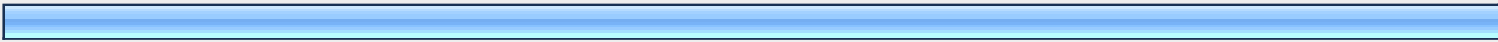
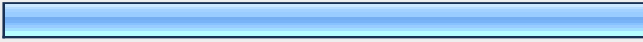
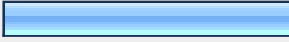


# Maximising Use of Online Databases - A Guide to Best Practice

1. Accessibility Please rate the following statements in terms of your level of agreement						
	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5 Strongly Agree	Response Count
Library clients should be able to access online databases in one or two clicks from the library/council home page	0.0% (0)	0.0% (0)	1.0% (1)	24.5% (25)	<b>74.5% (76)</b>	102
Clients should not have to know what the word 'database' means to undertake their search	0.0% (0)	7.8% (8)	10.8% (11)	32.4% (33)	<b>49.0% (50)</b>	102
Clients should be able to undertake a simple search without needing to see a list of the database names or their subjects	0.0% (0)	6.9% (7)	8.8% (9)	<b>48.0% (49)</b>	36.3% (37)	102
Searching these databases should be a simple as using Google	0.0% (0)	4.9% (5)	3.9% (4)	31.4% (32)	<b>59.8% (61)</b>	102
Clients don't need to see the list of databases or their specific names to undertake a simple search	0.0% (0)	7.8% (8)	8.8% (9)	<b>51.0% (52)</b>	32.4% (33)	102
On our web pages, there should be a number of access points for online searching	0.0% (0)	4.0% (4)	5.0% (5)	43.6% (44)	<b>47.5% (48)</b>	101
	<b><i>answered question</i></b>					<b>102</b>
	<b><i>skipped question</i></b>					<b>1</b>

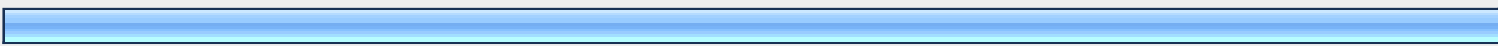

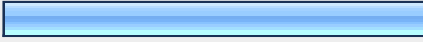
**2. Introducing the following changes would help library clients find what they're looking for - quickly and in a way that makes sense to them.**

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Response Count
A tool that allows clients to undertake a simple search by subject interest or document title across a number of databases without needing to see a list of the database names	0.0% (0)	1.0% (1)	5.9% (6)	36.3% (37)	<b>56.9% (58)</b>	102
A tool that allows clients to search the library's physical catalogue as well as the online databases in the one search (ie these systems should be integrated/seamless from a user's perspective)	0.0% (0)	7.9% (8)	10.9% (11)	28.7% (29)	<b>52.5% (53)</b>	101
Federated searching - eg 'webfeat'	0.0% (0)	2.0% (2)	21.2% (21)	<b>40.4% (40)</b>	36.4% (36)	99
A facility that only requires the client/user to type in their Library Identification AFTER a relevant article is located and BEFORE they can download the full text item (ie authenticate after a successful search, rather than before - to encourage greater use of databases)	5.0% (5)	6.9% (7)	17.8% (18)	<b>35.6% (36)</b>	34.7% (35)	101
Better graphic interfaces	0.0% (0)	0.0% (0)	16.0% (16)	<b>50.0% (50)</b>	34.0% (34)	100
	<b><i>answered question</i></b>					<b>102</b>
	<b><i>skipped question</i></b>					<b>1</b>

3. Other suggestions:			Response Percent	Response Count
1			100.0%	21
2			42.9%	9
3			19.0%	4
<i>answered question</i>				<b>21</b>
<i>skipped question</i>				<b>82</b>

4. Database vendors could do more to encourage ease of access to online databases by:						
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Response Count
Making it easy to search by subject	0.0% (0)	2.0% (2)	7.9% (8)	<b>50.5% (51)</b>	39.6% (40)	101
Allowing searching BEFORE ID authentication is required	3.0% (3)	11.9% (12)	16.8% (17)	<b>40.6% (41)</b>	27.7% (28)	101
Giving more attention to graphic interface design	0.0% (0)	4.0% (4)	15.8% (16)	<b>52.5% (53)</b>	27.7% (28)	101
Working with libraries to enable federated searching ie searching across multiple databases	0.0% (0)	0.0% (0)	5.9% (6)	45.5% (46)	<b>48.5% (49)</b>	101
<i>answered question</i>						<b>101</b>
<i>skipped question</i>						<b>2</b>

5. Access to the service						
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Response Count
Clients should be able to join their local library online, generate an ID (eg from their home computer) and go straight into using the databases	5.0% (5)	11.0% (11)	20.0% (20)	<b>32.0% (32)</b>	<b>32.0% (32)</b>	100
	<i>answered question</i>					<b>100</b>
	<i>skipped question</i>					<b>3</b>

6. Accessibility: Your suggestions on best practice guidelines to increase client use of online databases.			
		Response Percent	Response Count
1.		<b>100.0%</b>	25
2.		52.0%	13
3.		28.0%	7
	<i>answered question</i>		<b>25</b>
	<i>skipped question</i>		<b>78</b>

7. Promotion and Marketing						
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Response Count
Full text free database searching should be widely promoted	0.0% (0)	0.0% (0)	1.0% (1)	27.6% (27)	<b>71.4% (70)</b>	98
Marketing messages should be integrated with other promotional events eg seniors' week, local history events etc	0.0% (0)	2.0% (2)	9.2% (9)	<b>50.0% (49)</b>	38.8% (38)	98
Marketing should be done outside the library as well as inside	0.0% (0)	0.0% (0)	3.2% (3)	40.0% (38)	<b>56.8% (54)</b>	95
All libraries in NSW should use the same terminology in promoting online search services	0.0% (0)	1.0% (1)	13.3% (13)	39.8% (39)	<b>45.9% (45)</b>	98
It is useful to be able to quote brands like Encyclopedia Britannica, and other well known data sources to help promote this service	1.0% (1)	5.1% (5)	16.3% (16)	<b>51.0% (50)</b>	26.5% (26)	98
Clients should be able to easily find out what databases are available from various different libraries	0.0% (0)	1.0% (1)	16.5% (16)	<b>47.4% (46)</b>	35.1% (34)	97
	<b><i>answered question</i></b>					<b>98</b>
	<b><i>skipped question</i></b>					<b>5</b>

**8. We should promote the service through**

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>	<b>Response Count</b>
Post cards.	2.0% (2)	16.3% (16)	25.5% (25)	<b>42.9% (42)</b>	13.3% (13)	98
Poster in the library.	0.0% (0)	6.1% (6)	11.2% (11)	<b>49.0% (48)</b>	33.7% (33)	98
Posters in the community (outside the library)	0.0% (0)	4.1% (4)	11.3% (11)	<b>43.3% (42)</b>	41.2% (40)	97
Online - council and library web sites	0.0% (0)	0.0% (0)	1.0% (1)	37.8% (37)	<b>61.2% (60)</b>	98
Target specific audiences and events (eg Seniors Week etc)	0.0% (0)	0.0% (0)	7.2% (7)	44.3% (43)	<b>48.5% (47)</b>	97
No promotion necessary, it will grow by word of mouth	<b>48.5% (47)</b>	40.2% (39)	8.2% (8)	2.1% (2)	1.0% (1)	97
	<b><i>answered question</i></b>					<b>98</b>
	<b><i>skipped question</i></b>					<b>5</b>

**9. Marketing messages should include the following themes:**

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>	<b>Response Count</b>
Available	0.0% (0)	0.0% (0)	12.4% (12)	39.2% (38)	<b>48.5% (47)</b>	97
Free	0.0% (0)	0.0% (0)	2.0% (2)	23.5% (23)	<b>74.5% (73)</b>	98
Full text	0.0% (0)	2.0% (2)	9.2% (9)	26.5% (26)	<b>62.2% (61)</b>	98
More than Google!	1.0% (1)	4.1% (4)	13.3% (13)	20.4% (20)	<b>61.2% (60)</b>	98
Newspapers, journals, books, everything!	0.0% (0)	0.0% (0)	8.2% (8)	42.3% (41)	<b>49.5% (48)</b>	97
	<b><i>answered question</i></b>					<b>98</b>
	<b><i>skipped question</i></b>					<b>5</b>

**10. What should this service be called?**

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>	<b>Response Count</b>
Digital Library	5.4% (5)	16.3% (15)	<b>39.1% (36)</b>	29.3% (27)	9.8% (9)	92
e-library	4.2% (4)	8.3% (8)	31.3% (30)	<b>47.9% (46)</b>	8.3% (8)	96
cyber-library	19.1% (17)	<b>34.8% (31)</b>	<b>34.8% (31)</b>	10.1% (9)	1.1% (1)	89
Cy-brary	<b>39.3% (35)</b>	30.3% (27)	25.8% (23)	3.4% (3)	1.1% (1)	89
mylibrary@home	10.0% (9)	16.7% (15)	20.0% (18)	<b>34.4% (31)</b>	18.9% (17)	90
Other suggestions						26
<b>answered question</b>						<b>98</b>
<b>skipped question</b>						<b>5</b>

11. Tracking usage						
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Response Count
We should know more about clients who are potential users of database services - who they are, what their needs are, etc	0.0% (0)	2.1% (2)	7.2% (7)	<b>62.9% (61)</b>	27.8% (27)	97
We should consult with library clients about their preferences for online searching	0.0% (0)	1.0% (1)	10.2% (10)	<b>61.2% (60)</b>	27.6% (27)	98
We should conduct regular consultations with database users to ensure we are addressing their needs	1.0% (1)	2.0% (2)	13.3% (13)	<b>62.2% (61)</b>	21.4% (21)	98
Public libraries should keep statistics on how many people are using online databases	0.0% (0)	0.0% (0)	3.1% (3)	45.9% (45)	<b>51.0% (50)</b>	98
Surveys and focus groups would also provide useful information about how we can better promote and target these services	0.0% (0)	2.0% (2)	10.2% (10)	<b>65.3% (64)</b>	22.4% (22)	98
We should be able to track actual downloads as well as 'hits' on the web site	2.0% (2)	5.1% (5)	10.2% (10)	<b>45.9% (45)</b>	36.7% (36)	98
					Other (please specify)	10
					<b>answered question</b>	<b>98</b>
					<b>skipped question</b>	<b>5</b>

12. Communicating						
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Response Count
We need to use Web 2.0 facilities to communicate with library clients	1.0% (1)	4.1% (4)	17.3% (17)	<b>59.2% (58)</b>	18.4% (18)	98
We should be using things like YouTube, pod/vod casting, blogs and wikis, a lot more than we currently do	0.0% (0)	6.1% (6)	18.4% (18)	<b>55.1% (54)</b>	20.4% (20)	98
It's too much to expect library staff to use these tools in their daily practice	13.3% (13)	<b>49.0% (48)</b>	13.3% (13)	24.5% (24)	0.0% (0)	98
	<i>answered question</i>					<b>98</b>
	<i>skipped question</i>					<b>5</b>

13. Promoting,Marketing,Communicating: Your comments, suggestions	
	Response Count
	25
	<i>answered question</i> <b>25</b>
	<i>skipped question</i> <b>78</b>

14. Staff Training						
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Response Count
Public library staff need more training in how to use and promote these online databases	0.0% (0)	1.0% (1)	2.0% (2)	<b>49.0% (48)</b>	48.0% (47)	98
All library staff should know what is available in the databases	1.0% (1)	0.0% (0)	4.1% (4)	31.6% (31)	<b>63.3% (62)</b>	98
Training should be available in the form of self-paced online modules	3.1% (3)	5.1% (5)	13.3% (13)	<b>49.0% (48)</b>	29.6% (29)	98
	<i>answered question</i>					<b>98</b>
	<i>skipped question</i>					<b>5</b>

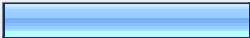

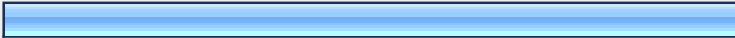
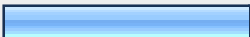
15. Training for library users						
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Response Count
Library clients should have access to online training in database search methods	0.0% (0)	2.0% (2)	9.2% (9)	<b>55.1% (54)</b>	33.7% (33)	98
Training should be available within the library	0.0% (0)	3.1% (3)	11.2% (11)	<b>59.2% (58)</b>	26.5% (26)	98
Users should not need any training to be able to do effective searches	3.1% (3)	<b>30.9% (30)</b>	22.7% (22)	23.7% (23)	19.6% (19)	97
There are some complex search functions for which face to face training is necessary for some users	0.0% (0)	4.1% (4)	14.3% (14)	<b>68.4% (67)</b>	13.3% (13)	98

There should be a 'Dummies Guide' to online searching	0.0% (0)	4.1% (4)	13.3% (13)	<b>56.1% (55)</b>	26.5% (26)	98
	<b>answered question</b>					<b>98</b>
	<b>skipped question</b>					<b>5</b>

16. Training issues: your comments, suggestions						
						Response Count
						24
<b>answered question</b>						<b>24</b>
<b>skipped question</b>						<b>79</b>

17. Please rate the following statements						
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Response Count
It is important that we raise the level of usage for online databases held by libraries in NSW	0.0% (0)	0.0% (0)	2.1% (2)	45.8% (44)	<b>52.1% (50)</b>	96
It would be valuable to have a best practice guide for online database use	0.0% (0)	2.1% (2)	9.5% (9)	<b>49.5% (47)</b>	38.9% (37)	95
There should be a steering committee with State Library and local library representatives to implement ways to increase online database usage by clients	2.1% (2)	2.1% (2)	15.6% (15)	<b>46.9% (45)</b>	33.3% (32)	96
Each library should be able to						

'badge' the service under its own name, ie not necessarily as NSW.net	0.0% (0)	4.2% (4)	24.0% (23)	<b>36.5% (35)</b>	35.4% (34)	96
Other (please specify)						12
<b>answered question</b>						<b>96</b>
<b>skipped question</b>						<b>7</b>

18. Online access to most public libraries in NSW, is through the Council's home page. Tick the statement(s) you agree with.			
		Response Percent	Response Count
Public library web sites should be standalone sites, with their own URL		16.3%	16
Public library web sites should be 'relatively autonomous' from Council web sites		18.4%	18
<b>Public library web sites should be updated and maintained by library staff</b>		<b>49.0%</b>	<b>48</b>
It doesn't matter where the sites are hosted and who maintains and updates them as long as the library has a web presence		16.3%	16
Comments/suggestions			25
<b>answered question</b>			<b>98</b>
<b>skipped question</b>			<b>5</b>

19. Roles and responsibilities NSW.net:						
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Response Count
Could facilitate information and resource sharing among public libraries in relation to online database issues	0.0% (0)	0.0% (0)	7.2% (7)	<b>67.0% (65)</b>	25.8% (25)	97
Needs to be a strong advocate with vendors to make sure database design and access reflects needs of library users	0.0% (0)	0.0% (0)	1.0% (1)	42.3% (41)	<b>56.7% (55)</b>	97
Could provide marketing and promotional templates	0.0% (0)	0.0% (0)	2.1% (2)	<b>58.8% (57)</b>	39.2% (38)	97
Needs to clarify role in relation to National Library ERA	0.0% (0)	0.0% (0)	22.7% (22)	37.1% (36)	<b>40.2% (39)</b>	97
Should support advocacy with Local Councils on behalf of local libraries to improve usage of online databases	0.0% (0)	0.0% (0)	17.7% (17)	<b>50.0% (48)</b>	32.3% (31)	96
Should assist in setting up simple and consistent arrangements for clients using online databases across all libraries in NSW	1.0% (1)	0.0% (0)	5.2% (5)	<b>58.3% (56)</b>	35.4% (34)	96
Should set standards for consistent usage across libraries	1.0% (1)	1.0% (1)	15.5% (15)	<b>54.6% (53)</b>	27.8% (27)	97
					Comments/suggestions	8
					<b>answered question</b>	<b>97</b>
					<b>skipped question</b>	<b>6</b>

**20. Roles and responsibilities Public libraries:**

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>	<b>Response Count</b>
Should contribute to statewide discussions about how to increase the use of online databases	0.0% (0)	0.0% (0)	3.1% (3)	<b>57.7% (56)</b>	39.2% (38)	97
Should regularly contribute feedback about their clients' use of online databases	0.0% (0)	2.1% (2)	7.2% (7)	<b>58.8% (57)</b>	32.0% (31)	97
Should market and promote online databases to their clients	0.0% (0)	0.0% (0)	0.0% (0)	48.5% (47)	<b>51.5% (50)</b>	97
Should make maximum use of NSW.net	0.0% (0)	0.0% (0)	4.3% (4)	<b>48.9% (46)</b>	46.8% (44)	94
					Comments/suggestions	3
					<b><i>answered question</i></b>	<b>97</b>
					<b><i>skipped question</i></b>	<b>6</b>

21. Sharing resources						
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Response Count
Libraries should share their resources such that any library client can use all databases across NSW	2.1% (2)	6.3% (6)	13.7% (13)	<b>44.2% (42)</b>	33.7% (32)	95
Libraries should share their resources such that any library client can use all databases across Australia	2.2% (2)	8.6% (8)	19.4% (18)	<b>38.7% (36)</b>	31.2% (29)	93
	<i>answered question</i>					<b>96</b>
	<i>skipped question</i>					<b>7</b>

22. Any further comments, suggestions, advice	
	Response Count
	15
	<i>answered question</i>
	<b>15</b>
	<i>skipped question</i>
	<b>88</b>