

Getting to Know Remote Users



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[Links to Related References](#)

Shifting the Focus at UNR to Remote Users

- Message from our Leader: Transform the library for the future!
- Designing a new library building
- Need to reduce duplication in print and online – Online is clearly preferred
- Growing amount of off-campus access

How we know we have remote users

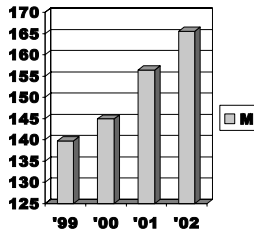
- Demand from faculty
- Student preferences
- 70% per year increase in off-campus authentication
- Use of catalog at all hours
- > 438,577 searches in library databases

Public Libraries, Different Scenarios

- Fewer licensed online resources
- Less user demand for off-site access?
- Lighter use of online resources?
- Little noticeable effects of Internet attrition?
- Less encouragement from administrators / trustees to re-prioritize?

Circulation in Ohio Public Libraries

- Continues to increase
- 2000-2001 – circulation up 7.9%
- 2000-2001 – population grew .2%



Quality and Character of the Web

- Perceptions vary with experience
- Content has exploded
- Universe of information
- Unparalleled currency
- Needs organization
- Needs validation

Who's Online? Demographic Information

- 50.5% of all U.S. households had Internet access in September, 2001
- 85.4% of U.S. households with an income over \$75,000 were online
- 14.4% of U.S. households with an income of \$5,000 - \$10,000 were online
- See [Charts](#) for more information

Who's Online in the "Industrial Midwest?" *

- The region comprised of Illinois, Indiana, Michigan, **Ohio**
- One of the most wired regions in the US
- Highest percentage of novice users
- 82% of home use through dial-up
- 60% log on at least once a day
- Users are not excited about the Internet

* [Internet Use by Region in the United States](#)
Pew Internet and American Life Project, 2003.

Main Reasons Given for Discontinuing Internet Access

- Too expensive – 22%
- Don't want it – 20%
- No computer – 14%
- Computer capability – 11%
- Can use elsewhere – 11%

From NTIA and ESA, U.S. Dept. of Commerce: [A Nation Online](#)

Who's not online?

- 49.5% of American households
- Most of the 44 million functionally illiterate American adults
- 62% of disabled Americans
- "net dropouts" – 3.6 million, or 3.3% of Internet users in 2001
- 24% of Americans who have absolutely no direct or indirect online experience

Reasons non-users aren't online

- "I don't want it" – 52%
- "I don't need it" – 52%
- Worried about pornography, fraud, identity theft – 43%
- Too expensive – 30%
- "I don't have time" – 29%
- Too complicated – 27%
- "I don't have a computer" – 11%

The Ever-Shifting Internet Population – Pew Internet Project, 2003

Online Activities

On an average day, about 72 million American adults go online. On a typical day:

- 52% Send e-mail
- 32% Get news
- 29% Use a search engine to find information
- 23% Surf the Web for fun
- 21% Look for info on a hobby
- 19% Do a Web search to answer a specific question
- 19% Research a product or service before buying it
- 17% Check the weather
- 13% Look for info about movies, books, other leisure activities

[More from Pew...](#)

Google Zeitgeist

Week ending Sept. 22

Top gaining queries

1. hurricane isabel
2. underworld
3. weather channel
4. wesley clark
5. alstom
6. miss america
7. emmy awards

Top declining queries

1. john ritter
2. johnny cash
3. september 11
4. regina lasko
5. yetunde price
6. thunderbirds
7. leni riefenstahl

Understanding the Future: The “Net Generation”

- Kids who were 10 when the Web came along are 18 now
- They think they know more than their parents and teachers about online information (!!)
- “Information age mindset” and a new set of values

Information age values

- Immediacy
- Interactivity
- Personalization
- Mobility

**Theories of Online
Information-Seeking Behavior**

- Information foraging – humans as informavores
- From thinkers to clickers
- “My” generation
- Postmodernism

**Has the Internet Changed
Your Library Users?**

- Changes in usage statistics – gate count, circulation, reference questions, program attendance?
- Has library behavior changed?
- Is anyone missing?
- Are ex-library users doing OK on the Internet?

Knowing Your Remote Users

- What kind of equipment – connectivity, browser, operating system
- Technical skills
- Previous experience with online services
- Expectations (and frustration threshold)
- Information needs

Acquiring Information About Your Users

- Registration data
- Local demographics
- Comment forms
- Surveys
- Focus groups and interviews
- Usage data

Surveys

- Web-based – “Why are you visiting today?” pop-up when users arrive
- E-mail – can target certain groups
- Phone – interactive, high response rate

Usage Data

- Analysis of Web server logs – can tell you how users got there and what they do
(some vendors for Web analysis tools)
- Local search log analysis – actual searches in your local Web search engine and catalog
- Usage statistics from database vendors
