



SciencesPo.

# THE LIBRARY ACTIVELY LISTENING TO ITS PATRONS

## THE EVOLUTION OF OUR LIBRARY MARKETING APPROACH

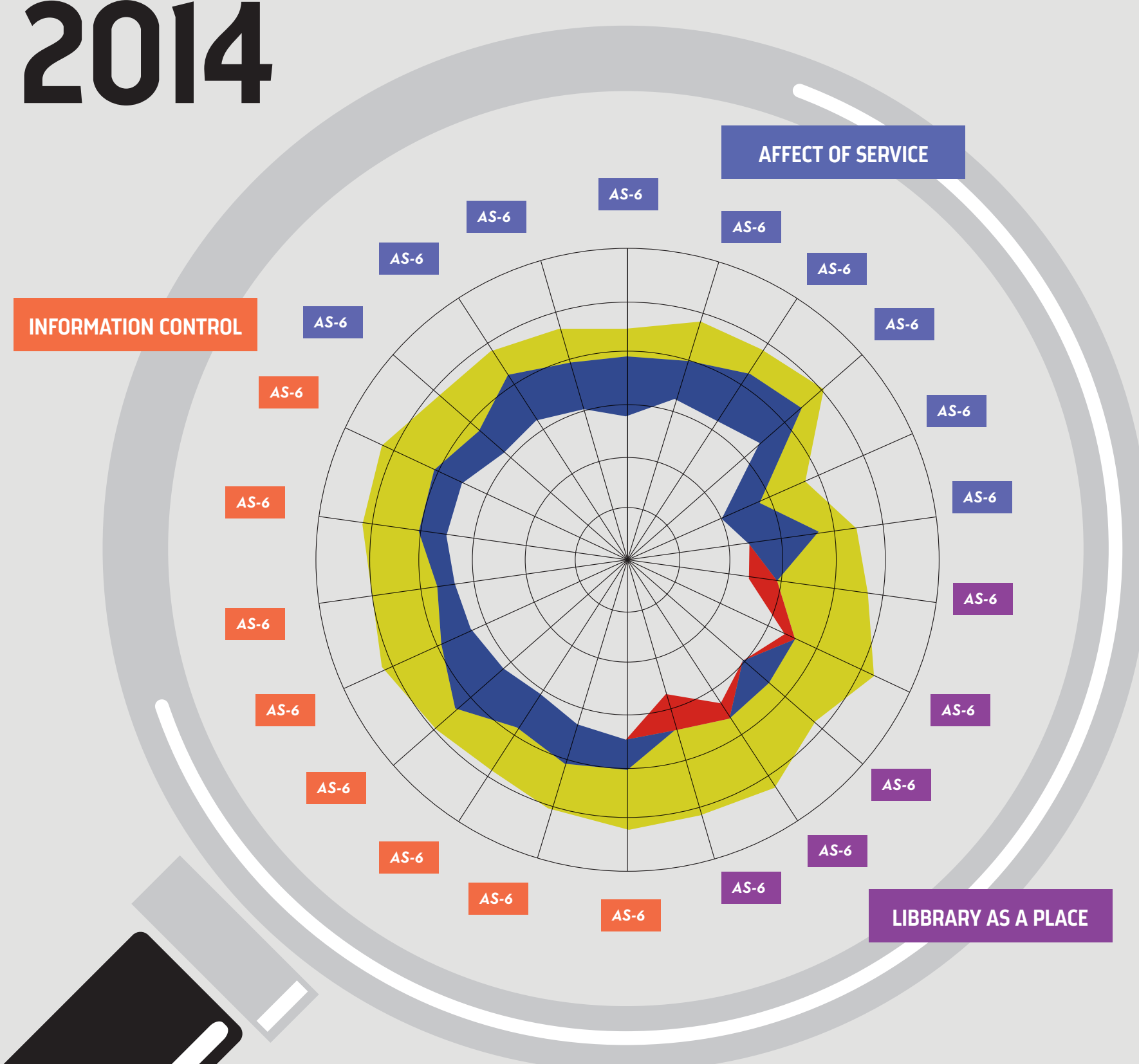
In 2005 we started out by collecting and analyzing library data and statistics. Since then we have progressively adopted an in-depth and user-centered marketing approach using a variety of tools and techniques to gain better insight into our patron's expectations and uses of physical and digital library resources and services :

- Internal data analysis as well as output measures
- Surveys on specific issues
- Capturing in-house use of library materials
- In-person interviews : focus groups and individual interviews
- Benchmarking
- Observational research : "Sweeping the Library"
- An international library service quality survey : Libqual+™

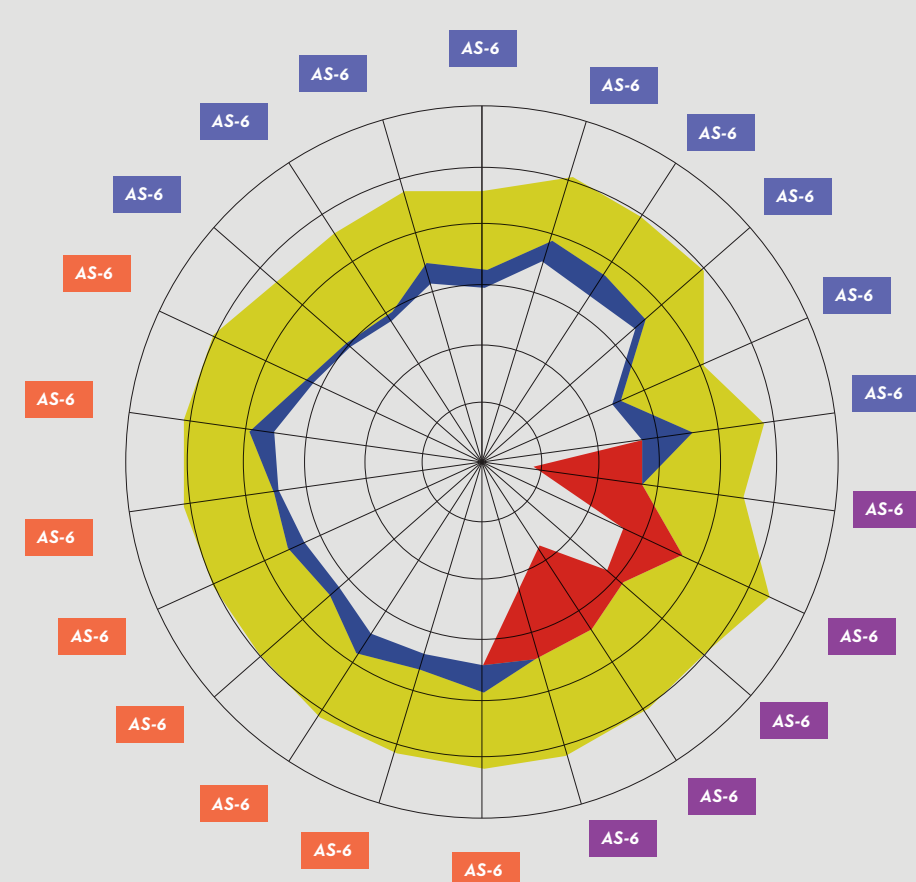
## INTERNATIONAL LIBRARY SERVICE QUALITY SURVEY (LIBQUAL)

for a more detailed insight into user perceptions of library service quality

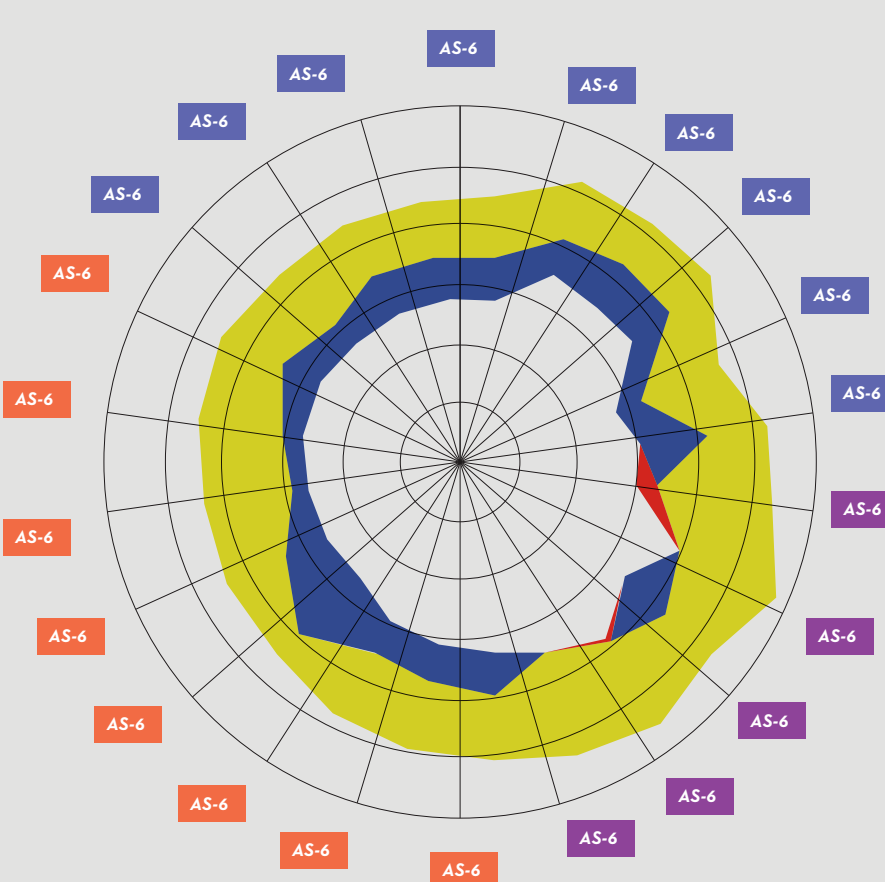
2014



2011



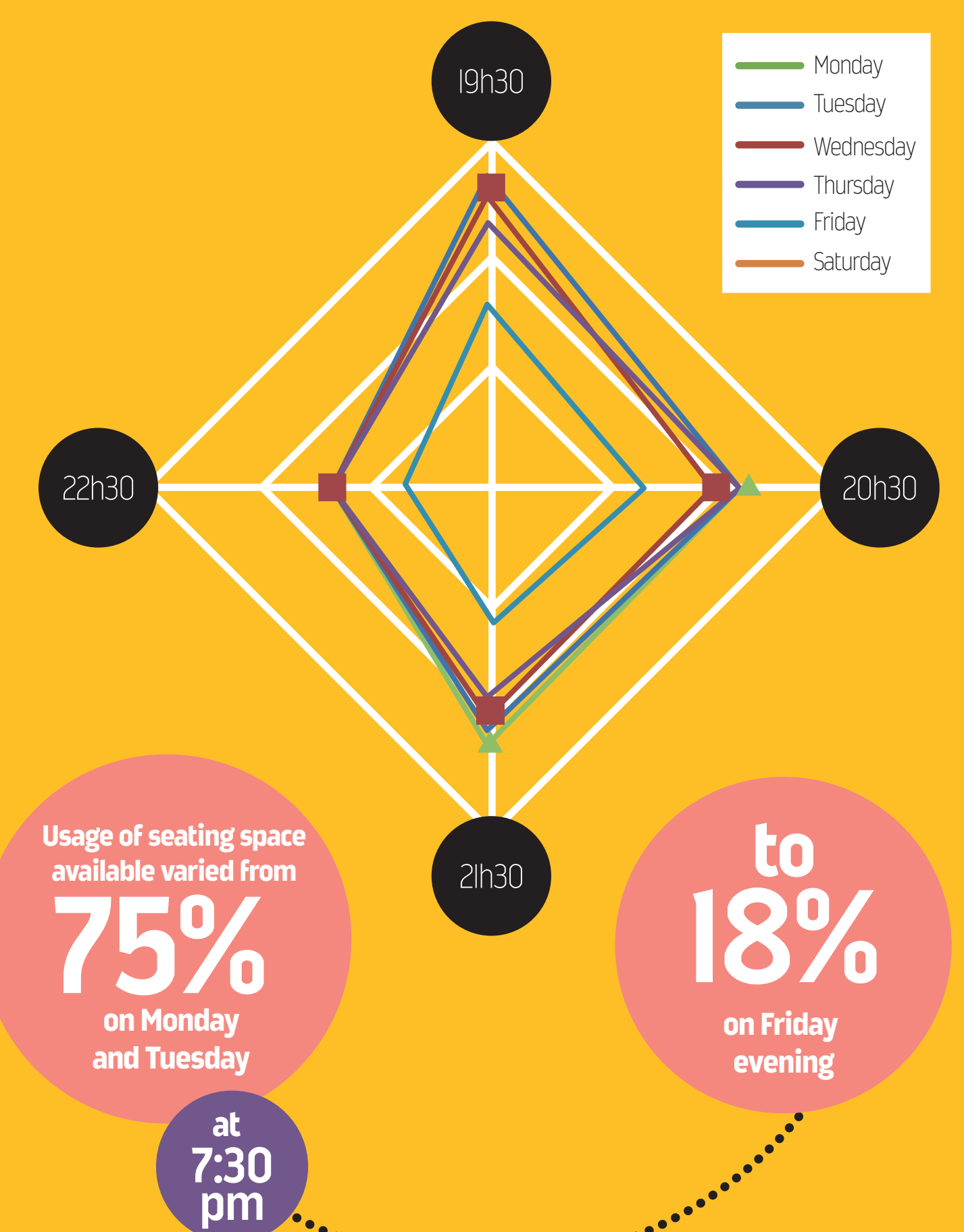
2009



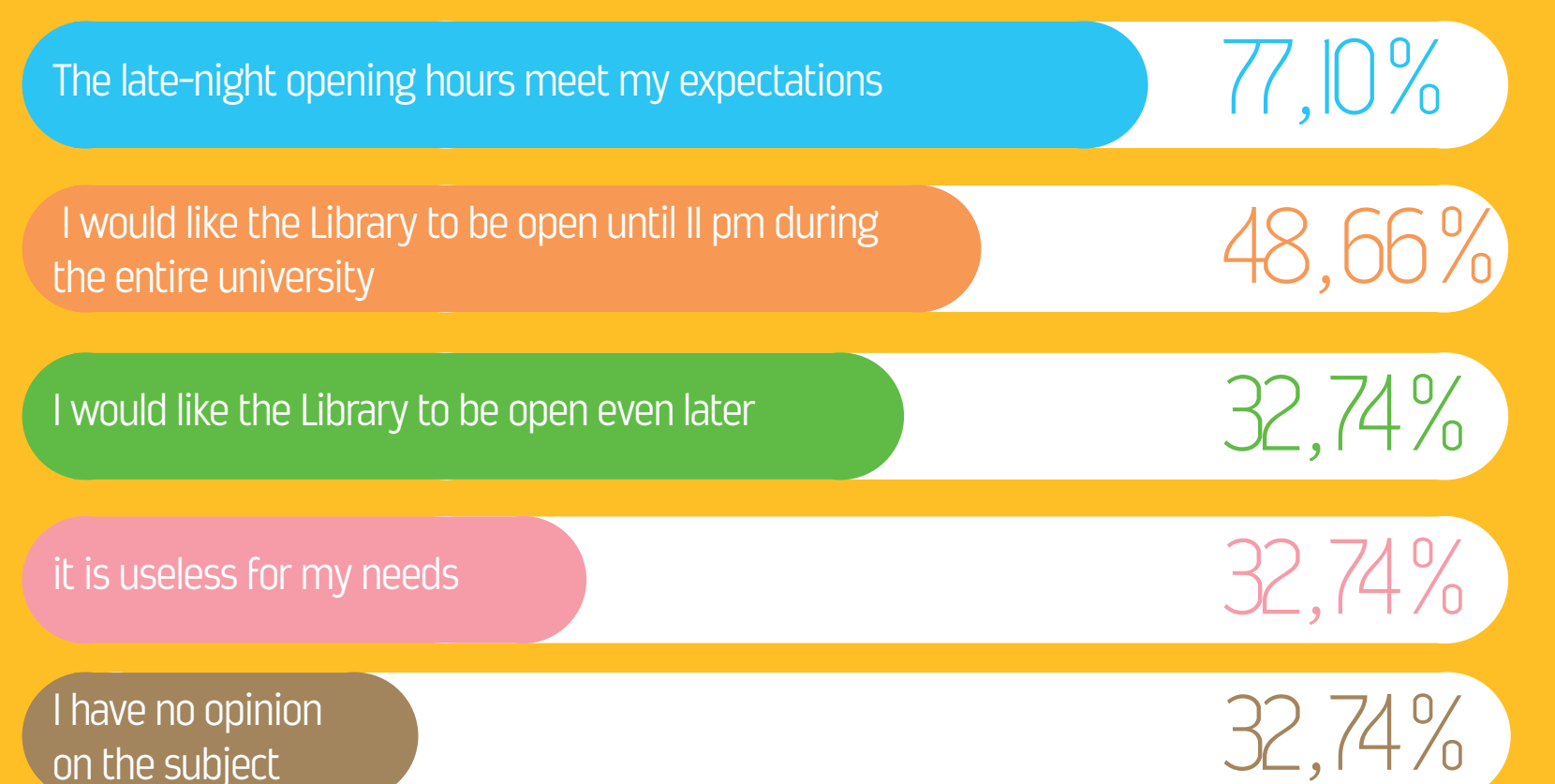
■ Perceived Less Than Minimum  
■ Perceived Greater Than Minimum  
■ Perceived Less Than Desired  
■ Perceived Greater Than Desired

## SURVEYS ON SPECIFIC ISSUES

### LIBRARY FLUX ANALYSIS



### WHAT IS YOUR OPINION ON THE ENLARGED OPENING HOURS?



Très bonne initiative ! Je reste jusqu'à 23h presque tous les jours pendant la période d'examen. Cette ouverture jusqu'à la fin de la soirée nous motive à étudier en plus !

I think keeping the library open for longer is a great, really great idea and it would be awesome if it stayed that way for the whole year.

The late opening hours are great. The more the library is open the better.

## SWEEPING THE LIBRARY



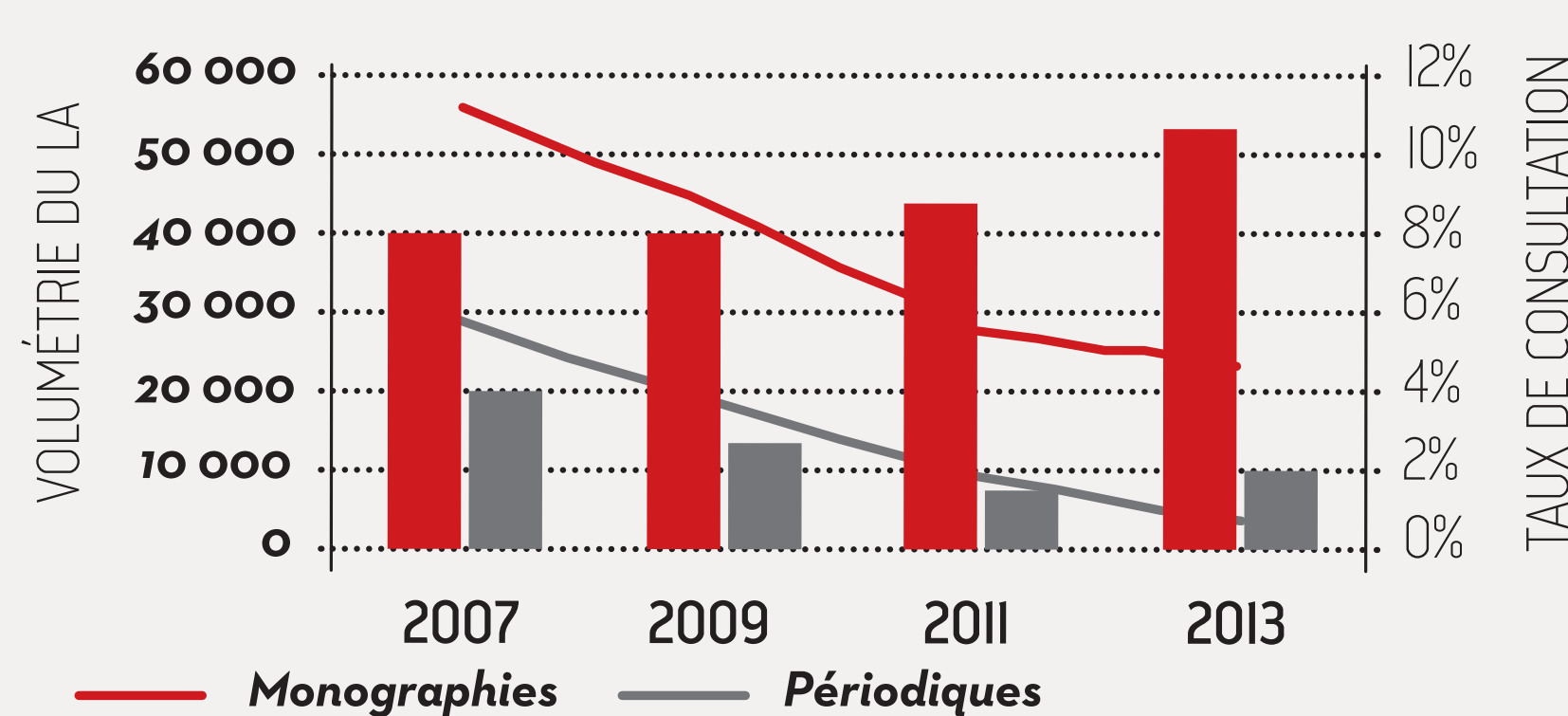
From Feb. to Sept. 14, the Sciences Po Library is conducting an observation of patrons' use of the library to map its social activity spaces.

"Seating sweeps" capture particular types of data: who is using the library, activities and library spaces where they occur, as well as personal belongings patrons bring with them.

## FOCUS GROUPS

Conducting semi-structured group interviews with users helps us get a more in-depth understanding of specific user groups

## IN-HOUSE USE OF LIBRARY MATERIALS



In order to measure browsing activity and in-house use of library materials we scan all items before reshelving for regular one-week periods of time. Results also serve as indicators for collection development.



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