

Title: GIS Mapping and User-Centered Design: Two Library Case Studies

Type: Workshop

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Abstract: This workshop will demonstrate the applied use of GIS mapping in identifying potential library users within a seven-mile, 25-minute driving radius of any library branch. Using existing demographic data, GIS mapping can be used to identify different demographic layers and underserved areas that fall outside of the seven-mile boundary. The GIS mapping software will be demonstrated and several recently developed GIS maps used by libraries will be shown. Attendees will be able to interact with both the GIS maps and the data tables that inform them.

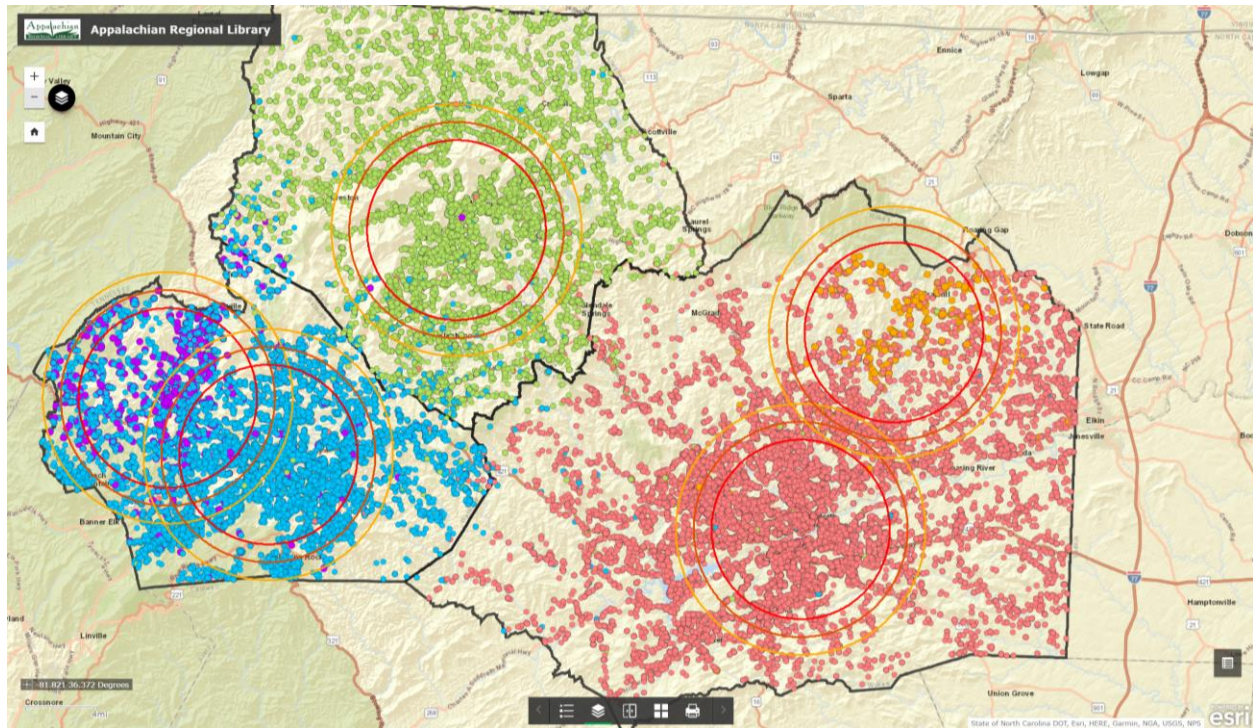
Description

Purpose and Intended Audience.

The audience this workshop would appeal to are both library and information scientists. For librarians, the use of a visual and interactive GIS map that uses existing demographic data regarding each of their branches primary users will allow them to plan for and provide a more user-centered approach to the users that are within their service area. For information scientists, this technology can be developed and applied to assist libraries and other organizations to better understand their users and also potential service gaps. In addition, adding a visual and dynamic interface allows for quicker analysis and interpretation and maximum user customization and analysis.

Proposed Format.

This will be in a workshop format where two case studies will be presented and the use of GIS mapping will be introduced for both of them. Attendees will be provided with links to the specific GIS maps and given specific questions to answer using those maps. A discussion will be held for each case study. The backend software will also be made available and attendees will be able to see both the front and backend of the software at work. A final discussion will be held to end the session.



Engagement.

Engagement will be made available throughout the session as both the web based front and backends can be made accessible on multiple devices including phones and each case study will involve an introduction of the case and then attendees will be asked to use the map to answer specific questions and then a discussion will follow.

Goals or Outcomes.

The goals of this workshop will be: 1) Provide a demonstration of how GIS mapping can be used to make informed decisions for several library settings; 2) Introduce attendees to the technology and provide them with hands-on experience; and 3) Discuss how the GIS map can be used to visually study and answer specific questions about the patrons that libraries are trying to serve.

Relevance to the iConference.

We believe this workshop strikes the right balance between information and library science. GIS mapping is an ideal example of technology focused on informatics and analytics that can be and is being applied to library settings to help inform strategic decision making on how best to identify and serve their diverse local communities. Furthermore, this workshop will provide real case studies and applied hands-on experience to attendees using software that is very accessible to all iSchools.