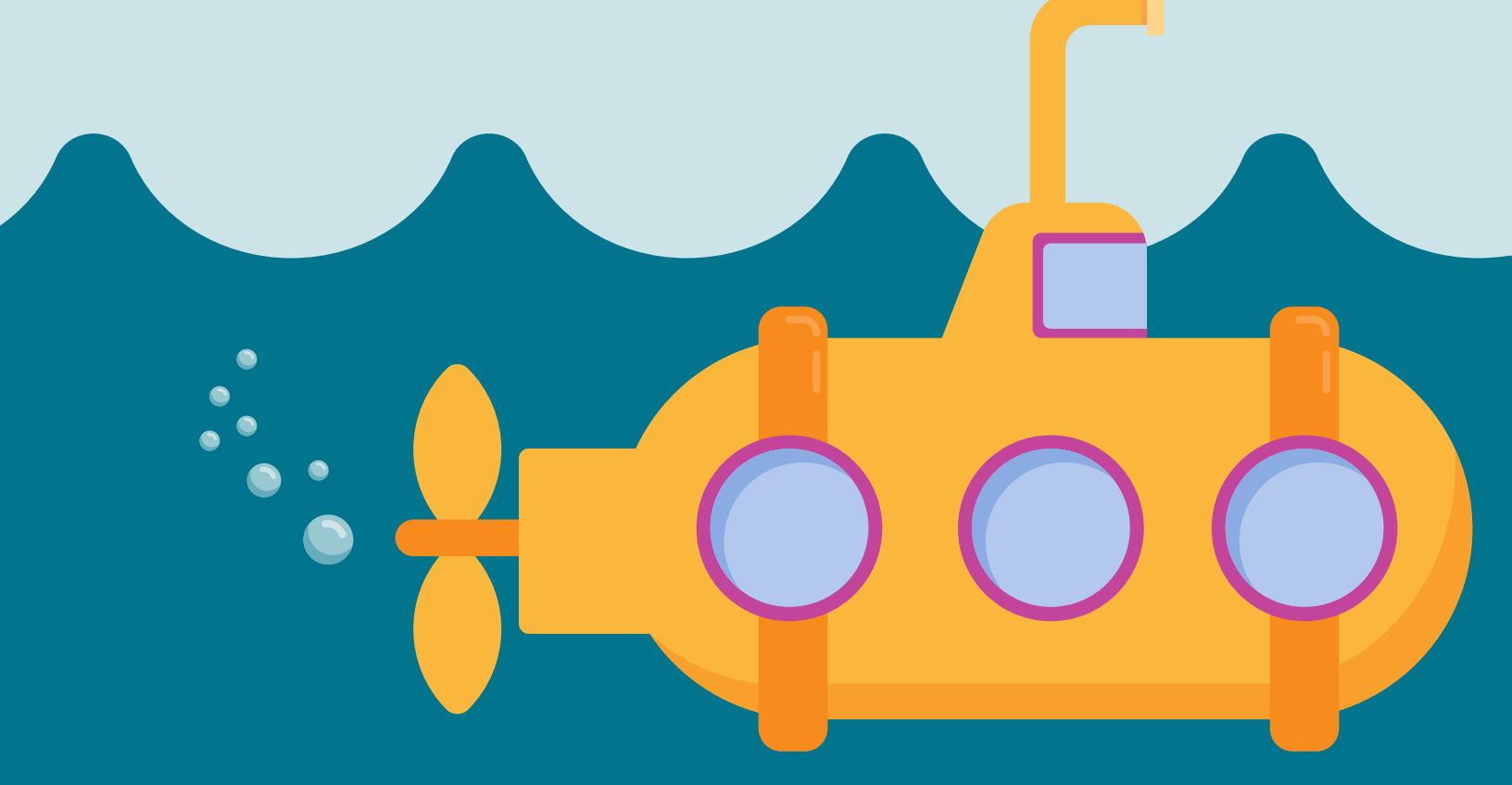


A Deep Dive

into Personalization and Privacy in the Library

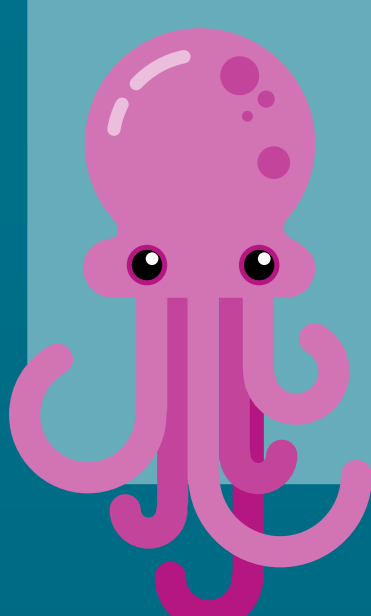


What is Personalization?

Personalization is done by the system being used. Content and functionality are delivered to a user based on their “role” and or their behavior. ⁽¹⁾

Why is Personalization Important?

Brings greater user experience, controls, and customization to applicable situations.



Examples of Personalization as a Consumer

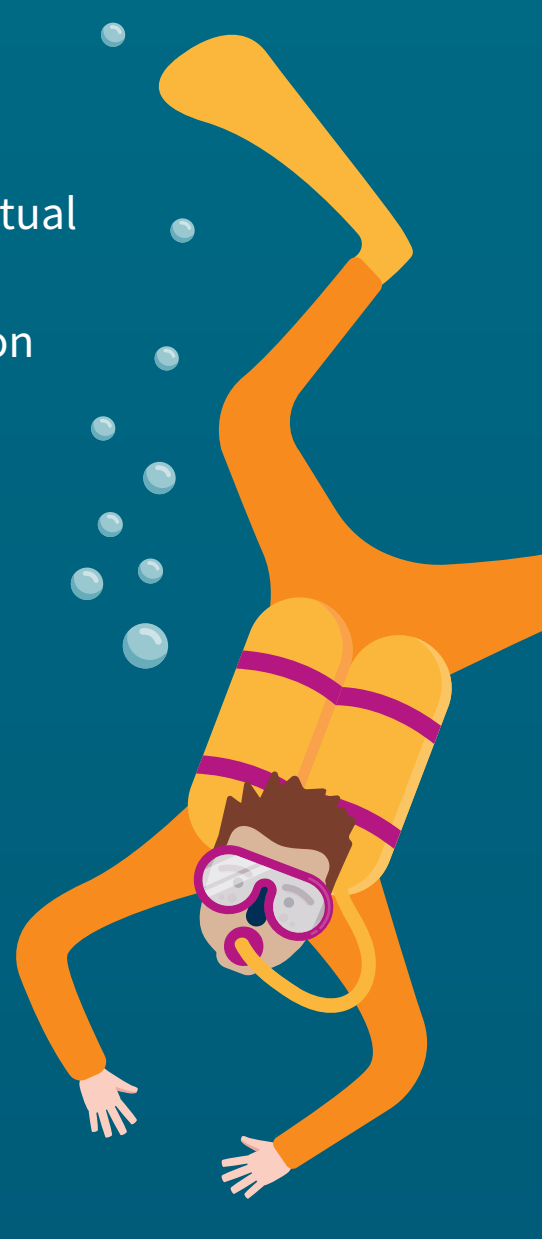
- Product suggestions based on search / purchase history
- Push notifications of favored apps
- Curated playlists based on music you listen to

How Can the Library Leverage Personalization?

Personalization can be used to help build contextual knowledge of a topic or subject, contributing to improved search behavior and in turn information literacy skills (and usage of the library). ⁽²⁾

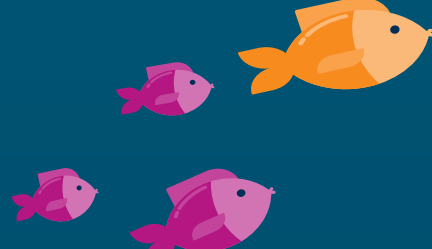
Examples of Personalization For Library Users

- Personalized dashboards that act as a centralized research hub and include:
 - Project Folders
 - Saved Searches
 - Liked Articles
 - Items Checked-Out
- Push notifications or suggestions of articles that match current search topics
- Configurable settings to receive relevant alerts for the library user



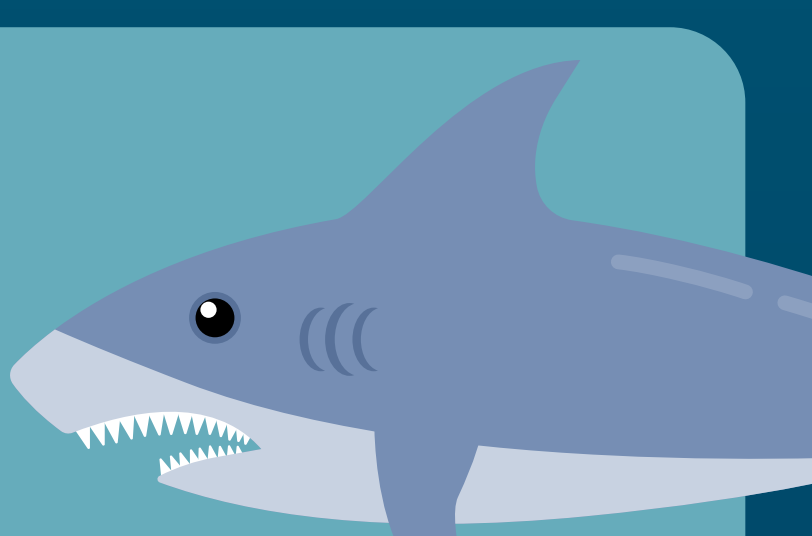
In EBSCO's focus groups with community **college students, undergraduates, graduate students and faculty across 4 institutions** — all groups cited a “**centralized workspace**” as a need to support their research workflow.

BUT with Personalization Comes the Need for Privacy



What is Privacy-First?

A privacy-first approach allows users to access information without fear and protects the library and its users from breaches of data.



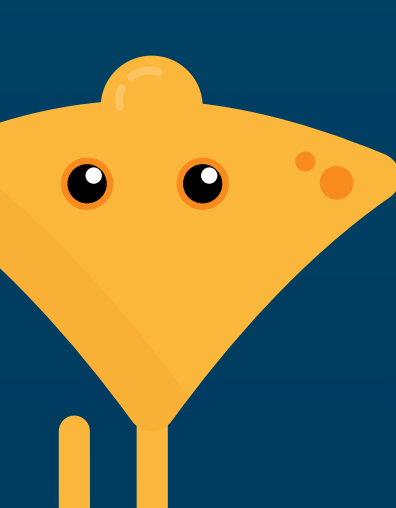
Why is a Privacy-First Approach Important?

A privacy-first approach builds trust with end users and complies with today’s standards (e.g., GDPR). Libraries can be seen and remain a trusted source of information for all.

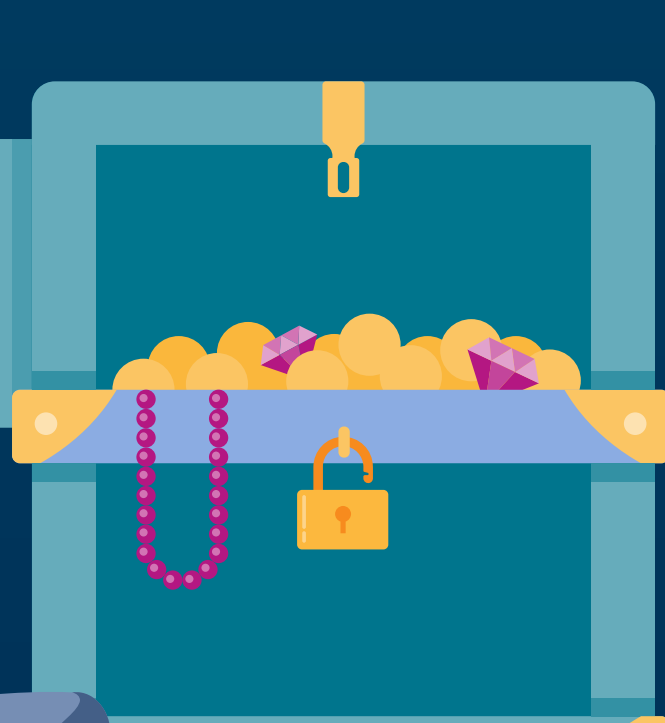
How Can the Library Leverage Privacy-First Personalization?

Provide user-controlled personalization:

- Enable users to create personalized accounts at their discretion
- Automate the ability for users to delete personal accounts and have their account data forgotten
- Comply with privacy standards and share this message with your users



EBSCO treasures personalization and upholds library values around user privacy and data ethics.



Sources:

- (1) <https://www.nngroup.com/articles/customization-personalization/>
(2) Liu, Jingjing1, jingjing@sc.ed., et al. “Predicting Information Searchers’ Topic Knowledge at Different Search Stages.” Journal of the Association for Information Science & Technology, vol. 67, no. 11, Nov. 2016, pp. 2652–2666. EBSCOhost, doi:10.1002/asi.23606.