

Researching user behaviour on the web

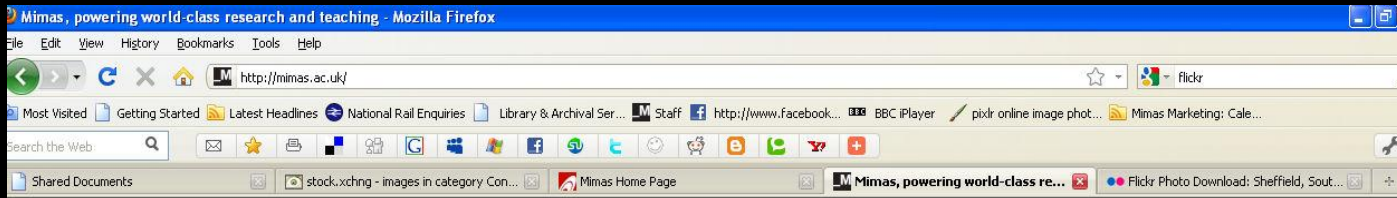


How do we provide library and bibliographic services that appeal to today's digital natives?

We provide national library & bib services







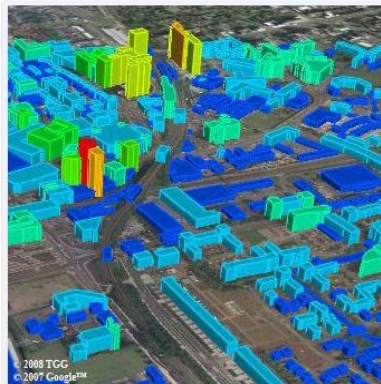
Introducing Mimas

Mimas is an [organisation of experts](#)

Our role is to support the advancement of knowledge, **powering world-class research and teaching**.

As a nationally designated data centre, **we host a significant number of the UK's research information assets** – and build applications to help people make the most of this rich resource.

Find out more [about Mimas](#) and how we can work for you – or [contact us](#) to find out how you can work with us.



Obtaining *geoknowledge* just got easier

10 February 2010 » [Press](#)

The UK academic community is set to benefit from the newly-launched Landmap website – with its new look and features, improved access to high-quality spatial data and indispensable learning materials.

Developments such as the new Learning Zone, Feature collection and innovative Kaia download interface (beta) will make obtaining *geoknowledge* a much easier and more rewarding experience.

[Read the full Landmap press release »](#)

« A closer look at the UK's archives

Conversations with researchers of the future

Unlocking hidden collections

Obtaining *geoknowledge* just got easier »

Announcements

[via our twitter feed](#)

The UK Data Archive to hold Open House on 29 June <http://ij.mp/bM36rv> (via [@Censusacuk](#)) #UKDA #data #socialsciences #research #teaching [about 20 hours ago](#)

Where can archivists and researchers [discover](#) unique resources and [search](#) across a wealth of archives held at over 180 UK institutions?



Visit the new [Archives Hub website](#) to explore a rich diversity of archival materials and put yourself at the centre of great research!

An organisation of experts »

Find out more about our expertise in...



Technological development

Finding new ways to help people



Information and data management



How do postgrad humanities researchers conduct and manage online research?

A neglected group:

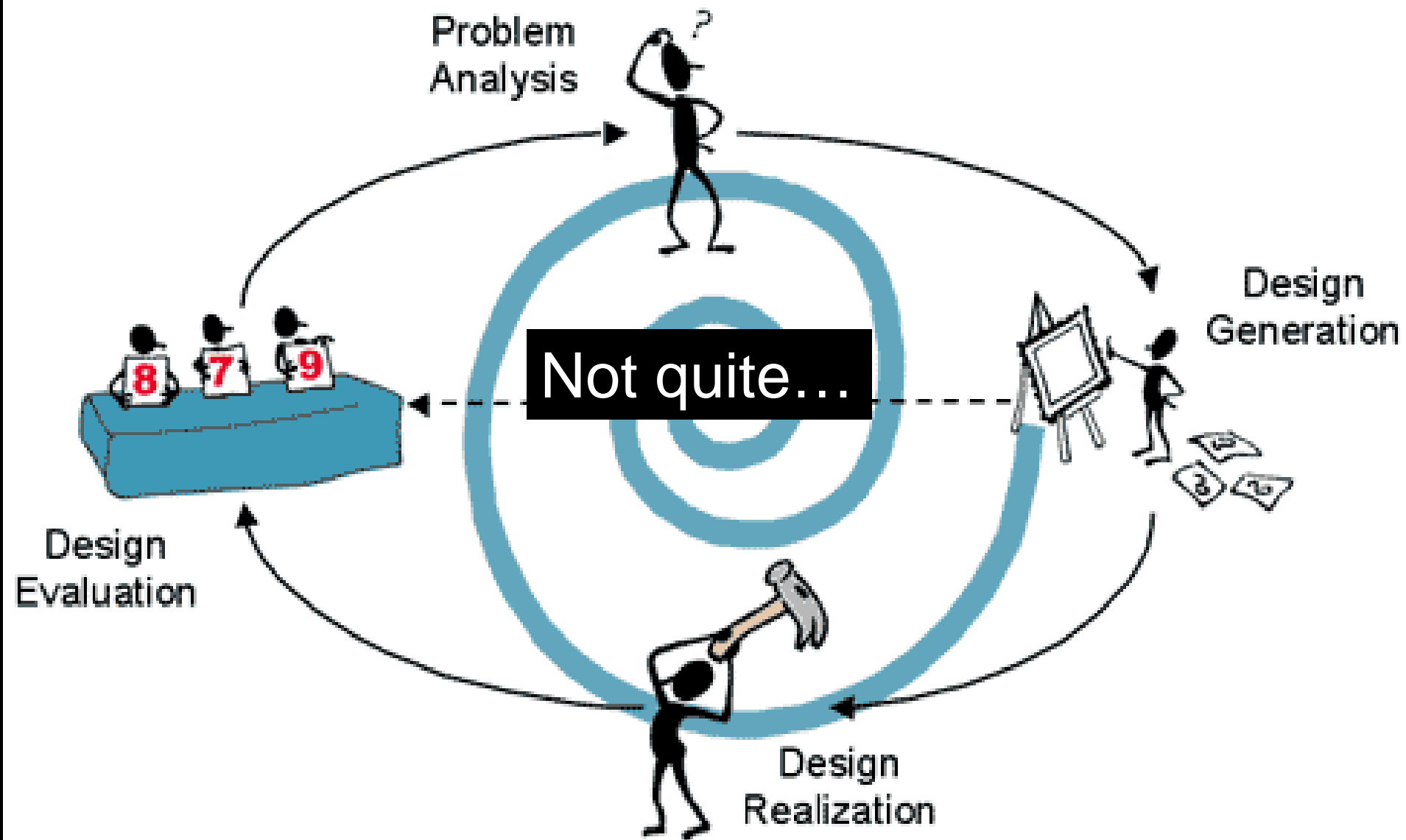
- » How are they using social media right now?
- » What value would personalisation features add to services?



We talked to people through focus groups & interviews

Focus group details:

- » 3 focus groups conducted, all with PhD students:
 - › University of Bristol
 - › University of Manchester
 - › Manchester Metropolitan
- » 9 respondents in each group
- » Wide range of humanities-based PhDs
- » Mix of ages, genders and nationalities
- » Discussions based on a broadly-structured guide
- » Mock-ups of possible user interfaces presented to groups
- » Kept research diaries



Unsophisticated searchers?





Relied on a small range of resources

Unaware of some fundamental stuff

Operated within a personal bubble



Centrifugal searchers

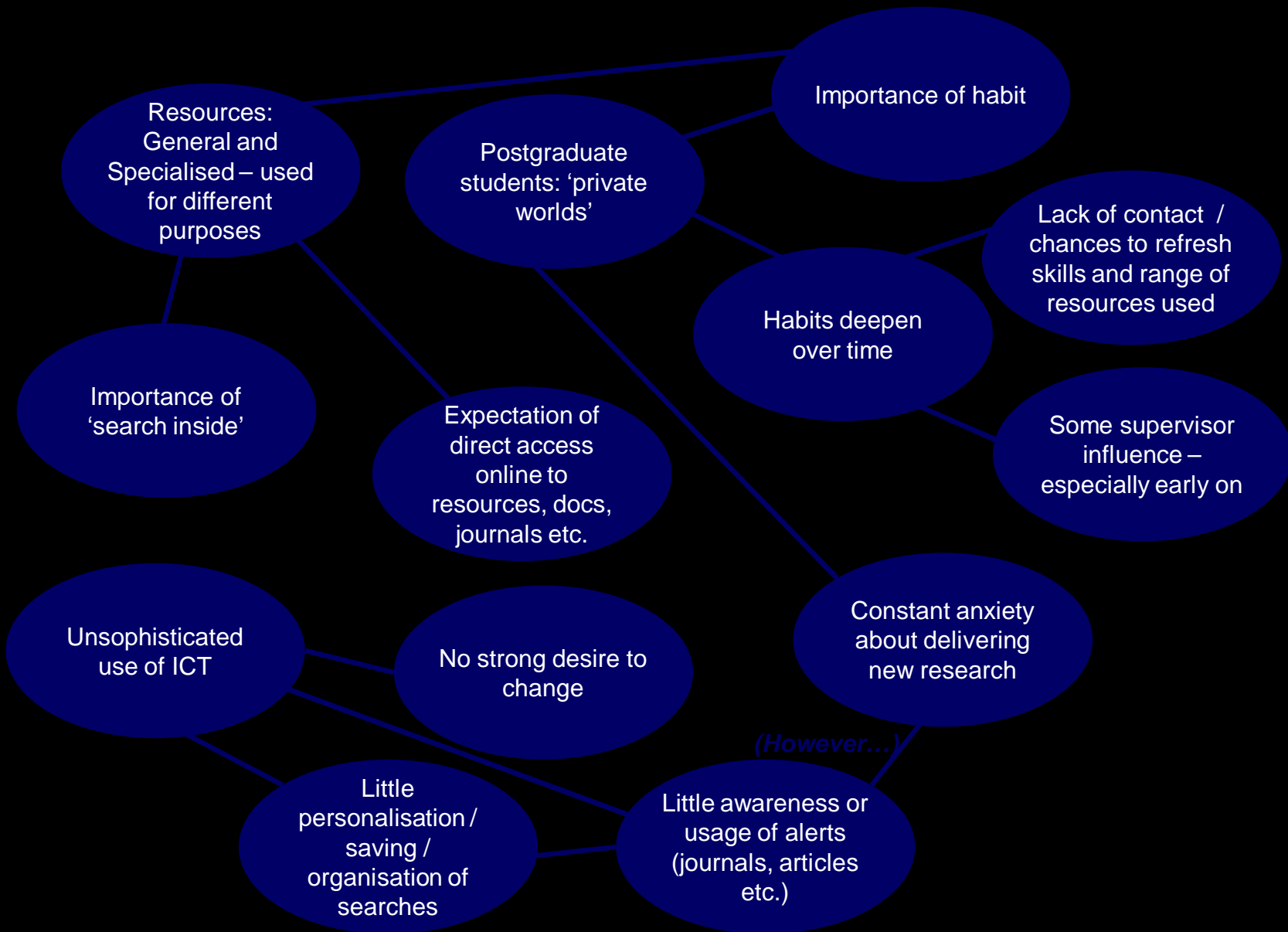
'Berry-picking' from various trails

Quite isolated and prone to pit-falls

Once these habits form they are hard to change

Few opportunities to 'upskill'

Some confessed to having limited confidence



What we weren't expecting



Lack of interest in using new techs for research



And suspicious about UGC, especially ratings & reviews

From solutions without a (perceived) problem...



...to real problems in search of a solution

Respondents had strong & constructive views



“It’s way too big for mobile phones, too much information” London Focus Group, Male

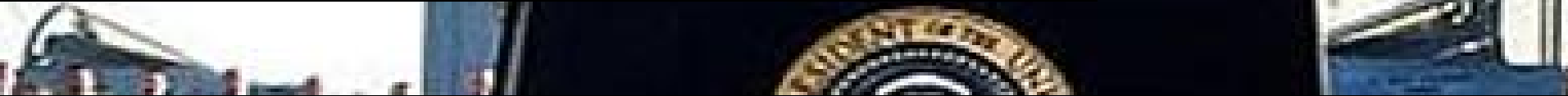
“To be honest as well this is not the kind of thing I’d use on my mobile. This is something that you do, you sit there and you learn it ... Mobile Web sites are kind of like reference, a quick check ... and you’d have to have a serious condensation of information there, you’d have to have one page – don’t forget that, don’t forget that. That would be the only way I’d probably look at it on the mobile.” Manchester Focus Group, Female

Unsophisticated?



No 'personalisation' functions for online services

Support mobile functions ASAP!



Did we really want to learn this?

What about innovation? Library 2.0?

Can't technology change behaviour & attitudes?

We're constantly dealing with conflicting drivers:



Rapidly changing technology & expectations

Emergent trends

- » Increasing adoption of 'open approaches'
- » Growing importance of webscale
- » Text mining vast corpora of unstructured data
- » UGC & crowdsourcing
- » Leveraging attention data
- » Tapping potential of 'real-time' data flows

[Paul Miller, David Kay 'Survive or Thrive' Conference Discussion Paper, June 2010]

And at the same time a global economic crisis



and demands for VFM

from letting a thousand flowers bloom...



...to demonstrating

value

user demand

sustainability

Where's the BUSINESS CASE?

Economies of Scale



Shared services

Threat? Opportunity?

Shared Services – a platform for progress

Authentication & Identity Management Services

All 3 shared service domains
Interoperate within the national
authentication infrastructure

SCONUL Shared Services: Business Case

8.11 The ability to mediate access to licensed resources allows more flexibility in pricing resources, and more power in negotiating with content providers. Providing a platform through which librarians can manage their subscriptions, understand usage data, and make better decisions about subscriptions will allow valuable resource to be freed.

resource discovery
in Domain 2

Domain 2 builds on this platform by incorporating union catalogues, finding aids, abstracts & indexes that add value at national scale.

becoming the default
HE user search and access
channel linked from Google

Domain 3 is required to
manage a diminishing range
of local print collection functions
integrated with student, learning,
research & financial systems
and sharing data with
the national shared services

ATTENTION!

“The more you
use [Amazon] the
more it gets to
understand you”

Getting it

Exploiting it

The Social. Where's the action at?



Remember those 'personal bubbles?'



The repurposing & sharing is happening elsewhere



A close-up photograph of a young man with his eyes closed, blowing on a dandelion seed head. The seeds are captured in mid-air, floating away from the seed head. The background is a soft-focus outdoor setting with greenery and a clear sky. The overall mood is peaceful and liberating.

How do we enable this?

If you love your content, set it free

How do we provide library and bibliographic services that appeal to today's digital natives?

Be courageous and *do* market research. This is going to be increasingly critical as we're required to provide a business cases for developments & evidence of impact & performance.

Accept that we might not understand users as well as we think we do.

Examine our pre-existing assumptions (and desires!) about what users want or need. What do we presume when invoking the 'Digital Native'?

As we engage in this dialogue, keep reimagining what we mean by 'service'

Does Library 2.0 = OPAC 2.0?

Thanks for listening...

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