

Matthews, Joseph R. *The Evaluation and Measurement of Library Services*. Westport, Conn.: Libraries Unlimited, 2007. 372 p. \$50.00. (ISBN 978-1-59158-532-9)

Evaluation of library services and programs and accountability for internal operations are important tools for library administrators and stakeholders in the twenty-first century. Written by noted library consultant, Joseph R. Matthews, *The Evaluation and Measurement of Library Services* provides an overview of the ethics of evaluation and the impacts that thoughtfully designed and executed evaluations contribute to decision-making and the allocation of resources. He distinguishes between library-centric, combination, and customer-centric views of evaluation and outlines the magnitude of its potential impact. The discussion of qualitative tools includes document examination, diaries, observation, interviewing, focus groups, the Delphi method, critical incident technique, and concept mapping. Matthews offers guidance for librarians who seek to enhance their data collection skills in his discussion of quantitative tools (e.g., counting, measuring, surveys, conjoint analysis, trans log analysis, and experiments). He concludes with a review of data analysis techniques, including descriptive statistics, measures of central tendency, measures of variability, and inferential statistics. The discussions include taxonomies, types of measures, and examples.

This volume is invaluable for its insight into the value and benefits of coordinated internal and external evaluations. Designed for administrators seeking to evaluate and understand the economic and social impacts of library services, Matthews provides a set of tools that can be applied to any program, service, or operational unit. In the two opening sections, he discusses evaluation issues, models, and methodologies, including quantitative, qualitative, and the analysis data. Each chapter in the third section is devoted to a facet of library services and operations and follows a well-developed format: service definition, evaluation questions, methods, and a discussion of prior studies and research. The citations of studies and research provide significant data for librarians to use in planning, designing, implementing, and reporting their evaluation initiatives.

The author brings practical experience, sample forms, and rigorous research studies designed for librarians and library school students who want to expand their evaluation skills. A highly recommended and essential tool!

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