Abstract

Focus Group Methodology and Analysis

Methodology
Market research conducted via student focus groups. Students questioned before and after viewing videos. Student responses transcribed for coding, analysis, and qualitative data.

Focus Group Takeaways

Suggestions from Focus Group

Students have a general lack of understanding about who is in the library is a librarian, what a librarian does, and how a librarian can help them personally. They define research “help” in very broad terms – checking out headphones, printing, directional etc.

13/14 would contact a librarian for help

After watching the videos, they viewed librarians as more accessible and helpful. Videos helped better articulate our role and humanized librarians.

They were surprised at how friendly and willing to help librarians were, and had made prior assumptions that librarians are intimidating and serious. They were also surprised that librarians had “valuable past experiences.”

Most students in the focus group found the videos to be effective or somewhat effective in promoting subject specialists to their peers and increasing librarian visibility.

Students are more likely to pay attention to library marketing content shared by their instructors rather than viewing this content through social media.

Focus Group Methodology and Analysis

Overview of Assessment Methods

Quantitative
More than 300 students completed surveys, answering questions regarding their perceptions and use of subject specialists before and after the implementation of various marketing strategies.

Qualitative
Project team convened three focus groups ranging from 3 to 8 participants each. Students were shown three two-minute videos, featuring profile interviews with some of the Humanities and Social Sciences librarians. Team members coded transcripts and evaluated content for trends and themes.

Focus Group Takeaways

Suggestions from Focus Group

“Before watching that video, I just assumed that they would be like super serious and intimidating.”

13/14 would contact a librarian for help

“They’re not just someone like who’s behind the desk…telling you to be quiet…they want to help you.”

2017 Survey Data
Prior to Phase I of marketing campaign: 167 student participants were surveyed about awareness of subject librarians

DO NOT know about subject librarians
71.9%

DO NOT know how to contact a subject librarian for research
79%

HAVE NOT contacted a subject librarian for research help
92.2%

2018 Survey Data
After Phase I of marketing campaign: 133 student participants were surveyed about awareness of subject librarians

62%

NOT aware of subject librarians, yielding “10% increase in awareness

Social Media Campaign
Pilot and assess a “Librarians are on your Team” social media campaign

Canvas Integration
Work with library instruction committee to integrate videos into Canvas

Target Faculty
Encourage subject specialists to work with targeted faculty to embed video profiles into course websites

Video Remix
Remix videos into montages, GIFs, etc. and continue sharing via social media

LibGuides
Encourage subject specialists to embed videos into their own LibGuides

Next Steps