

Лектори: Милена Добрева, Красимира Иванова

Продължителност: 20 часа

Курсът не се предлага от м. октомври 2017 г.

Анотация:

Съвременните библиотеки трябва да отговарят на нови очаквания на читателите и особено внимание към предоставянето на електронни услуги. Курсът цели да даде обща представа за методите на изследване на потребителите и да формира практически умения за формулиране на хипотеза на изследването, събиране и анализ на данните от гледна точка на библиотечните услуги.

Предназначен за:

Курсът не изисква предварителна подготовка и е предназначен за всички типове библиотечни специалисти, чиято работа е свързана с контакт с читателите и подобряване на библиотечните услуги в традиционните и особено в дигиталните библиотеки. Курсът би бил особено полезен за специалисти, които се занимават с мениджмънт на библиотеките, защото би им помогнал да добият представа как да подобрят обслужването на читателите, като имат по-точна представа за техните интереси и информационна грамотност.

Продължителност:

20 часа – 12 ч. лекции и 8 ч. упражнения

Лектори:

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Проведени курсове:

[1 – 2 април 2013 г.](#) – във Варна

Основни теми:

- Място на изследванията на потребителите в организацията на традиционните и дигиталните библиотеки
- Въведение в типовете методи за изучаване на потребителите
- Изследвания, ориентирани към потребителя
- Основни теории за информационно поведение
- Съчетаване на качествени и количествени методи при изследването на потребители
- Методи
- Традиционни и уеб въпросници
- Полуструктурирани и структурирани интервюта
- Експертна оценка
- Наблюдение на поведението на потребителите: следене на погледа, анализ на стратегията за търсене, анализ на начина на работа
- Моделиране на типични потребители (personae)

- Методите за изследване на потребителите и социалните медии (Web 2.0)
- Изследванията на потребителите в практиката: курсова работа, свързана със събиране и анализ на данни.

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