

Librarian: Denise Carter, MLS



“PsycINFO is an amazing database of information. We’ve had it for three months and consider it an excellent investment.”

Background

- Texas
- Age 46
- Female
- Married
- Masters in Library Science
- University of Texas at Austin

Personal Profile

Denise moved to Texas to get her masters degree and never left. She has two children, one still in college and one recently married. Vicki likes to garden and runs a women’s book club in her small town just outside Austin.

User Goals & Motivations

Denise recently subscribed to PsycINFO for her university library. When she walked in this morning a graduate student couldn’t log on. Vicki pulls up the APA Databases page and searches for a “help”. She clicks “Librarian’s Resource Center” but doesn’t see a customer service link. She finally finds “Contact Us” at the bottom of the page at left and clicks it. It gives her the APA Books contact information. She calls that number even though it’s probably not right just to get someone without wasting any more time.