

PREFACE

The present volume contains selected papers of the 2nd Qualitative and Quantitative Methods in Libraries International Conference (QQML2010) held in Chania, Crete, Greece, May 25-28, 2010, which was organized under the umbrella of ASMDA International Society.

The conference aims to serve the library community to familiarize Quantitative and Qualitative Methodologies and use them in the everyday management of the library. The conference also aims to serve the research community to present their papers and take the feedback from academia and professionals. As expected, the Conference, consequently its proceedings, is addressed to the library professionals in a more general sense: professors, researchers, students, administrators, librarians, technologists, museum scientists, archivists, decision makers and managers from 50 countries.

Qualitative and Quantitative Methods (QQM) have proved to be increasingly popular tools for library scientists, because of their usefulness to the everyday professional life. QQM are involved in the improvement of the services, the measurement of the functional effectiveness and efficiency, to decision-making and fund allocation.

This unique volume presents the last scientific achievements of library researchers and professionals on the Qualitative and Quantitative Methods of Libraries. Scholars and professionals have now an information resource on methodological tools for library services. Except of the new technologies that facilitate the innovation of libraries, it is the underlying policy and functional changes that have the most lasting effect on the scholarly operation. The book explores items such as library methodologies, marketing and management, statistics and bibliometrics, content and subject analysis, users' behaviours and library policies that play important role at every side of library research in the twenty-first century.

The contents cover issues such as Assessing and Evaluating Reference, Quantitative and Qualitative Methods in Library Marketing and Management, Using Qualitative and Quantitative Methods in Digital Library Education and Research, Library and Information Science and Research, Users and their Behaviours, Applications to Academic Libraries, Applications to Digital Libraries, Data Mining/Content Analysis, Information and Learning.

Once more we would like to acknowledge the support of MAICh in Chania, Greece. Sincere thanks must be accorded to colleagues, friends and partners who have worked hard for the success of the conference and especially the conference committees, speakers and keynote speakers, authors and reviewers. Finally, we would like to heartily thank Aggeliki Oikonomou, Mary Karadima, Iro Tzorbatzaki, Aris Meletiou, Ioannis Dimotikallis and George Matalliotakis for their heartily invaluable support.

Athens, April 29, 2011

Anthi Katsirikou, University of Piraeus Library, Greece

Christos H. Skiadas, Technical University of Crete, Greece