Analytics in Library Practice: Navigating the Professional and Political

Lisa Janicke Hinchliffe
Professor, University Library
University of Illinois at Urbana-Champaign
Twitter/Facebook/GMail: lisalibrarian

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Title – Analytics in Library Practice: Navigating the Professional and Political

Abstract – Librarians are – by both their professional values and ethics as well as often by state law – committed to protecting user privacy and intellectual freedom. The networked environment has transformed information seeking, access, and use and, with the conveniences of the digital age and improvements to service quality have also come technologies that track and monitor use of information resources and tools. Presentation of a strategy based on principles, policies, and procedures for putting these values and obligations into organizational practice.

Speaker: Lisa Janicke Hinchliffe, Professor + Coordinator for Information Literacy Services and Instruction, University Library/ Affiliated Faculty, Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign

Bio: Lisa Janicke Hinchliffe is Professor/Coordinator for Information Literacy Services and Instruction in the University Library at the University of Illinois at Urbana-Champaign. She is also an affiliate faculty member in the University’s Graduate School of Library and Information Science. At Illinois, she has also served as Head of the Undergraduate Library and Coordinator for Strategic Planning in the University Library. Lisa served as the 2010-2011 President of the Association of College and Research Libraries, which launched the Value of Academic Libraries Initiative during her presidency. Lisa has also served on various committees and groups in the ALA, ILA, IFLA, ARL, NISO and LOEX. Lisa received the 2015 ACRL Instruction Section Miriam Dudley Instruction Librarian Award. She was also awarded the University of Illinois GSLIS Library School Alumni Association Leadership Award in 2003 and the University of Illinois GSLIS Jane B. and Robert B. Downs Professional Promise Award in 1995. Lisa received her Master of Education in Educational Psychology and Master of Library and Information Science degrees from the University of Illinois at Urbana-Champaign and is currently a PhD student in Global Studies in Education in the Department of Educational Policy, Organization, and Leadership. She earned her Bachelor of Arts degree in philosophy from the University of St. Thomas in Minnesota. For additional information about her work on privacy, data security, and civil liberties, see http://lisa4ala.org/2016/03/15/committed-to-privacy-and-data-security/
Disclaimer

This is talk includes discussion of legal issues but is not legal advice.

You should talk to your legal counsel if you want legal advice about these issues.
ACRL’s Value of Academic Libraries report emphasized the need for libraries to systematically collect user data in planning and decision-making activities.
Given the increased emphasis on analytics in higher education, it is not a matter of if libraries will participate, it is a matter of how.
Libraries already collect identifiable user data and enable collection thereof by third parties.
All of this raises many questions around user privacy, anonymity, policy, library values, and service development.
Principles – Beliefs
I. “We provide the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests.”

III. “We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.”
In a library (physical or virtual), the right to **privacy** is the right to open inquiry without having the subject of one’s interest examined or scrutinized by others.

**Confidentiality** exists when a library is in possession of personally identifiable information about users and keeps that information private on their behalf.5

Confidentiality extends to “information sought or received and resources consulted, borrowed, acquired or transmitted” (ALA Code of Ethics), including, but not limited to: database search records, reference questions and interviews, circulation records, interlibrary loan records, information about materials downloaded or placed on “hold” or “reserve,” and other personally identifiable information about uses of library materials, programs, facilities, or services.

http://www.ala.org/advocacy/intfreedom/librarybill/interpretations/privacy
Principles – Follow the Law

• Affirmative Responsibilities – What is Required
• Limitations – What is Not Allowed

• Federal and State
  • Library Records
  • FERPA
  • VPPA (Video Protection Privacy)
  • COPPA (Children’s Online Privacy Protection)
  • FTC
  • Etc.
Principles – Follow Institutional Rules

• Affirmative Responsibilities – What is Required
• Limitations – What is Not Allowed

• Parent Organization(s)

• Contracts with Third Parties
What About IRB?

May or May Not Be Apply/Be Required (Locally Determined)

Principles and Application

• Respect for Persons – Informed Consent
• Beneficence – Assessment of Risks and Benefits
• Justice - Selection of Research Subjects
Policies - Description
“Policies Are Not Aspirational Documents”

Policies – Purpose*

- **Internal**: Define privacy practices within library and relating to organization
- **External**: Communicate library privacy practices to users, institutional partners, vendors, law enforcement and others
- **Legal**: Protect against harm to individuals, confusion, public relations problems, and potential liability

Policies – Components

• Definitions and Components
  • Private Information
  • Data Capture and Retention
  • Data Security and Access

• Disclosure by Library
  • Claiming – Library does ...
  • Disclaiming – Library does not ...

• Choices for Users
  • Use requires consent ...
  • Use with opt-out option ...

• Enforcement/Appeal

• Related Information Resources

• Library Contact Information
Practice Implications

- Ethical, Legal, and Institutional Aspects – Current and Changing
- Requires Leadership and Intentionality
- Policy and Audits
- Training and Certification
- Engage All Stakeholders and Legal Counsel
  - Personal Beliefs/Professional Values
  - Institutional Policy/Practices
- Inquiry Mindset
- Responsibility to Act
Questions? Comments?

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