

Comparative Analysis of Functional Services










of

Welch Library Peer Institutions

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Welch Medical Library, Johns Hopkins University

Welch Library Peer Institutions

University	Medical Library Site	Logo
Stanford	LaneConnex	
Harvard	Countway Library of Medicine	
Vanderbilt	Annette and Irwin Eskind Biomedical Library	
Duke	Medical Center Library	
UCLA	Louise M. Darling Biomedical Library	
Washington	HealthLinks	
Dartmouth	Biomedical Libraries	
Welch	Welch Medical Library	
MyWelch	MyWelch version 4.1	

Comparative Analysis of Functional Services

Methodology

- Visited each site
 - Analyzed them on the following Library Services (i.e. heuristics):
 - Webinar
 - Podcasting
 - RSS feeds:
 - News
 - Content
 - Personalized environment
 - Classes
 - Tutorial
 - Basic services

Comparative Analysis of Functional Services

Methodology (continued)

- Categorized Results:

- Publishing

- Podcasting
 - RSS feeds
 - Newsletter/blog
 - New media

- Education

- Classes (in-person)
 - Tutorials (online)

- Library services

- Direct communication
 - Asynchronous/In-person/Offline
 - Synchronous/Online (i.e. real-time)

- Personalized environment

New Media Publishing

- Podcasting
- RSS feeds
- Newsletter/blog
- Miscellaneous New Media

New Media Publishing

- Podcasting
 - Washington
 - [Podcasts in Health & Medicine](#) (editorially linked/summarized)
 - [University-wide iTunes portal](#)
 - [NN/LM podcasts and podcasting](#) (editorial content)
 - Duke
 - [External] [Medical Podcasts](#) (editorially linked/summarized)
 - Stanford
 - All lectures for required MD courses published in MP3 (not necessarily a “podcast”)

New Media Publishing

- RSS feeds
 - Two main uses of RSS
 - Library news/blog, published through RSS: [Stanford](#), [Duke](#), [UCLA](#), [Dartmouth](#), [Washington](#), [Vanderbilt](#)
 - Other: [Welch](#) (Events)
 - [External] RSS content (e.g. journal/news) links published on library website: [Harvard](#)
 - Library RSS tutorial/training: [Duke](#), [Washington](#), [Welch](#)

New Media Publishing

- Newsletter/Blog
 - [HTML/PDF] Newsletter: [Stanford](#), [Vanderbilt](#), [Duke](#), [Welch](#)
 - Note: Stanford's newsletter is published by a [CMS](#) that the library offers as a service
 - Blog: [Duke](#), [UCLA](#), [Washington](#)

New Media Publishing

- Miscellaneous New Media
 - Several sites use “ADD THIS” bar: e.g. [Duke](#), [NN/LM](#) (UCLA, Washington)
 - Provides code snippets/integration for web 2.0 sites: email, print, digg, facebook, myspace, twitter, favorites, delicious, google, live, stumbleupon, etc.
 - Dartmouth [LibX Toolbar Extension](#) for Firefox and IE
 - Duke Kindle trial (includes a selection of medical texts, PubMed search)

Education

- Classes (in-person)
- Tutorials (online)

Education

- Classes (in-person)
 - Known by many names: classes, tutorials, consortium-based training, workshops
 - [Harvard](#), [Vanderbilt](#), [Duke](#), [UCLA](#), [Washington](#), [Dartmouth](#)
 - U. Washington and UCLA share training burden with other members of [NN/LM consortium](#)
 - Typically classes also appear in a site's "event" calendar (e.g. [Harvard](#), [Duke](#), [Dartmouth](#), [Welch](#))

Education

- Tutorials (online)
 - Published in many media 1/2:
 - PDF (paper):
 - [Dartmouth](#),
 - Duke: [RefWorks](#)
 - HTML:
 - Washington: [PubMed](#), [Computer training](#),
 - Dartmouth: [EndNote](#), [Printing Instructions](#)
 - Welch: [Tutorials and Guides](#), [RSS](#)
 - Misc:
 - Washington: [PPT](#)

Education

- Tutorials (online), continued
 - Published in many media 2/2:
 - Webinar
 - Sometimes converted/archived to video (UCLA linked to [NIH](#))
 - Screen-capture video w/narration
 - Sometimes w/annotations (Welch: [tutorial videos](#))
 - » best practice = captions for narration
 - E.G. [RefWorks](#) (linked from Duke's excellent [training site](#))
 - Learning Management System (LMS)
 - E.g. Vanderbilt's [Training Module Shell and Learning Framework](#)

Education

- Tutorials (online), continued
 - Authored by many sources
 - Internal
 - Washington: [MS Office](#)
 - Dartmouth: [Reference Manager/DB Instructions](#)
 - Vanderbilt: [CMS/LMS managed HMTL presentation](#)
 - External
 - Washington: [Misc Workshops](#), [Lynchberg College](#), [Florida Gulf Coast University](#)

Education

- Tutorials (online), continued
 - About many topics
 - Software
 - Stanford: [EndNote](#), [Powerpoint](#)
 - Using library
 - Duke: [library orientation](#), [find journal](#)
 - Washington: [Getting Started](#), [How-To](#)
 - Using resources
 - Dartmouth: [Finding Info](#), [Accessing Resources](#), [OVID and Document Request](#)
 - Scholarship
 - Washington: [Intro to Evidence Based Practice](#)

Library Services

- Direct communication
 - Asynchronous/In-person/Offline
 - Synchronous/Online (i.e. real-time)

Library Services

- Direct communication (especially “Liaison” type programs)
 - Asynchronous/In-person/Offline

University	Name	Modes of Communication
Stanford	Contact Lane Liaison Program Ask Us Site Feedback	Email, Phone, Fax, Address Email, Phone, Fax, Picture Web form-to-Email/Phone Web form-to-Email
Harvard	Research Assistance (Nav0502) Request a Literature Search (Nav0302)	Web form-to-Email , Phone Web form-to-Email/Phone
Vanderbilt	SearchDoc/BioSearchDoc Clinical Informatics Consult Service (Nav0302)	Web form-to-Email Email, Phone
Duke	Ask a Librarian (Nav0600)	Text, Phone, Web form-to-Email, Email, In-person
UCLA	Consultation Appointments (Nav03Alt2)	Web form-to-Email
Washington	Contact a Librarian (Nav0802) Liaisons Ask Us! (Nav0800)	Web form-to-Email , Phone, In-person, Address Picture, Address, Phone, Email, Web form-to-Email Web form-to-Email , Phone, In-person, Address
Dartmouth	Library Liaison Program Ask a Librarian	Phone, Email Web form-to-Email/Phone
Welch	Liaison Program (Nav0602)	Campus address, Phone, Email
MyWelch	Ask MyLibrarian (Nav1100) w/ Archive	Web form-?

Library Services

- Direct communication, continued
 - Synchronous/Online (i.e. real-time)

University	Name	Modes of Communication
Stanford	Virtual Room	Adobe Connect session with Librarian
Harvard		
Vanderbilt		
Duke	Ask a Librarian	IM: AOL, Yahoo, Google Talk or Meebo
UCLA	Live chat (in ubiquitous header)	On-site IM
Washington	Contact a Librarian (Nav0802) Liaisons Ask Us! (Nav0800)	IM IM IM
Dartmouth		
Welch	Real-time help	Co-browsing (degrades to Web form-to-Email)
MyWelch		

Personalized Environment

- Login barriers prevented data gathering of peer web site personalization features

Conclusion/Recommendations

New Media Publishing

Podcasting

1. identify library actors who could perform editorial role highlighting/linking external podcasts
2. explore medium to understand its affordances
3. explore requirements for professional podcast publishing

RSS feeds

4. consider 2 main uses peers are making of RSS:
 - Library/School news/blog RSS
 - Editorial linking [to external]
5. consider the numerous other possibilities!
6. enhance/maintain rss education/support for users

Conclusion/Recommendations

New Media Publishing (continued)

Newsletter

7. Newsletters are a great opportunity to push information to users
 - May be a better source of information about using the library than the website itself
 - Stanford
 - [Duke newsletter article about journal discontinuation and costs](#) (see pdf p.6)
 - email (“push”) marketing of new edition is a great practice

Blog

8. Blog pros:
 - Extremely effective as a newsletter CMS
9. Blog cons:
 - syndication causes confusion for users (including search engines)
 - implementation often establishes alternative branding, etc.
 - part of style creep/branding problem common to most web 2.0 media:
 - draws visitors away; competes with your brand

Conclusion/Recommendations

Education

Classes (in-person instruction)

1. Clarify (i.e. “sharpen”) any differences between
 - Events
 - Classes
 - Training
2. Show differences between training about:
 - [Internal] university/library systems
 - [External] web sites/resources
 - Software products
3. Reveal whether training is vendor or in-house

Conclusion/Recommendations

Education

Tutorials (online learning)

4. Clarify any differences between type of content
 - File type (inline graphics)
 - Meta-information (description)
 - Categorization (grouping/headings)
5. Maintain consistent brand across tutorials, help, etc.
 - See Washington
 - “Catalyst” computer training
 - “How-To” tutorial listing
 - PDA resources
 - “book-end” video pattern

Conclusion/Recommendations

Education

Three observations about “tutorials”...

1. Blend into FAQs, instructions, policy statements, and other genres
2. Span all media (such as print, web, interactive, video, etc.)
3. About “Knowledge transfer”, which is fundamental to...
 - Mission of library
 - Mission of educational institution
 - Survival and success of any organization or group

It seems likely that developing flexible LMS tools can really help the library on many levels.

Conclusion/Recommendations

Library Services

Combined Asynchronous/Synchronous

- “Liaison” really means 1 thing:
 - A single [known] point of contact
 - a specialized expert
 - not 24/7

- 1. Enhance liaison home page; Emulate Stanford/Washington's use of multiple contact modes:
 - asynchronous: email, phone, fax, address, picture
 - synchronous: web form-to-email, IM
 - each liaison staff home page also has info about interests, expertise, etc.
 - Stanford's design is best: landscape, white space, boxes, web writing

Conclusion/Recommendations

Library Services

Combined Asynchronous/Synchronous

- “Contact us/Ask a question” really means 1 thing:

Unknown recipient(s)

2. Design all information contacts the same way a good site navigation is designed
 - categories channel users into buckets:
 - functional info
 - library info

Conclusion/Recommendations

Library Services

Combined Asynchronous/Synchronous

- Asynchronous: web form-to-email seems to be the standard of service

- 3. web form-to-email/phone may be better because it's not necessarily asynchronous both ways
 - giving users contact preference may be better

Conclusion/Recommendations

Personalized Environment

- Login barriers prevented data gathering of peer web site personalization features
 - Possible alternatives
 - Survey people who have recently used peer web sites
 - Competitive intelligence theory says to recruit:
 - » former students of peer institutions
 - » former employees of peer institutions
 - Ethical concerns: recruiting own students/faculty
 - Interview/survey peer institutions directly