

Dr Julie Todaro's Reading List for LibPMC

Below is a list of resources recommended by Dr Julie Todaro related to the topic of her keynote, "Compelling Narratives: Articulating 'New' Value, Worth, Benefit and Impact". They cover a range of topics from persuasion in libraries to infographics that you may find interesting and/or useful.

[Ariely, Dan](#) - Ariely's content - based on extensive research in psychology and behavioral economics - provides unique insights into people's choices and values. And - although the concepts are not unique in general - his work as well as explanations of his work are exceptional and transcend more typical applications to profit environments and instead outstanding content for designing services and identifying and reaching stakeholders in non-profit and not-for-profit settings.

[American Library Association](#) - The Association's "Tools, Publications and Resources" web area includes links to materials for purchase, but there are also extensive online links to ALA Research, general, aggregated information and ALA's general "Resource Guides," "Center for the Future of Libraries" and divisional/department content. This content, in the form of hyperlinks on webpages, online pathfinders and resource guides, offers information unique to issues and types of libraries and while - obviously - membership provides access to many more resources, there is a great deal of generally-available or free content in these areas. (Example: [Pandemic Resources for Academic Libraries](#))

Cialdini, Peter - Cialdini has conducted a great deal of research throughout his career but his work on persuasion is extraordinary in not only its explanatory approach to aggregated data but also invaluable as replicable or applicable work for libraries and information settings. During the webinar, I referred to the work I provided for Camila Alire's initiative. Thanks to ACRL for making the [content freely available](#).

EDUCAUSE - Like ALA and most other associations, EDUCAUSE offers a number of benefits for membership. But also like the other associations, there are great free resources. An annual publication, [Horizon](#), should not be missed for very topical, actual and practical examples of critical areas of education.

OCLC - Obviously a leader in the library and information profession, OCLC offers fee-based content, but even more *free* content throughout their website. In fact, there are (at least) two online content areas with a great deal of freely-available and current, on-topic information that is very helpful in moving forward based on not only aggregated data, identification of best practices, but also valuable research. Specifically, the [REALM Project](#) and [WebJunction](#) are rich in information, but offer

content specific to the pandemic, and more importantly, ongoing content for organizations to use with staff and public safety in mind.

[Pew Research Center](#) - Long respected as a leading research Center, online content offers extensive specific and related content areas and data sets about libraries and extensive related areas.

[Tufte, Edward](#) - Examples of his work can be found on his website, but an extraordinary collection to offer ideas can be found on [Pinterest](#) under his name. Additional areas on Pinterest on infographics and instructional design in general offer libraries of all types and sizes ideas on how to display use, needs, assets, etc.

Springshare Community - Although Libguide subscribers are well acquainted with the breadth of use of the software, both users and non-users should not hesitate to use the remarkable Springshare Community to use the [Libguide mega-site of resources](#). And while I am sure I am preaching to a choir here, I am constantly amazed at the types of knowledge that are chosen, organized and constantly reviewed to tackle the ongoing and ever-growing web content. *Notes: Using some limiting language seems to help AND use multiple keywords to approach issues. Also, many helpful resources are found on the "internal-to-library" approach used when librarians build online information centers for their employees.*

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