

June 2008

People Profile: Bruce Heterick

Editor

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Recommended Citation

Editor (2008) "People Profile: Bruce Heterick," *Against the Grain*: Vol. 20: Iss. 3, Article 15.

DOI: <https://doi.org/10.7771/2380-176X.2407>

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screens. However, there are limitations to this approach. Only on-campus users see the links to the library resources because **Google** uses the IP address of the user to determine which OpenURL server to use. When our patrons do research from home, as many of them do, **Google** does not know that they are from **SFSU** and cannot direct them to our resources. **Google** does allow end users to specify which library they want to use for "Library Links" on its "scholar preferences" page, but few users set this preference independently because it is difficult for the uninitiated to understand what it does.

To address this issue, the library has included **Google Scholar's** URL in our proxy server and added re-written links (which go through the proxy) to **Google Scholar** to our list of databases on the library Website. Normally, the proxy server is used for subscription databases that require researchers to identify themselves as library patrons before they gain access. However, by sending our patrons through the proxy server so that they pick up an **SFSU** IP address when they are using **Google Scholar**, we allow **Google** to identify them as **SFSU** users. From the perspective of students who start out on the library Website, therefore, **Google Scholar** works in the same way as our subscription databases do. **Google** automatically adds links back to our SFX server from the **Google Scholar** results pages as it does for on campus users.

Another technical tool that helps the library domesticate **Google Scholar** is **LibX**, a browser plug-in for libraries that was developed by librarians at **Virginia Tech University** and which we have adapted for the use of our patrons.⁷ In addition to the many other useful things that it does, **LibX** automatically adds our **Library Links to Google Scholar**. If a researcher is using **Google Scholar** with a browser that has our version of **LibX** installed, she will see OpenURL links back to the library's resources even if she has not set up the Scholar Preferences or gone through the library's proxy server. In addition, **LibX** helps the library get its branding into **Google Scholar**. The links added by **LibX** use a button image created by the library instead of the plain text links that **Google Scholar** allows us to use in the **Library Links** program. This makes it easier for our users who are familiar with our SFX button, which is used for OpenURL links in our subscription databases, to know what they will get when they click on a link to our resources from **Google Scholar**.

So far, our efforts to integrate **Google Scholar** into the library have not been perfect because patrons who access **Google Scholar** without going through our Website or installing our **LibX** plug-in still do not see links back to our resources. Thus, those researchers who are least likely to visit the library in the first place will also be least likely to discover the connections between **Google Scholar** and the library. It is difficult to estimate how many potential library users are trying to do all of

against the grain people profile

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BORN AND LIVED: Born in Blacksburg, VA; currently live in Barrington, RI.
PROFESSIONAL CAREER: Did my undergraduate and graduate work at **Virginia Tech**; started my career as a developer at **Virginia Tech**, then worked for **VTLS**, **Faxon**, **Blackwells**, **SCT/SunGuard**, and **JSTOR** for the past nine years.
FAMILY: Married to **Jill** for past 20 years; 4 children (**Wesley-16**, **Miller-13**, **Sloane-9**, **Cary-6**).
PET PEEVES/WHAT MAKES ME MAD: People who take themselves too seriously; bad pizza; Rhode Island government.
PHILOSOPHY: Be happy where you are, but not content.
MOST MEANINGFUL CAREER ACHIEVEMENT: Working at **JSTOR**.
SPARE TIME: Golf and Virginia Tech sports.
FAVORITE BOOKS: *For One More Day*.
GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Run an organization that is doing something important and meaningful.
HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: See my "Shift Happens" presentation from 2007 **Charleston Conference**. 🍷



their research on free tools like **Google Scholar** without realizing that the library provides more sophisticated research tools and complete access to many articles that are not available for free on the Internet. Nevertheless, the steps that we have taken so far give our patrons tangible benefits for starting with the library and allow us to place **Google Scholar**, which we describe as a "simple way to do a broad search," in the context of the other library discovery tools that allow them to do more complex and focused searches.

Another benefit of adding **Google Scholar** to the proxy server is that it allows us to keep statistics on how often it is used from our Website in comparison with our subscription databases. After a few months of tracking, we found **Google Scholar** is approximately the 10th most frequently used database of the 150 resources that we offer from our Website. It is used more often than many of our narrowly focused subject specific resources but much less frequently than our most popular general research databases such as **EBSCOhost**, **Lexis-Nexis** and **JSTOR**. So far at least, visitors to the **SFSU** library Website seem to view **Google Scholar** in much the same way as librarians do, as a useful addition to our existing resources but not as a replacement for them. I would encourage all academic librarians to continue to look for new ways of bringing **Google Scholar** and its users as close to us as possible. 🍷

Endnotes

1. **Peter Jasco**, "Google Scholar: The Pros and The Cons," *Online Information Review* 29, no. 2 (2005): 208-214.
2. **Burton Callicott** and **Debbie Vaughn**, "Google Scholar vs. Library Scholar: Testing the Performance of Schoogle," *Internet Reference Services Quarterly* 10, no. 3/4 (2005): 71-88.
3. **Carl Shapiro** and **Hal Varian** demonstrated this point repeatedly in their classic book on the information economy, *Information Rules: A Strategic Guide to the Network Economy* (Boston: Harvard Business School Press, 1999). See especially their discussion of the battle between *Encyclopedia Britannica* and *Microsoft's Encarta* pp.19-30.
4. **Leigh Estabrook**, **Lee Rainie**, and **Evans Witt**, "Information searches that solve problems: How people use the internet, libraries, and government agencies when they need help" (*PEW*, December 30, 2007), http://www.pewinternet.org/pdfs/Pew_UI_LibrariesReport.pdf and **Jose-Marie Griffiths** and **Donald King**, "InterConnections: The IMLS National Study on the Use of Libraries, Museums and the Internet" (*Institute of Museum and Library Studies*, February 2008), <http://interconnectionsreport.org/reports/ConclusionsFullRptB.pdf>.
5. **Griffiths** and **King**, p8.
6. **Alison J. Head**, "Beyond Google: How do Students Conduct Academic Research?," **First Monday** 12, no. 8 (2007), http://www.firstmonday.org/issues/issue12_8/head/.
7. See <http://www.libx.org/>.