Promoting Ethnic Historical Primary Research Using Electronic Resources

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Minority populations have a higher usage of print materials over electronic resources.

❖ According to a 2016 study of undergraduate library usage at the University of Mississippi, focusing on the usage of e-resources it was found that, "*More African American, Asian, and Hispanic students used the print collection compared to the control group, while more African American students used electronic resources than the control group. African American students used both physical and electronic collections significantly more than the control group.*"

Usage of electronic resources have declined in the past five years.

❖ "Use of electronic resources within libraries' store of online content has decreased sharply, with incidences of searching library catalogues online and using electronic databases down by over 10 percentage points since 2012 in each case."

❖ In 2015 39% of library users visited the library to use the databases.

❖ "38% of African Americans who have used the library in the last 12 months have used the computers, the internet or Wi-Fi….32% of Hispanics have used library computers, the internet or WiFi."

❖ 60% of patrons are using the library computers for research, which is down 20% from 2012.

Opportunities to Promote Ethnic Historical Research with E-Resources

Activism

Since the most recent presidential election, there has been a rise in activists groups fighting for the rights of the minority and immigrant populations. According to a 2015 Pew Research Center study, "Community activists are more likely to use libraries." Also, "63% [of civic activists] visited the library in the prior year, compared with 40% who had not participated with others in tackling a community problem." Relating the benefit of using e-resources to social activism, as well as other current events can be an effective tool to bring these resources to patrons who need them. See an example attached, the NYPL e-resources blog post, *Jesse Owens & Athletes Who Protest (or Don't)* by Rhonda Evans.

Themes

Tying promotion of e-resources to a specific event or theme attracts the attention of others involved in these ideas and can lead to wider promotion. Also, it is an opportunity to promote a set of related e-resources. See an example attached, the NYPL e-resources blog post, *Native American Indian & Alaska Native Heritage Month: Researching with E-Resources* by Rhonda Evans.

Ongoing Staff Training

Reference librarians and other front-facing staff are key to promoting e-resources. However, librarians may not be aware of new acquisitions, may not be familiar with how to use certain e-resources, or may be in a reference rut--returning to the same resources over and over again. Not only are programs like staff trainings important in promoting these types of resources, but continually educating staff is imperative. See an example attached, the NYPL E-Resources Weekly Newsletter.

References

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