

Carole A. George

Human Factors Researcher, Archives & Digital Library Initiatives

University Libraries

Carnegie Mellon University

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Education**University of Pittsburgh, Pittsburgh, PA**

Ed.D. Administrative & Policy Studies, 1992

University of Pittsburgh, Pittsburgh, PA

M.Ed. Research Methodology & Evaluation, 1988

Clarion State College, Clarion, PA

B.S. Elementary Education, Special Education, 1968

Employment Information**Carnegie Mellon University****Human Factors Researcher —2002 to present****Information Analyst—2000 to 2002**

Plan, develop, and facilitate evaluation studies relative to library service, website development, and information behavior leading to improvements in library services and library website usability

- Create surveys, interview scripts, recruitment materials, and other related tools.
- Recruit and schedule participants; analyze and summarize data.
- Methods: interviews, focus groups, surveys, heuristic evaluation, expert reviews, participatory design, and affinity diagramming.
- Instrumental in leading two interdisciplinary student groups in the design and development of library interfaces.

Present findings and recommendations:

- With informal and formal presentations and written reports to diverse audiences of administrators, managers, faculty and staff; technical groups; content experts; and students.
- Contribute to the field of Library Science by communicating findings to an international audience with a book and book chapter, publications in peer-reviewed journals, and presentations at national conferences.

Collaborate and consult:

- With librarians and archivists as they plan and conduct their own research.
- Interdisciplinary student groups as they completed their research projects.
- Assist with and write grants and proposals.

Independent Consultant**Evaluator—1992 to 2000**

Analyzed and summarized statistical data, assisted with program evaluation, designed and documented informational databases and electronic data entry forms and developed statistical indicators to support assessment.

University of Pittsburgh, Learning, Research and Development Center

Research Associate—1992 to 1996

Graduate Research Assistant—1989 to 1992

- Assisted with/developed research and policy reports and newsletters.
- Principle designer of a user-friendly, educational, online database software targeted towards educational professionals, teachers, parents, and non-professionals.
- Facilitated training workshops, created training materials, author of users' guide.
- Organized and documented statewide educational databases, and conducted usability studies, developed user guide and training materials.

West Mifflin Area School District

Classroom Teacher—1968 to 1989

I provided instruction and classroom management; interacted with administrators, professional staff, and parents; supervised student teachers; and participated in curriculum development, program planning, and evaluation.

Scholarship and Creative Activities

Publications /presentations

Book

George, Carole A. User Centered Library Websites: Usability Evaluation Methods. Oxford: Chandos Publishing. 2008.

Book Chapter

St. Clair, Gloriana and Carole A. George. "Some Techniques for Outcomes Assessment." In Revisiting Outcomes Assessment in Higher Education, Eds. Peter Hernon, Robert E. Dugan, and Candy Schwartz. Westport, CT: Libraries Unlimited. 2006, 287-302.

Refereed Publications

George, Carole A. "Lessons learned: Usability Testing a Federated Search Product." The Electronic Library. 26.1 (2008): 5-20.

George, Carole A., Alice Bright, Terry Hurlbert, Erika C. Linke, Gloriana St. Clair, and Joan Stein. "Scholarly use of information: Graduate Students' Information Seeking Behavior." Information Research. 11.4 (2006). <<http://InformationR.net/ir/11-4/paper272.html>>.

Stein, Joan, Alice Bright, Carole A. George, Terry Hurlbert, Erika C. Linke, and Gloriana St. Clair. "In their Own Words: A Preliminary Report on the Value of the Internet and the Library in Graduate Student Research." Performance Measurement and Metrics. 7.2 (2006): 107-115.

George, Carole A. "Testing the Barriers to Digital Libraries." New Library World. 106.7/8 (2005): 332-342.

George, Carole A. "Usability Testing and Design of a Library Website: An Iterative Approach." OCLC Systems & Services: International Digital Library Perspectives 21.3 (2005): 167-180.

George, Carole A. "The Library Web User Survey—Designing Online Access." In Proceedings of the 4th Northumbria International Conference on Performance Measurement in Libraries and Information Services. Eds. Joan Stein, Martha Kyrillidou, Denise Davis. Association of Research Libraries. 2001, 299-309.

Non-refereed Publications

- George, Carole A. "Strategic Planning: Key Environmental Indicators for Pennsylvania." University of Pittsburgh, 1993. ERIC Document Reproduction Services ED364585. <http://www.eric.ed.gov/ERICDocs/data/ericdocs2/content_storage_01/0000000b/80/24/15/ca.pdf>.
- George, Carole A. "The Development of a User-Friendly Database that Describes PA School Districts." University of Pittsburgh, 1993. ERIC document Reproduction Services ED362996. <http://www.eric.ed.gov/ERICDocs/data/ericdocs2/content_storage_01/0000000b/80/23/3b/3a.pdf>.

Dissertation

- George, Carole A. "The Application of Formative Evaluation in the Development of a Database Program for School District Administrators." Diss. University of Pittsburgh, 1992.

Conference Presentations

- "An Overview of Survey Development and Survey Development Software." Pittsburgh Council on Higher Education's Library Committee. Pittsburgh, PA. 2003.
- "Seeking Copyright Permission- A Feasibility Study." Western PA/West Virginia Chapter of the ACRL Copyrights Rights and Wrongs. Morgantown, WV. 2002.
- George, Carole A. "The Library Web User Survey—Designing Online Access." 4th Northumbria International Conference on Performance Measurement in Libraries and Information Services. Pittsburgh, PA, 2001.
- "Exploring the Feasibility of Seeking Copyright Permissions." The American Library Association Annual Meeting. San Francisco, CA. 2001.

Selected Reports and Papers

- George, Carole A. "MetaLib Usability 2: Think Aloud Protocols." Unpublished report. Carnegie Mellon University Libraries, 2006.
- "MetaLib Usability Test: Think Aloud Protocols." Unpublished report. Carnegie Mellon University Libraries, 2006.
- "Design Faculty Interviews: Materials and Artifacts." Unpublished report. Carnegie Mellon University Libraries, 2006.
- "Study Break Survey." Unpublished report, Carnegie Mellon University Libraries, 2005.
- "Digital Image Database Usability Study." Unpublished report. Carnegie Mellon University Libraries, 2004.
- "ARF Automated Resource Finder—A Usability Study." Unpublished report. Carnegie Mellon University Libraries, Pittsburgh, 2004.
- "A Study of Independent Access to Library Resources." Unpublished report. Carnegie Mellon University Libraries, 2003.
- "Posner Family Collection—Electronic Format: Think Aloud Protocols Final Report." Unpublished report. Carnegie Mellon University Libraries, 2002.
- "Library Web Site Think Aloud Protocols." Unpublished report. Carnegie Mellon University Libraries, 2002.

- “Mind Models Exhibit—Usability Studies.” Unpublished report. Carnegie Mellon University Libraries, 2001.
- “Heuristic Evaluation: Vivisimo.” Unpublished report. Carnegie Mellon University Libraries, 2001.
- “Staff Development Survey—Computer Training Summary Report.” Unpublished report. Carnegie Mellon University Libraries, 2000.
- “PEPS PC Pennsylvania School District Database Users’ Guide.” Users guide. University of Pittsburgh, 1992-1995.

Grants

- Co-Principal Investigator. ALA Annual Diversity Grant Program (\$2500), 2007. Submitted.
- Principal Investigator. Institute for Museum and Library Services – National Leadership Grant (\$107,000), 2004. Not funded.
- Human Factors Researcher. Automated Reference Assistant (ARF). Funding – not known.
- Human Factors Researcher. Institute of Museum and Library Services (\$333,000), 1999-2001. Funded.

Service to the University Libraries

- Library Council. Faculty Representative, 2004.
- Library Web Development Committee. Chair, 2004 – 2005.
- Library Faculty Mentorship Program. Coordinator, 2002 – 2004.
- Library Web Development Committee, 2000 – present.
- Employee Development Committee, 2003, 2004, 2006, 2007.
- Public Services Committee, 2004-2005.
- Content Management Workshop, 2004-2005.
- Digital Project Review Committee, 2005.
- Library Instruction Committee, 2003.
- Shibboleth Testing Program Task Force, 2002 – 2003.
- Library Web Development Committee Task Force, 2001 – 2002.
- Holiday Party Committee, 2000.

Service to the University

- Web Forum Committee-Standards and Practices, 2004, 2005.

Awards

- DLF Forum Fellowship. \$1000 award to attend the Digital Library Federation Forum, 2003.
- Outstanding Publication Award. American Educational Research Association Division H for Innovative Reporting Methods at the AERA Annual Conference, 1993.
- Recognized for Superior Scholarship and Professional Promise by the Western Pennsylvania Chapter Pi Lambda Theta. National Honor and Professional Association in Education, 1992.

Professional Membership

- American Evaluation Association, 2006 – 2008.
- American Library Association, 2001, 2008.
- American Society for Information Science and Technology, 2004 – 2008.
- Society for Technical Communication, 2002 – 2003.

Conference Attendance

American Evaluation Association Annual Meeting, 2006, 2007.
American Society for Information Science and Technology Annual Conference, 2004, 2005.
IMLS Web-Wise 2003 – Sustaining Digital Resources, 2003.
Digital Library Federation (DLF) Forum, 2003.
Society for Technical Communication, 2002.
American Library Association Annual Meeting, 2001, 2004.
4th International Northumbria Conference on Performance Measurement in Libraries and Information Services, 2001.
American Educational Research Association, 1992, 1993.

Continuing Education

Grants 101 Workshop. The Grant Institute, 2007.
Survey Development Seminars. Carnegie Mellon University Eberly Center, 2004.
Qualitative Data Analysis Software Training – ATLAS.ti. Boston MA, 2004.
Funding Opportunities for Information Behavior Research. American Society for Information Science and Technology Annual Conference, 2004.
Computing: Dreamweaver Fundamentals, 2002; Access Fundamentals, 2002; Photoshop, 2000; Corporate Time, 2000. Carnegie Mellon University.
Microsoft Excel. Rockhurst University. Continuing Education Inc., 2001.
Leadership Symposium. Carnegie Mellon University, 2002.
Intellectual Property Seminar, 2002.
Web Design and Development Conference. Rockhurst University. Continuing Education Center Inc., 2000, 2001.
Interactive Theatre Sessions on Diversity. Carnegie Mellon University, 2000.