

Abstract

Searching library Web site at the time of Web 2.0: Who does what? How FAQs can play a central role in retrieving basic information.

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Online communication certainly carries out a strategic role in the process of innovation in different fields. Nowadays, besides the traditional Internet tools, Web 2.0 technology development underlines the strong need to maintain an open channel of dialogue either with or among users. As a matter of fact, the experience in searching library Web sites pointed out that the availability of too much help such as tips, sheets etc. instead of facilitating information access, often, can create confusion for users and make navigation through a Web site they are interested in a waste of time. On the other hand, a well structured FAQs (Frequently Asked Questions) could be a precious customer support reducing the amount of noise and waste by increasing the efficiency of the answers. Starting from a survey, previously conducted on about 300 scientific library Web sites, involving FAQ presence, location, labelling and so on, this paper focuses on the effort to greater analyze possible FAQs normalization trying to build a methodology: assuming FAQs as a sort of knowledge base related to a particular specific Web site content the attempt to create a standardized model is presented. A series of measures to make FAQs more action oriented and attractive to user participation are suggested. Appropriate quantitative/qualitative FAQs can determine the success, in term of ease of use and quickness, consumers have in getting the information they need, and the manner in which they could be helped to manage it: in this reference frame a FAQs section can act as a successful tool to improve overall digital information usability as well as customer satisfaction.