LIBRARIES AND INVOLVED ONLINE AUDIENCES:
USER ENGAGEMENT IN A WEB 2.0 WORLD

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HENNEPIN COUNTY LIBRARY
What is our Online Presence?

• Website
• Online customer service
  • Chat
  • E-mail
• Online feedback forms
• Social media
• Online videos
Contact us

Hennepin County Library is dedicated to providing quality library service. Ask us a question or tell us about an experience with the Library. Your questions and comments are welcome!
Ask Us services

Phone
612-543-KNOW (5669)
- Monday-Thursday 9-9
- Friday-Saturday 9-5
- Sunday 12-5

Email
Submit your question
- Monday-Thursday 9-9
- Friday-Saturday 9-5
- Sunday 12-5

Text
Text ‘hclib’ to 612-400-7722.
Service is free, but your standard message and data rates apply.
- Monday-Thursday 9-9
- Friday-Saturday 9-5
- Sunday 12-5

In person
Visit or call your local library.
- Locations and hours

Live chat
Chat with Hennepin County Library staff.
- Monday-Thursday 9-9
- Friday-Saturday 9-5
- Sunday 12-5

Chat available

AskUs

Your Question/Message

AskMN chat
When Hennepin County Library is closed, connect to AskMN to chat with librarians from outside of Hennepin County who assist on our behalf.

*AskMN statewide 24/7 reference service provided by Minitex and participating Minnesota libraries.*
Tell us about your experience with the library

Hennepin County Library is dedicated to providing quality library services. What are we doing well? How can we improve? What else should we know?

If you would prefer to call, contact the Library’s administrative office at 612-543-8500.

Name

If your comment is about a specific library or service, please tell us which one

* Subject

* Comment

Email (if you would like a response):

* Required Fields

Reset Form  Submit Question
Social media

**Facebook**
Posts about books and reading, resources and events

**Instagram**
Photos from staff of library people, resources, spaces

**Flickr**
Photos from staff of library people, resources, spaces

**Twitter**
Tweets about resources, events; answers to questions

**YouTube**
Videos about Library services and resources, how-tos

**LinkedIn**
Job and internship postings, and library staff profiles

**Tumblr**
Blogs about Special Collections, Minneapolis history

**Vimeo**
Videos about Library services and resources, how-tos
Hennepin County Library was at the Pride celebration at Loring Park on June 27-26. We signed up many new cardholders and distributed many Pride bookmarks. The Library has been a fixture at Pride for over 20 years and it is always a great opportunity to connect with the community. #HCLPride #TCPride
@littlejohn @nhojelttiil - Feb 8
@hclib Not sure just how “new” it is (year-ish?) but your current website is *great*.

Hennepin Cty Library @hclib

@nhojelttiil We are glad you like it! We rolled out the new website about a-year-and-a-half ago.

LIKE

2

9:09 AM - 8 Feb 2016

Reply to @hclib @nhojelttiil
Twitter

Maureen L. Hartman @mhartman · 13 Jun 2015
Loved everything @hclib Night Library #nspk33 #nspk but outcome measurement tool was my secret talisman #outcomenerd

Becky Rech @SheReads · 13 Jun 2015
At hclib #TheNightLibrary #nspk33 #nspk -- so worth the wait! Love that #myhcl is part of... [Instagram link]

Christina Gehring @setsponiesfree · 13 Jun 2015
The @hclib #nightlibrary is almost open for business! #nspk33 #nspk

Laura Hulscher @lhulscher · 13 Jun 2015
Can’t wait going to #nspk33 at @Northern_Spark night library!
WHO IS OUR AUDIENCE(S)?

Diverse:

• Needs & Interests: many backgrounds, hobbies, interests
• Skills: high familiarity with computers
• Technology: desktop, wireless, mobile
• Ages: children through seniors
• 41 locations spanning 611 square miles
• 1.2 million residents
• Nearly 840,000 total library cards in use.
- 5 million collection items, including books, eBooks and more, in 40-plus languages
- 1.6 million item records
- Almost 13 million public website sessions in 2015
PASSIVE VS. INVOLVED AUDIENCES

• Passive audience models suggest how authors “imagine” audience (Litt, 2012)

• Involved audience models suggest how real people respond (“actual” audience, Litt, 2012)
PASSIVE VS. INVOLVED AUDIENCES

• Online presence relies on Web 2.0 or the “participatory web” (Gallagher, 2015)
• A strong online presence invites audience participation or an “involved” audience
AUDIENCE IS ONLINE AND IN-PERSON

• Same patrons use both online & in-person
• No online vs. in-person dichotomy
• Service expectations extend to all access points
• Same staff serve patrons online & in-person
NEW WEBSITE LAUNCHED
OCTOBER 2014
New Website: An “A-Ha” Event

- Illuminated concepts of online presence and involved audience
- Many teachable moments and lessons learned
**Website Usability Considerations**

- What are the core tasks patrons want to accomplish?
- What are the key decision points for patrons?
- What language (labels) will work best for the most users?
Website Changes

- Clean, less-cluttered design
- Responsive design for mobile accessibility
- Catalog fully integrated into website
- Less audience-based navigation
- More robust search

New Website
SEARCH:

Love:
Search box intuitive, familiar, prominent, & easy to use

Frustrated:
Missed “catalog” label, not sure what search box does,
Google-like design “dumbs down” the library
“How could you do this????!! Why is the old system gone. I can't get a list of Authors, I can't get a list of subjects...WHY WHY did you do this. Do you think we are so dumb we can't use a traditional catalog? Did the computer guys trick the librarians? Did the librarians not realize what a terrible system it was? No alphabetical list of authors, or titles, or subjects - in a LIBRARY online catalog??!!!”

received via Comments and feedback form, October 2015
Tab Confusion

New Website
No Longer Gateway to Internet

- Focus on library information and resources
- Streamlined content
- Few links to non-library websites
- User-centered focus on core tasks
Welcome to the Library's new website

October 03, 2014

Hennepin County Library has upgraded its website in response to new technology and changing patron needs. It is part of a broader effort by Hennepin County to make sure county websites are accessible and easy to use.
LESSONS LEARNED

• Prepare for the following questions:
  • What will audiences ask?
  • Where, when and how will they ask?
  • How will you respond?
**What will Audiences Ask?**

- Why the change?
- Where did you move what I want?
- What about my access? (technology, habit)
  - Older browsers & devices
- What about me?
  - Identity crisis for both public & staff, “I used to be an expert”
What will Audiences Ask?

• Superusers may ask about surprising things:
  ("I had no idea people did that on our website!")
• People may assume other complaints they have are related to website
• Users may not accurately remember or understand what previous website did
• People’s past experiences (baggage) with technology will influence their current experience
WHERE, WHEN AND HOW WILL THEY ASK?

- Remember System of Service:
  - Online, in-person, phone, combination
- Feedback may come before, during, and after change
- Feedback is more likely to be negative, especially if you ask for “bugs”
- Conversation should be ongoing
HOW WILL YOU RESPOND?

• Should you temporarily change/increase staffing?
• Talking points and prepared responses can be helpful
• Be prepared to track questions and coordinate responses
• Is response desired or necessary? Do you have contact info?
• Should you provide “training”? 

Lessons Learned
Help videos

Watch these short videos to learn how to use your library account and search the library collection.

Account basics
Learn how to access your library account online. (2:03)
Transcript

Account sharing
Learn how to share your library account with a trusted friend or family member. (2:51)
Transcript

Basic searching
Learn how to search for library materials. (1:57)
Transcript
How will you Respond?

- All staff should be prepared to help patrons, don’t just pass off to “experts”
- Be sympathetic, let patrons vent, but don’t vent with them
- Offer patrons something positive, show them how they CAN do something
- Experience & process of conversation can be more important than the “answer”
Best Practices

• Troubleshoot / Converse with audience
  • Find out what device & browser patron is using
  • Find out exactly what they are trying to do and what problem they are encountering
• Document what has already been tried
Best Practices

- Conduct usability testing
  - Observe real people interacting with website
  - Collect quotes in real time
  - Collect ratings about ease of use
  - Gather words to describe impressions of the site
  - Observe Time-on-Task (TOT)
# Usability Testing Partnership, UMN

<table>
<thead>
<tr>
<th>Date</th>
<th># Student Teams</th>
<th># Test Participants</th>
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</thead>
<tbody>
<tr>
<td>Spring 2012</td>
<td>6 student teams</td>
<td>30 participants</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>4 student teams</td>
<td>20 participants</td>
</tr>
<tr>
<td>Spring 2013</td>
<td>6 student teams</td>
<td>30 participants</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>3 student teams</td>
<td>15 participants</td>
</tr>
<tr>
<td>Spring 2014</td>
<td>6 student teams</td>
<td>30 participants</td>
</tr>
<tr>
<td>Spring 2015</td>
<td>8 student teams</td>
<td>40 participants</td>
</tr>
<tr>
<td>Fall 2015</td>
<td>6 student teams</td>
<td>30 participants</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>39 student teams</strong></td>
<td><strong>195 participants</strong></td>
</tr>
</tbody>
</table>
Usability Testing Partnership, UMN

Observation of usability test session

Discussion about observations

http://it.umn.edu/usability-lab

Best Practices
BEST PRACTICES

• Analyze audience feedback such as:
  • “Ask Us” online customer service
  • Comments and feedback online form
  • Social media
  • Analytics
**Best Practices**

• Analyze content with online software
  • NVivo
  • AntConc
    [http://www.laurenceanthony.net/software/antconc/](http://www.laurenceanthony.net/software/antconc/)

• Use tools to identify:
  • High frequency words in patron comments
  • Frequent collocations / word combinations
  • Data visualizations
Best Practices

• What do we do with audience feedback?

  • Goal is not to make immediate “fixes” although that is what many users and colleagues will want
**Best Practices**

- Analyze feedback for priority and urgency
  - How many users does the issue affect? Who does the issue affect?
  - What is the impact?
  - Is there an obvious fix?
  - What is the cost of “fixing”? What is the benefit?
  - What is the context of this issue (services, staffing, policies not related to website?)
  - How might this issue change over time?
HCL Feedback Process

Analyze
- Collect and store audience feedback
- Review feedback for priority and urgency; fix bugs
- Write Project Initiation Document and SharePoint entry

Design
- Assign resources and timeline
- Discuss and design new feature
- Create feature (developers)

Evaluate
- Test for Quality Assurance
- Conduct Usability Testing
- IMPLEMENT

Best Practices
**What is Gained?**

- Gain empathy & insight = better conversations with audience and better design of future online service
“I was helping a patron print something today and after she logged on the HCL website popped up. She starts gushing about how wonderful the site is and how she uses it ALL the time. Then she tells me about how she went to visit her daughter in California and wanted to do something book related (I think she wanted to find a book similar to one she had already read). Her daughter said that she had discovered an amazing web site to share with her. And it was our HCL site! All the way out in California! Her daughter uses it as a resource often even though she doesn't live in Hennepin County or even in Minnesota. Sure sign that something's been done right!”

—e-mail from Public Service Assistant at HCL Augsburg Park Library, June 2015
Questions?

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