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Michael A. Arthur Profile

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that users take longer to find information they need via the discovery service, this is not corroborated by other usability studies that suggest the discovery service is easy to use, leads users to relevant content, and inspires users to use it again in the future as their starting place for research.²⁷ So what the **University of Denver** is finding is the discovery service provides an opportunity to increase engagement with users — and in turn increases the value of librarians that are impacting and engaged in the discovery tool. Think of it as a simple equation: 8 minutes of engagement with a librarian x 1,000 students = 8,000 minutes of librarian interaction with users that wasn't possible before the discovery service. And as more users become familiar with using the discovery tool, it's not a stretch to understand how it provides ways for libraries to scale services to help even more users.

As library discovery services continue to grow in popularity, those that are Software as a Service (SaaS)-based can begin to leverage volumes of data (Big Data). By analyzing the large aggregated set of anonymous data, providers can learn about how users interact with the discovery services to fuel continuous innovation. This innovation leads directly to the development of new features that further guide users and promote the value of the library. Combining data-driven analysis of user behavior with usability testing, discovery service providers can operate like other search engines by developing features and enhancements that are guaranteed to have an impact on improving the discovery experience.

Several data-driven features are in development or being refined to improve discovery services. One such development provides search suggestions based on global usage data, encouraging users to expand their queries for more topical precision. New recommendation panes and query expansion features bring user experience further in line with open Web tools. This search assistance provides topical background information for users who need additional guidance to get started with the research process or who may not always know the right keywords to use. The integration of scholar profiles into the discovery environment can help foster collaboration amongst researchers and provide librarians ways to support their institutions scholars. Other new features include expanded opportunities for librarians to provide custom recommendations to impact the discovery experience, as well as automating recommendations of library-generated research guides by matching subject specialists to topical queries and discipline-specific searches. While these types of features are not available from all discovery services, those that provide them offer libraries more opportunities to re-think services to better engage and serve users. For example, as research guides become more visible and more valuable via exposure in the discovery service, libraries may choose to invest more time in making them more topical and interactive.

against the grain people profile

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BORN AND LIVED: I was born in Bloomington, Indiana, and lived there until I completed my MLS and accepted my first professional position at **Ball State University** in the fall of 2000.

EARLY LIFE: I spent my early years living just outside of Bloomington and was active in sports and recreation. I enjoyed the small town lifestyle and was crazy about sports at **IU**. Being so close to the campus growing up I was definitely a Hoosier all the way.

PROFESSIONAL CAREER AND ACTIVITIES: I started working at the **Indiana University Libraries** while pursuing my undergraduate degree and I have been working in libraries ever since. I worked at **IU** from 1988 through 2000, then accepted my first professional position at **Ball State University**. I then moved to **Old Dominion University**, and I am now at the **University of Central Florida**. I am active in **NASIG** and **ALA** and I would not miss the **Charleston Conference**. I served as Chair of the Collection Planning Committee for the **State Universities of Florida** in 2012 and I served as co-chair of the Collection Planning Committee for the **Association of Southeastern Research Libraries** from July 2011 through June 2013. I just completed a year as **NASIG** Conference Registrar. I have enjoyed being active in the profession through regular conference membership, and collaborating on presentations and publications with many great professionals. I am fortunate to serve on library advisory boards for **Springer**, **Alibris for Libraries**, and **Sage**.

FAMILY: My wife **Amy** and I are lucky to have three wonderful children, **Jacob** (15), **Abigail** (13), and **Sarah** (11).

IN MY SPARE TIME: I enjoy camping and outdoor recreation.

PHILOSOPHY: The key to success for libraries is providing the best service to our users and teaching them about the content we offer and the best ways to find that content. We should actively serve students, faculty, and the greater community. We are most successful when we work collaboratively within our own institutions, and with our peer institutions toward the common goal of providing the best service.

MOST MEMORABLE CAREER ACHIEVEMENT: I am happy to have been selected by my peers in the state to serve first as vice chair and then chair of the Collection Planning Committee. Together we addressed several important topics and continued a tradition of cooperation that has resulted in stronger collections for each institution.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: In the next five years I will continue toward my goal of being in library administration and increasing my involvement within the profession.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Academic Libraries will continue to work toward taking full advantage of technology to provide content to users when and where they need it. The emphasis will be on new modes of content delivery and taking full advantage of social media to market the library to new users. Libraries will work collaboratively to address overcrowding by contributing to shared storage facilities and participating in distributed repositories. Libraries will play a key role in influencing new directions in scholarly communication and hopefully by doing so will build new networks with faculty and administrators within their own institutions. Libraries will continue to transform from buildings that house physical collections to vibrant learning centers that focus on access to information. 🐾

Conclusions

Though probably obvious, it is important to note that not all discovery services will have the same features and functionality. Each service will have different ways of helping libraries meet users' expectations, engage and connect with users, and promote the library's value. At an **ALA** session in 2012, **Cody Hanson** made the observation after three years

of investigating the challenges of discovery at his library that "the more I investigated the major discovery services the more I realized they are as different as they are similar."²⁸ **Hanson** also noted that discovery services "are really not interchangeable in terms of not only coverage, but feature sets, architecture of the systems, and even the business nature/

continued on page 26