How does new technologies change the users' behaviour?

Helle Lauridsen

Market Manager

Serials Solutions

Helle.lauridsen@serialssolutions.com

emtacl10

emerging technologies in academic libraries

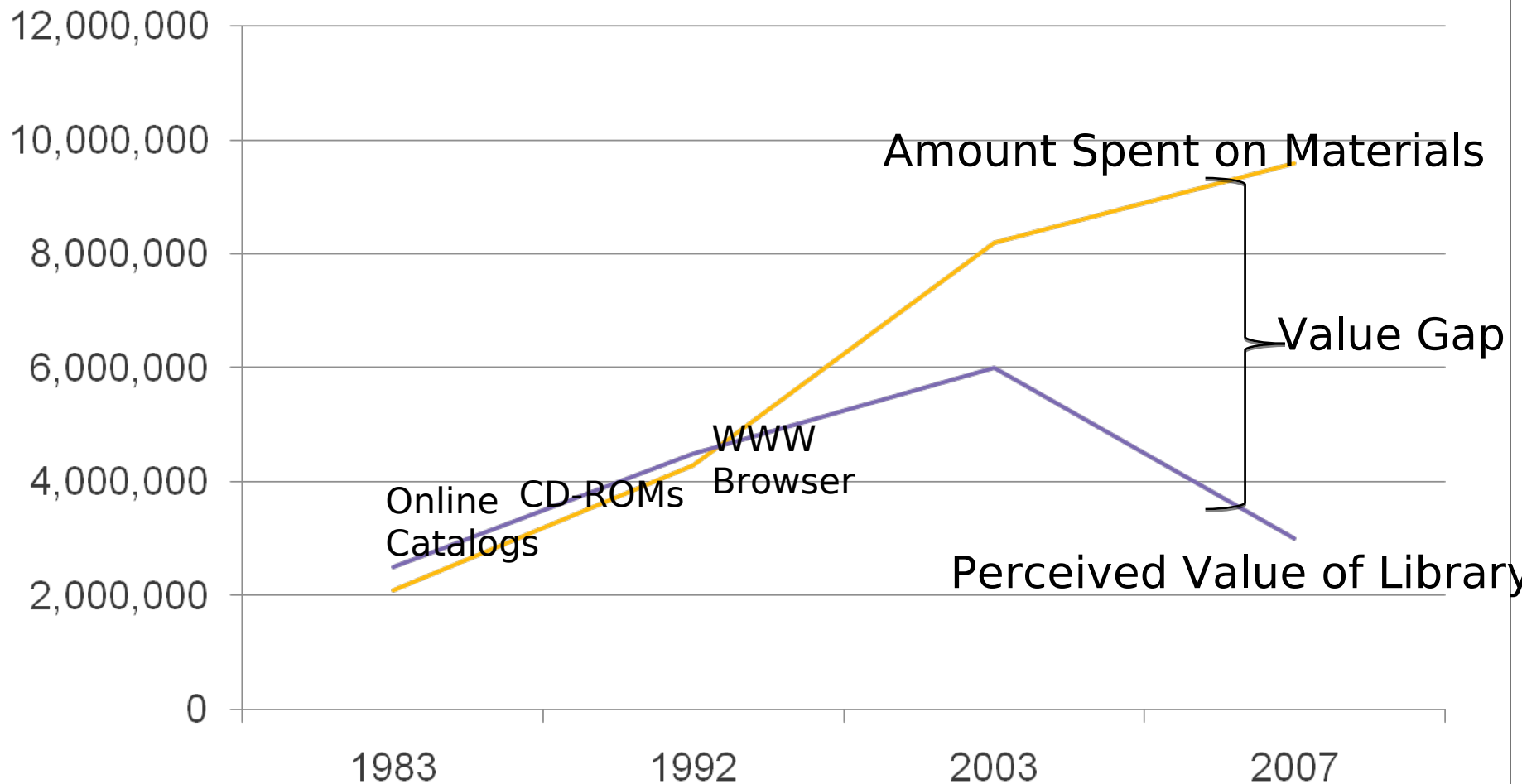26 – 28 April 2010 · Trondheim · Norway

Background

Is the role of the library out played?
Who are the users?
What is the problem?

Reality 2007

12,000,000

10,000,000 — Amount Spent on Materials

8,000,000

6,000,000 — Value Gap

4,000,000 — WWW Browser

Online CD-ROMs Catalogs

2,000,000 — Perceived Value of Library

0

1983   1992   2003   2007

emtacl 10, Trondheim, Norge d. 28/5 2010 NOTE: Medial amount spent on materials by ARL libraries , Perceived Value of the Library by Carol Te

Ithaka report

I T H A K A

- 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

Source: Housewright, R., & Schonfeld, R. (Aug2008).

Project Information Literacy

a large-scale study about early adults and their research habits

- Students are very busy !
- Article – or chapter -- is the information object of choice
- Research is conducted "just in time"
- Students <u>will</u> 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 ⓘ to display information about the database.
- → Click on 🔍 to search a database.
- → Click on a database name to access the vendor's interface.
- → Click on ⊕ to add this database to *My Databases* in *My Space*.
- → 🔒 No guest access available.

Search for "A to Z List = P" found 29 Databases

Table View Brief View

PAIS - PubMed   Go to   **MetaSearch**   <Previous Next>

	Database Name	Type	Actions
🔒	PAIS Archive (CSA)	Index	ⓘ
🔒	PAIS International (CSA)	Index	ⓘ
🔒	PapersFirst (OCLC) FirstSearch	Index	ⓘ
🔒	Patent Chemistry Database (Reaxys)	Index	ⓘ
	Patentstyret (Styret for det industrielle rettsvern)	Index	ⓘ⊕🔍
	PEDro	Index	ⓘ⊕🔍
🔒	Petroleum Abstracts 1997 - .	Index	ⓘ
🔒	Philosopher's Index (Ovid)	Index	ⓘ
🔒	Physical Education Index (CSA)	Index	ⓘ
	PhysOrg.com	Newspaper	ⓘ⊕
🔒	PILOTS Database (CSA)	Index	ⓘ
🔒	Plant Science (CSA)	Index	ⓘ
	PreLex	Index	ⓘ⊕
	Premiesøknader (UBiT)	Index	ⓘ⊕🔍
🔒	PressDisplay - Internasjonale aviser	Newspaper	ⓘ
🔒	ProceedingsFirst (OCLC) FirstSearch	Index	ⓘ
🔒	Proff Forvalt	Index	ⓘ
	Project Muse	E-Journal	ⓘ⊕🔍
🔒	Progolid: Quality of Life Instruments Database	Index	ⓘ
🔒	ProQuest Entrepreneurship (ProQuest)	Index	ⓘ
	PsycArticles Direct (APA)	E-Journal	ⓘ⊕🔍
🔒	PsycBOOKS (APA)	Electronic Book	ⓘ
🔒	PsycEXTRA (APA)	Index	ⓘ
🔒	Psychology + Behavior (EBSCO) EBSCO	Index	ⓘ
	PsycINFO (APA)	Index	ⓘ⊕🔍
🔒	PsycINFO (Ovid)	Index	ⓘ
🔒	PsycNET (APA)	Index	ⓘ
	PubChem	Index	ⓘ⊕
	PubMed PubMed	Index	ⓘ⊕🔍

What the User Sees

- Simple
- Easy
- Fast

How to solve the problem

Discovery solutions since Google

emtacl 10, Trondheim, Norge d. 28/5 2010

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

primo

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

encore

AquaBrowser Library®
search, discover, refine.

Open Source

- **SUMMA** Statsbiblioteket, Denmark

- **vufind** Villa Nova University

- **EXTENSIBLE CATALOG** University of Rochester + partners
  Unifying access to library resources

- **blacklight** Blacklight – University of Virginia Library

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

WorldCat® Beta

Summon™

EBSCO PUBLISHING Discovery Service

ExLibris Primo Central

Google scholar beta

The Information World is Flat

- Every information object is <u>equal</u> in potential value

- Print is not preferred

- No "silos"

Web scale discovery

Born in 2009

emtacl 10, Trondheim, Norge d. 28/5 2010

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

emtacl 10, Trondheim, Norge d. 28/5 2010

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.
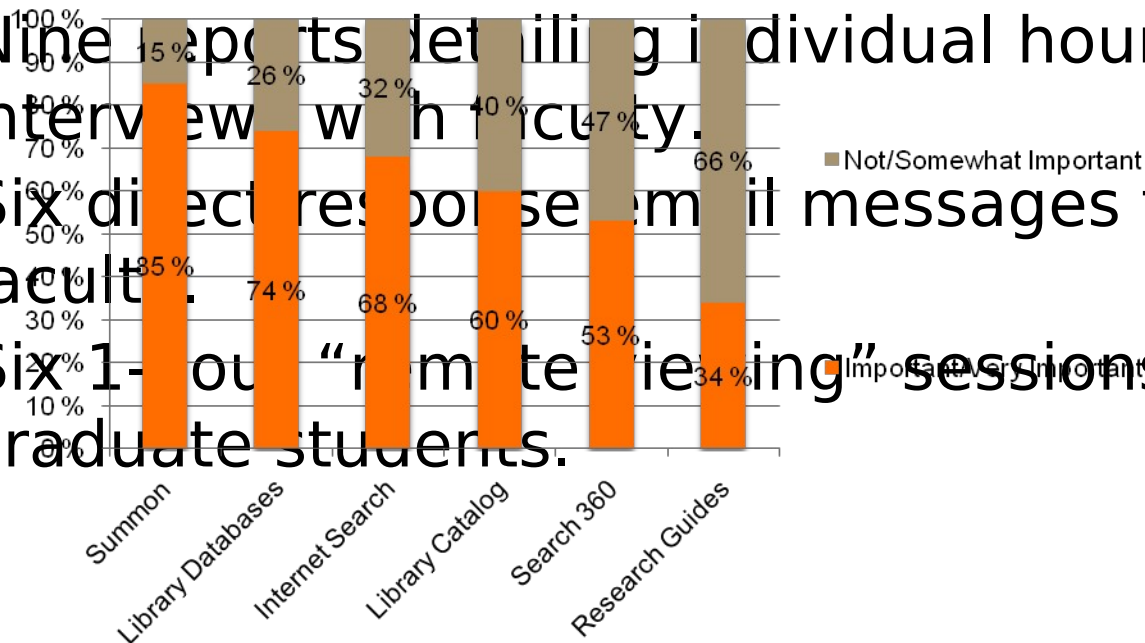
Grand Valley State University

- The Institution
  - Comprehensive University
  - 24,000 Students

- Summon
  - Launched in late August
  - Single search box on homepage

GRAND VALLEY
STATE UNIVERSITY
UNIVERSITY LIBRARIES

Database Usage Stats (Searches)

	Jan-Aug 2009	Sept-Dec 2009
Humanities Abstracts	Up 25%	Down 65%
International Political Science Abstracts	Up 25%	Down 58%
Alt HealthWatch	Up 17%	Down 59%
Film & Television Lit. Index	Up 13%	Down 51%
GeoRef	Up 14%	Down 27%
PsycINFO	Up 7%	Down 6%
Anthropology Plus	Down 2%	Down 62%
Bibliography of the History of Art	Down 4%	Down 59%
LLBA	Down 10%	Down 20%
Social Services Abstracts	Down 20%	Down 45%

Link Resolver Click-Throughs
Aggregator Databases

emtacl 10, Trondheim, Norge d. 28/5 2010

GRAND VALLEY STATE UNIVERSITY UNIVERSITY LIBRARIES
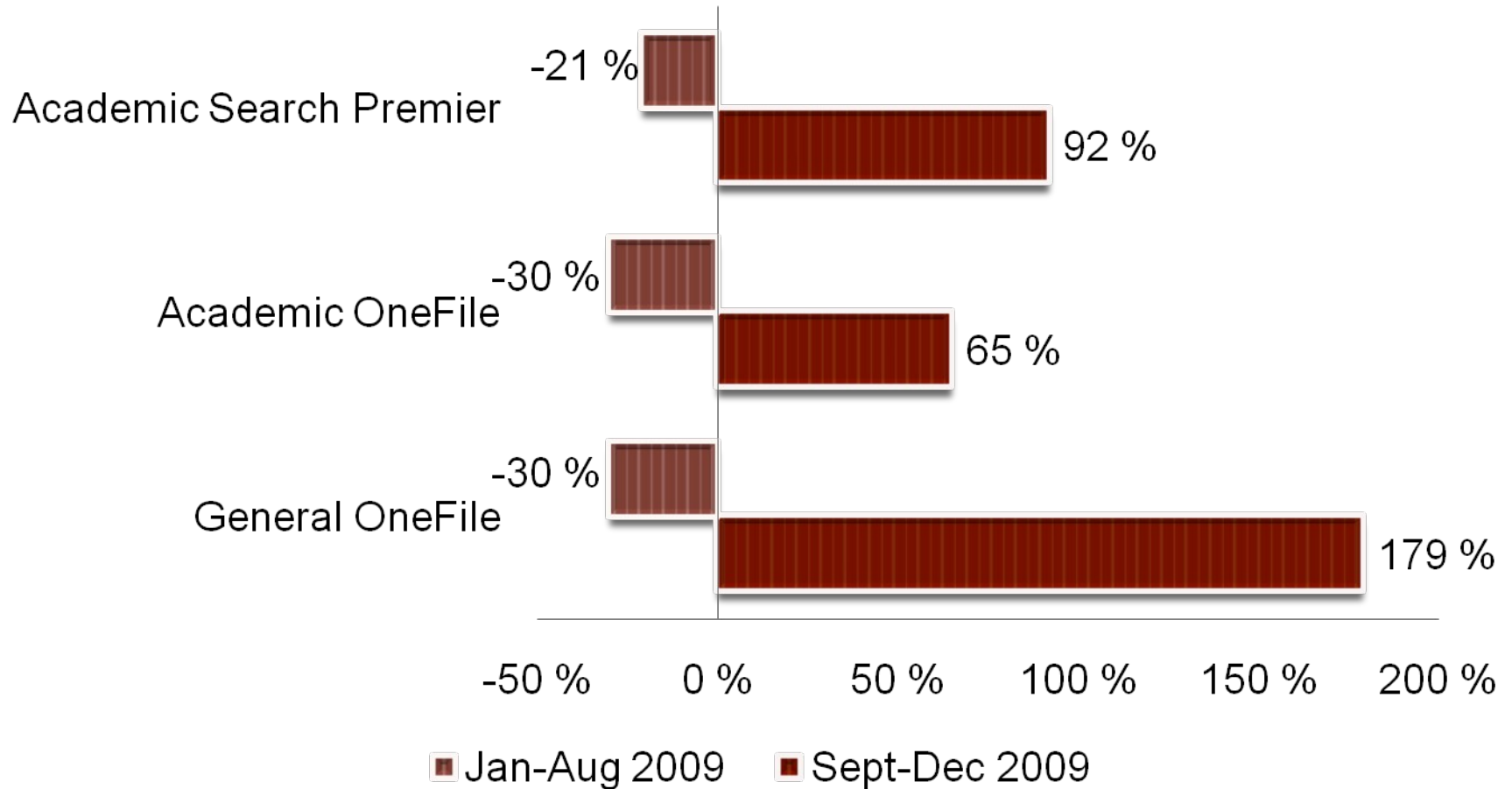
Link Resolver Click‑Throughs
Journal Packages

GRAND VALLEY
STATE UNIVERSITY
UNIVERSITY LIBRARIES
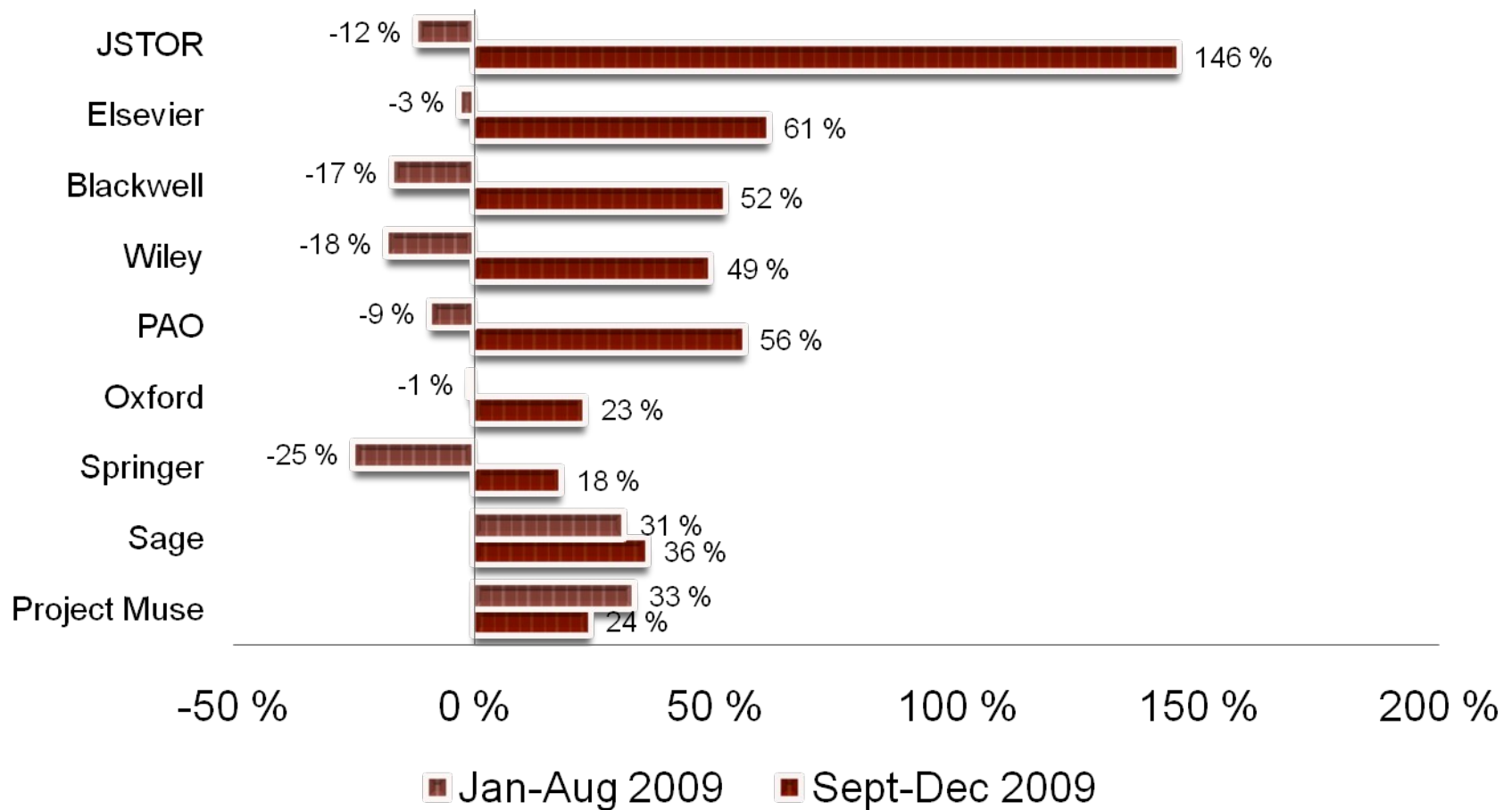
And…. they Like Newspapers

InfoTrac Custom Newspapers — 468 %
LexisNexis Academic — 642 %
Ethnic NewsWatch — 514 %
ProQuest Historical Newspapers — 542 %
ABI/INFORM Dateline — 3357 %
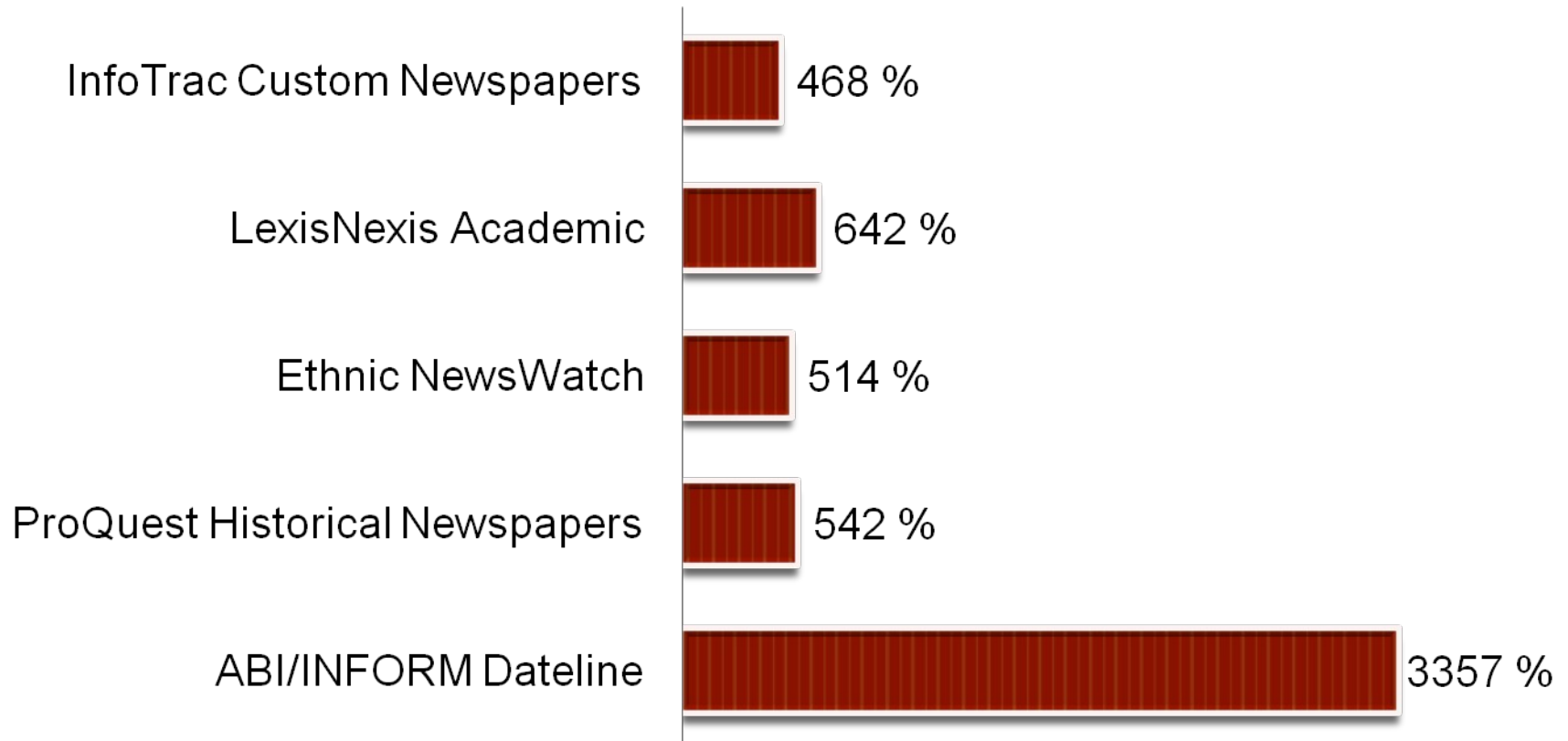
■ % Change in Link Resolver Click-Throughs (Fall 2009)

GRAND VALLEY STATE UNIVERSITY UNIVERSITY LIBRARIES

And They're Discerning

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

Link Resolver Click-Throughs

GVSU Conclusion

Drop in Database Searches + Increase in Full Text Downloads

=

Summon Having a Major Impact on the Use of Library Resources

GRAND VALLEY
STATE UNIVERSITY
UNIVERSITY LIBRARIES

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 !