

Discovery

October 8, 2013

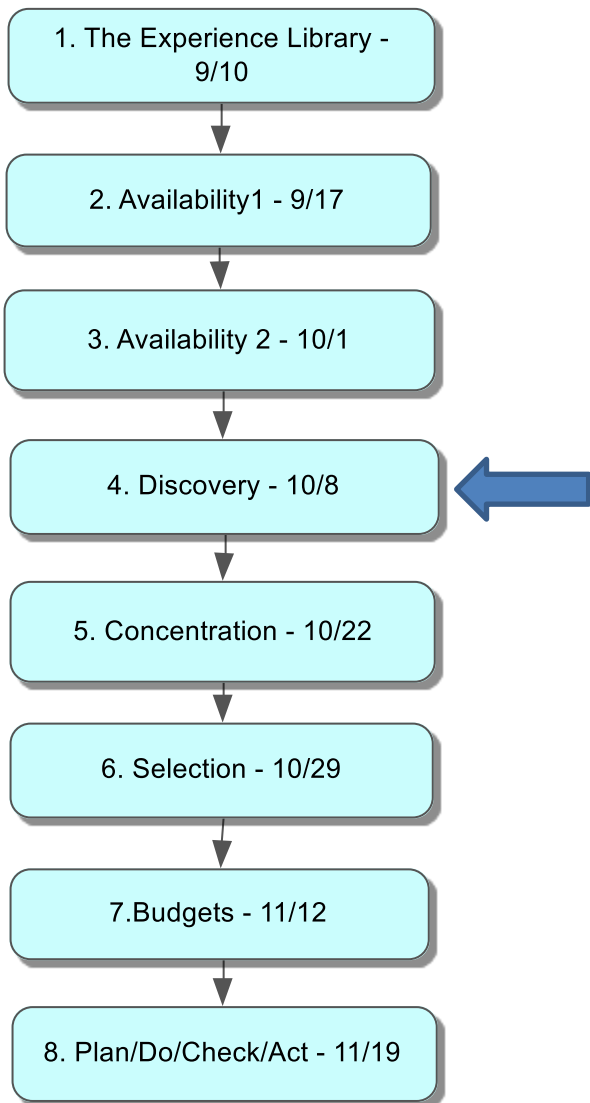
Waterloo Public Library

Roy Kenagy

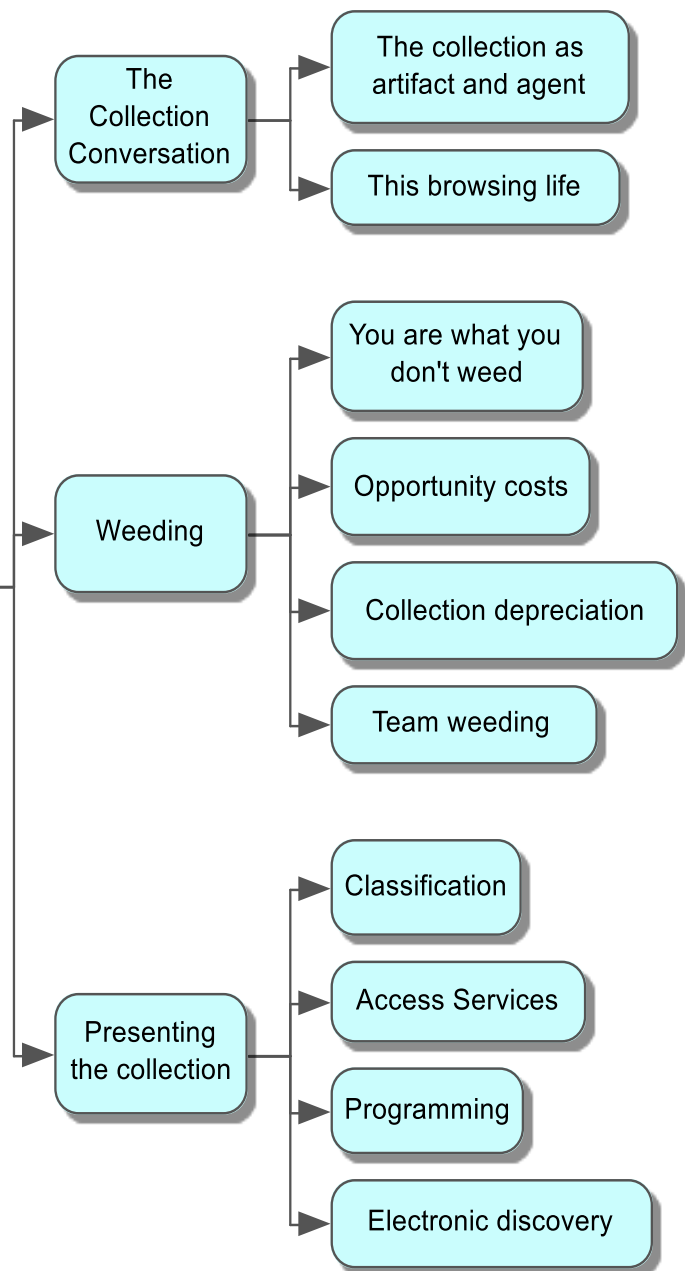
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3. Discovery - 10/8



Terms

Access services: Library operations that provide and maintain physical access to library materials, for example circulation, reserves management, document delivery, and stack management. A term primarily used in academic libraries.

BISAC subject classification: Classification system developed by the Book Industry Study Group to provide open browsing access to the stock in retail bookstores. BISAC is an acronym for Book Industry Standards and Communications.

Conversation theory: "The Conversation Theory developed by [Gordon] Pask originated from a cybernetics framework and attempts to explain learning in both living organisms and machines. The fundamental idea of the theory was that learning occurs through conversations about a subject matter which serve to make knowledge explicit." Instructional Design, available at <http://www.instructionaldesign.org/theories/conversation-theory.html>.

Implied author: A rhetorical concept championed by literary critic Wayne Booth which proposes that authors use rhetorical devices to create a 'second self' perceived through the text by readers. This virtual narrator contributes to a work's sense of authority and authenticity.

Merchandising: "In the broadest sense, merchandising is any practice which contributes to the sale of products to a retail consumer. At a retail in-store level, merchandising refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to

make a purchase." Wikipedia, available at <http://en.wikipedia.org/wiki/Merchandising>.

Opportunity cost: "The cost of an alternative that must be forgone in order to pursue a certain action. Put another way, the benefits you could have received by taking an alternative action." Investopedia, available at <http://www.investopedia.com/terms/o/opportunitycost.asp>.

Servicescape: "The term servicescape connotes a physical, material setting designed and built to shape consumption behavior. Conceived by Bitner as a human built environment, the servicescape is now understood to encompass design factors (e.g. layout, furnishings, and decor), ambient conditions (e.g. lighting and temperature), and social interactions amongst and between customers and employees" Venkatraman and Nelson, available at <https://simmons.edu/som/docs/ATT00969.pdf>.

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Shelf Time Exercise

Smallville Public Library previous circulation data, from a sample of items checked out on March 3, 2013.

2/13	10/12	11/12	7/11	2/13	12/12	2/13	11/12	2/13	12/12	9/12
12/12	2/13	1/13	2/13	1/13	1/13	7/12	2/13	2/13	1/13	2/13
2/13	11/12	2/13	2/13	2/13	9/12	2/13	12/12	5/12	1/13	1/13

Shelf Time Data Chart

Library	Smallville Public Library	Collection	Adult Fiction	Date	3/3/13
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Months Since Last Circulation	Hash Mark for Each Item	Number of Items	Cumulative Items	Cumulative Percent
0				
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

Months Since Last Circulation	Hash Mark for Each Item	Number of Items	Cumulative Items	Cumulative Percent
13				
14				
15				
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