



Personalized user training with card sorting in a corporate environment

”Make sure you have the right information that you need in your work”

Contents

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- Lost joy of giving user training
- Creating our deck of cards
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Orion today – year 2017 in figures



Net sales 1 034 MEUR
Operating profit 284 MEUR



Personnell ~3 200



R&D investments
99 MEUR

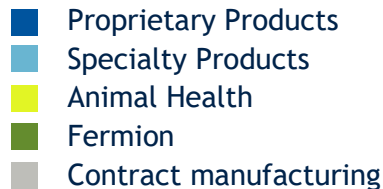
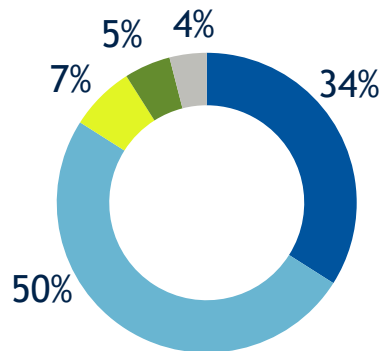


6 production sites in
Finland

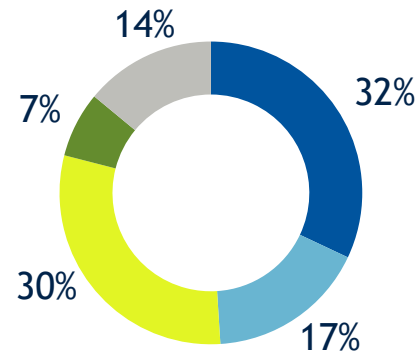


Own sales unit in
26 European countries

Sales by business



Sales by market area



Working environment



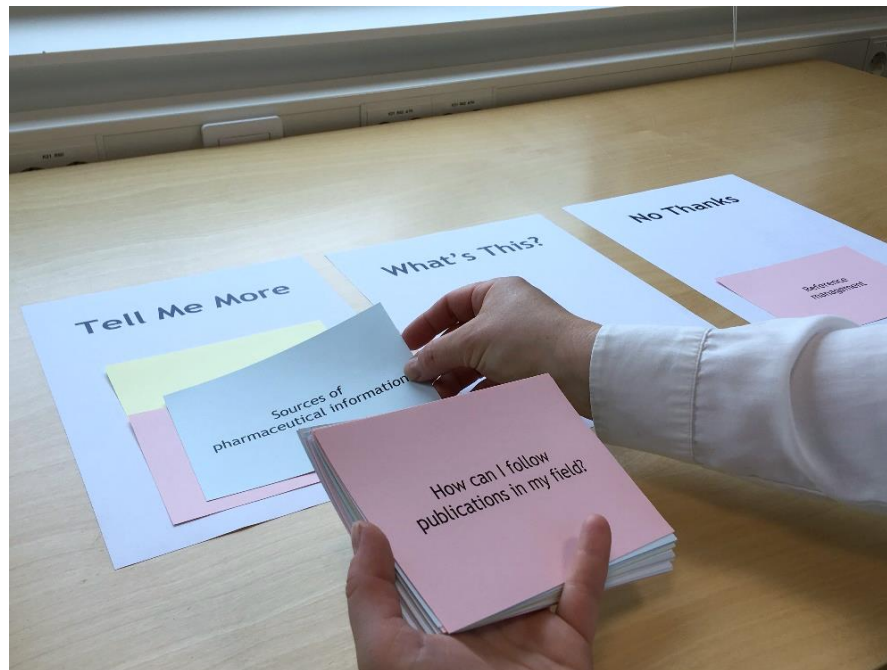
Starting point - the lost joy of giving user training



- Not enough interaction with the attendants
- Not enough knowledge of attendants' specific information needs
- A lot of sources and services to cover in one training session
- No follow-up

Card sorting

- A useful technique for sorting out information needs
- Also applicable for training?
- A tool for marketing information services?
- Sorting result is a good starting point for discussion



Creating Our Deck of Cards

INFORMATION
RETRIEVAL

TRAINING

JOURNALS

Services

- Subscriptions
- Link resolver
- Article request
- Circulation
- Collections
- Support

Follow-up

- On publishers' sites (RSS feeds, TOC alerts, saved searches)
- Database searches
- Internal newsletters
- Circulation

Purchases

- Yearly subscriptions
- Pay-per-view licenses
- Full-text articles
- Partners

Types

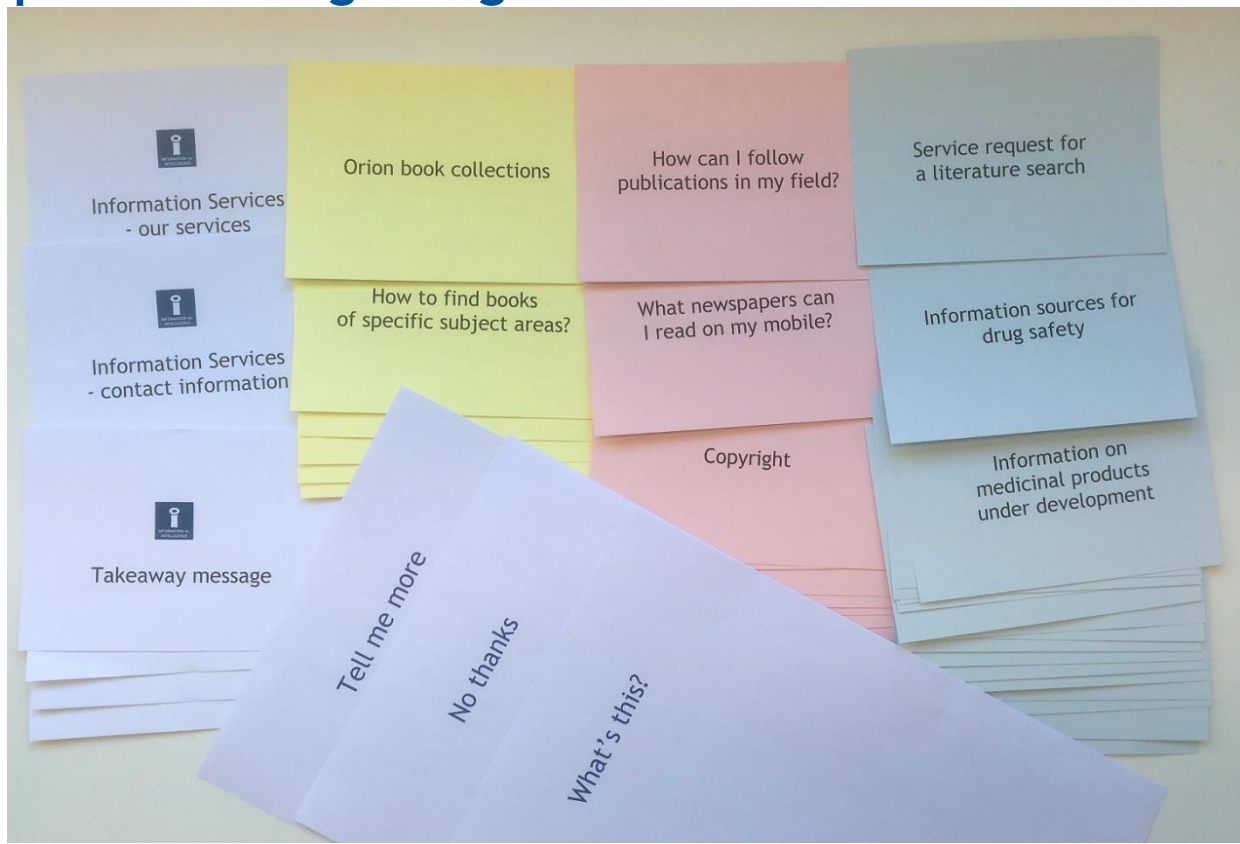
- Scientific
- Professional
- News

BOOKS

Other

- Copyright
- Impact factors
- Articles on own molecules
- Reference management

Card examples & sorting categories



Information Services for Your Work - our new introductory training in practice

Agenda of a training session

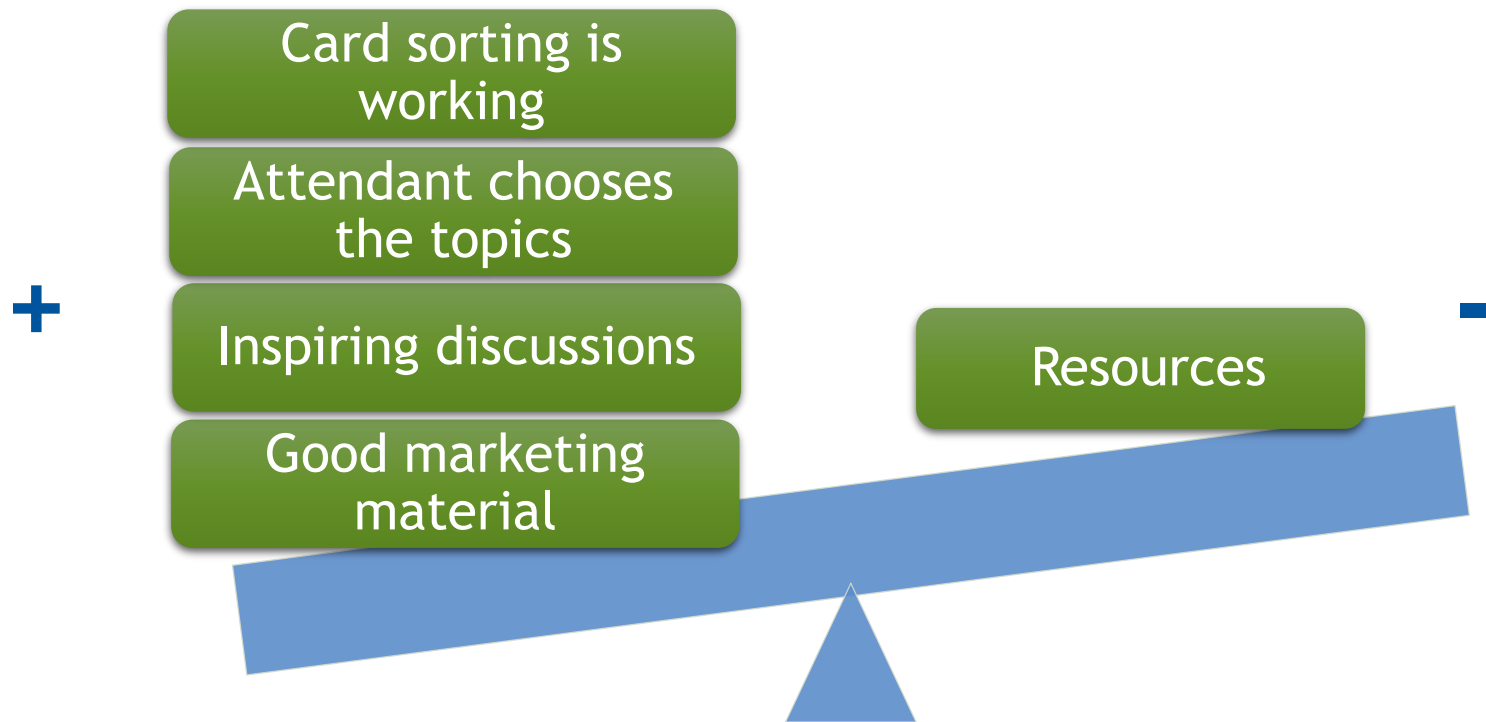
1. Introductions
2. Information Services on intranet and Yammer
3. Questions the attendant stated in advance
4. Card sorting
5. Discussion and online demonstrations
6. Follow-up plan





**”Make sure you have the
right information that
you need in your work”**

Our experiences



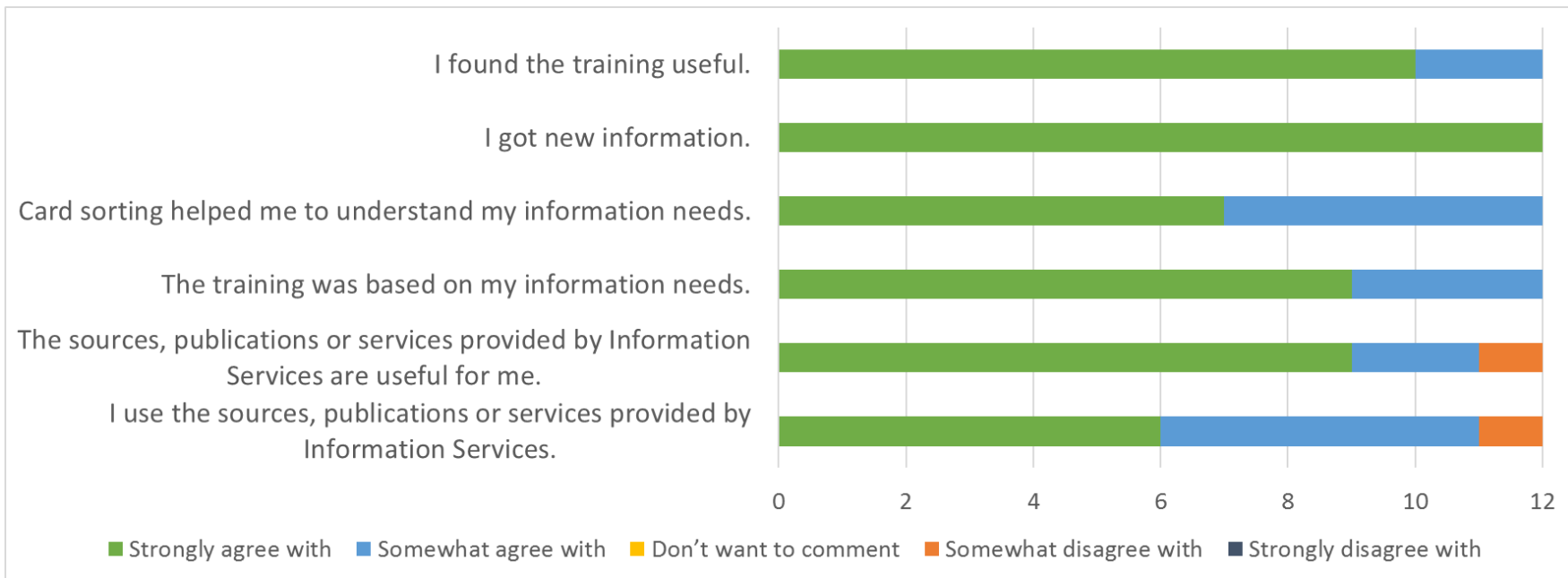
2017-18 trainings in figures

- Total of 19 training sessions held
- 84 % in Finnish
- 68 % of attendants from R&D
- In average 18 cards chosen for a discussion

Most popular cards	
How can I follow-up published information automatically and in real-time?	72 %
How to find books of specific subject areas?	72 %
I need a specific article - how should I proceed?	72 %
What journal subscriptions does Orion have?	72 %
What types of publications are there in Orion collections?	72 %
How to conduct a literature search?	67 %

Least popular cards	
Legal and financial information sources	6 %
My own question(s)	6 %
Information Services - contact information	17 %
Information sources for medicinal chemistry	17 %
Information sources for quality assurance	17 %

Results of attendant survey (N=12)



Other outcomes of the project

- HOME
- RECOMMENDED SOURCES BY TOPIC
- PUBLICATIONS
- DATABASES
- MONITORING
- CONSULTATION
- ABOUT INFORMATION SERVICES
- Site Contents

INFORMATION SERVICES

LATEST NEWS

Orion Corporation

What are you working on?

Yammer Seija Bergman (log out)

INFORMATION SOURCES BY TOPIC

<p>FEATURED</p>	<p>ANIMAL SCIENCES</p>	<p>BIOMEDICINE</p>	<p>BUSINESS & FINANCE</p>	<p>DRUG SAFETY</p>	<p>DRUGS IN DEVELOPMENT</p>
<p>LEGAL & REGULATION</p>	<p>MARKETED PRODUCTS</p>	<p>MEDICINAL CHEMISTRY</p>	<p>PHARMACEUTICAL SCIENCES</p>	<p>QUALITY ASSURANCE</p>	<p>TOXICOLOGY</p>

NEW TUTORIAL VIDEO!



Contact Information Services
Send a service request, suggest a source, etc.

About Information Services

- Publications
- Databases
- Monitoring
- Consultation

Regained joy of giving user training



Inspired by

- Beth St. Jean. Devising and implementing a card-sort technique for a longitudinal investigation of the information behavior of people with type 2 diabetes. *Library & Information Science Research* 36 (2014) p.16-26
- David F. Leitzman and Gholam-Reza Sisakhti. The Card sort: a tool for determining clients' goals. *NSPI Journal* May (1981) p.13-15
- Lionel Pazart et al. "Card sorting": a tool for research in ethics on treatment decision-making at the end of life in Alzheimer patients with a life threatening complication. *BMC Palliative Care* 10 (2011) 4
- Jennifer R. Mammen et al. New approaches to qualitative interviewing: development of a card sort technique to understand subjective patterns of symptoms and responses. *International Journal of Nursing Studies* 58 (2016) p.90-96
- Alberta Soranzo and Dave Cooksey. Testing taxonomies: beyond card sorting. *Bulletin of the Association for Information Science and Technology* 41 (2015) 5 p.34-39

Thank you!

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