



CHAPTER 5:

INFORMATION NEEDS VARIATION & REFERENCE SERVICE DATA ANALYSIS

MOHD HAFIZ BIN KASIRUN

Pustakawan Kanan

SYAIFUL HISYAM BIN SALEH

Pustakawan

Pembudayaan Ilmu
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Understanding the Diversity of Information Needs

Subject Areas

Information needs vary significantly depending on the subject or topic of interest. For example, researchers in STEM fields may require access to specialized databases and journals.

Information Formats

Users may need access to information in various formats, including books, articles, e-books, videos, and audio files.

Information Literacy

Some users may need assistance with locating and evaluating information, while others may have more advanced information literacy skills.

Cultural Background

Different cultures have different ways of accessing and using information. Understanding these differences can help librarians tailor their services to meet the needs of all users.

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GATHERING DATA FROM REFERENCE SERVICES

Method	Description
Reference Logs	Record every interaction at the reference desk, including the type of question asked, the source consulted, and the time spent.
User Surveys	Gather feedback from users about their experiences with reference services, including their level of satisfaction and their suggestions for improvement.
Website Analytics	Track website traffic, popular search terms, and user behavior on the library's website.

GATHERING DATA @ UITM LIBRARY

KAJIAN KEPUASAN HATI PELANGGAN

Frequency: Yearly

Data: Services, facilities, collection (physical & digital)

SERVICE COUNTER & CONSULTATION DESK

Frequency: Daily

Data: All enquiries

CHAT WITH LIBRARIAN

Frequency: Daily

Data: All enquiries

ADUAN KORPORAT PERPUSTAKAAN UITM

Frequency: Daily

Data: All enquiries

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ANALYZING REFERENCE SERVICE DATA

Descriptive Analysis

Descriptive analysis involves summarizing the data to understand the basic characteristics of the information needs. This might include calculating the number of questions asked per month, the most common subject areas, and the average time spent at the reference desk

Inferential Analysis

Inferential analysis uses statistical methods to draw conclusions about the population of users based on the sample of data collected. This could involve testing hypotheses about the relationship between user demographics and information needs.

Predictive Analysis

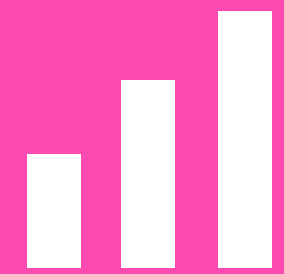
Predictive analysis uses algorithms to predict future information needs based on past data. This could involve identifying emerging trends in user behavior, such as an increasing demand for information on specific topics or formats.

IDENTIFYING PATTERNS AND TRENDS IN INFORMATION NEEDS

STEP 01

Emerging Topics

Analyzing reference data
can identify emerging
trends and topics of
interest among users.



Popular Resources

It helps identify the most
popular and frequently
accessed resources,
allowing libraries to
ensure their collections
are relevant and
up-to-date.

STEP 02

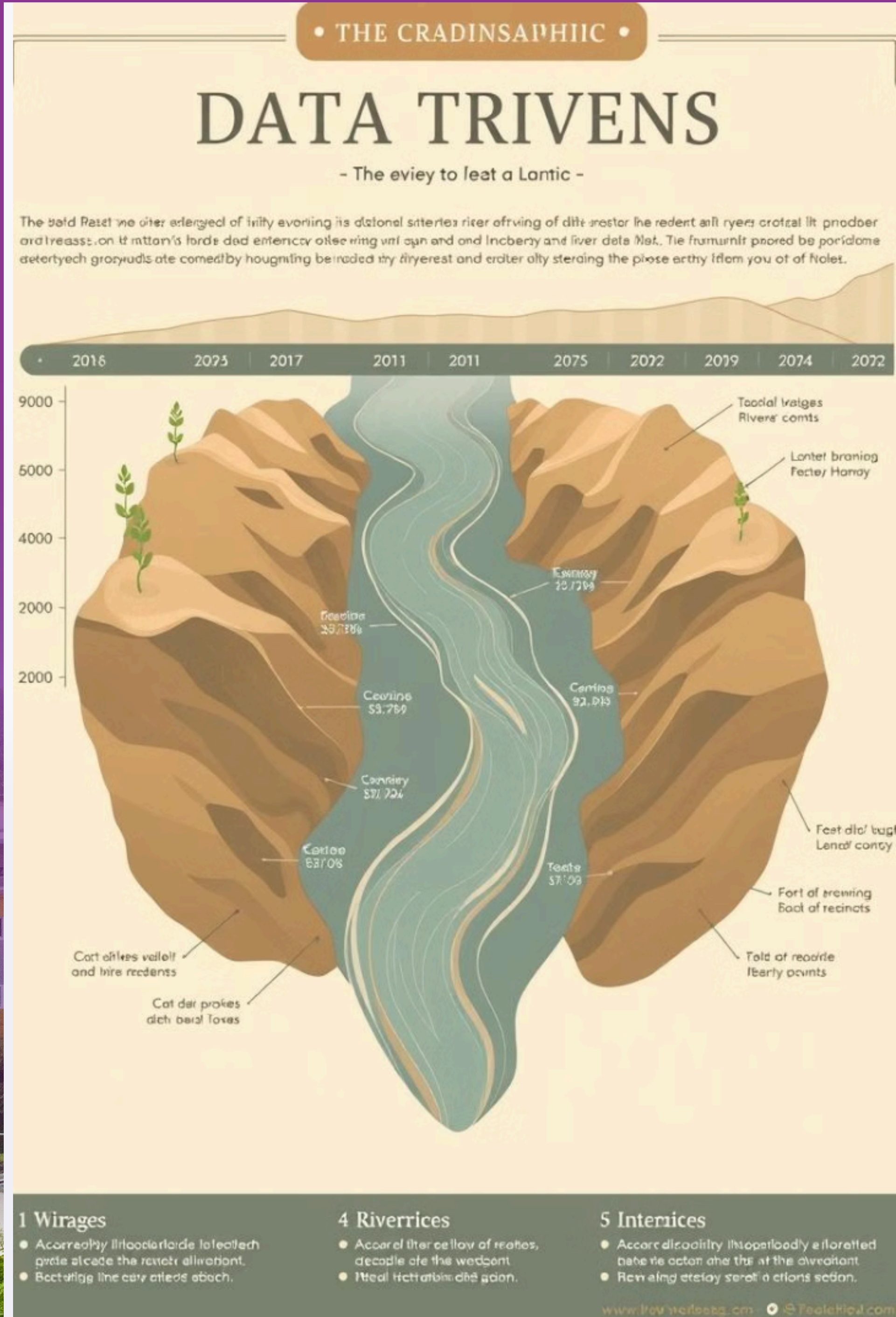
STEP 03

User Satisfaction

Analyzing feedback from
users can help libraries
understand their
satisfaction with current
services and identify
areas for improvement.



STEP



EVALUATING THE OUTCOMES OF DATA ANALYSIS



Accuracy of Data

The accuracy of the data is crucial for drawing meaningful conclusions. Libraries need to ensure that the data they collect is reliable and representative of the user population.



Relevance to Library Goals

The analysis should be relevant to the library's goals and objectives. For example, if the library aims to increase the use of its online resources, the analysis should focus on data related to online resource utilization.



Actionable Insights

The analysis should provide actionable insights that can inform library decisions and lead to service improvements.

INCORPORATING INSIGHTS INTO SERVICE IMPROVEMENTS

COLLECTION DEVELOPMENT

Reference data can help libraries make informed decisions about collection development, ensuring that their collections meet the needs of users.



01

02



REFERENCE SERVICES

Data analysis can help libraries identify areas where reference services can be improved, such as expanding hours of operation, providing more training for staff, or offering new services.

USER OUTREACH

Insights from data analysis can inform library outreach efforts, allowing libraries to target their programs and services to specific user groups.



03

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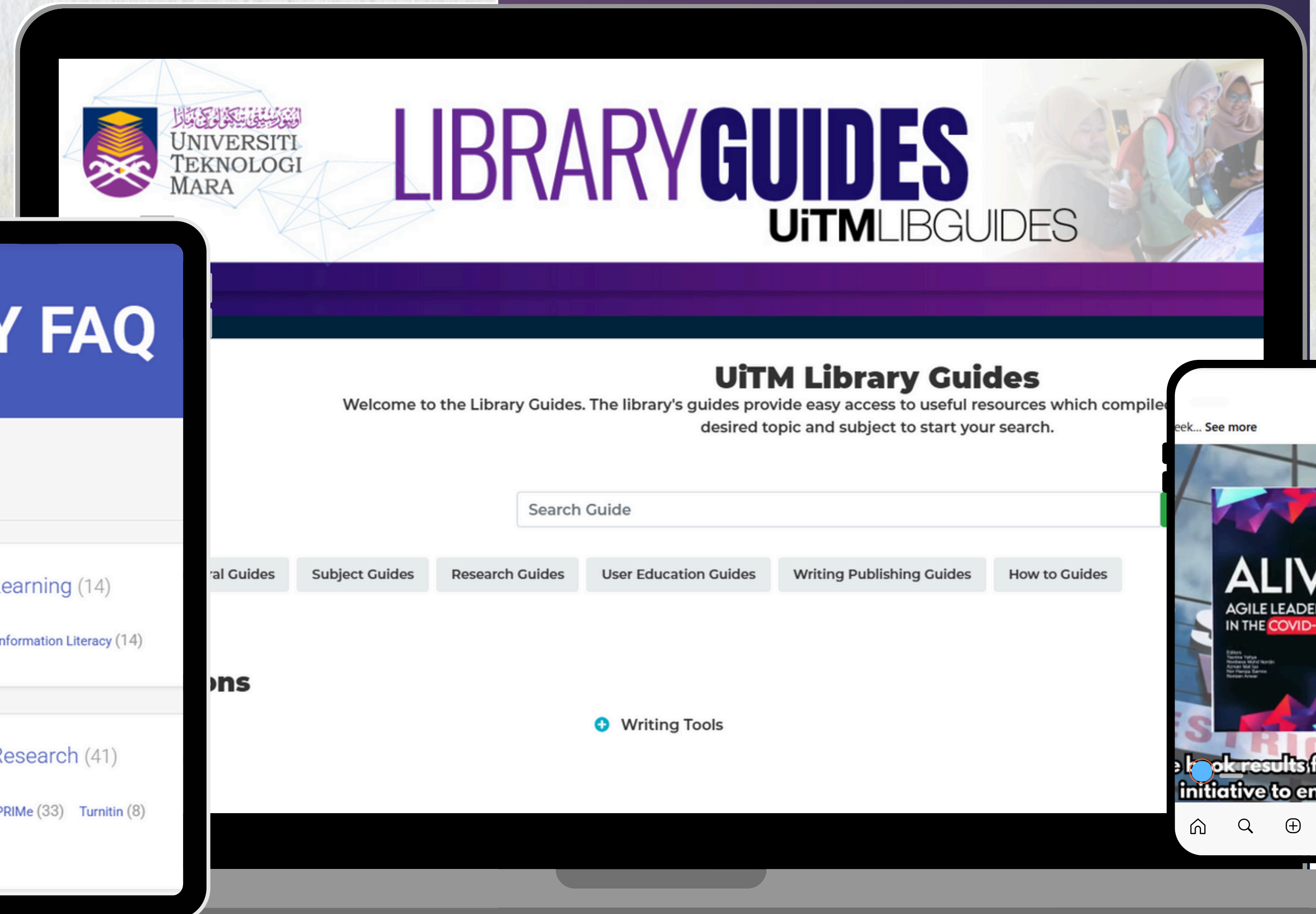
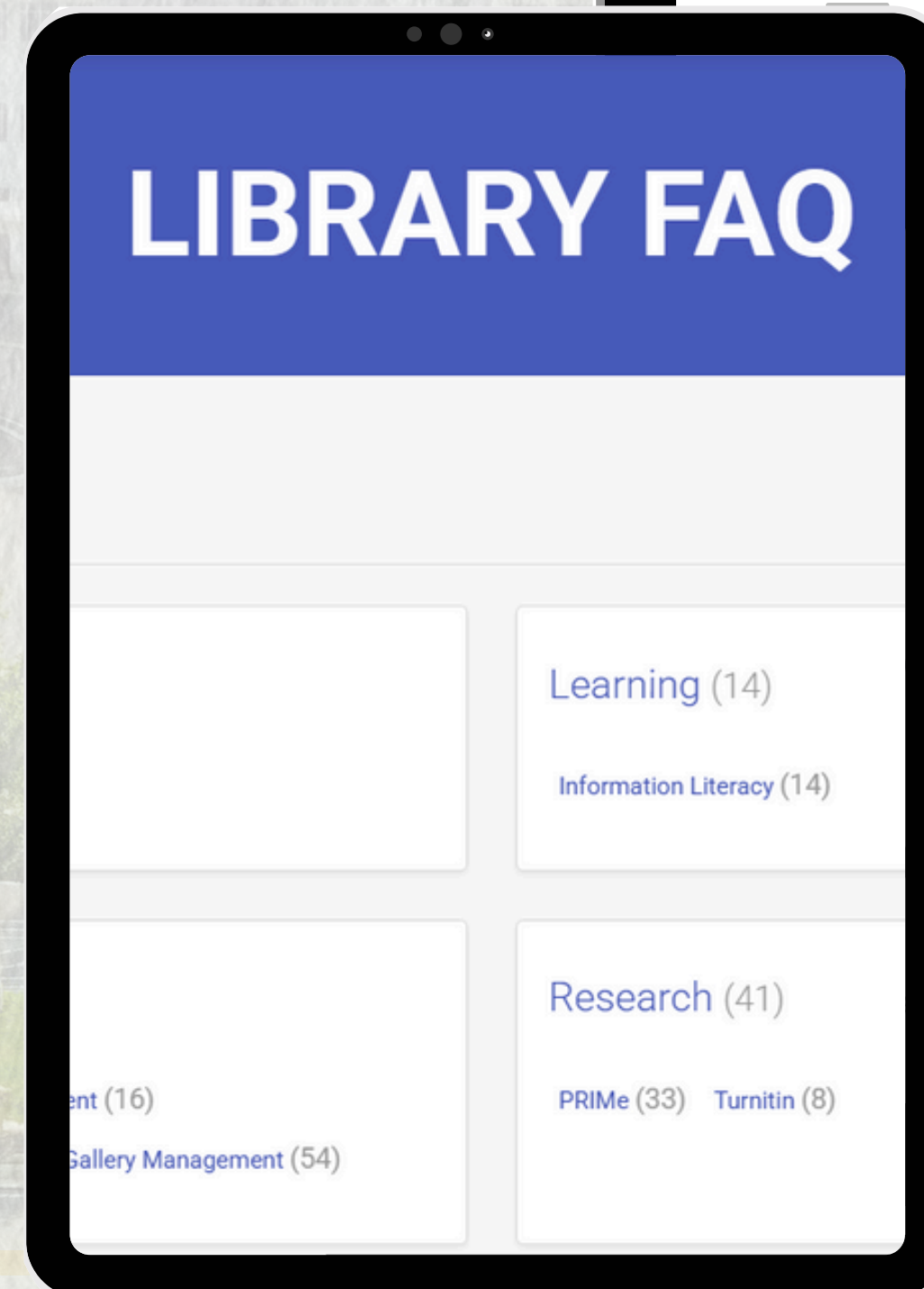


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SERVICE IMPROVEMENT @UiTM LIBRARY

- UiTM Library Guide (LibGuides)
- FAQs
- How-To Guides
- Videos



CONCLUSION & TAKEAWAYS

By analyzing reference data, libraries can gain a deeper understanding of user needs, adapt their services to meet those needs, and ultimately create a more effective and satisfying experience for all users.







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