

myriad examples of the library's threefold function in the community. This public institution makes useful information accessible, offers stories that influence readers' lives, and provides public spaces where people of different cultures, genders, races, and ages congregate for many purposes. It is this combination that gives libraries their staying power and, in Wiegand's opinion, actually helps mold communities.

While he set out to write a history from the library patron's point of view—to “feature . . . the voices of generations of public library users” (p. 3)—*Part of Our Lives* is also a record of the development of the librarian as a professional knowledge worker. The juxtaposition of patron demands with the professional standards of the librarian, which were often dramatically different, provides one of the book's ongoing themes.

Another theme is the role of technology. From the public card catalog and book-card-in-a-pocket checkout system to today's computers that “support most of the public library's basic routines” (p. 250), Wiegand follows changes in library operations that include taking advantage of the very electronic media some predicted would end library usefulness.

Part of Our Lives is densely packed with facts of library history, with only a few illustrations, which could have made for tedious reading. But the many anecdotes of library users—many from original sources, such as memoirs—add a liveliness to the text that makes it very readable. While Wiegand does not provide a bibliography, his sources are well documented in his notes in each chapter.

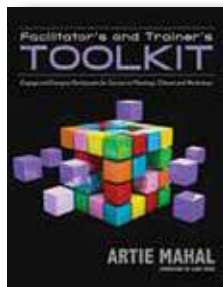
As a fan of both libraries and history, I recommend *Part of Our Lives*, not only for its survey of library history, but also for its look at what was happening in American society. What happened in libraries reflected social movements, such as racial integration, trends in censorship, and women's and gay rights, as well as the political and economic milieu library patrons were experiencing. Other readers may be as surprised as I was to discover just how integral the public library has become to American life.

Linda Davis

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Facilitator's and Trainer's Toolkit: Engage and Energize Participants for Success in Meetings, Classes, and Workshops

Artie Mahal. 2014. Basking Ridge, NJ: Technics Publications, LLC. [ISBN: 978-1-935504-89-4, 314 pages, including index. US\$29.95 (softcover).]



Artie Mahal's *Facilitator's and Trainer's Toolkit: Engage and Energize Participants for Success in Meetings, Classes, and Workshops* is mostly geared toward facilitators. The author defines a trainer as “a person who teaches,” which “impl[ies] that the trainer possesses the knowledge and

‘owns’ the learning” (p. 189). Facilitators, on the other hand, “create an environment where learning can take place” (p. 189). Since I had just completed a two-week training assignment when I read this book, I found the emphasis on facilitation somewhat disappointing. However, a trainer often also acts as a facilitator, at least during the question-and-answer period of a presentation.

The book provides a variety of checklists and templates designed for freelance facilitators. These range from capturing the basics of a given assignment through preparation for the actual workshop or group session all the way to a follow-up assessment after the event. A discussion of various techniques that can be used to engage the audience, manage group dynamics, and elicit creative responses concludes the book.

Most of these checklists come from Mahal's own work as an external facilitator and consultant. As the book title implies, much of the text is focused on practical advice. A few sections, however, also discuss more theoretical concepts, such as adult learning theory. The entire first chapter is also devoted to the “Mahal Facilitation Framework” developed by the author.

Originally from India, Mahal is keenly aware of the intercultural dimensions of group work in many companies and organizations and often points out potential pitfalls and limitations. For example, he notes, “of course, the dress code mentioned here is for Western cultures” (p. 113). As a translator who is also originally from elsewhere, I found this emphasis quite refreshing. In addition, an entire chapter by Catherine Mercer Bing is devoted to cross-cultural facilitation.

Facilitator's and Trainer's Toolkit is the first edition published by a small U.S. press. If there were a second edition, it would benefit greatly from more thorough editing and proofreading.

Barbara Jungwirth

After writing software documentation and managing an IT department, Barbara Jungwirth now translates German technical documents into polished English appropriate for a specific audience. She owns reliable translations llc (www.reliable-translations.com), writes a blog called On Language and Translation (www.reliable-translations.com/blog/), and tweets (@reliabletran). You can also connect with her on LinkedIn (www.linkedin.com/in/BarbaraJungwirth).

The UX Five-Second Rules: Guidelines for User Experience Design's Simplest Testing Technique

Paul Doncaster. 2014. Waltham, MA: Morgan Kaufmann. [ISBN 978-0-12-800534-7. 117 pages. US\$24.95 (softcover).]



The UX Five-Second Rules: Guidelines for User Experience Design's Simplest Testing Technique takes on a timely user experience (UX) topic: remote, unmoderated usability testing. Borne from a business environment where bottom lines often necessitate lean approaches to complex design problems, remote, unmoderated

usability tests have been developed to take advantage of social media technologies and the pervasiveness of the data they make available. Users now freely post terabytes of information about their habits, needs, and desires online through many applications. Smart UX researchers are attempting to leverage these social habits to create simple, affordable approaches and tools that ask users to help solve design problems.

The five-second test introduced in Doncaster's book aims to contribute a sound methodology for one specific element of remote testing: surveys that are typically tagged onto the beginning or end of tests. The author says, "A test participant is given a set of instructions, views an image of a design for a few seconds, and answers questions about it" (p. 2). Such

a simple description belies a fairly elegant and rigorous approach, however, to designing these surveys. Reading *The UX Five-Second Rules* teaches you everything you need to know about how to design a sound user survey, including how to design sound questions, how to ensure images being tested are accessible, how to properly order survey questions to maximize response rates, and more.

Doncaster correctly asserts that user surveys, a feature included in every remote testing software application this reviewer has used (that is, UserZoom, TryMyUI, UserTesting, etc.), are often considered an add-on feature to usability tests themselves. This has rendered useless a potentially powerful tool for gaining insights into user behaviors. Part of the problem, as Doncaster points out, is that these surveys are often used when a different method might produce better results. He goes on to explain that five-second tests are only suited to very simple response situations where the user can judge in five seconds whether a design element is having its intended effect on the user. A classic example is showing a user a company logo and asking him or her to judge the logo for emotional resonance, credibility, and trustworthiness.

In an economical 108 pages, Doncaster presents some important considerations for UX researchers wishing to employ user surveys. Rather than provide an overview of the entire UX process, *The UX Five-Second Rules* zeroes in on one specific method and provides timely, useful advice. This book is part of a growing literature showcasing the benefits and drawbacks of specific UX methods that will hopefully encourage practitioners and researchers to refine, and ultimately systematize, their approaches to studying user behavior.

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