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Trending...
The Latest From PLOnline

- The basis of all great detectives and scientists is observation. There is something to be said for using statistics and numbers to determine how the library is being used. It is concrete information. However, observing patron behavior either surreptitiously or based on the evidence left behind in the library tells a complementary story to that provided by statistics. Retail marketing often uses this type of information to make many decisions on how or where to place products. It also focuses on where complementary products or impulse purchase products should be placed. It questions whether there is a way to drive customers to high demand products by way of other things. Retail marketing explains why milk and bread tend to be in the back corners of the grocery store. Using some of these same general principles, what can your patrons tell you about your library through their behavior? Find out more in Being a Library Detective.

- While public libraries in the United States have served waves of immigrants throughout this country's history, it wasn't until after World War II when the number of refugees seeking asylum soared. "As a result of World War I, millions of individuals became stateless, but the U.S. accepted relatively few refugees until after World War II and the Displaced Persons Act of 1948." U.S. public libraries are currently serving refugees and expecting more with open arms just as our overseas counterparts are (see Refugees Supported by Public Libraries in Europe). If you are asking yourself if your community should expect refugees the answer partially rests with the President and Congress who determine on an annual basis the amount of refugees each year. It is then up to the Resettlement Support Centers to determine where a refugee will be resettled (U.S. Department of State). At the center of the current controversy is exactly how the United States government intends to qualify refugees resettled from countries like Iraq and Syria, whose residents are fleeing

- **Last month I wrote about finding answers.** This is a follow-up on the process. Sometimes the process takes us to strange worlds like finding the answer to the riddle, "Do you walk to school or carry your lunch?" Many of the experts we rely on use their memories. Now I know at my age, my memory is not completely coherent, especially with family time-lines, i.e., what happened when with whom. On the other hand, I've known theater buffs who could tell you what review showed up in which issue of Variety. In my lectures on literary research to PhD students, I tried to outline the process: coming up with some outlines and resources a researcher could use. I've mentioned some of those resources in the first "Finding Answers" article. Find out more in Finding Answers Part Two.

Midweek Media Mash-Up

A Choice Selection of Links for Your Perusal

- "Schools can do so much to really impact poverty."
- "Landlines will be extinct by 2025."
- Are You a Good Brainstormer? (Watch 1:01)
- 2015 Notable Medical Findings
- Best of 2015 Longform Articles
- British Public Libraries Struggling with Deep Budget Cuts

Ask Us Anything

If you have questions about PLOnline, *Public Libraries*, PLA or anything else, send them in! Just hit reply and ask us anything. We'll try to answer every email and maybe even share our conversation in future newsletters.

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