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Ain Mediatheque

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The users and their Municipal Library

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DECLARATION

The opinions expressed in this dissertation are solely those of the author and acceptance of the dissertation as a contribution to the award of a degree cannot be regarded as constituting approval of all of its contents by the Division of Information & Communication Studies”.

Signed: Gianna Giorgi

CHAPTERS

1	Introduction	6
1.1	Problem statement	6
1.2	Research aims, objectives and questions.....	6
2	Background information	8
2.1	General Framework.....	8
2.1.1	Major aspects of the French administrative organisation, and the public libraries:.....	8
2.1.2	The State control is carried out in two ways:	8
2.1.3	What is the responsibility of the professionals in the constitution of the collections? 8	
2.2	Key indicators on library market.....	9
2.3	The Mediatheque	9
2.3.1	The context	9
2.4	Overview	10
3	Literature review	11
3.1	General overview	11
3.1.1	What is customer service?.....	11
3.1.2	Why should a company or agency provide good customer service?	11
3.1.3	What are the concepts underlying effective customer service strategies?	11
3.2	New challenges in Library	12
3.2.1	When Library want to improve own performance, it benchmarks.....	12
3.2.2	The Value of Information and Information Services	12
3.3	French overview	14
3.3.1	What happen in France? : The “médiateur” role:.....	14
3.3.2	French librarian and their skills.....	15
4	Methodology	18
4.1	Case study approach.....	18
4.1.1	Case Study Methodology	18
4.1.2	Designing Case Studies	19
4.1.3	Analyzing Case Study Evidence	19
4.2	Application	20
4.3	Research techniques	20
4.3.1	Focus group	21
4.3.2	Questionnaire.....	23
5	Findings.....	28
5.1	In general.....	28
5.2	In specific	28
5.2.1	Users.....	28
5.2.2	Mediatheque frequency and service use.....	29
5.2.3	Quality of service	34
5.2.4	Summarizing	35
6	Dire ce que va faire, faire ce qu'on ferait, et vérifier qu'on a fait ce qu'on avait dit qu'on ferait” 36	
6.1	Which Mediatheque idea emerges from the search?.....	36
6.2	The perception of the quality in Mediatheque corresponds to the searched quality?	36
6.2.1	Customers satisfaction measurement as management tool.	37
6.2.2	Mediatheque organisation:	37
6.2.3	Documentary patrimony increasing	38
7	Recommendation for further research.....	40
8	Reflection	41

8.1	Dissertation.....	41
8.2	Literature review	41
8.3	Focus group	41
8.4	Questionnaire.....	41
8.5	Overall comments	42
9	Annexes.....	43
9.1	Invitation to the Focus group Meeting	43
9.2	Focus Group Questioning Route	43
9.3	Users Questionnaire	44

Ain Mediatheque, (France)

The users and their Municipal Library

The present research was carried out with the purpose to investigate the library from a user viewpoint, in order to understand how the library service offering and the library organization is perceived by the users and how affect the usage of the service; furthermore the study aims to give future indication on how evolve the services offering and the organization to increase users' satisfaction. A case study was carried out at Ain Mediatheque (France), involving users and professionals. Methodology for the research comprised a mixed qualitative and quantitative approach: a focus group, and a questionnaire. The results indicated that the satisfactory level of examined group of users was high. The library organisation adopted at Ain had implementation potential but not to meet user expectations, its actual implementation offers effective services. A number of improvements would be desirable in the design of the electronic service. Finally, Ain Mediatheque should develop a global promotion strategy to support the potential users and an inter-library strategy, in order to improve a reference inter-library system too.

1 Introduction

1.1 Problem statement

The public Mediatheque in department of Ain in France is a public utility with the mission to contribute to the permanent learning, and to provide cultural activities to all the citizens.

Nowadays this Mediatheque is one of the most information resources.

A public Mediatheque is, like school, an institution which, in particular in France, should incarnate the principles contained in the currency constitution: liberté, égalité et fraternité.

Keeping fixed the principles the libraries could and should change the way on the service are delivered.

This idea conduit to an enlarged definition of Mediatheque: now and in the future the Mediatheque and specifically the public Mediatheque is defined by its services, proposed both inside and outside the building, the internal and the external resources available, the physical places as the services on line.

Close examination on previous studies revealed that the use or non-use of Mediatheque can be related to a multiplicity of factors, very often differently combined, such as:

- * number titles and their availability
- * promotion
- * lack of technical skills
- * insufficient hardware resources
- * information access
- * Mediatheque services
- * personal information seeking and use behaviours

Promotion appeared to be one of the most important key aspect for the professional engaged.

Promotion can mean any activity which aims to foster the awareness and use of the service, including publicity and marketing, education etc.

Promotion has a high impact on awareness, which is one of the most relevant factors influencing the use or non-use of the Mediatheque.

The purpose of the present research is to investigate the Mediatheque organisation from a users' perception, in order to find out what influence the approach adopted by the Mediatheque may have on Mediatheque use.

The aim is to reassess the role of Mediatheque of Ain, to know if it starts from this definition and conviction to be a Mediatheque of 21st century.

1.2 Research aims, objectives and questions

In order to make the Mediatheque services more effective this research identifies outcome in order to delineate the social profile and the expectations of its users.

The inquiry investigate the quality expected and perceived from the customers, analysing the services Mediatheque and centralizing the attention in the relationship System/user, in order to acquire the necessary information to grown aligned with customer expectation.

The interviewed customers have supplied feedbacks on:

- * Aspect of the physical structures, of the equipments and the instruments of communication
- * Ability to supply ready precise and reliable service
- * Professional competence and courtesy of the librarians and they ability to in-still confidence

- * Prompt and personalized attendance

Particularly the findings analyse the followings aspects:

- * Which Mediatheque idea emerges from the search?
- * The perception of the quality in Mediatheque corresponds to the searched quality? :

In deep:

- A customers' satisfaction based on monitoring feedbacks as essential elements for a correct management Mediatheque
- Mediatheque organisation
- Documentary patrimony increasing

Moreover the research collects information detailed about the interviewed (sex, study, profession), on their motivations about their presence in Mediatheque, and about their preferences about the documents consulted or loaned

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2 Background information

2.1 General Framework

The public libraries in France were constituted around the collections confiscated during the Revolution and placed "under the hand of the Nation".

Today, the French public Mediatheque is more and more called Mediatheque, is the result of an original alliance between the tradition of literary Mediatheque and the culturally and socially open model of the English "public Mediatheque", between the collections of printed material and the audio-visual documentation.

In France this public Mediatheque model, that is a cultural, educational and social proposal, meets in general the users' expectation: a recent survey revealed that around 7 million of French people frequent a public Mediatheque.

The public libraries in France have been in great favour with the professional library press these last years. This is due to their immense expansion since the 1980s where from a total area of some 800,000 sq. m open to the public their area has doubled. Now all towns of more than 10,000 inhabitants (or almost) have got a library, and this important feature of the life of the town.

2.1.1 Major aspects of the French administrative organisation, and the public libraries:

The public libraries, as they are called, as this is more a convenient denomination than the official one, are dependant on the local governments: either the municipalities (elected every 6 years by the inhabitants of the municipality) or the departments (the departmental councils elected every 6 years by indirect voting).

The municipal libraries serve the inhabitants of the municipality as well as the surrounding localities. They are funded by the State when established or when expanded (investing in or starting very important works), but the local government subsidises 97 % of the operational costs (staff, acquisitions, and maintenance of buildings...). Thus, the municipality (the mayor, the local council) has all the powers of decision concerning the appointments of officials, the budget and the decisions concerning expenses of all kinds (including the buying of books, disks, periodicals).

Since 1986, the departmental councils administer the libraries of the departments. Their mission is to serve the municipalities of the department having less than 10,000 inhabitants, to help constitute their collections, to lend out works and documents, which are made available by through municipal libraries (or their associates) in small communities to the inhabitants of rural areas.

2.1.2 The State control is carried out in two ways:

1. As regards the legality of the administrative measures (in particular the legal form of the budget, the decisions taken in council) but never whether these decisions are desirable.
2. As regards the neutrality of the territorial local authorities towards the private business sector, which ought not to be favoured when choosing providers of services (Codes concerning business agreements within the public sector).

As concerns the libraries, the State control is strictly 'technical'. It works through the General Inspection of the Libraries (l'Inspection générale des bibliothèques) at the request of the Minister of Culture

2.1.3 What is the responsibility of the professionals in the constitution of the collections?

The answers are of course not simple. It has not been an object for our association to state that the professionals should have all the power of administration of their acquisitions without any control.

This would be contrary to the common law and the librarians, as well as other professionals, owe it to themselves to submit to a job evaluation. The question asked is about evaluation, but by whom, on which basis, and with what objective? The factors of work quality and of professionalizing the staff should here be taken into account. Therefore, the ABF has set up a special working committee concerning acquisitions. The committee has published a leaflet-guide for grammar schools, and why not for council members too, about the recommended practice within the field of book-acquisitions.

2.2 Key indicators on library market

2 700 public libraries propose to 6 650 000 registered users 100 million of volumes, 5 million of discs and 750 000 of video cassettes.

96 departmental libraries attend around 10 000 inhabitants each.

In France there are 1 million mq² of public libraries surface.

The Government contribute with 30% of the investment to the construction and the equipment of a Mediatheque and with 40% for the public libraries (this produced many projects since 1992).

Some specific figures regarding computerization in the public libraries:

- 1 159 libraries are computerized (53%)
- 206 libraries have a project of computerization (9%)
- 714 libraries are not computerized and do not have a short-term plan (32%)

In relation to the department of AIN in the Rhone-Alps area around Lyon and Grenoble, the geographical area in which this study is developed, the situation is pretty positive as the libraries are particularly well equipped (other French areas have an important delay).

Despite of this, as various investigations have revealed, a quarter of the French has difficulties in reading and writing, this deficit of formation and of information, linked to social problems like unemployment, clearly indicate that the mission of the French public libraries is far to be accomplished.

Two are the areas where France public libraries must do progress, indeed:

The first is to create net interMediatheque co-operation (NOW THERE ISN'T IN AIN MEDIATHEQUE) and the second is to do professional training for the 35 000 people who now work in the French libraries.

It remains still much to do to complete the constitution of a network of libraries solid and effective.

2.3 The Mediatheque

2.3.1 The context

The Mediatheque is in the department of the Ain, France, next to Geneve, Switzerland.

The peculiar homogeneity of the territory, the community, makes this environment the ideal context for an independent area to an effective public Mediatheque.

The CERN, Centres European of Research Nuclear, is established partly on the commune where the Mediatheque resides next to two spaces of economic activity: the Commercial space and the Technoparc, where 70 companies are established today. There are also many trades, recognized for their quality.

In the zone there are living more than eighty nationalities, and the municipality feels itself as international, and absolute integrated in the European idea: in partnership with the Municipal Office of the Culture, the House of Europe organizes a great festival every year and the public Mediatheque has an important collection named "Europe Point".

The commune is in the LED project too, the so called project of the “gold Rectangle”. It is one of the ten trans-border projects, decided by the Regional Committee "Franco-Genevese", a "franco-valdo-genevoise" cooperation, between 1992 and 1997.

The goal of the project is to improve the distribution of the activities and employment in the agglomeration "franco-valdo-genevoise", in particular the development of new poles of activity.

2.4 Overview

* Books

On a surface of 550 mq², with 60 user's seats, over 127,000 books are available. These include outstanding fiction as well as non-fiction materials in both the adult and children's areas. In addition, there is a comprehensive collection of reference materials offering the most up-to-date information.

The country provides 66% of the funding, and the department provides 34%.

* Audio-books

There is a large collection of Audio-books on Cassette on CD collection. Both collections contain fiction and non-fiction.

* PC

6 PC exist in Mediatheque which provides access to our online catalogue, the Internet and Microsoft Word.

* Children's Computers

Located in the children's room, these multimedia computers are open to all users who are under 12 years of age. A wide range of CD-ROM titles are available, with the emphasis on educational software. A list of procedures is available from the children's librarian.

* Mediatheque Friends

The Friend organization Plume et Bemolle sponsors many of the programs and activities at the Mediatheque, and organizes the Spring and Fall book sales. Without the Friend many entertaining and educational programs would not be possible. Membership applications are available at the Mediatheque.

* Periodicals and Newspapers

The Mediatheque has periodicals and newspapers from over 30 countries, including children's, business, scientific, sports, and hobbyist and general news magazines.

* Photocopies

The Mediatheque has 2 self-service photocopies.

* Recordings

There is a collection of music on CDs which includes classical works, jazz, folk, pop, rock, musicals, and opera.

* Registration

A Mediatheque card is available to all residents of Ain department. Children aged three and over may have their own Mediatheque card.

* Time table:

Tuesday-Friday: 14h-19h
Saturday: 10h-16h30.

3 Literature review

3.1 General overview

In the 1990s, an IBM study found that, regardless of the industry or geographic location, the most common response was a desire to generate a more customer-oriented culture or business vision (Thompson, 2000, p xi).

3.1.1 What is customer service?

Customer service is not merely customer relations or how nice frontline workers are to customers. Rather, satisfying or even delighting customers is the goal of excellent customer service. Because customers for different types of services have different needs, customer service strategies will differ and must be tailored to the target customer.

3.1.2 Why should a company or agency provide good customer service?

It improves trust and information exchange. In the public sector, good customer service generates satisfied or delighted customers. Satisfied customers lead to increased compliance, improved information exchange, improved relationships, increased trust, and, potentially, decreased workloads or costs.

In the private sector, good customer service leads to satisfied or delighted customers, which generates customer loyalty, which produces increased revenues and reduced costs. For example, during the early 1990s, IBM transformed itself into a customer-driven organization. From 1994–1999, customer satisfaction increased by 5.5 percent, revenue increased from \$63 billion to over \$80 billion, cost and expense savings equalled \$7 billion, and stock prices improved over 1,000 percent (Thompson, 2000).

3.1.3 What are the concepts underlying effective customer service strategies?

The public and private sector customer service literature concurs on the process for delivering great customer service, even if outcomes differ. The current literature supports an outside-in strategy of customer service, rather than the traditional inside-out model for providing services (Thompson, 2000). In the private sector, profit and growth are the outcomes, not goals. Profit and growth are generated by customer loyalty. Loyalty is generated by customer satisfaction. Customer satisfaction is the goal that companies should seek and focus on, because high customer satisfaction, as a matter of course, produces customer loyalty and subsequently profit and growth. At this point, the public and private sectors converge—customer satisfaction is the goal.

Customer satisfaction is achieved by providing valued services and products, where value is the positive difference between customers' actual experiences and their service delivery expectations. Productive employees also create value. Employee productivity stems from employee loyalty, and loyalty is a product of employee satisfaction. Satisfaction is generated by high-quality support services (people, information, and technology) and by being empowered to provide value and resolve customer complaints. This customer service culture must be supported by leadership that emphasizes the importance of each customer and employee. These leaders must be creative and energetic (not lofty or conservative), participatory and caring (not removed or elitist), that is, one who can be a coach, teacher, or listener (not just a supervisor or manager). Such a leader demonstrates company values (rather than simply institutionalizing policies) and motivates by mission (rather than by fear) (Heskett, 1997).

Some components of this model are cyclical. A 1991 study of property and casualty insurance companies found that employees who felt that they were meeting customer needs had twice the job satisfaction level of employees who did not believe they were meeting customer needs. In that

study, when a frontline service worker left the company, customer satisfaction levels dropped from 75 to 55 percent (Harvard Business Review, 1994).

3.2 New challenges in Library

Public library managers are facing new challenges in the information society.

Issues like developing the human resource in public libraries including teambuilding, teamwork, new communication and cooperation skills (interpersonal skills), and alliance-building, etc. need special consideration.

As well, the implications of the concept of “the Learning Organization”, although a buzz word of much management literature, for public libraries should be appropriately covered, both in continuing education activities and in the process of curriculum revision in Library & information science (LIS) schools.

The vast and amazing opportunities of cooperation between public libraries opening up in the new millennium as a result of the evolution of national information networks, local and regional specialized sub-nets, shared systems, interlinked networks and tele-working facilities across the boundaries of the European Union etc. call for new public library staff skills and qualifications. Developing a range of future customized services offered through networks and based on shared effort, experience and resources, articulates the need for training in connectivity, work sharing, sharing resources, experience and services.

3.2.1 When Library want to improve own performance, it benchmarks.

Libraries have traditionally used external comparative benchmarking studies to measure themselves against others in order to justify their existence or prove their value and support their case for maintaining existing levels of staffing or funding. These studies were invariably based on statistics gathered and shared for the purposes of measuring how they rank with other libraries (Gohlke, 1998). Libraries have also employed internal benchmarking methodologies to measure the "value" they contribute to their organization and compare this against what is contributed by other departments, divisions or information providers.

One of the primary aims of a special librarian is to ensure the service they offer contributes significantly to the success of the organization and is as good as it can be. To do this, a librarian must utilize internal and external benchmarking processes to measure performance and identify possible areas of improvement.

3.2.2 The Value of Information and Information Services

3.2.2.1 Importance of demonstrating the value of information service

The report of a task force of the Special Libraries Association (Matarazzo, et al., 1987), stressed that information professionals must be prepared to prove the value of their services through one or more of the following approaches: 1) measuring time saved; 2) determining actual monetary savings or gains; or 3) providing qualitative, anecdotal evidence of value.

In a separate report, Bernard Basch (1990), say that member the information professionals need to gather qualitative evidence of their services' seemingly intangible benefits. It is also extremely important that they know the key decision makers in their organizations. To build customer loyalty, information professionals must continually monitor customer satisfaction and modify the product or service mix as required.

Matarazzo and Pruzak (1990) argued that, although top managers value the information their libraries provide, the majority have no means for measuring this value or for determining which services contribute to the firm's strategic goals.

Kantor and Saracevic (1997) developed a basis for documenting and measuring libraries' value to their supporting organizations. They focused on how actual users of the library value its services and how they express that value.

3.2.2.2 The Role of the Information Professional

Owens and Wilson determined that the role of the traditional information specialist is being overshadowed by information technology personnel, who frequently put emphasis on the effective storage and retrieval of information rather than the quality of the information itself. They endorse a new set of attributes that information professionals need to survive, including political ability; business acumen; and skills in information technology, communications, innovation, and negotiation.

The Special Libraries Association is keenly aware of the changing information world. In 1996, the association published its report, *Competencies for Special Librarians of the 21st Century* (Marshall, 1996). The report affirmed the value that the information specialist adds by providing efficient and effective information services for a defined group of customers. The box below shows the two sets of skills that the association considers being crucial for information specialists in the next decade. As defined by them, "professional competencies" relate to knowledge of information resources, information access, technology, management, and research--and the ability to use these areas of knowledge as a basis for providing library and information services. "Personal competencies" represent a set of skills, attitudes, and values that enable information professionals to work efficiently, communicate effectively, and survive in the new world of work.

So, there is a rapidly growing body of LIS professional literature examining the fundamental changes facing the library profession and the new opportunities for libraries, librarians and information service providers. New roles for librarians are beginning to take shape and emerging professional identities such as the net navigator, the educator, the information consultant, and the gatekeeper are widely discussed. From a more analytical and interpretative standpoint Charles R. McClure provides a detailed discussion of a range of new opportunities for libraries and librarians structured around the concept of "network literacy". McClure discusses the notion of network literacy – defined as the ability to identify, access, and use electronic information from the network (Internet/NREN) – not least from a social perspective giving due attention to the imperative of the widening gulf between the network literate and the illiterate. In outlining a vision of public libraries with comprehensive educational responsibilities in a networked society, McClure elaborates the emerging vital educational role facing public librarians: "Librarians and educators would serve as electronic intermediaries, navigators, and instructors – actively involved in helping people best use the network. Parents, students, adult learners, educators, and others could work interactively and interdependently on projects and activities that we can only begin to imagine now. The public library, as a non-partisan, publicly supported institution with strong local community ties, is well suited to serve in this role" (McClure, 1994).

So, the new roles for public libraries also cover the provision of specialized information services offered through community networks. The public library may be the hub of, or a main partner in local or regional networks set up to provide access to a wealth of information to be tapped by citizens, associations, businesses, schools, local government institutions, etc.

Developing and designing "micro libraries" and "public information kiosks" accessible outside the physical public library sites and updating the information offered through these public information points will be a central public library task. Public librarians involved in this new informational task in tourist information centres, civic centres, town halls, hospitals, railway stations, etc. need appropriate training.

There is a need for public libraries to build alliances with other institutions, cultural centres, information agencies, etc. For our research for example: CERN, UN, etc.

The public library should consider forming alliances with other information providers within the public sector (Stripp, 1996). The local public library could also join forces with tourist information services, community centres, local associations, etc. A change to the professional role of the librarian frequently featured in the LIS professional media is the transformation from information provider to information interpreter. The label for this new professional role is information consultant. The information consultant's role is much wider than that of merely providing the information. He or she must also interpret it to the customer. (Mellor Ghilardi, 1994). Providing an adequate response to library users' need for more specialized information services requires that public libraries reconsider the opportunities of subject specialization schemes. Public library professionals of the future should be familiar with the wide range of multimedia, hyper media and networked information resources. Public librarians may adopt new ways of serving as "electronic subject information specialists".

No doubt Open Learning will be a key objective for European public libraries of the future, since there is an ever-increasing demand for re-skilling of members of national workforces and learning for life. In the United Kingdom, some public library systems have recognized the importance of developing open learning through telematics. John Feather, in discussing a number of challenges to the library profession, warns that part of the librarian's traditional professional identity will be severely eroded by the developments in the fields of information technology, notably expert systems and knowledge-based systems, information management and networking (the Internet): "The professional staff of a library – to look no further than that well-defined and traditional group – increasingly find themselves dealing with the management of the institution and its systems rather than information itself. Users need advice and assistance, but much of that is at a level which can be provided by staff without traditional professional skills and qualifications. There is a real danger (if that is how it is perceived) of de-professionalization of much of what has traditionally been associated with librarians" (Feather, 1994). But there will still be a role for LIS professionals, even if the library is being deinstitutionalized in the information society. Feather views this role which differs markedly from that of the familiar librarian like this, "The essential function will be to devise and control systems and to manage information resources so that they are available to all legitimate network users. Professional skills are still needed, and they have something in common, at least conceptually, with the skills of the 'traditional' librarian, but those skills grow out of expertise which is based on an understanding of the management of information and information systems as well as the management of institutions and interpersonal transactions with information-seekers. Indeed, it might be argued that information professionals will be able to move back to their central professional concern with information, information systems and information media if they no longer have to manage complex institutional libraries" (Feather, 1994).

3.3 French overview

3.3.1 What happen in France? : The "médiateur" role:

Now, in France the users are considered more and more as costumers. The raisons are well-know. The users are become more exigent with differing needs from library services: short history of the evolution of the users' right in France:

3.3.1.1 1973: institution of the public médiateur

The Mediators figures were progressively defined in all the big administrations.

Today there is an extension of this step to the private sphere too: The Economic and Social Council recommends in his report of May 23 2005 to set up "mediators of the companies" who are depending from the Mediator of the Republic.

The charter of the mediators was worked out in December 2004 by the "club des médiateurs" of the public service.

3.3.1.2 Mediator's role:

The mediator regulates the problems between the costumers and the institutions. So he has a preventive role, catalysing the changes.

Thanks to his global vision about the problems, he has the force to be proposal to evolutions.

- * 1974: introduction of the committees of users
- * 1979: the user has right to refusal justified (amended law of July 11, 1979) for all the unfavourable individual administrative decisions (art.1).
- * Decree of November 28, 1983: the administration is held with a certain number of procedural obligations.
- * Law of April 12, 2000: the user has right to the identification of the administrative interlocutor

It has pointed out that these provisions had concentrated on the legal relations of the administration with the user rather than on the improvement of the quality of the rendered service.

3.3.1.3 In the libraries

The function of « médiateur » was created in 2003, and it consists in:

- * To answer to general questions about the library
- * To transmit to service offices their questions
- * To ensure the synthesis of the requests and to put proposals for an improvement
- * To give opinion about library role in direction of the users

3.3.2 French librarian and their skills

In 1958, the Management of the Libraries publishes a booklet which defines the missions of the public libraries: conservation of the funds, development and enrichment of the collections, and at the same time development of the public reading.

Two models of library coexist: one for the middle-class and one library for the "people". In 1968, the library is designed on a single model, based on the idea of an opening public library.

An investigation in the libraries of Ile-de-France arise that 45 % of the librarian employers do not have a professional diploma and that the 1/3 of the personnel is not high level.

In the Nineties, the social context evolves and moves itself: growing urbanization and school level evolution. It is the moment to pass to a professionalism phase. At the same time, with the multiplication of precarious employment, there is a return of the de-professionalism. Then now the users are considered as customers and it is the beginning of the "zapping" style of reading. The book lost the symbolic place which occupied in the daily or cultural practices. (Bertrand)

3.3.2.1 It is the moment to reposition the librarian role.

It is time to be strongly critical. Lahary argue that "the occupation of librarian is excessively "autocentrée", attached to the standard which they (the French librarian) often adapts in an abusive way". Summarizing his idea: librarians work for themselves; they would work for people and ideas. They are inside no outside. So, the librarian role passes trough an inversion of the problems: to go to the users-costumers in an inter-library cooperation. Utard director of the Cultural Departement of Paris identify these roles and skills for the French librarian:

Librarian Career Development

- * Computer and networking skills.
- * Well-developed interpersonal skills.
- * Knowledge of cognitive and disciplinary research processes.
- * Knowledge of psychology.
- * Technological sophistication.
- * Knowledge of information policy development and analysis.

- * Synthesizing capabilities.
- * Ability to understand and articulate librarian roles in the organizations in which they function.
- * Skills and sensibility to work effectively with diverse cultural and ethnic groups.
- * Greater management skills such as financial and strategic planning.
- * Visual communication skills.

And in particular Public Library employers require the following skills:
an understanding of the breadth of work covered;

- * Evidence of basic IT skills;
- * Interpersonal skills;
- * The ability to fit into a team enthusiasm;
- * Being receptive to new ideas;
- * Generation of new ideas;
- * Flexibility

In addition to the crucial personal characteristics individuated by Drabenstott:

- * Political acumen.
- * Assertiveness.
- * Risk-taking.
- * Better activists.
- * Ability to function in an atmosphere of ambiguity.
- * Ability to adopt the idea of continual change as a goal and mode of both personal and organizational operation

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4 Methodology

The Mediatheque service valuation bases on the statistics and the annual balance trying to analyse the actions done and results. The qualitative and quantitative analysis of offered services founds on objectives data; and on these objectives data it must carry out officially the costumer's opinions: the users' voices.

As the purpose of the research is to understand the users' perceptions of Mediatheque services and their expectations on this area, the methodological approach is mainly qualitative and used a combination of multiple techniques suitable to in-depth investigation of user behaviours.

4.1 Case study approach

4.1.1 Case Study Methodology

The history of case study research is marked by periods of intense use and periods of disuse. The earliest use of this form of research can be traced to Europe, predominantly to France.

A frequent criticism of case study methodology is that its dependence on a single case renders it incapable of providing a generalizing conclusion. Yin (1993) presented Giddens' view that considered case methodology "microscopic" because it "lacked a sufficient number" of cases. Hamel (Hamel et al., 1993) and Yin (1984, 1989a, 1989b, 1993, 1994) forcefully argued that the relative size of the sample whether 2, 10, or 100 cases are used, does not transform a multiple case into a macroscopic study. The goal of the study should establish the parameters, and then should be applied to all research. In this way, even a single case could be considered acceptable, provided it met the established objective.

The literature contains numerous examples of applications of the case study methodology.

The body of literature in case study research is "primitive and limited" (Yin, 1994), in comparison to that of experimental or quasi-experimental research. The requirements and inflexibility of the latter forms of research make case studies the only viable alternative in some instances. It is a fact that case studies do not need to have a minimum number of cases, or to randomly "select" cases. The researcher is called upon to work with the situation that presents itself in each case.

Case studies can be single or multiple-case designs, where a multiple design must follow a replication rather than sampling logic. When no other cases are available for replication, the researcher is limited to single-case designs. Yin (1994) pointed out that generalization of results, from either single or multiple designs, is made to theory and not to populations. Multiple cases strengthen the results by replicating the pattern-matching, thus increasing confidence in the robustness of the theory. Applications of case study methodology have been carried out in High-Risk Youth Programs (Yin, 1993) by several researchers.

There are several examples of the use of case methodology in the literature. Yin (1993) listed several examples along with the appropriate research design in each case. There were suggestions for a general approach to designing case studies, and also recommendations for exploratory, explanatory, and descriptive case studies. Each of those three approaches can be either single or multiple-case studies, where multiple-case studies are replicatory, not sampled cases.

Case study is known as a triangulated research strategy. Snow and Anderson (cited in Feagin, Orum, & Sjoberg, 1991) asserted that triangulation can occur with data, investigators, theories, and even methodologies. Stake (1995) stated that the protocols that are used to ensure accuracy and alternative explanations are called triangulation. The need for triangulation arises from the ethical need to confirm the validity of the processes. In case studies, this could be done by using multiple sources of data (Yin, 1984). The problem in case studies is to establish meaning rather than location.

4.1.2 Designing Case Studies

Yin (1994) identified five components of research design that are important for case studies:

1. A study's questions
2. Its propositions, if any
3. Its unit(s) of analysis
4. The logic linking the data to the propositions
5. The criteria for interpreting the findings (Yin, 1994, p. 20).

Yin (1994) asserted that a case study investigator must be able to operate as a senior investigator during the course of data collection. There should be a period of training which begins with the examination of the definition of the problem and the development of the case study design. If there is only a single investigator, this might not be necessary. The training would cover aspects that the investigator needs to know, such as: the reason for the study, the type of evidence being sought, and what variations might be expected. This could take the form of discussion rather than formal lectures.

A case study protocol contains more than the survey instrument, it should also contain procedures and general rules that should be followed in using the instrument. It is to be created prior to the data collection phase. It is essential in a multiple-case study, and desirable in a single-case study. Yin (1994) presented the protocol as a major component in asserting the reliability of the case study research. A typical protocol should have the following sections:

- An overview of the case study project (objectives, issues, topics being investigated)
- Field procedures (credentials and access to sites, sources of information)
- Case study questions (specific questions that the investigator must keep in mind during data collection)
- A guide for case study report (outline, format for the narrative) (Yin, 1994, p. 64).

The overview should communicate to the reader the general topic of inquiry and the purpose of the case study. The field procedures mostly involve data collection issues and must be properly designed. The investigator does not control the data collection environment (Yin, 1994) as in other research strategies; hence the procedures become all the more important. During interviews, which by nature are open ended, the subject's schedule must dictate the activity (Stake, 1995). Gaining access to the subject organization, having sufficient resources while in the field, clearly scheduling data collection activities, and providing for unanticipated events, must all be planned for.

Case study questions are posed to the investigator, and must serve to remind that person of the data to be collected and its possible sources. The guide for the case study report is often neglected, but case studies do not have the uniform outline, as do other research reports. It is essential to plan this report as the case develops, to avoid problems at the end.

4.1.3 Analyzing Case Study Evidence

This aspect of the case study methodology is the least developed and hence the most difficult. As a result, some researchers have suggested that if the study were made conducive to statistical analysis, the process would be easier and more acceptable. This quantitative approach would be appealing to some of the critics of the case study methodology. However not all case studies lend themselves to this type of analysis. Miles and Huberman (1984) suggested analytic techniques such as rearranging the arrays, placing the evidence in a matrix of categories, creating flowcharts or data displays, tabulating the frequency of different events, using means, variances and cross tabulations to examine the relationships between variables, and other such techniques to facilitate analysis. There must first be an analytic strategy, that will lead to conclusions. Yin (1994) presented two strategies for general use: One is to rely on theoretical propositions of the study, and then to analyze the evidence based on those propositions. The other technique is to develop a case description, which would be a framework for organizing the case study. Lynd conducted a widely cited

"Middletown" study in 1929, and used a formal chapter construct to guide the development of the analysis. In other situations, the original objective of the case study may help to identify some causal links that could be analyzed.

Case study is a valuable method of research, with distinctive characteristics that make it ideal for many types of investigations. It can also be used in combination with other methods. Its use and reliability should make it a more widely used methodology, once its features are better understood by potential researchers

4.2 Application

For present research a single exploratory case study was built up, with a focus on library users at the Mediatheque. Many qualitative researchers highlight that case studies are highly appropriate to produce in-depth explorations, descriptions and explanations of phenomena studied in real-life contexts, where situational conditions and relationships are not known in advance or controlled. Within this research framework the case study method may offer insights that might not be achieved with other approaches.

In the context of the present research, this approach was suitable to a single and first-experience researcher, with limitations and constraints in time and financial resources.

Even single-case studies can yield reliable findings and contribute to theory building if carried out with methodological quality and rigor. In the context of the present research validity and quality of the findings were sought for by using triangulation of research methods and data sources, to ensure credibility and conformability of the results.

Information was collected through the following techniques and sources:

Research techniques and data sources

Research techniques	Data sources
Focus group	Librarians, Administration, Association
Observations	Users
Interviews	Users
Questionnaire	Users

4.3 Research techniques

The following section describes the data collection techniques used in the research, the advantages and limitations of each tool in that context, the data design in collection process, and the analysis of the data. The selection of the techniques was based on the research questions and objectives.

Correlation of research techniques and study objectives was achieved as follows:

Correlation between research objectives and research techniques:

Research objectives	Research techniques
To identify the users' satisfaction about their Mediatheque	Questionnaire, observations
To identify the users' expectations about Mediatheque	Questionnaire, observations
To interpret the Mediatheque mission	Focus group, literature review
To explore the implications for librarians engaged in a new Mediatheque	Focus group, literature review

4.3.1 Focus group

4.3.1.1 Purpose

The Focus group was homogeneous because it belonged to the same discipline. An exploratory investigation involving the librarians working in this area seemed suitable to identify the salient issues for future questioning, and to define the contextual aspects.

The focus group is composed of:

2 Librarians 1 responsible of the Mediatheque, 2 administrative professionals, 1 culture reference and the 2 responsible of the Plume et Bemolle, association active in the lecture promotion)

The focus group is planned with the purpose of:

- * Defining the user population more accurately.
- * Obtaining a preliminary assessment of users' satisfaction about Mediatheque.
- * Evaluating the effectiveness or lacks about Mediatheque for the focus group.
- * Articulating a project for future developments and improvements.
- * Obtaining, through the focus group, the librarians' cooperation for the future questionnaire and observations.

4.3.1.2 Advantages

Focus Group is a good qualitative soft research technique, it move beyond the selective perception of people and obtain a direct, objective and unfiltered view [Patton, M.Q].

His multiple applications are especially designed for research as the present:

- * It collects opinions
- * It check out opinions
- * It encourage discussion about a particular topic
- * It builds excitement about a topic from the spontaneous combinations of participants' comment
- * It provide an opportune for moderator and participants to learn more about a topic or issue

Through this technique the researcher has the possibility to value opinions' users (Bertin 1986), considering the argument the process (in this case the Mediatheque) as a product.

Focus group has successfully been used in a variety of ways in libraries, especially for determining expectations, evaluating performances and identifying areas of satisfaction and dissatisfaction.

It is particularly suitable for the present research to achieve users' goals and meet their needs; this technique is considered particularly appropriate for investigating a group of people working together about their perception on a research problem.

This technique is recommended in combination with interviews and questionnaires. Furthermore, focus groups can provide useful information for the selection of a site for participant observation. In combination with questionnaires, this technique can contribute to the creation of survey items, capturing all the domains that need to be measured, determining the dimensions that make up each of these domains, providing item wording.

4.3.1.3 Limitation

Although focus group research has many advantages, as with all research methods there are limitations. Some can be overcome by careful planning and moderating, but others are unavoidable and peculiar to this approach. The researcher, or moderator, for example, has less control over the data produced (Morgan 1988) than in either quantitative studies or one-to-one interviewing. The moderator has to allow participants to talk to each other, ask questions and express doubts and opinions, while having very little control over the interaction other than generally keeping participants focused on the topic. By its nature focus group research is open ended and cannot be entirely predetermined.

It should not be assumed that the individuals in a focus group are expressing their own definitive individual view. They are speaking in a specific context, within a specific culture, and so sometimes it may be difficult for the researcher to clearly identify an individual message. This too is a potential limitation of focus groups.

On a practical note, focus groups can be difficult to assemble. It may not be easy to get a representative sample and focus groups may discourage certain people from participating, for example those who are not very articulate or confident, and those who have communication problems or special needs. The method of focus group discussion may also discourage some people from trusting others with sensitive or personal information. In such cases personal interviews or the use of workbooks alongside focus groups may be a more suitable approach. Finally, focus groups are not fully confidential or anonymous, because the material is shared with the others in the group.

4.3.1.4 Selection of participants

The focus group is composed of:

2 Librarians 1 responsible of the Mediatheque, 2 administrative professionals, 1 culture reference and 2 responsible of the Plume et Bemolle (Association active in the lecture promotion)

4.3.1.5 Facilitator

One thing that distinguishes focus group from interviews or written surveys is that they require a Facilitator with some skill to run them.

A focus group facilitator is able to deal tactfully with outspoken group members, keeps the discussion on track and makes sure every participant is heard.

In this research there were two facilitators: the two librarians, where one moderated the discussion, was in charge keeping notes, with the aim of facilitating the transcription and better recognising the different speakers, the other recorded

The goal was to make participants more comfortable to facilitate valuable information.

4.3.1.6 Design

The Focus Group discussion was little more than one and half hours

The discussion was articulated around questions about:

- * introductory or warm-up questions with the aim of stimulating interests in the participants and facilitating individual involvement
- * get at the heart of research questions, focused on the topic of the research

This approach was considered the most suitable for this research, considering the limited experience of the researcher as focus group moderator and the interest in collecting focused information.

It was decided not to ask direct questions about the initiatives undertaken about the Mediatheque effectiveness or to contribute to the organisation of the resources, because the participants could feel they were being evaluated. However, these topics were touched upon during the discussion.

4.3.1.7 Location

The juvenile corner of the “Salle de lecture” room was selected as the most suitable place for the focus group. It is an informal bright location with comfortable setting which encourages conversation and affects the information gathered and it comfortably accommodates the focus group’s seven people, where all can view each other. It is easily accessible near to administrative office and well-known by participants.

It makes the participants feel well.

The participants and the moderator stood in a circle

This arrangement was supposed permit to all to participate in the discussion.

The focus group meeting took place on May 21, 2005 at 11 a.m. to 12.30 a.m. All the invited participants were present. The meeting begun with a short introduction of the research topic by the facilitator, after which the discussion developed

4.3.1.8 Analysis

The focus group analysis started after the end of the discussion it is easier to reconstruct the discussion immediately after the session, to avoid memory lapses. The moderator and the facilitator wrote individual notes to capture fresh impressions and interpretations.

The day after, they:

- * meet to compare the results
- * look for trends and surprise
- * keep in mind that context and tone are just as important as the reiteration of particular word
- * elicit emotional responses

After the transcription of the discussion recording, the researcher and the facilitator read the answers and wrote a final report including similar themes, details of session, coding the sections and developing categories, results and conclusions, comparing, contrasting, and combining focus group information with information gathered from the others research's sources

4.3.1.9 Ethical issues

Ethical considerations for focus groups are the same as for most other methods of social research (Homan 1991). Being honest and keeping participants informed about the expectations of the group and topic, and not pressurising participants to speak is good practice. Participants need to be encouraged to keep confidential what they hear during the meeting and researchers have the responsibility to anonymise data.

4.3.2 Questionnaire

4.3.2.1 Purpose

A questionnaire survey was carried out among Mediatheque users with the purpose of

- * To verify the perception and the satisfaction about the services
- * To analyse the users considered as costumer
- * To carry out insufficient services
- * To asses the use and non use of Mediatheque
- * To identify the factors affecting use and non-use of the Mediatheque service
- * To identify the method used for accessing Mediatheque service
- * To identify the users' opinion about the properties that would make Mediatheque valuable for them

4.3.2.2 Advantages for the present research

Questionnaires are an inexpensive way to gather data from a potentially large number of respondents.

A well-designed questionnaire that is used effectively can gather information on both the overall performance of the test system as well as information on specific components of the system. If the questionnaire includes demographic questions on the participants, they can be used to correlate performance and satisfaction with the test system among different groups of users.

It is important to remember that a questionnaire should be viewed as a multi-stage process beginning with definition of the aspects to be examined and ending with interpretation of the results. Every step needs to be designed carefully because the final results are only as good as the

weakest link in the questionnaire process. Although questionnaires may be cheap to administer compared to other data collection methods, they are every bit as expensive in terms of design time and interpretation.

The responses are gathered in a standardised way, so questionnaires are more objective, certainly more so than interviews.

Generally it is relatively quick to collect information using a questionnaire.

Potentially information can be collected from a large portion of a group.

For the present research, the questionnaire was an especial technique to gather quantitative information:

- * It is inexpensive,
- * It maximizes time. If a questionnaire is self-administering, such as an e-mail questionnaire, potentially several thousand people could respond in a few days. It would be impossible to get a similar number of usability tests completed in the same short time.
- * It is protect the privacy of the participants. Questionnaires are easy to administer confidentially. Often confidentiality is the necessary to ensure participants will respond honestly if at all.
- * It corroborates other findings.

Several examples of questionnaires for evaluating the use of library can be found in the professional literature.

Sometimes these library use studies rely on questionnaires as the unique technique of data collections, but more often they combine different techniques.

4.3.2.3 Limitations

Questionnaires gather quantitative data, but it can be very difficult to design a good questionnaire and response rates can be very low.

Inadequate design can often lead the researcher to false and misleading conclusions.

Questionnaires, like many evaluation methods occur after the event, so participants may forget important issues.

Questionnaires are standardised so it is not possible to explain any points in the questions that participants might misinterpret.

Open-ended questions can generate large amounts of data that can take a long time to process and analyse. Respondents may answer superficially especially if the questionnaire takes a long time to complete.

To respondents should be asked to reply honestly and told that if their response is negative this is just as useful as a more positive opinion.

If possible the questionnaire should be anonymous.

Furthermore, questionnaires can rarely allow proving causal relationships and tend only to cover what the respondent thinks it happened, not what actually happened, and to describe the ideal situation, not reality. Technique limitations were addressed through accurate design and testing, and combining the questionnaire with other methods.

4.3.2.4 Selection of the sample

The sample based on age:

All the users are more then 9th years

For most of them it was possible to identify the e-mail address. The final list included a population of 500 respondents.

4.3.2.5 Method of data collection

The best way to know what users are thinking is to ask them!!

Postal questionnaires generally have low response rates, which can bias the findings, and do not allow the researcher providing explanations and correcting misunderstandings. So, in this case the questionnaire was inside a borrowed book at checkout and sent to respondents by e-mails. In order to increase response rates it was decided to include a letter of introduction to the questionnaire, this letter lets people know their opinions are desired and will help the Mediatheque provide better service: “help us help you!”

4.3.2.6 Design

It is preferred a typological methodology where the goals are finding low information as little case studies.

The process was articulated analysing the Mediatheque services:

- * Primary services: loan and consultation and cyberspace
- * Secondary services: reference
- * Accessorial services: cultural activities photocopy service and media

So the questionnaire is around six main points

- * Information query
- * Book search
- * Bibliographical reference
- * Loan
- * Inter-Mediatheque Loan
- * Loan remainder

So, after this analysis the value of the questionnaire is embedded also on the perceptive, objective or semi-perceptive factors.

Through this analysis it was possible to identify the following list of variables to be measured:

- * To verify the satisfaction and the expectation about the Mediatheque services
- * To focus the attention by the different users typologies
- * To carry out new expectations

So to measure:

- * Awareness
- * Mediatheque frequentation
- * General satisfaction
- * Training/support
- * Methods used for identifying and locating Mediatheque documents
- * Advantages of the service
- * Disadvantages of the service
- * Reasons for non-use
- * Expectations about the service
- * Expectations about the points of access
- * Indications

Only closed questions were included in the questionnaire.

Particular attention has been taken in order to formulate questions from a user point of view, avoiding technical, bureaucratic words, abbreviations and acronyms. Some questions were introduced with one or two sentences to make them more understandable. The order of questions followed the internal logic of the inquiry.

Two pilot questionnaires were sent to two respondents, who were no part of the sample population. The pilot phase goal was to ensure that it was easy for respondents to answer the questions, that the meaning of words was understandable, and that there were no problems with the delivery of the form as e-mail attachment. As a result of the pilot phase, it was decided to change the wording of some sentences Some statements were removed from multiple choice questions, because too

obscure for, the 'don't know' category was added to the scale items, to ensure that respondents would not be forced to express an opinion.

The questionnaire was sent by e-mail on May 21st to 350 older 9 years Mediatheque users. The questionnaire was sent as attachment to an introductory message about the purpose of the research and giving instructions for the return of the filled-in questionnaires. Respondents were asked to return the questionnaire by June 01st. Five days before the deadline a reminder message was sent. On May 21st to 27th during alternated hours, 250 questionnaires were put inside the borrowed book at checkout (one questionnaire for one user). Also in this case there was an introductory message with the explications. The goal of this operation was to measurement the regular Mediatheque user. Sometimes, especially for the less of 14 years old, the e-mail address is parent's e-mail. The directly distribution wanted to take the regular Mediatheque costumer. It is sure that some had received questionnaire by e-mail and directly in Mediatheque, in the message was explain this possibility to eliminate double answers.

In total 225 users responded to questionnaire

4.3.2.7 Analysis

For the analysis of quantitative data collected through the questionnaire, answers were processed by Excel

The findings were examined with the results of the focus group, to develop the descriptive framework of research

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5 Findings

Statistically, the return represents 67%

5.1 In general

The first result is that users' valuation is better than the focus group valuation.

Second result regards the different value of importance for primary, secondary and accessories services: while the users attribute a greater importance to the primary services, the focus group attributes particular attention to the secondary services. This based on the conviction that the Mediatheque professionals have total control on the traditional activities while they are more apprehensive in the development of the secondary services.

Other difference between the focus group and the users regards the importance about the secondary services: for the Mediatheque professionals the comfort, the adequacy and the pleasantness of the Mediatheque spaces is less important than the Mediatheque services

About the services accessories the Mediatheque professionals and the users consider important the photocopies services (for the users it is totally insufficient) and the cultural laboratories

From the answer analysis it emerges the necessity to improve communication about some existing services but not known as for example the inter-Mediatheque loan or loan at home.

Obviously the research findings are been discussed and given back to Mediatheque professionals.

The finally results are communicated also to the users to have a higher collaboration between them and Mediatheque.

The results do not have marked situations absolutely disowned.

The improvements are started immediately about elements easily solvable; (for example: to eliminate the disinformation about some service organizing a presentation in power point, composed of 5 - 6 slides, displaying automatically the services.)

5.2 In specific

5.2.1 Users

5.2.1.1 Portrait

* Gender

male	48,3%
female	51,7%

* Age

under 14th	37,8%
15th-18th	4,7%
19th-34th	22,7%
35th-54th	14,2%
54th and over	20,6%

* School

Ecole elementaire	39,3%
College	34,7%
Lycèe	09,7%
University	04,1%

* Employment level

Housewife	11,9%
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Employed	64,7%
Unemployed	01,5%
Retired	18,9%
Other	03%

5.2.1.2 Typologies:

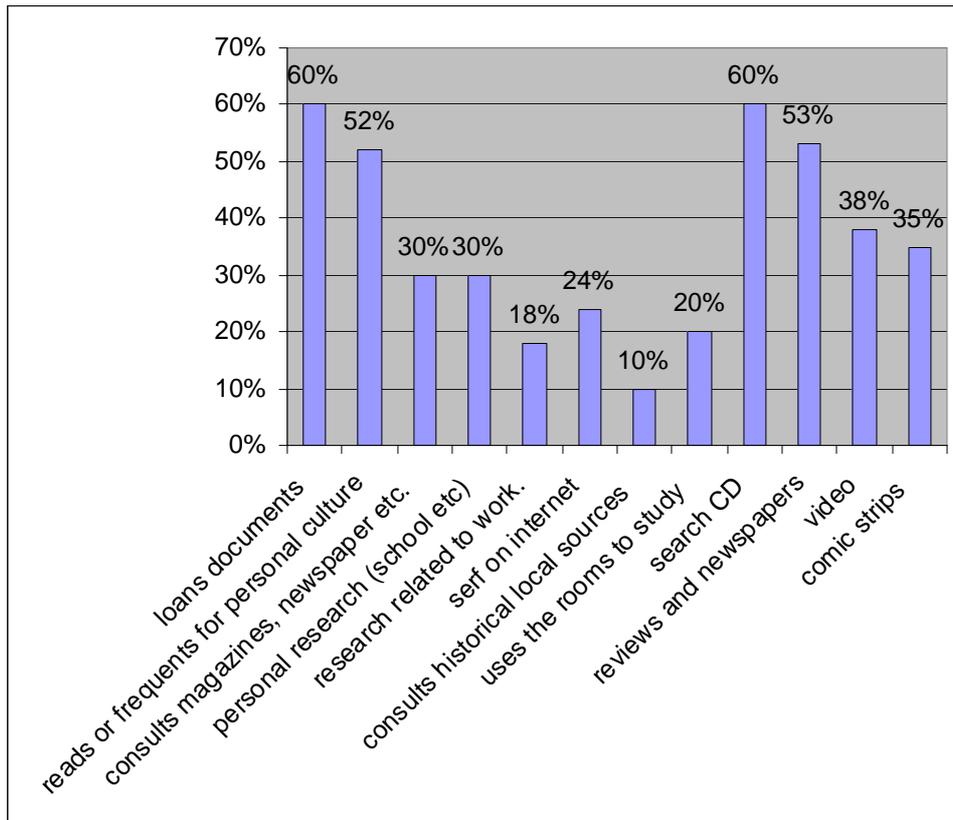
Studious	29%
Assiduos	49%
Genral user	22%

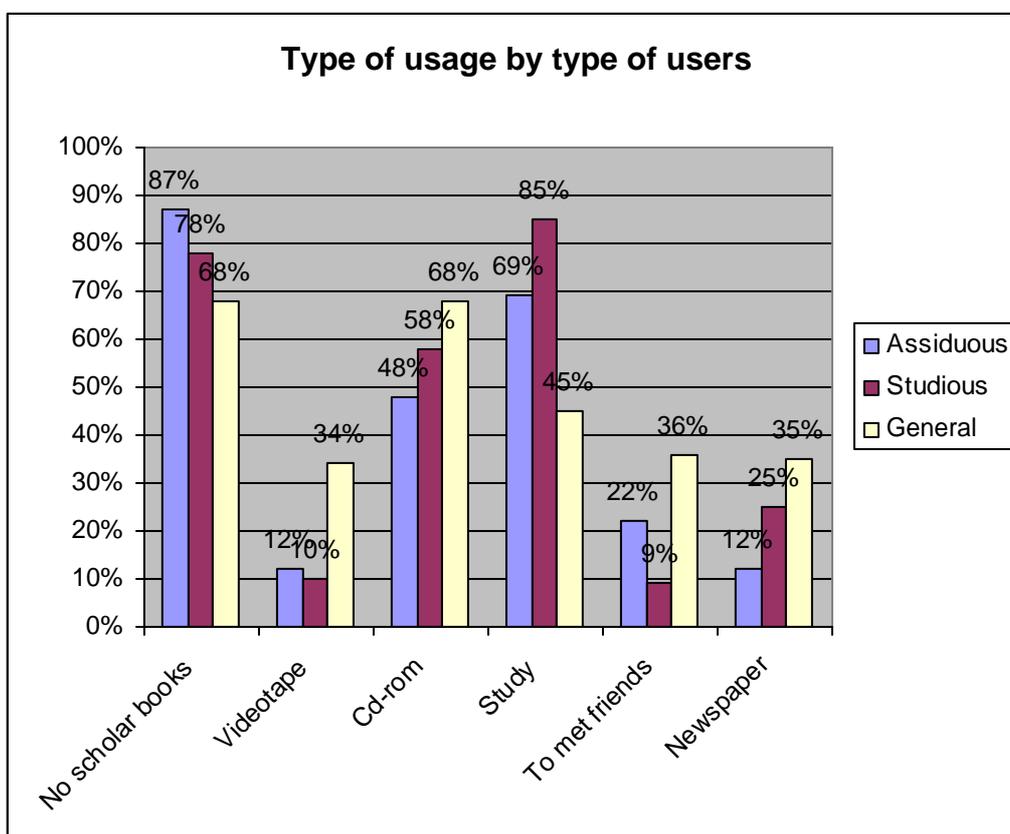
5.2.1.3 Their practices:

	* Newspaper
Studious	71%
Assiduous	61%
General user	27%
	* Sport periodicals
Studious	14%
Assiduous	27%
General user	2%
	* Classic music listening
Studious	30%
Assiduous	32%
General user	11%
	* Pop, rock etc. music listening
Studious	72%
Assiduous	96%
General user	10%
	* Cinema frequency
Studious	45%
Assiduous	49%
General user	9%
	* Theatre frequency
Studious	72%
Assiduous	24%
General user	18%
	* Pop, rock etc. concert
Studious	48%
Assiduous	69%
General user	10%
	* Classical concert
Studious	41%
Assiduous	41%
General user	11%
	* Museum frequency
Studious	25%
Assiduous	23%
General user	12%

5.2.2 Mediatheque frequency and service use

The 40% doesn't frequent other libraries. The 37,6% frequents University libraries, too. The users frequent the Mediatheque ca. 5,5 times in one month. The 60 % loans documents the 52 % reads or frequents for personal culture the 30 % consults magazines, newspaper etc. The 30 % does personal research (school etc.), the 18 % does research related to work. The 24 % surf on internet, the 10 % consults historical local sources; the 20% uses the rooms to study, the 60% search CD, the 53% reviews and newspapers, the 38% video and the 35% comic strips





5.2.2.1 The preferences determinate the satisfaction

A great part of the questionnaire evaluates the collections trying to determine the preferences or the interests of users, and secondly to determinate their satisfaction, individualizing the users needs
The favourite type of documents is literature books (55 %)

The answers relatives to the questions about the last loaned book, last book demanded and the last no found book reveal one difference of rather sensitive in relation to essays (history and geography, pure and applied sciences, social and human sciences, philosophy, religion, linguistic, art and literary criticism) and literature (poetry works, novels, theatre, in French or foreign languages (English, Spanish, German or Italian)).

In particular about loans the literature prevails on the essays:

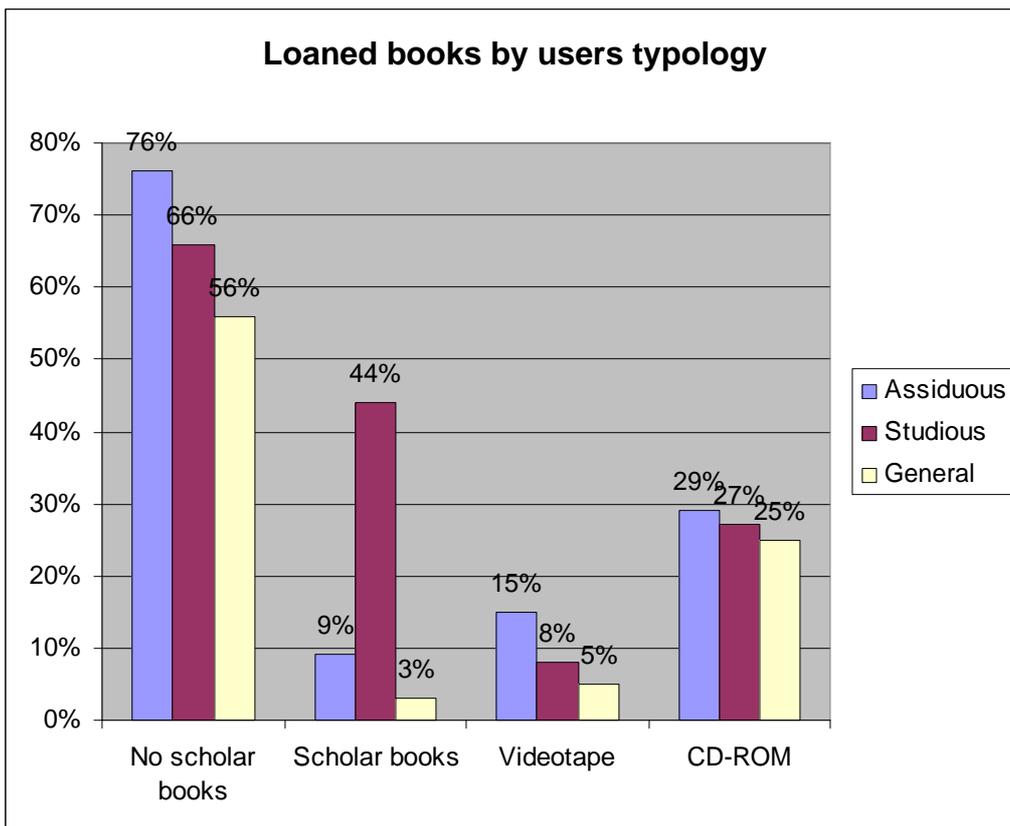
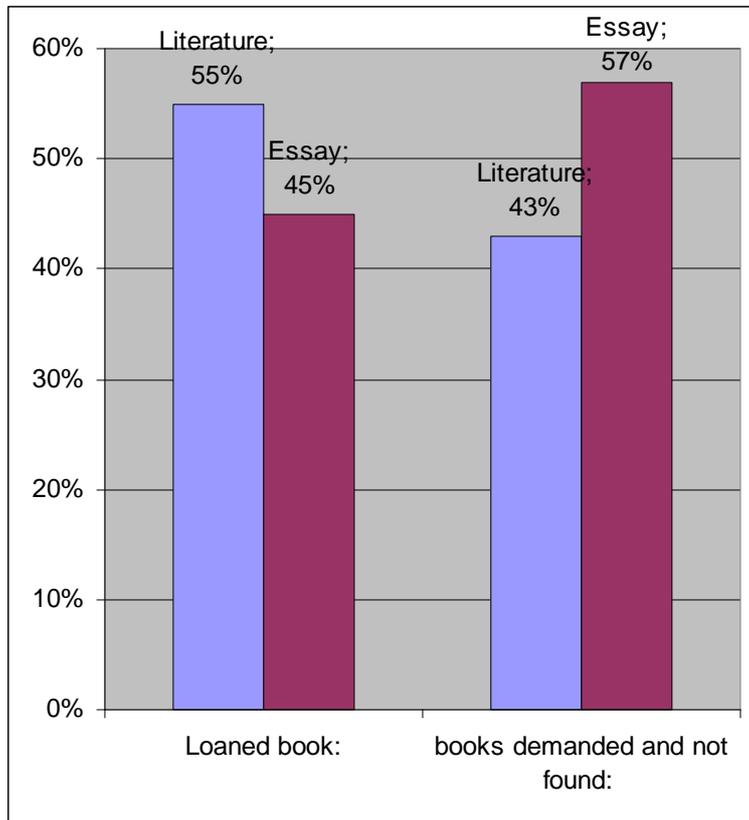
Literature = 55 %; Essay = 45 %

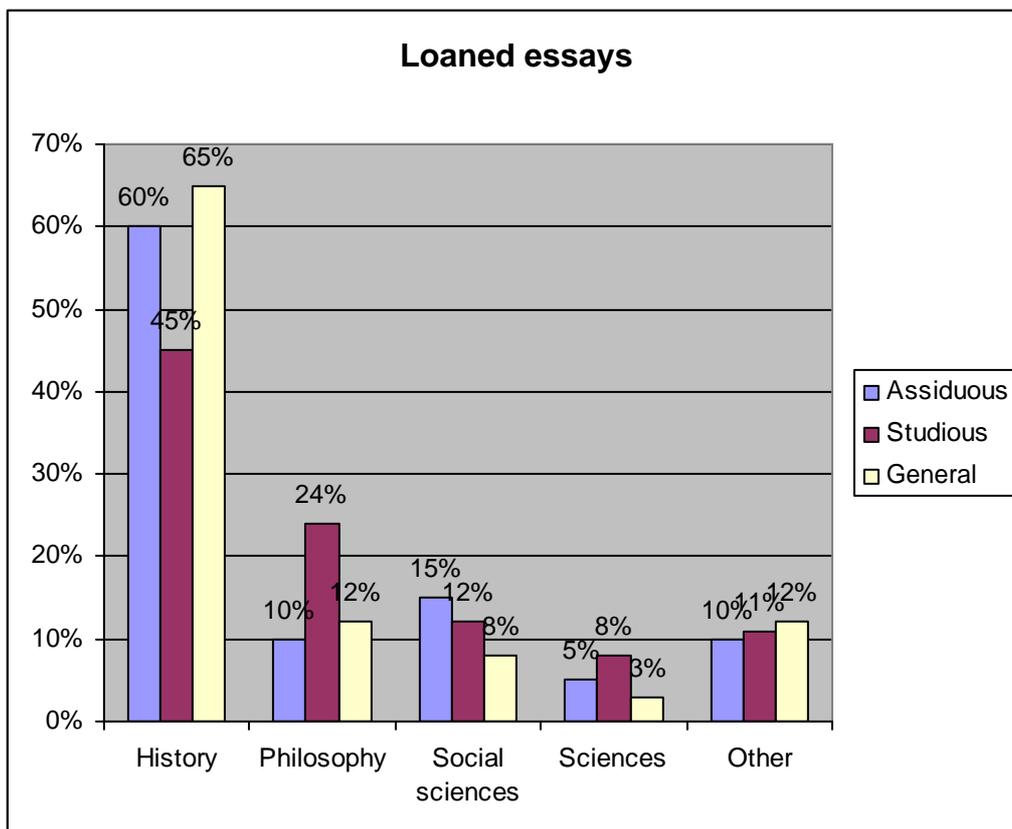
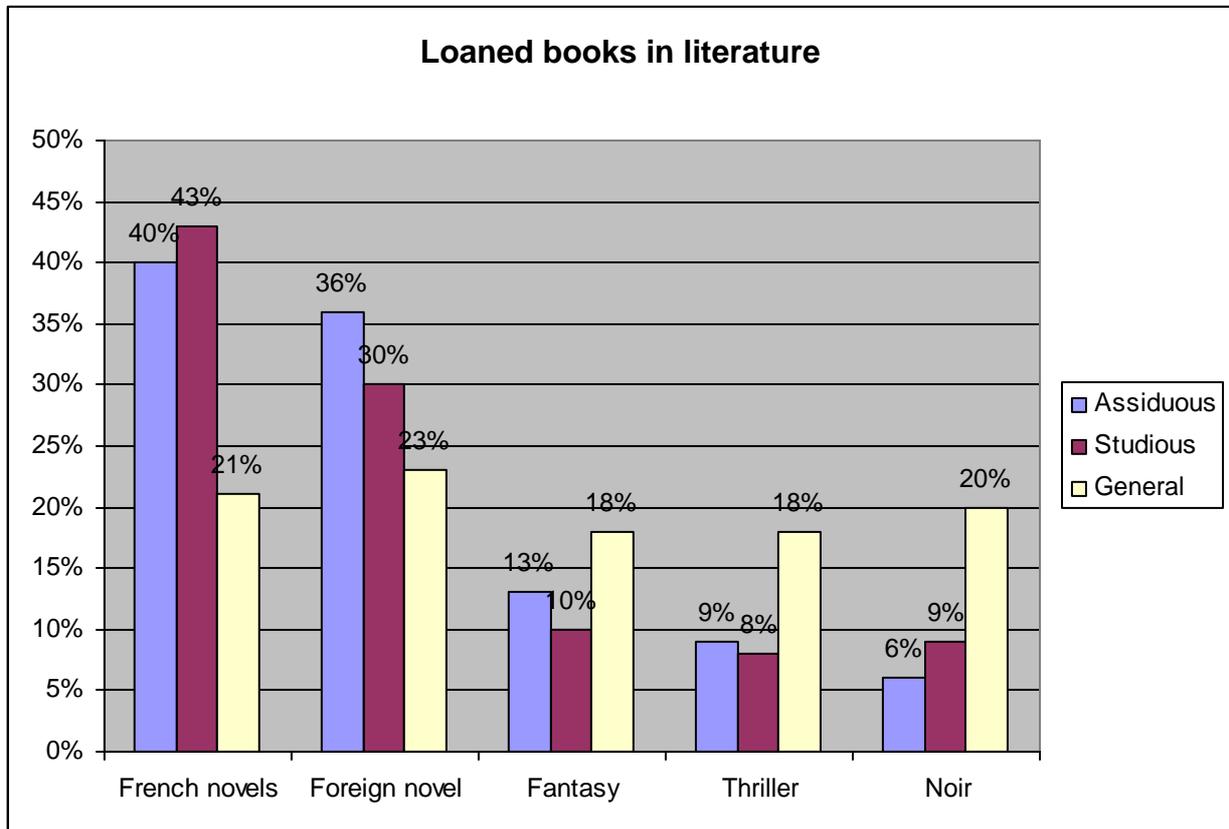
Contrarily about the books demanded and not found the essays prevail on literature

Literature = 43 %; Essay = 57 %

So, such difference could be interpreted with the difficulty of the Mediatheque to evade demand for essays book. Simply, who demands a literature book will find it easier, than who demands essays.

So, it signify that the requirements about literature guide the same demand: it is more frequent that About novels the requirements are general and the satisfaction is easier: a thriller is equivalent to an other,. About the essays the interchanging is impossible: a book on the “Guerre d’Algerie” cannot be replaced by a book about the “La grande guerre”.





5.2.3 Quality of service

To estimate the quality of service the questionnaire data contained questions on user's interest about the services;. The judgments have been expressed with:

- a. Very satisfied
- b. Moderately satisfied
- c. Unsatisfied

(where "c" represents interest or quality null and "a" interest or quality maxima).

The opening time-table is the service more estimated with a score of a = 89% ; to the contrary the presence of guides or pamphlets is less satisfaction, with a level of c=75%

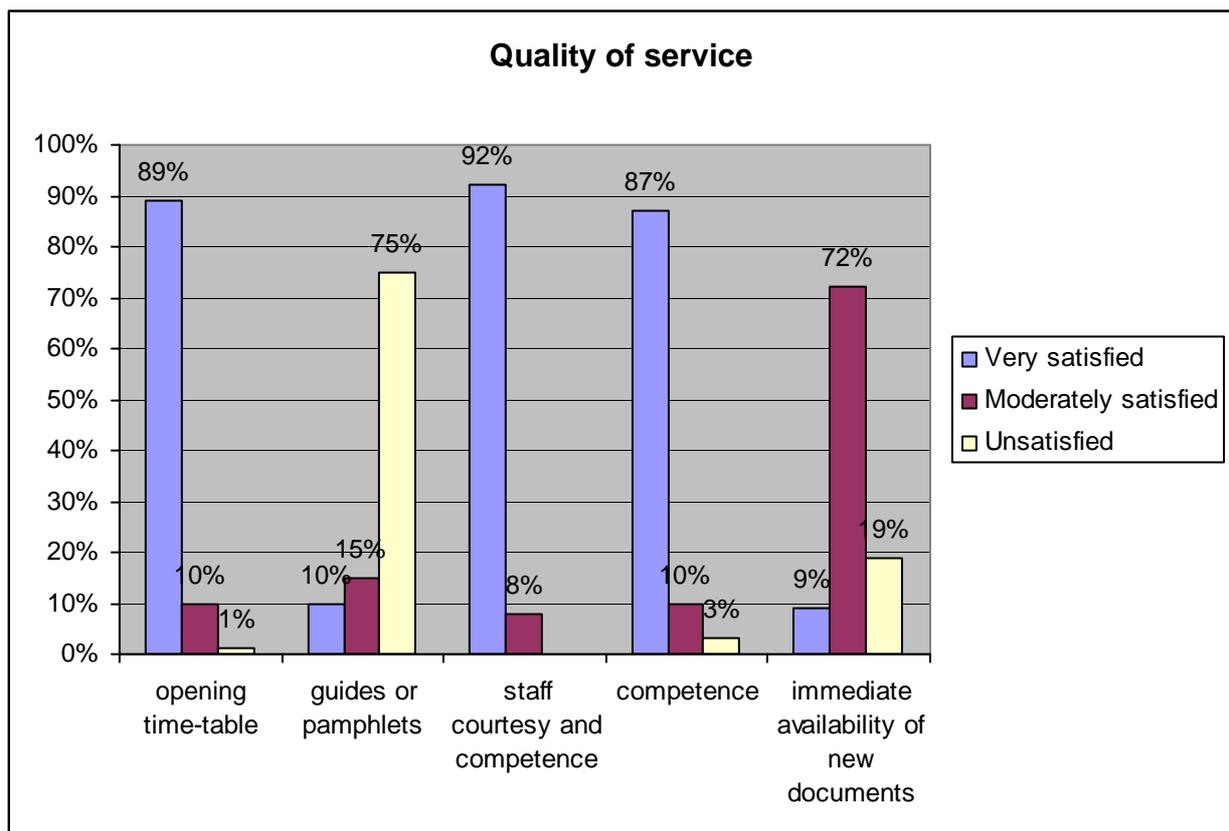
It is interesting to notice that staff courtesy and competence are the qualitatively better services in average occupying the first three places of the graduator with a level quality equal to a= 92% for the courtesy, and a= 87% for the competence. Instead, the immediate availability of new documents is the service with quality level lower b= 78%

5.2.3.1 Satisfaction level

The index satisfaction is a synthetic index (with values comprised between "c" and "a") which permit to estimate the satisfaction perceived by the user in relation to his or her interest and how the services and the quality can satisfy.

The greater satisfaction perceived by customer is about the behaviour of the staff, as competence (82%), as interest (86%) as courtesy (82%); also the opening timetable has high value as 87%.

For the single services the index satisfaction follows the same general course, where the courtesy, competence and interest of the staff with the opening timetable are the services towards which the customer perceives the greater satisfaction while the immediate availability of new books continuous to be the service with the less level.



5.2.3.2 Index of satisfaction and structural characteristic of the users

Then the search tries to individualize the user more satisfied.

About the sex and the age the satisfaction index is high in every class; it is interested to signal that the more satisfied customers have age of 55th (satisfaction level a= 81%) and less than 15 years and between 15-18 years (satisfaction level a=91%).

Examining the not-students we find pensions, employers, the housewives and freelance who concentrate with a score of a=67% in particular the housewives (the 78% in this class) are the users more satisfied.

The more satisfied customer are the users of the cultural laboratories (51.9%). Who attend the Mediatheque for own documentation consultation has an index satisfaction between a= 45%.

5.2.3.3 La Médiathèque as cultural tools

The users are satisfied for the variety and quantity of documents offered (92 %, about subject variety and 95 % for quantity).

The public is also sensitive to collections organization (novels in series, collections, and series of comic strips) and to founds homogeneity. In an ambient very professional, the users answer are pertinent they seem to have librarian professional practice.

Reserves are made for the audio-visual collection (30 % of not-satisfied). There are some disappointments by the young people on the privilege acquisition about traditional jazz music.

In term of variety, all media subjects are evoked, literature, cinematography, musical etc.! The answers are the occasion to confirm, to refine, and redefine to orient the policy of acquisition especially for the media

5.2.4 Summarizing

5.2.4.1 Points of force

- * Easily attainable goal
- * Comfortable structure (handicap etc.)
- * Good opening timetable
- * Good delivery loan
- * Good reservation service
- * Good offer of newspapers and reviews in particular appreciated the collection
- * of BD (Bande dessinée)

5.2.4.2 Points of weakness

- * The necessity of an net inter-library system
- * The necessity to increase Internet posts and multimedia in quantity and variety (audio, video, CD-ROM, DVD etc)
- * To improve the self-service photocopies service

The users' reflections and their remarks and suggestions reveal an important attention to service offered. Sometimes they give librarianship lessons!

This investigation showed that all is possible, and even without important budgets. Trough the statistics it is possible to indicate the way to follow for a better quality of service. It confirms the idea of management, which proclaim that, without quality, there isn't progress.

This investigation had showed that for more than 85 % of the users, the Mediatheque is the principal source of information, of continuous training and cultural source. In this way it is clearly marked the Mediatheque role and his stakes in the society.

6 Dire ce que va faire, faire ce qu'on ferait, et vérifier qu'on a fait ce qu'on avait dit qu'on ferait"

6.1 Which Mediatheque idea emerges from the search?

It can be reassumed in the thought of Nuria Ventura Y Bosch "Every Mediatheque is a microcosm". From the search, Mediatheque uniqueness emerges clearly, its role is necessary to develop the sphere of the democratic rights; it is an indispensable service to the social organization. The data indicate that the Mediatheque is an agent for the social well-being, for:

- * Democracy and citizenship,
- * Economic and social development,
- * Training and learning for all the life,
- * Culture integration.

Principles recognized and complaint to the cultural and professional role of the librarians and to the collections present in Mediatheque, strongly oriented to the contemporaneity with documentary functions corresponding to the users concrete and multiple needs.

Today Mediatheque appears to be an effective instrument of connection between the requirements of the daily life, of the society of the information, of the information divulgation, of the study, it is a fundamental aid to a continuous training in all life.

A place where the customers, the student, the young person, the common citizen, the student can find the documentation of which they have need to cultivate "the pleasure to read, the pleasure to inform themselves, the pleasure to form themselves the pleasure to make, the pleasure to listen, the pleasure to see ".

6.2 The perception of the quality in Mediatheque corresponds to the searched quality?

The answer to this question is in this question: has the user the necessity to search quality? The answers are clear the search of the quality exists and exists in the verification of the procedures, in the worry to see the own real or potential needs satisfied. So, the quality in Mediatheque corresponds to the satisfaction of the customers. So, reformulating the question: do the services satisfy the customers? From the comparison between what emerged from the questionnaire and what emerged from focus group, the customer appraisal service is higher than professionals' evaluation. So, it confirm the necessity to follow procedures enclosing services goals, appropriate controls and a permanent program to development a quality control and its measurement.

The aim is to adopt a quality culture and to organize the methods for its implement, summarizing it is the adoption of the ISO11620 rule. The quality so is an interchange between the user and the Mediatheque. The search put on evidence the necessity for the Mediatheque of Ain to carry out service to transmission culture and to be a junction in the complex system of the French librarian world.

The documents physically present in Mediatheque and the documents on the net services, the service offered will be diversified to represent the complexity of the contemporary knowledge and to address the various publics combined.

The challenge coming out is to give a cultural service capable to fell users' needs and to become a reference for all the citizens.

The questionnaire points out that the Mediatheque must have flexibility and the availability. A clear requirement is the Mediatheque interaction with the production processes and circulation of the knowledge, a dynamic relationship between ask and offer.

6.2.1 Customers satisfaction measurement as management tool.

To answer to the various requirements, the Mediatheque will must be as a driving gear to orient in a complex library system. A reference Mediatheque about quantitative point of view and in relation to the new languages of the communication, to the variety of the offer and to the various aspects that now characterize the system of the cultural production and the circulation of the ideas.

So, two are the fundamental elements emerging:

- * The ability to aggregate citizens offering a friendly and pleasant pause in equipped spaces to cultivate own interests;
- * The ability to represent the potential informative and the documentary of contemporary society.

6.2.1.1 To define the Mediatheque bibliographical profile

The bibliographical profile must be redefined to satisfy a big scale of needs.

Bibliographical profile is the set of Mediatheque's documents, books, periodicals, grey literature, other not conventional materials, and documents on magnetic and optical supports, sounds, video and every other kind of item.

To respond to the information need pointed out by the research it is clear that material has importance for its content corresponding to users' needs (information, documentation, study, culture). So, its physical organization must be done "for areas of interest" and not for discipline; in thematic sections volumes will be leaving with periodicals, DVD etc. coherently for same area.

The Mediatheque will be careful to users' tastes and the behaviours, stimulating curiosity and new interests.

The Mediatheque will be strongly a "Mediatheque oriented to service and customers", it must offer:

- * An easy access to the information sources
- * The presence of a rich "juvenile section"
- * The use of the open shelf;
- * The offer of useful information to the local community in everyday life;
- * The opening to the technological innovation, as "automation of librarian job" and as presence of new languages of communication and new instruments of service
- * The collaboration with other libraries diversified for disciplines (ONU, CERN etc.)

The true innovation will consist in a real integration between the various languages and the various bibliographical items.

The research findings seem to indicate that the choice of the use of multimedia corresponds both to the new conception of the Mediatheque idea, and to the ability to throw again the reading and the critical situations: it means to think to a reactive Mediatheque and ready to pick the users' needs.

This Mediatheque idea demands a strong engagement and a remarkable qualification of the staff who must active continuous training.

The Mediatheque will be a "system", where all members and components must be oriented to the success of the same system.

6.2.2 Mediatheque organisation:

Now the "browsing area" is organized with friendly solutions for reference services, the multimedia services etc. It is absolutely satisfactory about the

- * "pleasure making" (exhaustive presence of books and reviews on bricolage, collecting, hobbies, sport, free time, tourism and travels)
- * "pleasure inquiring" (with many daily newspaper and information periodicals, internet etc., to develop multi-languages television system about news)
- * "Pleasure training" (with didactic software, programs of permanent education, access to distance learning in a society learning).
- * "Pleasure to listen and seen" (to develop all music television emission, tape-recorded and VHS, CD e DVD places etc).

6.2.2.1 In particular the young people sector

The research findings indicate that this space will must be developed. It is a space dedicated specifically to the people between the teen age and the adult age; now to this type of public it is offered exclusively DVD CD and BD ("bande dessinée"). Now as emerging from questionnaire answers, the traditional service must be integrated to new informative needs: to create a new juvenile section signifies to avoid that the young reader customers become "not customers" and "not readers".

It is necessary to offer informative periodicals, books, novel, essays, in various forms (CD, Video, files etc.) oriented to 14th and 18th years people. The challenge is to win the contrast between the requirements and the system Mediatheque; it means to cultivate the experimentation of a hard equilibrium between the hybridization and the contamination of the various supports and the specificity, the function and the vocation of the service: a multimedia cultural space, for audio/video loans, cultural laboratory etc. to recover the young readers now in danger.

6.2.3 Documentary patrimony increasing

Defining the Mediatheque user permit to define the different typologies of public, and his needs; it is signify to develop, to increase the growth the fruition for the future fruition.

The patrimony documentary parameters strongly must consider the environment where the Mediatheque is integrated and co-ordinate strategies for the acquisition.

The vitality of the Mediatheque will be base, both about the extension of the own collections, and also about the quality and the modernization standard that it will guarantee.

The Mediatheque will must have the ability to represent and to give available, with the opportune mediations, the documentary of and on the contemporary society, it must be a point of reference for the information needs and requirements of the own community, it must be an important ring of the big library system chain.

From this point of view the mediatheque will be a filter and a guideline to other information sources (libraries, documentation canters, national and international services and structures, physical collections and digital items etc.), in a system regulated and homogenous by the technology of the net. The research points out the need to have a Reference Mediatheque.

So, the research defines the new role of the Mediatheque. Basing on the chancing needs, it must anticipate the quantitative and qualitative requirements. The capacity, the attention to the public is an essential condition for the future success. Today this Mediatheque has a high index of importance on the citizenship, tomorrow this impact will must be greater.

It will be "a Mediatheque for all": and it will happen only if conceptually "it considers users-customers all the members of the community, attending both to the requirements and the needs of the real customers and to the potentials".

The collected information revealed particular attention to intercultural themes; the Mediatheque must activate to create the "welcome conditions" establishing a multi-ethnic, multi-lingual documentary patrimony.

The research also find that the Mediatheque will must increase own capacity of penetration to have a "social visibility" and conquer new publics. Its promotional activity will must be part of the service strategies. The Mediatheque will must become vital and indispensable for the community.

The real objective is to address to who is not a Mediatheque customer. The new Mediatheque will must offer answering to new interests and to reinforce the existing.

This double function cannot be realized if the librarian "system" doesn't become also point of reference for who in the territory produces culture and with who is expression, aggregations of homogenous interests (cultural institutions etc.), and if the Mediatheque doesn't become a cultural junction in a integrated inter-library cooperation.

All these data seem to confirm the users' perception that Mediatheque haven't limits, and that its scope is to transform the information in sharing known.

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7 Recommendation for further research

This study examined only the point of view of costumers' Ain Mediatheque. Other libraries in the department were not investigated because the focus would be too large for a single researcher. However, a study of the services in Mediatheque would provide valuable insights into this multifaceted issue. In addition, the present study is limited to the users' Mediatheque (it excluded the other institutions as school, college, lycèe, centres culturels etc.). Results from other institutions may look different, depending on a number of factors including the local interconnections with library services, number of resources available, and promotional activities.

The present study provided evidence of communication problems among the Mediatheque and the others institution present in the area.

Of particular interest is the question if the non-use library means that the Mediatheque isn't embedded in learning activities, or rather is caused by poor information skills.

The research examine the users satisfaction from a librarians' perspective, too, but it examined especially the users' perception. However, a study of the role of librarians in the delivery services and in the management of the service would provide valuable information for establishing good communication and effective provision of the services to users.

8 Reflection

The following section contains a reflection on the process followed to carry out the present research. It is based partly on the notes taken during the development of the investigation partly on the considerations made at the end of the work.

8.1 Dissertation

The dissertation is the starting point for a future project. However, it is soon clear that the identified is too broad and too ambitious for a single researcher. Consequently, it was necessary to narrow down both the topic to investigate – only the users' perceptions - and the population. Therefore, the first step in the research was to outline a definition of the problem to investigate, the aims, objectives and research questions. More than once during the investigation it was necessary to come back to this framework, in particular when there was a problem to solve or when too many data were found, with the risk of diverting from the focus of the research..

8.2 Literature review

The examination of the literature was conducted at the beginning of the research with the purpose of developing knowledge in what is a customer service, its strategies and the new challenges in library establishing the initial theoretical framework to guide the investigation, and identifying the preliminary categories. Then, the literature examination continued during the research, in order to deepen themes as French library situation.

The analysis of the professional literature addressed these questions related to the research:

- What are the strategies that libraries can adopt for organising better public library
- What efforts are to adopt in order to improve users' satisfaction?

8.3 Focus group

The focus group was the first data collection technique used. It provided the initial information about the group of users under investigation and about the librarians' vision. The experience was positive for several aspects. First of all, the organisation was successful, no problems were found in persuading librarians to participate to the discussion and in scheduling the meeting. All participants took part in the discussion and it was possible to meet the planned time frames.

The focus group appeared to be balanced, nobody being predominant or influencing the opinions of the other librarians.

Moreover, the discussion highlighted a great deal of relevant information, which was the basis for further exploration with the questionnaire. Finally, the focus group seemed to be a positive experience for the participating librarians.

8.4 Questionnaire

Both the questionnaire planning and analysis were the most problematic areas of the research. However, the selection of a representative sample was not easy.

The questionnaire was also e-mailed to students as an attachment. Although the pilot tests had not revealed problems in reception and returning of the form, several users of the participant population found difficulties in coping with the attachment. The users' technical skills were somehow overestimated, and no sufficient attention was paid to the quality of computers available. Moreover

some of the primary school users haven't own pc, they must use the parents' pc. This fact sometimes may have discouraged users to respond to the questionnaire and therefore decreased the response rate. Finally, processing and analysing the data collected took longer time and proved more compelling than expected. The time planned for this phase in the research timetable was largely underestimated.

8.5 Overall comments

The research gave unexpected positive outcomes. First of all, it increased the respondents' interest in the Mediateque future organization.

Secondly, the communication established with respondents was positive, and allowed the exchange of useful information. Finally, the research seemed to have a positive reaction also among the librarians participating in the focus group. Librarians seemed to be encouraged to promote Mediateque and its services to improve the Mediateque performance..

9 Annexes

Obviously the originals were in French

9.1 Invitation to the Focus group Meeting

May 1st 2005

Dear all,

Following the telephone conversation with each of you, I would like to ask your kind collaboration and to invite you to a focus group meeting centred on the use and users' satisfactory in Mediatheque services.

As I informed you, the discussion with you about this topic is part of the research I am doing for my Master dissertation in Library and Information Science.

The purpose of the research is to investigate the library services from the point of view of the users in the above mentioned field: what is the perception of the provided services and what are the expectations on the services. During the focus group I will propose you a number of questions and themes of discussion which should help me to define the users to study, and to evaluate the effectiveness of the currently services adopted.

I would like to confirm the place and the time of the meeting: Mediatheque, Salle de lecture, May 21, 2005 at 11 a.m. to 12.30 a.m.

If you have problems with the proposed date, please let me know as soon as possible.

Thank you in advance.

Best wishes

Gianna Giorgi

9.2 Focus Group Questioning Route

Question 1 (opening question)

I would like everyone participants, who are present this morning, describing what kind of people use the library and why they use it.

Question 2 (introductory question)

This question and the next two questions are about the research habits of users. First of all I would like to know what types of information resources are most frequently used (for instance books, journals, dissertations, microfilms, audio and videotapes, the Internet, etc.) and if users prefer printed or electronic resources.

Question 3 (transition question)

What tools to search bibliographical references to publications are most frequently used (for instance databases, printed indexes, reviews, discussions with colleagues, browsing the library shelves, etc.)?

Question 4 (transition question)

What methods do the users follow to identify and locate documentary?

Question 5 (key question)

On the basis of your experience, do users use library services or not? If they use them, why? If they do not use, what problems or obstacles can be identified?

Question 6 (key question)

What method does user need to locate and access documentary (for instance asking to librarians, search the Internet, etc.)? How can you explain their behaviour?

Question 7 (key question)

I would like you to reflect about the organisation of library services adopted from the users' point of view. Are the tools effective or some changes or improvements would be necessary?

Question 8 (key question)

In your opinion, can the method adopted to enable documentary discovery have an influence on the service use? What other influencing factors can you identify?

Question 9 (ending question)

If you were asked to make suggestions about a suitable organisation in order to encourage potential users to make use of the Mediateque, what would you like to suggest?

Question 10 (ending question)

I have asked your support to analyse the use and the non-use of Mediateque services and to understand what approach could better meet the users' habits and needs. Do you think there is any aspect we have forgotten to mention? Is there anyone who would like to add something?

9.3 Users Questionnaire

Dear user,

Please fill in the following questionnaire and send it back to the e-mail address ggiorgi@casalini.it, by June 01 2005. The questionnaire is part of an academic work that I am doing about the use Mediateque and the users' satisfaction.

The results will be used to complete a Master dissertation in Library and Information Studies. All information will be confidential and will be used only for realising the research.

Age

School attendance

Profession

Hobbies

Favourite Lectures

1. How often do you visit the Mediateque?
2. Is it pleasure?
3. Why do you visit the Mediateque ?
4. What service do you use sometime?
5. How often do you loan items?
6. Do you use Mediathque for your study or profession?
7. How often do you ask for reference or information assistance?
8. How often do you ask for reference or information assistance when outside this library?
(By telephone or e-mail, for example)
9. How do you feel about the responsiveness of in-person assistance from library staff?
(Please circle one)
 - a. Very satisfied
 - b. Moderately satisfied
 - c. Unsatisfied
10. If moderately or unsatisfied, what didn't meet your need or expectation?
11. How do you feel about the responsiveness of assistance from library staff from outside this library? (Please circle one)
 - d. Very satisfied
 - e. Moderately satisfied
 - f. Unsatisfied
12. If moderately satisfied or unsatisfied, what didn't meet your need or expectation?
13. What do you think could improve the way this library responds to your requests for information?
14. Have you ever wished you could contact this library for assistance after hours, when it is closed?

15. Would you be comfortable submitting questions online via your home computer?
16. Have you ever before asked a library to provide assistance via e-mail or other online tool?

Thank you very much for your time and cooperation

Gianna Giorgi

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