

## Colloquium - Inside the User's Mind

On 22 February 2017, CegeSoma will organize, in cooperation with the partners of the MADDLAIN project, a colloquium on the digital practices and needs of the users of archive centres and libraries. Whether you are an amateur or a professional researcher responsible for digitization in a heritage institution, an archivist or a collections curator, this study day entirely dedicated to the needs of the public may interest you !

### Digital Access to the Collections

For many years, the development of new technologies has profoundly changed the behaviour of users in archive centres and libraries. Hoping to develop a coherent and realistic policy concerning the development of digitization, the Royal Library, the State Archives and CegeSoma have launched a research project in March 2015 in order to better define the practices and needs of the different audiences (MADDLAIN).

Inside the Users' Mind The partners of this project organise a colloquium on 22 February 2017 concerning the study of the behaviour and needs of the users in archives and libraries.

The objective is to present the results of the conducted research but also to compare them with those acquired in other environments and to exchange ideas with practitioners of other heritage institutions. The partners will discuss the different initiatives that were taken over the course of the last few years and the discussion will focus on three principal key areas:

? The scientific approach and the analysis methods used in the context of this type of project (web analytics, log files, interviews, online surveys, focus groups, usability testing). The purpose is to discuss the problems related to their implementation as well as their efficiency.

? The results. Which audiences have been identified? What are their expectations? Which similarities have been observed between the different institutions?

? The concrete responses of libraries and archives to the social changes and new expectations.

Practical details When ? Wednesday 22 February 2017, from 8.30 a.m. to 5.30 p.m.

Where ? Royal Library of Belgium

Free registration on this website

You will find the complete programme here

More info here

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