MDMLG NEWS

Spring 2017

President's Message from Misa Mi
Lifelong Learning in the Changing Face of Health Sciences Librarianship

Lifelong learning is regarded as an indicator of professionalism for healthcare professionals. However, engaging in the process of lifelong learning is not necessarily something that comes naturally; it takes a personal commitment to pursue learning throughout one's professional career (Rishel, 2013). With lifelong learning being recognized as an obligation for healthcare professionals, different organizations of healthcare professionals and accreditation bodies of health professions education have established standards or issued position statements emphasizing the importance of lifelong learning for healthcare professionals or health professions students.

Health sciences librarians or informationists work in a healthcare environment or health professions educational institution, which is propelled to respond to constant changes in regulations, mandates, practices, or standards. Emerging technologies also play a role in transforming the nature of our professional work and they heighten the necessity for continuous learning. The Medical Library Association (MLA) avers that "lifelong learning must be a cornerstone of every individual's professional development plan to achieve success in the health sciences environment and that individuals must assume greater personal responsibility for defining their ongoing learning goals, increasing their competencies, and improving their professional performance." The MLA professional recognition program, the AHIP Certification Program, is premised on developing professional competences through individuals' engagement in various professional activities, one of which is continuing education in core areas of knowledge.
.
How we can engage ourselves in continuous learning and develop a strong lifelong learning orientation? There are various strategies and abundant opportunities for lifelong learning. One strategy is to explore and identify new opportunities in the continuum of learning. With a lifelong learning orientation or pursuit of continuous learning goals, we can be better equipped with new knowledge and skills that likely lead to a changed attitude or perspective on various issues concerning us in our daily work.

Inside This Issue

An expanded fund of knowledge and skills can benefit us in a myriad of ways including improved abilities, skills, confidence, self-efficacy, or professional competencies. A new or improved ability may alter our optics of existing challenges and enable us to view the challenges as new opportunities for us to improve or innovate existing library services and programs or create new ones. A commitment to lifelong learning may also add some oomph to our daily work routine and professional life.

References

- Rishel, C. J. (2013). Professional development for oncology nurses: A commitment to lifelong learning. *Oncology Nursing Forum, 40*(6), 537-539.
- The Medical Library Association. *Competencies for Professional Success: Executive Summary*. Retrieved from http://www.mlanet.org/p/cm/ld/fid=382.

Misa Mi, MDMLG President
Medical Library
Oakland University William Beaumont School of Medicine
mi@oakland.edu

● ● ● ● ● ● ● ●

Spring CE and Business Meeting
April 13, 2017

Meet & Munch General Business Meeting

11:30 am – 12:45 pm

CE Class Title: Survey Success: Simple Rules for Effective Survey Design
1:00 – 5:00 pm

Location: Wayne State University David Adamany Undergraduate Library
Cost: $50 for members $70 for non-members $25 for students

Registrations _must_ be received by April 6, 2017

Details here

Surveys, surveys everywhere, but few done well

by Jill Turner

Surveys are everywhere. We get surveyed to death both in a professional capacity as well as in our personal lives: surveys via professional listservs, telephone surveys, and surveys through Facebook. U.S government websites generate a survey requesting user feedback before the user has actually had the opportunity to fully enter the site. Many retail websites such as Amazon and DTE solicit feedback on user experiences, too. Someone always seems to want opinions about something. Little wonder survey return rates are so poor. Additionally, many surveys, if not most, are poorly designed. There is nothing guaranteed to make me bale on a survey faster than encountering a question that does not have an answer option that fits how I want to respond. (I also tend to drop out of ones that require answers that are longer than a sentence or two. Essay response surveys are not necessarily of poor design, but who has the time?) I probably drop out of more surveys than I finish. I neither have the time nor the patience.

There is a plethora of research that utilizes surveys for their research method. PubMed retrieves 24,371 citations that have been indexed with a survey-related MeSH term *just within the last year*. Surveys and Questionnaires, Health Care Surveys, Nutrition Surveys, Health Surveys, Dental Health Surveys, Library Surveys, Diet Surveys, and Contraceptive Prevalence Surveys are all listed as options in the MeSH database. There were 6,977 citations retrieved that had "survey" in the title (after removing those that contained "literature survey"), published in 2016. The Library, Information Science & Technology Abstracts database finds 1,290 citations published in 2016 that had the word survey in the title, abstract, or author-supplied keywords. The MEDLIB-L listserv had requests for participation in 37 different surveys over the course of 2016. A few were informal requests for opinions and feedback in survey form but most were formal requests. That's a lot of surveys being conducted at the same time.

While all of this serious research and information gathering is occurring, there are other, totally informal surveys seeking participation. I'm referring to those humorous surveys that come across websites like Facebook. *What is your supervillain nickname*? (Mine is 100%. Yes, that's right, 100%. What kind of a lame villain name is that?! It's not even a name!) *What were you in a past life*? (I was an Explorer) Answer these questions about yourself and find out *who is your celebrity twin*. (Strangely, it was Lady Gaga. I am not a fan.) In addition to being slightly entertaining, these surveys are excellent examples of what to avoid when developing survey questions. Which friend from the tv show *Friends* am I? To find out, I had to answer about 15 questions, many of which did not give me appropriate options for my answers. Question 4 asked "On a Friday night, you can be found…". There were nine potential answers, three of which were appropriate, but I could only choose one. Which should I choose since two were equally correct? The third option, "making dinner and watching a movie" was partially vexing since part of the statement ("watching a movie") was probably more true than any of the other choices, yet the "making dinner" part was most definitely the least true because I don't cook. Question 8 offered yet another example of a problem with survey design. Question 8 stated, "You would rather date…": Don Draper, Olivia Pope, Liz Lemon, Jesse Pinkman, Carrie Bradshaw, Tom Haverford, SpongeBob SquarePants, Daenerys Targaryen, or Rachel (from *Friends*). The issue with this question is that there is not a choice of "none".

I don't want to date any of those options. SpongeBob is too immature; Don Draper is a womanizer; Jesse Pinkman is a drug addict/dealer; and Tom Haverford, while hilarious, is a womanizer, egotistical, and sarcastic. Yet, I am forced to make a choice between equally inaccurate options, thus skewing the data. When

determining what kind of pie I am (Apple because I'm all-American, apparently), I came across a final example of a poorly designed survey question. The final question in the survey asked, "What child star do you most want to throw a pie at for charity?" The answer choices were Raven Simone, Jonathan Lipnicki, Webster, Ron Howard, Drew Barrymore, or Soleil Moon Frye. The issue with this question is that it is too ambiguous. Am I throwing a pie at one of them because I find them annoying or am I choosing that particular star because I am a fan? In order to answer, I have to make assumptions regarding what the surveyor is actually asking. If I assume incorrectly, I have just completely skewed their data.

These are a few examples of poorly designed survey questions. The examples are frivolous but the point is legitimate. When composing survey questions, there are a few concepts to keep in mind. Capture only one idea per question or answer choice. Next, carefully consider what is actually being asked. Word the question clearly and unambiguously, so there is no room for misinterpretation. Provide an option for "not applicable", if applicable or ensure answers are representative of what participants will want to choose. Forcing participants to choose an inaccurate answer will only invalidate the results. It is good practice to pilot a survey several times to ensure question accuracy. Surveys are ubiquitous. With the abundance of surveys being conducted, doesn't it behoove researchers to make sure they are done correctly?

Jill Turner
University of Detroit Mercy
School of Dentistry Library
Turnerja1@udmercy.edu

● ● ● ● ● ●

Easy Outreach with a Patient Magazine Cart

by Courtney Mandarino

For several years, our library has kept a small collection of recreational reading material that we freely distribute to our waiting rooms, employees, patients, and visitors. The collection was comprised exclusively of donations, and although we tried to publicize its existence, it was a little-used commodity. However, last October our site president contacted the library with the idea of starting a patient magazine cart. Since we were already providing waiting rooms with magazines and flyers marketing our consumer health services, this seemed like an excellent way to promote literacy and provide outreach to our patients and their families.

Coordinating with the head of Human Resources and the head of Volunteer Services, we procured an additional book cart and found volunteers to hand out materials. While we did have a collection of magazines and books already available, we also solicited additional donations via hospital-wide announcements regarding the new patient magazine cart, and let people know that donations were tax deductible. We were flooded with donations, including boxes of popular novels and bags of recent magazines. Each item received a sticker that included the

library's contact information. Once we had our new cart stocked with magazines, books, and library flyers—as well as newspapers and puzzle books provided by our Guest Relations department—we were up and running.

Currently, we have five volunteers who each take the cart out once a week. They deliver materials to each floor and room, barring intensive care and isolation areas, and record what they pass out on a simple tally sheet. We have also put bins on each floor to make it even easier for employees and visitors to donate materials. In addition to the regular rounds, we occasionally have employees call us with specific requests for patients. As these requests are infrequent, it has been easy for us to make accommodations and send or deliver materials to the patient.

So far, the patient magazine cart has been a great success. Since starting last fall, our volunteers have passed out more than 1600 items to patients and visitors. We have also received a few consumer health information requests as a result of handing out flyers and making our contact information readily available. Right now this project has no regular funding. Aside from buying the cart, which was paid for by the hospital, all material is donated by employees and therefore no cost to us. Time investment has been minimal, since it only involves library staff putting stickers on material and stocking the cart. Overall, having a patient magazine cart has been an easy and excellent way to reach our patients, and supports our institution-wide goal of providing patient and family-centered care.

Courtney Mandarino
Beaumont Hospital – Dearborn
Courtney.Mandarino@beaumont.org

• • • • • •

Now Accepting Applications for the MDMLG Health Sciences Award

We are now accepting applications for the **MDMLG Health Sciences Award**. Applicants must be enrolled in either Wayne State University's School of Library and Information Science or the University of Michigan's School of Information. The recipient will be awarded a monetary award of $200.00, one year membership to MDMLG, and the award certificate will be presented at the MDMLG Summer Luncheon. If the winner is a WSU student, the recipient will also be acknowledged at the Annual SLIS Recognition Ceremony.

Applications are available at http://www.mdmlg.org/award-application.htm and can be submitted online. If you have any questions about the application process, please contact MDMLG President Misa Mi at

mi@oakland.edu. The deadline to apply for the award is **Thursday, April 20, 2017**.

If you know of any current Wayne State University SLIS or University of Michigan SI students with an

interest in health sciences librarianship, please pass along information about the award.

Stephanie Stebens
Chair, Membership Services
MDMLG

● ● ● ● ● ●

Who needz riting help? Part III
An ode to the dictionary*
by Marilyn Dow

Dictionaries are a mandatory reference for any writer. Word usage, punctuation and spelling are Today we're more likely to use the online version for guidance in word usage, grammar and especially spelling. I can't recall the last time anyone asked for or used a print dictionary in the library. It wasn't that long ago that Stedman's was used so often it remained out on a study table rather than shelve it. Trying to give away books we've weeded, I put a dental dictionary on the freebie cart. I overheard more than one student laughing at the idea of a print dictionary. After several weeks it went into recyling.

But at least one dictionary has recently had an increase in relevance. The online Merriam-Webster began tracking frequently searched words in 1996. In the fall of 2016 election-related words spiked. Remember deplorable?

The twitter feed of this online publication often reflects the latest news. I'm writing this on March 30 and a currently trending word is nexus. The word was used by US Capitol Police yesterday after a shooting during an arrest attempt. The spokesperson stated there was "no nexus to terrorism". Earlier today a frequently searched word was nepotism. Could this be why?

This tweeting has not be without controversy. Some conservative websites believe there's a left wing bias in the tweets. The dictionary does admit to revising their social media strategy and it appears to be successful.

No doubt there's been more attention to dictionaries and reference materials in general. A lexicographer at M-W recently published a book Word by word : a lexicographer's journey. She's been enjoying crowds while on the book tour. Suggesting that not only librarians like reference material. Or there's more word nerds out there than I thought.

*Ok, not technically an ode. But I like the way it sounds. Call it an alternative fact.

Marilyn Dow
University of Detroit Mercy School of Dentistry Library
dowmk@udmercy.edu

Upcoming Events

April 2 – 5, 2017
Electronic Resources in Libraries
Austin, TX

May 18 & 19, 2017
Michigan Academic Library Assoc
Grand Rapids, MI

May 26 – 31, 2017
Medical Library Association Conf
Seattle, WA

June 16-20, 2017
Special Libraries Association Conf
Phoenix, AZ

June 22-27, 2017
ALA Annual Conference
Chicago, IL

Library Conference Planner
A useful site offering info on conferences worldwide

Job Postings

Michigan State University

Job Bank at the MDMLG website

TLN Job Board

Newsletter Committee 2016 - 2017

Marilyn Dow, editor dowmk@udmercy.edu

Ann Harris   annharris@southuniversity.edu

Courtney Mandarino
Courtney.mandarino@beaumont.org

Valerie Reid   valerie.reid@beaumont.org

Jill Turner   turnerja1@udmercy.edu