



# **ETHNOGRAPHIC RESEARCH METHODS IN LIBRARY ASSESSMENT**

**By Lee Webb and Elizabeth Jones**





## Studying Students

The Undergraduate Research Project at the University of Rochester



edited by  
Nancy Fried Foster and Susan Gibbons

Take Control  
**X** EXTENSIBLE  
CATALOG

# Scholarly Practice, Participatory Design and the **eX**ensible Catalog

Edited by Nancy Fried Foster ■ Katie Clark ■ Kornelia Tancheva ■ Rebekah Kilzer



## Appendix A. LIS research studies using ethnographic methods, 1980–2011

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# OKLAHOMA CITY UNIVERSITY

## campus Map

**P** Parking (requires permit)  
**★** Emergency Phone  
**EMERGENCY?**  
 CALL OCU POLICE AT 208-5911

- 120. Lambda Chi Alpha
- 210. Kappa Sigma
- 220. Harris Hall
- 221. Draper Hall
- 225. Cokesbury Court Apartments
- 240. Theatre storage
- 310. Sarkeys Law Center
- 311. Walker Hall
- 312. Gold Star Memorial Building (Law Library)
- 320. Smith Hall
- 321. Banning Hall
- 322. Oklahoma United Methodist Hall
- 323. Aduddell Center (fitness center)
- 330. Gamma Phi Beta
- 331. University Health Center
- 332. Alpha Phi
- 333. Alpha Chi Omega
- 334. J.R. Homsey Press Box
- 335. C.R. Sutton Baseball Complex
- 336. Dawson-Loeffler Science and Mathematics Center
- A1. Jim Wade Stadium
- 351. Facilities Department (Housekeeping)
- 400. University Manor Apartments

- 410. Bishop W. Angie Smith Chapel (Wimberly School of Religion) (Saint Paul School of Theology)
- 411. Edith Kinney Gaylord Center (Ann Lacy School of American Dance and Arts Management)
- 420. Tom and Brenda McDaniel University Center
- 421. Dulaney-Browne Library (Center for Excellence in Teaching and Learning)
- 430. Facilities Department
- 431. Facilities Department (shops)
- 440. Henry J. Freede Wellness and Activity Center
- 450. Ann Lacy Stadium (West building)
- 451. Ann Lacy Stadium (press box)
- 452. Ann Lacy Stadium (East building)
- A2. Ann Lacy Stadium

- A3. Kerr-McGee Centennial Plaza
- 510. Clara E. Jones Administration Building
- 520. Kirkpatrick Fine Arts Center
- 521. Margaret E. Petree Recital Hall
- 522. Wanda L. Bass Music Center
- 530. Walker Center for Arts and Sciences
- 531. Norrick Art Center
- 540. Kramer School of Nursing (West)
- 541. Kramer School of Nursing (East)
- 551. Stars Soccer Ticket Booth
- 552. Jim Wade Press Box

- A4. Stars Soccer Field
- 610. SACE Admissions
- 611. Innocence Project (OCU LAW)
- 612. Dance and Arts Management costume storage
- 613. Lacy Admissions and Visitor Center
- 614. Dance and Arts Management costume storage
- 620. Wilson House (president's home)
- 621. Children's Center for the Arts (Oklahoma Children's Theatre)
- 622. Oklahoma United Methodist Conference Center
- 630. Meinders School of Business (Love's Entrepreneurship Center)

Visitor/Guest parking





# OKLAHOMA CITY UNIVERSITY

## campus Map

- Parking (requires permit)
- Emergency Phones

**EMERGENCY!**  
CALL OCU POLICE AT 208-5911.

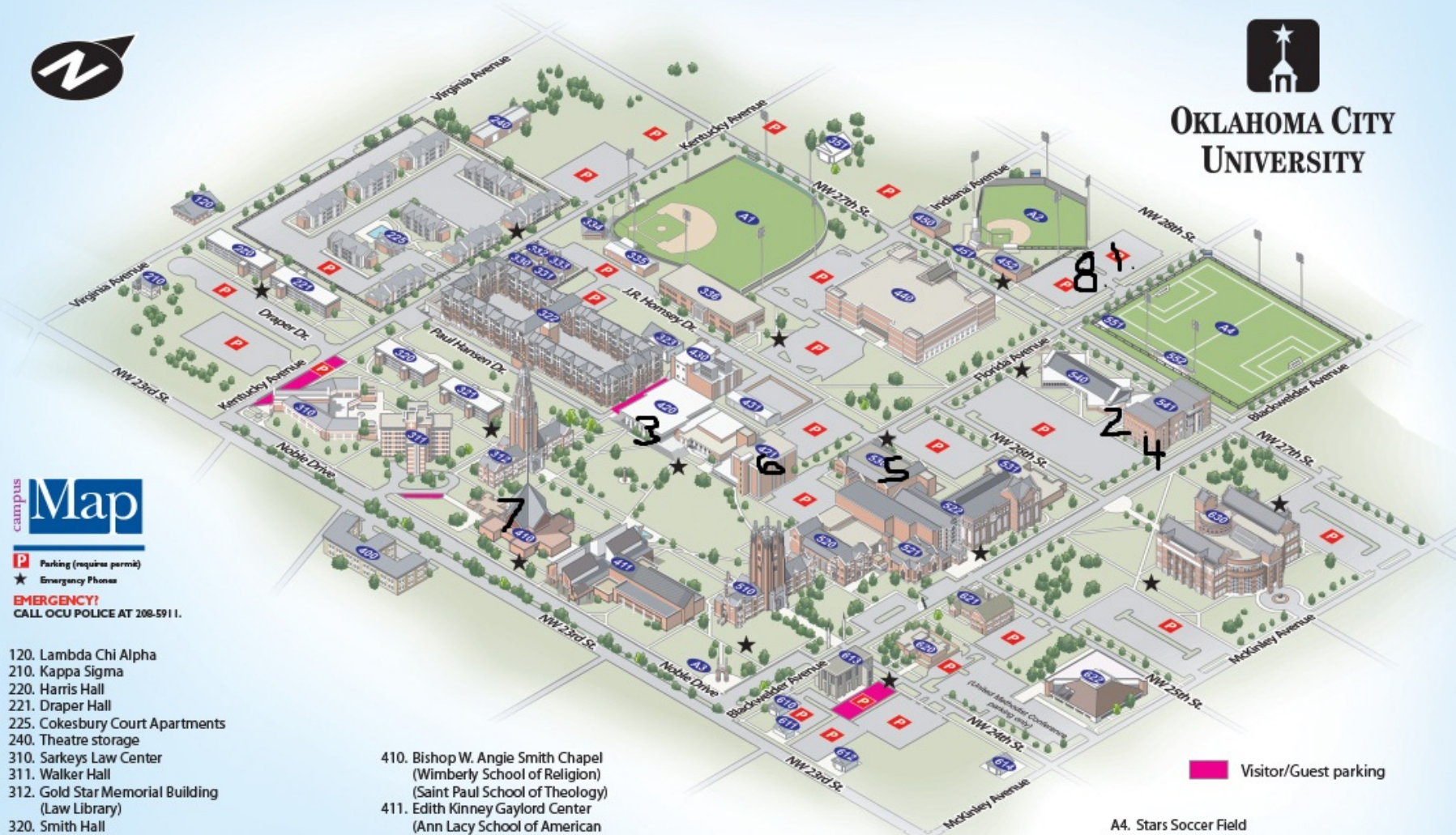
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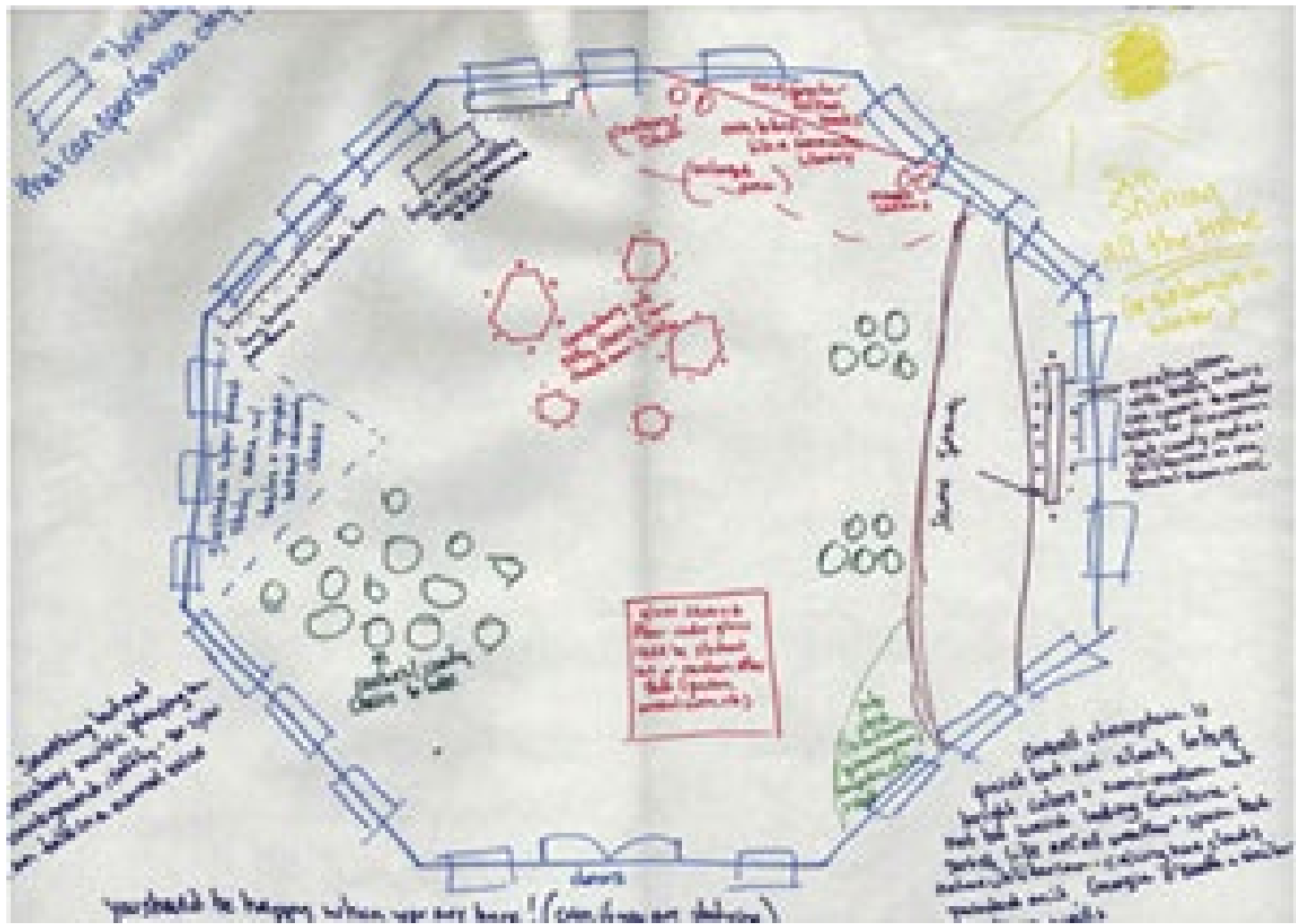
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- 530. Walker Center for Arts and Sciences
- 531. Norick Art Center
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- 541. Kramer School of Nursing (East)
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- 630. Meinders School of Business (Love's Entrepreneurship Center)

Visitor/Guest parking





# RESEARCH @ DBL

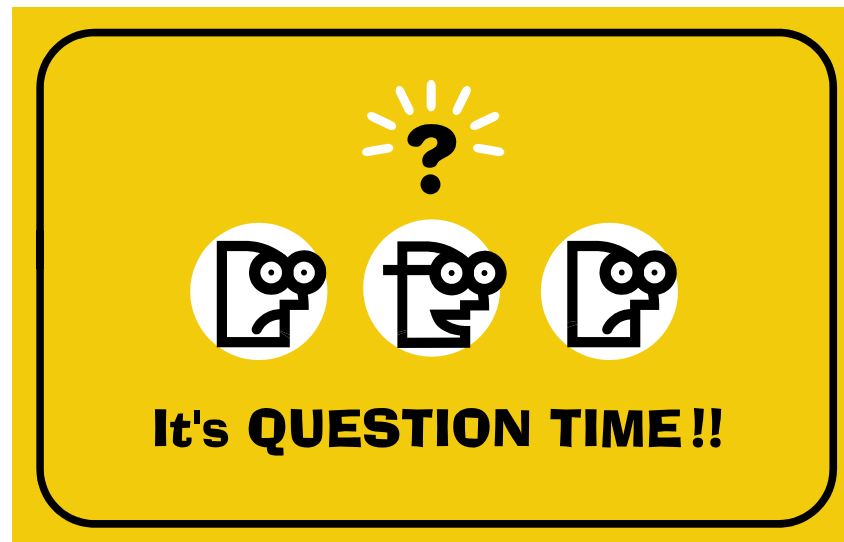
- CLIR Workshops on participatory design
  - <http://bit.ly/OmM3F8> - PDF book on participatory design conducted at Rochester University
  - <http://www.clir.org/> - Council on Library and Information Resources
- Anthropology class focusing on ethnographic research





# QUESTIONS?

- How are undergraduates using space in the library?
- Are there ways we could improve the space?
- How can we improve circulation?



# DESIGN

- 2 photo interviews
- 6 sets of observations
- 1 focus group



# PHOTO INTERVIEW

- Your favorite place in the library
- A place in the library that makes you feel lost or confused
- A place in the library you would use your laptop
- A place in the library you would take a break and relax
- A place/area in the library you would never use
- A place/area/thing in the library you would change/improve





# PHOTO INTERVIEW



## FINDINGS (WEFT QDA)

- Students do not understand the difference between designated quiet floors and non-quiet floor.
- Students were unaware of the video collection on the second floor.
- Students need help using the printers.
- Students like to use the group study rooms even when studying alone. They were all full even during fall break.



# LIMITATIONS/MISTAKES

- Time
- Involving more people
- Funding
- Recruiting participants
- Did not address circulation issues





# PHOTO BOOTH



# WHAT YOU NEED

- Software: SparkBooth 3
- Hardware: Webcam and PC
- Flickr account or equivalent



# PHOTO BOOTH FINDINGS

- Students like the library, they just want a little more...
  - Music materials
  - Every play ever written
  - Bean bags
  - Comic Books
  - Expanded Leisure Reading
  - Better temperature control





# FUTURE PLANS

- Started a research committee
- 3<sup>rd</sup> & 4<sup>th</sup> Floor renovation
- Web site



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QUESTIONS????

