



Methods and tools in libraries Bibliotekens redskap och arbetsmetoder

15 credits

Ladok Code: C3FBR1

Version: 7.0

Established by: Committee for Education in Librarianship, Information, and IT 2024-05-14

Valid from: Autumn 2024

Education Cycle: First cycle

Main Field of Study (Progressive Specialisation): Library and Information Science (G1N)

Disciplinary Domain: other

Prerequisites: General requirements for university studies.

Subject Area: Library and Information Science

Grading Scale: Seven-degree grading scale (A-F)

Content

This course introduces a number of methods and analytic concepts that are used by librarians in their role as a professional. The course covers pedagogical methods for reference desk conversations and how librarians can work analytically with media planning, monitoring the external environment, and marketing. In addition, the course provides an understanding of library development, including the development of both the physical and digital library. Individual sections of the course are united by an emphasis on an ethical, reflective approach to work with acquiring library resources and making them accessible for both current and future library users.

Learning Outcomes

After passing the course the student should be able to, concerning,

Knowledge and understanding

- 1.1 Demonstrate understanding of the concepts service and reference desk conversations, as well as how the library can work to meet users and their needs.
- 1.2 Describe the central principles of media planning.
- 1.3 Describe the central concepts, theories, techniques, and strategies within marketing and social media communication and design of the library space.

Competence and skills

- 2.1 Meet library users in a professional way.
- 2.2 Conduct an analysis of the external professional field, using the strategic concepts presented in the course.

Judgement and approach

- 3.1 Using current research, reflect over reference conversations and user treatment from a variety of user perspectives.
- 3.2 Using current research, reflect over the design of both the physical and the digital library.
- 3.3 Critically reflect over questions of ethics and sustainable development in relation to the working methods and tools of librarianship.

Forms of Teaching

The teaching in this course takes the form of seminars, lectures, and workshops.

The language of instruction is English.

Forms of Examination

The course is graded through the following examinations:

-Seminar: Accounting of observation

Learning outcomes: 1.3, 3.2, 3.3

Credits: 2,5

Grading scale: Fail (U) or Pass (G)

- Workshop: Library reference conversations.

Learning outcomes: 1.1, 2.1, 3.1

Credits: 1,5

Grading scale: Fail (U) or Pass (G)

- Written assignment: Library marketing

Learning outcomes: 1.3, 3.2, 3.3

Credits: 4,5

Grading scale: Seven-degree grading scale (A-F)

- Written assignment: Evaluation of library space and strategic media planning. Executed in groups

Learning outcomes: 1.1, 1.2, 2.2, 3.2

Credits: 5,0

Grading scale: Fail (U) or Pass (G)

- Seminar: Opposition. Executed in groups

Learning outcomes: 1.2, 3.2

Credits: 1,5

Grading scale: Fail (U) or Pass (G)

For a passing grade (A-E) for the entire course, the grade Pass (G) is required on all the examinations: Seminar: Accounting of observation, Workshop: Library reference conversations, Written assignment: Evaluation of library space and strategic media planning, and Presentation: Opposition, as well as at least an E for Written assignment: Library marketing. A higher grade on the entire course is thereafter determined by the grade on Written assignment: Library marketing.

The examiner can choose to replace the seminar and the seminar with a written assignment if the student fails the workshop or seminar or is not present for an examination.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

The course literature is in English.

Allison, D. A. K. (2013). The patron-driven library: A practical guide for managing collections and services in the digital age. Oxford: Chandos Pub. S. 1-309 (309 s.) [Accessible electronically]

Håkansson, C. & Nelke, M. (2015). Competitive intelligence for information professionals. Oxford: Chandos Publishing. (121 p.)

Pekoll, K. (2019). Beyond Banned Books: Defending Intellectual Freedom Throughout Your Library. American Library TAssociation. (144 p.) [Accessible electronically]

Potter, N. (2012). The Library Marketing Toolkit. London: Facet Publishing (218 p.) [Accessible electronically]

Ross, C.S., Nilsen, K. & Radford, M.L. (2019 or later edition). Conducting the reference interview: a how-to-do-it manual for librarians. ALA Neal-Schuman (320 p.)

Total number of pages: 992

In addition 143 pages according to teacher instructions and self-directed reading of approximately 60 pages.

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

The course is a freestanding course.

This syllabus is a translation from the Swedish original.