

# Contents

<b>Preface</b> .....	<b>ix</b>
<b>1 Why this book?</b> .....	<b>1</b>
Defining your users .....	2
<b>2 Understanding users – the what, why, where, when, how and who</b> .....	<b>13</b>
What services do LIS users need, and what should they have? ..	13
Why we need to know about our users and their behaviour ...	17
Where are the users of the service? How does this affect their ideas and expectations of good service? .....	19
When to talk to users about their information needs .....	21
How users obtain information and how to assess their habits ..	22
Who do you need to consider when planning and performing the audit? .....	26
What next? .....	31
Summary .....	31
<b>3 What is the current knowledge about your users and their needs – is it really predictable?</b> .....	<b>33</b>
Who and where are your users? .....	33
Categorizing your users .....	39
(Great) user expectations .....	40
Can you predict what your users want? .....	41
Summary .....	42

## VI HOW TO GIVE YOUR USERS THE LIS SERVICES THEY WANT

<b>4 Great expectations: how LIS professionals can manage and train users</b> .....	<b>45</b>
Managing users of the service .....	45
Levels of user expectations .....	52
The role of the information professional in delivering customer services .....	55
What do we really know about user needs and behaviour? .....	58
Summary .....	59
<b>5 Using information about past user behaviour</b> .....	<b>61</b>
The value of information about past user behaviour .....	61
Library surveys .....	62
What the results of your information audit may tell you about user needs .....	65
Using the results of surveys to adjust services .....	68
Using the results of surveys to decide whether to close services or create new ones .....	69
The value of information over time .....	70
Summary .....	72
<b>6 Making the most of knowing your users</b> .....	<b>73</b>
Better strategic planning through analysis of user behaviour .....	73
Communications .....	84
Achieving cost benefits and making better use of budgets .....	85
Summary .....	86
<b>7 Keeping track of changes in what users want</b> .....	<b>87</b>
Helping users to review their information needs .....	87
How to keep track of changes in what users want .....	88
How and where to find information about changes in service .....	89
Surveys and statistics .....	90
Wider uses of information professional skills: reputation management .....	92
Know your users: building user loyalty and keeping it .....	95

What next? .....	95
Summary .....	95
<b>8 Tracking the future .....</b>	<b>97</b>
Keeping a watch on the wider changing world .....	97
Your networks – what can they tell you? .....	98
Users .....	106
Summary .....	118
<b>9 Future perfect? .....</b>	<b>119</b>
Some recommendations .....	119
Is there a patron? .....	121
Politics .....	126
The library as place .....	127
Shh, this is a digital library... ..	132
Shaping a modern library .....	133
Challenges for the future .....	134
<b>Appendix 1 Reading list and references .....</b>	<b>137</b>
<b>Appendix 2 Where to go for further information .....</b>	<b>173</b>
<b>Index .....</b>	<b>187</b>