Connecting **Library Instruction to Web Usability**

**The Key Role of Library Instruction to Change Students’ Web Behavior**

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Outline

IUPUI UL
- Background

UX
- Our Research

New Values
- Application to real world
IUPUI University Library

IUPUI

- Home to two of Indiana’s top universities: Indiana University and Purdue University
- Urban research university offering more than 200 degree programs
- More than 30,000 Students’ enrollment

University Library (UL)

- Inform, Connect, Transform
- 380 information literacy instructions
- Over 1,000,000 volumes and 35,000 current periodicals
- Leader in the application of technology to library practice
User Experience

Information Architecture
Interaction Design
Interface Design
Usability
Who Are Our Users?

Data from IUPUI UL Survey
Who Are Our Users?

Data from IUPUI UL Survey

- Business
- Liberal Arts
- Science
- ET
- Other
- Unknown
- CLN
- Herron
- Public Health
- Law
- Dentistry
- Education
- SHRS
- IC
- Journalism
- PETM
- SPEA
- Social Work
- Philanthropy
- Other
- Unknown

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How Do They Find Our Website?

Data from IUPUI UL Survey
The Role of the Library Instruction in User Experience?
Study Background

- **Study setting:** Library instruction
- **When:** Fall 2014 semester
- **Sample:** Freshmen students enrolled in two separate sections of an introduction to science course
- **Tool:** Verify usability tool
- **Method:** Pre & post test for comparison of two sections
Class outline for the 1hr 15 min library instruction including usability tests

<table>
<thead>
<tr>
<th>Group 1</th>
<th>Group 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>27 students</td>
<td>21 students</td>
</tr>
<tr>
<td>Pretest</td>
<td>Pretest</td>
</tr>
<tr>
<td>Browse-focused instruction</td>
<td>Search-focused instruction</td>
</tr>
<tr>
<td>Posttest</td>
<td>Posttest</td>
</tr>
</tbody>
</table>

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What we tested: Browse-focused
What we tested: Search-focused
User Behavior

About Verify

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User Behavior
Research Question 1: How Users Interact with Website?

VS.
Q1: Browse VS. Search

Before instruction – Specific Database: Academic Search Premier

Group 1
- 59% Browse
- 37% Search

Group 2
- 52% Browse
- 33% Search

I don’t know Anywhere

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Research Question 2: The Role of the Library Instruction in the Web Behavior
Q2: The Role of the Instruction

Before instruction – Rich Media Cluster

**Group 1**
- 63% Browse
- 4% Search

**Group 2**
- 38% Browse
- 24% Search

I don’t know
Anywhere
Q2: The Role of the Instruction

After instruction – Rich Media Cluster

Group 1
- 85% Browse
- 4% Search

Group 2
- 24% Browse
- 71% Search
Something very interesting?

YES!
Q1 and Q2

Books in General

**Before**
- **100%** Browse
- **0%** Search

**After**
- **82%** Browse
- **18%** Search

I don’t know Anywhere
Data Collection
1. Library Website Evaluation
2. Usability Testing
3. Needs Assessment
4. User Behavior

Design
1. Interface
2. Information Architecture

Improvement
1. Maintenance
2. Usability Testing
Learning Experience

- Information Architecture
- Interaction Design
- Interface Design
- Usability
Questions?
Thank You!

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