

Ask the Expert: Using Expertise Domains for Library Service Assessment

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Presented at

ARL Library Assessment Conference, Oct.25-27, 2010



2006





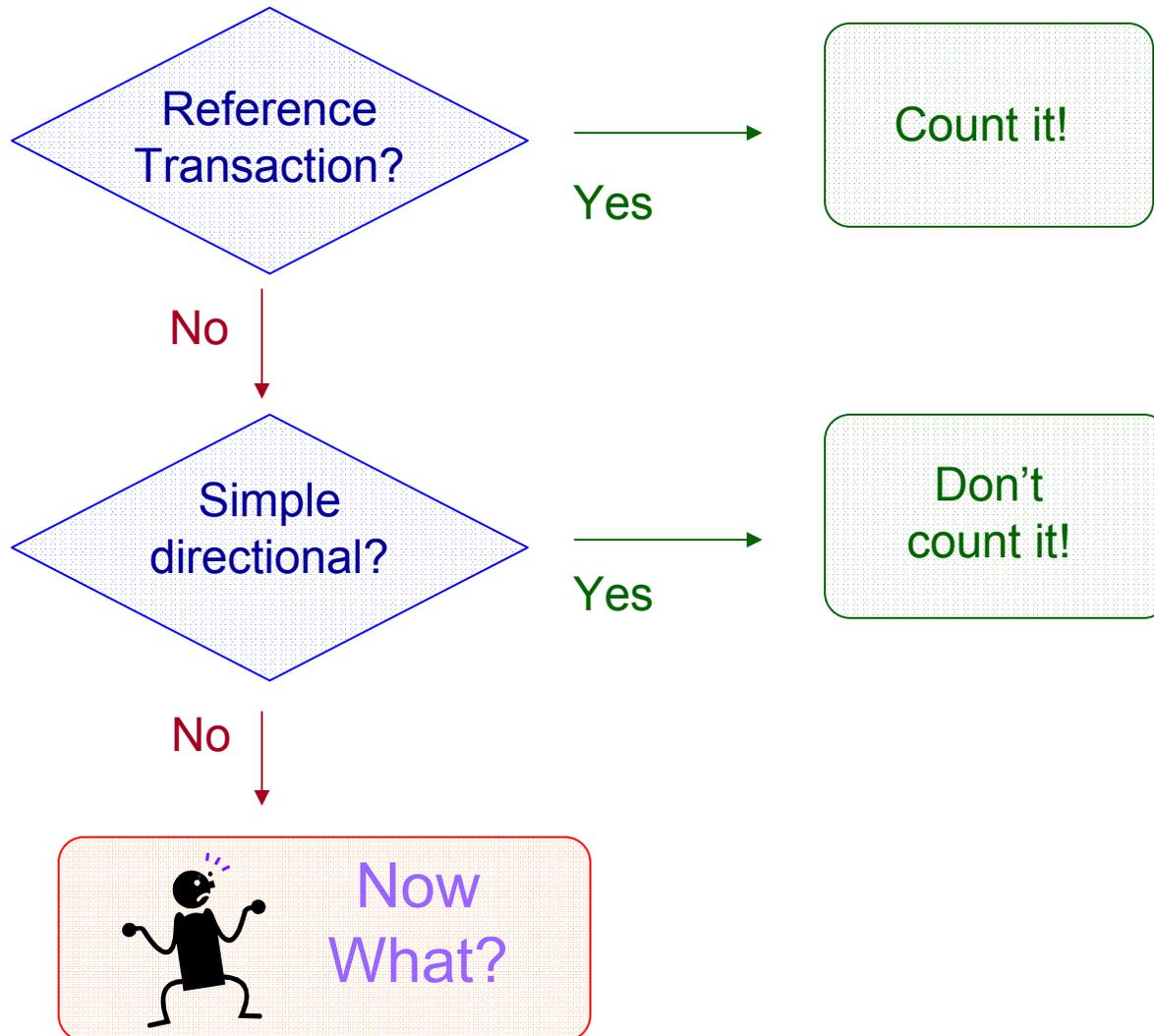
SPEC

Kit 268

Given the long history of complaints about traditional methods for recording and assessing reference services, it is perhaps not surprising that as a group ARL libraries report being unhappy with their own procedures. What is alarming is the depth of dissatisfaction.

ARL says:

“Exclude simple directional questions.”



Simple Directional Query Types

Call number location; Going to the stacks with a person who has a call number; Searching for books not on shelf; Find book reserved for a class; Directing patron to a requested title; Directions to another building or service on campus or any geographical location; Assistance filling out interlibrary Loan request form

Assisting with operation of machines; Clearing printer jams; Rebooting computers; Helping people logon; Fixing printer queues; How do I get a password?

Directions for locating facilities such as restrooms, telephones, photocopiers, etc.; Supplying materials such as paper or pencils; Locating library staff and service points; Information about library policy and hours; transfer a phone call; Explaining Circulation Policies

Research

Technology

Policy

(Spec Kit 268)

Library Expertise Domains

U of Utah	Cornell	Hong Kong	Who are the experts?
Research	Library items, resources & information	Non-technology: library resources	Librarians
Technology	Computing; Printing & Photocopying	Technology	IT Staff
Policy	Library people and places; Equipment & supplies	Non-technology services Non-technology Information	Para-Professionals
Feedback			Patrons

**Bailey &
Tierney,
2002**

At least two other tragedies imperil information environments such as libraries, especially in the context of the Commons concept, and they are more intractable to change. One is the resistance culture of limited responsibility; the other is the chauvinist culture of expertise.

What do we mean
by

Expert?

Cognitive Psychology

- Excel mainly in their own domains
- Perceive large meaningful patterns in their domain
- Are faster and more accurate than novices at performing skills of their domain
- Have superior short-term and long term memory
- Represent a problem in their domain at a deeper level than novices.
- Analyze problems qualitatively
- Have strong self monitoring skills

(Chi, Glaser & Farr, 1988)

Educational Psychology

- New information is processed by severely limited working memory
- Experts bypass working memory limitations due to schemas automated by extensive practice
- The only path to expertise, as far as anyone knows, is practice

(Willingham, 2009)

Social Psychology

- *The Expert* refers more to a form of interaction than to a person
- There are nonprofessional experts
- The core of the expert's role consists of providing experience-based knowledge that we could attain ourselves if we had enough time to make the necessary expertise

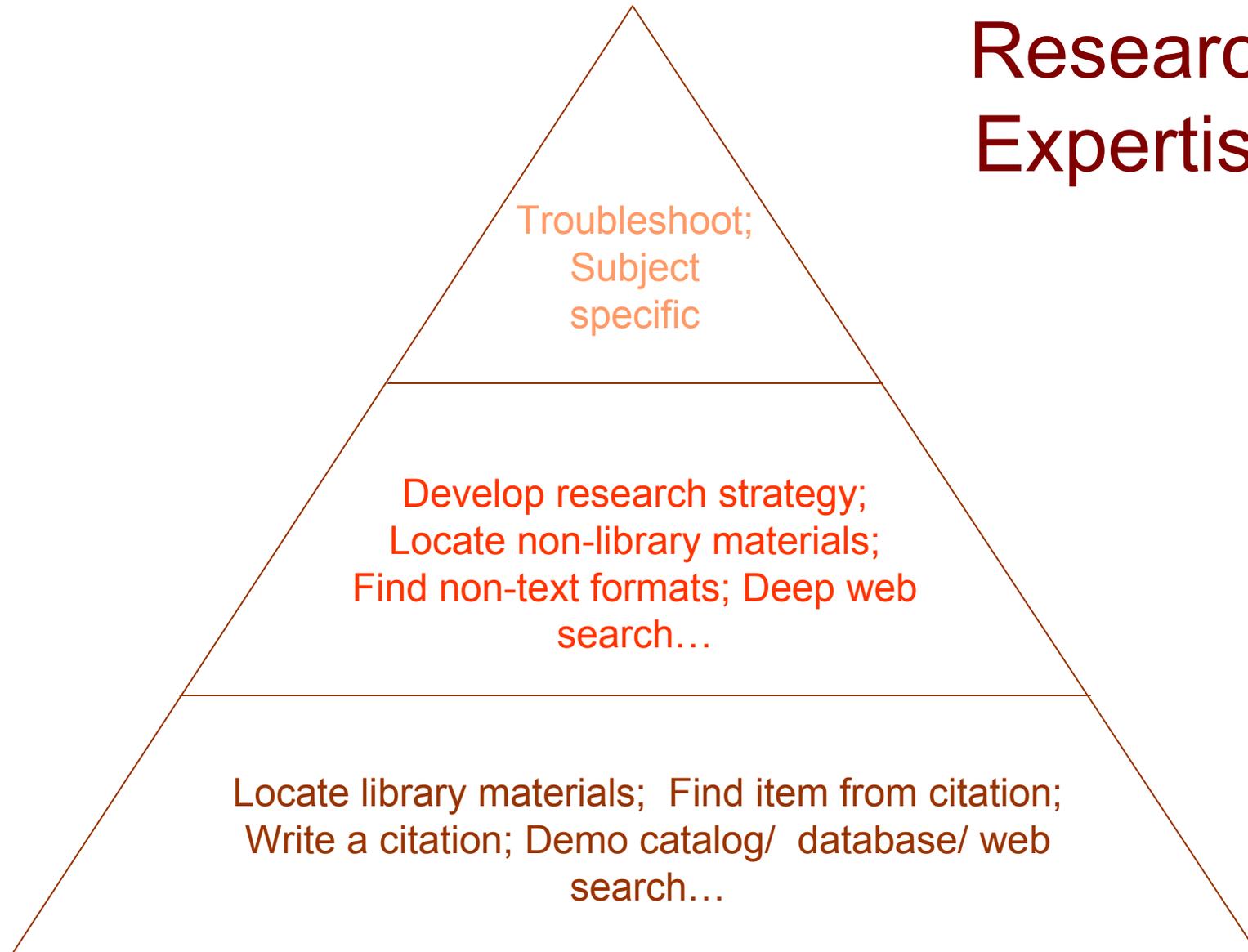
(Meig, 2001)

Experts are Knowledge Interpreters

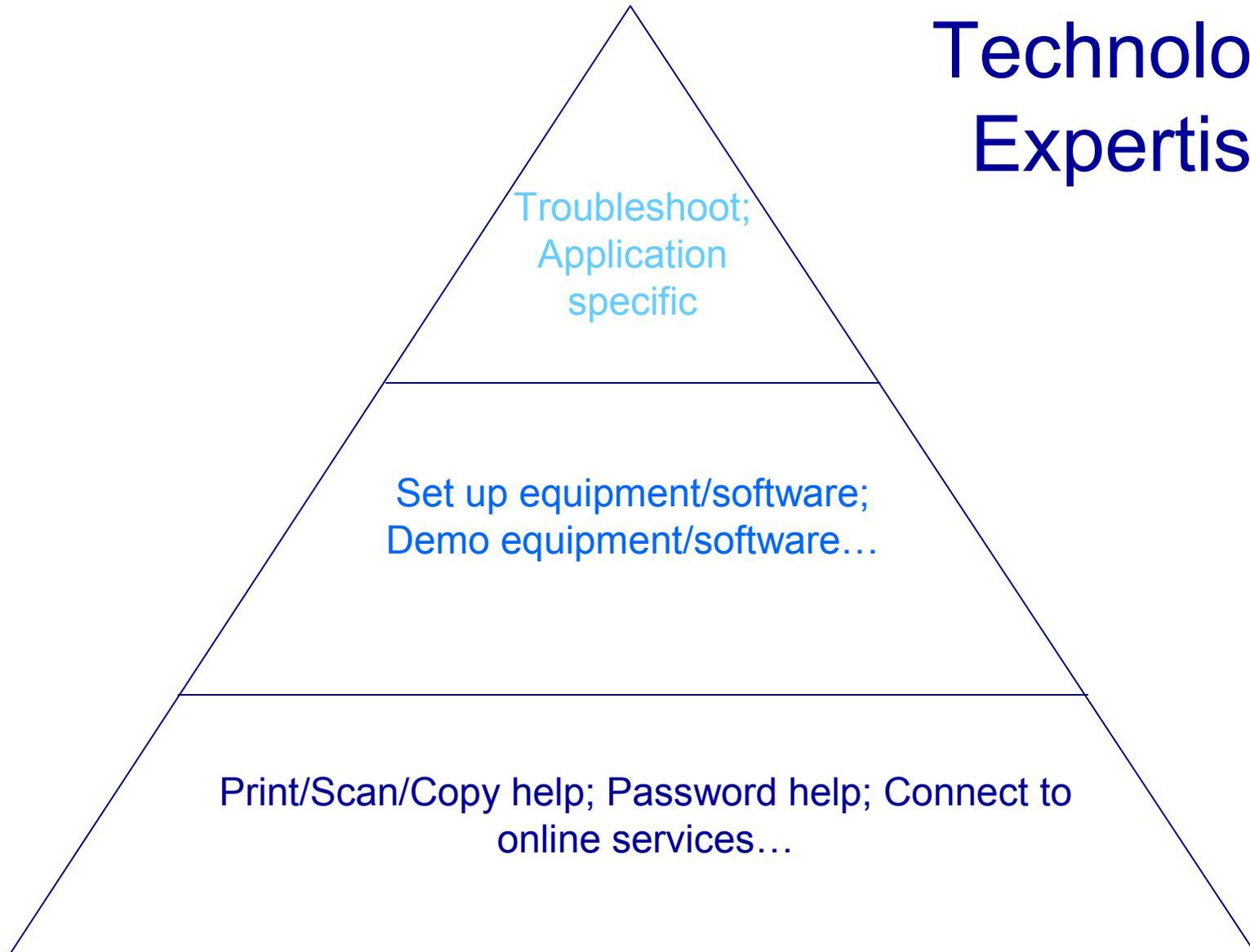
- Most knowledge is codified in books and we are free to use it
- Using experts is a time-efficient use of knowledge
- The training of skills in whatever domain not only consumes time but also results in gained time

(Mieg, 2001)

Research Expertise



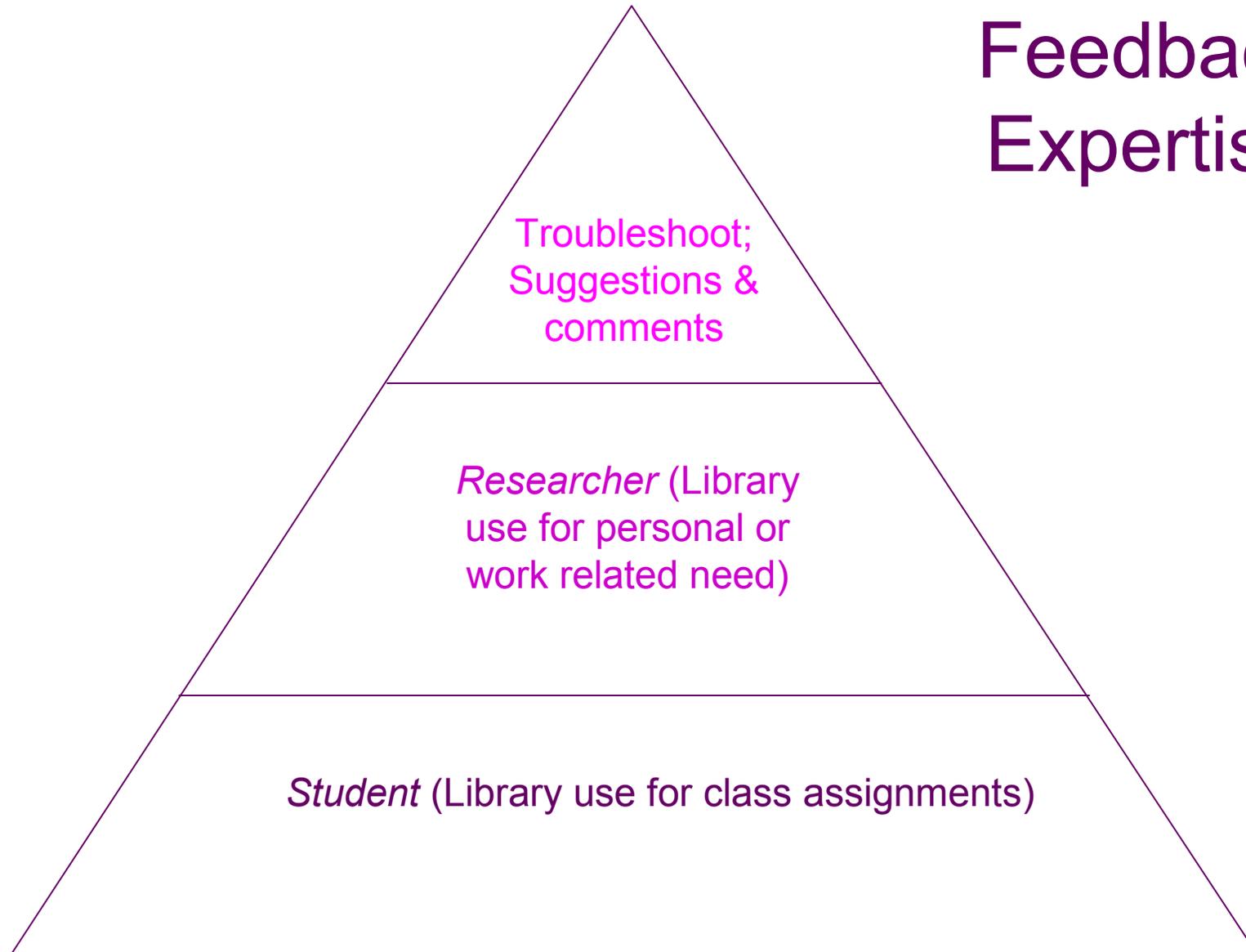
Technology Expertise



Policy Expertise



Feedback Expertise



Measurement can Improve the Outcome



(McKibben, 2003)

What outcomes do we want?

- Describe the function of our service desks
- Assure that questions are answered by someone with appropriate expertise (or by referral to appropriate experts)
- Implement effective cross-training for librarians and staff
- Monitor patron experience to assure service quality

Our First Attempt, 2007

The screenshot displays the J. Willard Marriott Library website interface. At the top left is the library logo and name. To the right are links for 'my account', 'maps', and 'hours', along with a search bar labeled 'Search Library Website' and a 'Go' button. A red navigation bar contains links for 'ASK US', 'LIBRARY CATALOG', 'ARTICLE DATABASES', 'WEBCT', 'STUDENT LABS', and 'DONATE'. Below this is a 'desk statistics' logo. The main content area is a grid with four columns: 'Reference', 'Information', 'Technical Help', and 'Phone'. Each column lists services with a '(0)' count. The 'Reference' column lists 10 items, 'Information' lists 4, 'Technical Help' lists 3, and 'Phone' lists 3. The top right of the main area says 'Documents'.

my account | maps | hours

J. Willard Marriott Library
THE UNIVERSITY OF UTAH

Search Library Website Go

ASK US | LIBRARY CATALOG | ARTICLE DATABASES | WEBCT | STUDENT LABS | DONATE

desk statistics

Welcome Amy Documents

Reference	Information	Technical Help	Phone
(0) General Reference	(0) Locate Stacks Item	(0) Computers	(0) Reference
(0) Library Catalog	(0) Directional	(0) Printers	(0) Information
(0) Library Database	(0) Library Information	(0) Microform Machines	(0) Technical Help
(0) Documents, U.S.	(0) Referral		
(0) Documents, UN			
(0) Microforms			
(0) Maps			
(0) Curriculum			
(0) Patents/Trademarks			
(0) Science/Engineering			

College & Interdisciplinary Teams

Specialty services formerly offered at subject desks offered by teams using a model of virtual desks

- Social Sciences, Social Work, Business & Education
- Humanities, Fine Arts & Architecture
- International & Interdisciplinary
- Science, Engineering, Mines and Health
- Multimedia
- Special Collections

DeskStats: Physical Locations

Reference help consolidated in the Knowledge Commons
“One-stop-shopping” service model

Details

Location: Knowledge Commons Status - Ignore for DeskStats: Closed successful Received via: Service Desk

Nature of your request: [Select option]

DeskStats data entry Tuesday, October 05, 2010

< 1 Min 1-15 min > 15 min Extended

Research Assistance

ARC / Locked Case / AV request				
Bibliographic citation and software				
ILL request assistance				
Locate library materials				
Lost / Missing Request				
Research help -catalog, databases, topic help etc.				

Technology Assistance

Workshops, Tours, Classes

Suggestions/Comments

Directional/policy

Circulation Services

Reserve Services

Other

Other: Please Add Details				
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Comment

Switch mode Undo Last

DeskStats: Virtual Locations

Teams acting as virtual desks answer off-desk queries, share expertise and track accurate referral

☐ CIT DOCMAP

Time period report for DeskStats closed: Request group by Month

10 record(s)

Period	Directional/policy	Other	Research Assistance	Suggestions/Comments	Technology Assistance	Workshops, Tours, Classes	[none]	Total	
January 2010	1	0	9	1	0	0	0	11	8.40%
February 2010	3	0	20	0	0	0	0	23	17.56%
March 2010	1	1	14	0	0	1	0	17	12.98%
April 2010	0	0	13	0	0	0	0	13	9.92%
May 2010	1	1	12	0	0	0	0	14	10.69%
June 2010	2	0	11	0	0	0	0	13	9.92%
July 2010	1	0	16	0	2	0	0	19	14.50%
August 2010	0	1	7	0	0	0	0	8	6.11%
September 2010	0	0	10	0	0	2	0	12	9.16%
October 2010	0	0	1	0	0	0	0	1	0.76%
Totals	9	3	113	1	2	3	0	131	100.00%
	6.87%	2.29%	86.26%	0.76%	1.53%	2.29%			

RefTracker email Reference

Team categories track subject specific queries

Library Website

Time period report for Questions closed: Category by Month

9 record(s)

Period	Documents, Maps	Fine Arts, Architecture, Planning, Humanities	International, Interdisciplinary	Multimedia	Other: Please add details	Science, Health, Engineering, Mines	Social Sciences, Business, Education, Social Work	Special Collections	[none]	Total	
February 2010	6	7	1	2	14	1	1	1	0	33	13.64%
March 2010	8	5	0	7	15	9	2	2	0	48	19.83%
April 2010	2	3	1	5	18	3	1	0	0	33	13.64%
May 2010	0	2	0	2	10	1	0	0	0	15	6.20%
June 2010	3	1	1	3	21	3	5	0	0	37	15.29%
July 2010	1	1	0	2	12	2	6	1	0	25	10.33%
August 2010	1	2	0	4	7	3	2	0	0	19	7.85%
September 2010	2	6	1	4	8	1	4	1	0	27	11.16%
October 2010	0	1	0	0	4	0	0	0	0	5	2.07%
Totals	23	28	4	29	109	23	21	5	0	242	100.00%
	9.50%	11.57%	1.65%	11.98%	45.04%	9.50%	8.68%	2.07%			

CampusGuides

Team categories produce statistics for online guides



Marriott Library Home » University of Utah Research Guides Home

amy.brunva

University of Utah Research Guides Subjects: Documents and Maps

Search: | [Return to Homepage](#)

Browse by Subjects

- o Digital Scholarship
- o Documents and Maps
- o Fine Arts, Architecture, Planning, Humanities
- o Health
- o International & Interdisciplinary
- o Law
- o Media
- o Medicine
- o Nursing
- o Pharmacy
- o Science, Health, Engineering, and Mines
- o Social Science, Education, Business, Social Work
- o Special Collections

Documents and Maps

Demographic Statistics from the U.S. Census and other sources

by Amy Brunvand - last updated on Sep 21st, 2010

A beginners guide to finding statistics about the U.S., Utah and the U.

International Publications

by Kate Holvoet - last updated on Aug 20th, 2010

Legislative Information from the U.S. Congress & Utah Legislature

by Amy Brunvand - last updated on Sep 30th, 2010

Be an informed citizen! Find out about federal and Utah lawmakers.

Map Collections in the Marriott Library

by Ken Rockwell - last updated on Sep 16th, 2010

Military Science

by Walter Jones - last updated on Jul 29th, 2010

Patents Trademarks and Copyright

by Dave Morrison - last updated on Sep 9th, 2010

Technical Reports

by Amy Brunvand, Dave Morrison - last updated on Aug 13th, 2010

Technical reports are reports from academic departments, government agencies and corporations that describe projects, research and activities of the organization.

There are no stupid questions
(and no easy answers, either)

References

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Bill McKibben. *My Mileage is Better than Your Mileage*. Orion. January/February 2003.