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Nota di contenuto	Cover; Qualitative Research and the Modern Library; Copyright; Dedication; Contents; List of figures and tables; Figure; Tables; Acknowledgments; Author biography; Introduction; 1 A brief overview of qualitative research; A description of qualitative research; Gathering the data; A little bit about grounded theory; A little bit about analyzing the data; Challenges to working with qualitative data; References; 2 Examples of qualitative research in non-library settings; Becoming a student: research in an academic environment; A.C. Nielsen Company as an example of rich media research Qualitative research in nursingQualitative research in medicine and mental health disciplines; References; 3 Ethnographic research practices in library settings; Key concepts of ethnographic research; Historical application within libraries and information settings; Examples of recent ethnographic research in library environments; Balancing quantitative and qualitative approaches to library research; Implications and challenges; References; 4 Eyes wide open: using trends, professional literature, and users to create a research canvas in libraries Generational differences and the digital landscapeThe state of the research and academic library; Understanding the role of technology through research; The matrix: a tool for the beginning; References; 5

Inside the mind of the user: qualitative approaches to understanding user experience in library settings; The self and user experience; Design, broken-ness, and the library user experience; Useit.com on UX research; Flow as an element of the user experience; References; 6 Narrowing the field: using qualitative approaches to explore specific areas of interest
The library is still scary-a new look at reference by way of an old conceptStill with us: the library website (The Rutgers Study); Disruption and the information seeker; References; 7 What about us? Using qualitative methods to explore the library as workplace; References; 8 A place in the world: qualitative research as a way to study global libraries; Why use a qualitative approach?; The role of the rural village library; Elements of the project's methods; What the content analysis revealed; References; 9 Learning more about qualitative research; References
10 Qualitative research as a way to explore change in the modern worldIndex

Sommario/riassunto

Qualitative Research and the Modern Library examines the present-day role and provides suggestions for areas that might be suited to this type of research for the purposes of evaluation. The author discusses how the results from such research might be applied, and the overall impact of using this type of research to inform development of a more user-centred organisation. The book provides a thoughtful look at the implications of using qualitative research to inform decision-making processes within libraries and is written by an author and library researcher with international experience in var
