



Duke University  
**Medical Center Library News**

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**February 2002**

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**LibQUAL+ Survey Coming Soon**

**Rick Peterson, Deputy Director and Pat Thibodeau, Associate Dean**




This spring, the Medical Center Library will administer a survey instrument called LibQUAL+. Developed collaboratively by the Association of Research Libraries and Texas A&M University, LibQUAL+ is a research and development project that provides a method to define and measure library service quality across institutions. It also offers a model to create useful quality assessment tools for local planning.

Based on the principles of the SERVQUAL business model, LibQUAL+ will serve as a tool to measure library users' perceptions of service quality and identify gaps between desired, perceived, and minimum expectations of service. LibQUAL+ will identify service dimensions that are most important to our users and help determine how well we are meeting their expectations. Since over 170 academic and health sciences libraries are planning to participate in this third year of the research project, the results will provide valuable benchmarking data and help identify *best practices*.

All Library users affiliated with the Schools of Medicine and Nursing, the Medical Center, and the Hospital will be asked to complete the survey. Email notices will be sent to users, and one will include a link to the LibQUAL+ survey Website at Texas A&M. Once connected to the LibQUAL+ Website, users will be asked to enter demographic data and respond to 30 questions related to service quality. The survey should take no more than 15 minutes to complete. Confidentiality is ensured since email and network addresses are separated from the survey responses.

We are very excited about this survey as it will provide a tremendous amount of outcomes-based, qualitative data for use in the Library's strategic planning and budgeting. In order for the survey to be a success, we need your help. When you receive the survey announcement, please take the time to respond. As an added incentive, everyone completing the survey will have the option to be included in random drawings for a PDA and other prizes.

Additional information on the LibQUAL+ program is available at <http://www.mclibrary.duke.edu/limited/libqual.pdf>. You may also contact **Rick Peterson** at [peter073@mc.duke.edu](mailto:peter073@mc.duke.edu) or **919-660-1147**.

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# The Results Are In - Thanks For Your Help!

Pat Thibodeau, Associate Dean

In August, 2001, we conducted a Web survey to help justify our budget and save our Library resources. When we asked for your assistance in identifying the use and importance of electronic resources, your responses were overwhelming! We received over 400 responses on the first day and a total of 2,600 responses over twelve days. The survey results have provided us with wonderful insights into why you use electronic resources, how often you use them, and the types of resources that are important. We also received hundreds of comments including praises for our Website, electronic resources and services, and suggestions for improvements.

*Why did we do the survey?* Electronic resources are becoming more important as busy clinicians, researchers, and students find it more convenient to search databases and textbooks and print journal articles from computers where they are working or learning. However, the use of electronic resources is very difficult to track:

- ❖ Passwords have been eliminated to enable quick and easy access from any point of need
- ❖ There is no central gateway or method for tracking all resources
- ❖ Publishers and vendors have different methods for collecting and reporting statistics to libraries
- ❖ Efforts at Medical Center Information Systems (MCIS) have proven that capturing the data is an overwhelming task, given our current network structure
- ❖ Electronic resources do not track how information will be used

A summary of the Web survey results is included below. THANKS TO YOU, we now have sound data for future planning.

## Question 1 - *What is your primary Duke status?* (Choose one)

Clearly, many clinicians and clinical staff rely on our resources – over 45% of the responses – with clinical faculty (21.7%) and residents (12.2%) representing a major portion of our respondents. But the basic sciences faculty and staff members (18.4%) are large users of electronic resources as well. More than 18% of the responses were submitted by our students – medicine, nursing, etc.

Physician/Clinical Faculty	578	21.7%	Duke Hospital Staff	224	8.4%
Basic Sciences Faculty/Staff	489	18.4%	Non-Duke	165	6.2%
Resident/Intern	324	12.2%	Other Medical Center Staff	161	6.1%
Medical/Health Care Student	256	9.6%	Duke Health System Staff	114	4.3%
Other Student	251	9.4%	Other Duke	98	3.7%

## Question 2 - *How will the information you are seeking be used?* (Choose all that apply)

The survey revealed that scientific research (63.9%) was the major use of the information, which reflects the strong research mission throughout all our programs. But many respondents who gave research as an answer also indicated that the information would be used in patient care and teaching. The next largest response was information use in patient settings (51.3%), followed by teaching (31%) and grant preparation (27.1%).

Scientific Research	1699	63.9%	Studying/Class Assignment	492	18.5%
Patient Care/Hospital	855	32.1%	In-service Education	410	15.4%
Teaching	825	31.0%	Personal	364	13.7%
Grant Preparation	722	27.1%	Management Decisions	267	10.0%
Patient Care/Other	510	19.2%	Other	68	2.6%

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**Question 3 - How often do you use our Website? (Choose one)**

More than 85% of the respondents use our Website at least weekly, if not more often, with daily (38.7%) being the most common usage pattern. There were also numerous respondents who were first time users (7%), which means that people are finding out about our services, and that we need to continue to make patrons aware of new services and resources as we add them.

Daily	1030	38.7%	Monthly	133	5.0%
More than once a day	472	17.7%	Less than once a month	50	1.9%
Weekly	790	29.7%	First time user	185	7.0%

**Question 4 - What areas of the Website do you plan to visit? (Choose all that apply)**

It was not surprising that MEDLINE (85.9%) was the most frequently cited resource. Electronic journals were chosen by 68.2% of the respondents, followed by other database use at 43%. The online catalog, MD Consult, Clinical Pharmacology, and electronic books were additional resources often used by respondents.

MEDLINE	2269	85.9%	Clinical Pharmacology	446	16.9%
E-Journals	1801	68.2%	Library Services & Facilities	388	14.7%
Databases	1136	43.0%	Web of Science	355	13.4%
Online Catalog	778	29.4%	Subject/Internet Guides	194	7.3%
MD Consult	659	24.9%	Other	37	1.4%
E-Books	462	17.5%			

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## **Journal Review - Making Its Last Round**

### **Judy Woodburn, Journals Department**

Our library is facing the possibility of a substantial cut in funding for the fiscal year beginning in July, 2002. As a result, we are conducting a number of surveys and reviews of various services and collections so that we can best apportion our funds. One of these is a thorough review of the 2,200 currently-received subscriptions in our print journal collection.

Departments and divisions in the Medical Center were sent some 65 subject lists prepared and distributed for evaluation of individual titles. Department heads and chiefs were asked to rank use of titles as high, medium or low. Titles not indexed in MEDLINE or CINAHL (*Cumulative Index to Nursing & Allied Health Literature*), which account for a small percentage of our titles, were highlighted for special attention since they are used less than indexed titles.

A committee of Library staff met weekly through the fall to review the returned lists and make recommendations for potential cancellations. Several additional factors were taken into account, including the Institute for Scientific Information's impact factor, availability in other campus libraries, use studies within the Library, and requests for loans to libraries outside Duke. A list of possible cancellations is being completed and will be widely distributed to faculty and other area libraries for further input, before any cancellations are actually made.

The increasing availability of full text electronic journals offers another possibility for cost savings for some titles. Many publishers bundle online access with print subscriptions, but some offer discounted prices for "online only" access. A separate list of titles that might be switched to online only is also being generated.

Look for these upcoming proposals on DUMCL Online at [http://www.mclibrary.duke.edu/limited/j\\_cancel.html](http://www.mclibrary.duke.edu/limited/j_cancel.html), and let us know if you have concerns about any of the recommendations.

## Virtual Reference

Marlyse H. MacDonald, Information Services

In November 2001, the Medical Center Library began offering **Virtual Reference**, a new service for Duke faculty, staff, and students. This service allows patrons to interact online with library staff by asking questions or getting assistance with locating resources on the Web. With this new software, librarians have the ability to demonstrate the process of searching for information without being proximate to their clients.

### *How do I connect to this service?*

To use the Virtual Reference system, connect to the Library's main page (<http://www.mclibrary.duke.edu/>) and select "Ask a question - Live!" from the *Services & Facilities* menu, or select *reference "live" chat* from the *Learn About* menu. In the future, there will also be links to this service from some of the Library's most popular pages.

### *How does the system work?*

The Virtual Reference system uses frames to divide the Internet browser into two areas. The left frame contains a searchable Internet browser window. The right frame contains a transcript of the conversation and a text box for typing. The frame setup allows the patron to simultaneously communicate with the librarian while navigating through the library's Web resources.

When users connect to the system, they are required to provide some personal information in addition to questions they would like answered. This personal information is helpful to staff if patrons require additional assistance.

### *What are the benefits of this service?*

The Virtual Reference service helps users save time by enabling them to get answers to their questions without making trips to the library. It is ideal for those who connect remotely or for users who only have one line for telephone and computer access.

A screenshot of a web form for the Virtual Reference service. The form is titled "DUMC Library" and has a header that says "Please enter the following and click the 'Connect' button." The form contains several input fields: "Full name (required)", "To receive a transcript of this session, enter your e-mail address (required)", "To have a phone conversation with your librarian during this session, enter your phone number", and "How can we help you?". At the bottom of the form are "Connect" and "Exit" buttons. The footer of the page reads "Your Library - working for you".

*When is the Virtual Reference service available?*

**Monday-Thursday: 12 noon-7:00 pm**  
**Friday: 12 noon-5:00 pm**

For more information, visit the Web at <http://www.mclibrary.duke.edu/services/refvirtual.html>.

## Recent Additions to DUMCL Online

<http://www.mclibrary.duke.edu/>

### Acrobat 5 Tutorial Available **NEW**

<http://www.mclibrary.duke.edu/respub/guides/acrobat/>

This tutorial introduces the basic features of Adobe Acrobat 5, a tool used to convert documents from other formats (Word, PowerPoint, etc.) into the popular portable document format (.pdf). In this tutorial, you will learn about using Acrobat for document review, creating bookmarks, saving Web pages for offline viewing, and converting documents from MS Office. Choose this resource from the "Tutorials" page under the *Services & Facilities* menu on the main Web page.

### Changes for HISTLINE

This National Library of Medicine (NLM) database, which has provided historical citations to international works since the 1970s, has migrated to the **PubMed search interface for journal articles** and to **LOCATORplus for books**. Please note the searching instructions below.

### PubMed (historical journal citations)

<http://www.ncbi.nlm.nih.gov/entrez/query.fcgi>

Once you have entered your search in PubMed, you may limit it by using the subject subset, **History of Medicine**, located on the *Subsets* pull-down menu on the PubMed "Limits" screen. This subset can also be used in a search as **history [sb]**. *Example: tuberculosis AND history [sb]* *Please note: sb should be entered in brackets.*

### LOCATORplus (historical monograph citations)

<http://locatorplus.gov>

Enter your search term in the LOCATORplus "Search For" box. You may then limit your retrieval by choosing the **HMD Collection** option in the "Quick Limit" box and clicking on the *Search* button at the bottom of the *Simple Search* menu.

### OLDMEDLINE

[http://www.nlm.nih.gov/databases/databases\\_summaries.htm#oldmed](http://www.nlm.nih.gov/databases/databases_summaries.htm#oldmed)










OLDMEDLINE contains citations published in *Cumulated Index Medicus* from 1958 through 1965, covering the fields of medicine, preclinical sciences, and allied health sciences. Unlike MEDLINE, this file does not contain abstracts or *Medical Subject Headings (MeSH)* from NLM's current controlled vocabulary. *Please note:* Once you have located your search terms using the NLM Gateway, choose "Display Results" for Journal Citations from the Results Summary screen. You may then choose **OLDMEDLINE** from the *Pick A Collection* drop-down menu and then click on *Jump to Collection*.

## Multimedia Studio - What's In It For You?

**Tiffany Anderson, Education Services**

Do you know about the Medical Center Library's Multimedia Studio? Well, if you are a DUMC faculty, staff, or student who needs to create educational materials, this service is for you.

The following are examples of the software you will find in the Multimedia Studio (room 411 on the Library's Second Stack level) and how the programs could be used.

-  **Adobe Acrobat 5** - Convert documents to .pdf (Portable Document Format) for viewing by anyone who has the free Acrobat reader software
-  **Adobe Illustrator 9** - Create original images, such as Web page banners and buttons
-  **Adobe Photoshop 5.5** - Manipulate original or scanned images
-  **Adobe Premiere 5.1** - Digitize videotapes and edit the clips together into a new movie
-  **Macromedia Director 8** - Create multimedia presentations that can be burned to CD-ROM or converted to Web-ready formats
-  **Macromedia DreamWeaver 3** - Create course Web pages without learning HTML
-  **Macromedia Flash 5** - Create animations for Web pages
-  **Microsoft Office 2000** - Easily convert documents and presentations to HTML format
-  **SoundForge** - Digitize clips from audiocassettes to include in electronic presentations

Additionally, the Multimedia Studio has the hardware necessary to support these programs, including a scanner that can be used to scan images, text, film negatives, transparencies, and slides. Also available are a videocassette recorder, dual audiocassette deck, zip drive, and CD burner.

To begin using the Multimedia Studio, contact **Tiffany Anderson**, Instructional Technology Librarian, at **919-660-1123** or **tiffany.anderson@duke.edu**. During the initial consultation, you will get an introduction to the equipment and the policies for using the room. You will then be able to check out the key to the room from the Circulation Services Desk anytime during library hours. For more information on the Multimedia Studio, visit DUMCL Online at <http://www.mclibrary.duke.edu/services/multimedia-studio.html>.



## Staff News

**Connie Schardt**, Education Services Coordinator, has co-authored an article with Christopher H. Cabell, MD, Linda Sanders, MPH, G. Ralph Corey, MD, and Sheri A. Keitz, MD, PhD, on “Resident Utilization of Information Technology: A Randomized Trial of Clinical Question Formation,” in the *Journal of General Internal Medicine* [2001 December 16(12):838-844].



### *Farewell to Gayle Elmore*



After almost eighteen years of service to Duke, fourteen of which have been in the Medical Center Library, **Gayle Elmore**, secretary for the History of Medicine Collections, will retire at the end of February, 2002. Please join us in wishing Gayle the best in her retirement and thanking her for her contributions to the Library.

## UNC/Duke Mobile Technology Fair Coming in March

The Health Sciences Library at UNC-Chapel Hill and the Duke University Medical Center Library are sponsoring a joint Mobile Technology Fair at the Friday Center in Chapel Hill on **March 18, 2002**, from 4-8 pm.

This fair is geared towards medical students, health care providers, librarians, informaticians, and others interested in supporting mobile technologies in health care. The goals of the event are to raise awareness about software and products, and highlight particular projects or applications in use across the state, especially in the four medical schools.

In addition to vendor booths, the Mobile Technology Fair will offer two rooms with simultaneous, 30-minute presentations featuring vendor demonstrations and institution-specific projects.

Please make plans to join us! For more information, stay tuned to DUMCL Online (<http://www.mclibrary.duke.edu/>).

## Introducing Chad Perry

### **Maurice Reece, Circulation Services**

**Chad J. Perry**, Public Services Library Clerk, is one of the Library’s newest full-time employees. Born and raised in Durham, Chad says the happiest day of his life was graduation day at Jordan High School in May, 2001, where biology and earth sciences were his favorite subjects. He started work at the Library this past August as a temporary stacks shelver, before becoming a full-time employee and assuming multiple duties as shelver, Interlibrary Loan clerk, and backup assistant to the Circulation staff.

“I never thought so much went on in a library! It’s much more than just checking out books,” said Chad after a few weeks on the job. He says he likes his new surroundings and finds people he works with really friendly. Prior to coming to the Library, he held jobs briefly at Eckerd’s and at a diner in the RTP area.

Although Chad enjoys swimming, reading mysteries, and occasionally writing a bit of poetry to relieve stress, one of his favorite pastimes is basketball. But if you are not a Tar Heel fan, you might as well bring up another subject. One of his best basketball memories is from his junior year in high school. While playing with the Durham Amateur Association, a scout from Vanderbilt University saw Chad in action and tried to recruit him to come to Nashville upon graduation. With a bit of wistful “what-might-have-been” in his voice, he reveals that he never forwarded his GPA and scholastic records to the university, because at that time, Nashville seemed far, far away.



Please join us in welcoming Chad to our staff. If you meet him in the stacks or around the Library, don’t hesitate to ask for help, but be sure you don’t say anything against Carolina basketball!



## Library Educational Offerings

*The Medical Library Education Center (MLEC) is located  
in Room 104 on the Lower Level of the Library.*



### Individual and Group Sessions

*Please contact the topic instructor  
to arrange for a session*

#### MEDLINE

##### **Using the Ovid Web Gateway**

Call the Information Desk

919-660-1111

##### **PubMed**

Anne Powers, 919-660-1128

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##### **Basics of Library Use**

Betsy Adams, 919-660-1131

##### **Grant Information on the Web**

~ COS, SPIN and Other Resources ~

Anne Powers, 919-660-1128

##### **Introduction to EndNote**

Ginger Carden, 919-660-1184

##### **Introduction to Reference Manager**

Ginger Carden, 919-660-1184

##### **Introduction to Sources for Health Statistics**

Hattie Vines, 919-660-1125

##### **Searching the Internet**

Tiffany Anderson, 919-660-1123

### Self-Instruction

#### **Ovid Web Tutorial**

*Interactive, 40-minute tutorial designed to show you  
step-by-step the basic components of a MEDLINE  
search using the Ovid Web Gateway*

<http://www.mclibrary.duke.edu/respub/guides/ovidtut/>

#### **EndNote Tutorial**

*Tutorial designed to assist users who have completed  
a search in the Ovid Web version of MEDLINE and  
would like to import citations into EndNote*

<http://www.mclibrary.duke.edu/respub/guides/endnote/>

#### **EBM Tutorial**

*Tutorial which identifies the steps in the EBM  
process and key issues related to critical appraisal*

<http://www.hsl.unc.edu/lm/EBM/index.htm>

#### **Internet Tutorial**

*Web-based tutorial designed to introduce you to the  
Internet and searching for information on the Web*

<http://www.mclibrary.duke.edu/respub/guides/intertut/>

#### **Electronic Resources Tutorial**

*Tutorial designed to familiarize users with some  
of the electronic resources offered through  
DUMCL Online, the Library's Website.*

<http://www.mclibrary.duke.edu/respub/guides/elecres/>

#### **Virtual Tour of the Library**

*Online tour which provides information about the  
Medical Center Library, its collections and  
services, and where to find them within the building*

<http://www.mclibrary.duke.edu/about/vt/>

**For more information about these offerings, connect to the Library's Website at  
<http://www.mclibrary.duke.edu/services/schedule.html>.**

***Duke University Medical Center Library News is published bimonthly.***

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*Beverly Murphy, Editor*

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