#critlib #dlfaig - User Personas for Digital Collections: 95th chat, Tuesday December 5 2017

The Digital Library Federation’s Assessment Interest Group’s User Experience and Cultural Assessment Working Group’s Twitter chat will focus on the ethical implications of designing user personas as they apply to the creation and universal access of digital collection and repository technologies. These effects are often inscribed by white-straight-cisgendered librarians’ and technologists’ perspectives and values, and influence digital collection building and repository system development and maintenance. The intent of this #critlib #dlfaig chat will be to underscore and outline the snowball effect of early stage human-centered design processes influenced and perpetuated by systemic inequalities.

Let’s get started!

**K8 Thornhill**
@kate_thornhill

Welcome to the joint @CLIRDLF AIG Cultural Assessment and User Experience (UX) Working Group & #critlib on user personas for digital collections! #critlib #dlfaig

Tweeted 3 MONTHS AGO

**K8 Thornhill**
@kate_thornhill

@hskettler and I are co-moderating this evenings chat. We will both be asking questions throughout the hour. Please remember to use both of these hashtags for the chat: #critlib #dlfaig

Tweeted 3 MONTHS AGO

**Hannah**
@hskettler

For more on @CLIRDLF AIG, check out wiki.diglib.org/Assessment to learn more about our groups and others #critlib #dlfaig

Tweeted 3 MONTHS AGO

**K8 Thornhill**
@kate_thornhill

We have our questions here: critlib.org/user-personas-... We invite anyone to participate this hour, just remember the hashtags: #critlib #dlfaig

Tweeted 3 MONTHS AGO
If you want to post anonymously during the chat use this form bit.ly/2A2NCuo Make sure to use these hashtags: #critlib #dlfaig

Anybody hung up on hashtags? #dlfaig is Digital Library Federation‘s Assessment Interest Group. #critlib is short for “critical librarianship,” a movement of library workers dedicated to bringing social justice principles into our work in libraries. critlib.org

Introductions! Who’s here?

Let’s start with introductions. Include as much or as little as you want. #critlib #dlfaig

Hi all, I’m a Digital Humanities Librarian @UILibraries and I facilitate and help disseminate the wonderful work of the DLF Cultural Assessment Interest Group. Happy to be here - Ready to Learn. #dlfaig #critlib #CAGroupROCKS

I’m Kate Thornhill, the Interim Director of Curatorial Services and Repository Librarian at Oregon Health & Science University. Follow our special collections & archives @OHSUHistColl! I am also the outgoing DLF User Experience Working Group facilitator #critlib #dlfaig
Hi #critlib Academic librarian in CA, first career was museum exhibit evaluation, took UX class in library school. #critlib #dlfaig

3 MONTHS AGO

Hello! I'm with Pratt's LIS program! I'm very interested in this discussion of Personas, being a writer myself. #critlib

3 MONTHS AGO

Hi all! MSLIS student at Pratt and middle school Assistant Librarian. Participating as part of @jessicahochman's LIS 673. #critlib #dlfaig

3 MONTHS AGO

Hi everyone, I am the Technology Services Librarian at NOAA Boulder. I am focusing on redesigning the library's website and assisting the team with creating/implementing UX research digitally and in our physical spaces. #critlib #dlfaig

3 MONTHS AGO

Hi all, Metadata Librarian at University of Nevada Reno, one eye on #critlib #DLFaig and one on college basketball tonight

3 MONTHS AGO

hi everyone, lis student/ periodicals clerk/ zine maker/ i know virtually nothing? about this topic so i'm excited to learn tonight #critlib

3 MONTHS AGO
Kimberly Chapman
@WackyWackySkew

Kimberly Chapman, institutional repository services at University of Arizona Libraries #critlib #dlfaig

3 MONTHS AGO

Bethany Nowviskie
@nowviskie

Hi, #critlib #DLFaig—I direct @CIIRDLF & formerly ran a library-based DH center (@scholarslab), where we sometimes developed personas, possibly badly. Here to listen & learn!

3 MONTHS AGO

Margaret Henderson
@mehlibrarian

Hi, I'm a Health Sciences Librarian looking to learn more about personas for use when developing research data services #critlib #dlfaig

3 MONTHS AGO

Anne Donlon
@annetiquate

Hi #critlib #dlfaig! I'm community manager for Humanities Commons & looking forward to today's chat.

3 MONTHS AGO

Deborah Actually Punch Nazis in the Face Caldwell
@databrarian

#dlfaig #critlib hello! I'm an MLIS student at the University of North Texas - I'm not going to be able to chat much but I'm listening in with an ear towards work like this: sunlightfoundation.com/2017/11/22/inc...

3 MONTHS AGO

Emily Drabinski
@edrabinski

Following #critlib from the F train home to Brooklyn! 🤖面白面白面白面白面白
@annetiquate Hi, #critlib #DLFaig (and @annetiquate), a little late here, but I’m really interested in the subject. (I’m project mgr on @humcommons). Thanks for hosting this!

3 MONTHS AGO

Jacquelyn Clements
@peripatésis

Hi #DLFaig, #critlib, I’m not a librarian, but a former @CLIRDLF postdoc and current Research Assistant at the Getty Research Institute, just here to listen & learn! (a bit late to the party, but yay for hashtags)

3 MONTHS AGO

Hannah
@hskettler

Welcome Everyone! Let’s get started with questions! #critlib #dlfaig

3 MONTHS AGO

---

Question 1: What are the pros and cons of using user personas for digital collections?

Hannah
@hskettler

Q1: What are pros and cons of using user personas for digital collections? #critlib #DLFaig

3 MONTHS AGO

P. F. Anderson
@pfanderson

@davidbutlermd @KLASresearch @wareFLO @skrug In libraries we explain “figure-outtability” as: "If we have to teach classes about it, then it wasn’t designed right in the first place" #medlibs #ux #critlib #hcdlr

3 MONTHS AGO
@pfanderson @davidbutlermd @KLASresearch @wareFLO @skrug

LOL! truth #critlib #dlfaig

3 MONTHS AGO

Hannah
@hskettler

@pfanderson @davidbutlermd @KLASresearch @wareFLO @skrug

Amazing. #critlib #dlfaig

3 MONTHS AGO

Hannah
@hskettler

A1 Pro: They can illuminate the focus and intended audience of a collection. Con: They take can take up so much time! x2 Con: If they don’t take time to create, they’re potentially really reductive. #dlfaig #critlib

3 MONTHS AGO

K8 Thornhill
@kate_thornhill

A1 Pros: Communication tool about user research for understanding who users are, guides user stories, goals, and needs around access, security, navigation, etc. Can set the stage for integrating accessibility upfront in the design process 1/3 #dlfaig #critlib

3 MONTHS AGO

K8 Thornhill
@kate_thornhill

A1 Pros: Good for communicating to institutional administrators why a repository system or digital collection is needed and should be sustained. Can help ask the right questions and get answer questions in line with the users you are designing for or with 2/3 #dlfaig #critlib

3 MONTHS AGO

K8 Thornhill
@kate_thornhill

A1 Cons Research methods can introduce bias that will influence personas creation - Are people being researched on, in partnership with, or are they leading the research that is about them? 3/3 #dlfaig #critlib

3 MONTHS AGO
K8 Thornhill
@kate_thornhill

A1 Another Con: Do not describe a whole or real person. You and your team make assumptions.
#dlfaig #critlib

Margaret Henderson
@mehlibrarian

@kate_thornhill This is what I worry about, also related to @hedgielib post on For vs With
hedgehoglibrarian.com/2017/12/03/for...
#critlib #dlfaig

K8 Thornhill
@kate_thornhill

@mehlibrarian @hedgielib Ooo! Marked to read later. Thanks for sharing this! #critlib #dlfaig

Bethany Nowviskie
@nowviskie

@kate_thornhill A1. Exactly! Pro: reductive (can stop endless design-it-for-all-possible-use-cases wheel-spinning, which can be especially common in digital humanities teams); con:
REDUCTIVE! #DLFaig #critlib

A. @uhRELluh

Q1. Pros-- you get to think about who your users are: what do they want, what their interests are, how they interact with information, and how information acts with them. Cons-- can be limiting when thinking of designing something for your audience. You have to...
#critlib #DLFaig

A. @uhRELluh

could be inferred. So, we also have to look at the biases that exist, which is a major con when we talk about personas because if you are not a part of that community and you are trying to make assumptions-- they can be wrong. So it's good to make sure that you try to figure a...
@uhRELiuh way to have an "unbiased" view when creating personas.

3 MONTHS AGO

Hannah @hskettler
@uhRELiuh I'm interested in how you think about information interacting with users #critlib #dlfaig

3 MONTHS AGO

@uhRELiuh Good question, so I actually did some research at my previous pub lib position on information and how it interacts with users. I think that there is a specific design to how we organize information as professionals, and it can have major implications how users interact with it.

3 MONTHS AGO

@uhRELiuh So, for example, when I worked with the immigrant populations as an intercultural librarian, the way that information is displayed and designed//interpreted is very different than the researchers that I currently work with.

3 MONTHS AGO

Hannah @hskettler
@uhRELiuh Was this within Human Computer Interaction? Or was this research more aligned with information professionals/Library Sciences? #critlib #dlfaig

3 MONTHS AGO

@uhRELiuh This was for library sciences (thesis) with more (planned research in the future maybe for HCI & Library Sciences) on some of the underserved populations that libraries served. I was dismayed @ the lack of information seeking behavior theories that focused on communities of color

3 MONTHS AGO
@uhRELiuh

I want to hopefully find more ways for us to understand communities of color and underserved populations in the field of UX/Library Sciences so that we don't have to try to fit them into theories that don't represent them.

3 MONTHS AGO

@hskettler

Findability is different for immigrant populations because of language, culture, and syntax-- i.e. the design of information for housing, basic needs, etc has a different interaction than weather maps or weather data would have on users. idk if that makes sense, i can elaborate

3 MONTHS AGO

@kate_thornhill

In one exercise I did, they had us look at frustrations of a person. Do you think this is a valuable step? #critlib #dlfaig

3 MONTHS AGO

@mehlibrarian

Of course it means we need to acknowledge if we are a frustration. #critlib #dlfaig

3 MONTHS AGO

@kate_thornhill

Ya, totally! I think so pain points are good to know and find out why/what is the root of a problem #critlib #dlfaig

3 MONTHS AGO

@megwestman

This reminds me of the "nothing about us without us is for us" idea from disability rights activism- if we aren't really working in partnership with users, we're just working from our own assumptions. #dlfaig #critlib

3 MONTHS AGO
Question 2: How can we most ethically and responsibly design user personas for digital collections? How should communities be included and involved?

Hannah @hskettler

Q2: How can we most ethically and responsibly design user personas for digital collections? How should communities be included and involved? #critlib #dlfaig

3 MONTHS AGO

Hannah @hskettler

A2: Looking at some of the already established digital collections, it seems much more daunting to try and establish a relationship that attempts to correct previous wrongs - but admitting fault and expressing willingness to move forward together. #dlfaig #critlib

3 MONTHS AGO
A2: Don’t make assumptions about digital library system behavioral needs. Work directly with the users to build representations of themselves 1/5 #critlib #dlfaig

3 MONTHS AGO

A2: New digital projects should be built with the folks making or trying to preserve digitized and/or born-digital content. Don’t look at it as “give us your stuff for safeguarding” and everything should be publically available 2/5 #critlib #dlfaig

3 MONTHS AGO

A2: Question what approaches you are taking to user research. Look to action-based research, more specifically community participatory action-based research if engaging outside your institution. 3/5 #critlib #dlfaig

3 MONTHS AGO

A2: Community-based = grounded in needs, concerns, issues, strategies relevant to community and community-based organizations that serve them. Participatory - directly engage communities and organizations that serve them. 4/5 #critlib #dlfaig

3 MONTHS AGO

A2: Action-based and oriented - supporting and/or enhancing strategic actions that lead to community social change and transformation. 5/5 #critlib #dlfaig

3 MONTHS AGO

A2: Interested in whether community involvement changes based on where in the process you are? 1. Already defined digital collection in need of defined user personas? 2. Undefined digital collection and in need of user personas? Perhaps the result is the same? #dlfaig #critlib

3 MONTHS AGO
A2 User personas for existing digital collections can lead to asking questions and doing assessment about access for people with all types of abilities. 1/3 #critlib #dlfaig

3 MONTHS AGO

A2 ask evaluation questions with users as partners and leaders: Are PDFs structured for screen readers? Do interfaces break when device screen sizes change? How does typography behave when someone changes it to be more readable for them? do usability testing! 2/3 #critlib #dlfaig

3 MONTHS AGO

A2 Usability testing can help determine user workflows, scenarios, and additional requirement for how people get to, access, and use a system and content within it 3/3 #critlib #dlfaig

3 MONTHS AGO

@chelleinthelib As far as I know, usually the case. Could be more participatory, if group represented had a voice in creating a composite persona. #critlib #dlfaig

3 MONTHS AGO

@lisahubbell @chelleinthelib How do we elevate their voices? #critlib #dlfaig

3 MONTHS AGO

Why bother with personas if are going to interview people?
Margaret Henderson @mehlibrarian

I have a question not on the list. Why bother with personas if you are going to be interviewing people to create the personas? Why not just ask the people? #critlib #d1faig

3 MONTHS AGO

Bethany Nowviskie @nowviskie

@mehlibrarian Isn’t part of this about coming up with archetypes, though? Generalized/composite users? Which is why it’s so sticky—these will always be reductive (that’s kind of their virtue), but that leads directly to stereotypes. #critlib #D1Faig

3 MONTHS AGO

Hannah @hskettler

@mehlibrarian I wonder; one consideration could be privacy of the individual - especially if documenting the users/persona driven development. #critlib #d1faig

3 MONTHS AGO

Lisa Hubbell @lisahubbell

@mehlibrarian Except in small organizations, decision makers are not likely the ones doing the interviews. They like to latch on to stories, and personas help them keep in mind a wider range of users. #critlib #d1faig

3 MONTHS AGO

Bethany Nowviskie @nowviskie

@hskettler @mehlibrarian I like this. I never thought of persona creation as a way of protecting people before. #critlib #D1Faig

3 MONTHS AGO

Margaret Henderson @mehlibrarian

Thanks @lisahubbell @hskettler @nowviskie @terrainsvagues you have made things clearer. #critlib #d1faig

3 MONTHS AGO
Question 3: When conducting user research for user personas, what crucial aspects should digital library practitioners be aware of to offset bias in the digital library design process?

Hannah
@hskettler

Q3: When conducting user research for user personas, what crucial aspects should digital library practitioners be aware of to offset bias in the digital library design process? #critlib #dlfaig

3 MONTHS AGO

Brian Engel
@BrianEngelLIS

@hskettler A3: I'd say a key factor is to simply be aware that nuance exists, and not every situation is the same. #critlib

3 MONTHS AGO

Lisa Hubbell
@lisahubbell

@hskettler @chelleintheLib Using the kinds of paradigms and methods @kate_thornhill mentioned. It's hugely different to use participatory evaluation, not just to study but to empower the people you're trying to serve. #critlib #dlfaig

3 MONTHS AGO

A.
@uhRELluh

Q3. Keep in mind that the research that you do is for a "persona" and it is not representative for a singular group or community that you are designing for. #dlfaig #critlib

3 MONTHS AGO

Hannah
@hskettler

A3: One of the most telling attributes is what the user personas look like in aggregate at various levels; collection level, technology type, institutionally. #dlfaig #critlib

3 MONTHS AGO
Bethany Nowviskie
@nowviskie
@hskettler Say more about that, Hannah! #critlib #DLFaig

3 MONTHS AGO

K8 Thornhill
@kate_thornhill
@hskettler A3 ya, you can't repurpose personas because context can change #dlfaig #critlib

3 MONTHS AGO

Hannah
@hskettler
@kate_thornhill Yes! Assuming such personas exist* they may look the same across contexts which may be great for systems design, but not helpful for users (esp. different users). #critlib #dlfaig @nowviskie @kate_thornhill speaks truth!

3 MONTHS AGO

Megan Westman
@megwestman
A3: As with any community evaluation, important to keep in mind not just current users but folks who COULD be users and aren’t. What’s keeping them away? How can that be addressed in digital design process? #critlib #dlfaig

3 MONTHS AGO

Question 4: When designing systems to support digital collections, what are core system functions to include in user persona behavior goals?

K8 Thornhill
@kate_thornhill
Q4: When designing systems to support digital collections, what are core system functions to include in user persona behavior goals? #critlib #dlfaig

3 MONTHS AGO
K8 Thornhill  
@kate_thornhill

A4 When working with users don’t go in with assumptions about what system needs they have. Prioritize human values and ethical considerations to determine core functionality around security, description, discoverability, access, navigation, etc. 1/3 #critlib #dlfaig

3 MONTHS AGO

K8 Thornhill  
@kate_thornhill

A4 Previous #critlib about “value sensitive design” is a good place to start with reading up on this practice critlib.org/value-sensitiv... 2/3 #critlib #dlfaig

3 MONTHS AGO

K8 Thornhill  
@kate_thornhill

A4 I support folks working digital media containing patient health information. Information security is a major requirement to protect identifiable information. Policy and law gives this major directive. 3/3 #critlib #dlfaig

3 MONTHS AGO

Lisa Hubbell  
@lisahubbell

Collecting data from a big enough sample that representing them does not identify individuals, fall into stereotypes, or anonymize just by having one group identity stand in for another. #critlib #dlfaig twitter.com/hskettler/stat...

3 MONTHS AGO

Hannah  
@hskettler

@megwestman Iterative design and outreach may get at this. #critlib #dlfaig

3 MONTHS AGO

K8 Thornhill  
@kate_thornhill

@megwestman your design process is going to be iterative and shouldn’t have an end It should be designed around programming and outreach #critlib #dlfaig

3 MONTHS AGO
Question 5: How do digital collection selection practices and workflows influence and define user personas?

@kate_thornhill

Q5: How do digital collection selection practices and workflows influence and define user personas? #critlib #dlfaig

@hskettler

A5: One of the things noticed when conducting the initial survey regarding Selection Workflows was that some institutions (if not most?) do not have a documented selection policy for digital collections. And therefore no user personas. github.com/cultural-asses... #dlfaig #critlib

@kate_thornhill

@hskettler A5 @hskettler This has me thinking: What purposes are served through digital collections use, reuse, and preservation? How are digital services designed and why? 1/2 #critlib #dlfaig
@hskettler A5 With personas and understanding users from their service perspectives we can start building assessment and evaluation to answer impact questions. 2/2 #critlib #dlfaig

3 MONTHS AGO

@kate_thornhill @hskettler Actually, this idea of developing personas to figure out how to eventually assess and evaluate a service or programs is very helpful to many areas of LIS. If we want to improve their experience, we need to know what makes it successful for them #critlib #dlfaig

3 MONTHS AGO

Lisa Hubbell
@lisahubbell

A5. When we studied personas in Library UX class, we also studied customer journey maps, which visualize the user experience chronologically with touch points and pain points. These help #critlib #dlfaig adaptivepath.org/ideas/the-anat...

3 MONTHS AGO

Bethany Nowviskie
@nowviskie

@hskettler Do you have the sense that not having one permits a kind of cop-out on not having the other? So, "patron-driven" selection lets you digitize on demand without having to think through personas (& therefore long-term collection-building strategy)? #critlib #DLFaig

3 MONTHS AGO

Hannah
@hskettler

@nowviskie I got the sense that it was one of the things sacrificed for this notion of "more product, less processes" but that then does not allow one to outline equitability/inclusion when thinking about patron-driven digitization. #critlib #dlfaig

3 MONTHS AGO
Anne Donlon
@annetiquate

@hskettler @nowviskei I suspect that even when archives have a selection policy, 'collecting areas' can offer a cop out--an unexamined assumption that there's an audience, but less strategic outreach to people/communities that would have an interest #dlfaig #critlib

3 MONTHS AGO

Lisa Hubbell
@lisahubbell

A5. When we studied personas in Library UX class, we also studied customer journey maps, which visualize the user experience chronologically with touch points and pain points. These help #critlib #dlfaig adaptivepath.org/ideas/the-anat...

3 MONTHS AGO

---

Question 6: The DLF UX and Cultural Assessment working groups are in the beginning stages of developing a user personas rubric. What criteria should be included in it? What should be measured?

K8 Thornhill
@kate_thornhill

Q6: The DLF UX and Cultural Assessment working groups are in the beginning stages of developing a user personas rubric. What criteria should be included in it? What should be measured? #critlib #dlfaig

3 MONTHS AGO

A.
@uhRELluh

@kate_thornhill This is one thing that stumped me when reading over the questions for today's #critlib. Measuring any aspect in user personas is kind of hard thing to quantify. I wish I had an answer to this because I've seen this as being dependent on what's being designed.

3 MONTHS AGO
@uhREL1uh I think you are right. And it brings us back to how do we prioritize what and how we design specific types of tools to meet various user needs. One size prob can't fit all #dlfaig #critlib

@kate_thornhill I wonder if it would be helpful to shift the language/vocab of "users" using "services" to one of "community" and building "resources"? (I wish I could take credit, but I heard it elsewhere [maybe @nowviskie?] ) #critlib #dlfaig

@peripatesis @nowviskie That is a great suggestion! Because at the core is service design and resource building and allocation #critlib #dlfaig

@lisahubbell A6: Perhaps this could also be part of the overall rubric.. #critlib #dlfaig

@lisahubbell I'm actually kind of liking this idea that the rubric looks like a graphic journey map... #critlib #dlfaig Not sure how that would look yet, but food for thought!

@peripatesis @kate_thornhill Also sounds like a concept that has circulated a lot in DLF circles in recent years: not talking about building "collections," but rather stewarding community's "belongings." #critlib #DLFaig
Thanks for joining us!

Hannah  
@hskettler

We are at time! Thank you for taking part in our joint @CLIRDLF AIG Cultural Assessment and User Experience Working Group & #critlib twitter chat! Keep up @CLIRDLF #dlfaig at wiki.diglib.org/Assessment

Bethany Nowviskie  
@nowviskie

Background on these @CLIRDLF working groups, & how to join: wiki.diglib.org/Assessment:Use... | wiki.diglib.org/Assessment:Cul... #critlib #DLFaig twitter.com/kate_thornhill...

Megan Westman  
@megwestman

@hskettler @CLIRDLF Thanks @hskettler and @kate_thornhill! This was new territory for me and I'm walking away with lots to think and learn more about going forward. #critlib #dlfaig

Lisa Hubbell  
@lisahubbell

Thanks to @kate_thornhill @hskettler for a great #critlib chat! Hadn't heard of #dlfaig before, and will be interested in following your work. Great resource links at critlib.org/user-personas...
@hskettler @lisahubbell Yes! Learn more on our @CLIRDLF AIG wiki. We have listservs you can join to keep up and participate in our initiatives #dlfaig #critlib

@hskettler @CLIRDLF Thanks @hskettler and @kate_thornhill! This was new territory for me and I’m walking away with lots to think and learn more about going forward. #critlib #dlfaig

thank you! @kate_thornhill @hskettler this was so informative and idea generating #critlib #dlfaig

Thank you all for joining! This was awesome! #critlib #dlfaig

Thanks so much to @kate_thornhill & @hskettler for hosting a terrific #critlib #DLFaig chat -- thought-provoking & helpful. Excited to see what comes next for your working groups!