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People Profile: Bruce Heterick

Editor

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This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
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. 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 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
5. Griffiths and King, p8.
7. See http://www.libx.org/.