

Student Researchers:



Kate Lawrence, VP User Research

NEASIST 2016: UX & You - User Experience Design and Research

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 [@bykatelawrence](https://twitter.com/bykatelawrence)

**What trends, ideas and thoughts
are you excited about:**

In UX?

In User Research?

User Research at EBSCO

Data Mining

What the metrics tell us about our users

Secondary Research

What the literature search shows; makes findings extensible

Primary Research

Matching method to question is the key; 70+ studies per year at EBSCO



Usability Testing
Classic research method to identify obstacles
in a UI. Now – [usertesting.com](https://www.usertesting.com)

Video Diary Studies
Perfect for teenagers; allows freedom,
flexibility within a task framework

Card Sorting
Suitable for navigation analysis



Contextual Inquiry
Ethnographic, user-driven
research method

Surveys
Powerful tools such as Qualtrics let us create
heat maps and other visuals to process feedback

Key User Interviews
Speaking with our customers and probing
beyond what a survey can reveal

Many research methods

For seeing the larger picture, **ethnography stands out** from the rest

Why Ethnography Matters

Because “zooming out” is a game-changer



Why Ethnography, not Usability Testing

- **Studying people in their environment** means studying people in their natural, comfortable state. You are also learning about the setting in which they do *whatever it is you are curious about*.
- Ethnography is most effective for a specific market or a population:
“We want to learn more about how [who] approaches/thinks about [what big thing].”
- “But what if I don’t hear about [my product/company/big thing]?”

Digging deep to understanding their digital lives

Digging deep to understanding their digital lives

4 15 3

High School College Graduate School

Schools included MIT, UNLV, Rice, Georgetown, UMass Amherst, GWU, UCSF, and more

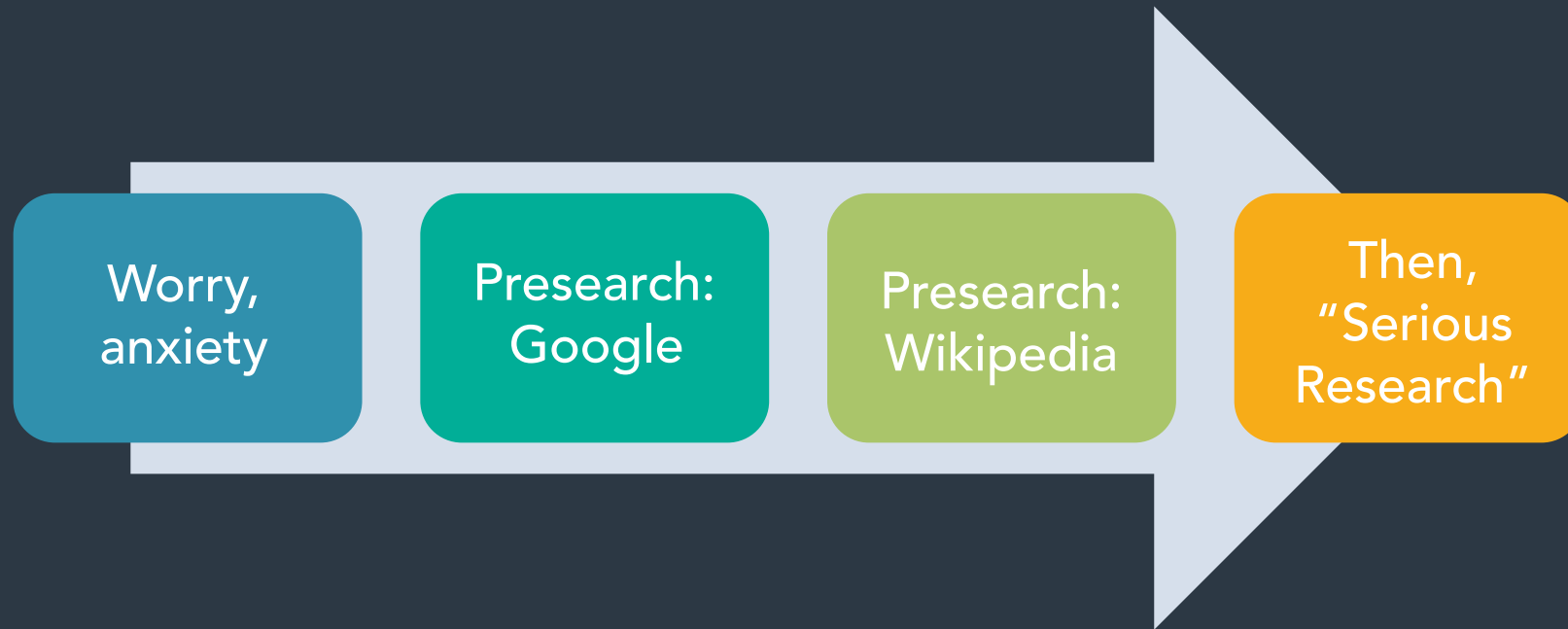


The Reality of Student Research



The Process

First stop worry; then Google



Presearch* is the pre-work.

It's the stretch before the run, the warm-up before the debate, the practice before the game.

The work *before* "it counts".

Google

The image features the word "Google" in its iconic multi-colored font (blue 'G', red 'o', yellow 'o', blue 'g', green 'l', red 'e'). The letters are three-dimensional and set against a vibrant, abstract background. The background consists of a blue sky with a bright sunburst in the upper right corner, casting rays of light. Below the sunburst, there are numerous colorful, curved streaks in shades of blue, yellow, red, and white, creating a sense of motion and energy. The overall composition is dynamic and visually striking.

[Web](#)[Images](#)[News](#)[Shopping](#)[Videos](#)[More ▾](#)[Search tools](#)

About 1,680,000 results (0.30 seconds)

Scholarly articles for eco feminism

Eco-feminism and deep ecology - [Cheney](#) - Cited by 177

Eco-feminism and **eco**-socialism: Dilemmas of ... - [Mellor](#) - Cited by 47

Feminism and ecology - [Warren](#) - Cited by 320

Ecofeminism - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Ecofeminism ▾ Wikipedia ▾

Ecofeminism describes movements and philosophies that link feminism with ecology.

The term is believed to have been coined by the French writer Françoise ...

[History](#) - [Major Critiques](#) - [Concepts](#) - [Theorists](#)

Ecofeminism

<https://www.princeton.edu/.../Ecofeminism.html> ▾ Princeton University ▾

Ecofeminism is a social and political movement which points to the existence of considerable common ground between environmentalism and feminism, with ...

HowStuffWorks "How Ecofeminism Works"

science.howstuffworks.com/environmental/green.../ecofeminism.htm ▾

Ecofeminism is a social movement that combines elements of feminism with ecology.

Learn about **ecofeminism** and famous ecofeminists.


Ecofeminism on the green fuse

www.thegreenfuse.org/ecofem.htm ▾

Ecofeminism. There is no single definition of **ecofeminism**, and ecofeminists may well

Wikipedia

Because users like **an overview** they can understand



WIKIPEDIA
The Free Encyclopedia

- Main page
- Contents
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- About Wikipedia
- Community portal
- Recent changes
- Contact page

Tools

- What links here
- Related changes
- Upload file
- Special pages
- Permanent link
- Page information
- Wikidata item
- Cite this page

Print/export

- Create a book
- Download as PDF
- Printable version

Article Talk

Read Edit View history

Ecofeminism

From Wikipedia, the free encyclopedia

Ecofeminism describes the efforts to explain the relationship between the ecological and feminist movements. It has been defined by French writer Françoise d'Eaubonne in her book, *Le Féminisme ou la Mort* (1974).^[2] Ecofeminism connects the exploitation and domination of women with that of the environment, and argues that there is historical connection between women and nature. Ecofeminists believe that this connection is illustrated through the traditionally 'female' values of reciprocity, nurturing and cooperation, which are present both among women and in nature. Additionally, ecofeminists draw connections between menstruation and moon cycles, childbirth and abortion etc. Women and nature are also united through their shared history of oppression by a **patriarchal Western society**.


In the essay "Ecofeminism: Toward Critical Justice and Planetary Health" by Saba Gaard and Julie Guerin, which they call the "ecofeminist framework." This framework is intended to establish ways of viewing and understanding our current global situations so that we are better able to understand how we arrived at this point and what may be done to ameliorate the ills. The four sides of the frame are: the mechanistic materialist model of the universe that resulted from the scientific revolution and the subsequent reduction of all things into mere resources to be optimized, dead inert matter to be used, the rise of patriarchal religions and their establishment of gender hierarchies along with their denial of immanent divinity, self and other dualisms and the inherent power and domination ethic it entails, and capitalism's primary goal for the exploitation, destruction and instrumentalization of animals, earth and people for the sole purpose of creating wealth. They hold that these four have brought us to where we are in this global catastrophe of the "Anthropocene." The article references a book by Gaard (1994) and an essay which is available online at this link (<http://lgruen.faculty.wesleyan.edu/files/2011/05/Gaard.pdf>) provides a wealth of data and statistics in addition to laying out the theoretical aspects of the ecofeminist movement.

Vandana Shiva claims that women have a special connection to the environment through their daily interactions and this connection has been ignored. She says that women in subsistence economies who produce "wealth in partnership with nature, have been experts in their own right of holistic and ecological knowledge of nature's processes." However she makes the point that "these alternative modes of knowing, which are oriented to the social benefits and sustenance needs are not recognized by the capitalist reductionist paradigm, because it fails to perceive the interconnectedness of nature, or the connection of women's lives, work and knowledge with the creation of wealth."^[3]

Feminist and **social ecologist** Janet Biehl has criticized ecofeminism for focusing too much on a **mystical** connection between women and nature and not enough on the actual conditions of women.^[4] Rosemary Radford Ruether joins Janet Biehl in critiquing this focus on mysticism over work that focuses on helping women, but argues that spirituality and activism can be combined effectively in ecofeminism.^[5]

Part of a series on

Green politics



Core topics	[show]
Four Pillars	[show]
Perspectives	[hide]
Bright green environmentalism	
Deep ecology	
Eco-capitalism	
Eco-feminism	
Eco-socialism	
Green anarchism	
Green conservatism	
Green left	
Green liberalism	
Green libertarianism	
Green syndicalism	
Social ecology	
Green Zionism	
Organizations	[show]



The Research Process

User discovery



Insights into Action

[UGA Libraries](#)[Get GALILEO Password](#)[Ask-A-Librarian](#)[New Search](#)[E-Journals](#)[UGA Libraries](#)Searching: **UGA Libraries Multi-Search**

Keyword ▾

ebola

**Search**[Basic Search](#)[Advanced Search](#)[Search History ▶](#)

Refine Results

Current Search ▾

Find all my search terms:

[ebola](#)

Limit To ▾

- ☐ Full Text
- ☐ Scholarly (Peer Reviewed)
Journals

Search Results: 1 - 20 of 160,155

Relevance ▾

Page Options ▾

**Research Starter**

Ebola virus.

The **Ebola** virus is named after the **Ebola** River in northern Zaire (now the Democratic Republic of the Congo), Africa. The virus was first detected in... [More](#)

Magill's Medical Guide (Online Edition), 2014

1. **Ebola.**



[Atlanta, Georgia] : National Center for Emerging and Zoonotic Infectious Diseases, Division of High-Consequence Pathogens and Pathology, Department of Health & Human Services, CDC, [2014?] 01/01/2014 1 online





Results

How users choose

Learned: Strategic Searching

Middle & High School:

- In the last 18-24 months, EBSCO's research has shown a learning curve of younger students on Google, due to teacher instruction.
- "I'm looking for a .edu and a .org, they are more reliable."
- "My teacher showed me how to search and not include .com's"
- On the part of educators, awareness and acceptance that students are starting with the Google-Wikipedia 'pre-search' cycle.

[Ecofeminism - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Ecofeminism)

en.wikipedia.org/wiki/Ecofeminism ▼

Ecofeminism describes movements and philosophies that link feminism with ecology. The term is believed to have been coined by the French writer Françoise ...

[History](#) - [Major Critiques](#) - [Concepts](#) - [Theorists](#)

[Ecofeminism](#)

www.princeton.edu/~achaney/tmve/wiki100k/.../Ecofeminism.html ▼

Ecofeminism is a social and political movement which points to the existence of considerable common ground between environmentalism and feminism, with ...

[HowStuffWorks "How Ecofeminism Works"](#)

science.howstuffworks.com/environmental/green.../ecofeminism.htm ▼

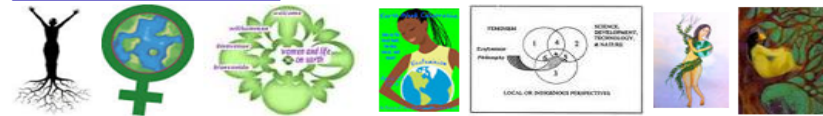
Jul 23, 2010 ... Dr. Wangari Muta Maathai, a noted Kenyan **ecofeminist** and the 2004 Nobel laureate, speaks with Mitsubishi's senior executive vice president ...

[HowStuffWorks "Ecofeminism Fundamentals"](#)

science.howstuffworks.com/environmental/green.../ecofeminism1.htm ▼

Ecofeminism is based on the theory that the oppression of women and the oppression of nature are fundamentally linked. In **ecofeminist** literature, **ecofeminism** ...

[Images for ecofeminism](#)



[Ecofeminism on the green fuse](#)

www.thegreenfuse.org/ecofem.htm ▼

Ecofeminism. There is no single definition of **ecofeminism**, and **ecofeminists** may well disagree with at least some of explanations I give in this section, but there ...



Search Results: “The New Black”

- Should I stay or should I go?
- Is this the tool for me?
- Decisions made in seconds, not minutes
- Page 1 matters most
- Searching is an emotional process



Searching: University Library Collection

Keyword volcanic plumes

Search



Basic Search Advanced Search Search History

EBSCO Discovery Service
Den

<<

Refine Results

Current Search

Find all my search terms:

volcanic plumes

Expanders

Also search within the full text of the articles

Limit To

- ☐ Full Text
- ☐ Scholarly (Peer Reviewed) Journals
- ☐ Available in Library Collection

1960 Publication Date 2014



Show More

Source Types

- ☒ All Results
- ☐ Academic Journals (5,787)
- ☐ Magazines (344)

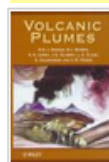
Search Results: 1 - 10 of 6,231

Relevance

Page Options

Share

1. Volcanic plumes / R.S.J. Sparks ... [et al.].



Book

Chichester ; New York : Wiley, c1997. 01/01/1997 xii, 574 p., [6] p. of plates : ill. (some col.), maps (some col.) ; 25 cm. Language: English, Database: EDS Demo Catalog - US - U of Georgia

Subjects: Volcanic plumes

[Retrieve Catalog Item](#) [Full Text Finder](#) [Request this item through interlibrary loan](#)

(1) Other Libraries Holding this Item

Location	Call No.	Status
Science 3rd floor UGA Libraries - Hours & Directions	QE527.7 .V65 1997	Available

2. Charge structure in volcanic plumes: a comparison of plume properties predicted by an integral plume model to observations of volcanic lightning during the 2010 eruption of Eyjafjallajökull, Iceland.



Academic Journal

By: Woodhouse, Mark; Behnke, Sonja. *Bulletin of Volcanology*. Aug2014, Vol. 76 Issue 8, p1-21. 21p. DOI: 10.1007/s00445-014-0828-4. , Database: Energy & Power Source

Observations of volcanic lightning made using a lightning mapping array during the 2010 eruption of Eyjafjallajökull allow the trajectory and growth of the volcanic plume to be determined. The li...

Subjects: VOLCANIC plumes; LIGHTNING; MAPPINGS (Mathematics); VOLCANIC activity prediction; CHARGING effects

[Linked Full Text](#)

3. Reactive bromine chemistry in Mt. Etna's volcanic plume: the influence of total Br, high temperature processing, aerosol loading and plume-air mixing.

By: Roberts, T. J.; Martin, R. S.; Jourdain, L. *Atmospheric Chemistry & Physics*. 2014, Vol. 14 Issue 5, p5445-5494. 50p. 1 Chart, 7 Graphs. DOI: 10.5194/acpd-14-5445-2014. , Database: Environment Complete

Related Images



Find More

Credo Reference

Volcanic Plumes



volcanic plumes. ... Sustained

Plumes from a Single Vent
Large-scale volcanic plumes are generated during the continuous discharge of fragmented silicic magma and gases from...

[Read More](#)

Sizes Of Volcanic Eruptions

4. Io's Volcanic Eruptions

Need more help with your volcanic plumes research?

[Click here!](#)

WorldCat

Skimming and scanning

Deep, thorough reading is not happening on the results page:

- Internet bringing on an “eye byte” culture
- Online reading is nonlinear reading
- Online & offline competition for attention
- Bi-literate brain to switch between modes “cursory sentence galloping” vs. deep reading

- Maryanne Wolf, PhD, Tufts University

The New Basic

- Once a pass-through to the detailed record, students are now using search results as a point of triage.
- From finding sources, to weeding & narrowing
- Laptop stays open for the duration. Word document becomes the working inventory, then the paper.
- Disconnect between permalink use and copy & paste ethnographic observations.
- Opening new browser tabs for possibilities (“page parking is the new pogo-sticking” – NNGroup).





“Say What?”

Comprehension of library terms

The Library-Ese Study: Key Findings

208 students: 57% public/30% private/13% community college

- 60% are “intermediate researchers”, 33% “novice researchers”
- First step – to search & gather information; next: to narrow topic
- Greatest influence = professors; who do I turn to = friend/peer (research from home), also faculty
- 65% received information literacy instruction in high school
- The library website – 40% find it moderately to very challenging, 15% have never used
- Majority are conducting basic searches (71%) – advanced search is considered a method for increased relevance, currency, combinations (Boolean)
- 88% don’t know what the term “Boolean” means
- Biggest challenge? Evaluating the best resources and items for my topic (41%), followed by writing my paper (18%)

The Library-Ese Study: Key Findings (cont'd)

University Library Collection

Search: iPad AND education

Basic Search Advanced Search Search History

Refine Results

Source Types

Publication

Subject

- ☐ educational technology (4,476)
- ☐ ipad (computer) (2,937)
- ☐ technology (2,390)
- ☐ united states (2,260)
- ☐ education (2,236)
- ☐ mobile apps (1,682)

Show More

Language

Geography

Location

Publisher

Content Provider

1. From notepad to iPad : using apps and Web tools to engage a new generation of students / Matthew D. Gillispie.

By: Gillispie, Matthew. New York, NY : Routledge, 2014. 01/01/2014 xvi, 191 pages ; 26 cm Language: English

Subjects: Computer-assisted instruction; Application software; iPad (Computer); Tablet computers; EDUCATION / General

Find It UGA Request this item through interlibrary loan Retrieve Catalog Item

Location	Call No.	Status
Aderhold 2nd floor Curriculum Materials Library UGA Libraries - Hours & Directions	Cur Mat LB1028.5 .G538 2014	Available

2. iPad in Education For Dummies

By: Gliksman, Sam. New York : Wiley, 2012. eBook

Subjects: COMPUTERS / Software Development & Engineering / Tools; COMPUTERS / Software Development & Engineering / General; COMPUTERS / Programming / Open Source; Teaching--Aids and devices; iPad (Computer); Educational technology

eBook Full Text Download (Offline)

Table of Contents Most Relevant Pages From This eBook

3. Preliminary study on teachers' use of the iPad in bachelor of education program at a private university in Malaysia.

By: Yusup, Yusril. TechTrends: Linking Research & Practice to Improve Learning. Mar2014, Vol. 58 Issue 2, p14-19. 6p. DOI: 10.1007/s11528-014-0732-y.

Subjects: RESEARCH; PRIMARY school teachers; EDUCATIONAL technology -- Research; DISTANCE education -- Research; TEACHING aids & devices; IPAD (Computer)

Academic Journal PDF Full Text (175KB)

Filters: 83%

Researcher: Khalilah Gambrell

The Library-Ese Study: Key Findings (cont'd)

Well-Understood Terms

Interlibrary Loan
Publication Type
Abstract
PDF Full Text
Peer Reviewed
Primary Source

Less-Understood Terms

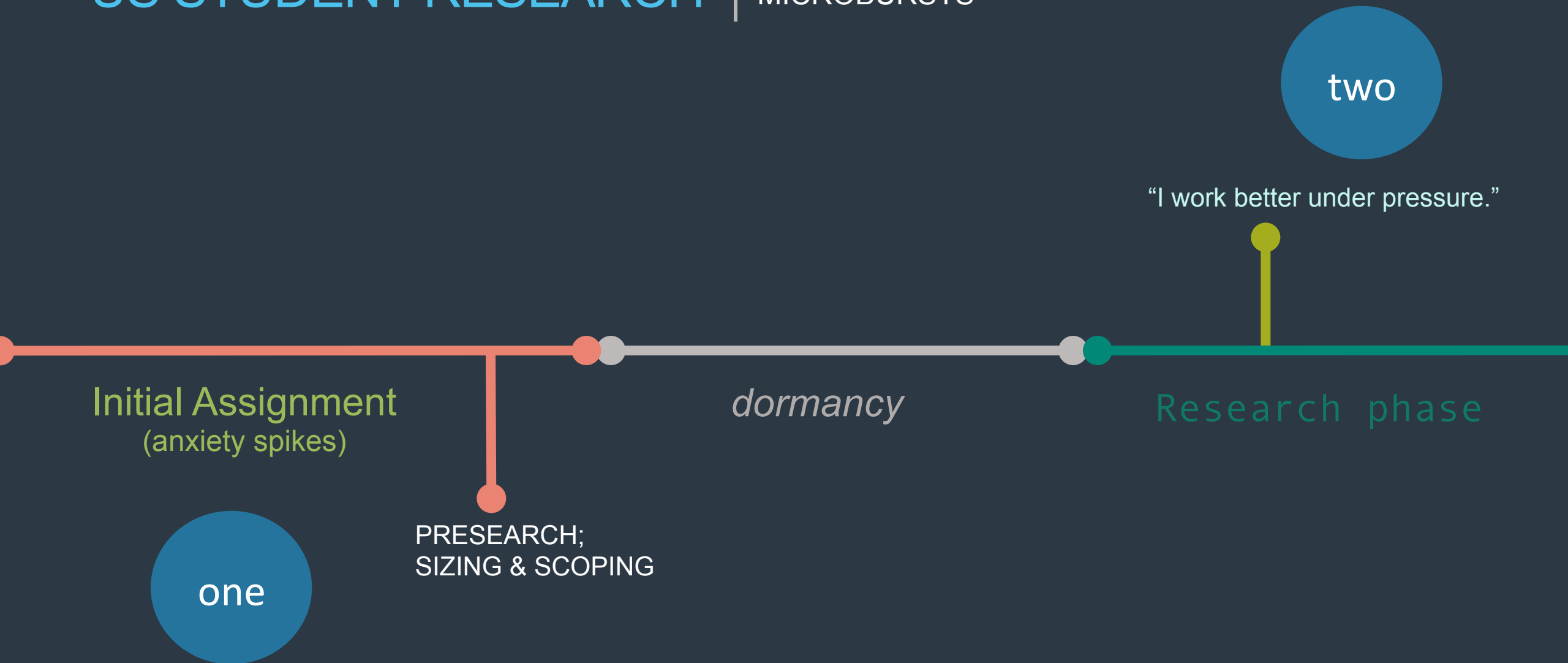
Boolean
Catalog
HTML Full Text
ePub
eBook Full Text
Database
Trade Publications

CHINESE STUDENT RESEARCH | EPISODIC



- Consult with professor initially, then again throughout the process
- No access to Google (but Baidu), yet similar anxieties
- Chinese students persist through the initial challenges
- Back and forth between search engines and scholarly sources

US STUDENT RESEARCH | MICROBURSTS





Questions?



Be in touch



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[@bykatelawrence](https://twitter.com/bykatelawrence)