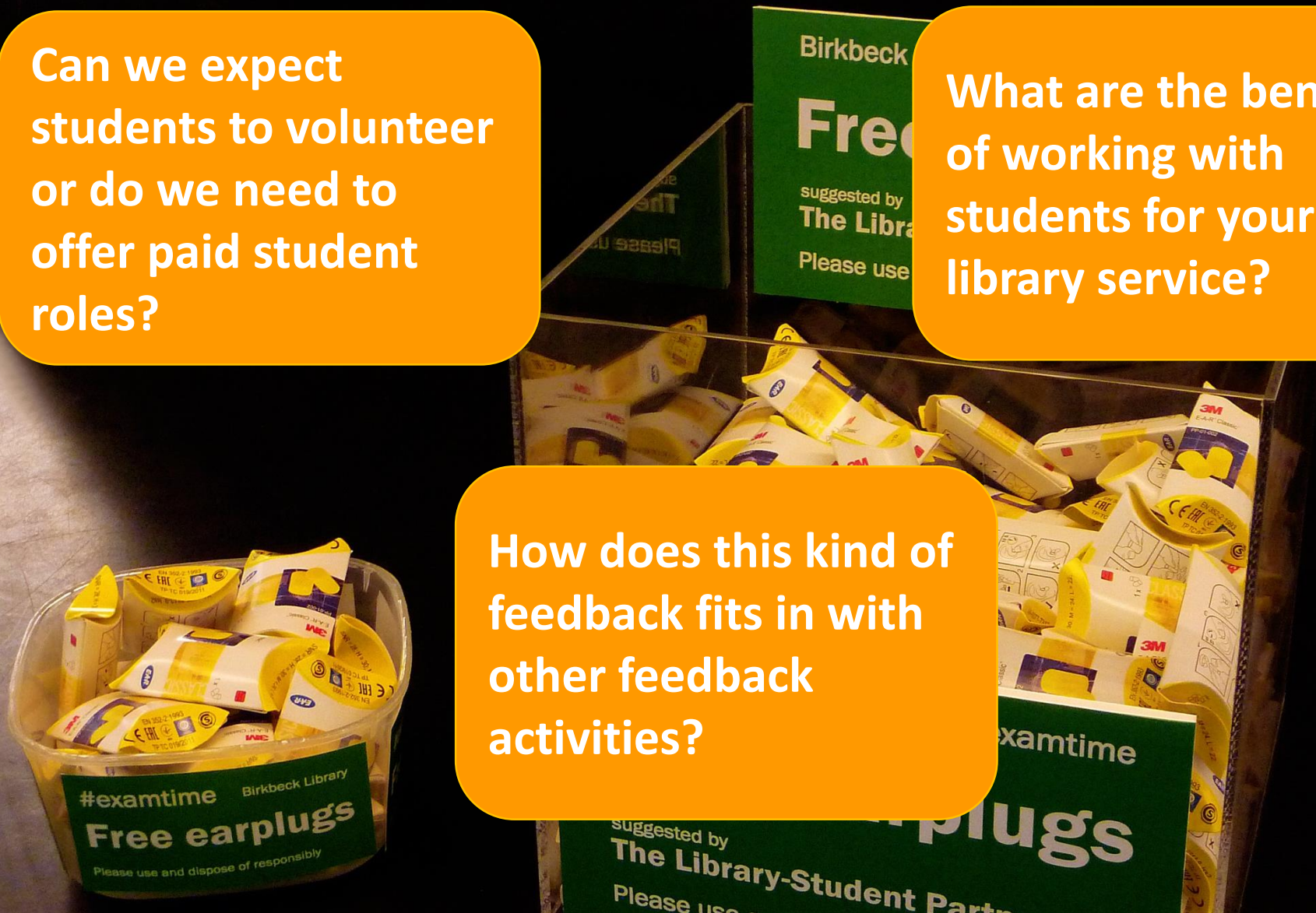
Contact us

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Images

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Or they are ones we took or had taken by Sonya Hurtado for Birkbeck Library ☺

UX reading suggestions

Bell, S., 2010. Fish Market 101: Why Not a Reference User Experience? *Library Journal (1976)*, 135(19), pp.6–7.

Khoo, M., Rozaklis, L. & Hall, C., 2012. A survey of the use of ethnographic methods in the study of libraries and library users. *Library and Information Science Research*, 34(2), pp.82–91.

Koerber, J., 2015. Harvard Launches User Research Center. *Library Journal*, 140(18), pp.16–18.

LAGUARDIA, C., 2015. UX Par Excellence. *Library Journal*, 140(13), p.14.

Pennington, B. et al., 2016. Strategies to Improve the User Experience. *Serials Review*, 42(1), pp.47–58.

Priestner, A., 2015. UXLibs: a new breed of conference. *CILIP Update*. pp. 31–33.

Schmidt, A., 2014. Beyond "Design washing". *Library Journal*, 139(4), p.28.

Schmidt, A., 2015a. Library UX in Practice. *Library Journal*, 140(4), p.28.

Schmidt, A., 2015b. UX Means You. *Library Journal*, 140(16), p.21.

Schmidt, A., 2011. Ready for a UX Librarian? *Library Journal*, (18), p.24.

UX reading suggestions

Vecchione, A. & Brown, D., 2014. UX, It's Not a New State in the Union: User Experience Explained! *Idaho Librarian*, 64(1), p.15.

Walton, G., 2015. What User Experience (UX) Means for Academic Libraries. *New Review of Academic Librarianship*, 21(1), pp.1–3.

Zaugg, H. et al., 2016. Comparing library wayfinding among novices and experts. *Performance Measurement & Metrics*, 17(1), pp.70–82. A

Partnerships reading suggestions

Arnold-Garza, S. & Tomlinson, C. (2017) *Students lead the library: the importance of student contributions to the academic library.* Association of College and Research Libraries, a division of the American Library Association.

Cook-Sather, Alison (2014) *Engaging students as partners in learning and teaching: a guide for faculty.* Jossey-Bass

JISC Change Agent Network Conference (2018)
Championing Student-Staff partnerships in an age of change
https://can.jiscinvolve.org/wp/2018-can-conference-winchester/

M25 Conference (2018) *Engaging Users*
https://www.m25lib.ac.uk/2018/05/02/presentations-from-2018-annual-conference/

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What are the benefits of working with students for your library service?