How to follow Google?
Providing a High Quality Library Search Experience

Helle Lauridsen
Discovery Services
Serialssolutions
Sample OPAC screen

James A. Cannavino Library
Catalog

Database Name: Marist College

Basic Search   Advanced Search   Course Reserve   New Books

Search for:

Quick Limit:

None

Find Results in:

Keyword
Title
Author
Journal Title
Subject Headings
Call Number
Boolean Search with Relevance

50 records per page

Search   Reset

Keyword Search

- enter words and/or phrases below;
- use quotes to search phrases "world wide web"
- use + to mark essential terms: "Explorer"
- use * to mark important terms: "internet"
- use ? to truncate: "browser?"

http://voyager.marist.edu/webvoy.htm

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I get confused and end up going in circles.

Library sources are great but internet sources are the most convenient.

*If only there was a Google-like search...*
Ithaka Report 2006

Figure 5: Starting point for research identified by faculty, in 2003 and 2006.

Goal is not only to save administration costs but to enhance the user experience

- CIBER are currently carrying out extensive deep log analysis
- There is huge spend on e-resources, and users (including senior academics) are often unaware that the resources exist or that they can be accessed – “failure at the shelf”
- Better use experience = higher usage statistics = funding = renewal
- Real analysis of usage statistics can save you money
Value Gap Emerges: ARL expenditures vs. perceptions of library value as gateway.

<table>
<thead>
<tr>
<th>Amount Spent on Materials</th>
<th>Value Gap</th>
<th>Perceived Value of Library as a Gateway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Catalogs</td>
<td>WWW Browser</td>
<td>CD-ROMs</td>
</tr>
</tbody>
</table>

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ProQuest study – How the study was conducted

- Ongoing research over multiple phases
- Field studies observing users in their native environment
- Guided by a formal research plan and study protocol
Study parameters

- Students actively engaged in performing research for actual class assignments
- Conducted anonymously to avoid any bias
- Conducted onsite and remotely
How did we find students?

• Facebook
Who did we observe?

- Undergraduates
- Graduate students
- Variety of disciplines
- Mix of novice and sophisticated researchers
Where did we go?

The library

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Where did we go?

Coffee shops
Primary Research

- Observational research of student researchers
  - 70+ sessions across 8 universities and 2 continents
User Perception of Library Content

The superior source for quality, credible content

Preferred for academic research and course assignments

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The easiest place to start the research process
Even though the library is perceived to be better...

*The use of Google and other internet search engines continues to rise*
Chief inhibitors to success using library resources

- Lack of awareness
- Difficulty navigating library website to locate appropriate e-resources
- Search catalog front and center, for articles
- Authentication barriers, especially considering limited access points
How students really use Google

• Primary research tool
• Supplement research
• Handy look-ups
Google as a primary research tool

- Sufficing, when quality isn’t a concern
- Insufficiently aware of library e-resources
- Bad experiences with library e-resources
Why Not the Library First?

No clear and compelling starting place

Difficulty identifying appropriate resources

General lack of awareness of resources
Access Points

- Library catalog
- eResources page
- Federated search
Library experience is confusing, clumsy and slow
Compared to ...

- Simple
- Easy
- Fast
Recommendations

- Make resources discoverable
  - Build a real digital presence for the Library
  - Simplify the library entry page design
  - Access ALL library content through one search box

*It’s not all in the OPAC*
“We’re facing challenging budget years ahead. It’s essential that we raise the profile of the library and demonstrate real value”

John Shipp
University Librarian at the University of Sydney
Everything has been leading to this.
More Content Support

• 90+ providers supplying content so far
• 70,000+ journal and periodical titles
• 400+ million items indexed so far
• Publishers and other content providers joining the Summon service weekly
Broad Support for the Summon™ Service

• Some of the world’s largest publishers
  • Springer, Taylor & Francis, SAGE Publications

• CrossRef
  • Provides DOIs for superior linking

• New!
  • BMJ
  • APA
  • IEEE
Broad Support for the Summon™ Service

Acoustical Society of America
• Alexander Street Press
• American Accounting Association
• American Association of Physicists in Medicine
• American Association of Physics Teachers
• American Astronomical Society
• American Economic Association
• American Institute of Physics
• American Medical Association
• American Psychological Association
• American Society for Microbiology
• American Society of Civil Engineers
• American Vacuum Society
• Annual Reviews
• Association for Computing Machinery (ACM)
• Bioline International
• BMJ
• Brill
• Cairn
• Cambridge University Press
• Community of Science
• CrossRef
• Electrochemical Society
• EDP Sciences
• Electrochemical Society
• Emerald
• Environmental and Engineering Geophysical Society
• Erudit
• Future Science Group
• Gale Cengage Learning
• GPO
• Hindawi Publishing
• Houghton Mifflin
• Human Frontiers Science Program
• IEEE
• Institute of Physics
• Johns Hopkins University Press (Project Muse)
• Kluwer Law International
• Landes Bioscience
• Lavoisier
• Library of Congress (American Memory)
• Maney
• Museum Tuscalanum Press
• Nature Publishing Group
• Networked Digital Library of Theses and Dissertations (NDLTD)
• OECD
• Optical Society of America
• Oxford University Press
• Physics Essays Publication
• Proceedings of the National Academy of Sciences
• ProQuest
• SAGE Publications
• SkillSoft Books 24x7
• Society for Imaging Science & Technology
• Society of Exploration Geophysicists
• Society for Industrial and Applied Mathematics (SIAM)
• Society for Information Display
• Society of Rheology
• Springer
• Taylor & Francis
• Thieme
• Tire Society
• Walter de Gruyter

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Summon live
Investigating mosquito-net coverage in Nigeria. How useful are consumer marketing surveys

by Vyas, S, Hanson, K, Lines, J

Abstract
A marketing company conducting a consumer omnibus survey (COS) in April 2000 was paid to include questions about household ownership of mosquito nets. At the time of the survey, which involved 5018 respondents, most and perhaps all of the nets owned by the respondents would have been untreated, as a product for net treatment was then virtually unavailable. Sampling was conducted in all 36 states and the Federal Capital Territory, Abuja. Core questions were asked about socio-demographic and socio-economic characteristics, and commissioned questions were asked about household net ownership, the source of the household's newest net, if any, and the price paid for that net. The data were analysed using bivariate and multivariate methods. Socio-economic status was measured using an asset index. The estimated...
Xinhua News Agency - CEIS Date: 04/2004 Start Page: 1
The new record mosquito net, measuring 40m x 40m x 3m, was produced by Rosies Garment, a local company as against the 2000 version made in Thailand, which...

Newspaper Article
Availability: Full Text Online

China Donates Mosquito Nets, Anti-Malaria Drugs to Nigeria

Xinhua News Agency - CEIS Date: 04/2002 Start Page: 1
Under the Agreement on Economic and Technical Cooperation Between China and Nigeria, China is to provide Nigeria a 30 million yuan (about 3.5 million U...

Newspaper Article
Availability: Full Text Online

Nigeria sets new quality standard for anti-malaria mosquito nets

Xinhua News Agency - CEIS Date: 02/2003 Start Page: 1
LAGOS, Feb. 9 (Xinhua) -- Nigeria's Standards Organization of Nigeria (SON) has approved a new quality standard for insecticide treated bednets (ITNs) as part...

Newspaper Article
Availability: Full Text Online

Nigeria Distributes 1.6 Million Mosquito Nets Free to Pregnant Women