



Visibility and branding of the library through the eyes of a librarian

Helle Brink , Aalborg University Library

WHO AM I?

Aalborg University Library

Librarian – generalist

Teaching and guidance – information searching

Students and researchers

Multiple different subjects (A&H, engineering, science)

AGENDA

- Why is visibility continuously a challenge?
- Invisible visibility
- Visibility through the physical meeting
- Visibility through network

WHY IS VISIBILITY CONTINUOUSLY A CHALLENGE FOR LIBRARIES?



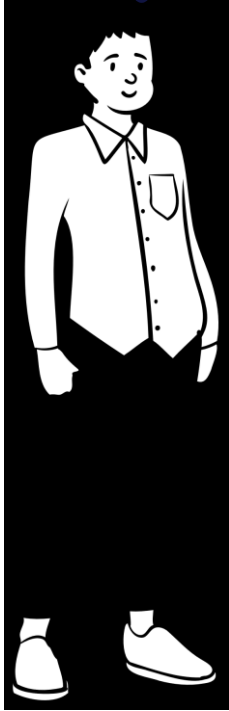
WE ARE UP AGAINST
THE COMMON PERCEPTION
OUR IMAGE

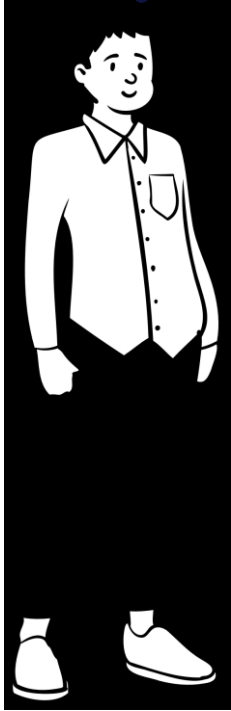
WHY IS VISIBILITY CONTINUOUSLY A CHALLENGE FOR LIBRARIES?

- Many new users every year
- (Most) stop being users after 5 years

So it is a never ending story







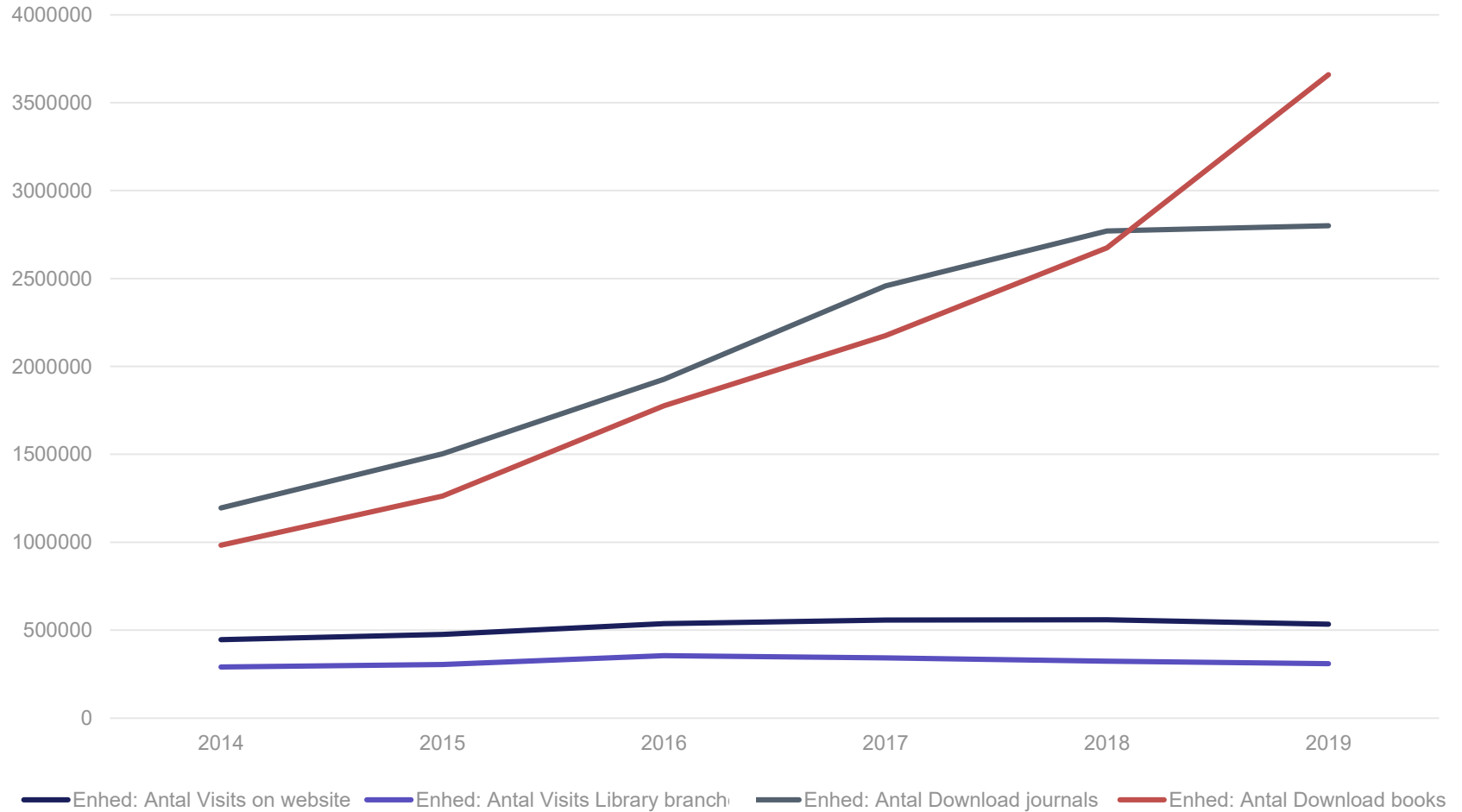
AALBORG UNIVERSITY LIBRARY - VISIBILITY

- Teaching and guidance sessions
- Management info
- Branches
- Website
- Facebook
- Info screens

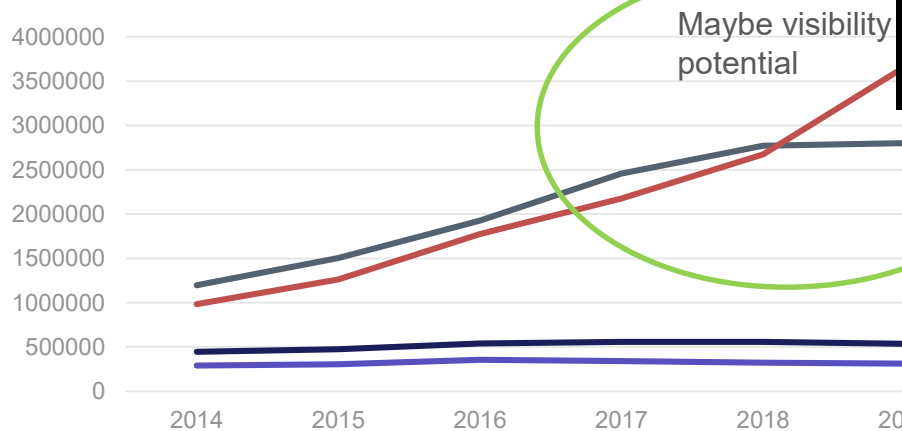


WHAT IS THE LIBRARY?

Activity - Aalborg University Library



- Information is just on the internet...
- Systems – Information litera





Visibility through the physical meeting



Photo: Tor Bagger, AAU

GROUP PROJECT, PBL, GUIDANCE SESSIONS



PROBLEM BASED LEARNING - AAU

- Group projects - typically one per semester
- Project groups identify a relevant problem or research question
- Responsible of their own learning achievements
- Teachers function as supervisors

GUIDANCE SESSION

Individual session with group/1 person

1-1,5 hour

For all students

Focus on their information need – problem statement in project

Help with finding information, structuring search, ...

Typically in the open library space

GUIDANCE SESSION – THE REQUEST

Emne/Problemformulering

Jeg er 9. semesters psykologistuderende, som skal igang med at udarbejde et systematisk litteratur-review (Muligvis et scoping review, alt efter mængden af litteratur på området), hvor jeg godt kunne bruge vejledning til litteratursøgningen.

Emnet som jeg ønsker at undersøge er behandlinger indenfor Emotion regulation therapy (Emotion regulation group therapy og Emotion regulation individual therapy adolescents) til selvskaade.

OUTCOME OF GUIDANCE SESSION

"Non Suicidal Self Injury" OR "Non Suicidal Self Injuries" OR "Self Injuries" OR "NSSI" OR "Self Injury" OR "Self Injurious Behavior" OR "Self Destructive Behavior" OR "Self Destructive Behaviour" OR "self harm"

AND

"Emotion regulation therapy" OR "Emotion regulation individual therapy" OR "Emotion regulation group therapy" OR ERGT OR ERITA OR "Emotion regulation group intervention" OR "Emotion regulation individual intervention" OR "Emotion regulation group treatment" OR "Emotion regulation individual treatment"

Fritekstsøgning og tesaurusøgning

Databaser:

PsyclNfo:

((**Any Field:** ("Emotion regulation therapy") OR **Any Field:** ("Emotion regulation individual therapy") OR **Any Field:** ("Emotion regulation group therapy") OR **Any Field:** (ERGT) OR **Any Field:** (ERITA) OR **Any Field:** ("Emotion regulation group intervention") OR **Any Field:** ("Emotion regulation individual intervention") OR **Any Field:** ("Emotion regulation group treatment") OR **Any Field:** ("Emotion regulation individual treatment")))

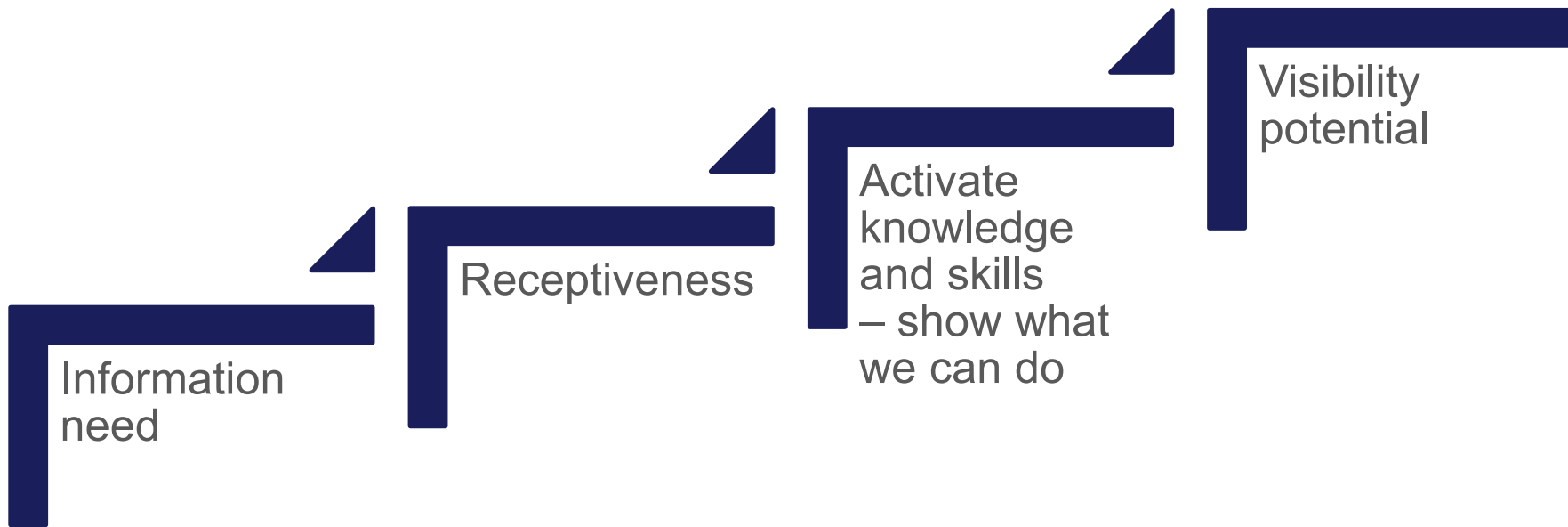
AND

(((((IndexTermsFilt: ("Self-Injurious Behavior")) OR (IndexTermsFilt: ("Self-Mutilation")) OR (IndexTermsFilt: ("Self-Destructive Behavior")))) OR (((**Any Field:** ("Non Suicidal Self Injury")) OR (**Any Field:** ("Non Suicidal Self Injuries")) OR (**Any Field:** ("Self Injuries")) OR (**Any Field:** (NSSI)) OR (**Any Field:** ("Self Injury")) OR (**Any Field:** ("Self Injurious Behavior")) OR (**Any Field:** ("Self Destructive Behavior")) OR (**Any Field:** ("Self Destructive Behaviour")) OR (**Any Field:** ("self harm"))))) AND **Publication Type:** Peer Reviewed Journal

EXTENDED OUTCOME OF GUIDANCE SESSION

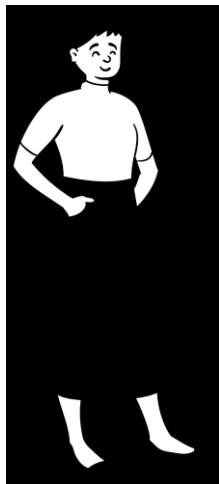
- She learns about the library's databases
- She learns that I know something that is relevant to her and I am a resource that she can use in her problem solving process
- She comes back with other questions
- She tells others – she shares her good experience
- The other people in the room overhears

CAN WE USE THESE OUTCOME DELIBERATELY?



HOW?

- Testimonials
- Tripadvisor/Trustpilot - rating
- Tell a friend
-



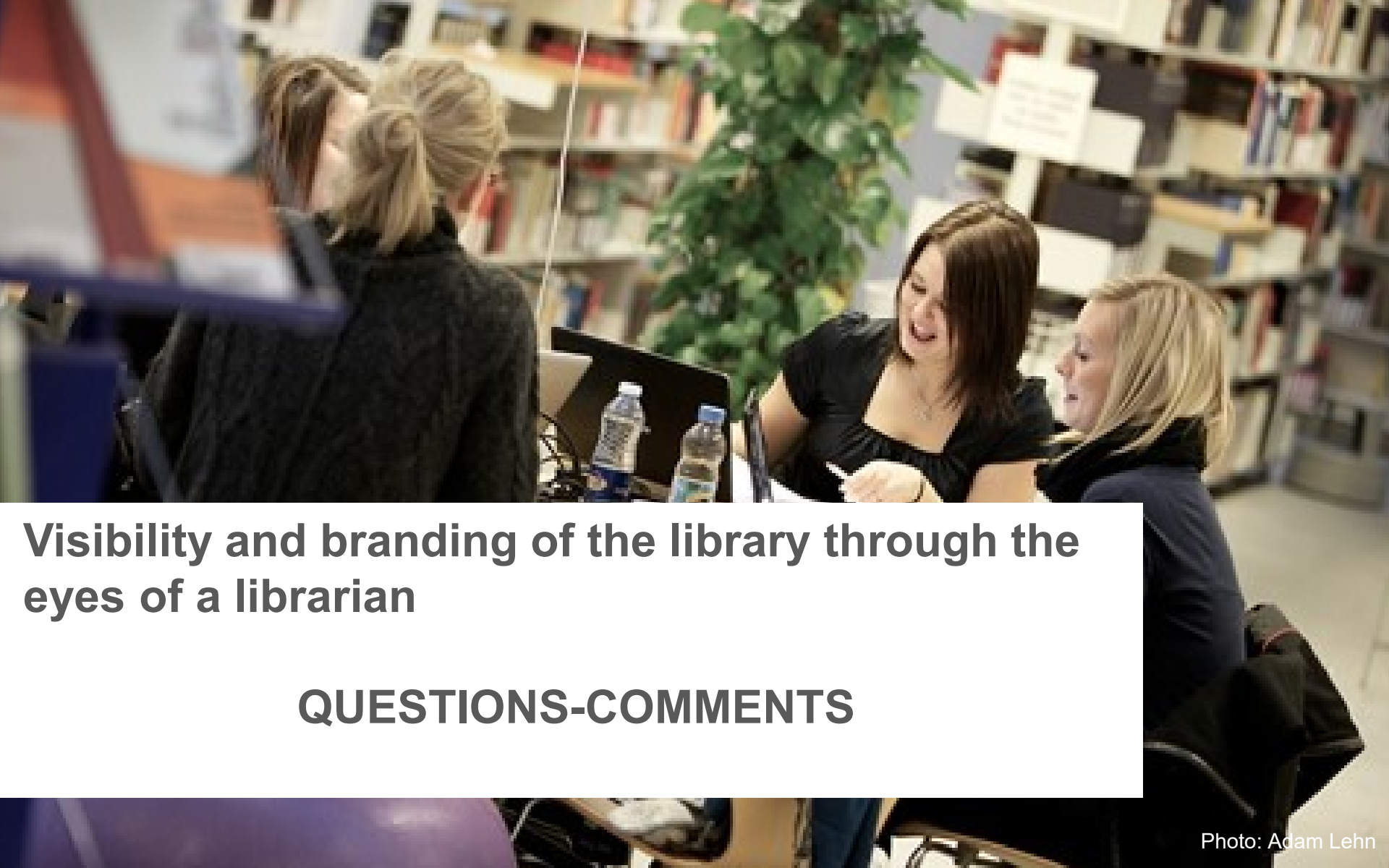
LIBRARY NETWORK AS VISIBILITY

Knowledge about each other

Better understanding

Help to spread the "message"

Had user group in common



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QUESTIONS-COMMENTS