

2007-10

Ask Us - Comparison of Label Terminology & Graphics

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<https://hdl.handle.net/2027.42/107011>

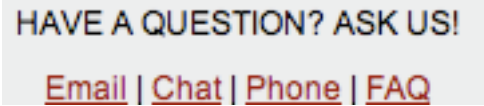



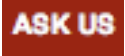


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

Project Cover Sheet

Project	<p>“Ask Us” Service</p> <p><i>Comparison of Label Terminology & Graphics</i></p> <p>Ask Us is a service present on the Library’s Gateway page (www.lib.umich.edu) that leads to methods (email, chat/IM, phone, in-person) for contacting library staff.</p>
Committee & Members	<p>Usability Working Group</p> <p>Kat Hagedorn (chair), Suzanne Chapman, Mike Creech, Karen Downing, Anne Karle-Zenith, Shana Kimball, Gurpreet Rana, Robert Tolliver</p>
Report Info	<p>Report Authors: Suzanne Chapman & Shana Kimball</p> <p>Contact Information: ul-usability@ctools.umich.edu</p> <p>Report Date: October 2007 Last Revised: October 2007</p>
Objectives	<p>The goal for this study was to conduct a simple comparison of how some other libraries link to their electronic reference services to inform & inspire changes for the MLibrary gateway.</p>
Methodology	<p>Method – (Informal) Comparative Analysis / Comparison</p> <p>Dates of study: October 2007</p>
Results & Analysis	<p>The label “Ask Us” is seldom used in isolation – it is usually accompanied by descriptive text (“email, phone, chat” or “Have a Question?”). However, most common terminology of sites assessed is “Ask a librarian.”</p>



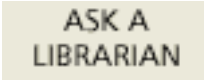
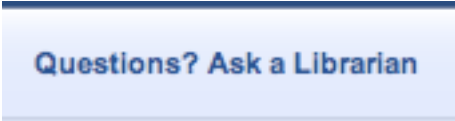


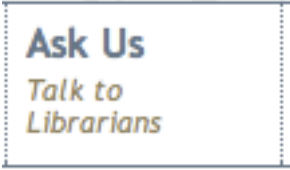
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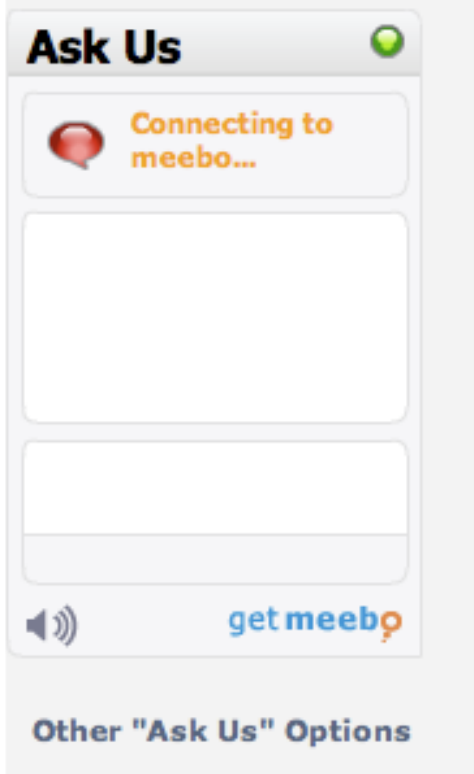



Library	URL	Wording	Graphic & location
University of Minnesota	www.lib.umn.edu/	HAVE A QUESTION? ASK US! Email Chat Phone FAQ	Home & 2 nd : Top of left side navigation 
University of North Carolina	www.lib.unc.edu/	Ask a Librarian Email Chat Phone IM 2 nd level – Need Help?	Home: content area under “Research Help”  2 nd level: top nav banner Need Help?
Yale	www.library.yale.edu	Ask! A Librarian	Home: Top of right side navigation  2 nd level: top sub navigation 
Stanford University	http://www-sul.stanford.edu/	Ask us	Home & 2 nd : Top navigation 
Northwestern University	www.library.northwestern.edu/	Ask a librarian (homepage)	Home: content area (under “research assistance”)  2 nd level: no direct link
Arizona State Libraries	www.asu.edu/lib/	Ask a Librarian (with icons for email, phone, chat)	Home & 2 nd : Left side nav 
Cornell University	www.library.cornell.edu/	Ask a Librarian email chat phone	Home & 2 nd : Left side nav

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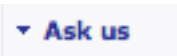
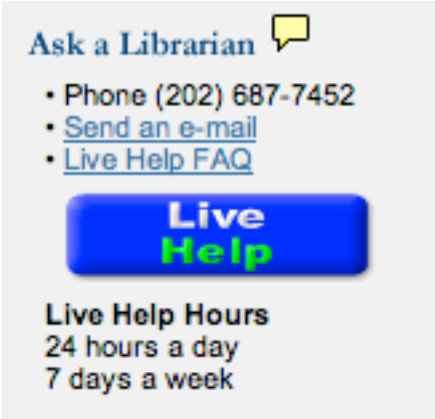

			
University of Chicago Library	www.lib.uchicago.edu	Ask a Librarian (w/ photo of a real librarian)	<p>Home: content area not under heading</p> <p>-----</p>  <p>-----</p> <p>2nd: top nav banner</p> 
UNLV	www.library.unlv.edu	Ask a Librarian (w/ icons)	<p>Home & 2nd: Left side nav, near bottom</p> 
NYPL	www.nypl.org/	Ask Librarians Online	<p>Home: Main content area under “Find Books & Do Research”</p> <p>▫ Ask Librarians Online</p> <p>2nd level: Top navigation (rest of links are white so it does stand out some)</p> 
Free Library of Philadelphia	www.library.phila.gov/	Ask (w/ links to options)	<p>Home: takes up 1/3 of main content area</p> 

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			<p>2nd level: 1 of 3 blocks on left side nav & correspond to 3 main content areas from home page.</p> 
Duke	http://library.duke.edu/libraries/	Save Time Ask Us	<p>Home & 2nd: Very top, right of search box</p> 
Ohio State Health Sciences Library	http://library.med.ohio-state.edu/	Ask A Librarian	<p>Home & 2nd: top navigation</p> 
University of Virginia	www.lib.virginia.edu/	Questions? Ask a Librarian	<p>Home: Top navigation</p>  <p>2nd level: top navigation</p> 
MIT Libraries	http://libraries.mit.edu/	Ask Us (in sidebar and as section header w/links)	<p>Home: main content area.</p> <p>ASK US By email, by phone, in person, group instruction, more...</p> <p>2nd level: in top navigation</p> 
CalPoly	http://lib.calpoly.edu/	Ask Us Talk to Librarians	<p>Home & 2nd: top main navigation</p> 
Saint Benedict Library	www.csbsju.edu/library/	Ask Us (w/ chat widget on homepage)	<p>Home: Meebo box located on left side</p>

			 <p>2nd level: top navigation</p> <p>Ask a Librarian</p>
North Carolina State University			<p>Home: main content area under “Services”</p>  <p>2nd level - Sub nav area</p> 
University of Western Ontario	www.lib.uwo.ca	Ask Western Libraries	<p>Home: main content area</p>  <p>Ask Western Libraries</p>
University of Toronto	http://main.library.utoronto.ca/	Contact a Librarian (icons with In Person, Phone, Chat,	<p>Home: main content area, lower banner</p>

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		email)	 <p>Contact a Librarian</p> <p><i>In Person</i> <i>Phone</i> <i>Chat</i> <i>Email</i></p>
McGill	http://www.mcgill.ca/library/	Ask a librarian –FAQ, Chat, Email, Telephone, In person,	<p>Home: main content area (clicking item expands to reveal info)</p>  <p>2nd: side navigation that expands to show contact options</p> 
Georgetown	http://library.georgetown.edu/	Ask a Librarian (with links, button, etc)	<p>Home & 2nd: top of left side navigation</p>  <p>Ask a Librarian </p> <ul style="list-style-type: none"> • Phone (202) 687-7452 • Send an e-mail • Live Help FAQ <p>Live Help</p> <p>Live Help Hours 24 hours a day 7 days a week</p>