Observational Research Toolkit for Libraries

Helping to create measurable improvements to patron interactions with promotional materials in the library

Problem
With limited budgets and low staffing, many libraries lack the resources to conduct effective and comprehensive research on how to enhance the patron library experience.

Origin
From a summer internship with Sno-Isle Library, this observational research project grew into the creation of a toolkit to enable every library to use unobtrusive observational research to determine the effectiveness of displayed material.

Toolkit Components

Tutorial Videos

Observational Research Toolkit for Libraries

Modules include:
• Guidance on Planning Observational Study
• Safeguards for Confidentiality, Privacy, and Freedom of Inquiry
• Practical Tips for Conducting Observational Studies
• Protocols for Promotional Item Observations
• Tenets of Attention
• Instrument and Data Tool Instructions

Next Steps
The toolkit components will be handed off to Sno-Isle Libraries and Spokane County Library District and made available to interested libraries on a web-based platform.

Observation Instrument

Data Input and Analysis Tool

Sponsors

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