The Secret Lives of Musicians: Implications for Library Design

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Today’s Presentation

• Multi-site research study (Nara & Joe)

• University of Oregon’s multi-pronged approach to data collection about user habits (Ann)
The Multi-Site Study

• Background (how we got started)
• Research questions
• The libraries
• Methodology: zones, data collection
• Study results
• Takeaways and implications
Our Collaborators:

David Hursh

Dr. Christine Avenarius
How We Got Started…

- Previous single-library studies of performing arts library patron behavior
- Multi-site study, built off earlier ECU study


**KSU:** Clark, Joe C., “Library as Place: What Students Value in a Performing Arts Library,” *Music Reference Services Quarterly* 18, no. 3-4 (2015): 139-156. [https://doi.org/10.1080/10588167.2015.1093882](https://doi.org/10.1080/10588167.2015.1093882)

Research Questions

- What areas in the library do patrons visit?
- What technologies do they use?
- What kinds of work do they do?
- How long do they stay?
- Do they work alone or together?
- What are the differences and similarities between the three libraries, and how might these affect behaviors?
The Libraries
## The Libraries

<table>
<thead>
<tr>
<th></th>
<th>ECU Music Library</th>
<th>KSU Performing Arts Library</th>
<th>UMKC Music/Media Library</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enrollment</strong></td>
<td>29,000</td>
<td>29,000</td>
<td>16,000</td>
</tr>
<tr>
<td><strong>Performing Arts</strong></td>
<td>570 (320 music)</td>
<td>530 (250 music)</td>
<td>650 (460 music)</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>Music building</td>
<td>Performing arts building</td>
<td>Main library</td>
</tr>
<tr>
<td><strong>Sq. feet</strong></td>
<td>3,500</td>
<td>4,350</td>
<td>15,827 (building: 162,962)</td>
</tr>
<tr>
<td><strong>Seats</strong></td>
<td>42</td>
<td>96</td>
<td>114</td>
</tr>
<tr>
<td><strong>Open hours/week</strong></td>
<td>74</td>
<td>62</td>
<td>89.5</td>
</tr>
<tr>
<td><strong>Constituents</strong></td>
<td>Music; some dance, theatre, other</td>
<td>One-third of users not affiliated with College of Arts</td>
<td>Music (dance); &gt;50% users NOT performing arts</td>
</tr>
</tbody>
</table>
East Carolina University
Kent State University

video
University of Missouri-Kansas City video
Methodology:
zones, data collection
Zones

areas dedicated primarily to...

- Zone 1: stacks
  - ...storage of library collections
- Zone 2: computer labs
  - ...use of desktop computers
- Zone 3: print/copy/scan
  - ...use of reproduction and processing technologies (printers, copiers, scanners, paper cutters, staplers, etc.)
- Zone 4: group study rooms
  - ...group study
- Zone 5: study area
  - ...study without the use of desktop computers
Z1: Stacks (ECU)
areas dedicated to the storage of library collections
Z1: Stacks (KSU)
areas dedicated to the storage of library collections
Z1: Stacks (UMKC)
areas dedicated to the storage of library collections
Z2: Computer Labs (ECU)

areas dedicated primarily to the use of desktop computers; referred to as computer labs in most libraries.
Z2: Computer Labs (KSU)

areas dedicated primarily to the use of desktop computers; referred to as computer labs in most libraries
Z2: Computer Labs (UMKC)

areas dedicated primarily to the use of desktop computers; referred to as computer labs in most libraries.
Z3: Print/Copy/Scan (ECU)

areas dedicated primarily to the use of reproduction and processing technologies (printers, copiers, scanners, paper cutters, staplers, etc.).
Z3: Print/Copy/Scan (KSU)

areas dedicated primarily to the use of reproduction and processing technologies (printers, copiers, scanners, paper cutters, staplers, etc.).
Z3: Print/Copy/Scan (UMKC)

areas dedicated primarily to the use of reproduction and processing technologies (printers, copiers, scanners, paper cutters, staplers, etc.).
Z4: Group Study (ECU)

areas dedicated primarily to group study.
Z4: Group Study (KSU)

areas dedicated primarily to group study.
Z4: Group Study (UMKC)

areas dedicated primarily to group study.
Z5: Study areas (ECU)

areas dedicated primarily to study without the use of desktop computers.
Z5: Study areas (KSU)

areas dedicated primarily to study without the use of desktop computers.
Z5: Study areas (KSU)

areas dedicated primarily to study without the use of desktop computers.

back room
Z5: Study areas (UMKC)

areas dedicated primarily to study without the use of desktop computers.

study tables
Z5: Study areas (UMKC)

areas dedicated primarily to study without the use of desktop computers.

small study area

lobby
Data collection

Two-part approach: sweeps & surveys
Data collection: Sweeps

- Hourly visual sweeps of entire library
- One week
- 223 sweeps, observed 2,609 patrons
- Recorded:
  - Personal characteristics
  - Behavior (working alone, working in a group, chatting)
  - Technology use (print, desktop, laptop, portable devices)
<table>
<thead>
<tr>
<th>PC and Mac Labs (excluding Technology in PC Lab)</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total number of patrons</strong></td>
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<td></td>
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<tr>
<td><strong>Working:</strong></td>
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<td>alone</td>
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<td>in a group (group 1):</td>
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<tr>
<td>in a group (group 2):</td>
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<tr>
<td>in a group (group 3):</td>
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<tr>
<td>in a group (group 4):</td>
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<tr>
<td><strong>Chatting casually with at least one other person</strong></td>
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<tr>
<td>Using</td>
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<tr>
<td>print materials only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>desktop only</td>
<td></td>
<td></td>
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<tr>
<td>laptop only</td>
<td></td>
<td></td>
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<tr>
<td>portable device only</td>
<td></td>
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<tr>
<td>print AND desktop</td>
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<tr>
<td>print AND laptop</td>
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<tr>
<td>print AND portable device</td>
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<tr>
<td>desktop AND laptop</td>
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<tr>
<td>desktop AND portable device</td>
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<td>laptop AND portable device</td>
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<td>print AND desktop AND laptop</td>
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<td>print AND desktop AND laptop AND portable device</td>
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</tbody>
</table>
Data collection: Surveys

• Distributed to library patrons
• One week (representative sample of library hours)
• Captured:
  - Entry & departure times
  - Electronic technology use
  - Group vs. individual work
  - Purpose of visit
  - Library areas visited
• 285 surveys completed
  - ECU: 99; KSU: 134; UMKC: 52
Date: Nov ___ 2017, Entered library at: _______ am / pm; Left at: _______ am / pm

Please check all that describe you and your visit:

I identify my gender as: □ female □ male □ transgender □ neither female, male, nor transgender

I used: □ desktop computer □ laptop □ portable device (MP3 player/iPod/phone)

I worked: □ alone □ with someone

I came in to: □ do school work/research □ do personal/leisure things

I am affiliated with the Kent State College of the Arts (Schools of Music or Theatre & Dance) □ yes □ no
I spent time in (circle all areas that apply):

Mac Lab
Reading Room
Circulation Area
Technology
PC Lab
Group Study Rooms
Study Area
Stacks

Please tell us what you appreciate most about the music library:

Please tell us what you would like to see improved:

Thank you for helping us understand how you use the music library so we can better serve you!
Study Results

• Where do they go?
• Technologies used
• Types of work
• Duration of stays
• Alone or together?
Results: Where do they go?
Results: Where Do They Go?

- Most popular:
  - Z2 Computer labs
  - Z5 Study areas

- Quick visits:
  - Z1 Stacks
  - Z3 Print/Copy/Scan

- Fewer visits & less space allocated:
  - Z4 Group study
Where Do They Go? (Sweeps)

- Z1 Stacks: 1%
- Z2 Computer Labs: 31%
- Z3 Print/Copy/Scan: 7%
- Z4 Group Study: 4%
- Z5 Study Areas: 57%
Where Do They Go? (Surveys)

- **Z1-stacks**: 19%
- **Z2-computer labs**: 37%
- **Z3-print/copy/scan**: 31%
- **Z4-group study**: 6%
- **Z5-study areas**: 54%
Detailed Zones Visited - Surveys

Z1
- ECU Z1 stacks
- KSU Z1 stacks
- UMKC Z1 books and scores

Z2
- ECU Z2 quiet study room
- KSU Z2 pc lab
- KSU Z2 mac lab
- UMKC Z2 computer lab

Z3
- ECU Z3 tech station
- KSU Z3 technology station
- UMKC Z3 scanner
- UMKC Z3 printers

Z4
- ECU Z4 A/V study room
- KSU Z4 group study rooms
- UMKC Z4 study rooms (entrance)

Z5
- ECU Z5 ref collection
- ECU Z5 circulation desk
- KSU Z5 reading room
- KSU Z5 circulation desk/area
- KSU Z5 open study area
- UMKC Z5 lobby
- UMKC Z5 small study area
- UMKC Z5 study area
**Survey data**
Results: Technologies Used
Technologies Used:

• Desktop
• Laptop
• Portable devices
• Print

all used regularly!
Technology Use by Library

- **Desktop**: 34%
- **Laptop**: 46%
- **Portable**: 34%
- **Print**: 56%
- **Electronic tech**: 87%

**Sweeps data**
Technology Use By Zone

- Desktop
  - Z1-stacks: 0%
  - Z2-computer labs: 71%
  - Z3-print/copy/scan: 38%
  - Z4-group study: 16%
  - Z5-study areas: 9%

- Laptop
  - Z1-stacks: 3%
  - Z2-computer labs: 26%
  - Z3-print/copy/scan: 0%
  - Z4-group study: 9%
  - Z5-study areas: 42%

- Portable
  - Z1-stacks: 3%
  - Z2-computer labs: 32%
  - Z3-print/copy/scan: 7%
  - Z4-group study: 18%
  - Z5-study areas: 40%

- Print
  - Z1-stacks: 0%
  - Z2-computer labs: 50%
  - Z3-print/copy/scan: 55%
  - Z4-group study: 56%
  - Z5-study areas: 57%

**Sweeps data**
Computer labs = desktops + more!
Technology Use Z2 Computer Labs

Desktop 71%  Laptop 26%  Portable 32%  Print 50%

- ECU quiet study room
- KSU pc/mac lab
- UMKC computer lab

**Sweeps data**
Results: Types of Work
Types of Work

EDU  
KSU  
UMKC

Survey data
Results: Duration of Stay
Duration of Stay

- 91+:
  - UMKC: 30%
  - KSU: 20%
  - ECU: 10%

- 46 to 90:
  - UMKC: 25%
  - KSU: 40%
  - ECU: 10%

- 11 to 45:
  - UMKC: 30%
  - KSU: 25%
  - ECU: 35%

- 10 or less:
  - UMKC: 10%
  - KSU: 30%
  - ECU: 40%

Survey data
Results: Alone or Together?
Alone or Together?

**Survey data**
Takeaways & Implications
So what to do?

- Keep desktop computing
- People still use print! Space to spread out
- Technology use patterns by zone
- Provide plenty of individual study space, as well as group options
- Variety of spaces
- Have a space plan
- Know YOUR library
<table>
<thead>
<tr>
<th>Time</th>
<th>Gate Count, Check Desk Return Bin &amp; Public Areas Perimeter Check</th>
<th>Circulation Room</th>
<th>PC Lab</th>
<th>PC Lab Office Supplies/Restocking (√)</th>
<th>Mac Lab</th>
<th>Reading Room - Computers</th>
<th>Reading Rm. Office Supplies / Restocking (√)</th>
<th>Large Group Room</th>
<th>Small Group Room</th>
<th>Studio 5B</th>
<th>D-005 Open Study Space / stacks</th>
<th>D-005 - Study Carrels</th>
<th>Lock compact shelving aisles (√)</th>
<th>Initials - Top of the Hour: Check Desk Return Bin &amp; Public Areas Perimeter Check</th>
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<tbody>
<tr>
<td>8:30am</td>
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<td>1pm</td>
</tr>
</tbody>
</table>
Thank you!

Questions?

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Joe Clark: jclark88@kent.edu