LIS S505
Evaluation of Information Sources and Services
Department of Library and Information Science
Indiana University School of Informatics and Computing
Indianapolis
Spring 2018

Section No.: 25198
Credit Hours: 3
Instructor: Daniel Callison
Email: callison@indiana.edu
Prerequisites: LIS S401, S501, S502, and S503

Instruction mode: This course is offered online only. There are no specific office hours, however the instructor usually returns email requests within 24 to 48 hours, including week-ends and holidays.

COURSE DESCRIPTION
Theory and practice of the design, collection, and analysis of systematic data for managerial decision-making covering information resources, services, facilities, and organizations. Covers techniques of social science and information science qualitative and quantitative methods; includes communicating to internal and external audiences.

EXTENDED COURSE DESCRIPTION
Notes about libraries and information, and about evaluation and research: This course is designed to serve the general range of “information” agencies, organizations, resources, and functions. The first section focuses on people oriented tools that are important in the social sciences: surveys, interviews, focus groups, and observation. The second section deals with application of methods as documented in peer-reviewed literature. Evaluation methods are emphasized over research methods. A comparison and contrasting of evaluation to research is outlined in detail, with examples in Appendices A and B.

Required Readings/Resources
Applegate, Rachel. Practical Evaluation Techniques for Librarians, Libraries Unlimited, 2013. This course is based on field and academic content as outlined in this book. It is available through the IUPUI Bookstore and most online book sellers. Two introductory assignments are based on this text and are due February 1 and 15. Therefore, this text should be obtained as soon as possible. In addition to the academic exercises for this course, Dr. Applegate’s text provides useful definition of terms and study questions that will serve to clarify many practical issues pertaining to the techniques of evaluation. The text can be cited as (Applegate 2013).

Recommended Readings/Resources
Student should already have mastered basic technology skills. For students lacking entry skills, existing online resources can be valuable. IUPUI provides access to excellent online tutorials. The following resources are recommended for course assignments, exercises, and projects:

- For self-instructional modules focusing on a wide range of basic technology skills, go to UITS IT Training (ittraining.iu.edu/explore-topics/show-all/index.html)
• For additional software training materials, go to UITS IT Training: Skillsoft (ittraining.iu.edu/skillsoft/)

Because of the access to a rich amount of excellent literature associated with this course, students are expected to cite relevant literature frequently. Discussions and assignments should not be limited to simply referencing the textbook.

**Supplemental Online Texts Accessible through the IUPUI Library**

These publications may be accessed as full text documents. They are authored by prominent professors in the field of library resource and program evaluation. These texts should be read in order to obtain information that will serve to support assignments and contributions to online postings. They are also key sources to use in working through your final project.


Anchor Sources Available Through the IUPUI Library

These are full text online documents that may be skimmed for data and professional positions. They are long and detailed and are not offered as documents that should be read in their entirety, but as reference only if they pertain to online discussions, or to your final report.


Online Fulltext, Peer-Reviewed Journal Articles through IUPUI Virtual Library

Access to over 400 peer-reviewed journals is the most valuable, up-to-date resource you have for graduate studies. Through the online academic databases, especially Library and Information Science Source, enrollment as a graduate student at IUPUI provides access to these documents to support your studies. This will be an important set of resources to demonstrate that you have read and critically reviewed the most recent scholarly publications in our field.

To identify peer-reviewed journal articles in most of the online databases, limit the search to cover only such documents. Of course, as a LIS student who has completed LIS 401, you have proven online search skills and this course opens the opportunity to practice those skills. If you do not have these skills, contact the instructor or a member of the IUPUI Library reference team.

Citations will be given in assignments to selected journal articles which are relevant to the topic at hand. The student is encouraged to examine articles from those given. But even more important is the student’s demonstration of searching for and identification of key literature through the utilization of these online databases. As you complete your assignments, you should build on new literature that you locate through this database and provide the full citation so that your classmates and instructor may access these documents as well. While short citations (Applegate 2012) may be used for the resources above, full citations should be given in the bibliography of the journal articles referenced. Any standard citation style is acceptable.

To emphasize the importance of access to these online journal resources:
• You enhance your grade by using recent and relevant journal articles to support your postings, written assignments, and final project.
• You need to look for peer-reviewed documents that are relevant and recent.
• You need to also consider journal articles that are sponsored by professional associations such as ALA, ACRL and others who are responsible for establishing standards in the field.
• You should examine the literature given to help you begin work on your assignments, but in all cases, you should strive to add new journals and documents to the content of this course.
• And finally, the journals and documents you select from the IUPUI databases should be accessible to students and instructors; the document will not be accepted as evidence unless all in class can access it.

ALA Standards and Guidelines

Available through the Internet are the documents that compose the standards of the library field. These documents are constantly being updated. Evaluations measured against the standards of the field is a common process and these documents can provide some initial thoughts as to what should be evaluated and how. See the most recent Standards and Guidelines here: http://www.ala.org/tools/guidelines/standardsguidelines

Standards often provide the measurable action, collection, staff, or facility. Obviously the goal is to reach the expected standard and to identify gaps so that actions can be taken to improve. The argument often is, “do standards represent the minimum expectation or the highest expectations?” Consider the ALA standards on accreditation of graduate library programs. Schools either meet the standards or not. No
one receives an accreditation of A+, but some schools do believe they are much more demanding and
innovative than what the standards allow.

Standards are often used as measures established by national associations, and they are usually
implemented by a panel of experts selected by the association with the approval of the institution under
evaluation. Normally this process takes place on a cycle of every five to seven years and is guided by a
self-study of data gathered by the institution being evaluated. Documents providing fulltext of standards
for nearly any educational association can be found on the Web.

**Access to Internet Documents**

Fulltext, peer-reviewed documents located on the Internet may be used to fulfill course assignments
and postings. The full URL and date of access by the student should be given so that others in the course
and the instructor can locate the document. If a journal reprint, the original full citation should given as
a part of the document submitted for the assignment.

**YouTube**

Occasionally a video clip from YouTube will serve to illustrate a method. Such are offered for practical
purposes and not as peer-reviewed documents. Information drawn from such videos should be cited,
however.

**Required Software**

All students have access to Office (IUWare) or Office 365 (IUAnywhere) for Word, Excel, PowerPoint, and
Access. You also need the most recent version of your browser: Edge (PC only), Safari (Mac only),
Firefox, or Chrome.

**Teaching and Learning Methods**

Active learning (AL), project-based learning (PBL), reading guides, and asynchronous use of Canvas.

**ASSESSMENTS**

**Revised Bloom’s Taxonomy (RBT)**

1. **Knowledge/Remembering:** The ability to recall or recognize specific information or data.
2. **Understanding:** Understanding the meaning of informational materials, translation,
   interpolation and interpretation of instructions and problems.
3. **Application:** The use of previously learned information in new and concrete situations to solve
   problems that have single or best answers.
4. **Analysis:** Breaks down information/concepts into smaller components. Each component is
   identified and understood as is the relationship of these components to the whole.
5. **Evaluation:** The ability to apply a criterion or set of standards to conclude a value judgment.
6. **Creation, Synthesis:** The ability to merge knowledge into creating a new meaning or structure
   including demonstrating how and why various diverse elements work together.

**Principles of Graduate and Professional Learning (PGPL)**

Learning outcomes are assessed in the following areas:

1. **Demonstrate the knowledge and skills needed to meet disciplinary standards of performance,**
   as stated for each individual degree – **Major emphasis**
2. **Communicate effectively with their peers, their clientele, and the public** – **Moderate emphasis**
3. **Think critically and creatively to improve practice in their field** – **Some emphasis**
4. Meet all ethical standards established for the discipline

Assessments Details
Each student should not only read the assigned material but also arrive at a competent understanding of it prior to assessment. These measures will be used to assess student-learning outcomes:
1. Essays/Discussions are scheduled by the instructor on course materials.
2. Final paper affords the opportunity for students to apply concepts covered in the course.

Grade Allocation
- Essays (6)  50%
- Discussions (2)  20%
- Final paper (1)  30%

Course Learning Outcomes

E: Essay -- D: Discussion -- F: Final paper

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<thead>
<tr>
<th>Upon completion of this course, students will</th>
<th>RBT</th>
<th>PGPL</th>
<th>Assessment</th>
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<tbody>
<tr>
<td>1. Analyze qualitative and quantitative methods for evaluating information collections, facilities, services, programs and staff.</td>
<td>4</td>
<td>1</td>
<td>E</td>
</tr>
<tr>
<td>2. Assess how to determine which methods are most appropriate for addressing different evaluation questions.</td>
<td>5</td>
<td>1</td>
<td>D</td>
</tr>
<tr>
<td>3. Determine basic elements for design and critical examination leading to the process to conduct an evaluation project.</td>
<td>5</td>
<td>1</td>
<td>F</td>
</tr>
<tr>
<td>4. Determine how to critically analyze peer-reviewed empirical literature in the graduate and professional field of library and information science.</td>
<td>5</td>
<td>1</td>
<td>E, F</td>
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<tr>
<td>5. Assess, as defined through professional standards, the role and value of evaluation in managing library and information organizations and programs.</td>
<td>5</td>
<td>1</td>
<td>D, F</td>
</tr>
<tr>
<td>6. Adapt the key elements for communication of evaluation results to different audiences, supported by meaningful graphic formats.</td>
<td>6</td>
<td>2</td>
<td>F</td>
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COURSE SCHEDULE

This online course is presented in its entirety through the Canvas delivery platform of the Indiana University system. The Spring 2018 session follows the academic calendar of IUPUI.

Classes begin January 8, meaning that access to the entire course is available on that date (if not before) and this course ends on April 30 with the submission date for the final project. IUPUI 2018 Spring Break is March 12 – 18, meaning that no assignments will scheduled for completion on those dates. No
assignments will be scheduled to be completed on holidays (Good Friday or Easter) during the semester, nor on Martin Luther King Day January 15. Students are, however free to manage their own time for academic study during such days or breaks.

A complete calendar for the timeline of assignments and due dates is provided in a few pages. FIRST WARNING: Due dates are when the student is expected to submit either a post a written contribution to class discussion, or a written document to the instructor in order to meet the demands of the assignment. The student will need to determine when he or she begins work on a given assignment. Normally, two weeks are provided for the student to seek readings, analyze content of readings, and write a composition to meet the requirements of the assignment.

The course delivery is asynchronous, meaning that there are no lectures, no interactive online meetings, and no specific dates for actions other than the due dates for the assignments. Students may begin work on a given unit at any date that fits their calendar and workload. Usually, two weeks have been provided for the average student to meet the compilation of information to meet a given assignment. The time invested in this course will vary among students, but the normal expectation is that 15 to 20 hours are needed each week in order to complete the given assignments. SECOND WARNING: The graduate student is expected to manage his or her time in order to meet assignment deadlines.

Usually the deadline for an assignment is by midnight on Thursday. Usually assignments submitted by the Thursday deadline will be graded by Monday of the following week. An exception is the final project, due on April 30 with a Monday midnight deadline. The assignments can be submitted earlier, but will not be graded earlier. Assignments submitted late are subject to a ten percent reduction in the points awarded for every week the assignment is late.

It is the student’s responsibility to check the course site on a regular (every 48 hours preferred; once a week essential) basis to see if there are course announcements.

The instructor welcomes questions concerning assignments, grades and deadlines. Such questions can be posed directly to Daniel Callison anytime. The instructor usually responds within 48 hours. callison@indiana.edu

Students who need special accommodations to meet physical learning disabilities should contact the instructor of such needs within the first two weeks of the course. http://aes.iuipui.edu

**COURSEWORK FORMAT**

The length of assignment responses will be given in the assignment directions and usually in terms of the approximate number of words for an adequate response.

Any standard citation style is acceptable. APA, MLS, or Chicago are preferred.

Single space online postings.

Single space documents for other assignments, using Word (2010 or 2016) on standard 8 1/2 x 11 with traditional margins and pagination. 11 point Roman or Calibri is preferred, although legible processed documents will be accepted.
Students are encouraged to experiment with software that will allow production of graphs and tables and to borrow selected examples from the literature with credit given to the original source.

Some assignments will be completed by students posting responses that are accessible to the entire class. Students may respond to these postings with comments that are supported by the readings. Other assignments will be completed by submitting individual documents to the instructor. With permission from the student, the instructor may post examples of exemplary student work for all members of the class to see.

**Summary of Assignments, Due Dates and Point Values**

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<thead>
<tr>
<th>Unit</th>
<th>Date</th>
<th>Points</th>
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<tr>
<td>Unit 1: Introductions</td>
<td>Jan. 18</td>
<td>NC</td>
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<tr>
<td>Unit 2: Personal Techniques</td>
<td>Feb. 1</td>
<td>15 points</td>
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<tr>
<td>Unit 3: Impersonal Techniques</td>
<td>Feb. 15</td>
<td>15 points</td>
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<tr>
<td>Unit 4: Mixed Methods &amp; Staff</td>
<td>Feb. 22</td>
<td>10 points</td>
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<tr>
<td>Unit 5: Initial Plan</td>
<td>March 8</td>
<td>NC</td>
</tr>
<tr>
<td>Spring Break</td>
<td>March 12-18</td>
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<tr>
<td>Unit 6: Evaluation of Instruction</td>
<td>March 28</td>
<td>10 points</td>
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<tr>
<td>Unit 7: Selecting, Sampling, &amp; Standards</td>
<td>April 5</td>
<td>10 points</td>
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<tr>
<td>Unit 8: Visualization and Reporting</td>
<td>April 19</td>
<td>10 points</td>
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<tr>
<td>Unit 9: Planning to Evaluate</td>
<td>April 30</td>
<td>30 points</td>
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</table>

**Assignment & Calendar of Due Dates**

Third WARNING: Assignment due dates are given with the expectation that individual students will manage their time and begin work on the given assignments well in advance of the date due. Notes in this Time line will encourage students to begin preparing their response to a given assignment usually a week or two in advance of the due date. Depending on the ability and available study time, some students may need to begin work on a given assignment earlier. COMPLETED ASSIGNMENTS SHOULD BE SUBMITTED ON THE DATE GIVEN ON THE FOLLOWING SCHEDULE, AND NOT BEFORE. Assignments submitted late are subject to a ten percent reduction in points awarded for every week past the given due date.

**January 8 Classes Begin at IUPUI Campus**

LIS505 students should obtain materials for this course and begin preparing for the first and second assignments due January 18 and February 1. Read this syllabus for LIS 505 in its entirety. Contact the instructor, Daniel Callison, if you have questions: callison@indiana.edu

**January 15 MLK Day**
January 18 Unit 1 Due
Shared Posting. No Credit. Optional.
Begin work toward completion of Unit 2, due February 1, if you have not already done so.

Unit 1 Introductions & Proficiencies

By midnight January 18, post an introduction of yourself and a greeting to your classmates on the group posting site. Feel free to exchange greetings with specific class members. This site will remain open for further friendly contacts during the semester. For your first posting provide general information concerning your academic and career experiences and plans.

Also, access the following document which details the 2017 ACRL proficiencies for assessment librarians. Select three proficiencies you believe will be especially important to you in your library and information science career and discuss briefly how you believe your academic program at LIS will help you meet those proficiencies. Elaborate on the value you place in the proficiencies you have selected. While these pertain specifically to academic libraries, they can easily apply to any type of library and information environment.

Resources

(Resources given for journals can be accessed through the IUPUI Library databases, especially Library and Information Science Source. Some may be available openly on the Internet and through the ERIC database. If not linked in this syllabus, the student is responsible for searching the IUPUI database for given articles and for searching for additional relevant literature.)

(Resources accessible through the Internet will have a recent URL; or the student can search the Web.)

February 1 Unit 2 Due by midnight. Submit to instructor only. 15 points.

Begin work on Unit 3, if you have not already done so.

Unit 2 Personal Techniques. Essay to Instructor only.

Rachel Applegate provides a nearly comprehensive overview of the methods that are used for evaluation of library and information services (Applegate 2013). Reading the first chapter will provide you with the basic knowledge on the advantages and challenges to methods used that target human behaviors. These are methods that require human interactions with other humans. To gain a good background in evaluation methods, read chapter one and list for yourself the main methods she outlines, noting why such methods would change based on such factors as audience, evaluation issues, financing and staff available to conduct the evaluation.
Compose an essay (800 to 1,000 words) in which you discuss benefits and challenges beyond the content given by Applegate for three personal methods in Chapter 1 (Applegate 13). And add a method based on personal techniques that Applegate does not discuss much at all. Discuss the additional method’s likely uses, limitations and benefits. Resources for this exercise can come from the textbooks listed for the course, and from articles given below as well as journal articles you may locate on your own. Your completed essay should be submitted directly to me.

**Resources**

(Applegate 2013), Chapter 1  
(Gross 2016)  
(Hernon 2014)  
(Hernon 2015)

Journal articles given in Appendix A for Chapter 1 in (Applegate 2013). Some examples include those, but any from the textbook can be considered:


The online supplemental texts (Gross 2016) or (Hernon 2014) are useful for drawing perspectives for all assignments in this course.

Journal articles such as the following and/or those peer-reviewed articles you find through the IUPUI Library databases:


**Rubric**

15 points are possible for this assignment. The grading distribution will be based on:
• Did the student identify an adequate number and type of techniques and elaborate on them beyond the text (Applegate 2013)?
• Did the student adequately discuss at least one additional technique?
• Did the student document the essay with quality resources?
• Overall, did the student compose a meaningful comparison of techniques?

**February 15 Unit 3 Due by midnight. Submit to Instructor only. 15 points.**

Begin work on Unit 4, if you have not already done so.

**Unit 3 Impersonal Techniques. Essay to Instructor only.**

Rachel Applegate provides a nearly comprehensive overview of the methods that are used for evaluation of library and information services (Applegate 2013). Reading the second chapter will provide you with the basic knowledge on the advantages and challenges to methods used that target material and physical items. These are methods that require an understanding of the physical information items that are managed by professional information and library staff. To gain a good background in evaluation methods, read chapter two and list for yourself the main methods Applegate outlines, noting to yourself why such methods would change based on such factors as audience, evaluation issues, financing and staff available to conduct the evaluation and changes in the physical items of the collection itself.

Compose an essay (800 to 1,000 words) in which you discuss benefits and challenges beyond the content given by Applegate for three impersonal methods in (Applegate 2013) Chapter 2. And add one impersonal method Applegate does not discuss much at all. Discuss the additional method’s likely uses,
limitations and benefits. Resources for this exercise can come from the textbooks listed for the course, and from articles given below as well as journal articles you may locate on your own. Your completed essay should be submitted directly to me.

**Resources**

(Applegate 2013) Chapter 2  
(Gross 2016)  
(Hernon 2014)  
(Hernon 2015)

Journal articles given in Appendix A for Chapter 2 (Applegate 2013). Some examples include those below, but any in the text can be considered:


The online supplemental texts (Gross 2016) or (Hernon 2014) are useful for drawing perspectives for all assignments in this course.

Journal articles such as the following and/or those peer-reviewed articles you find through the IUPUI Library databases:


Rubric

15 points are possible for this assignment. The grading distribution will be based on:

- Did the student identify an adequate number and type of techniques and elaborate on them beyond (Applegate 2013)?
- Did the student adequately discuss at least one additional technique?
- Did the student document the essay with quality resources?
- Overall, did the student compose a meaningful comparison of techniques?

February 22 Unit 4 Due by midnight. Post for all class access. 10 points.

Begin work on Unit 5, if you have not already done so.

Unit 4 Mixed Methods, including Staff Evaluation.

Most of the evaluation projects conducted to address local issues are based on the data gathered through one specific method. That method will be chosen because it provides the techniques that can be managed locally. Financial, staff, and time resource factors all impact the ability to gather data personally OR impersonally. Substantial evaluation studies, if resources allow and the need is apparent, may be conducted through mixed methods – implementing both qualitative and quantitative data derived from personal and impersonal techniques.

Below is a citation that will lead to a fulltext mixed evaluation project and report. This report and others are freely available to you through the Library and Information Science Source database, online through the IUPUI Library.

Obtain this document and one additional mixed-methods evaluation report of your choice. Within 600 to 800 words, review the documents in terms of what you view as useful application of various evaluation methods. What methods applied in the reports seem most reasonable? What methods would you change or add in order to improve both evaluation projects, and in what manner would you make these changes?

**Resources**

Examine the course texts for items which may serve to clarify methods.

Search the IUPUI Library databases for supportive and accessible journal articles that are relevant. A recent example is:


YouTube may be useful in defining basic terms. Examples are:
- How Do Focus Groups Work? 2017
- Moderating Focus Groups. 2015
- How to Analyze Satisfaction Survey Data in Excel. 2012
- Analysing Questionnaires. 2012
- What is Mixed Methods Research? 2013

**Rubric**

10 points are possible for this assignment. The student’s response should be posted and open for general comments from members of the class. The grading distribution will be based on:

- Has the student selected a substantial mixed methods evaluation report suitable for comparison with a given mixed methods report?
- Has the student critically evaluated both reports and identified correct application of evaluation methods?
- Has the student identified and described other methods which might add to the value of the reports?
- Has the student identified questions which must be addressed before a more extensive review of the documents can take place?
- Has the student provided reasonable citations to supportive resources?

**March 8 Unit 5 Draft of Final Planning Project Due by midnight.**

Post for all class access. No credit. Continue receiving instructor and classmate feedback until final paper is completed and submitted on April 30.

**April 30.**

Begin work on Unit 6, if you have not already done so.
Each student will complete a mock plan for an evaluation project. Development of this plan will begin with a draft which includes brief notes from the student on the plan elements given below. This draft plan will be posted by the student so that all class members have access and can offer comments, resources, and other ideas over the coming weeks until the student’s final mock plan is submitted to the instructor on April 30. The project is worth 30 points, of which ten possible points are based on the frequency and quality of the student’s postings to classmates concerning their individual draft and accumulation of ideas through the end of the term.

**Resources for Initial Plan**

(Applegate 2013), Chapters 3, 4, 5  
(Gross 2016)  
(Hernon, 2015)

Each student should select one of the following audiences to build the mock evaluation plan. The given topics and associated literature serve as a foundation. The student may select any topic from those listed. Plans will be similar and differ in many respects even when two or more students select the same topic.

Select One Topic.

The given literature serves to define the potential mock study in terms of audience and evaluation problem. Students may use, discard and add new literature as they explore the possibilities and develop their plan. These articles are, however, likely to provide the basis for a literature along with new articles located by the student. Some articles may come to the student’s attention based on recommendation of the instructor and class colleagues.

A. Improving Information Literacy Instruction for Undergraduates


Rosenblatt, Stephanie. “They can Find it, but They don’t know what to do with it: Describing the use of scholarly literature by undergraduate students.” Journal of Information Literacy 4.2 (2010): 50 – 61.


B. Application of Learning Theory Models to Information Use Instruction of School Students


C. The Value of Storytelling


D. Usability of Websites


E. User Opinions and Input


F. Future Issues in Assessment of University Collections


The initial draft of your evaluation plan should be based on one of six topics given above. Post this initial draft on it can be shared with class colleagues and open to receive comments that will give you critical review and constructive ideas to fully develop the plan you will submit to the instructor on April 30.

The Initial Evaluation Plan

The initial plan draft should touch on the following elements. These will evolve over the coming few weeks as you work on the plan and as you receive feedback from others.

1. A problem statement. What can you envision now to be a situation in need of evaluation? What are the initial goals for the evaluation?
2. Likely audience. At this time, what audience is likely to be evaluated and for the needs of what group or stakeholders?
3. At this early point, what do you see as likely logistics that will challenge the process of conducting the evaluation? These barriers could involve finance, staff, information privacy and more.
4. Your topic as been defined initially by three articles that are accessible through the IUPUI Library databases, specifically Library and Information Science Source. Determine for your draft if any of these articles have potential value for your plan, and describe additional literature you believe you will seek in order to write a brief literature review for your final plan.
5. What initial ideas do you have for the method you will employ for your evaluation and how it will be described and illustrated for your plan. This means that you will eventually build a sample evaluation instrument for a survey, questionnaire, observation, checklist, focus group or other methods you believe will be useful.
6. What metrics or questions will you pose to generate data? What data do you believe can be gathered for your evaluation and how do you believe it can be analyzed? Are there professional organization standards against which you would compare local data?
7. What graphics might be possible to visualize the results of the data and to clarify the findings for different audiences?
8. How, when and to whom will your conclusions be presented, if you were to present the results of this evaluation? Who are the likely internal and external audiences?
9. You may interview professionals of your choice who have expertise in program evaluation. Name two such individuals and describe their credentials. You may arrange for a review of your ideas at the mid-stages in the developing plan. Credit should be given to any input from these experts. The professional does not need to come from the library or information fields, but most will.
10. Reflect on the initial planning process and conclude with a brief discussion as to the relationship of this process to your career plans.

Rubric
This project is worth 30 points. The Initial Plan should be posted for class access by March 8. It will remain open for constructive comment and resource sharing until April 30, the due date for the Final Plan.
The Final Evaluation Plan will be graded on the following:

- Up to ten points will be awarded based on the student’s contribution of constructive comments to other class members’ plans.
- Up to twenty points will be awarded based on the student’s development of a Final Evaluation Plan based on the ten elements given above.

The Initial Evaluation Plan can be written within two single spaced pages.

The Final Evaluation Plan can be written within seven to ten single spaced pages. The Final Evaluation Plan should follow the same ten elements, but clearly show how your plans have progressed based on readings, interaction with class colleagues, and input from your professional expert.

**March 12 - 18 IUPUI Spring Break**

Continue work on Unit 5 Initial Evaluation Plan, and Unit 6 Instruction Evaluation.

**March 29 Unit 6 Due by midnight. Post for all class access. 10 points.**

Begin work on Unit 7, if you have not already done so.

Continue work on final project.

**Unit 6 Instruction Evaluation.**

Instruction in the use of library resources has increased across all types of libraries and information centers. The central focus that has driven the expansion of instruction programs in academic settings has been the acceptance of the need for students and faculty to demonstrate skills in information literacy. Instructional programs k-12 have moved beyond library orientations and skills, although the “one shot” session still dominates in many schools. Instruction tied to the curriculum and valued with an academic grade remain the minority. There are many instructional program models and some have grown to be very extensive even in professional graduate schools such as medicine.

Using the resources for this unit, and additional journal articles you locate through the IUPUI Library’s database, discuss the various reasons and methods for instructional delivery found across academic environments, K – college and beyond. Note the different audiences who are involved, the attempts for the professional librarian to be accepted as a professional instructor, and the evaluation modes that are present.

You may also explore instruction beyond that of the student, to include the education of faculty in information literacy. Discuss any progress in gaining acceptance of information literacy as a part of the curriculum and the continuing challenges to accept the librarian on any level to serve as an instructor who is accepted as an evaluator of student performance for academic credit.

Write a 700 to 1,000 word essay and submit it to your classmates for their reactions and comments.
Resources

(Applegate, 2013), pages 46 – 58
(Gross, 2016)


Rubric
This assignment is worth 10 points. The student’s work will be evaluated based on these factors:

• The student has identified at least three modes of information instruction and described the need and instructional goals each of those modes attempts to address.
• The student as drawn on the peer-reviewed literature to illustrate the variety of audiences who receive instruction through the library, and how those programs and evaluated. Consider the evaluation of library instructors as well as evaluation of student performance.
• The student has summarized the standards developed by professional library associations to define the roles of instructional librarians and the goals of information instruction in various academic settings.

April 5 Unit 7 Due by midnight. Post for all class access. 10 points

Begin work on Unit 8, if you have not already done so.
Continue work on final project.

Unit 7 Data Selection, Samples & Standards

Resources
(Applegate 2013), Chapter 4
Dozens of guidelines and standards are developed, debated and adopted each year through the committees of the American Library Association. The URL given above will take you to a gateway page of the many policy statements held and serviced through ALA. Some are very long and require purchase, but there are many others that are available fulltext with just a click.

Read some of these documents and locate one that especially is of interest to you, perhaps because it deal with an audience that you have worked with in the past or today, or hope to work with that audience in the future.

Write a 600 to 800 word scenario in which you discuss how the policy (standards, guidelines) would be used to evaluate a program. Enrich your scenario through the use of information from the professional literature that helps to illustrate how an evaluation process would involve use of the ALS Guideline.

**Rubric**
This Assignment is worth ten points. It will be evaluated based on the following:
- The student has selected a meaningful set of professional standards from ALA which are suitable for consideration as guidelines for an evaluation.
- The student has written a scenario in which he/she illustrates how the selected standards can be used to evaluate a service, program, or institution.
- The student has included professional literature information that is relevant to the scenario and helps to describe the potential use of the selected standards as a key instrument for evaluation.

**April 19 Unit 8 Due by midnight. Post for all class access. 10 points**

Continue work on final planning project.

**Unit 8 Visualization & Reporting.**

The presentation of data in formats that are clear for various stakeholder groups has become a skill mastered by many library and information science technology specialists. Dozens of examples can be found in the literature and a few examples are given below. Explore some of these along with articles which offer what you believe to be appealing examples. Post for all class participants to see two visuals you believe are most effective for their given situation. How would you improve on the graphics?

Your discussion should range between 400 and 600 words along with at least two graphic examples that can be found in the citations you provide.

**Resources**

(Applegate 2013), Chapter 5
(Gross 2016)


Rubric

- The student provides the citations leading to graphics he or she believes to be especially effective. The specific graphic may be shared if possible.
- The student discusses the value of the visualization of data.
- The student gives a critic of the graphics examined and offered possible improvements.

April 30 (Monday) Unit 9 Final Project Due by midnight 30 points

10 of 30 points will be allotted to evaluate the student’s feedback on class postings and feedback given to other students on their final project plan.

Unit 9 Feedback & Mock Plan for Evaluation
Details on this project are given under the due date of March 8 for the Initial Evaluation Plan.

GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 100 % to 96.0%</td>
<td>Outstanding achievement. Student performance demonstrates full command of the course materials and evinces a high level of originality and/or creativity that far surpasses course expectations.</td>
</tr>
</tbody>
</table>
### Grade Descriptions

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A-</td>
<td>95.9 % to 90.0%</td>
</tr>
<tr>
<td>B+</td>
<td>89.9 % to 87.0%</td>
</tr>
<tr>
<td>B</td>
<td>86.9 % to 84.0%</td>
</tr>
<tr>
<td>B-</td>
<td>83.9 % to 80.0%</td>
</tr>
<tr>
<td>C+ through C-</td>
<td>79.9 % to 70.0%</td>
</tr>
<tr>
<td>D through F</td>
<td>69.9 % &gt;</td>
</tr>
</tbody>
</table>

Note that to satisfy a core requirement, grade must be B- or above. For electives, grade must be C or above (and overall GPA 3.0 or above).

### EXPECTATIONS, GUIDELINES, AND POLICIES

#### Attendance
The course will be taught entirely online including web-based readings and resources, threaded discussions, plus online presentations and activities.

This course assumes that students can work independently. There are no required face-to-face meetings. There are no required synchronous online meetings. However, students are encouraged to e-mail or arrange an online chat with the instructor at any time.

A basic requirement of this course is that you will participate in all class activities and conscientiously complete all required course assignments. Students are expected to complete the assignments, quizzes, and projects on time, which is your attendance.

#### Incompletes
Incompletes are only available when unexpected events prevent completion of the course requirements in the usual time frame. No student with multiple incompletes may register for additional courses. Left unchanged, an Incomplete automatically becomes an F after one year. See: IUPUI Registrar: Grade of Incomplete (registrar.iupui.edu/incomp.html)

#### Deliverables
You are responsible for completing each deliverable (e.g., task, final project) by its deadline and submitting it by the specified method. Deadlines and submission instructions are outlined in the syllabus.
or in supplementary documents accessible through Canvas. In fairness to the instructor and students who completed their work on time, a grade on a deliverable shall be reduced 10%, if it is submitted late and a further 10% for each 24-hour period it is submitted after the deadline.

Your Questions, Concerns, and Comments
Please do not hesitate to contact the instructor directly via Canvas mail with any questions. If needed, the instructor will also use Canvas Announcements to notify the entire group (e.g., syllabus change, instructor availability, etc.).

If you have problems accessing Canvas, please contact the University Information Technology Services (UITS) Support Center at 317-274-HELP. All course Announcements will be found in Canvas along with the course schedule, assignments, and other course documents.

MLS PROGRAM OUTCOMES
The Master of Library Science (M.L.S.) program prepares students to become reflective practitioners who connect people and communities with information. Upon completion of the M.L.S. program, graduates are prepared to:

Approach professional issues with understanding
Understand the social, political, ethical, and legal aspects of information creation, access, ownership, service, and communication
Anticipate emerging trends and respond proactively

Assist and educate users
Analyze and identify the information needs of diverse communities of users
Educate users and potential users to locate, use, and evaluate information resources and tools
Analyze and evaluate information systems and services in a variety of settings

Develop and manage collections of information resources
Design and apply policies and procedures that support the selection and acquisition of information resources for particular communities of users
Manage, evaluate, and preserve physical and virtual collections of information resources
Uphold ethical and legal standards in acquiring, leasing, preserving, and providing access to information resources

Manage and lead libraries and other information organizations
Perform basic managerial functions, including planning, budgeting, and performance evaluation
Communicate effectively to a variety of audiences
Apply theories of organizational behavior and structure

Represent and organize information resources
Understand and apply principles of representation and organization

Use research effectively
Design, conduct, interpret, and take action based upon research and evaluation

Deploy information technologies in effective and innovative ways
Implement and evaluate information and communication technologies for efficiency, usability, and value to users
ALA MLS COMPETENCIES

A person graduating from an ALA-accredited master's program in library and information studies should know and, where appropriate, be able to employ:

**Foundations of the Profession**
1A. The ethics, values, and foundational principles of the library and information profession.
1B. The role of library and information professionals in the promotion of democratic principles and intellectual freedom (including freedom of expression, thought, and conscience).
1C. The history of libraries and librarianship.
1D. The history of human communication and its impact on libraries.
1E. Current types of library (school, public, academic, special, etc.) and closely related information agencies.
1F. National and international social, public, information, economic, and cultural policies and trends of significance to the library and information profession.
1G. The legal framework within which libraries and information agencies operate. That framework includes laws relating to copyright, privacy, freedom of expression, equal rights (e.g., the Americans with Disabilities Act), and intellectual property.
1H. The importance of effective advocacy for libraries, librarians, other library workers, and library services.
1I. The techniques used to analyze complex problems and create appropriate solutions.
1J. Effective communication techniques (verbal and written).
1K. Certification and/or licensure requirements of specialized areas of the profession.

**Information Resources**
2A. Concepts and issues related to the lifecycle of recorded knowledge and information, from creation through various stages of use to disposition.
2B. Concepts, issues, and methods related to the acquisition and disposition of resources, including evaluation, selection, purchasing, processing, storing, and de-selection.
2C. Concepts, issues, and methods related to the management of various collections.
2D. Concepts, issues, and methods related to the maintenance of collections, including preservation and conservation.

**Organization of Recorded Knowledge and Information**
3A. The principles involved in the organization and representation of recorded knowledge and information.
3B. The developmental, descriptive, and evaluative skills needed to organize recorded knowledge and information resources.
3C. The systems of cataloging, metadata, indexing, and classification standards and methods used to organize recorded knowledge and information.

**Technological Knowledge and Skills**
4A. Information, communication, assistive, and related technologies as they affect the resources, service delivery, and uses of libraries and other information agencies.
4B. The application of information, communication, assistive, and related technology and tools consistent with professional ethics and prevailing service norms and applications.
4C. The methods of assessing and evaluating the specifications, efficacy, and cost efficiency of technology-based products and services.
4D. The principles and techniques necessary to identify and analyze emerging technologies and innovations in order to recognize and implement relevant technological improvements.
Reference and User Services
5A. The concepts, principles, and techniques of reference and user services that provide access to relevant and accurate recorded knowledge and information to individuals of all ages and groups.
5B. Techniques used to retrieve, evaluate, and synthesize information from diverse sources for use by individuals of all ages and groups.
5C. The methods used to interact successfully with individuals of all ages and groups to provide consultation, mediation, and guidance in their use of recorded knowledge and information.
5D. Information literacy/information competence techniques and methods, numerical literacy, and statistical literacy.
5E. The principles and methods of advocacy used to reach specific audiences to promote and explain concepts and services.
5F. The principles of assessment and response to diversity in user needs, user communities, and user preferences.
5G. The principles and methods used to assess the impact of current and emerging situations or circumstances on the design and implementation of appropriate services or resource development.

Research
6A. The fundamentals of quantitative and qualitative research methods. 6B. The central research findings and research literature of the field.
6C. The principles and methods used to assess the actual and potential value of new research.

Continuing Education and Lifelong Learning
7A. The necessity of continuing professional development of practitioners in libraries and other information agencies.
7B. The role of the library in the lifelong learning of patrons, including an understanding of lifelong learning in the provision of quality service and the use of lifelong learning in the promotion of library services.
7C. Learning theories, instructional methods, and achievement measures; and their application in libraries and other information agencies.
7D. The principles related to the teaching and learning of concepts, processes and skills used in seeking, evaluating, and using recorded knowledge and information.

Administration and Management
8A. The principles of planning and budgeting in libraries and other information agencies.
8B. The principles of effective personnel practices and human resource development.
8C. The concepts behind, and methods for, assessment and evaluation of library services and their outcomes.
8D. The concepts behind, and methods for, developing partnerships, collaborations, networks, and other structures with all stakeholders and within communities served.
8E. The concepts behind, issues relating to, and methods for, principled, transformational leadership.

CODE OF CONDUCT
All students should aspire to the highest standards of academic integrity. Using another student’s work on an assignment, cheating on a test, not quoting or citing references correctly, or any other form of dishonesty or plagiarism shall result in a grade of zero on the item and possibly an F in the course. Incidences of academic misconduct shall be referred to the Department Chair and repeated violations shall result in dismissal from the program.
All students are responsible for reading, understanding, and applying the Code of Student Rights,
Responsibilities and Conduct and in particular the section on academic misconduct. Refer to The Code of Student Rights (studentcode.iu.edu/)

All students must also successfully complete the Indiana University Department of Education “How to Recognize Plagiarism” Tutorials and Tests (www.indiana.edu/~academy/firstPrinciples/)

You must document the difference between your writing and that of others. Use quotation marks in addition to a citation, page number, and reference whenever writing someone else’s words (e.g., following the Publication Manual of the American Psychological Association). To detect plagiarism instructors apply a range of methods.

Academic Misconduct

1. Cheating: Cheating is considered to be an attempt to use or provide unauthorized assistance, materials, information, or study aids in any form and in any academic exercise or environment.
   a. A student must not use external assistance on any “in-class” or “take-home” examination, unless the instructor specifically has authorized external assistance. This prohibition includes, but is not limited to, the use of tutors, books, notes, calculators, computers, and wireless communication devices.
   b. A student must not use another person as a substitute in the taking of an examination or quiz, nor allow other persons to conduct research or to prepare work, without advanced authorization from the instructor to whom the work is being submitted.
   c. A student must not use materials from a commercial term paper company, files of papers prepared by other persons, or submit documents found on the Internet.
   d. A student must not collaborate with other persons on a particular project and submit a copy of a written report that is represented explicitly or implicitly as the student’s individual work.
   e. A student must not use any unauthorized assistance in a laboratory, at a computer terminal, or on fieldwork.
   f. A student must not steal examinations or other course materials, including but not limited to, physical copies and photographic or electronic images.
   g. A student must not submit substantial portions of the same academic work for credit or honors more than once without permission of the instructor or program to whom the work is being submitted.
   h. A student must not, without authorization, alter a grade or score in any way, nor alter answers on a returned exam or assignment for credit.

2. Fabrication: A student must not falsify or invent any information or data in an academic exercise including, but not limited to, records or reports, laboratory results, and citation to the sources of information.

3. Plagiarism: Plagiarism is defined as presenting someone else’s work, including the work of other students, as one’s own. Any ideas or materials taken from another source for either written or oral use must be fully acknowledged, unless the information is common knowledge. What is considered “common knowledge” may differ from course to course.
   a. A student must not adopt or reproduce ideas, opinions, theories, formulas, graphics, or pictures of another person without acknowledgment.
   b. A student must give credit to the originality of others and acknowledge indebtedness whenever:
      1. directly quoting another person’s actual words, whether oral or written;
      2. using another person’s ideas, opinions, or theories;
      3. paraphrasing the words, ideas, opinions, or theories of others, whether oral or written;
      4. borrowing facts, statistics, or illustrative material; or
5. offering materials assembled or collected by others in the form of projects or collections without acknowledgment

4. **Interference:** A student must not steal, change, destroy, or impede another student’s work, nor should the student unjustly attempt, through a bribe, a promise of favors or threats, to affect any student’s grade or the evaluation of academic performance. Impeding another student’s work includes, but is not limited to, the theft, defacement, or mutilation of resources so as to deprive others of the information they contain.

5. **Violation of Course Rules:** A student must not violate course rules established by a department, the course syllabus, verbal or written instructions, or the course materials that are rationally related to the content of the course or to the enhancement of the learning process in the course.

6. **Facilitating Academic Dishonesty:** A student must not intentionally or knowingly help or attempt to help another student to commit an act of academic misconduct, nor allow another student to use his or her work or resources to commit an act of misconduct.

**OTHER POLICIES**

1. **Administrative withdrawal:** A basic requirement of this course is that students complete all required course activities. If a student is unable to attend, participate in, or complete an assignment on time, it is the student’s responsibility to inform the instructor. If a student misses more than half of the required activities within the first 25% of the course without contacting the instructor, the student may be administratively withdrawn from this course. Administrative withdrawal may have academic, financial, and financial aid implications. Administrative withdrawal will take place after the full refund period, and a student who has been administratively withdrawn from a course is ineligible for a tuition refund. Contact the instructor with questions concerning administrative withdrawal. Learn more at [IUPUI Administrative Withdrawal Policy](registrar.iupui.edu/withdrawal-policy.html)

2. **Civility:** To maintain an effective and inclusive learning environment, it is important to be an attentive and respectful participant in all course exercises. IUPUI nurtures and promotes “a campus climate that seeks, values, and cultivates diversity in all of its forms and that provides conditions necessary for all campus community members to feel welcomed, supported, included, and valued” (IUPUI Strategic Initiative 9). IUPUI prohibits “discrimination against anyone for reasons of race, color, religion, national origin, sex, sexual orientation, marital status, age, disability, or veteran status” (Office of Equal Opportunity). Profanity or derogatory comments about the instructor, fellow students, invited speakers, or any members of the campus community shall not be tolerated. A violation of this rule shall result in a warning and, if the offense continues, possible disciplinary action.

3. **Communication:** For online courses, the instructor or teaching assistant should respond to emails within two Indiana University working days, which excludes weekends and holidays. The instructor should accept appointments for face-to-face, telephone, or teleconferenced meetings, and announce periods of extended absence in advance.

4. **Counseling and Psychological Services (CAPS):** Students seeking counseling or other psychological services should contact the CAPS office at 274-2548 or capsindy@iupui.edu. For more information visit the [CAPS website](studentaffairs.iupui.edu/health-wellness/counseling-psychology/)

5. **Course evaluations:** Course evaluations provide vital information for improving the quality of courses and programs. Students are not required to complete a course or instructor evaluation for
any section in which they are enrolled at the School of Informatics and Computing. Course evaluations are completed in Canvas (Course Questionnaire). Course evaluations are open from the eleventh week. Course evaluations are anonymous, which means that no one can view the name of the student completing the evaluation. In addition, no one can view the evaluation itself until after the instructor has submitted the final grades for the course. In small sections, demographic information should be left blank, if it could be used to identify the student.

6. **Disabilities policy:** In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor during the first week of class of accommodations needed for the course. Students requiring accommodations because of a disability must register with Adaptive Educational Services (AES) and complete the appropriate AES-issued before receiving accommodations. Students with learning disabilities for which accommodations are desired should contact the Adaptive Educational Services office on campus, and inform the instructor as soon as possible: Adaptive Educational Services (AES) (aes.iupui.edu/) 317-274-3241.

7. **Email:** Indiana University uses your IU email account as an official means of communication, and students should check it daily. Although you may have your IU email forwarded to an outside email account, please email faculty and staff from your IU email account.

8. **Emergency preparedness:** Know what to do in an emergency so that you can protect yourself and others. For more information, visit the emergency management website at Protect IU (protect.iu.edu/emergency)

9. **IUPUI course policies:** Several campus policies governing IUPUI courses may be found at IUPUI Course Policies (registrar.iupui.edu/course_policies.html)

10. **No class attendance without enrollment.** Only those who are officially enrolled in this course may attend class unless enrolled as an auditor or making up an Incomplete by prior arrangement with the instructor. This policy does not apply to those assisting a student with a documented disability, serving in an instructional role, or administrative personnel. See Administrative Policy: No Class Attendance without Official Enrollment (registrar.iupui.edu/official-enrollment-class-attendance.html)

11. **Religious holidays:** Students seeking accommodation for religious observances must submit a request form to the course instructor by the end of the second week of the semester. For information visit IUPUI Policy on Religious Holidays (registrar.iupui.edu/religious.html).

12. **Right to revise:** The instructor reserves the right to make changes to this syllabus as necessary and, in such an event, will notify students of the changes immediately.

13. **Sexual misconduct:** IU does not tolerate sexual harassment or violence. For more information and resources, visit Stop Sexual Violence (stopsexualviolence.iu.edu/)

14. **Student advocate:** The Student Advocate assists students with personal, financial, and academic issues. The Student Advocate is in the Campus Center, Suite 350, and may also be contacted at 317 274-4431 or studvoc@iupui.edu. For more information visit Division of Student Affairs (studentaffairs.iupui.edu/advocate)

**IUPUI COURSE POLICIES**
A number of campus policies governing IUPUI courses may be found at the following link: Course Policies (registrar.iupui.edu/course_policies.html)
See the Important Supplement for IUPUI Syllabi (.pdf). This link is also automatically inserted at the top of the Canvas Syllabus page. This supplement covers:

- IUPUI Policy on Disability Accommodations
- IUPUI Policy on Religious Holidays
- IUPUI Policy on Academic Integrity
- IUPUI Policy on Sexual Misconduct
- Education and Title VI
- Military Related Personnel Statement
- Two-Step Login (Duo)

**MISSION STATEMENT**

The Mission of IUPUI is to provide for its constituents excellence in

- Teaching and Learning;
- Research, Scholarship, and Creative Activity; and
- Civic Engagement.

With each of these core activities characterized by

- Collaboration within and across disciplines and with the community;
- A commitment to ensuring diversity; and
- Pursuit of best practices.

IUPUI’s mission is derived from and aligned with the principal components—Communities of Learning, Responsibilities of Excellence, Accountability and Best Practices—of Indiana University’s Strategic Directions Charter.

**STATEMENT OF VALUES**

IUPUI values the commitment of students to learning; of faculty to the highest standards of teaching, scholarship, and service; and of staff to the highest standards of service. IUPUI recognizes students as partners in learning. IUPUI values the opportunities afforded by its location in Indiana’s capital city and is committed to serving the needs of its community. Thus, IUPUI students, faculty, and staff are involved in the community, both to provide educational programs and patient care and to apply learning to community needs through service. As a leader in fostering collaborative relationships, IUPUI values collegiality, cooperation, creativity, innovation, and entrepreneurship as well as honesty, integrity, and support for open inquiry and dissemination of findings. IUPUI is committed to the personal and professional development of its students, faculty, and staff and to continuous improvement of its programs and services.
APPENDIX A

Research (S506) and Evaluation (S505)

Investigation, Research, Evaluation, and Opinion

It is very important that you understand the differences between investigation, research, evaluation and opinion. They each have their place, and almost any topic or idea or question of yours can be framed within each of these. LIS has a course for research, a course for evaluation, several courses which encompass the skills of investigation (S501, S533, etc.), and you will encounter opinion all the time.

All of these exist in what is called “the literature”: articles and books and websites, both those specifically about library and information science, and those within other domains. (A “domain” is a knowledge area, such as business or psychology. Terms have different meanings depending on their domain: in business, a ‘depression’ is negative economic growth; in psychology ‘depression’ is an emotional state, in geology ‘depression’ is an area that is lower than the surrounding landscape.).

Investigation means finding out what is already known about a topic.

Research means the creation and analysis of new knowledge to address generalizable questions.

Evaluation is the gathering of data to address managerial issues.

Opinion is an individual’s (or organization’s) thoughts upon an issue.

Let’s consider a topic:

Personal finance skills, particularly for Millennials. It is said that young adults struggle to manage student debt, independent living, job demands, and other financial issues.

Investigation is the process of finding out what is already known on a topic.

- If I go to scholar.google.com and enter, “financial literacy millennials” I find a number of articles discussing this topic.
  - I will use my skills of assessing sources to distinguish between newspaper articles (USA Today), private reports (WorldPensionSummit.com) and scholarly studies (Journal of Management.)
- As a public services/programs librarian in a public library, I can get some ideas for programs from these materials.
- If I go to scholar.google.com, and enter “financial literacy millennials public libraries” to see what kinds of programs are offered….hummmm! I don’t see much!
Research questions could be:

- Do people from age 18-30 lack specific skills in financial management?
  - Maybe people have studied what “people” in general (all ages) know about in terms of financial management. Or maybe there are studies of how older adults (preparing for retirement) act. But not of millennials.
  - This type of research would probably be conducted by experts in finance or in young adults: faculty in psychology, education, or in business schools.
  - Potential methods would be surveys of young adults, or tests administered to college student volunteers.

Evaluation questions could be:

- Does the Indiana University “MoneySmarts” program result in greater knowledge for IU students? http://moneysmarts.iu.edu
  - This could be evaluated by an end-of-course test. Other potential metrics are, how many students are accessing the website? Persisting throughout the whole series? Graduating with debt? The reason this is “evaluation” and not “research” is that it is local and specific: this program, this audience.
  - You can change this to a research question by generalizing it:
    - Can college students use an online tutorial to increase their money management skills?
    - Are public libraries offering money management programs?
- Evaluation is local, applied, and specific. You and your organization care about the results, probably few others do!

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1 This is a current metric being used: the average debt of IU graduates has gone down since the program started.
• Sometimes people publish evaluation articles, in which case, they are providing generalized information about how to use a particular evaluation tool.

**Opinion** writing presents a point of view:

• To remain relevant, public libraries need to address literacy gaps in their users: financial literacy is a gap, so we *should* provide money management programs.

• I think that helicopter parenting has led to a decrease in millennials not being able to handle money—down deep, they know they will be rescued. Why, my own 21-year-old nephew still....

• Opinion pieces may *quote from* research. However, they are not systematic in their review of what is known about a topic, they include anecdotes and personal experiences, and do not intend to provide both sides of a question.

• Opinion pieces can demonstrate that a **topic is important!**

| Opinions are useful in the **introduction** and the **conclusion** to a research article: people should **care** about the topic you are researching!  
| -SO WHAT-  
| Be ready to explain why your research is **important** |

Think about what you are interested in. Try to see it in each of these frameworks: as investigation, as research, as evaluation, as opinion.

The exact nature of a particular *research question* will depend heavily on what is ALREADY known. So, be prepared to adapt your question as you do your investigation. One of my spring Evaluation students is doing a research project this summer on ‘floating collections’...and I think it is very publishable because there is simply not much *research* published already: only a lot of opinions on why floating collections *should be* a good idea

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2 A floating collection occurs in a multi-branch system where books are kept at the branch where they are returned, rather than having a permanent ‘home.’
Appendix B

Investigation-Research-Evaluation-Opinion Examples

General topic: Teens and ebooks
• Investigation: What is known about reading format habits of teens?
• Research: Hypothesis\(^3\): People aged 13-18 will be able to read and remember texts presented on a kindle device better (reading speed, comprehension test) than in print.
• Evaluation: Are the YA ebooks at my library being used?
• Opinion: Screen time is evil!

General topic: Reference skills
• Investigation: What are the best practices in providing reference services?
• Research: Hypothesis: There is an age difference in satisfaction with chat reference: older patrons will be less satisfied than younger patrons.
• Evaluation: Are our patrons satisfied with our current methods of providing reference, which are in-person, telephone and email (but not chat)?
• Opinion: Chat can’t substitute for real person-to-person communication!

General topic: Controlled vocabulary vs. keyword searching
• Investigation: In library cataloging searching, what methods of searching (subject heading vs. keyword) retrieve the greatest number of relevant books?
• Research: Hypothesis: A large majority of subject searching by college students uses keywords only, without any use of subject headings\(^4\).
• Evaluation: How easy is it to navigate to subject heading searching in our OPAC? (usability study)
• Opinion: Don’t confuse Google with cataloging!

General topic: Online privacy
• Investigation: What is the ALA stance on privacy?
• Research: For the most-popular online services, what elements of personal identification do they keep private by default\(^5\)?
• Evaluation: After a workshop at the library, how many participants change their default settings on Facebook, Instagram, and LinkedIn?
• Opinion: No privacy, no democracy!

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\(^3\) A hypothesis is a question that one tests through the gathering of relevant information.
\(^4\) This is what is called a “prevalence” question—you aren’t saying why this might happen, but are measuring how much it is happening.
\(^5\) This is slightly lame. The division here between investigation and research is that in this example, there may be sources of information for these questions (e.g. finding laws) and there may not (compiling and analyzing private company policies). The first would be investigation, the second would be research.