

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.

LIBRARY INVOLVEMENT IN LA WILL EVENTUALLY ...

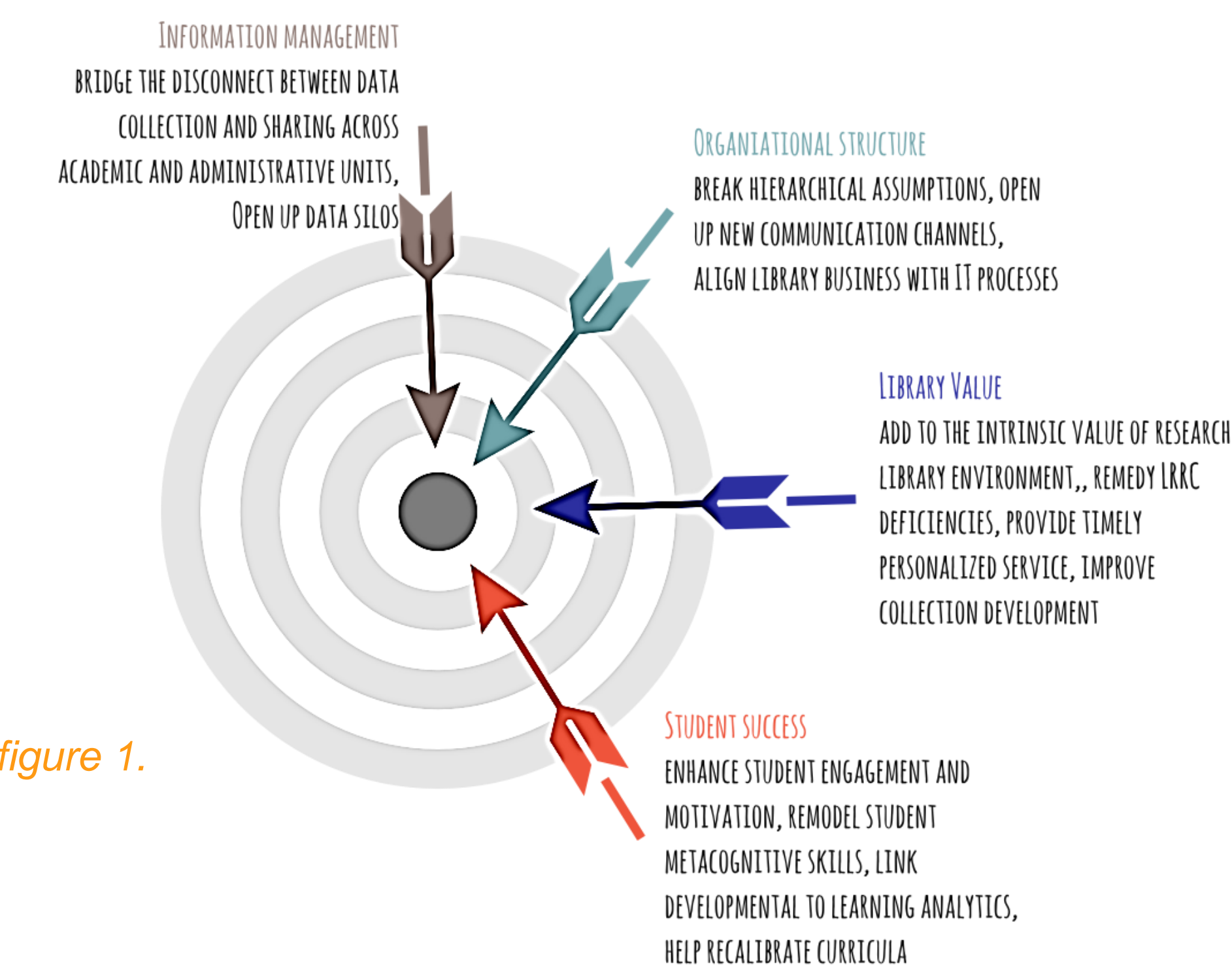


figure 1.

Our Research: a first step to...

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 added values will be well improved.

AS STUDENTS SEEM MOST ARDENT AMONG PROPONENTS OF LLA ...

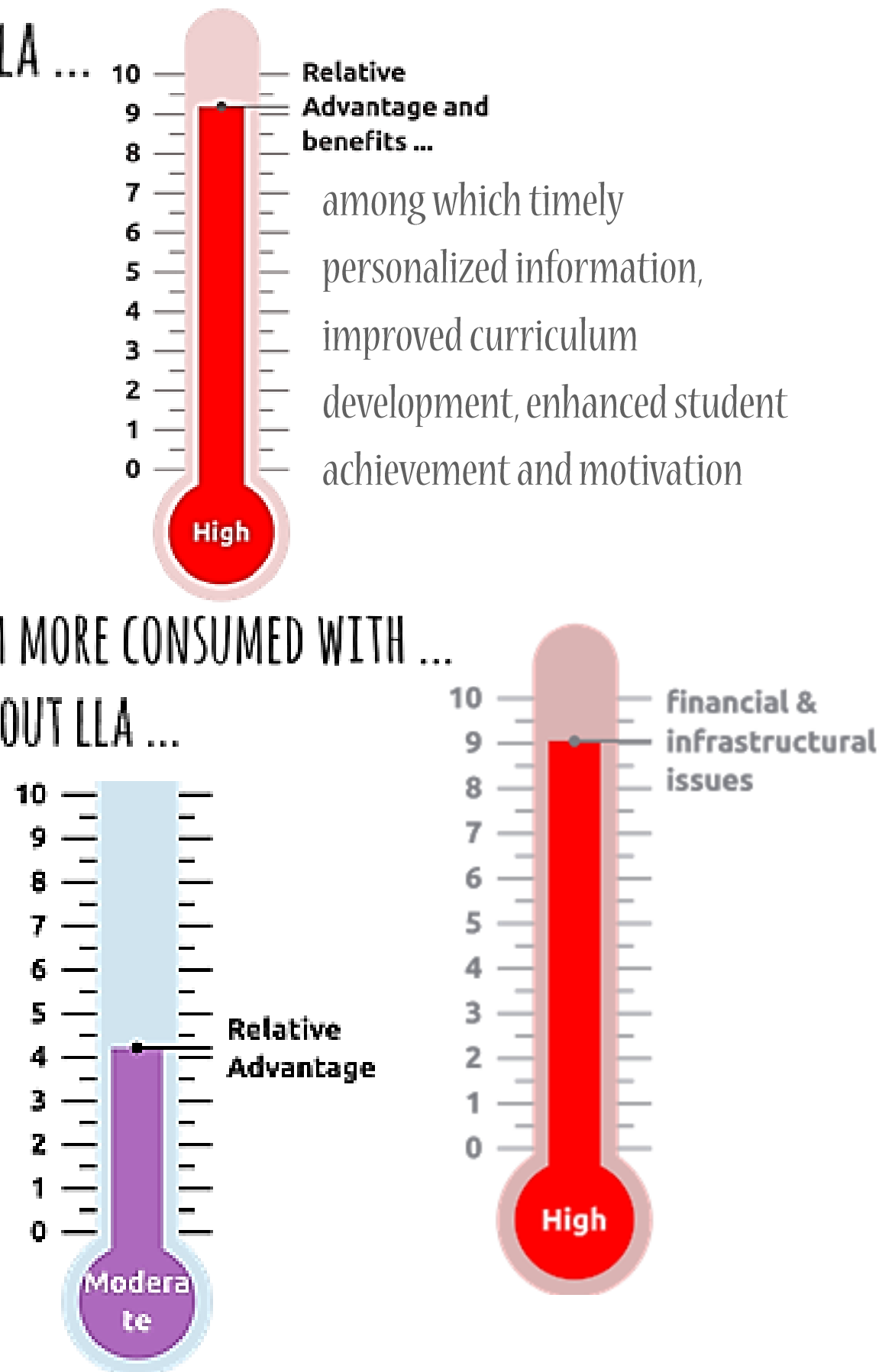
faculty and student involvement will be the key to the wider user acceptance, which is required if LA tools are to serve the intended objective of improving the educational process

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

ON THE OTHER HAND,

LIBRARY MANAGERS SEEM MORE CONSUMED WITH ... AND LESS OPTIMISTIC ABOUT LLA ...

figure 5.



CURRENT ACADEMIC LIBRARY SCENARIO PAIN POINTS

figure 2

MOST BENEFITED STAKEHOLDERS

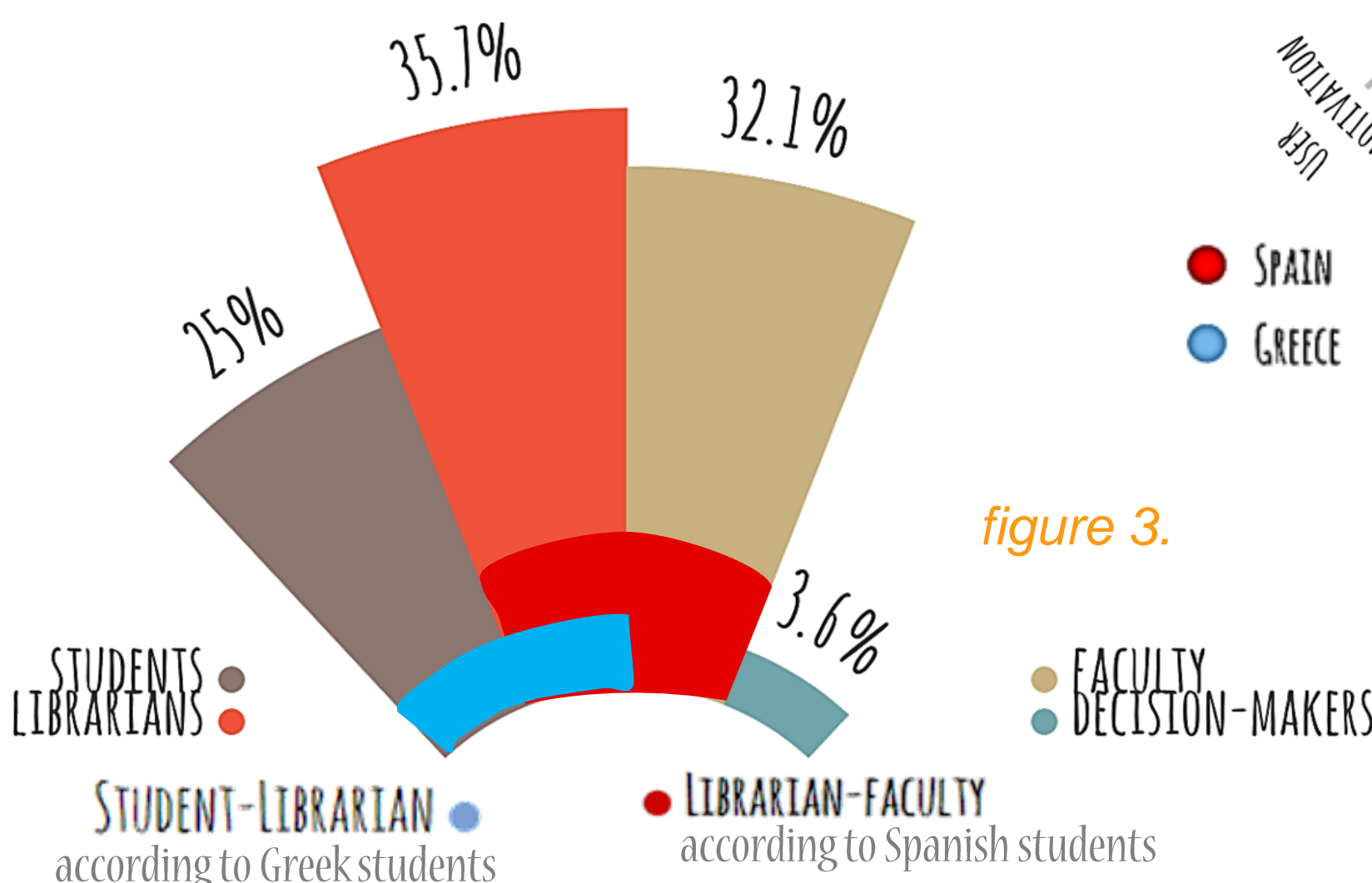
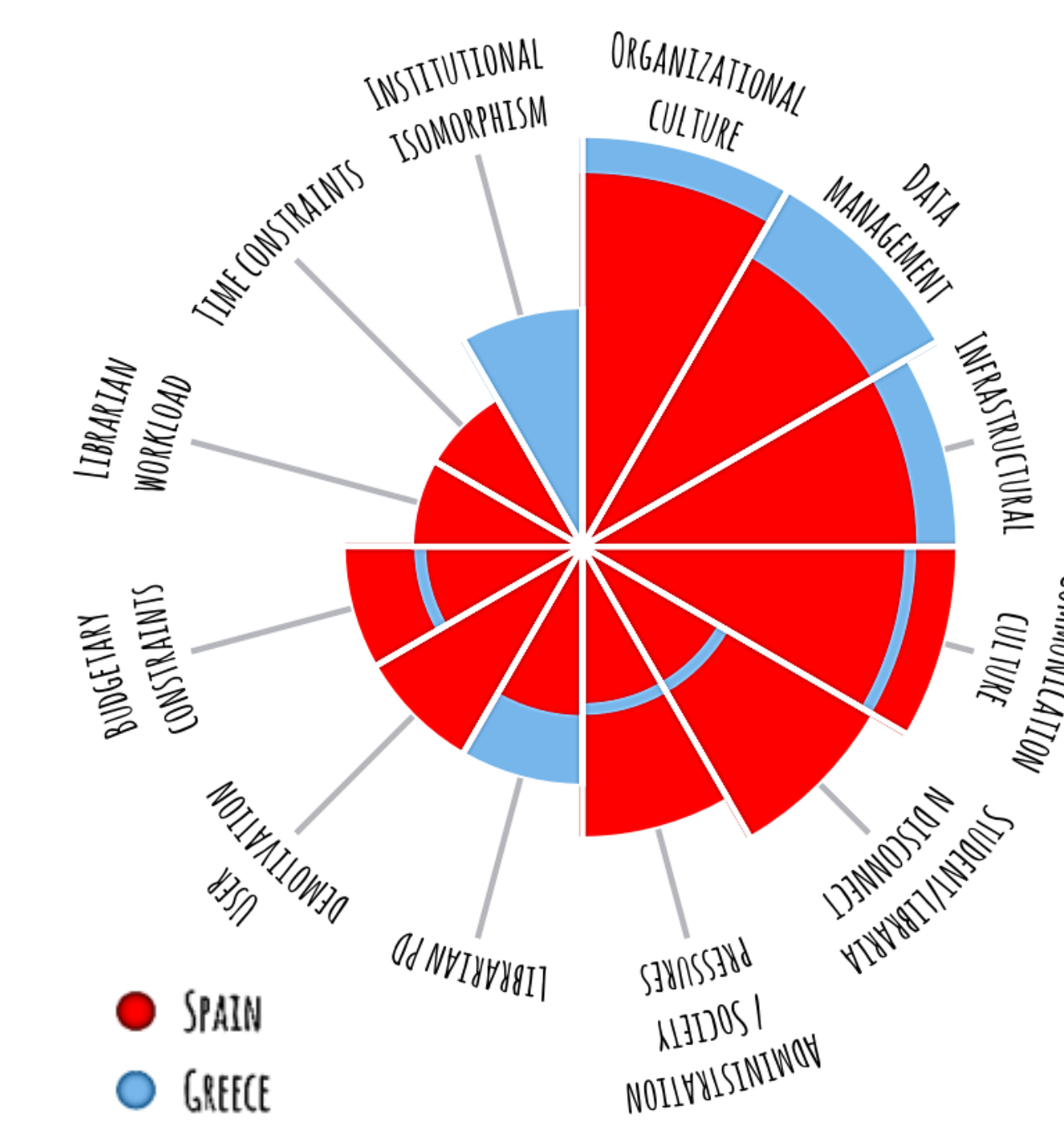


figure 3.

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

The Case of Library-use data integration in LA benefits seem to have long been answered with HOW and WHEN receiving most of the attention today



On the other hand, students besides emphasizing low automation index and non-systematic library use data collection practices, also stressed institutional isomorphism, user/librarian disconnect and user demotivation, their comments taking a somewhat behavioral orientation.

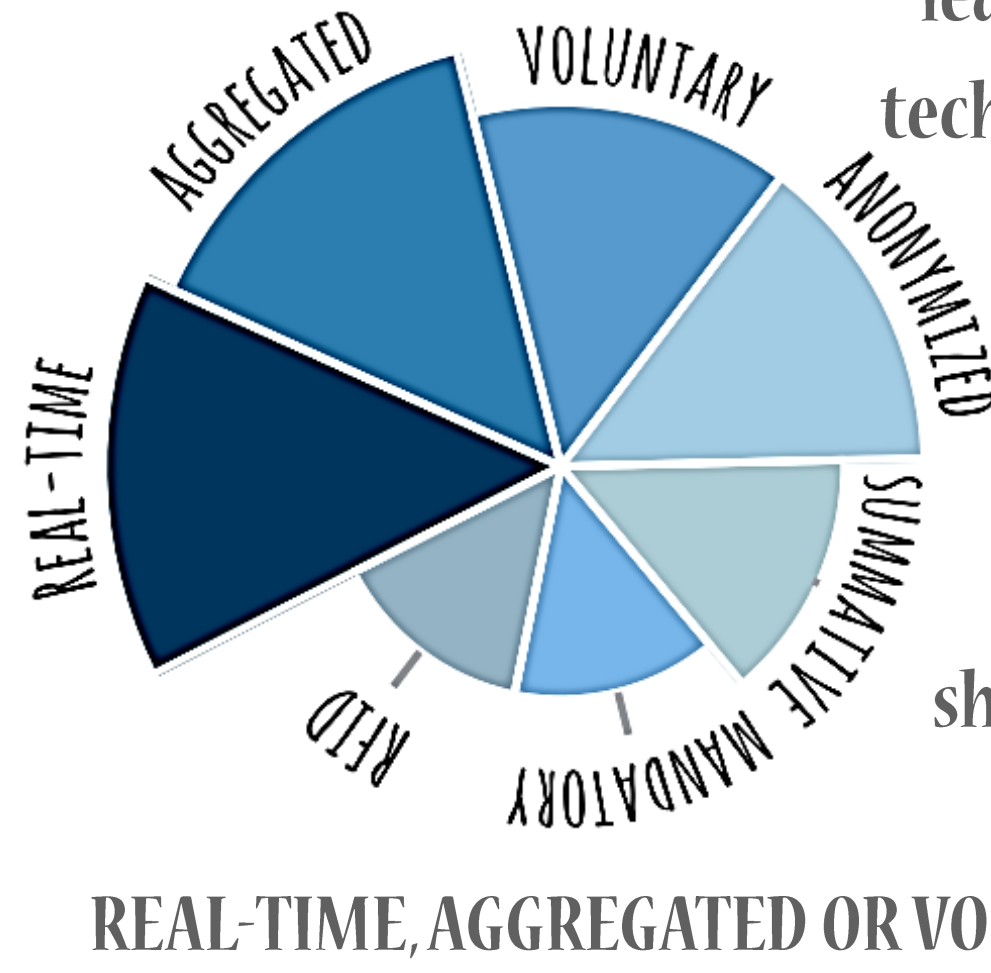
All stakeholders demonstrating an overall strong willingness to share their own interpretations of current academic scenario pain points emphasized economic downturn severe implications on library service, librarian workload and especially the necessity to take proactive rather than defensive approaches 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.

IN-LIBRARY STUDENT ACTIVITY DATA

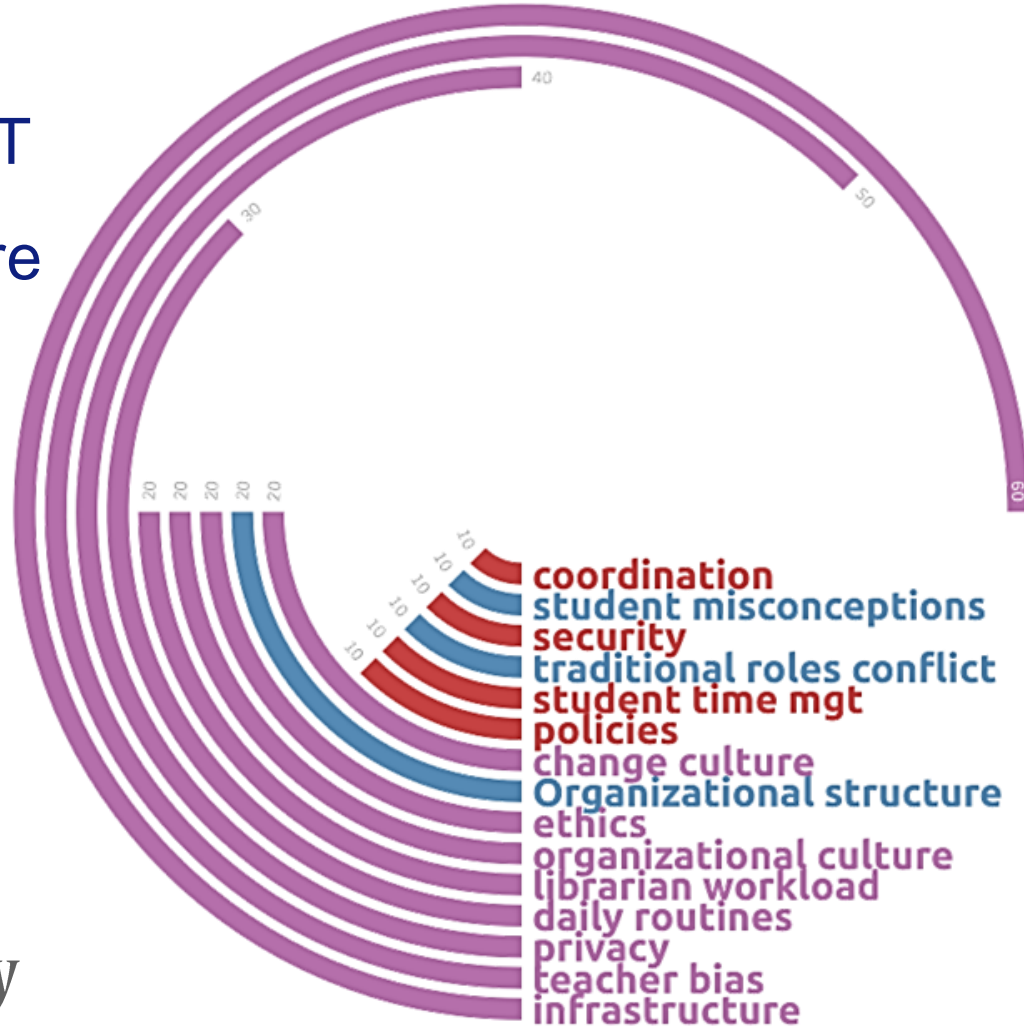
COLLECTION SHOULD BETTER BE ...

figure 6.



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

figure 4.



THEIR COMPATIBILITY CONCERNS AROUND ...

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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