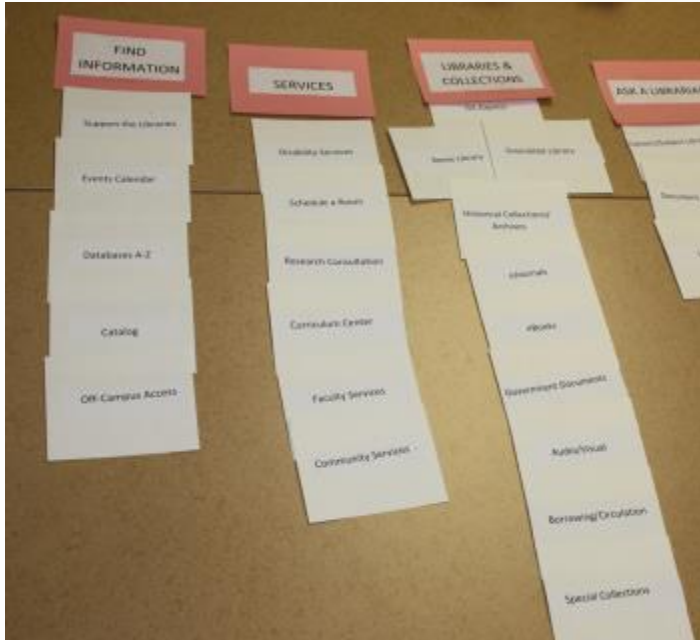


# Information Literacy/Information Architecture: Lessons Learned From a Card Sort Exercise



Virginia Feher, Kim Mears, Autumn Johnson  
Georgia Regents University

# Augusta State and Georgia Health Sciences (MCG) Universities announce plan to consolidate



# Consolidation Moves Forward

**JANUARY 12, 2012**

University System of Georgia (USG) Board of Regents approve merger of Augusta State and Georgia Health Sciences University

**December 11, 2012**

SACS approves consolidation

**Fall 2013**

Inaugural class of GRU enrolled

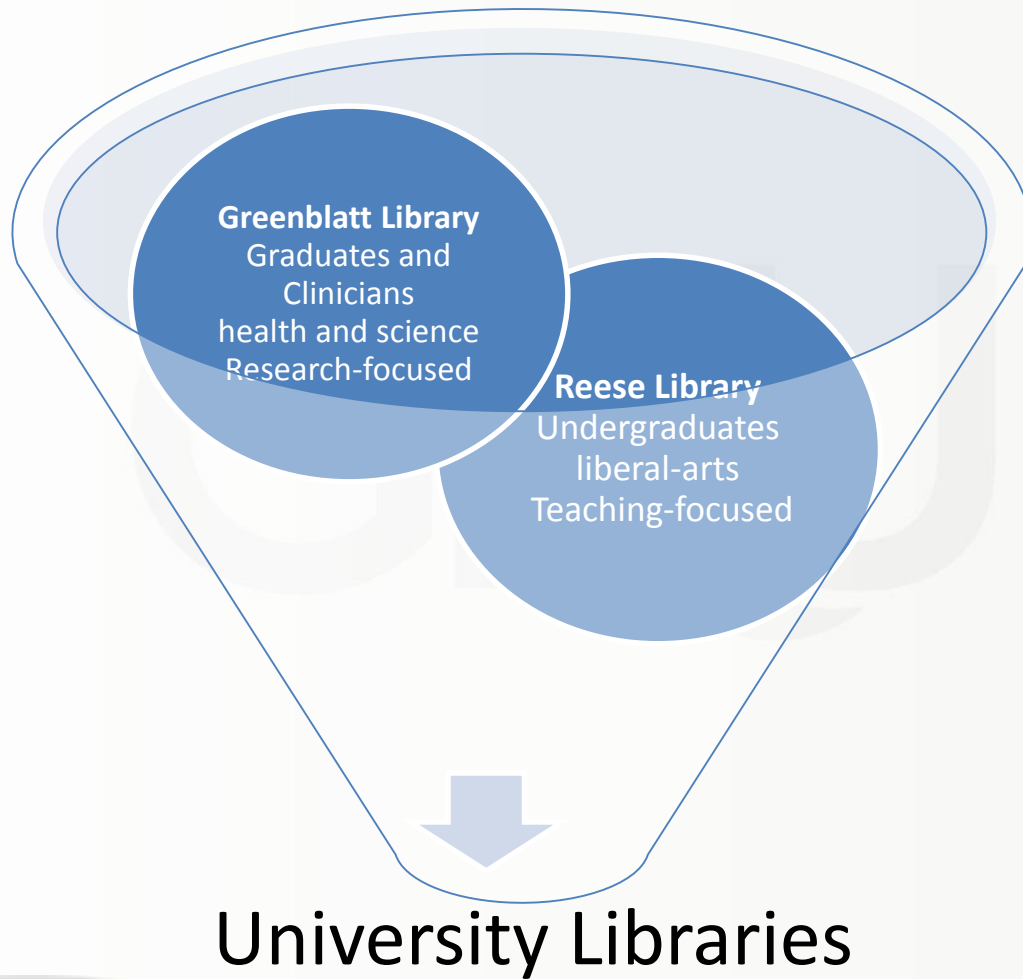
**Summer- Fall 2012**

Library Work Team submit regular updates to University Consolidation Working Group. Updates are made available to public

**January 8, 2013**

Consolidation takes effect after approval from USG Board of Regents

# Consolidation of Libraries



# Consolidated Libraries Sub-Committee Formed

*“to consolidate the Reese and Greenblatt Libraries websites into one Libraries website to best meet the needs of the students, faculty, clinicians, researchers and staff of New U by mid-January 2013 when SACS approves consolidation”*

# Consolidated Libraries Sub-Committee Formed



Librarian  
Library Systems  
Greenblatt Library



Librarian  
Research and Education  
Greenblatt Library



Staff / Librarian  
Research and Education  
Greenblatt Library



Librarian  
Reference and Education  
Reese Library



Staff  
Library Systems  
Reese Library

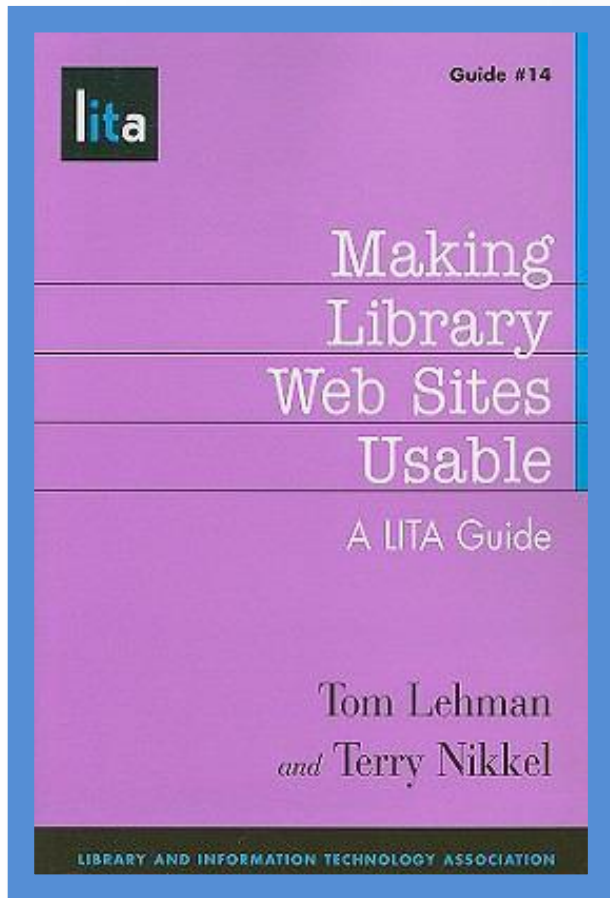


Librarian  
Reference and Education  
Reese Library

# Early Research and Review



# Early Research and Review



Lehman, T., & Nikkel, T. (2008). *Making library Web sites usable: A LITA guide*. New York: Neal-Schuman Publishers.

Cockrell, B., & Cockrell and Elaine A. Jayne. (2002). How do I find an article? Insights from a web usability study. *Journal of Academic Librarianship*, 28, 122-132.

Davidson, S., & Yankee, E. (2004). *Web Site Design with the Patron in Mind : A Step-by-step Guide for Libraries*. Chicago: American Library Association

Norlin, E., & Winters, C. (2002). *Usability testing for library websites: A hands-on guide*. Chicago: American Library Association

Smith, S. S., & American Library Association. (2010). *Web-based instruction: A guide for libraries* (3rd ed.). Chicago: American Library Association.

Tolliver, R. L., Carter, D. S., Chapman, S. E., Edwards, P. M., Fisher, J. E., Haines, A. L., & ... Price, R. M. (2005). Website redesign and testing with a usability consultant: lessons learned. *OCLC Systems & Services*, 21(3), 156-166.

# Early Research and Review

## Reese Library

Phone: (706) 737-1748

[Books](#) | [Articles](#) | [Research Guides](#) | [Google Scholar](#) | [Search GRU](#)

### Find Information

- Books & Media
- Articles
- E-Journals By Title
- Special Collections Finding Aids
- Government Information
- Research Guides (LibGuides)

### Get Help

- How to Get the GALILEO Password
- Staff Directory
- Ask a Librarian
- Request a Research Appointment

### Get Services


- Log on to Your GIL Account
- Interlibrary Loan Instructions
- Interlibrary Loan Login Page
- Library Policies
- Schedule Class Instruction

### About Us

- Mission Statement
- Departments
- Calendar
- What's New at Reese Library
- Tell Us How We Are Doing!


**Normal Library Hours:**  
Mon - Th: 7:30 a.m. - 10:30 p.m.  
Fri: 7:30 a.m. - 5:00 p.m.  
Sat: 9:00 a.m. - 5:00 p.m.  
Sun: 1:30 p.m. - 9:30 p.m.

Enter your search term to find books and media.




All Fields


Search Tips:  
Use quotes to search for phrases (for example: "Civil War"). Use an \* for wildcard searches (for example: biochem\* will return biochemistry and biochemical.) AND, OR and NOT can be used for Boolean logic (for example: ((biomedical AND engineering) NOT nuclear)) - Boolean operators (AND, OR, NOT) must be ALL CAPS  
GIL | GIL-Find | GIL Universal Catalog | OCLC WorldCat | Library of Congress



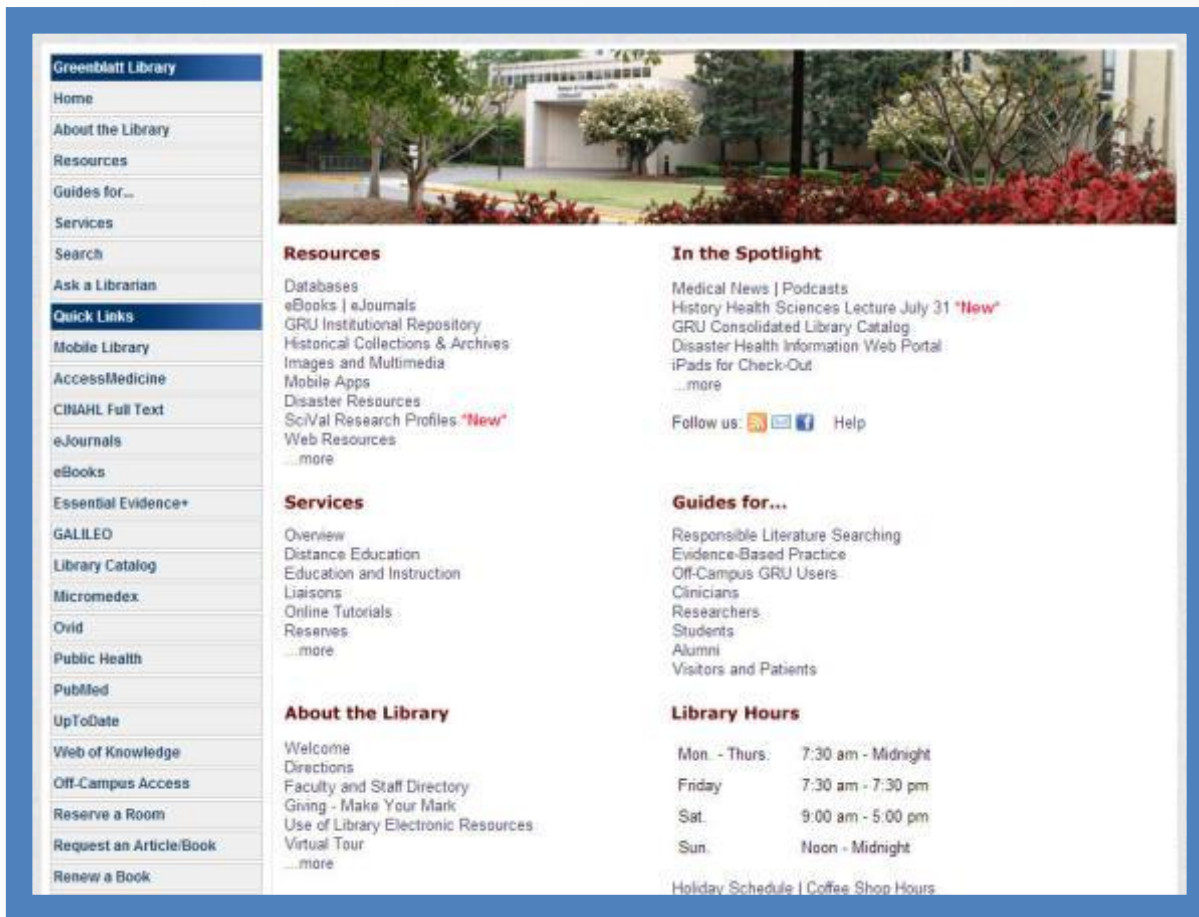
First view of the library from the parking lot

[Click here to access the old site.](#)

 Follow Us on Facebook



# Early Research and Review



The screenshot displays the Greenblatt Library website. On the left is a vertical navigation menu with categories like Home, About the Library, Resources, Guides for..., Services, Search, Ask a Librarian, Quick Links, Mobile Library, AccessMedicine, CINAHL Full Text, eJournals, eBooks, Essential Evidence+, GALILEO, Library Catalog, Micromedex, Ovid, Public Health, PubMed, UpToDate, Web of Knowledge, Off-Campus Access, Reserve a Room, Request an Article/Book, and Renew a Book. The main content area features a header image of the library building, followed by sections for Resources (Databases, eBooks, eJournals, etc.), In the Spotlight (Medical News, History Health Sciences Lecture, etc.), Services (Overview, Distance Education, etc.), Guides for... (Responsible Literature Searching, Evidence-Based Practice, etc.), About the Library (Welcome, Directions, etc.), and Library Hours (Mon-Thurs: 7:30 am - Midnight, Friday: 7:30 am - 7:30 pm, Sat: 9:00 am - 5:00 pm, Sun: Noon - Midnight). Social media icons for YouTube, Twitter, and Facebook are also present.

# Gaining User Perspective: Survey



“It is too complicated navigating through, it should be more like common sense”

“lack of visual appeal”

“too many links”

“cluttered”

“(needs) better link to news and events”

# Gaining User Perspective: Survey



ASU users indicated that GALILEO, GIL-Find, and eJournals were the most important

v.s.

GHSU users indicate eJournals list and Database list most important.

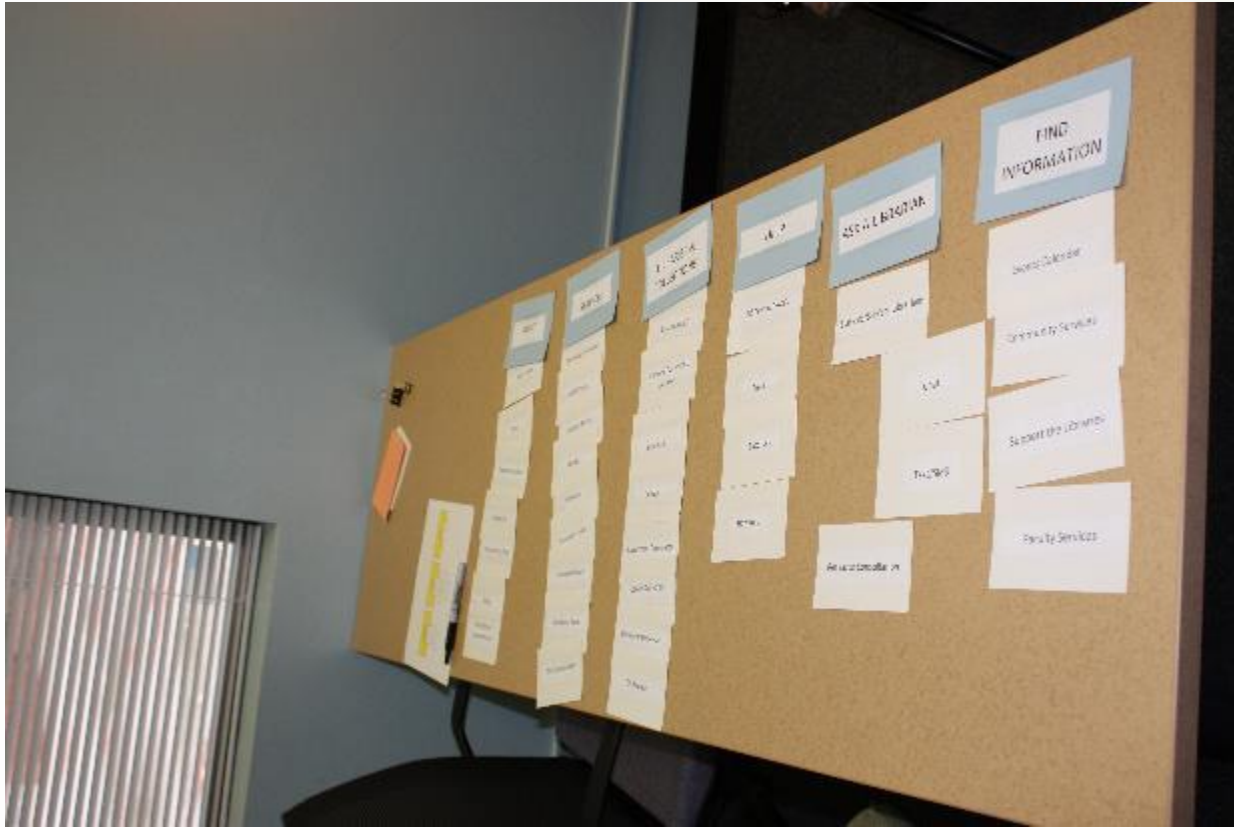
# Early Research and Review



# Gaining User Perspective: Next Steps

- ~~• Sub-Committee formed~~
- ~~• Committee review of professional literature and aspirational sites~~
- ~~• Committee review of existing websites~~
- ~~• Gather user perspective~~
- ~~• Horizontal navigation bar solution~~
- Card-sort exercise

# The Card Sort



# Overview

## Type of Card Sort

- Closed Cart Sort

## Materials

- Script
- Index Cards
- Sign in Sheet
- Incentives
- Camera
- Notepad

## Setting

- Reese
  - Study Rooms
- Greenblatt
  - Lobby of the Health Sciences Building
  - Library Study Room

# Script & Instructions

- Script
- Provided example
- Follow-up Questions

Thank you for agreeing to participate. Please sign in.

I will now read aloud a series of instructions:

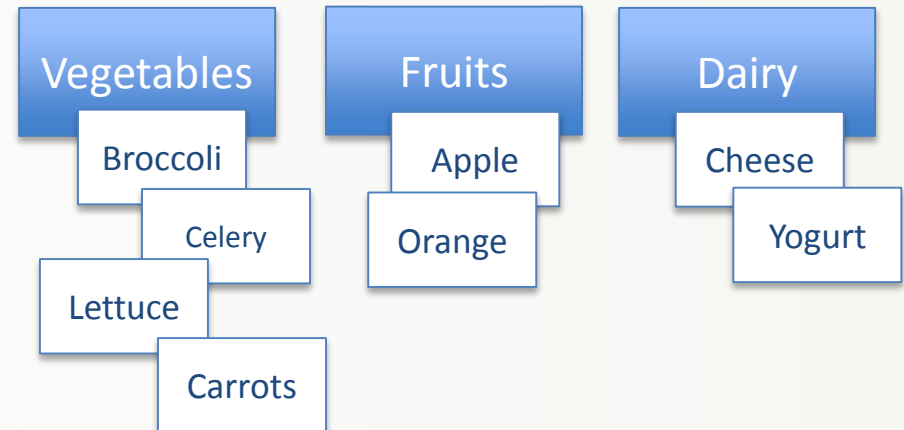
Welcome! Greenblatt Library is in the process of redesigning the library website so that it is more useful to patrons. Today we will be conducting a card-sorting exercise in order to gain some understanding of how users would organize information.

**Your task will be to sort a variety of library resources and services into predetermined categories.**

Resources and services will be written on small, white cards. *Hold up white cards*

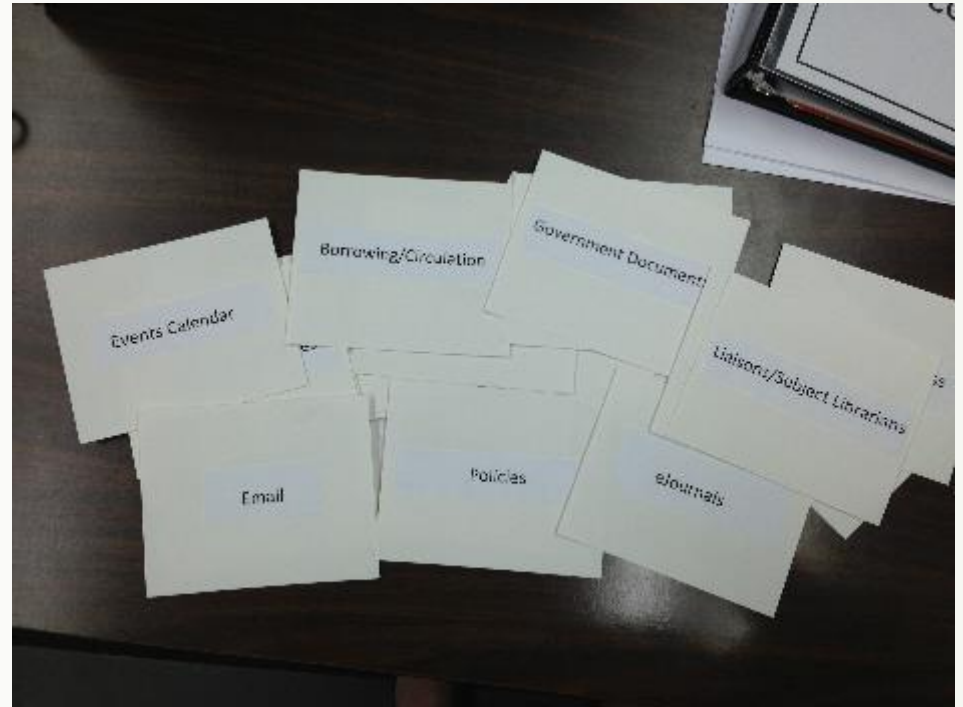
Categories will be written on the larger, yellow cards. *Point towards yellow cards that are taped to table.*

**We ask that you take each of the white cards and place them into groups representing categories of information that make sense to you.** Take your time and analyze the term that appears on each white card. Sort the white card into one of the 6 categories by laying the white card below the corresponding category.



# Categories

# Resources & Services (Terms)



# How did we find participants?

---

**THIS ROOM IS RESERVED...**

**FOR A WEBSITE IMPROVEMENT ACTIVITY**

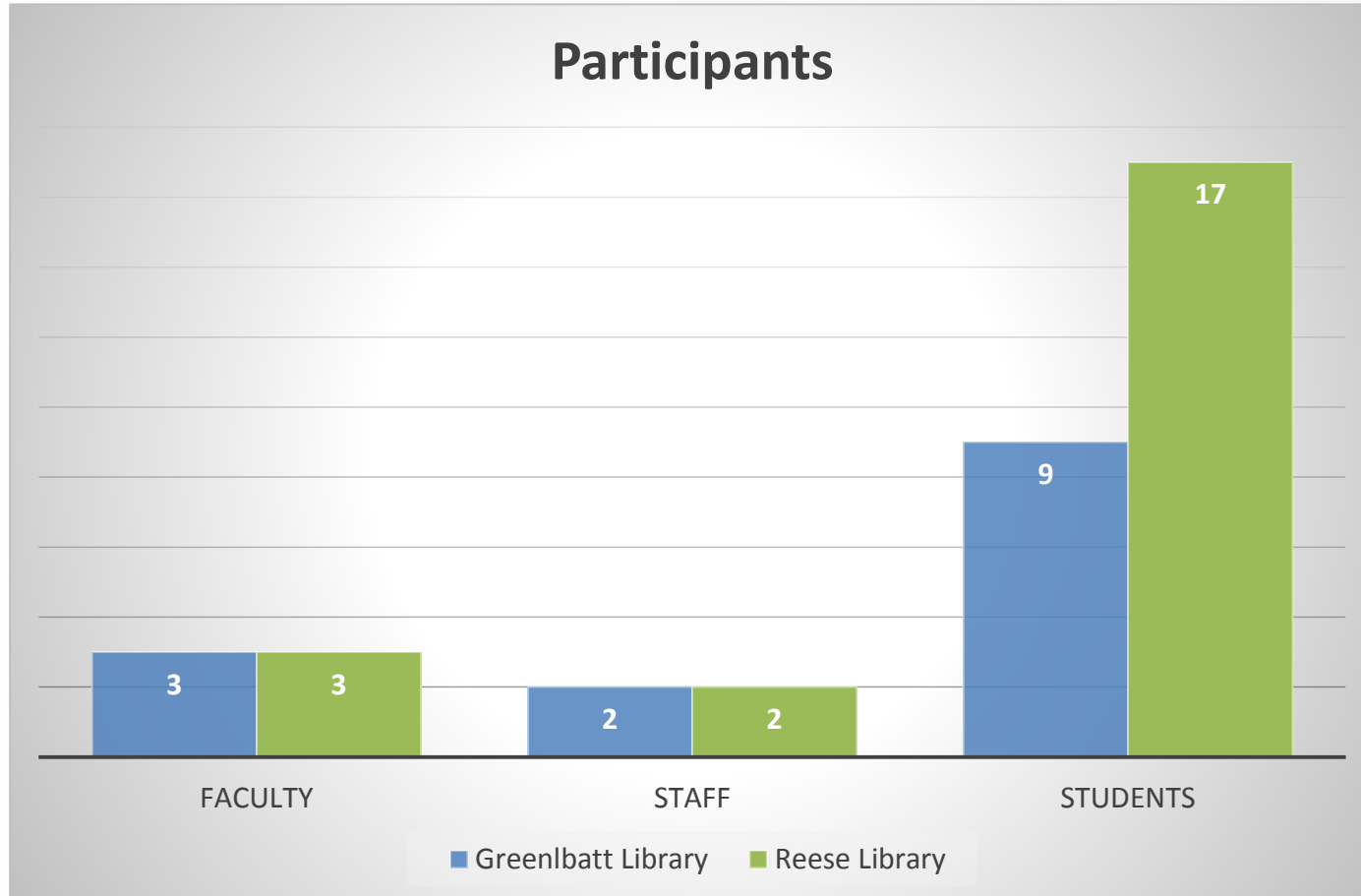


---

**DO YOU HAVE AN OPINION ABOUT  
THE LIBRARY WEBSITE? JOIN US  
TODAY FROM 11:00 AM - 1:00 PM.**

- Flyers
- Snacks
- Walk-ins
- Liaisons/embedded librarians

# Results: Participants

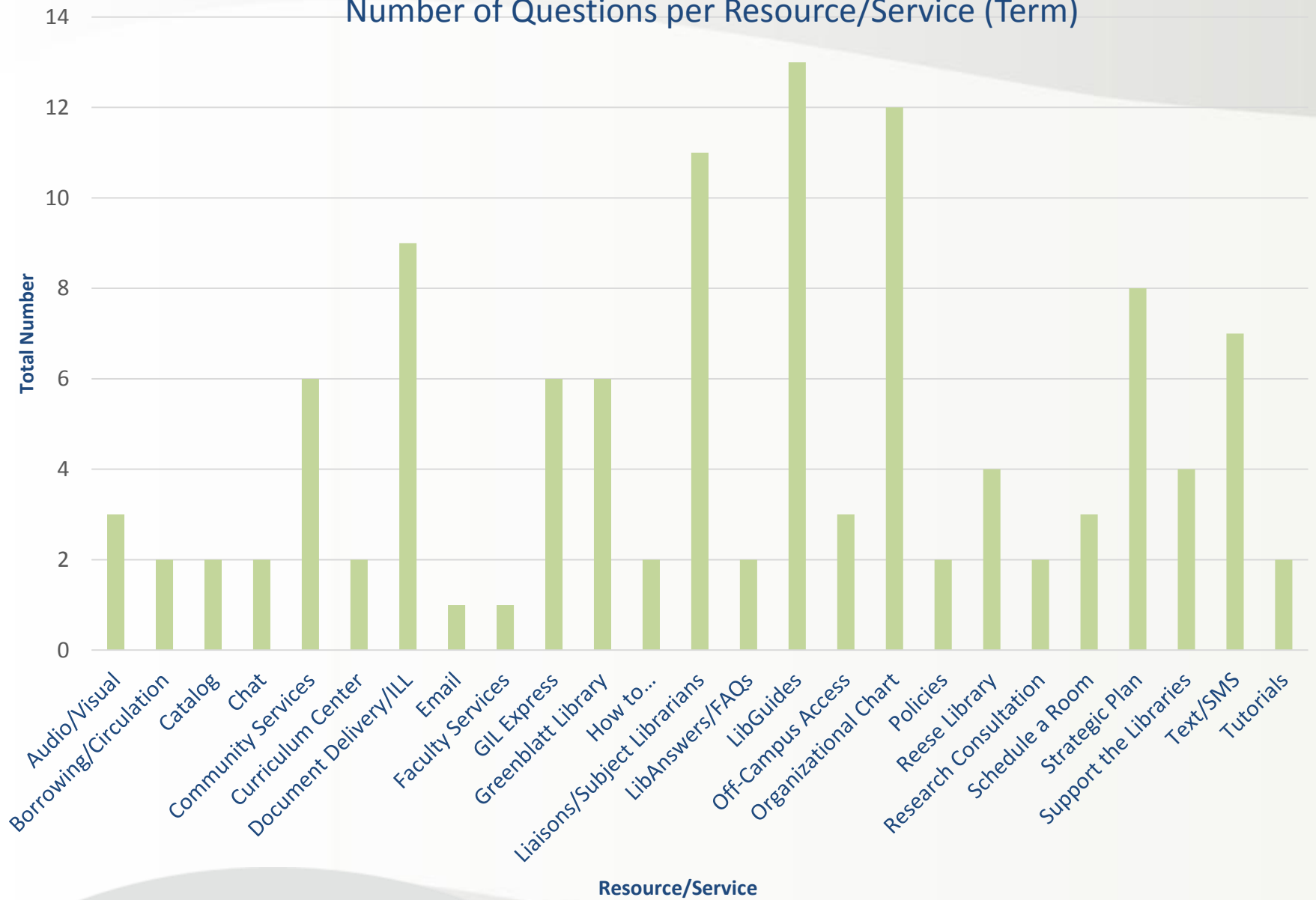


# Results: Compiling Data

HELP	ABOUT	FIND INFORMATION	SERVICES	LIBRARIES & COLLECTIONS
HOW TO...	ORGANIZATIONAL CHART	CATALOG	COMMUNITY SERVICES	REESE LIBRARY
LIBANSWERS/FAQS	DIRECTIONS/FLOOR PLAN	DATABASES A-Z	FACULTY SERVICES	SPECIAL COLLECTIONS
TUTORIALS	PHONE	GIL EXPRESS	BORROWING/CIRCULATION	CURRICULUM CENTER
ASK A LIBRIARN	EMAIL	GOVERNMENT DOCUMENTS	DOCUMENT DELIVERY/ILL	EJOURNALS
CHAT	STAFF DIRECTORY/DEPARTMENT LIST	LIBGUIDES	AUDIO/VISUAL	EBOOKS
TEXT/SMS	POLICIES	RESEARCH CONSULTATION	SCHEDULE A ROOM	HISTORICAL COLLECTIONS/ARCHIVES
	EVENTS CALENDAR		OFF CAMPUS ACCESS	GREENBLATT LIBRARIES
	SUPPORT THE LIBRARIES			
	STRATEGIC PLAN			

Terms which needed clarification	User Remarks
LIAISONS/SUBJECT LIBRARIANS SMS STRATEGIC PLAN and ORGANIZATIONAL CHART not specific enough – thought org chart was about floor plans.	<ul style="list-style-type: none"> <li>I would move text/sms to “Help” and combine it with chat, making it one card instead of two.</li> <li>I have absolutely no idea what to do with liaisons/subject librarians.</li> <li>I would not have both “Help” and “Ask a Librarian” – Instead use “Help” then have subgroups, such as “Ask a Librarian” then chat, etc. under that. To me ask a librarian means that you have questions about the library.</li> <li>Change “find information” to “research” or “research online.”</li> </ul>
	<p style="text-align: center;">Tester Remarks</p> <ul style="list-style-type: none"> <li>Near the end subject moved items to “Find Information,” which seemed to be the most confusing header.</li> <li>Would ORDER BY IMPORTANCE.</li> </ul>

# Number of Questions per Resource/Service (Term)



<b>Find Resources</b>	<b>Services</b>	<b>Get Help</b>	<b>Libraries &amp; Collections</b>	<b>About Us</b>	<b>Contact Us</b>
Catalog	Borrowing & Renewal	LibAnswers	Curriculum Center	Floor Plans	
eBooks	For Community Patrons	LibGuides	Government Information	Give to the Libraries	
eJournals	For Faculty	Off-Campus Access	Greenblatt Library	Maps & Directions	
GALILEO	For Patrons with Disabilities	Research Consultation	Historical Collections & Archives	Organizational Chart	
Health Sciences Databases	GIL Express	Tutorials	Reese Library	Policies	
	Interlibrary Loan		Special Collections	Staff Directory	
				Strategic Plan	

# Lessons Learned



Photo credit: Creative Commons

“There are often unforeseen results, though, depending on the perceptions and experience of the users” (Brucker, 2010, p. 42)

# LESSON #1

archives citation bibliography boolean operators catalog circulation interlibrary loan database liaison subject specialist government documents course reserves reference edition ezproxy endnote ejournals microforms primary source organizational chart strategic plan GALILEO GIL universal catalog borrowing renewing my library account institutional repository research consultation repository curriculum materials special collections learning center citation style guides data services patrons users discharged call number stacks OPAC digital information literacy embedded librarian resources collections users library instruction scholarly commons LibGuides scholarly voyager serials bound volumes document delivery content management index patrons OCLC worldcat

## Library Jargon

“Some of these cards, when taken out of the context of the Web site, may convey little meaning to users” (Brucker, 2010, p. 43).

# LESSON #2



## CREATING CONTEXT

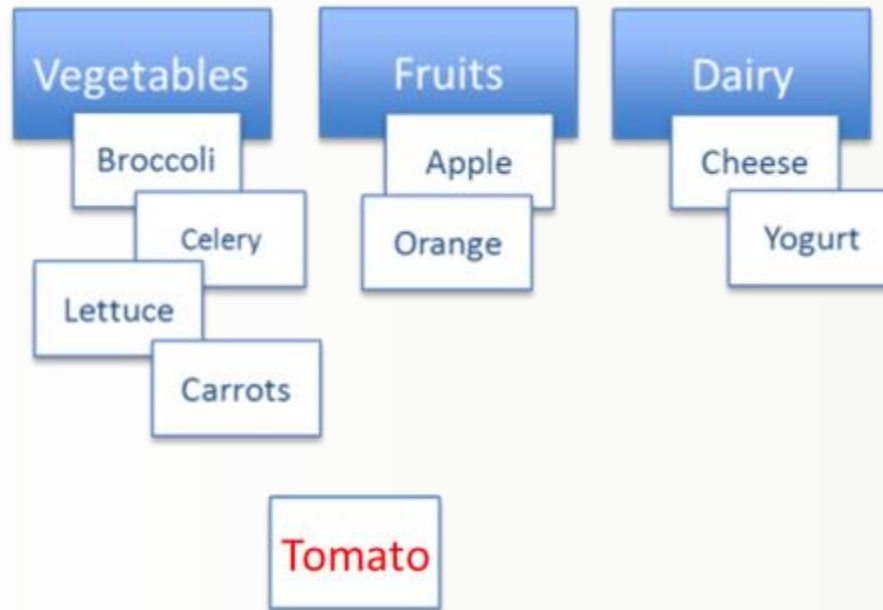


Photo credit: Charles Grier

Closed card sort: “...there is a real danger of skewing the results, guiding users into categories that might not actually make any sense to them, or categories they never would have created on their own” (Brucker, 2010, p. 43).



# LESSON #3



## INTERPRETING THE DATA

- Qualitative versus quantitative.
- Observational data (take good notes).
- Keep track of terms that confuse users.
- Follow up questions and discussion.
- Different users have different needs (faculty/student/staff).
- Choose your software before you plan and perform the sort.

- “Dedicated statistical software could be used to uncover patterns in the data” (Brucker, 2010, p. 49).
  - Statistical cluster analysis (XLSTAT)
  - [http://www.boxesandarrows.com/files/banda/card\\_sorting\\_a\\_definitive\\_guide/Card\\_Sort\\_Analysis\\_Tmpl.xls](http://www.boxesandarrows.com/files/banda/card_sorting_a_definitive_guide/Card_Sort_Analysis_Tmpl.xls) (enhances observational data; does not provide robust statistical data)

No matter how much you plan, there will be unforeseen results.



# LESSON #4



## Multiple Stakeholders

<b>Find Resources</b>	<b>Services</b>	<b>Get Help</b>	<b>Libraries &amp; Collections</b>	<b>About Us</b>	<b>Contact Us</b>
Catalog (GIL)	For Students	A-Z Index	Greenblatt Library (Health Sciences)	Floor Plans	
eBooks	For Faculty & Staff	Ask Us!	Reese Library (Summerville)	Give to the Libraries	
eJournals	For Clinicians	Liaison/Subject Librarians	Curriculum Center	Maps & Directions	
GALILEO Databases	For Community Patrons	LibGuides	Government Information	Organizational Chart	
Health Sciences Databases	For Patrons with Disabilities	Off-Campus Access	Historical Collections (Greenblatt)	Policies	
Mobile Resources	Borrowing & Renewal	Research Consultation	Special Collections (Reese)	Staff Directory	
	GIL Express	Tutorials		Strategic Plan	
	Interlibrary Loan				

Find Resources	Services	Get Help	Libraries & Collections	About Us	Contact Us
GALILEO Databases	For Students	Ask Us!	Greenblatt Library (Health Sciences)	Maps & Directions	
Health Sciences Databases	For Faculty & Staff	Liaison/Subject Librarians	Reese Library (Summerville)	Floor Plans	
eJournals	For Clinicians	LibGuides	Government Information	Staff Directory	
Catalog (GIL)	For Community Patrons	Library Instruction	Historical Collections (Health Sciences)	Organizational Chart	
eBooks	For Patrons with Disabilities	Off-Campus Access	Special Collections (Reese)	Policies	
Mobile Resources	Borrowing & Renewing	Research Consultation	Curriculum Center	Strategic Plan	
	GIL Express	Site Index		Give to the Libraries	
	Interlibrary Loan (ILLiad)	Tutorials			

<b>Find Resources</b>	<b>Services</b>	<b>Get Help</b>	<b>Libraries &amp; Collections</b>	<b>About Us</b>	<b>Contact Us</b>
Databases A-Z	Students	Ask Us!	Greenblatt Library (Health Sciences)	Maps & Directions	
eJournals	Faculty & Staff	Liaison/Subject Librarians	Reese Library (Summerville)	Policies	
Health Sciences eBooks	Clinicians	Research Consultation	Government Information	Organizational Chart	
Catalog (GIL)	Community Users	LibGuides	Historical Collections & Archives (Health Sciences)	Staff Directory	
GALILEO	Users with Disabilities	Library Instruction	Special Collections (Summerville)	Strategic Plan	
	Borrowing & Renewing	Tutorials	Scholarly Commons	Give to the Libraries	
	Interlibrary Loan	Off-Campus Access	Curriculum Center		
		A-Z Index			

# Rewind



Photo credit: Charles Grier

# What we Would do Different

- Practice. Practice. Practice.
- Have a plan for analyzing data.
- Tell participants to go with first reaction and don't overthink.
- Don't provide category headings (ask participants to suggest heading names).
- Let them duplicate terms in different categories.
- Have definitions ready for each term (put on back of index card using natural language).

“...observational data that might be more useful than any statistical results” (Brucker, 2010, p. 51).

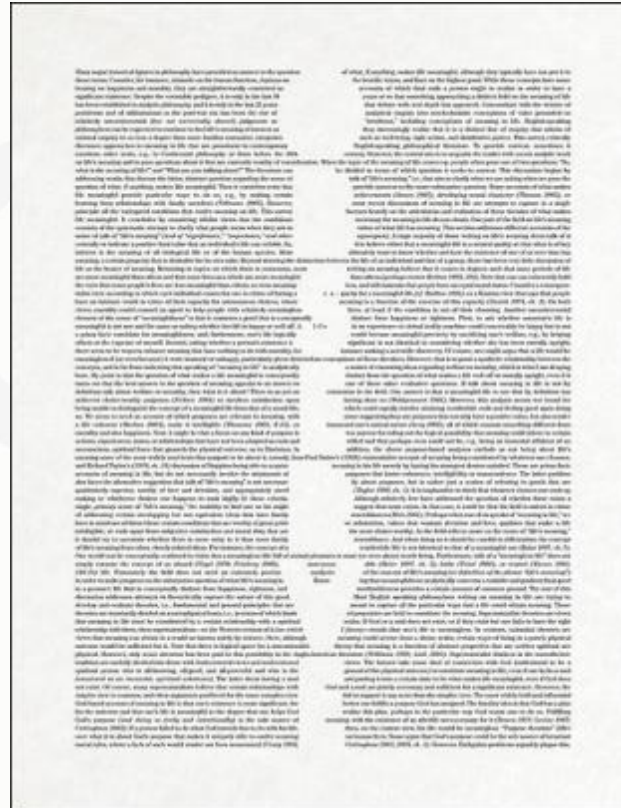


Photo credit: <http://www.flickr.com/photos/nathanielhebert/5783879702/>

# Navigational Bar in Context

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Therapy dogs at Reese and Greenblatt Libraries help students relieve exam stress. Certified therapy dogs visit the Libraries.

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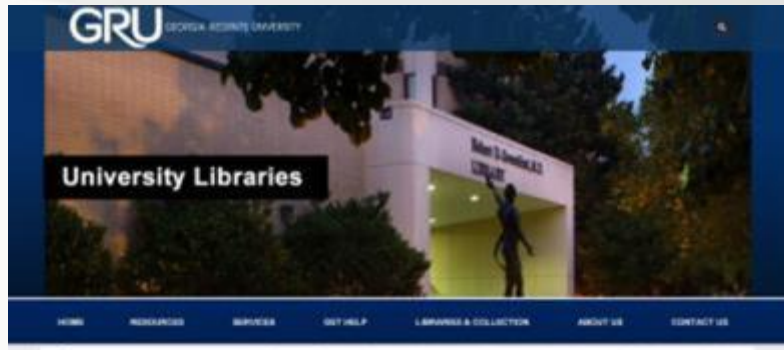
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