

**Date:** Thursday 23<sup>rd</sup> March 2017

**Time:** 10:00 till 15:30

- Drinks and registration from 10:00 to 10:20
- Optional tour of Library from 3:30 to 4:00pm

**Venue:** The Research Exchange Seminar Rooms, The Library, University of Warwick, CV4 7AL.

**Description:** Libraries are using a range of feedback to enhance services, especially statistical data from national surveys such as NSS and, PTES and PRES. Many wish to gain a more in-depth picture of how our customers are using the physical library buildings and information resources to complement the bald statistics and are turning to more qualitative tools such as ethnography to help us achieve this. Want to find out more or share your experience, then come to our event.

The session will include:

- An outline of what ethnography is and how we can use it to influence service design;
- Case studies;
- An opportunity for you to share your own experiences.

The seminar will be led by:

- Gareth J Johnson (@llordllama), Nottingham Trent University/Mercian Collaboration
- Bryony Ramsden (@librarygirlknit), Huddersfield University
- Elaine Sykes and Louise Makin, Liverpool John Moores University
- **YOU** - be prepared to share your own experiences, so that others can learn from your effective practice. There will also be an opportunity for you to display and talk to posters or flyers. Please indicate whether you would like to bring flyers / posters to talk to, so you can share your work with colleagues.

**Audience:** This event is aimed at Library staff with an interest in or responsibility for discovering customers' thoughts and views of library services.

**Booking:** Contact your Mercian Staff Development Group representative to book a place by **Thursday 16<sup>th</sup> March 2017**. Refreshments will be provided and when booking please indicate any dietary requirements. **In addition, please state how many participants would like to stay for the tour and / or display and talk to a poster or flyer.**

**Travel:** [Travel directions](#) and a [campus map](#) are available from the University of Warwick website. Please note parking will be **limited**, so we recommend travelling by public transport.

**Further enquiries:** Please contact Heather Green [heather.green@warwick.ac.uk or 02476 575792] or Ruth Stubbings [ruth.stubbings@ntu.ac.uk or 0115 848 6056] for further information.

**Programme:****10:00 – 10:20** Registration**10:20 – 30** Welcome and house keeping**10:30 – 11:25*****Why Didn't the Chicken Cross the Road? An Applied Ethnography Primer*** by Gareth Johnson

This talk will introduce the audience to the ideas of ethnography and consider its broad application within the realm of library service provision. It will serve to introduce delegates to the terminology, thinking and value of qualitative ethnographic practices, while contrasting it with the more quantitative techniques common in academic libraries. Drawing on examples from the author's own research practices and considerable library experience, it will illustrate the power, as well as the pitfalls, of employing ethnographic derived methods within a service delivery environment.

Delegates can hope to gain an appreciation of how and where they might easily adapt these approaches, within their own planning activities.

**11:30 – 12:00** Case study 1:***Using ethnographic methods in international student UX research*** by Bryony Ramsden

During the second phase of the Library Impact Data Project at the University of Huddersfield [<https://library.hud.ac.uk/blogs/lidp/>] we found international students were comparatively low users of the library. Utilising a survey to help recruit participants, and ethnographic techniques of cognitive mapping and retrospective research process interviews, we collected data from a small number of participants. The methods helped us discover information that we could not have expected to learn using other techniques, and allowed us to begin making small changes to help international students in their library resource use. This presentation provides a brief overview of the methods used, some of the results, and the changes made and currently planned.

**12:05 – 12:35** Case study 2:***Ethnography without the Expense: Using ethnographic techniques to conduct small scale studies*** by Elaine Sykes and Louise Makin

With major redevelopments on the horizon, LJMU Library Services is keen to better understand how customers interact with Library Services and, crucially, why they choose whether or not to engage with the variety of services on offer. As a result, the department has carried out two small scale qualitative research projects which make use of basic ethnographic techniques in order to better understand user behaviour, so as to plan more effectively. This presentation will discuss our findings including the benefits and limitations of this type of research.

**12:35 – 13:30** Lunch**13:30 – 14:-30** Activity: Now you have the opportunity to try out one or two of the techniques highlighted in this morning's presentations.**14:35 – 15:20** Show and tell from participants: Posters / Flyers display with an opportunity to talk to other participants about the techniques they use.**15:20 - 15:30** Round up: key lessons, evaluation and close