

Portraits of Success: Building Personas from Scholarly Reading Patterns

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What is a persona?

- Started as a marketing tool, but have been used in library settings.
- Fictional character built on actual user data.
- Tool to represent target audience.
- Put a ‘face’ on the customer.



UK Scholarly Reading and the Value of Library Resources

- 6 U.K universities
- Reading patterns of scholarly articles, books, and other materials
- Use and creation of social media
- Academic staff only (no students)
- March-May 2011
- Over 2,000 responses

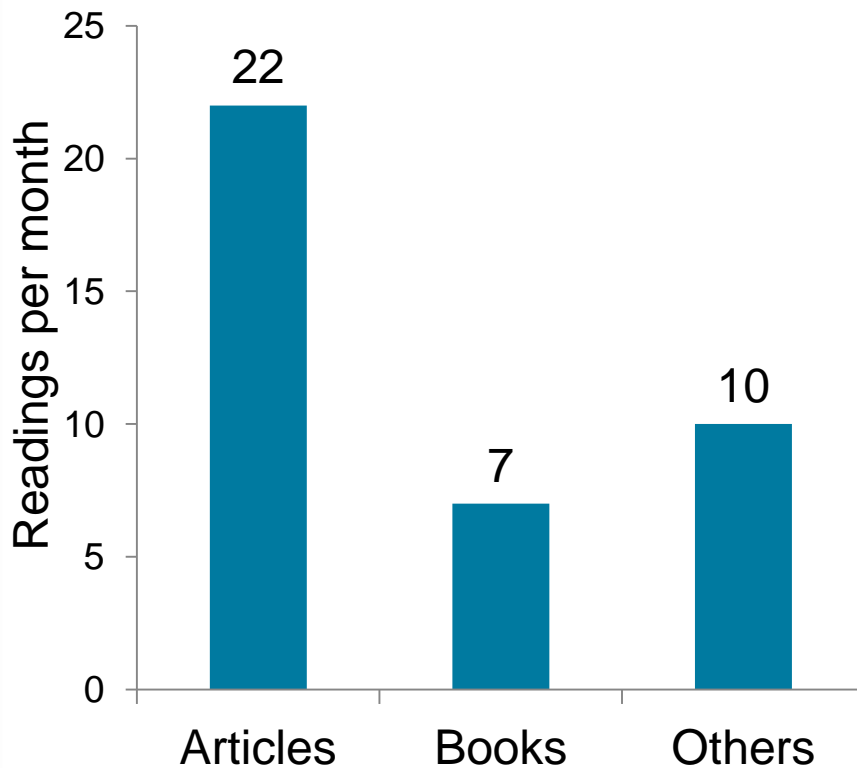
Questions about Scholarly Reading:

1. Demographic
2. Recollection
3. Critical Incident
4. Comments

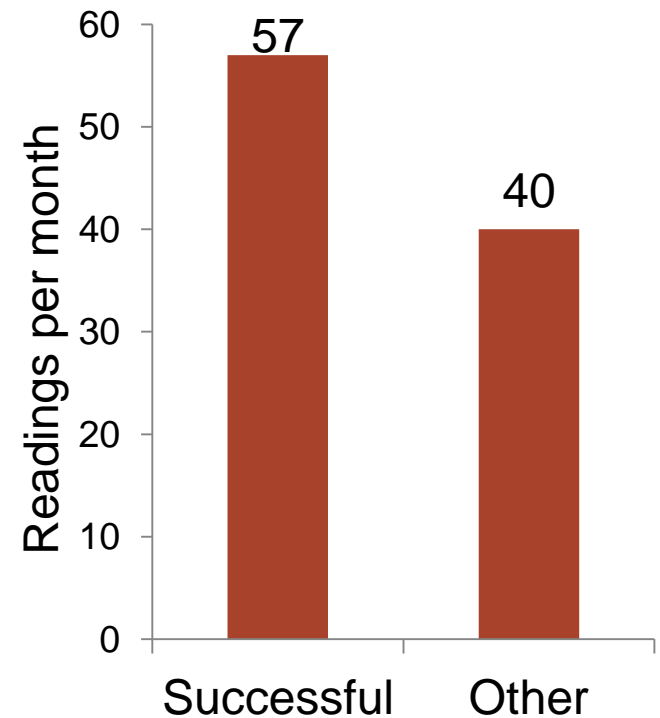
Therefore, insights into
both READERS and
READINGS

Findings:

Average monthly readings



Monthly Readings by Successful Academics



n=2117, 6 UK universities, June 2011

Persona Development Process:

1. Separate respondents into groups based on similar demographic characteristics.
2. Analyze the data by group and note patterns in accessing, obtaining, and reading.
3. Further divide groups by similar patterns, which become the main basis of the personas.
4. Populate each persona with real world examples from open-ended comments.

Persona 1: “Sally Fitzgerald”

My research and teaching cannot exist without [library’s e-collections]...and not finding them right away is heavily disruptive on my work.

- **Key Facts:**
 - Spends majority of time on research and teaching.
 - Reads 30 articles and 15 books per month.
- **What she needs:**
 - Older articles in addition to new publications.
 - Frustrated when can only find abstracts and not full-text.
- **Factors:**
 - Library doesn’t always have the books she needs.
 - Needs wide range of material.



Persona 2: “Akrum Patel”

I would like my library to have subscriptions to more journals and for longer periods of time.



- **Key Facts:**
 - Associate professor in physics.
 - Reads 30 articles, 2 books, and 11 other publications per month.
- **What he needs:**
 - Current issues of articles.
 - Off-site access to collections.
 - Access to search engines and online resources without a distinction between library and non-library resources.
- **Factors:**
 - Reads formative books.
 - Wants to see trends over time.
 - Has not visited a physical library for many years.

Persona 3: “Kelly Cho”

Scholarly reading is absolutely essential for defining context of work and guiding ideas for new research.



- **Key Facts:**
 - First year research associate.
 - Spends most of her work time on research at the lab.
 - Spends 17 hours per month reading.
- **What she needs:**
 - Wide-range of e-journals.
 - Access from her lab.
 - Search for other publications at the same time as articles.
- **Factors:**
 - Cost is an issue.
 - Relies on her colleagues.
 - While she appreciates ILL and librarians, that often requires time she cannot afford.

Lessons for Libraries:

- E-journal collections and search tools are vital to academics.
- E-books present an opportunity.
- Branding of library collections needs to extend to e-resources.
- Integrated search and discovery tools match academic reading patterns.

Thank you!

For more information:

<http://libvalue.cci.utk.edu/JISC>

Full report available at:

<http://www.jisc-collections.ac.uk/News/UK-Scholarly-Reading/>