

2017 IFLA/WLIC Wroclaw, Poland

Social Science Libraries with Africa Section – Off-site Workshop

**Session 137 - Understanding Your Library from the Inside Out: a Workshop in Library
Ethnography for User Assessment**

22 August 2017, 9:15-15:00

Workshop Location: Wroclaw University Library. ul. F. Joliot-Curie 12

50-383 Wrocław, Poland

Workshop Description

This off-site workshop will focus on helping librarians to understand and use ethnographic research methods--long used for cultural anthropology research--to better understand their libraries, their users, and how their services and collections are used.

[Lynne Silipigni Connaway](#), Senior Research Scientist and Director of User Research at OCLC will present the **keynote “Capturing the behaviors of the Elusive User: Strategies for Library Ethnography.”**

[Celia Emmelhainz](#), Anthropology and Qualitative Research Librarian at UC Berkeley will lead the workshop.

Through interactive/hands-on activities, the workshop participants will explore an “ethnographic toolkit” they can use to better understand the context in which their users engage with their library and its resources. Topics covered include learning how to ask good research questions; honing participation and observation skills; engaging patrons in research through mapping and diaries; coding and interpreting findings, and using results to spark deeper engagement with the user community.

The workshop requires a [registration](#) and is limited to 30 participants. Lunch will be served.

Workshop Schedule

9:15 am Introductions

9:30 am **Thinking big: asking anthropological questions**

Exercise: practice generating questions about the cultural context or life habits in which their public, state, school, or university libraries are embedded; share in group and report out

10:30 Coffee break

11:00 **Ethnographic methods and when to use them**

Exercise: develop interview questions based on your earlier cultural questions

12:00 Lunch

1:00 **Coding and interpreting ethnographic data**

Exercise: Individually analyze a text for themes, and ask follow-up questions

1:30	Keynote: Lynn Silipigni Connaway “Capturing the behaviors of the Elusive User: Strategies for Library Ethnography.”
2:15	Q&A
3:00	Adjourn

The workshop is made possible by the generous sponsorship from:

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