A Proposal to Study the Marketing Plans
for Multilingual Services in Edmonton Public Libraries

Abstract: The objective of this research is to study the marketing plans applied in Edmonton Public Library (EPL) to promote multilingual services to immigrants in Edmonton area, and the effectiveness of those plans to introduce to immigrants the multilingual services in EPL available to them. This study collects data by interviewing twenty-two immigrants scattered in various immigrant communities in Edmonton to inquire about their perceptions of the EPL marketing strategies. Through examination of the effectiveness through the users’ perception, this study benefits the library marketing operation to make effective and strategic planning.

Keywords: Marketing plans; Multicultural groups; Multilingual resources

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1. Research Problem
The goal of this study is to investigate the marketing plans of the multilingual services and programs for ethnic groups in Edmonton Public Libraries (EPL) and the effects of the plans on promoting these services. Existing research examines the increasing awareness of the importance to provide multilingual services and programs and build multilingual collections for ethnic populations in the public libraries. Basi, Berry, Jiang, Sullivan, and Vanderkooy (2001) discuss the multilingual services and collections provided in regional public libraries across Canada. Chilana (2007) in his research paper studies the multilingual collections, programs and services in Fraser Valley Regional Library. These existing studies, however, do not account for a comprehensive study on the marketing methods applied to promote the multilingual services, and their effects on the targeted multicultural groups.

This project is designed to address this gap in the existing research by examining the marketing methods that the EPL apply to promote their multilingual resources and services and how do the populations from multicultural backgrounds perceive those marketing methods. It uses qualitative framework, because it targets at investigating the present marketing strategies applied in EPL from the perspective of user perceptions.

This study will benefit Library and Information Studies (LIS) scholarship by strengthening its foundation of inclusiveness and diversity, and will also benefit LIS practice by providing empirical evidence to create an inclusive library environment effectively and efficiently.

2. Review of Related Literature
2.1 Marketing at Ethnic minority populations
The objective of “Marketing the Mount Pleasant Public Library to Transitory Residents” (Sikowitz, 2009) is by examining the information seeking behavior of the people from surrounding neighborhoods of Mount Pleasant Public Library (MPPL) to develop marketing strategies to entice transitory residents in this area to the library. The study applies quantitative methodology and has interviewed fifty-two people, including thirty-one door-to-door interview and twenty-one patrons in the MPPL. Participants are divided as transitory residents and non-transitory residents. The result shows that transitory users are more active users of the library resources than the non-transitory users in the neighborhoods. It is also found out that patrons of the MPPL usually do not use media in which the libraries promote their services, such as newspaper and internet, and word of mouth is still the most common channel for people to know the library services. Both groups show interests in “books in English” and “computers/Internet.” However, the researcher also points out that the transitory population studied in this research only represents a small group of people of library nonusers. New groups and their information needs need to be identified and studied to fill the gaps in order to expand the inclusiveness of the library.
Bala and Adkins (2004) attempt to investigate the information seeking behaviors and information needs of Latinos in Dunklin County, Missouri. They also aim at identifying the barriers to Latinos’ use of library and finding out which services would be most attractive to the Spanish-speaking population. The study uses qualitative paradigm. The researchers have interviewed forty-one Latinos residents in Dunklin County. Twenty-three of the interviewees are females and eighteen are males, with an average age of 34.5. Most of the interviewees have lived in southeastern Missouri for less than three years and are ranked as low income group. Half of them have not finished high school and only two persons have college degrees. The surveys are conducted in a door-to-door manner. The interviewees are asked whether or not they have used the library in the last six months, which services they have used, which services they would most like to have, etc. The researchers find that 78% of the people being interviewed have not visited the local library in the past six months due to language barrier, conflict with work hours and lack of need. In General, respondents’ desires from library services are education-oriented, including English language skills, help on completion of their education, computer skills and the ability to write and print in library. Respondents are also reported to feel not being welcomed in the library because there is no resource for non-English speakers and sometimes the librarian library staff treated them as bothers because of their limited English language skills. Because the region being study has a high percentage of transitory population, the information seeking behavior and information needs of the native users may be changing constantly. As a result, new studies need to be conducted on a continuing basis.

Bordonaro’s (2006) study aims to investigate the English-as-a-Second-language (ESL) students’ ways of exploiting the library as language learning resources in a self-directed manner in an American College library. The researcher also wants to make the findings be the basis for developing marketing plans for the library services. By using qualitative research method, the researcher has conducted interviews including both oral and written parts. Twenty ESL students are interviewed, and the data are collected and interpreted through the “constant comparative method” as articulated by Glaser (1978). Participants of this study show great diversity. They consist of equal number of both genders, are from various education and cultural background, and aged from twenty to thirty-five. The study finds four functions are exploited by the students: the study space for individual and group work, the source for both academic and recreational materials, the place to receive information assistance from librarians, and a center for socializing. The data being collected in interviews also show that supporting multiple learning needs not only help ESL students become better library users, it also benefit their language learning as well. However, as the researcher points out, the problem for this study is that the data collected in this study is not transferrable to other college or academic institute libraries, because the students in this college may have relatively higher level of English language skills than other colleges. In addition, the cultural backgrounds of those participants are different from ESL students in other colleges. Further studies on
general circumstances need to be explored.

2.2 Reaching out to multicultural background populations

In his research paper “Delivering multilingual services in public libraries in British Columbia: A case study of the Fraser Valley Regional Library,” Chilana (2001) discusses the multilingual collections, programs and services in Fraser Valley Regional Library, especially for the Punjabi-speaking ethnic group, and also his effort to reach Punjabi communities to promote the library services. By cooperating with Punjabi community organizations, schools and immigrant service associations, the researcher takes the information of the library to potential library users. He brings forward the slogan for this promotion activity saying that "Rather than wait for ethnic people to hear about us and come to our libraries, we take information to them" (Chilana, 2001). Translated brochures and flyers are also used by the researcher for promotion. Some suggestions are talked about at the end of the paper to provide help for marketing multilingual library services. However, the researcher has not provided enough data on multilingual collection and programs in this article to give readers a clear idea of the status quo of the library’s multilingual services. He has mentioned his attempt to reach out to the ethnic populations, but has not investigated the effectiveness of the marketing methods being applied.

Lupian (2004) investigates the possibility of providing bilingual virtual reference services as a way to reach out to the ethnic patrons to promote the services in languages other than English in the public libraries. The study is based on the researcher’s previous experience of emerging services librarian with the New Brunswick Public Library Service and his communication with other librarians providing bilingual virtual reference services. The researcher also conducts evaluation on various online reference softwares, evaluating the feasibility of each tool and comparing similar reference toolkits. The study emphasizes collaboration and communication between different libraries to build the bilingual virtual reference system. The researcher elaborates the process of evaluation of the virtual reference services and discusses the issue of staffing and web requirement for the purpose of this service.

“The expanding library wall: Outreach to the University of Tennessee's multicultural/international student population” (Puente, 2009) is a user-centered study aiming at investigating ethnic minority users’ library use patterns and their perceptions of the library services. Data are collected through online survey, which are distributed to students, faculty and staff from ethnic minority backgrounds at the University of Tennessee. The results show that the majority of ethnic patrons of the University of Tennessee Library do not have difficulty in locating resources and information they need; the library is perceived to have put much efforts in improve services for minority users. The limitation for this study, as the researcher points out, is that the study is conducted in one specific institution. To generalize the research results, more surveys need to be conducted on users from different sample
2.3 Social marketing

“Social Marketing for Archives: The Austin History Center Experience” (Lukenbill, 2002) discusses the Austin History Center, a division of the Austin Public Library located in Austin, Texas’ application of social marketing in their overall marketing and public relations campaigns. The application of social marketing aims to address the centre’s marketing gap in reaching the minority groups in Austin and to build up a long term relationship with them. The study is conducted by using the methodology of natural inquiry. The researcher assumes the role of impartial observer to collect data based on his experience as user of the Center both as a researcher and teacher. The study recognizes social marketing as an effective tool in bringing in patrons from minority populations. The researcher recommends the program to serve as model for other historical centres.

The first part of the above literature discusses developing the libraries’ marketing strategies through studying the users’ information needs and seeking habit. In the second part, some researchers attempt to reach out to potential library users to get to know these groups of population. In the third part, social marketing is studied and proved to be an effective method in promoting resources in information centre. In the background that many libraries have developed and implemented their marketing approaches, the present proposal intends to investigate the users’ perception of the marketing methods being applied and to find out the users’ tendency to use the library services as a result of the library’s marketing strategies.

3. Initial Research Questions

What are the marketing methods through which the immigrants get to know the multilingual services in EPL? What are the immigrants’ perceptions of EPL’s ways of promoting multilingual services? What marketing plans have they found most impressive and in which ways? How do the marketing plans of EPL influence the way they perceive its multilingual services and accordingly how much would they like to go to EPL for information help?

4. Definitions

Marketing plans: Originally developed for the commercial sector, marketing plans are used primarily by special libraries and public libraries in the profession of information services. In a library environment the market plans are a series of actions to be undertaken by the library to successfully interest potential users and to persuade them to use the library services. Often based on market research, such a plan is specifically designed to systematically implement a set of goals known as a marketing strategy, through promotion, outreach, etc (ODLIS, 2006).

Multicultural groups: A group of people differentiated from the rest of the community by cultural background or language (OED, 2009). They usually come
from other countries as first-generation immigrants, and are non-native English speakers. In the present study, the multicultural groups refer to all the immigrants scattered in different immigrant communities in Edmonton city.

**Multilingual resources:** All the collections, programs and services for the usage of multicultural people. It could be the materials and information packages in both physical and unphysical forms, programs for the benefit of multicultural people and multilingual reference services, including ELS learning materials, computer skills training toolkits, new environment orientations for new immigrants, etc.

5. **Data Collection**

This research uses phenomenological methodology, which “involves a return to experience in order to obtain comprehensive descriptions that provide the basis for a reflective structural analysis that portrays the essences of the experience” (Moustakas, 1994). This is a qualitative study. Interviews are conducted either in immigrant service centres or in EPL branches as the interviewees’ request.

Twenty-two immigrants are chosen from the multicultural communities scattered in the city of Edmonton. Participants are either permanent residents of Canada or Canadian citizen from various cultural backgrounds including Indian, China, Japan, Portuguese, Arabic, etc. Half of the participants are male and half are female. Their age coverage ranges from twenty to forty, and education backgrounds from high school to graduate degree. This study involves research on adults, so immigrants under the age of eighteen are excluded from this study.

Four interviewees, with equal numbers of both genders, are randomly approached and selected among the users of EPL. In order to recruit more potential users of EPL from different backgrounds, the researcher negotiates with and advertising in some immigrant service centres, such as Edmonton Immigrant Services Association (EISA) and ASSIST Community Services Centre. Posters and brochures are used for the purpose of recruiting. Besides, brochures are sent out house by house in some immigrants concentrated communities, for example the Riverbend, to ask for volunteers. Among the people who have responded, eighteen correspondents are selected by the principles of equal numbers of both genders and wide coverage of ages, education levels and cultural backgrounds.

The researcher approaches immigrants among the library users and invites them for interviews about the marketing methods of EPL. Interviews are conducted in the library branch right away, after being consented by the participants. For the other eighteen interviews, interviewees are asked to fill a time slot with various available time periods including weekends. It is also optional for them to choose to be interviewed either in EPL branches or other cooperative immigrant service centres.

As far as the interviews are concerned, they are conducted in the form of
semi-structure. Interviewees are the centres for each interview sessions, for their opinions are crucial for the researcher to draw “comprehensive descriptions” of individual experiences (Leedy, 2010, pp147). The questionnaire is designed for the purpose of guiding the whole process of interviewing and keeping the topics of the talk be personal experiences of EPL marketing methods. The researcher chooses the method of interview, because it is the best way to examine personal experiences in depth.

The whole process of each interview is recorded by digital audio equipment. The recordings are transcribed verbatim after the interview. It is done to ensure the data to be collected and analyzed are faithful to the talk being carried out during the interview. The number of twenty-two immigrants being interviewed in this study is a small one compared with the large number of immigrants lived in Edmonton. To address the problem, the target interviewees are carefully selected to cover a variety of cultural backgrounds, education levels and ages groups, to represent as much as possible the diversified immigrant populations. Because the study involves personal opinions on some aspects of the library’s operation, interviewees may reluctant to say negative things about it, being afraid of raising some unpleasant feelings. To decrease the influence of that thinking, the researcher does not specially ask people to come to the library for interview. Interviewees are given the freedom to choose a place they feel most comfortable with, and are more likely to surrender intuitive answers. On interpreting the data, examples are provided to support the points of the research to decrease the influence of the subjectivity.

A few questions have been designed in advance for the purpose of guiding the interviews, to “make sure that all (research questions) are addressed during the course of the interview” (Leedy, 2010, pp147). They are closely related with the research problem and the research sub-questions. When recruiting participants, a total number of Twenty-five is recruited. Three of them share some similarity with other twenty-two participants. For example, two of the twenty-five participants are from Japan and are within the age span of 35 to 40. Then one of them is selected for the pre-test interview. Two interview sessions are carried out in EPL branches, and one in one of immigrant service centres. The interviews are recorded by digital audio recorder. Interview conditions will be adjusted if the pre-test interviews do not going well.

Because the study involves human subjects, ethics approvals are required from every interviewee. Interviews are carried out either in the library or the immigrant service centres, so the researcher also needs to get approval from EPL and immigrant centre administration in order to conduct research on-site. Those forms are appended to this proposal.

This study addresses the problem of the effectiveness of the EPL marketing methods for promoting multilingual services. The result is sought by studying the
users’ individual experiences with the EPL promotion and their personal opinions about the information EPL delivers. It does not study the quality and status quo of the EPL multilingual collections and services or the effectively of the EPL programs targeted at immigrants.

6. Ethics Review
Because the research involves the use of human participants, ethics approval will be needed from the Faculty of Education, Extension Augustana and Faculté St. Jean Research Ethics Broad (EEASJ REB).

Letters of Consent and transcripts collected in this research will be locked in cabinet and digital data will be password protected by the researcher for 5 years following the completion of research project. After that, all the data would be deleted and shredded. All the participants are assigned pseudonyms in interview transcriptions and all the publications resulting from the study, to ensure the participants’ anonymity and confidentiality. The only thing that could identify the participant would be the letter of consent with his/her name on it and it is only available to the researcher and Dr. Lisa Given. Research assistants and all the other personnel involved in this study will be asked to sign Confidentiality Agreement to ensure the confidentiality. HERO ethics application and Confidentiality Agreement are appended to this proposal.

7. Implementation Plan
This study will last 15 weeks, starting from April 16 to July 30, 2010. It begins with participant recruitment, which will take four weeks. Ethics approval process will start at the second week and is expected to be approved by the fourth week. After that, pre-test interviews will be carried out in EPL branches and immigrants service centres. Interviews will be carried out at the sixth week and is expected to last four weeks. Transcription of the digital records will start one week after the beginning of interviews, and data analysis will start one week after the beginning of transcription. The research proposal will be written after the interview process is completed and is expected to take six weeks. Detailed information on the timeline based on this research proposal is provided in the appended Gantt chart.

If the project has to be scaled back, one of the research assistant would not be hired. The research originally plans to hire two research assistants: one is responsible for transcription and the other for data analysis. When financial issue arises, the research assistant responsible for data analysis could be eliminated. For this study, the researcher could also take the responsibility of data analysis, since she is the one to do interviews and is the one most familiar with this research plan and data collection.

One of the crucial elements of this study is to ensure the diversity of the interviewees to represent the diversified immigrant populations in Edmonton. As a result, some elements concerning interviewee recruiting, including promoting in some cooperative organization and reach out to the immigrants concentrated communities,
are vital to the success of the project.

8. Dissemination Plan

*Library & Information Science Research*, according to information provided in its webpage (2010), is “a cross-disciplinary and refereed journal, focuses on the research process in library and information science as well as research findings and, where applicable, their practical applications and significance.” The present study on multicultural background users’ perception of public library marketing methods enriches the overall library and information research and contributes to the knowledge in this field. Therefore, *Library & Information Science Research* is considered to be the good choice for this research.

*PNLA Quarterly* is a publication of The Pacific Northwest Library Association (PNLA), which is an association including concerns of Alaska, Alberta, British Columbia, Idaho, Montana, Washington. The journal is a professional journal bringing together the studies of those states and provinces. This study on Edmonton Public Library is suitable to be disseminated through this professional journal.

Public Library Association (PLA) National Conference is the American Library Association's largest conference devoted to public librarianship profession development each year. Participants are members from the US, as well as those across the globe. The purpose of the conference is to help public library staff “to stay up on the latest trends, to learn best practices, and to plan and execute innovative programming for our patrons so that we can stay ahead of the curve and continue to offer our communities the services they need and want.” This research paper is about the marketing of public library services. It constitutes one important part of the study of multicultural background immigrants’ information needs and represents the value of inclusiveness and comprehensiveness of public library society. Hence the PLA National Conference is the best choice as a professional conference for this research.

Congress of Qualitative Inquiry (CUI) accepts proposals that broadly cover both traditional and experimental approaches to and practices of qualitative research. It is a scholarly conference to bring qualitative research together to help qualitative researchers from all disciplines and all parts of the world participate in an all-inclusive dialogue. The 2010 Congress, according to the information provided on the webpage (2010), “will offer scholars the opportunity to form coalitions, to engage in debate, and dialogue on how qualitative research can be used to…address racial, ethnic, gender and environmental disparities in education, welfare and healthcare.” The present study on immigrants study is considered as one part of the proposed congress.

9. Project Budget

Budget expense for this study is estimated to be $11,132.71. Budget details is appended to this proposal.
References


Appendix A: HERO – New Study Human Ethics Application Form

1.1 Study Identification – EEASJ Application

2.0 Study Title: A Proposal to Study the Marketing Plans for Multilingual Services in Edmonton Public Libraries

5.0 Name of Principal Investigator (at the University of Alberta, Caritas, or Capital Health): Fang Liu

6.0 Investigator's Supervisor (Required for graduate students, trainees, or researchers from Capital Health, Caritas who do not have an University of Alberta academic appointment): Dr. Lisa Given

7.0 Type of study:
- Graduate Student - In-class project, other projects (incl. CSL - Community Service-Learning)

1.3 Study Funding Information

1.0 Type of Funding:
- Grant (external)

2.0 Funding Source (if applicable)

CLA

2.2 Write the Sponsor/Agency name(s) in full (you may add multiple funding sources):

3.0 Location of funding source (required if study is funded):

- Canada

1.4 Conflict of Interest

1.0 Are any of the investigators or their immediate family receiving any personal remuneration (including investigator payments and recruitment incentives but excluding trainee remuneration or graduate student stipends) from the funding of this study that is not accounted for in the study budget? No

2.0 Do any of investigators or their immediate family have any proprietary interests in the product under study or the outcome of the research including patents, trademarks, copyrights, and licensing agreements? No

7.0 Do you have any other relationship, financial or non-financial, that, if not disclosed, could be construed as a conflict of interest? No

Important
If you answered YES to any of the questions above, you may be contacted by the REB for more information or asked to submit a Conflict of Interest Declaration.
Appendix A: HERO – New Study Human Ethics Application Form

1.5 Study Locations and Sites

1.0 Specify research locations: Enter all locations where the research will be conducted under this Research Ethics Approval (e.g. university site, hospital, community centre, school, classroom, participant’s home, in the field, clinician’s private office, internet website, etc. - provide details):
   
   **Specific locations include Riverbend, Millwoods, Stanley A. Milner branches of Edmonton Public Library and various locations of immigrant service centres as requested by the participants.**

3.0 If the study involves researchers in other institution(s), will ethics approval be sought from other institutions/organizations (e.g. another university, Alberta Cancer Board, school district board, etc)?
   - **Not Applicable**

2.1 Study Objectives and Design

1.0 Proposed Start Date: **April 16, 2010**

2.0 Proposed Start Date of working with human participants (can be the same as item 1.0): **May 14, 2010**

3.0 Anticipated End Date of working with human participants: **June 18, 2010**

3.1 Risk Assessment

1.0 After reviewing the Minimal Risk Criteria (inserted from User Help), provide your assessment of the risk classification for this study:
   
   Per the Tri-council Policy Statement, the standard of minimal risk is commonly defined as follows: if potential participants can reasonably be expected to regard the probability and magnitude of possible harms implied by participation in the research to be no greater than those encountered by the subject in those aspects of his or her everyday life that relate to the research, then the research can be regarded as within the range of minimal risk. Above the threshold of minimal risk, the research warrants a higher degree of scrutiny and greater provision for the protection of the interests of prospective participants.

   - **Minimal Risk**

2.0 In a scale of 0 to 10 where 0 = No Likelihood, 5 = Moderate Likelihood and 10 = Extreme Likelihood, put a numerical rating in response to each of the following:
   
   **Rate Description of Potential Risks and Discomforts**

   - 0 1 2 3 4 5 6 7 8 9 10 Psychological or emotional manipulations will cause participants to feel demeaned, embarrassed, worried or upset
   - 0 1 2 3 4 5 6 7 8 9 10 Participants will feel fatigued or stressed
   - 0 1 2 3 4 5 6 7 8 9 10 Questions will be upsetting to the respondents
   - 0 1 2 3 4 5 6 7 8 9 10 Participants will be harmed in any way
   - 0 1 2 3 4 5 6 7 8 9 10 There will be cultural or social risk – for example, possible loss of status, privacy, and/or reputation
   - 0 1 2 3 4 5 6 7 8 9 10 There will be physical risk or physiological manipulations, including injury, infection, and possible intervention side-effects or complications
Appendix A: HERO – New Study Human Ethics Application Form

- 0 1 2 3 4 5 6 7 8 9 10 The risks will be greater than those encountered by the participants in everyday life

3.0 Provide details of short- and long-term risks and discomforts:
   Questions referring to the information seeking behavior may cause discomfort.

4.0 Describe how you will manage and minimize risks and discomforts, as well as mitigate harm:
   Reminding interviewees that they could refuse to answer the questions they feel uncomfortable.

5.0 If your study has the potential to identify individuals that are upset, distressed, or disturbed, or individuals warranting medical attention, describe the arrangements made to try to assist these individuals. Explain if no arrangements have been made:
   Not Applicable.

3.2 Benefits Analysis

1.0 Describe any benefits of the proposed research to the participants:
   This research helps EPL employing more efficient marketing methods to promote services for immigrants including the participants.

2.0 Describe the scientific and/or scholarly benefits of the proposed research:
   This is a local study on the library users on multicultural background, which contributes to the diversity and comprehensiveness of Library and information Studies profession.

3.0 Describe any benefits of the proposed research to society:
   It contributes to building an informed and inclusive society.

4.0 Benefits/Risks Analysis - describe the relationship of benefits to risk of participation in the research:
   The research is beneficial for participators as parts of the larger group of immigrants with no risk involved.

4.1 Participant Information

1.0 Describe and justify the inclusion criteria for participants:
   Participants are those populations from multicultural background who are either permanent residents of Canada or Canadian citizen. In order to properly represent the immigrant populations in Edmonton, participants, with equal number of male and female, from various cultural backgrounds, education levels and age groups are selected.

2.0 Describe and justify the exclusion criteria for participants:
   This study involves research on adults, so immigrants under the age of eighteen are excluded from this study.

3.0 Are there any direct recruitment activities for this study?
   Yes

4.0 Participants

Total number of participants you expect to enroll if applicable): 22

If this is a multi-site study, how many participants (including controls, if applicable) do you anticipate will be enrolled in the entire study? 0
Appendix A: HERO – New Study Human Ethics Application Form

5.0 Justification for sample size:

The recruitment of twenty-two participants keeps the project manageable. The ethnographic diversity of the participants makes it justified to have them represent the immigrant community of the city of Edmonton.

6.0 If possible, provide expected start and end date of the recruitment/enrollment period:

Expected Start Date: April 16, 2010
Expected End Date: May 14, 2010

4.2 Recruit Potential Participants

1.0 Recruitment

1.1 Will potential participants be recruited through pre-existing relationships with researchers (e.g. employees, students, or patients of research team, acquaintances, own children or family members, etc)?

No

2.0 Outline any other means by which participants could be identified (e.g. response to advertising such as flyers, posters, ads in newspapers, websites, email, listservs; pre-existing records or existing registries; physician or community organization referrals; longitudinal study, etc):

Not applicable.

4.3 Recruitment Contact Methods

1.0 How will initial contact be made? Select all that apply:

- Potential participants will contact researchers
- Researchers will contact potential participants

2.0 If contact will be made through an intermediary (including snowball sampling), select one of the following:

Not Applicable.

3.0 If contact will be made through an intermediary, explain why the intermediary is appropriate and describe what steps will be taken to ensure participation is voluntary:

Not applicable.

4.0 Provide the locations where participants will be recruited, (i.e. educational institutions, facilities in Capital Health or Caritas, etc):

EPL branches, Immigrant service centres

4.4 Informed Consent Determination

1.0 Describe who will provide informed consent for this study:

- All participants will be competent to give informed consent

2.0 How is consent to be indicated and documented?

- Signed consent form
Appendix A: HERO – New Study Human Ethics Application Form

3.0 What assistance will be provided to participants, or those consenting on their behalf, who have special needs (e.g. non-English speakers, visually impaired, etc):

Translators are provided for non-English speakers. People with disabilities could choose locations for interview as their convenience.

4.0 If at any time a participant wishes to withdraw or not participate in certain aspects of the research, describe the procedures and the last point at which it can be done:

Participants are free to choose not to participate in any part of the interview.

5.0 Describe the circumstances and limitations of data withdrawal from the study, including the last point at which it can be done:

Participants are free to opt out and require data withdrawal from the study before the time the assignment is submitted.

6.0 Will this study involve an entire group where non-participants are present?

No

7.0 Describe the incentives and/or reimbursements, if any, to participants and provide justification:

Not applicable.

4.5 Informed Consent Details

1.0 Provide justification for requesting a waiver of consent (if applicable):

Not applicable.

2.0 Oral consent: explain how oral consent will be documented (if applicable)

Not applicable.

3.0 Overt action: explain the overt action that will signify consent (if applicable)

Not applicable.

4.0 Inaction/non-objection: describe the procedures and justification for this type of consent (if applicable)

Not applicable.

4.6 Authorized Representative or Third Party Consent – if applicable

Not applicable.

4.7 Group Research Documentation – if applicable

Not applicable.

4.8 Study Population Categories

1.0 This study is designed to TARGET or specifically include the following (does not apply to co-incidental or random inclusion). Select all that apply:

- Members of any or all of the groups listed below may participate in this study
- Women
- Men
- Minorities (eg. ethno-cultural, linguistic, gender, etc)
Appendix A: HERO – New Study Human Ethics Application Form

4.9 Aboriginal People – if applicable

Not applicable.

5.1 Research Methods and Procedures

1.0 This study will involve the following (select all that apply)
The list only includes categories that trigger additional page(s) for an online application (and biomedical options have been removed, for LIS 505).

- **Interviews (e.g. in-person, telephone, email, chat rooms, etc)**

4.0 Internet-based research

4.1 Will you be doing any internet-based research that involves interaction with participants?
   No

4.2 If YES, will these interactions occur in private spaces (e.g. members only chat rooms, social networking sites, email discussions, etc)?
   Not applicable.

4.3 Will these interactions occur in public space(s) where you will post questions initiating and/or maintaining interaction with participants?
   Not applicable.

5.5 Use of Deception or Partial Disclosure – if applicable

Not applicable.

5.6 Sound or Image (other than audio- or video-recorded interviews) or Material Created by Participants – if applicable

Not applicable.

5.7 Interviews, Focus Groups, Surveys and Questionnaires – if applicable

1.0 Are any of the questions potentially of a sensitive nature?
   No

2.0 If any data were released, could it reasonably place participants at risk of criminal or civil law suits?
   No

3.0 Will you be using audio/video recording equipment and/or other capture of sound or images for the study?
   Yes

If YES, provide details: **Digital audio recorder is used for recording the interview process to help with the interview data transcription.**
5.8 Internet-based Interaction with Human Participants – if applicable

Not applicable.

6.1 Data Collection

1.0 Will the study team know the participants’ identity at any stage of the study?
   Yes

2.0 Primary/raw data collected will be (check all that apply):
   • Confidential
   • Coded
   • All personal identifying information removed

3.0 If identifying information will be removed at some point, when and how will this be done?
   Identifying information is not used at the very beginning of the interview. Interviewees are assigned pseudonyms during the process of transcribing.

4.0 If this study involves secondary use of data (i.e., data previously collected by another researcher for another study), list all sources:
   Not applicable.

5.0 In research where total anonymity and confidentiality is sought but cannot be guaranteed (eg. where participants talk in a group) how will confidentiality be achieved?
   Not applicable.

6.2 Data Identifiers

1.0 Personal Identifiers: will you be collecting any of the following (check all that apply):
   Not applicable.

3.0 If you are collecting any of the above, provide a comprehensive rationale to explain why it is necessary to collect this information: Not applicable.

4.0 Specify information that will be RETAINED once data collection is complete, and explain why retention is necessary. Include the retention of master lists that link participant identifiers with de-identified data: Signed consent forms.

6.3 Data Confidentiality and Privacy

1.0 How will confidentiality of the data be maintained? Explain the steps you propose to maintain data confidentiality and privacy. (For example, study documents must be kept in a locked filing cabinet and computer files encrypted, etc.)
   All the transcripts will be kept in locked cabinet. Digital data will be password protected.

3.0 If you involve colleagues, assistants, transcribers, interpreters and/or other personnel to carryout specific research tasks in your study, how will you ensure that they properly understand and adhere to the University of Alberta standards of data privacy and confidentiality?
Appendix A: HERO – New Study Human Ethics Application Form

Require them to sign the Confidentiality Agreement for research assistants.

4.0 Data Access

4.1 Will the researcher make raw data that identify individuals available to persons or agencies outside of the research team?

No

6.4 Data Storage, Retention, and Disposal

1.0 Where will the research data be stored? Specify the physical location and how it will be secured to protect confidentiality.

The data will be stored in the researcher’s locker.

2.0 Describe what will happen to the data once the study is completed. Indicate your plans for the destruction of the identifiers at the earliest opportunity consistent with the conduct of the research and/or clinical needs:

Letters of consent, transcripts and digital data will be stored by the researcher for five years and then be shredded and deleted.

3.0 You must keep your data for a minimum of 5 years according to GFC Policy 92.2. How will you provide for data security during this time?

Digital data will be password protected. Transcripts and letters of consent will be locked in cabinet.

7.1 Documentation

Attach the following documents (as appropriate for your study) to this application, along with any other relevant documents pertaining to your project.

1.0 Recruitment Materials:
2.0 Letter of Initial Contact:
3.0 Information Letter
4.0 Consent Forms
5.0 Assent Forms:
6.0 Questionnaires, Cover Letters, Surveys, Tests, Interview Scripts, etc.:
10.0 Confidentiality Agreement (e.g., for hired transcriptionists):
Appendix B: General Faculties Council (GFC) Policy

The following information and subsection can be found at
http://www.uofaweb.ualberta.ca/GFCPOLICYMANUAL/policymanualsection66.cfm

66. Human Research - University of Alberta Standards for the Protection of Human Research Participants

Note from the University Secretariat: The Post-Secondary Learning Act gives General Faculties Council (GFC) responsibility, subject to the authority of the Board of Governors, over "academic affairs" (section 26(1)). The Act further provides that "[a] university may conduct pure research and applied research and may foster innovation" (section 104(1)).

The Act also provides that the Board "may require a student…to provide personal information to the [B]oard if the personal information relates directly to and is necessary for an operating program or activity" (section 65(a) of the Act). GFC has thus enacted a policy concerning Human Research, as set out below.

The complete wording of the section(s) of the Post-Secondary Learning Act, as referred to above, and any other related sections, should be checked in any instance where formal jurisdiction or delegation needs to be determined.
Appendix C: Information Letter

A Proposal to Study the Marketing Plans for Multilingual Services in Edmonton Public Libraries

You are being invited to participate in a research study on your perceptions of marketing plans of multilingual services in Edmonton Public Library. This project is designed to examine the marketing methods that the EPL apply to promote their multilingual resources and services and how do the populations from multicultural backgrounds perceive those available resources. This research is academic in nature and will not be transferred or used for commercial purpose.

Data are collected through interview in this study. It will require about 30 minutes of your time. During this time, you will be interviewed about your experiences of the marketing methods EPL applied for its multilingual services. The interview will be conducted in EPL branches or immigrant service centres as you prefer. It will be recorded by digital audio recorder and copies of the interview will be provided to the participant if requested. Participation in this study is entirely voluntary. You may decline to answer specific questions during the interview and/or withdraw data from the study before this paper is submitted without any penalty. Once you opt out, the data being collected would be deleted from the database and destroyed.

Information gathered in this interview will be used for research articles, presentations, teaching and web posting. There are no anticipated risks or discomforts related to this research. You will be assigned a pseudonym for your interview and any publications resulting from the study, to ensure your anonymity and confidentiality. The only thing that could identify me would be the letter of consent with my name on it and it is only available to the researcher and Dr. Lisa Given. The data will be kept in a secure place for 5 years following the completion of research project. After that, all the data would be deleted and shredded. The plan for this study has been reviewed for its adherence to ethical guidelines and approved by the Faculties of Education, Extension, Augustana and Campus Saint Jean Research Ethics Board (EEASJ REB) at the University of Alberta. For questions regarding participant rights and ethical conduct of research, contact the Chair of the EEASJ REB c/o (780) 492-2614.

The researcher is a Master degree candidate in School of Library and Information Studies in University of Alberta, and this research proposal is an assignment of the Library and Information Studies 505 course. The thesis advisor on this project is Dr. Lisa Given (an Associate Professor in the School of Library and Information Studies). Your participation will play a significant role in understanding the effectiveness of the EPL marketing plans and helping create an inclusive library environment.

If you have any concern, please contact:
Fang Liu (MLIS student) or Dr. Lisa Given (Associate Professor)
School of Library and Information Studies
University of Alberta
Email: fliu3@ualberta.ca, Email: lisa.given@ualberta.ca
Tel: 780-850-0613 Tel: 780-492-2033
Appendix D: Letter of Consent

A Proposal to Study the Marketing Plans for Multilingual Services in Edmonton Public Libraries

PARTICIPANT CONSENT FORM

PARTICIPANT’S NAME:

As a participant in this study, I have read the letter of information, had my questions answered to my satisfaction, and understand the general nature, purpose and procedures of the study as explained to me by the researcher.

I understand that I will be assigned a pseudonym for my interview and any publications resulting from the study, to ensure my anonymity and confidentiality, and the data resulting from my participation in this study will not identify me in any way. The interview will be audio recorded, and that the tape recordings, interview transcripts, and field notes will only be used for educational and research purposes. I also understand that I may withdraw from this study before the submission of this assignment for any reason, and the data recorded from this interview will be kept for five years in a secure place. After the five year period the information will be destroyed.

I understand that the plan for this study has been reviewed for its adherence to ethical guidelines and approved by the Faculties of Education, Extension, Augustana and Campus Saint Jean Research Ethics Board (EEASJ REB) at the University of Alberta. For questions regarding participant rights and ethical conduct of research, contact the Chair of the EEASJ REB c/o (780) 492-2614.

I am provided two copies of the form, one is to be signed and returned to the researcher and one for me to keep for my own records. I understand that the letter of consent with my name on it will only be available to the researcher and Dr. Lisa Given.

I hereby give my consent to be interviewed.

Participant’s Signature:

Researcher’s Signature:

Date:
Appendix E: Interview questions

1. Could you give a brief introduction about your background? (Include country of origin, education background, personal interests, etc.)

2. Have you been to any EPL branch after arriving Canada?
   If YES, please specify:
   a) In what channels do you get the information of the EPL’s multilingual services and collection? (Through posters, flyers, EPL special promotion events, newspapers, TV, word of mouth, etc.)

   b) Which ways are you most impressed by? Why?

   c) In what ways do you think those media have influenced your perception of the EPL multilingual services? Are you intrigued or bored? Why?

   If NO, Please specify:
   a) Have you ever got the information of EPL multilingual services by any media? If yes, what are your perceptions of it?

   b) What do you think are the reasons for you not to have been to the EPL before? Is lack of the information on EPL branches one of the reasons?

   c) Given the knowledge that the EPL branches have resourceful multilingual collections, services and programs for immigrants and the librarians are devoted to provide information services for immigrants, how do you feel like going to the EPL branches for information help?
Appendix F: Recruitment Poster

Edmonton Public Library

We need your help for our research on Edmonton Public Library

Are you a permanent resident of Canada or Canadian citizen? Are you interested in building better informed immigrant groups?

If yes, we need your opinion.

If you are interested, please contact:
Fang Liu (MLIS student) or Dr. Lisa Given (Associate Professor)
School of Library and Information Studies School of Library and Information Studies
University of Alberta University of Alberta
Email: fliu3@ualberta.ca Email: lisa.given@ualberta.ca
Tel: 780-850-0613 Tel: 780-492-2033

The plan for this study has been reviewed for its adherence to ethical guidelines and approved by the Faculties of Education, Extension and Augustana Research Ethics Board (EEA REB) at the University of Alberta. For questions regarding participant rights and ethical conduct of research, contact the Chair of the EEA REB at (780) 492-3751.
Appendix G: Permission Letter for On-site Research

Date:

Location:

Dear Sir/Madam,

My name is Fang Liu and I am an MLIS candidate at the School of Library and Information Studies at the University of Alberta.

I am writing to you to request your permission for on-site research in your library/organization. The objective of this research is to study the marketing plans applied in Edmonton Public Library (EPL) to promote multilingual services to immigrants in Edmonton area, and the effectiveness of those plans to introduce to immigrants those multilingual services available to them.

This study will interview 22 participants who are either invited on site or recruited by posters and flyers in library and immigrant service centres information area. And I am hoping to carry out the interviews for this research from May 21 to June 18, 2010.

Please feel free to contact me with any questions or concerns by e-mail: fliu3@ualberta.ca or by phone: 780-850-0061. I look forward to hearing from you.

Sincerely,

Fang Liu
MLIS candidate
School of Library and Information Studies
University of Alberta
Appendix H: Confidentiality Agreement

Research Assistant/Transcriber Confidentiality Agreement

I, _____________________________ recognize that the information collected in this research project, conducted by (Fang Liu) is personal, and I agree to treat all materials in a confidential manner. In particular, I will respect the participants’ confidentiality by not discussing the information provided by the participants with people who are not associated with the research project, and by ensuring that all research materials are securely stored.

____________________________________  ______________________
Signature of Research Assistant/Transcriber  Date

____________________________________  ______________________
Signature of Researcher  Date
## Appendix I: Budget

### Personnel

<table>
<thead>
<tr>
<th>Title</th>
<th>Duties</th>
<th>Hours</th>
<th>Wage ($17/hr)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research assistant 1</td>
<td>designing posters, brochures and flyers</td>
<td>16</td>
<td>$272.00</td>
<td>$3400.00</td>
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<tr>
<td></td>
<td>Delivering posters and brochures to cooperative organizations</td>
<td>8</td>
<td>$136.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Transcription</td>
<td>176</td>
<td>$2992.00</td>
<td></td>
</tr>
<tr>
<td>Research assistant 2</td>
<td>Sending out flyers in immigrants concentrated communities</td>
<td>24</td>
<td>$408.00</td>
<td>$3400.00</td>
</tr>
<tr>
<td></td>
<td>Data analysis</td>
<td>176</td>
<td>$2992.00</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
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</table>

### Supplies

<table>
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<th>Name</th>
<th>Cost per item</th>
<th>No. of items</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office supplies</td>
<td>Pens</td>
<td>$10.76/12pk</td>
<td>1</td>
<td>$10.76</td>
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<td></td>
<td>Notepads</td>
<td>$7.99/5pk</td>
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<td>$7.99</td>
</tr>
<tr>
<td></td>
<td>Printer paper</td>
<td>$4.99/1pkg</td>
<td>2</td>
<td>$9.98</td>
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<tr>
<td></td>
<td>Printer ink</td>
<td>$38.00/1</td>
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<td>$76.00</td>
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<td></td>
<td>Digital audio-recorder</td>
<td>$120.00</td>
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<td>$120.00</td>
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<tr>
<td></td>
<td>Batteries</td>
<td>$12.00/8pk</td>
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<td>$24.00</td>
</tr>
<tr>
<td></td>
<td>DVD-R</td>
<td>$24.95/10pk</td>
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<td>$24.95</td>
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<tr>
<td></td>
<td>Quikscribe Player Transcription Kit</td>
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<td>$349.00</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td>$622.68</td>
</tr>
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</table>

Prices are consulted in Staples.

### Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Poster printing</td>
<td>$26.99*10 pieces</td>
<td>$269.90</td>
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<tr>
<td>Brochure printing</td>
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</tr>
<tr>
<td>Flyer printing</td>
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</tr>
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<td><strong>Total</strong></td>
<td>$1009.90</td>
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Prices are consulted in BrochureSource.

### Travel

<table>
<thead>
<tr>
<th>Title</th>
<th>Detail</th>
<th>Cost per person</th>
<th>No. of people</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation for research assistants</td>
<td>Bus fare</td>
<td>est. $50.00</td>
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<td>$50.00</td>
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<td>Taxi</td>
<td>est. $100.00</td>
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<tr>
<td></td>
<td>Gas</td>
<td>est. $1.00/liter</td>
<td>50 liters</td>
<td>$50.00</td>
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<tr>
<td>Flight</td>
<td>Chicago+Portland</td>
<td>$329+$231</td>
<td>1</td>
<td>$560.00</td>
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</table>

Prices are consulted in Staples.
Conference fee | PLA+CUI | $300+$300 | 1 | $600.00
---|---|---|---|---
Hotel | Five days | est. $120*5 | 1 | $600.00
Food | $50 per diem | $50*5days=$250 | 1 | $250.00

**Total = $2170.00**

Airfares are consulted in AirCanada.

Total Budget Expenses:
- Personnel: $6800.00
- Supplies: $622.68
- Services: $1009.90
- Travel: $2170.00

**TOTAL EXPENSES : $10,602.58*1.05(GST) =$11,132.71**
**Appendix J: Gantt chart**

- **Fang**
- **Dexter**
- **Bree**

Start date: 04 / 16 / 2010

Project: **A Proposal to Study the Marketing Plans for Multilingual Services in Edmonton Public Libraries**

<table>
<thead>
<tr>
<th>Current Week</th>
<th>Tasks</th>
<th>Weeks</th>
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</thead>
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<td>Recruiting interviewees</td>
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<td>04/16 to 04/23</td>
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<tr>
<td>Ethics approval</td>
<td>04/23 to 04/30</td>
<td>04/23 to 04/30</td>
</tr>
<tr>
<td>Interview pre-tests</td>
<td>04/30 to 05/07</td>
<td>04/30 to 05/07</td>
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<tr>
<td>Interviews</td>
<td>05/07 to 05/14</td>
<td>05/07 to 05/14</td>
</tr>
<tr>
<td>Transcription</td>
<td>05/14 to 05/21</td>
<td>05/14 to 05/21</td>
</tr>
<tr>
<td>Data analysis</td>
<td>05/21 to 05/28</td>
<td>05/21 to 05/28</td>
</tr>
<tr>
<td>Writing</td>
<td>05/28 to 06/04</td>
<td>05/28 to 06/04</td>
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<tr>
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<td>06/04 to 06/11</td>
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<td>06/11 to 06/18</td>
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<td>06/25 to 07/02</td>
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