How does new technologies change the users’ behaviour?

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Background

Is the role of the library out played?
Who are the users?
What is the problem?
NOTE: Median amount spent on materials by ARL libraries, Perceived Value of the Library by Carol Tenopir.
The importance of the role of the library as a gateway for locating information has fallen over time.

The library is increasingly disintermediated from the actual research process.

Students are very busy!

Article – or chapter -- is the information object of choice

Research is conducted “just in time”

Students will try the Library 1st.

Students start a research project by inputting a few search terms in the search engine of a database that had brought them “luck” on a previous assignment.

http://projectinfolit.org/
The Net Generation

- Want to be self-sufficient
- They do NOT ask questions
- They want to be anonymous
- They expect all search systems to behave like Google
- They know a small pool of quality resources
- Today’s student = Tomorrow’s faculty
# What the User Sees

## Database List

Select database for searching.

- **Icon Legend:**
  - Click on ![icon](image) to display information about the database.
  - Click on ![icon](image) to search a database.
  - Click on ![icon](image) to add this database to My Database in My Search.
  - Click on ![icon](image) if guest access available.

<table>
<thead>
<tr>
<th>Database Name</th>
<th>Type</th>
<th>Allens</th>
</tr>
</thead>
<tbody>
<tr>
<td>PASC Archsword (CSA)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>PASC International (CSA)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Paperfirst (OCLC)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Patent Information (Database, Release)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Patentlyon (Object for all intellectual property)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>PIP</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Physics Abstracts (1932-</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Philosophers Index (CSA)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Physical Education Index (CSA)</td>
<td>Index</td>
<td>1</td>
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<tr>
<td>FirstSearch.com</td>
<td>Newspaper</td>
<td>1</td>
</tr>
<tr>
<td>FILOTE Database (CSA)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>First Science (CSA)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Findlaw</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Findlaw (LII)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Foreign Affairs - International Issues</td>
<td>Newspaper</td>
<td>1</td>
</tr>
<tr>
<td>Proceedings First (OCLC)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Findlaw - Health</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Firstlaw</td>
<td>E-Journal</td>
<td>1</td>
</tr>
<tr>
<td>CrossFire (CSA)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>Crossfire Database (CSA)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>CrossFire Entrepreneurship (ProQuest)</td>
<td>Index</td>
<td>1</td>
</tr>
<tr>
<td>FitFacts (Direct, APA)</td>
<td>E-Journal</td>
<td>1</td>
</tr>
<tr>
<td>FirstBooks (APA)</td>
<td>E-Journal</td>
<td>1</td>
</tr>
<tr>
<td>FirstINFO (APA)</td>
<td>Index</td>
<td>1</td>
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<tr>
<td>FirstINFO (CSA)</td>
<td>Index</td>
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<td>FirstINFO (APA)</td>
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</tr>
<tr>
<td>FirstINFO (APA)</td>
<td>Index</td>
<td>1</td>
</tr>
</tbody>
</table>
What the User Sees
● Simple
● Easy
● Fast
How to solve the problem

Discovery solutions since Google
Discovery: “Compelling Interface”

• Single search across the full breadth of the Library’s collections

• Showcase all objects

• Content + Community + Technology
Continuum of Discovery Solutions

- Federated search
  - Proven, affordable technology
  - Increasingly integrated
- Discovery Layer
  - More than “next generation catalogs”
  - Customizable presentation interface
- Web-scale Discovery
  - Pre-harvested metadata
  - Single index of all of the library’s holdings
Federated Search

- Mature
- Good connector technologies
- Possible to connect to all resources
- New players:
  - Ebsco EHIS
  - WorldCat Local
- Can be integrated
Discovery Layer

- Improved search of catalog and local resources
  - Keyword
  - Facets
  - Visualization
- Locally installed
- Highly customizable
- Social information tools – tagging, etc.
- 2 types of players
  - Commercial – vendor supplied
  - Open Source – library efforts
Commercial

Encore is a new product from Innovative that brings together content, community, and discovery in a single search.

AquaBrowser Library®
search, discover, refine.
Open Source

- SUMMA
- vufind
- Extensible Catalog
- blacklight

Statsbiblioteket, Denmark
Villa Nova University
University of Rochester + partners
Blacklight - University of Virginia Library

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Web Scale Discovery

Attributes:

- Hosted
- Pre-harvested
- Pre-coordinated
- Contributions directly from publishers
  - Coverage
- Collection and ingest capabilities
  - Local catalog updates
- Scale !!
Web Scale Discovery

Discovery Service

Centr
al

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The Information World is Flat

- Every information object is equal in potential value
- Print is not preferred
- No “silos”
Web scale discovery

Born in 2009

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But already popular

- AWESOME!!!! PLEASE make this the sole search for library materials! all the features are excellent.
- I love this tool. I've been using Google Scholar as a sort of meta-search engine for scholarly databases, but this is even better because it links to full-text sources for important articles. I couldn't have completed my assignments this semester without it.
- found what I was looking for. came up as first search result! kudos.
- WOW!
What is also said

- the search engine is the most useless engine i have ever used, most of the links are faild to link to data base, the most commont page is "No results were found.
- I am having big problems with your 'Summons' box as the first thing one meets. It brings up unhelpful information. Can we please have the title/author back as the first port of call?

with many thanks, Sylvie
User studies

Dartmouth College Library
Grand Valley State University
Dartmouth College Library

- Ninety-four web feedback submissions.
- Sixty-four 3-Minute Survey responses.
- Nine reports detailing individual hour-long interviews with faculty.
- Six direct response email messages from faculty.
- Six 1-hour “remote viewing” sessions of graduate students.

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Grand Valley State University

• The Institution
  • Comprehensive University
  • 24,000 Students

• Summon
  • Launched in late August
  • Single search box on homepage
## Database Usage Stats (Searches)

<table>
<thead>
<tr>
<th>Database</th>
<th>Jan-Aug 2009</th>
<th>Sept-Dec 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities Abstracts</td>
<td>Up 25%</td>
<td>Down 65%</td>
</tr>
<tr>
<td>International Political Science Abstracts</td>
<td>Up 25%</td>
<td>Down 58%</td>
</tr>
<tr>
<td>Alt HealthWatch</td>
<td>Up 17%</td>
<td>Down 59%</td>
</tr>
<tr>
<td>Film &amp; Television Lit. Index</td>
<td>Up 13%</td>
<td>Down 51%</td>
</tr>
<tr>
<td>GeoRef</td>
<td>Up 14%</td>
<td>Down 27%</td>
</tr>
<tr>
<td>PsycINFO</td>
<td>Up 7%</td>
<td>Down 6%</td>
</tr>
<tr>
<td>Anthropology Plus</td>
<td>Down 2%</td>
<td>Down 62%</td>
</tr>
<tr>
<td>Bibliography of the History of Art</td>
<td>Down 4%</td>
<td>Down 59%</td>
</tr>
<tr>
<td>LLBA</td>
<td>Down 10%</td>
<td>Down 20%</td>
</tr>
<tr>
<td>Social Services Abstracts</td>
<td>Down 20%</td>
<td>Down 45%</td>
</tr>
</tbody>
</table>
Link Resolver Click-Throughs
Journal Packages

- JSTOR: -12% (146%) vs. -12% (61%)
- Elsevier: -3% (52%) vs. -3% (49%)
- Blackwell: -17% (52%) vs. -17% (56%)
- Wiley: -18% (49%) vs. -18% (56%)
- PAO: -9% (56%) vs. -9% (56%)
- Oxford: -1% (23%) vs. -1% (23%)
- Springer: -25% (18%) vs. -25% (31%)
- Sage: 36% (36%) vs. 36% (36%)
- Project Muse: 33% (24%) vs. 33% (24%)

Jan-Aug 2009 vs. Sept-Dec 2009
And…. they Like Newspapers

- InfoTrac Custom Newspapers: 468%
- LexisNexis Academic: 642%
- Ethnic NewsWatch: 514%
- ProQuest Historical Newspapers: 542%
- ABI/INFORM Dateline: 3357%

% Change in Link Resolver Click-Throughs (Fall 2009)
## And They’re Discerning

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>2009 Rank</th>
<th>2008 Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Times</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Wall Street Journal</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Washington Post</td>
<td>8</td>
<td>446</td>
</tr>
<tr>
<td>Grand Rapids Press</td>
<td>11</td>
<td>57</td>
</tr>
<tr>
<td>Globe and Mail</td>
<td>16</td>
<td>1,939</td>
</tr>
<tr>
<td>Boston Globe</td>
<td>31</td>
<td>6,806</td>
</tr>
<tr>
<td>Times (London)</td>
<td>37</td>
<td>7,415</td>
</tr>
<tr>
<td>USA Today</td>
<td>39</td>
<td>1,740</td>
</tr>
<tr>
<td>The Guardian</td>
<td>45</td>
<td>5,868</td>
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<tr>
<td>The Oregonian</td>
<td>53</td>
<td>14,056</td>
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<tr>
<td>Pittsburgh Post-Gazette</td>
<td>92</td>
<td>10,081</td>
</tr>
<tr>
<td>San Francisco Chronicle</td>
<td>97</td>
<td>10,156</td>
</tr>
</tbody>
</table>
GVSU Conclusion

Drop in Database Searches + Increase in Full Text Downloads

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Summon Having a Major Impact on the Use of Library Resources
A few warning words
KISS: Simple approaches

- Watchwords:
  - Simple
  - Easy
  - Fast
- Do not “gum” it up
- Discovery is for end users
- Resist the impulse to display the complexities
We need to …

- Align our priorities with reality
- Align our behaviors with reality
  - Remember where you spend $$$
  - ROI matters
  - Discovery matters to users
- Stop doing lots of stuff that isn’t appreciated
Move toward the Users

- Discovery puts us on the path to the New Library

- Hurry Up!