



INLS 210-46:
Access, Outreach, and Public Service in Cultural Heritage Repositories
FALL 2004

Dr. Helen R. Tibbo

✉: Tibbo@ils.unc.edu

Office: 201 Manning Hall

Class ⌚: T/Th, 11:00-12:15

Phone: (919) 962-8063

FAX #: (919) 962-8071

Office Hours ⌚: Tuesdays 1:30-3:30 § by appt.

Course Timeline.

First Class: Tuesday, August 24, 2004.

Last Class: Tuesday, December 2, 2004.

Final Exam Period: Thursday, December 9, 2004, 12:00-3:00.

Brief Course Description.

This class will focus on determination of users' information needs, information seeking behaviors, and provision of access to primary source materials in archives, manuscript repositories, special collection libraries, and museums. Students will design and conduct a user study in a local repository, analyze various databases and retrieval strategies, and examine remote access and web presence for a number of repositories. "Accessible Access" and user education will be key themes of the class.

Goals and Objectives.

By the end of the course, the student should/will:

1. be familiar with the concepts related to information need and information-seeking behaviors and the literature of these areas;
2. have an understanding of the information needs and information-seeking behavior of different types of archival users;
3. be familiar with public service and reference practice and evolving theory in archives and other special collections;
4. create a user study for a repository;
5. analyze archival websites for content and usability;

6. understand the basic concepts of user education; and
7. have an awareness of the principles, design and implementation of access and outreach services in an archival and special collections settings.

Format.

Most learning occurs when you integrate a new concept into your personal experiences, beliefs, and understandings. As such, much of the course will focus on applying readings through case studies, group projects, and class discussion. I, or a guest, will present material at the beginning of many classes, but lectures are generally an ineffective method of learning and these will be kept to a minimum.

Assignments & Evaluation.

Due to the nature of this course, positive and active participation is required. Positive and active participation is characterized by having a clear command of the readings for the day, sharing analyses and options based on the readings, project guidelines, and case studies; allowing other students the opportunity to participate; and freely agreeing and disagreeing with others when warranted. Please note that an intellectual exchange of ideas is the cornerstone of education, but any criticism should be limited to an idea and not the person specifically.

<i>Assignment</i>	<i>% of Grade</i>	<i>Due Date</i>
Analyze web sites	30	9/30
Reference Report s	15	11/2
Searching for Primary Resource	15	11/16
User Study	25	12/9
Class Participation	15	Throughout term

Textbook and Readings.

There is no textbook required for this class but we will be doing plenty of reading. Readings are essential to class discussion, which is the major element in your class participation grade and, more importantly, understanding of the materials covered in class. You should read items by the date listed on the schedule, e.g., you should read items listed under September 16th before class on the 16th. Readings are of 2 types: required and related. You should read all the “required”

items; read “related” items as they relate to your interests. All serial readings will be available on the course’s Blackboard site with a few monographs on reserve in the SILS Library.

Honor Code.

This class strictly follows the Honor Code. Information on the Honor Code can be found at: <http://honor.unc.edu/honor/code.html>

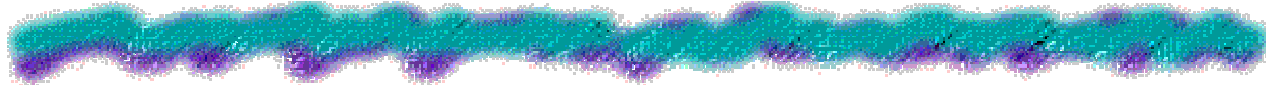
Class Listserv.

The Email Address for this list is: inls210-46-fall-2004@listserv.unc.edu

You can find out about UNC list at: <http://listserv.unc.edu/> or <http://webmail0.isis.unc.edu:82/lists/>

Blackboard.

You can access the class website at: <http://blackboard.unc.edu>. Log in with your Onyen and password, and you should see listing of all your classes. Click on: [Fall 2004: Access, Outreach, and Public Service in Cultural Heritage Repositories.](#)



Weekly Course Calendar.

1. *Tuesday, August 24:*
 - A. Introduction to course. The 3 pillars: Access, Outreach, & Public Service.
 - B. Establishing backgrounds and goals.
 - C. Setting expectations: how we are going to proceed.
 - D. Grading and assignments.
 - E. Archives in the news.

2. Thursday, August 26:

- A. Why is the user important?
- B. The user in archival literature.

Required:

Conway, Paul L. "Facts and Frameworks: An Approach to Studying the Users of Archives." *American Archivist* 49 (Fall 1986): 393-407.

Dearstyne, Bruce W. "What Is the Use of Archives: A Challenge for the Profession." *American Archivist* 50 (Winter 1987): 76-87.

Maher, William J. "The Use of User Studies." *The Midwestern Archivist* 11 (1986): 15-25.

Yakel, Elizabeth. "Listening to Users." *Archival Issues* 26/2 (2002): 111-27.

Related:

Turnbaugh, Roy C. "Archival Mission and User Studies." *The Midwestern Archivist* 11 (1986): 27-33.

- C. Determining user needs.

3. Tuesday, August 31:

- A. Information-seeking behaviors: studies from library and information science literatures.

Required:

Case, Donald O. *Looking for Information: A Survey of Research Needs on Information Seeking, Needs, and Behavior*. Amsterdam: Academic Press, 2002. Chapters 4 and 6, pp. 65-78 and 113-130.

Meho, Lokman I. and Helen R. Tibbo. "Modeling the Information-Seeking Behavior of Social Scientists: Ellis' Study Revisited." *Journal of the American Society of Information Science and Technology* 54 (April 2003): 570-587.

Wiberley, Stephen E., Jr. and William G. Jones. "Time and Technology: A Decade-long Look at Humanists' Use of Electronic Information Technology." *College and Research Libraries* 61 (September 2000): 421-431.

Watson-Boone, Rebecca. "The Information Needs and Habits of Humanities Scholars." *RQ* 34 (Winter 1994): 203-216.

Related:

Hurych, Jitka. "After Bath: Scientists, Social Scientists, and Humanists in the Context of Online Searching." *Journal of Academic Librarianship* 12/3 (1986): 158-165.

Stieg, Margaret F. "The Information of [sic] Needs of Historians." *College and Research Libraries* 42 (November 1981): 549-560.

Stone, Sue. "Humanities Scholars: Information Needs and Uses." *Journal of Documentation* 38 (December 1982): 292-312.

Wiberley, Stephen E. Jr. and W.G. Jones. "Patterns of Information Seeking in the Humanities." *College & Research Libraries* 50 (1989): 638-645.

4. Thursday, September 2:

Analyzing archival web pages.

Altman, Burt and John R. Nemmers. "The Usability of On-line Archival Resources: The POLARIS Project Finding Aid." *American Archivist* 64 (Spring/Summer 2001): 121-131.

Gilliland-Swetland, Anne J. "Popularizing the Finding Aid: Exploiting EAD to Enhance Online Discovery and Retrieval in Archival Information Systems by Diverse User Groups." *Journal of Internet Cataloging* 4/3-4 (2001): 199-225.

Landis, William. "Archival Outreach on the World Wide Web." *Archival Issues* 20/2 (1995):129-147.

Yale website on web page design:

<http://info.med.yale.edu/caim/manual/contents.html>. Read through site. You may actually want to purchase this text. It is generally regarded as one of the best going.

Website assignment.

5. Tuesday, September 7:

I will be away and we will not have class. We will make up this week's class on Friday, November 19th when the NHPRC Electronic Records Research Fellowship Symposium will be held at UNC. (<http://ils.unc.edu/nhprcfellows>) Archival researchers of note who will be in attendance include: Elizabeth Yakel, Philip Eppard, Wendy Duff, and Helen Samuels. Also in attendance will be Richard Pearce-Moses, 2004-2005 SAA President.

I really want everyone in class to attend this free symposium. It will be held in the Pleasants room of Wilson Library 8:30-5:00 on Friday, Nov. 19th. I am hoping that 3 months advance notice will make it possible for you to make work arrangements, etc. so that you can attend.

The above mentioned researchers will all be presenting papers on their work along with the 4 NHPRC Fellows that we are funding from the UNC/Duke grant from NHPRC. More details to follow.

In my absence, you may wish to work on the analysis of archival websites in the US and UK assignment.

6. Thursday, September 9:

No. class. Analysis of archival websites in the US and UK.

7. Tuesday, September 14:

A. Report on DELOS Summer School on User-Centered Design of Digital Libraries. Description: The school will analyze a broad set of requirements for Digital Library systems coming from various user environments (libraries, museums, and archives) and will discuss the state of the art in several user-related themes such as user interfaces, information visualization, and personalization & recommendation. <http://www.delos.info/eventlist/isdl3.html>

B. Archival Intelligence.

Yakel, Elizabeth and Deborah A. Torres. "AI: Archival Intelligence and User Expertise." *American Archivist* 66/1 (Spring/Summer 2003): 51-78.

8. Thursday, September 16:

User information-seeking behaviors in archives: historians.

Case, Donald Owen. "The Collection and Use of Information by Some American Historians: A Study of Motives and Methods." *Library Quarterly* 61, no.1 (January 1991): 61-82.

Duff, Wendy M. and Catherine A. Johnson. "Accidentally Found on Purpose: Information-Seeking Behavior of Historians in Archives." *The Library Quarterly* 72/4 (Oct. 2002) p. 472-96. Available online.

Delgadillo, Roberto and Beverly P. Lynch. "Future Historians: Their Quest for Information." *College and Research Libraries* 60 (May 1999): 245-259.

Related:

Goldring, Phillip. "Some Modest Proposals: A Public Historian Looks at Archives." *Archivaria* 24 (Summer 1987): 121-128.

Orbach, Barbara C. "The View from the Researcher's Desk: Historians' Perceptions of Research and Repositories." *American Archivist* 54, no.1 (Winter 1991): 28-43.

9. Tuesday, September 21:

User information-seeking behaviors in archives: Primarily History project.

Helen R. Tibbo. "Primarily History in America: How U.S. Historians Search for Primary Materials at the Dawn of the Digital Age." *American Archivist* 66 (Spring/Summer 2003): 9-50.

10. Thursday, September 23:

User information-seeking behaviors in archives: genealogists.

Required:

Amason, Craig R. "Instruction for Genealogists in the Public Library." *The Reference Librarian* 22 (1988): 283-295.

Duff, Wendy M. and Catherine A. Johnson. "Where Is the List with All the Names? Information-Seeking Behaviour of Genealogists." *American Archivist* 66 (Spring/Summer 2003): 79-95.

Stahl, Kim R. "Adoption of Online Sources; A Citation Context Analysis of Genealogical Research: Information Regarding the Provision of Library Service to Genealogists. MSIS Thesis, UNC-Chapel Hill, 1997. 44 p.

Related:

Manning, M.J. "Sanborn Fire Insurance Maps: An Aid for Genealogists." *Illinois Libraries* v. 76 (Spring 1994) p. 101-4.

McKay, A.C. "Genealogists and Records: Preservation, Advocacy, and Politics." *Archival Issues* v. 27 no. 1 (2002) p. 23-33.

Redmann, Gail R. "Archivists and Genealogists: The Trend Toward Peaceful Coexistence." *Archival Issues* 18, no.2 (1993): 121-132.

Speakman, Mary N. "The User Talks Back." *American Archivist* 47 (1984): 164-171.

11. Tuesday, September 28:

User information-seeking behaviors in archives: children.

Gilliland-Swetland, Anne J. "An Exploration of K-12 User Needs for Digital Primary Source Materials." *American Archivist* 61, no.1 (Spring 1998): 136-157.

Robinson, Ester. "Archives in the Classroom: The Development and Evaluation of National Archives Teachers' Resources." *Archives and Manuscripts* 30 (May 2002): 18-29.

Robyns, Marcus C. "The Archivist as Educator: Integrated Critical Thinking Skills into Historical Research Methods Instruction." *The American Archivist* 64 (Fall/Winter 2001): 363-384.

Related:

Large, Andrew and et al., "Gender Differences in Collaborative Web Searching Behavior: an Elementary School Study [searching by Canadian Grade-Six Students]." *Information Processing & Management* v. 38 no. 3 (May 2002): 427-443.

12. Thursday, September 30:

Website reports. All reports are due; ½ will be presented in class today, ½ next Tuesday.

13. Tuesday, October 5:

A. Website reports.

14. Thursday, October 7:

- A. Ax-snet & Archival Metrics project report.
- B. Methods to learn about users and evaluate services.

Covey, Denise Troll. "Usage and Usability Assessment: Library Practices and Concerns." Digital Library Federation and Council on Library and Information Resources (January 2002), available at:
<http://www.clir.org/pubs/reports/pub105/contents.html>

* Tuesday, October 12: No class. University Day.

* Thursday, October 14: Fall Break!

15. Tuesday, October 19:

A. Ethics for access.

Society of American Archivists. *A Code of Ethics with Commentary*.
http://www.archivists.org/governance/handbook/app_ethics.asp. (1992; revised 2002) Esp. sections pertaining to access, restrictions, and donors.

The Association of Canadian Archivists. *Code of Ethics for Archivists in Canada: Section C: Availability and Use*. (1995, revised 1999). Available at:
www.archivists.ca/about/ethics.aspx.

B. Public service in archives.

James E. Cross. "Archival Reference: State of the Art." *Reference Librarian*, 56 (1997): 5-25.

Pugh, Mary Jo. *Providing Reference Services for Archives and Manuscripts*. Chicago: SAA, 1992, 1-40.

Elizabeth Yakel. "Thinking Inside and Outside the Boxes: Archival Reference Services at the Turn of the Century." *Archivaria* 49 (Spring 2000): 140-60.

Related:

Martin, Kristin E. "Analysis of Remote Reference Correspondence at a Large Academic Manuscripts Collection." *American Archivist* 64, no. 1 (Spring/Summer 2001): 17-42.

16. Thursday, October 21:

- A. Public service in archives: Guest speaker.

17. Tuesday, October 26:

No class.

18. Thursday, October 28:

- A. Report on ERPANET meeting.

19. Tuesday, November 2:

- A. Remote and In-House Reference service.
B. Reports on reference experiences.

Duff, Wendy M. and Catherine A. Johnson. "A Virtual Expression of Need: An Analysis of E-mail Reference Questions." *American Archivist* 64/1 (Spring/Summer 2001): 43-60.

Joseph Janes and Joanne Silverstein "Question Negotiation and the Technological Environment" *D-Lib Magazine* 9 (February 2003), available at <http://www.dlib.org/dlib/february03/janes/02janes.html>

Long, Linda J. "Question Negotiation in the Archival Setting: The Use of Interpersonal Communication Techniques in the Reference Interview." *American Archivist* 52 (Winter 1989): 40-50.

Malbin, Susan L. "The Reference Interview in Archival Literature." *College and Research Libraries* 58, no.1 (January 1997): 69-80.

Tibbo, Helen R. "Interviewing Techniques for Remote Reference: Electronic Versus Traditional Environments." *American Archivist* 58 (Summer 1995): 294-310.

Related:

Abels, Eileen G. "The Email Reference Interview." *RQ* 35 (Spring 1996): 345-358.

20. Thursday, November 4:

Resource Discovery Technologies for the Heritage Sector.

Cox, Richard J. "Access in the Digital Information Age and the Archival Mission: The United States." *Journal of the Society of Archivists* 19, no.1 (1998): 25-40.

Digicult. *Resource Discovery Technologies for the Heritage Sector*. Digicult: Salzburg, Austria, June 2004. <http://www.digicult.info/pages/index.php>

21. Tuesday, November 9:

Finding Finding Aids and Primary Resource Materials.

Hutchinson, Timothy B. "Strategies for Searching Online Finding Aids: A Retrieval Experiment." *Archivaria* 44 (Fall 1997): 72-101.

Tibbo, Helen R. "The EPIC Struggle: Subject Retrieval from Large Bibliographic Databases." *American Archivist* 57 (Spring 1994): 310-26.

Tibbo, Helen R. and Lokman I. Meho. "Finding Finding Aids on the World Wide Web." *American Archivist* 64 /1 (Spring/Summer 2001): 61-77.

22. Thursday, November 11:

Archival Discovery Tools: Searching NUCMC; ArchivesUSA, OCLC; RLG, OPACs, & the Web. In-class searching. Please bring laptops to class.

Please visit: <http://www.loc.gov/coll/nucmc/>

ArchivesUSA from the UNC-CH Library's "Article Databases and More"
<http://eresources.lib.unc.edu/eid/>

Rosenbusch, Andrea. "Are our Users Being Served?: A Report on Online Archival Databases." *Archives and Manuscripts* 29, no.1 (May 2000): 44-61.

23. Tuesday, November 16:

More In-class Searching of Archival Discover Tools. Please bring laptops to class.

24. Thursday, November 18:

User Instruction.

Roccas, L.J. The New Information Professional-Not Your Father's Librarian. *Journal of Education for Library and Information Science* 44/2 (Spring 2003): 188-93.

Donnelyn, Curtis, ed. *Attracting, Educating, and Serving Remote Users through the Web: A How-to-do-it Manual for Librarians* New York: Neal-Schuman Publishers, 2002.

Anderson, R. "Reaching Out--The Library's New Role," 1-17.

Curtis, D. "Getting to Know Remote Users," 19-37.

Curtis, D and Araby Y.Greene. "Presenting the Virtual Library," 39-71.

Shannon, A.W. and Terry A. Henner. "Providing Library Instruction to Remote Users," 149-170.

* Friday, November 19:

NHPRC Electronic Records Research Fellowship Symposium.

25. Tuesday, November 23:

Outreach and User Instruction.

Chute, T.G. "Selling the College and University Archives: Current Outreach Perspectives." *Archival Issues* 25 no. 1/2 (2000): 33-48.

Cook, S.A. "Connecting Archives and the Classroom" [in Canada]. *Archivaria* 44 (Fall 1997): 102-17.

Katte, Jill. "Reaching Out to Researchers: A Model for Web-based User Education Resources for Archives and Manuscript Collections." UNC-CH. Master's Paper, 2002.

26. Tuesday, November 30:

Outreach.

Grabowski, John J. "Keepers, Users, and Funders: Building an Awareness of Archival Value." *American Archivist* 55, no.3 (Summer 1992): 464-472.

Gracy, D.B. "Reference No Longer is a "P" Word: The Reference Archivist as Marketer." *The Reference Librarian* 56 (1997): 171-84.

Horton, Robert. "Cultivating Our Garden: Archives, Community, and Documentation." *Archival Issues* 26/1 (2001): 27-40.

Nicholls, Catherine. "The Role of Outreach in Australian Archive Programs." *Archives and Manuscripts* 29/1 (May 2000): 62-70.

Visser, Michelle. "Inviting in the Rabble: Changing Approaches to Public Service and Access in Special Collections." *Public Services Quarterly* 1/4 (2003). 29-39.

27: Thursday, December 2:

A. Users Redux.

Craig, Barbara. "Old Myths in New Clothes: Expectations of Archives Users." *Archivaria* 45 (Spring 1998): 118-126.

Jackson, William J. "The 80/20 Archives: A Study of Use and Its Implications." *Archival Issues* 22/2 (1997): 133-45.

B. Academy of Certified Archivists. Visit the Academy of Certified Archivists' website and read through their *Handbook*, esp. sections 3 and 4 on role delineation and the

study guide. www.certifiedarchivists.org
<http://www.certifiedarchivists.org/html/pdf/handbook.11.pdf>

Read Richard Cox's evolving thoughts on certification at:
<http://www.sis.pitt.edu/%7Ercox/pp1.htm>

C. Course wrap up.

Hickerson, Thomas H. "Ten Challenges for the Archival Profession." *American Archivist* 64/1 (Spring/Summer 2001): 6-16.

D. Course evaluations.

28: Thursday, December 9, 12:00-3:00.

User study reports.