

Systematic reviews for evidence-based practice for librarians

Nicole Campbell & Sue F. Phelps, WSU Vancouver Library

Project Objectives

The purpose of this project was to explore the relationship dynamics between faculty and librarians by:

- conducting a systematic review of professional literature
- analyzing the collected literature using the Commitment-Trust Theory and its corresponding Model of Relationship Marketing.

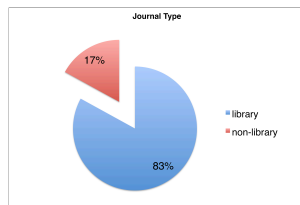
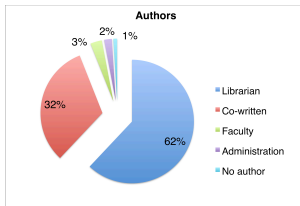
Systematic Review Process

To locate material from multiple disciplines, we searched twenty subject specific databases.

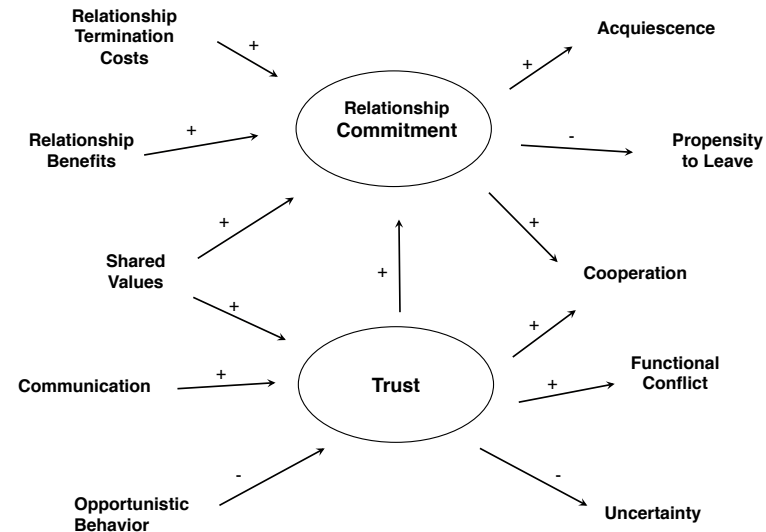
Search Terms: faculty, librarian*, relationship*, library users, information professionals, liaisons, academic, university, college*, collaboration, perceptions, cooperation

We collected 267 **articles** related to faculty/librarian relationships.

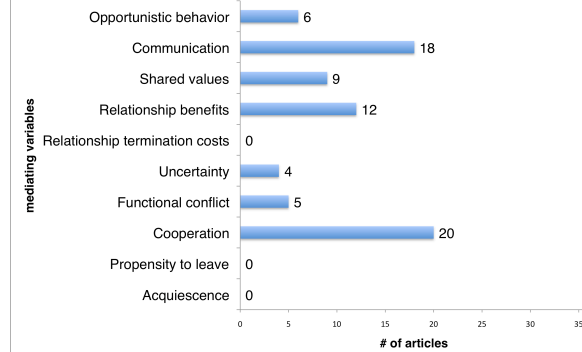
94% of these articles were written by librarians or co-written by librarians and faculty.



Key mediating variable model of relationship marketing illustrating the Commitment-Trust Theory



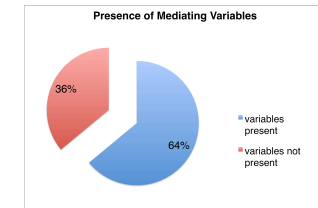
Key mediating variables present in coded articles



Preliminary Findings

To date, we have analyzed 100 articles, which were coded using variables of the Commitment-Trust Theory.

In 36% of those articles, mediating variables were present; in 64% variables were *not* present.



Given the small dataset, it is too soon to draw conclusions. It is clear that *cooperation* and *communication* were the most prevalent variables, indicating the presence of trust and commitment.

Next Steps

We will review bibliographies for relevant articles ("snowballing").

We will finish coding the remaining articles, which will make complete and detailed analysis possible.

We hope to use the findings of this systematic review to design a study further exploring librarian and faculty relationships.

Acknowledgments

The commitment-trust theory and model used for this study are from:

Morgan, R.M., & Hunt, S.D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58 (3), 20-38.

We wish to thank Jane Cote and Claire Latham whose work inspired our project.