# Greek and Spanish University Community Perspective of Challenges Affecting Library Integration in Learning Analytics Initiatives

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#### Collecting...

librarian and student richly textured view of obstacles to library integration in Learning Analytics (LA) initiatives provided us with an initial set of highly recurring common themes hopefully contributing to baseline knowledge on the unique context and characteristics of Spanish and Greek Public University libraries.

## Nowadays...

librarians, in their effort to remedy library data under-representation in institutional reporting systems, to convince decision makers that they can demonstrate their role to student learning and value on investment, connect library "preciousness" to university mission and articulate outcomes, are starting to contemplate on systematically collecting, analyzing and connecting data in new groundbreaking ways under the Big Data and Learning Analytics perspective that could eventually help escape from surrogate measures of impact published in a sporadic disconnected way and failing to explain to those outside the field what contributions they make to student success

Practical difficulties involved with systematically tracking in-library student activity workflows and further connecting them with campus wide or even interinstitutional learning analytics initiatives (LLA) are only some of the challenges paving the road to streamlining this significant operational and organizational change that if not tackled could eventually jeopardize this unique value co-creation and service innovation opportunity.

Based on literature-based assumption that libraries should soon assume their role in the imminent LA related campus wide transformational change as part of a new kind of process reshaping information flows between institutional IT systems and stakeholders leading to increased organizational performance, this poster attempts illustrating librarian and university student understanding of organizational forces and operational issues that pervade the context they share, work, study in under the LLA perspective that according to LIS experts requires apart from capital investment, a conducive climate, training and committed and enthusiastic proponents.

Investigating whether renewal and re-invention form part of academic librarian DNA, whether and how librarians are considering a more dynamic involvement in L&T as part of a "change that changes everything" (Michalak, 2013)

## Embarking on ...

a binational qualitative research, taking place at 5 South ' European libraries (Greece, Spain) where sixteen (16) librarians and students were interviewed in a semistructured interview question format on current scenario inhibiting factors to the potential capitalization of library student activity data within LA initiatives had been to great extent motivated by shared socio-economic, public service and educational context similarities between countries of the European South.

Semi-structured interviews, conducted in various institutional library locations depending on participant preferences and /or location availability with each participant interviewed only once and for between 10 to 50 minutes and hoping to help generate theory for

this area where little knowledge Is as yet available, were deployed around the desk research derived dimensions of infrastructure, skills, partnerships, resources, privacy/ethics and organizational culture. Interviewee pools as illustrated above, namely library executive staff, directors recruited through personal researcher connections while undergraduates, postgraduates and interns randomly selected at the case settings, comprising ten (10) female and six (6) male respondents, covered a wide range of disciplines to better represent key stakeholder community.

examining

disruptive

transcending the

# Interviewee demographics 44% 37% Undergraduates Librarians 13%

## LIBRARY INVOLVEMENT IN LA WILL EVENTUALLY ...

## CURRENT ACADEMIC LIBRARY SCENARIO PAIN POINTS

## Transcripts analysed...

inter-groupal

perspectives,

planning

repercussions of

strategic

under a MACRO and MICRO EVALUATION LENS, the first

juxtaposing intercountry differences and the latter

revealed that library directors, more aware of technical,

operational and administrative challenges associated

change and

institutional

framework as articulated by central administration, were

or seemed to be more consumed by time/space and

budgetary constraints, data collection over-aggregation,

information silos and inflexible organizational structures.

Although in their majority they usually express their

confidence in their skills' adequacy to coping with

present job requirements, our research has recorded

INFORMATION MANAGEMENT BRIDGE THE DISCONNECT BETWEEN DATA COLLECTION AND SHARING ACROSS figure 2 ORGANIATIONAL STRUCTURE ACADEMIC AND ADMINISTRATIVE UNITS, BREAK HIERARCHICAL ASSUMPTIONS, OPEN OPEN UP DATA SILOS UP NEW COMMUNICATION CHANNELS, ALIGN LIBRARY BUSINESS WITH IT PROCESSES LIBRARY VALUE ADD TO THE INTRINSIC VALUE OF RESEARCH BUDGETARY CONSTRAINTS LIBRARY ENVIRONMENT,, REMEDY LRRC MOST BENEFITED STAKEHOLDERS DEFICIENCIES, PROVIDE TIMELY PERSONALIZED SERVICE, IMPROVE COLLECTION DEVELOPMENT 32.1% figure 1. ENHANCE STUDENT ENGAGEMENT AND MOTIVATION, REMODEL STUDENT GREECE METACOGNITIVE SKILLS, LINK DEVELOPMENTAL TO LEARNING ANALYTICS, HELP RECALIBRATE CURRICULA figure 3. Our Research: a first step to...

LIBRARIAN-FACULTY

The Case of Library-use data integration in LA

and WHEN receiving most of the attention today

The fact that none of the interviewees envisioned among

most benefited LLA stakeholders jointly faculty and students

could very well become subject of future research

benefits seem to have long been answered with HOW

according to Spanish students

concerns about valued future skills and the system weaknesses to approach the Continuing Professional Development (CPD) issue in a systematic and proactive On the other hand, students besides emphasizing low automation index and non-

figure 4.

participant

systematic library use data collection practices, also stressed institutional isomorphism, user/librarian disconnect and user demotivation, their comments taking a somewhat behavioral orientation.

All stakeholders demonstrating an overall strong willingness to share their own interpretations of current academic scenario pain points emphasized economic downturn severe implications on library service, librarian workload and especially the necessity to take proactive rather than defensive approaches to demonstrating library value and upgraded library role in enriching L&T. They also highlighted the importance of CPD to equipping librarians with the necessary skills to

revisit and rethink their roles and mandates

move beyond the traditional information literacy work to take on larger and more fundamental roles in L&T

remedy the lack of capacity to use tools and a culture and incentives that oppose and hold back innovation.

# THEIR COMPATIBILITY CONCERNS AROUND ...

AS STUDENTS SEEM MOST ARDENT AMONG PROPONENTS OF LLA

investigating reasons why institutions are still behind in

their attempts to use analytics from the South European

academic library perspective that could according to

Long & Siemens (2011) "allow higher education

institutions ...penetrate the fog that has settled over

much of higher education" facilitating the formulation of

context-specific recommendations by helping better

appreciate some of the complexities involved that if

tackled with LLA prospects of tying user success into

organizational evidence, demonstrating library's role in

improving student experiences and creating knowledge

faculty and student involvement will be the key to the wider user acceptance, which is required if LA tools are to serve the intended objective of improving the educational process

added values will be well improved.

Affordability, governance outweigh privacy concerns which can be potentially attributed to students becoming increasingly accustomed to the personalized and data-driven experiences of both digital and physical environment inline with Educause "the analytics landscape in Higher Education" Report, 2015) findings on institutions degree of concern about breaching of student privacy rights

among which timely personalized information, improved curriculum development, enhanced student achievement and motivation ON THE OTHER HAND, LIBRARY MANAGERS SEEM MORE CONSUMED WITH. financial & AND LESS OPTIMISTIC ABOUT LLA .. infrastructural figure 5.

STUDENTS • LIBRARIANS •

STUDENT-LIBRARIAN

according to Greek students

Advantage and

# IN-LIBRARY STUDENT ACTIVITY DATA COLLECTION SHOULD BETTER BE ...

Although library directors are usually figure 6. least uniform in the area of library VOLUNTARY technology, there is great consensus where optimal library use data collection and reporting is REAL-TIME concerned. Stakeholders feel systematically tracking and sharing in-library student activity should go through the

REAL-TIME, AGGREGATED OR VOLUNTARY ANONYMIZED pipelines

security traditional roles conflict student time mgt change culture Organizational structure organizational culture librarian workload daily routines privacy teacher bias infrastructure

will eventually help us draw a Roadmap to all those critical adjustments necessary for embarking on successful LLA interventions.

## Among key takeaways the fact that...

- Although no other higher education professionals care more deeply about privacy and confidentiality than librarians, librarian standpoints are mixed with regard to ethical/privacy-related LLA implications.
- Stakeholders seem to have started to develop an appreciation of benefits related to library integration in wider LA initiatives indicating the beginning of a major shift for higher education culture fostered around undergraduate learning.
- There is a whole bunch of disconnects between library and institutional vision, supervisors and staff, patrons and librarians, librarians and faculty that should better be tackled before embarking on LLA interventions.

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