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Small data, small steps: Lessons from assessing the Investment Studio

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Citation

LOW, Jiaxin. Small data, small steps: Lessons from assessing the Investment Studio. (2019). *APBSLG Meeting & Library Conference 2019, May 2-3*. 1-10.
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Small Data, Small Steps:
Lessons from assessing the Investment Studio

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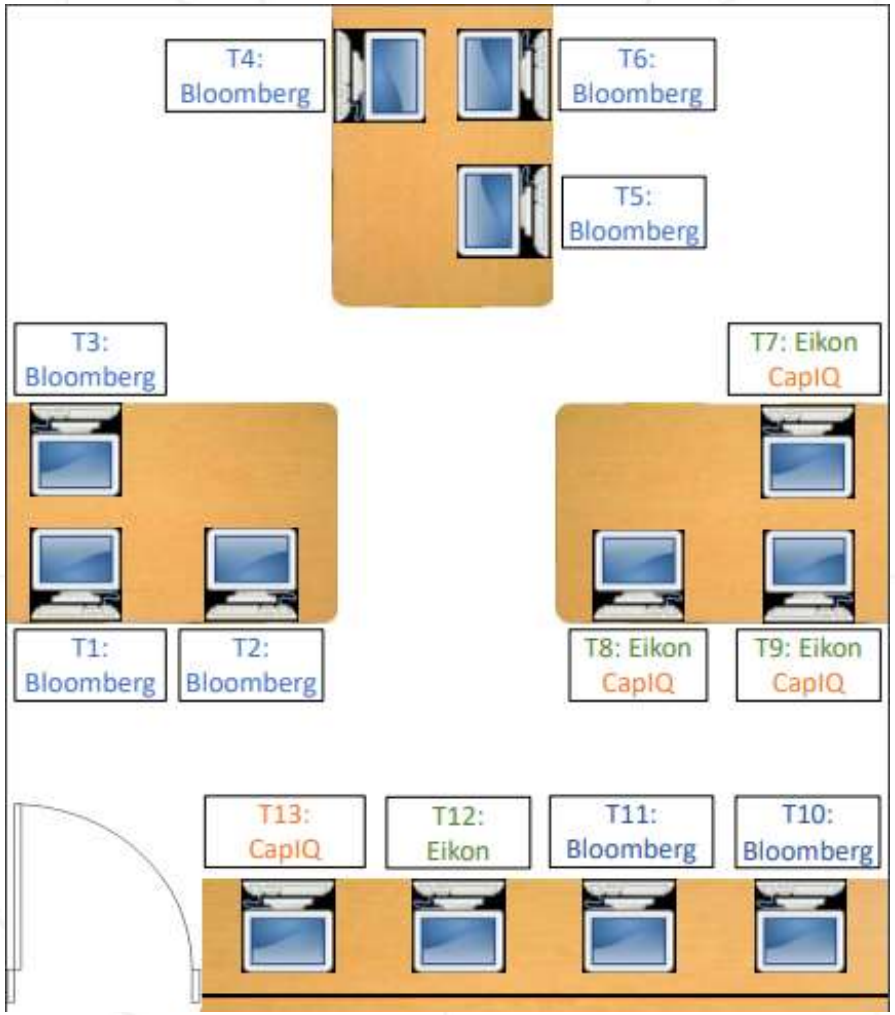
Presented at APBSLG Conference, May 2019

Background & Motivations

Before renovation

After renovation

Background & Motivations



After renovation

Background & Motivations

Phase 1: 2017

- Investigate usage of space, equipment and resources
- Study user behavior
- Improve user experience

Phase 2: 2018

- Investigate changes in usage volume and patterns and user behaviour since first study
- Improve user experience

Phase 3: 2019

- Assessment of Bloomberg subscription

Methodology

Mixed methods

Qualitative methods:

- Observation
- Journey mapping
- Interview with users

Quantitative methods:

- PC Booking system statistics
- People Counter statistics
- Gate Count statistics (card entries)

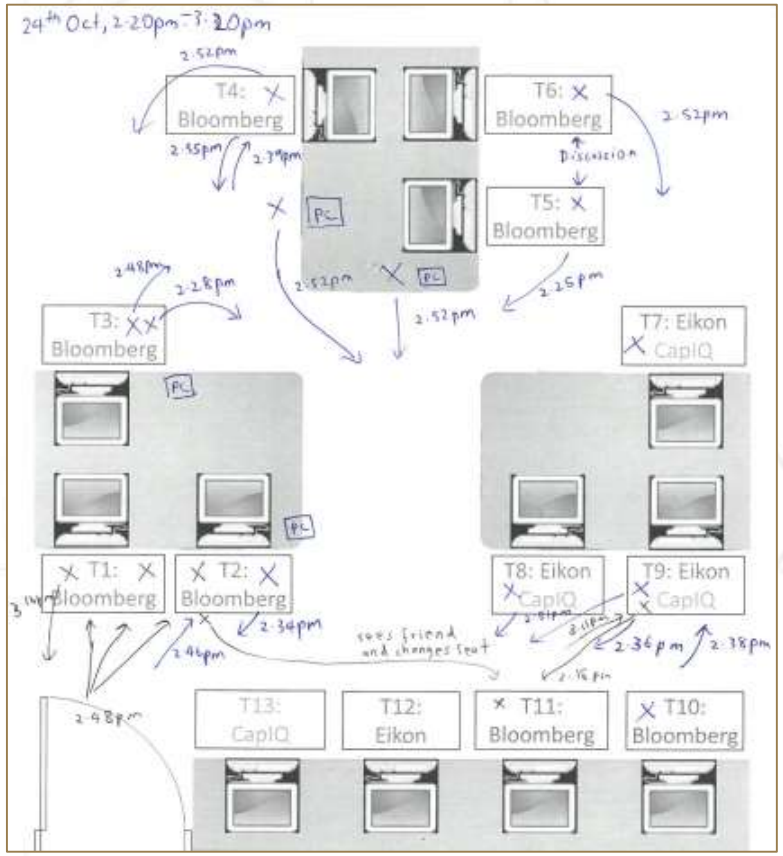
Summary of Findings

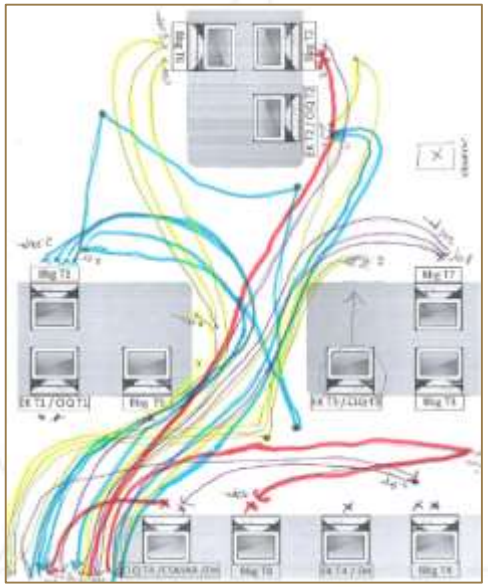
Observation & journey mapping

- Collaboration: pair/group work
- Movement between terminals
- Usage of personal laptops in addition to terminals

Interview

- Students from Investment Club: usually learn about databases from seniors
- Faculty: SMU undergraduate education is geared towards course work, not research, thus less exploration on databases

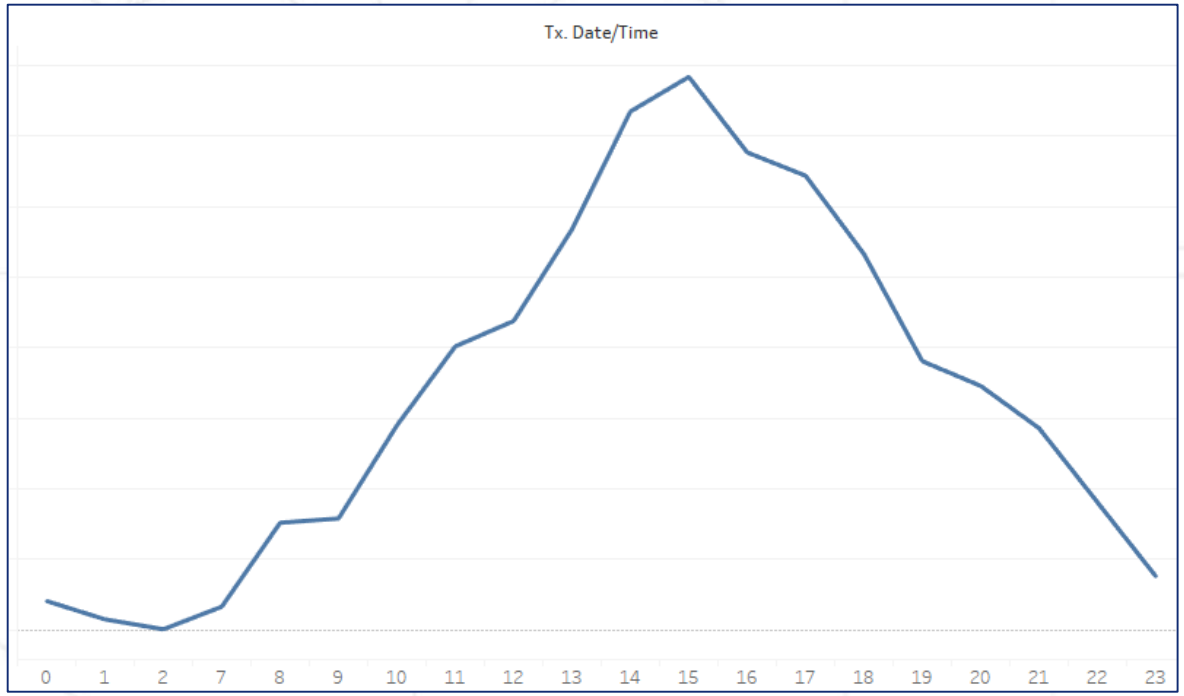


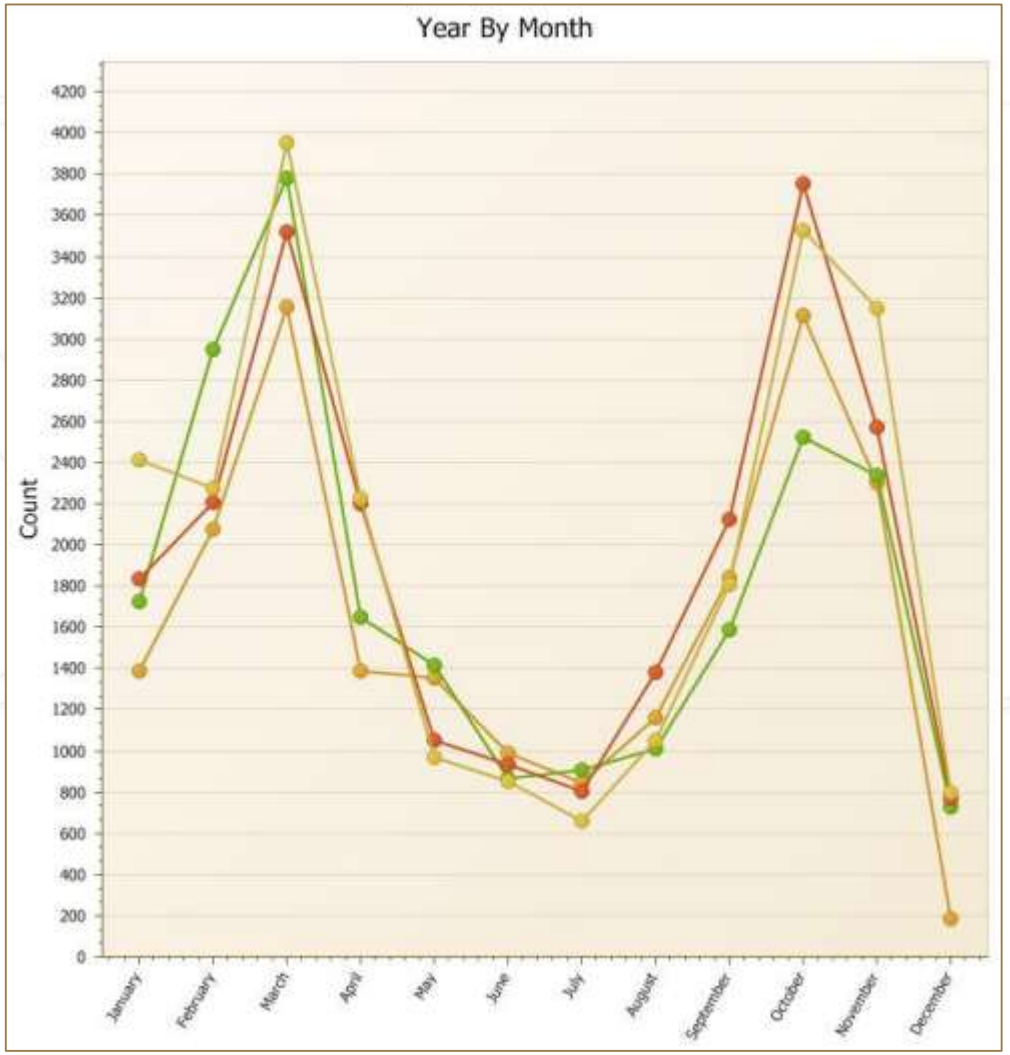


Summary of Findings

Statistics

- Peak period in semester: before assignment due
- Peak period in a day: late afternoon
- Most popular terminals: Bloomberg





2018 Recommendations

Little to no $ cost involved:

- Promote databases (especially those with certifications) to postgraduates and younger cohort
- Increase visibility of databases
- Continue to engage students
- Continue to engage faculty, demonstrate value of library

Involving budget:

- Remove outdated or rarely used technology from Investment Studio
- Install instructional technology to facilitate teaching

Long-term:

- Redesign space

Lessons and going forward…

Lessons:

- Importance of qualitative data
- Design & intent VERSUS user behavior
- Changing users' behavior VERSUS library and librarians adapting
- Agile response and finding quick wins VERSUS looking at all possibilities (Satisfice)
- Small increments VERSUS total overhaul for coherence

Ongoing works and project:

- Refurbishment of Investment Studio (26 May – 2 May 2019)
- Assessment of Bloomberg subscription (by June 2019)

Michigan State University

Thank you

http://researchguides.smu.edu.sg/istudio

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