

User profiling as a tool for service quality in academic libraries

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AGENDA

- ▶ INTRODUCTION AND STATEMENT OF THE PROBLEM
- ▶ PURPOSE OF THE STUDY & RESEARCH METHODOLOGY
- ▶ USER PROFILING & SERVICE QUALITY IN ACADEMIC LIBRARIES
- ▶ ACADEMIC LIBRARIES AND THEIR RESOURCES IN THE 21ST CENTURY
- ▶ STRATEGIES FOR SERVICE QUALITY THROUGH USER PROFILING

INTRODUCTION AND STATEMENT OF THE PROBLEM...

Academic libraries are important as hubs of knowledge

However, they have turned out to be the most targeted places to vent out anger of the users

The big question is: How do we provide service in academic libraries ?



INTRODUCTION AND STATEMENT OF THE PROBLEM

- ▶ Emerging technology leads to change in users' characteristics, change in users' information needs and change in users' service needs
- ▶ Therefore user profiling in the 21st century academic library is an important aspect for the improved service delivery
- ▶ While profiling refers to the recording and analysis of a person's psychological and behavioural characteristics, so as to assess or predict their capabilities in a certain sphere or to assist in identifying categories of people, user profiling is a set of features or patterns used to briefly describe the user. It is a critical process especially for e-business to capture online user's characteristics in order to know users and facilitate the delivery of customized products and services to improve user satisfaction (Kanoje)

21st century service delivery

21st century academic library users:

- have less interest in print material.
- are trustful in some apps, such as WhatsApp, e-mail, YouTube, Facebook, Flickr, Twitter and Viber (South Valley University, Egypt).
- adopted these devices and apps for communication and educational purposes eg smartphones, Google mobile, Facebook, Youtube, email, Twitter, Wikipedia mobile (Mansour 2016).
- Therefore, emerging technology mobile phones are seen as a key means for improving access to education and smartphones in particular establish a potential for a universal learner engagement (Mansour 2016).



PURPOSE AND RESEARCH METHODOLOGY

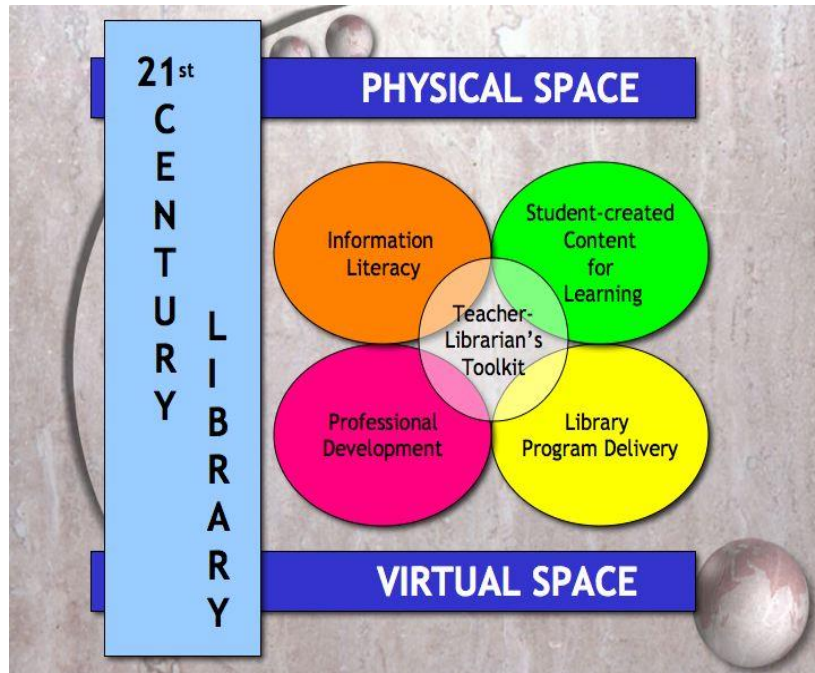
- ▶ The paper seeks to demonstrate that user profiling is relevant in the 21st century as one of the tools academic libraries may use to offer a service quality which meets their users' needs.
- ▶ It also seeks to offer suggestions on how this could be done
- ▶ This conceptual paper applied a meta-analysis to collect secondary data

User profiling and service quality in academic libraries

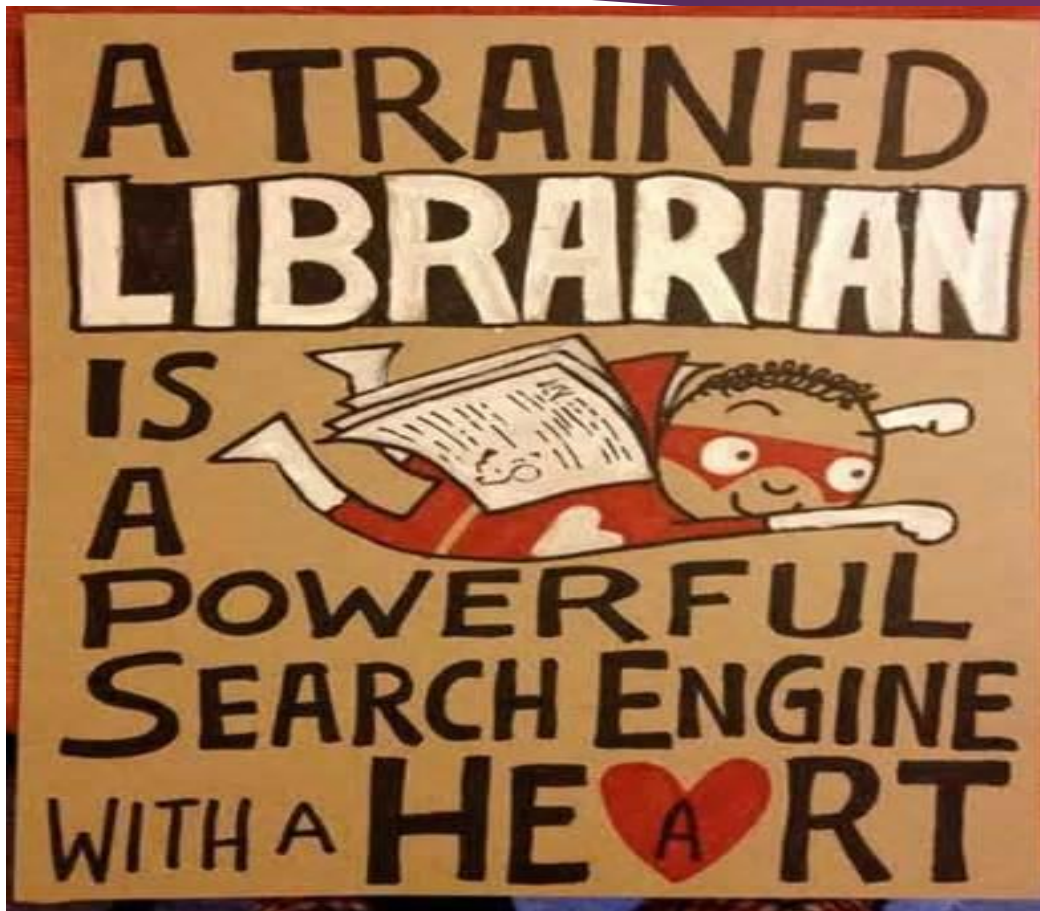
- ▶ Not new in libraries as a practice
- ▶ The way it was done has changed with the opportunities brought by technologies
- ▶ With technologies, doing user profiling has been made easier.
- Communicating their needs to the librarians, the users email their profile and the requests.
- The librarian on the other hand saves the profiles on line and perform searches to meet the needs of the user.
- Subsequently, the results of the searches could be sent via (Electronic platforms)emails or links to the user.
- Since the user profile has been saved, there is no need to request for it each time the user needs library information and services.
- User request sent and the mode of communicating the request, provides the user's profile which the librarian could use to provide a service of quality as efficiently as possible.
- The global information age has merged new ways to conceive and measure quality in contemporary libraries and reformed the primary focus of libraries from material collections to service-orientation (Asogwa, 2014: 4).
- Academic libraries should take into consideration the issues of access in meeting the needs of 21st century library patrons.

ACADEMIC LIBRARIES AND THEIR RESOURCES IN THE 21ST CENTURY

- ▶ Academic libraries
- ▶ Systems as resources – equipment



Academic libraries and their resources



- ▶ Human resources- Librarians & Security
- ▶ Security of information Resource
 - ▶ Access for the right audience
 - ▶ Authentication

STRATEGIES FOR SERVICE QUALITY THROUGH USER PROFILING

- ▶ **Custodians of information** (faculties and colleges within universities)

- ▶ should gather demographic information
- ▶ Both academic community and students bodies

- ▶ **ACADEMICS**

- * users within the faculty are individuals with different needs
- * In order to overcome this limitation personalized approaches to information retrieval and provision has been proposed.

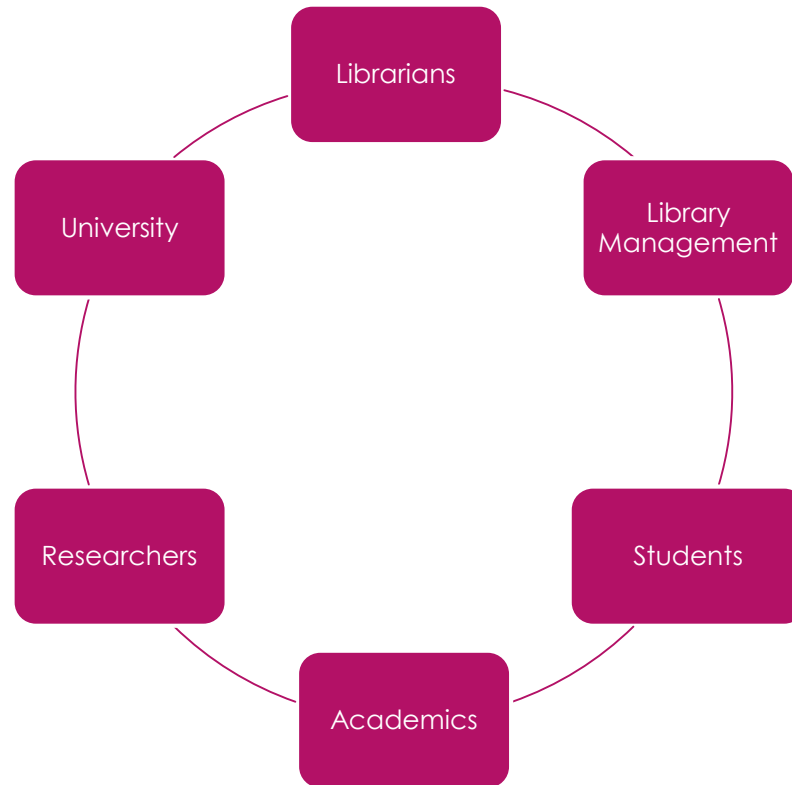
The proposed personalized approaches are based on both modeling the user context by a user profile that represents the user preferences and on the definition of the process that the knowledge represented in the user profile to tailor the outcomes of the user's needs (Pasi, 2013: 640) (Teaching areas, research areas, projects)

STRATEGIES FOR SERVICE QUALITY THROUGH USER PROFILING...

▶ RESEARCHERS

- ▶ Research areas
- ▶ Research interests
- ▶ Types of information resources required
- ▶ Research support eg (series of online tutorials on essential topics)
 - ▶ Citation styles
 - ▶ Copyright, plagiarism

STRATEGIES FOR SERVICE QUALITY THROUGH USER PROFILING



STRATEGIES FOR SERVICE QUALITY THROUGH USER PROFILING...

▶ STUDENTS

- ▶ Faculty curriculum
- ▶ Subject areas
- ▶ Tools required eg equipments for students with disabilities

STRATEGIES FOR SERVICE QUALITY THROUGH USER PROFILING...

▶ LIBRARIANS

- QUALIFICATION
- SKILLS & COMPETENCIES
- RE-SKILLING & UPSKILLING

▶ LIBRARY MANAGEMENT- DECISION-MAKING, BEHAVIOUR CHANGE, ENGAGEGE WITH STAKEHOLDERS/ LIBRARY USERS, BUDGET, SUPPORT

▶ INSTITUTIONS/UNIVERSITIES- DECISION-MAKING, FINANCE

CONCLUSIONS & RECOMMENDATIONS

- ▶ User profiling is still relevant and academic libraries should make it prevalent
- ▶ Academic library users have changed in profile and needs
- ▶ Poor service quality leads anger and destroying resources such as libraries
- ▶ Not always about money (yes it plays a significant role) but priorities, behavior change, responsive, competence, provision
- ▶ The study recommends that the starting point is partnering and engaging stakeholders and responding to their needs by doing a reflective analysis of what we do and how we do it will cater for a space for user profiling and improve service quality in academic libraries.

Recommendations

- ▶ **LIBRARY SCHOOLS**
 - **STAFF QUALIFICATIONS, KNOWLEDGE, SKILLS & COMPETENCIES**
 - **MODULES (relevance) SYLABUS (coverage) TEACHING MATERIALS (revised)**
 - **RESEARCH LINK/CONNECT/RELATE TO THEIR TEACHING**
 - **COMMUNITY ENGAGEMENT LINK/CONNECT/RELATE TO THEIR TEACHING**
 - **CONFERENCES, WORKSHOPS, COLLOQUIA, DIALOGUES WITH STAKEHOLDERS**
(STUDENTS, PRACTITIONERS, (POTENTIAL) EMPLOYERS, FUNDERS)

THANK YOU

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