

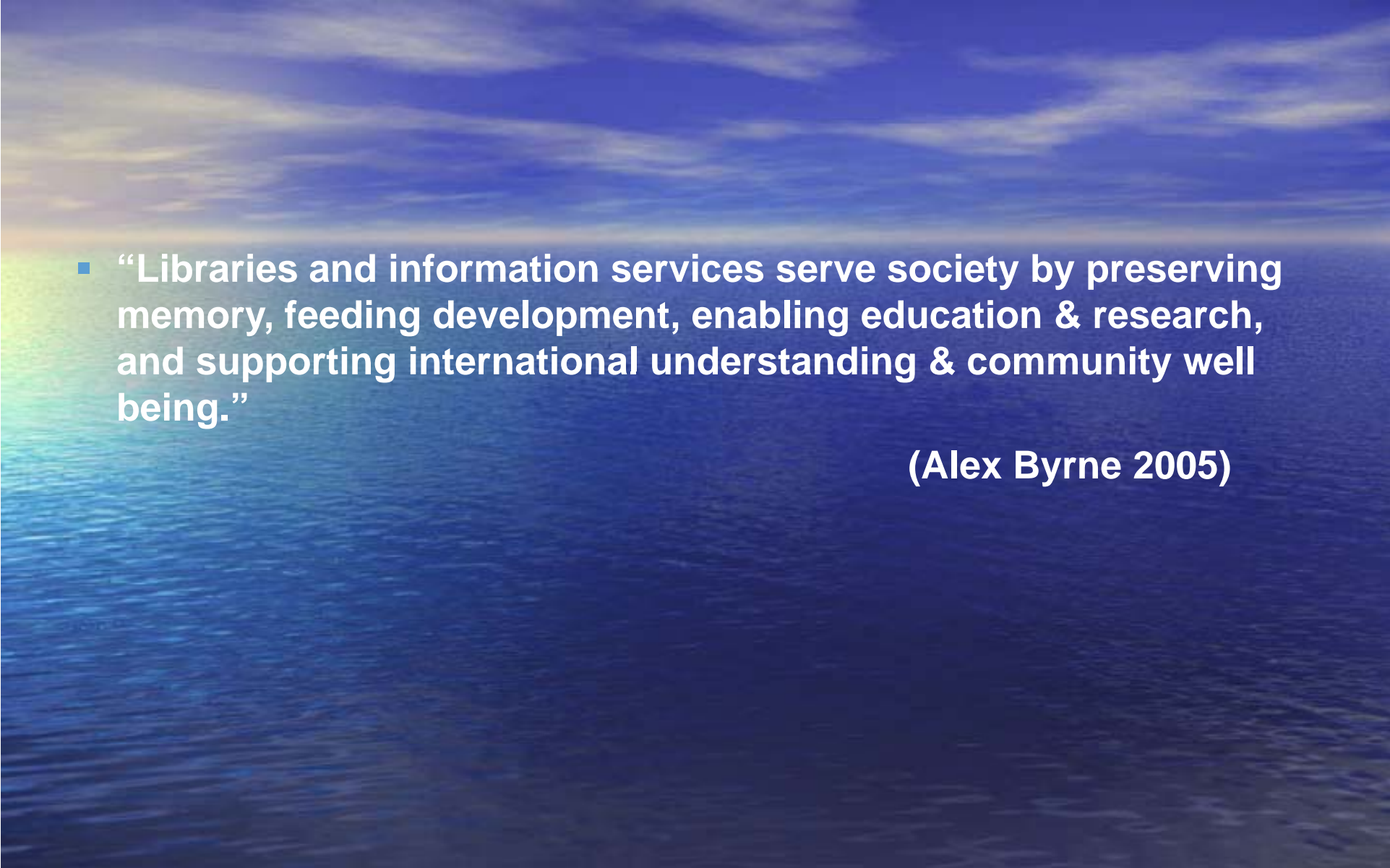


The Power of Data - Advocating for Library by Showing Evidence of Impact

Markku Laitinen

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- **“Libraries and information services serve society by preserving memory, feeding development, enabling education & research, and supporting international understanding & community well being.”**

(Alex Byrne 2005)

Power of Statistical Data – the aim of statistics

- To transmit information in a compact form
- Foundation of planning
- Statistical indicators measure the phenomena observed
- Statistical indicators are based on certain concepts and definitions
- Institutional practices may affect the statistics
- Statistical classifications shape our ideas of the phenomena observed

*Measure what is measurable, and
make measurable what is not so*

- Galileo Galilei



Data is Power!

*Measure what is measurable, and
make measurable what is not so*

- Galileo Galilei

Evidence of impact

- Library statistics
 - Library performance indicators
 - User satisfaction surveys
 - Impact surveys, interviews, success stories, comparison of library use with users' success, IL tests etc.
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- But how to advocate for library?

Put the right focus

- Does your library support the strategy of the mother organization?
 - Do you support your customers on the Information Superhighway?
 - Does your library have a special task?
 - Join the focal developing groups
 - Keep the know-how of your staff up-to-date
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- Tell the good news about these

Put the right focus

- Equal opportunities of the population
 - To the education and hobby of literature and art
 - To constant developing of know-how, skills and civil readiness
 - To internationalization
 - To lifelong learning
- Especially a public library affects widely the society and the customers

Trade with your financier

- Give good news to your financier – tell a true success story
 - Make a deal
 - Give a price-tag to your services
 - Report the use and value of your library
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- Did you say Good Morning to your financier today?

Impact of library

- Influence of libraries and their services on individuals and on society
- Direct, immediate or long-term
Intended impact (outcomes) or unintended impact – perhaps unexpected
- Actual or potential benefits for a user
- Set the goals for impact of your library




Effect of library

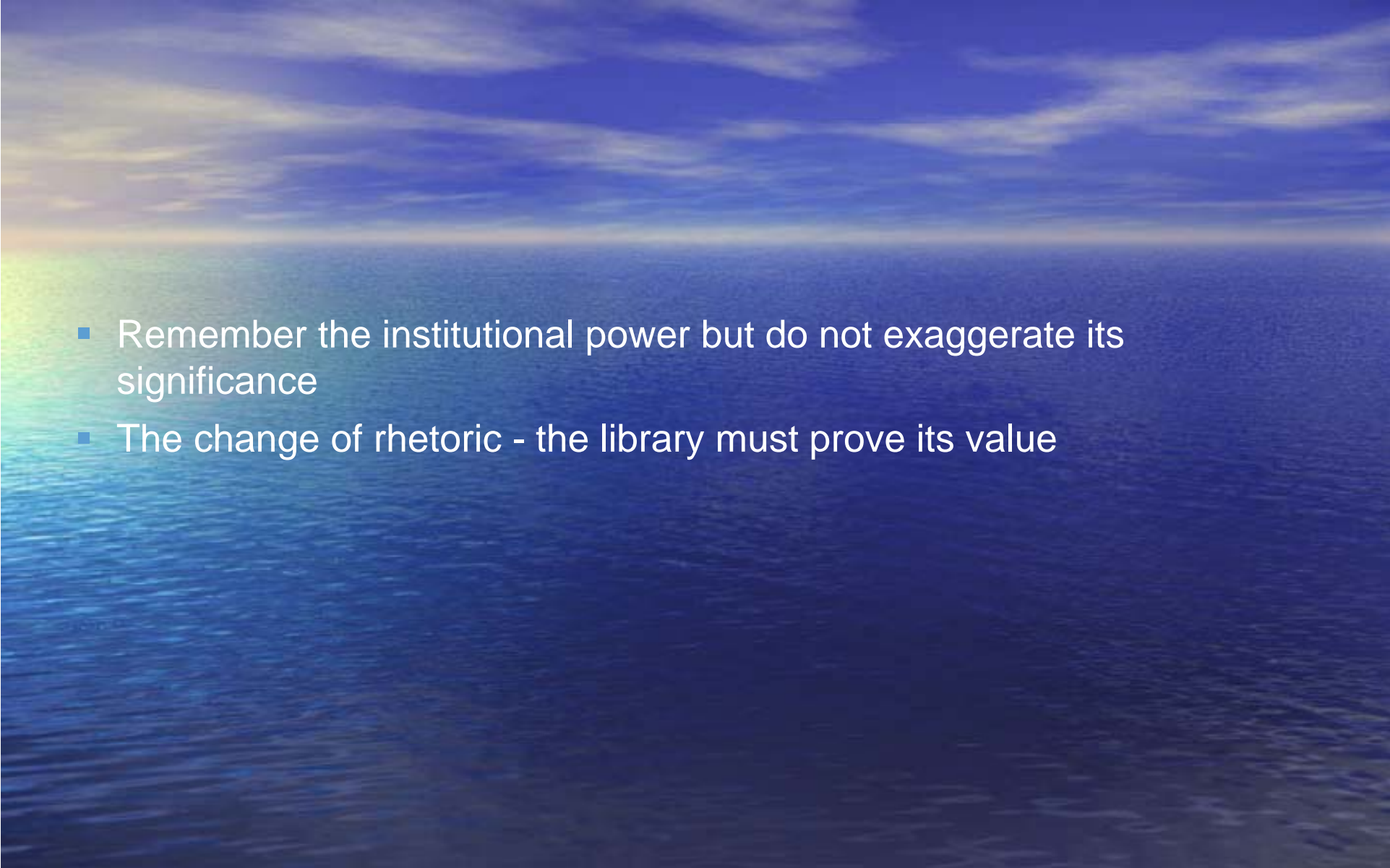
- Saving time in information retrieval and in delivery of the information
- Growth of the scale and scope of used resources
- Better information retrievals
- Better literacy
- Better information literacy
- Decreasing costs

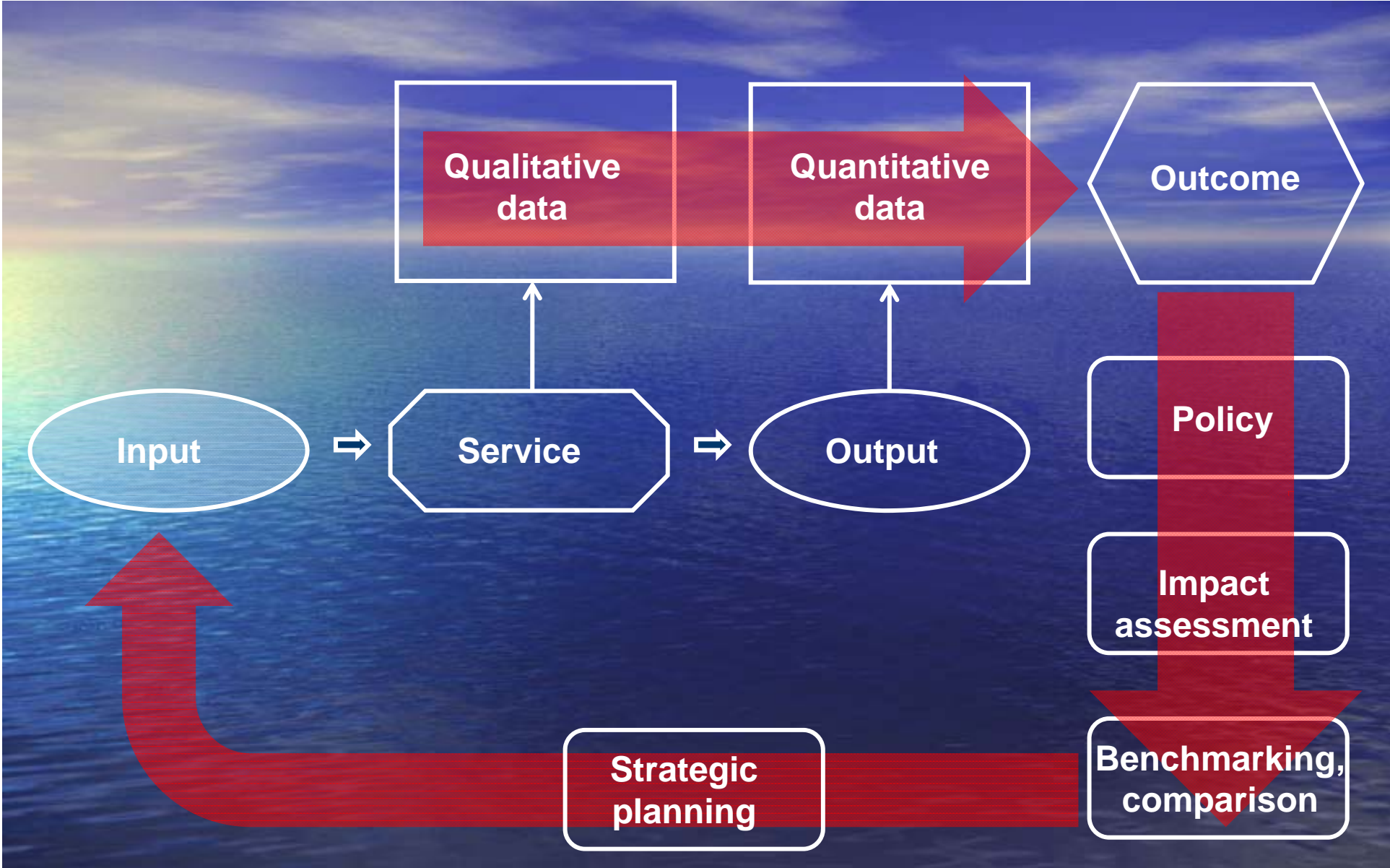


Negative effects?!

- Information overflow
 - Problems in using new services
 - High involvement of workload and/or costs for the library
- Forget!**
- Tell instead how the users were supported to cope with the huge number of information and to use the new services... 
 - ... Because we are advocating for library



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- Remember the institutional power but do not exaggerate its significance
 - The change of rhetoric - the library must prove its value



Data input in libraries from several sources

- manual
- computer run



Utilization of statistics

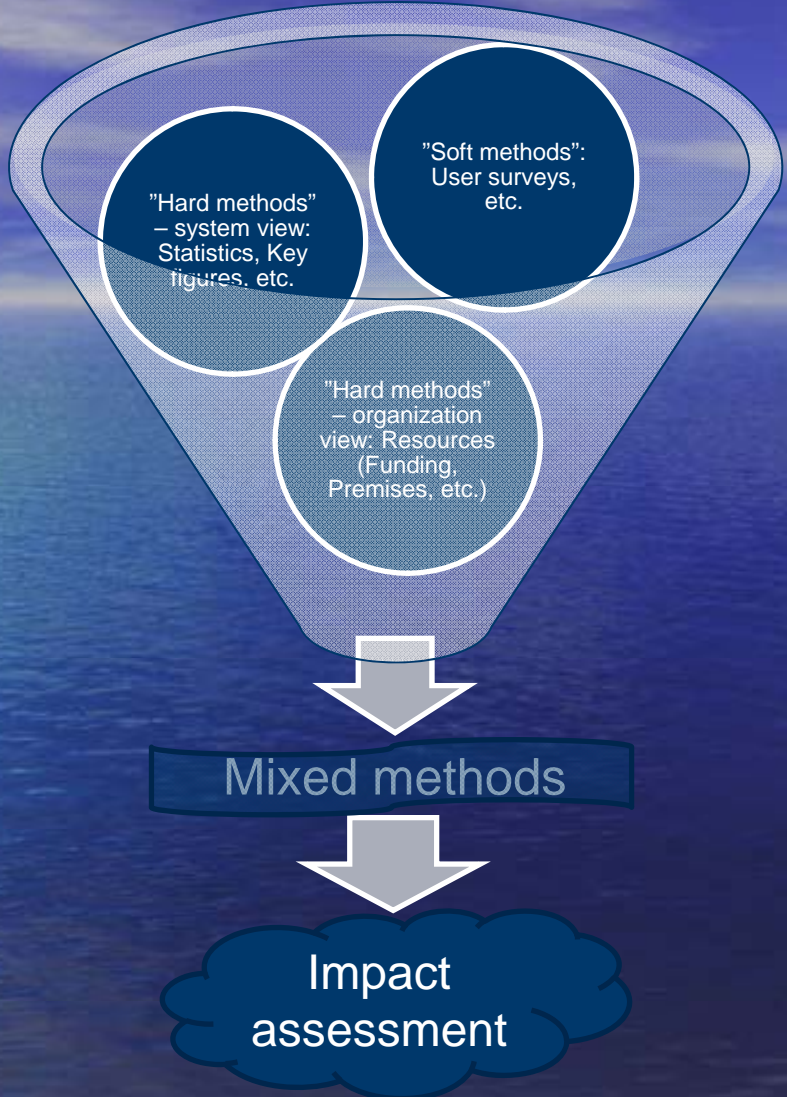
- Evaluation & impact assessment
- Benchmarking
- Value to users

The libraries are not alone

- Global Library Statistics. IFLA Journal (35) 2:123-130
- ISO 2789, International Library Statistics
- ISO 11620, Library performance indicators
- ISO 16439, Methods and procedures for assessing the impact of libraries

Increasing expertise in statistics

- National Impact Evaluation Group
- Common set of indicators for all libraries
- Internet page (in English): Impact of Finnish Libraries
- <https://wiki.helsinki.fi/display/arvi/Impact+of+Finnish+Libraries>
- Training module for library statistics





Discussion about the library's role

Relevant indicators

Cooperation with the key groups

Statistical reasoning as daily practice

Impact assessment

We shall hurl ourselves into unknown to achieve something new



Thank You

markku.laitinen@helsinki.fi



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THE NATIONAL
LIBRARY
OF FINLAND