

TITLE - DATA DRIVEN PERSONAS FOR
PUBLIC LIBRARY ENGAGEMENT

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CLASS - CMS 950 WORKSHOP I

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DUE DATE - 10-15-2014

THE METHOD

1. Goals

- To examine the multifaceted relationships between libraries and patrons
- To generate personas from which I can build and/or assess prototypes intended for use within libraries

2. The Data

- The Pew Research Center's Survey of Library Typology (conducted July 18 - September 21, 2013)
- 6,224 respondents
- Ages 16+
- <http://www.pewinternet.org/2014/03/13/library-engagement-typology/>

3. Finding a Story

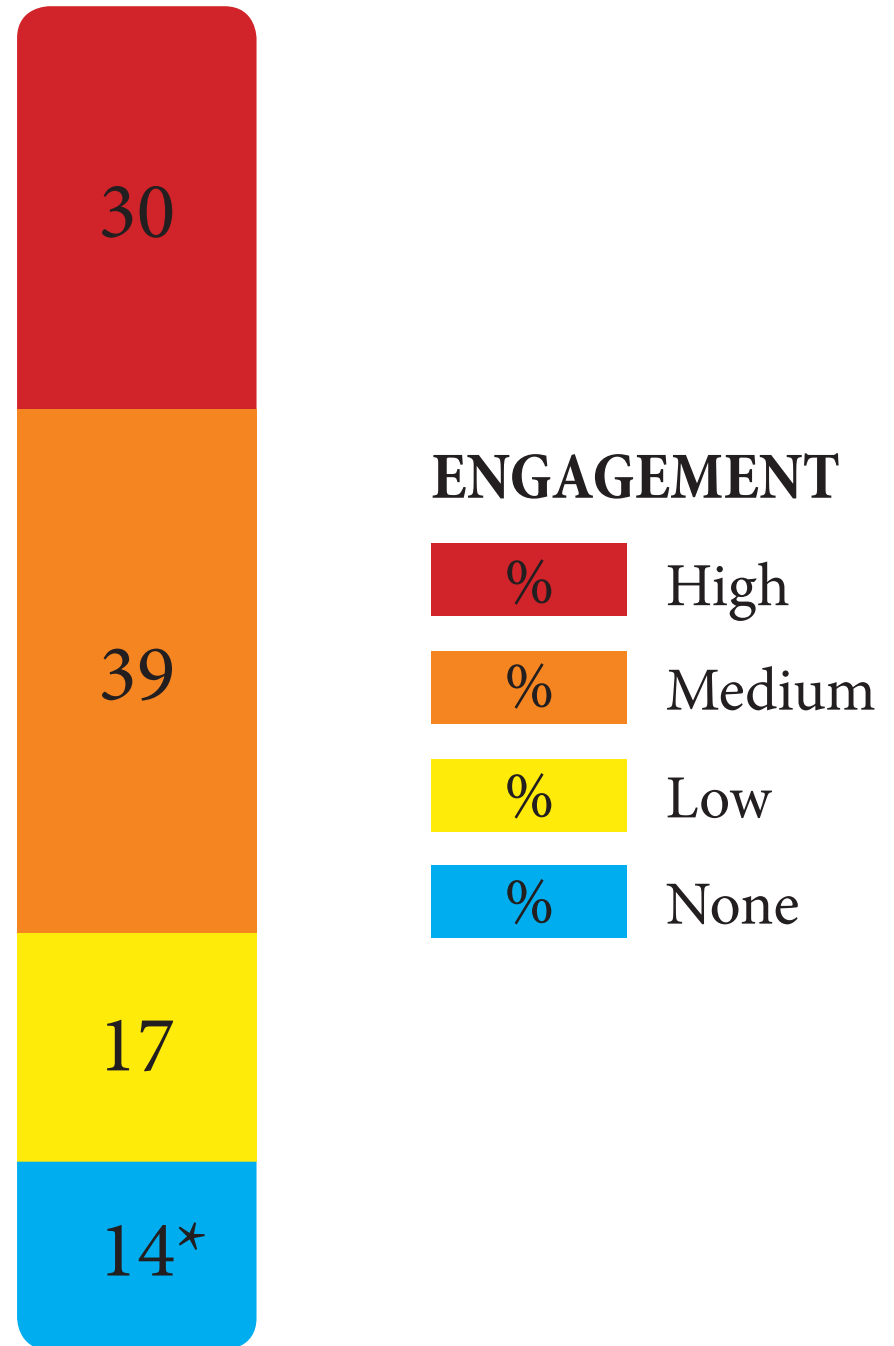
4. Technique

5. The Story

LIBRARY ENGAGEMENT

To measure engagement, the Pew Research Center asked respondents how they use libraries, how they view the role of libraries in their communities, and how they rank the importance of libraries in their lives. Responses were then organized into four categories of engagement: high, medium, low, and none at all.

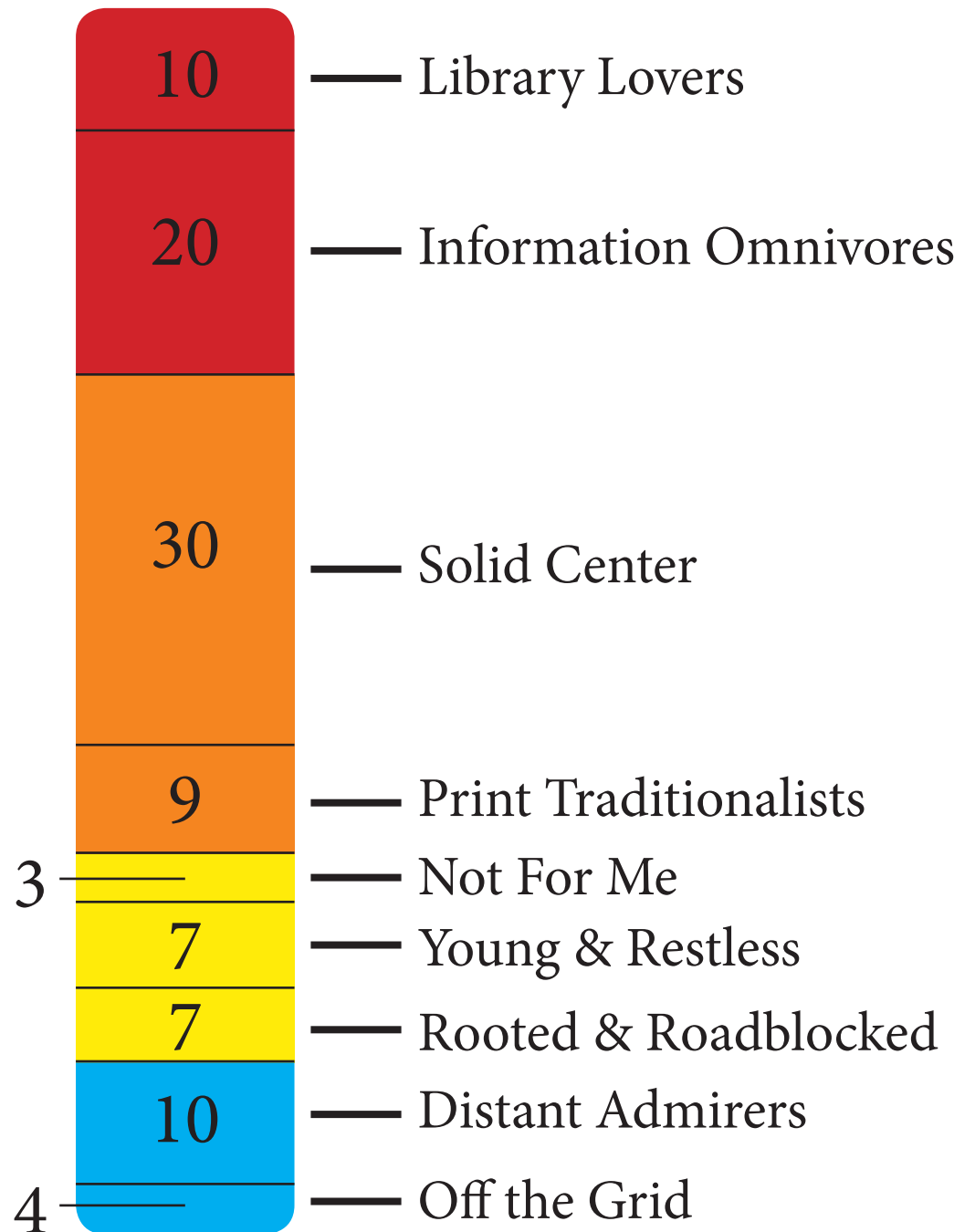
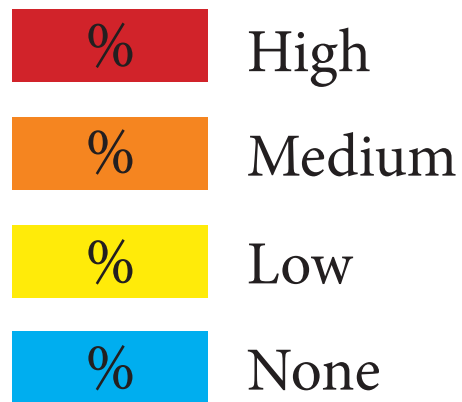
*NOTE: All respondents who reported using a public library at least once were grouped into the high, medium, or low engagement categories. The none group includes all Americans who reported they have never used a public library, either in person or online.



ENGAGEMENT GROUPS

The four broad levels of engagement were then subdivided into nine distinct group profiles that reflect different patterns in the relationship between patrons and public libraries.

ENGAGEMENT



TEST YOUR LEVEL OF ENGAGEMENT



[http://www.pewinternet.org/quiz/
library-typology/](http://www.pewinternet.org/quiz/library-typology/)

PERSONAS

10%

LIBRARY LOVERS

DEMOGRAPHICS

40% are parents with minors

23% have recently lost their jobs

25% are searching for jobs

17% are students

- Younger
- Higher level of education



RELATIONSHIP WITH LIBRARIES

87% visited a library last year, most weekly

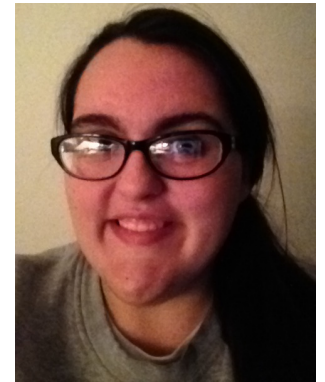
75% lib. closure have major impact

- overwhelmingly positive views
- most use of library websites
- view libraries as cornerstones of community

PUBLIC LIBRARY USA

Borrower:

Lord,
Lacey



2 1234 12345678 2

Exp. 12/31/2020

MEDIA CONSUMPTION

66% read a book daily

72% connect to lib. websites via mobile phones



Shop at bookstores regularly, despite strong preference to borrow

30%

SOLID CENTER

DEMOGRAPHICS

 50% lived in same comm. for 10+ yrs.

 28% parents with minors at home

- Median age is 47
- Approach to libraries and info. gathering lines up with the average US population



PUBLIC LIBRARY USA

Borrower:

Wahlers,
Russ



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Exp. 12/31/2014

RELATIONSHIP WITH LIBRARIES

 32% lib. use declined in 5 yrs.

 58% have lib. cards

 43% visited lib. in last year

 5% used a library's website in last year

 26% used a library's website ever

 libraries have major impact 67%

MEDIA CONSUMPTION



read a book
this year



Regularly shop
at bookstores



regularly watch
a live sporting
event on TV

7%

YOUNG AND RESTLESS

DEMOGRAPHICS



- Youngest group
- Majority live in urban areas



PUBLIC LIBRARY USA

Borrower:

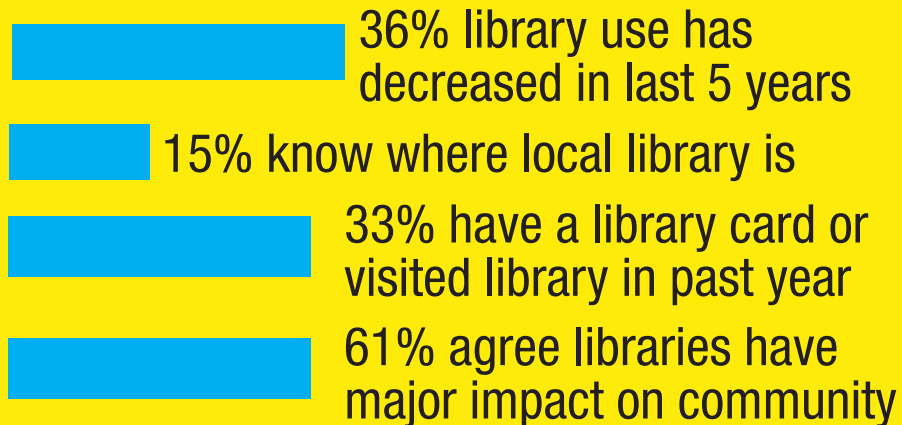
Griffin,
Tyler



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Exp. 12/31/2013

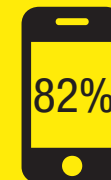
RELATIONSHIP WITH LIBRARIES



MEDIA CONSUMPTION



avg. # of books read in past year



use the Internet on mobile devices

4%

OFF THE GRID

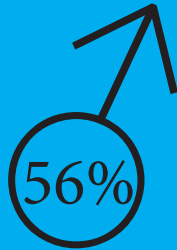
DEMOGRAPHICS

live small towns or rural areas 83%

42% live in households earning < \$30,000 per year

34% did not attend complete high school

- Older - median age is 52



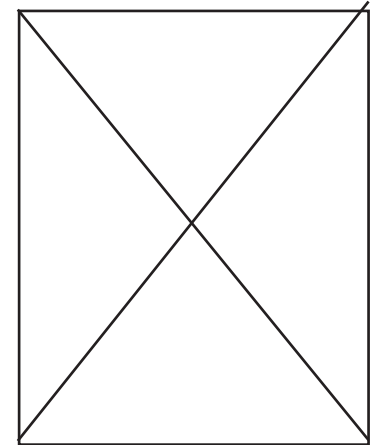
PUBLIC LIBRARY USA

Borrower:

Ray,
Melvin



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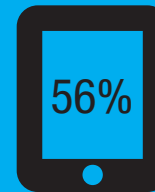
RELATIONSHIP WITH LIBRARIES

25% say a closed library would have no effect on community

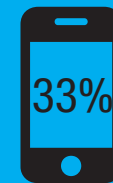
40% report someone in household is a library user

45% agree libraries give chance for success

MEDIA CONSUMPTION



use the Internet at all



have smartphones



read no books in the last year

THE END