QQML 2012
4th International Conference on
Qualitative and Quantitative Methods in Libraries

22 - 25 May 2012 Limerick, Ireland

www.isast.org

Absolute Hotel, Limerick Ireland

The 4th Qualitative and Quantitative Methods in Libraries International Conference (**QQML2012**) was scheduled during the previous 3rd QQML2011 Conference. QQML2009, 2010 and 2011 were successful events both from the number and quality of the presentations and from the post conference publications in Journals and Books. QQML2012 will continue and expand the related topics.

Quantitative and *Qualitative Methods* (QQM) are proved more and more popular tools for Librarians, because of their usefulness to the everyday professional life. QQM aim to the assessment and improvement of the services, to the measurement of the functional effectiveness and efficiency.

QQM are the mean to make decisions on fund allocation and financial alternatives. Librarians use also QQM in order to determine why and when their users appreciate their services. This is the start point of the innovation involvement and the ongoing procedure of the excellent performance.

Systematic development of quality management in libraries requires a detailed framework, including the quality management standards, the measurement indicators, the self-appraisal schedules and the operational rules.

These standards are practice-oriented tools and a benchmarking result. Their basic function is to express responsibly the customer (library user) -supplier (library services) relationship and provide a systematic approach to the continuous change onto excellence.

Sub themes of the Conference

1. **Management**
   - Excellence and innovation
   - Quality and benchmarking
   - Measures and metrics
2. **Financial strength and sustainability**
   - Fund raising
   - Cost benefit analysis
   - Cost assessment
   - Value analysis
3. **Marketing**
   - Marketing research
   - Public relations
   - Publicity
   - Communication
4. **Communication strategies**
   - Working with faculty, students, and staff
   - Users - Non users
   - Alumni, Partners, Stakeholders
   - Groups / teams
   - Archives, historical societies, museums and art galleries

5. **Data Analysis and Data Mining**
   - Content analysis
   - Ontologies
   - Knowledge discovery
   - Machine learning
   - Databases
   - Data visualization
6. **Digital Libraries**
   - Digitization
   - Museum and art digital objects
   - Archival digital objects
   - Public libraries digital projects
   - Digital content for teaching
   - Digital images
   - Metadata
7. **Digital Repositories and Web Services**
   - Preservation, evaluation and best practices
   - Users needs and users feedback
   - Evidence-based data methods
   - Information Literacy programs
   - Web Information Systems
8. **Other topics proposed by session organizers**

Papers and Presentations*

Conference presentations would be Theoretical and Technical papers, Case studies, Applications, Collaborative projects targeted at a wide range of audiences:
Librarians, archivists, library technologists, library administrators, and library and information science students.
Also we encourage session and mini-workshop (2 or more sessions) proposals. For a coordinator of a special session of 4-5 speeches or a workshop, the conference fees will be waived.
Submitting a Proposal for a session or a workshop to secretariat@isast.org
Proposals must include the following information:

- Proposed title
- One - to two - paragraph abstract
- Name(s) and contact information for the chairman and the committee (in the case of a workshop)

*The previous QQML2009, 2010 and 2011 papers where published in Library Science Journals and in two books:
1. *"Qualitative and Quantitative Methods in Libraries: Theory and Applications"* World Scientific, 2010.
2. *"New Trends in Qualitative and Quantitative Methods in Libraries"*, World Scientific, 2011.

Presentation of the QQML2009 Book in World Scientific Booth in 2010 **IFLA Congress** in Gothenburg Sweden