

**Scenario:**

You are looking to improve/market library services to managers and you come across this article:

**Title:**

Blagden, P. (2007). The role of an NHS Library service in the UK; the perceptions of clinical managers in Portsmouth, UK. *Health Information and Libraries Journal*. 24, 110-117.

**Summary of the aim and methods:**

The aim of this study was to identify areas where the library could increase awareness among clinical managers of its role in meeting organisational goals.

A survey was emailed to clinical managers within St Mary's Hospital (Portsmouth) to gauge their opinions regarding the contribution of the Library service to organisational goals.

**Main results:**

The Library was seen to meet the organisational goal of 'education, research and effectiveness' (71% rated it as very important). Only 29% of participants believed that the Library service contributed significantly to 'supporting informed and timely clinical decision making'.

**Comments:**

The aims of the research were clearly stated in the article and the choice of a qualitative study was appropriate in light of this. The Likert scale is suitable for gauging opinions however, demand characteristics may affect results. The author justifies use of a survey rather than interviews and has considered tools used in other studies. Participants were selected using opportunity sampling which introduces some bias. The sample may not be representative as only 9 of the 112 people circulated were not registered with the library. Hence, the author decided not to investigate differences in replies between users and non-users.

Data was kept confidential and participants had the option of remaining anonymous. A table clearly illustrates findings and the template used was adapted from another study. The relationship between researcher and participants was addressed. Limitations of the study were examined including sampling and desirability bias (i.e. questionnaires being sent out by library staff). Results may not be extrapolated to other libraries as there will be different priorities and needs. The author considers time as an ethical issue and explains why an impact study may not be appropriate.

Implications include developing a marketing strategy with increased involvement in the organisation. It was concluded that demonstrating the library contribution to organisational goals could be a useful way of raising the profile of the library.