



UNIVERSITY LIBRARIES

Field Study Program

To apply for the position, please submit your resume to the email address below.

Name of Requester Zaida Diaz, Lily Griner, Maggie Saponaro **Date Submitted** June 13, 2011

Divison/Unit Public Services/Social Sciences Team **Email -** zdiaz@umd.edu; griner@umd.edu; msaponar@umd.edu

Descriptive Overview: Provide a brief and descriptive summary of the purpose of the position.

This proposed Field Study presents an opportunity to learn, explore, design and incorporate new technologies into VBIC (Virtual Business Information Center; <http://www.vbic.umd.edu>), a business research portal.

VBIC has been a resource available to students for over 10 years. It is currently used by over 5,000 students, at both the undergraduate and graduate level as well as faculty, and has achieved "brand" status. With enhancements, VBIC can become a showplace for e-resources and better support the teaching and research goals of the Smith School of Business, and other campus programs.

The Smith School of Business owns and operates an Eye Tracking Lab. This eye tracking device is used by marketers and web designers to study consumer behavior by analyzing head and eye movements. The Field Study student would have an opportunity to utilize this cutting edge, sophisticated software/hardware technology to study user behavior to assess the effectiveness of the VBIC portal. The gathered data would be used to redesign the interface and structure of VBIC.

The Field Study student would explore emerging technology enhancements for VBIC to maximize our investment in business and economics e-resources by ensuring that they are understood by our students, and are easily accessible and well organized.

This Field Study is an incredible opportunity to work with cutting edge technology and use it to enhance an existing resource. The final product would not only enhance the VBIC portal, but would also add an exciting dimension to the student's resume. In this tough job market, this rare type of experience would put the Field Study student at a major advantage over other job applicants.

Duties and Responsibilities: Provide a bulleted list of duties and responsibilities. List the top five to seven work activities can be listed below.

- Assist in modifying/enhancing web portal design
- Help to develop/design web user survey
- Use survey in "eye tracking" user behavior study of web portal
- Assist in analyzing results of survey
- Help redesign interface/structure of web portal as result of survey
- Explore new/emerging technology enhancements, i.e., Animoto, iTunes-U, Prezi, Wimba
- Help develop/design tutorials for web portal, using new/emerging technologies