Bringing the Library to the user

Integrating Local Web-Scale Discovery Services in ‘Non-Library’ Discovery Points

Bruce Heterick, VP JSTOR/Portico
Cody Hanson, UMN Libraries
CNI Project Briefing
April 4, 2011
Discoverability Phase 1

“Recommend ways to make relevant resources more visible and easier to find, particularly within the users’ workflow.”

http://z.umn.edu/disco1
Discoverability Phase I

”Identify trends in user behavior.”

“Analyze evidence from [local systems] to draw conclusions about patterns of user behavior.”

“Create a set of principles related to discovery to help guide the Libraries’ strategic decisions about the selection, development, and support of relevant tools and services.”
Discoverability Phase 1

Methodology:

Literature review - relevant reports, articles

Analysis of usage stats for web sites, catalogs, link resolver, ILL software, top databases and indexes
Discoverability Phase 1

Trends:

Users expect discovery and delivery to coincide

Usage of portable Internet-capable devices is expanding

Users increasingly rely on nontraditional information objects
Discoverability Phase 1

Trends:

Discovery increasingly happens through recommending

Users are discovering relevant resources outside traditional library systems
Discoverability Phase 1

Findings:

Catalogs and web sites still seeing significant use

Some evidence of slowing growth in web traffic, usage is shallow

Google is the single greatest source of traffic to our sites and applications
Discoverability Phase 1

Findings:

SFX link resolver is as frequently used as our catalogs or web sites

More than 75% of requests to SFX originate externally (Google Scholar, PubMed, etc.)
Discoverability Phase 1

Principles:

Discovery should be organized around users rather than collections or systems. This organization should be based on realistic, evidence-based models of our users and their research tasks.
Discoverability Phase 1

Principles:

Making collections discoverable requires optimizing for access by local and non-local user populations; being good stewards of our collections means participating in cooperative ventures that provide broad access to our collections.
Discoverability Phase 1

Principles:

Users are successfully discovering relevant resources through non-library systems (e.g., general web searches, e-commerce sites, and social networking applications). We need to ensure that items in our collections and licensed resources are discoverable in non-library environments.
Discovery [also] happens elsewhere.
Discoverability Phase 2

“Present a high-level vision for our new Discovery environment”

- http://z.umn.edu/disco2
Discoverability Phase 3
Discoverability Team

Heather Hessel, co-chair

John Barneson, Deborah Boudewyns, Jan Fransen, Lara Friedman-Shedlov, Martha Hardy, Stephen Hearn, Nancy Herther, Chris Rose, Barb Stelmasik, Nicole Theis-Mahon, Darlene Morris, Stacie Traill, Amy West
Promoting the ‘Virtuous Circle of Access’: JSTOR’s local discovery integration pilot

Bruce Heterick
Vice President
JSTOR | Portico
April 4, 2011
CNI Spring Task Force Meeting
“Is you, or ain’t you my constit-e-ents?”
- Homer Stokes (Oh Brother, Where Art Thou, 2000)

What is the easiest place to start research according to students?

- Library Databases
- Google

Source: ProQuest survey of student research habits, 2007
“Is you, or ain’t you my constit-e-ents?”
- Homer Stokes (Oh Brother, Where Art Thou, 2000)

Percentage of faculty rating these library roles as important in 2003, 2006, and 2009

Source: ITHAKA 2009 Faculty Survey, 2010
Percentage of faculty rating these library roles as important in 2003, 2006, and 2009

Source: ITHAKA 2009 Faculty Survey, 2010
“Is you, or ain’t you my constit-e-ents?”
- Homer Stokes (Oh Brother, Where Art Thou, 2000)

Starting Point for Research, identified by faculty in 2003, 2006, and 2009

Source: ITHAKA 2009 Faculty Survey, 2010
Herding frogs into the wheelbarrow
Herding frogs into the wheelbarrow

“A number of libraries around the world are making strides in bringing the researcher – faculty and student – back to the library as a first stop” (Burke, VALA 2010)
Herding frogs into the wheelbarrow

“A number of libraries around the world are making strides in bringing the researcher – faculty and student – back to the library as a first stop” (Burke, VALA 2010)
“A number of libraries around the world are making strides in bringing the researcher – faculty and student – back to the library as a first stop” (Burke, VALA 2010)

“Our goal, however, is to drive Google users to their local libraries” (Brooks/Gorrell, Charleston Advisor, Jan 2010)
“A number of libraries around the world are making strides in bringing the researcher – faculty and student – back to the library as a first stop” (Burke, VALA 2010)

“Our goal, however, is to drive Google users to their local libraries” (Brooks/Gorrell, Charleston Advisor, Jan 2010)
“A number of libraries around the world are making strides in bringing the researcher – faculty and student – back to the library as a first stop” (Burke, VALA 2010)

“Our goal, however, is to drive Google users to their local libraries” (Brooks/Gorrell, Charleston Advisor, Jan 2010)

“Bridging the gap between current library systems and today’s user expectations, Primo helps libraries reclaim their position as a preferred source for information discovery” (Ex Libris website, Feb 2011)
Really??

Ian Middleton, VP and GM, EBSCO UK (2010 ASA Conference)
Where is discovery happening?

Where JSTOR searches originated | 2010
“You can roll manure in powdered sugar, but it still don’t make it a jelly donut”
Where is discovery happening?

<table>
<thead>
<tr>
<th>Known Linking Partner Origins</th>
<th># Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Serials Solutions</td>
<td>1,173,425</td>
</tr>
<tr>
<td>SFX</td>
<td>1,109,827</td>
</tr>
<tr>
<td>RePEc</td>
<td>165,579</td>
</tr>
<tr>
<td>EBSCO A-Z</td>
<td>101,437</td>
</tr>
</tbody>
</table>
Where is discovery happening?

Google/Scholar: 36% (43,619,836)

JSTOR: 52% (64,463,975)

Other: 5% (6,306,496)

Library: 5% (6,306,496)

Known Linking Partners: 2% (2,825,833)

Top ‘Other’ Origins

<table>
<thead>
<tr>
<th>Origin</th>
<th># Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wikipedia</td>
<td>474,768</td>
</tr>
<tr>
<td>searchconduit.com</td>
<td>324,056</td>
</tr>
<tr>
<td><a href="http://www.ask.com">www.ask.com</a></td>
<td>202,684</td>
</tr>
<tr>
<td>search.aol.com</td>
<td>123,405</td>
</tr>
<tr>
<td><a href="http://www.experience7iirtny.com">www.experience7iirtny.com</a></td>
<td>95,534</td>
</tr>
<tr>
<td>search.mywebsearch.com</td>
<td>81,951</td>
</tr>
<tr>
<td>ecollege.com</td>
<td>73,035</td>
</tr>
<tr>
<td>Facebook</td>
<td>70,176</td>
</tr>
<tr>
<td>2010 JSTOR Usage Highlights</td>
<td></td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Total Significant Accesses</td>
<td>594,888,001</td>
</tr>
<tr>
<td>Articles Downloaded</td>
<td>74,901,344</td>
</tr>
<tr>
<td>Articles Viewed</td>
<td>112,751,906</td>
</tr>
<tr>
<td>Searches Performed</td>
<td>168,720,887</td>
</tr>
<tr>
<td>Inbound Links from Licensed Partners</td>
<td>13,013,904</td>
</tr>
<tr>
<td>Inbound Links from Google/Scholar</td>
<td>157,903,053</td>
</tr>
</tbody>
</table>
Hmmmm ....

<table>
<thead>
<tr>
<th><strong>2010 JSTOR Usage Highlights</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Significant Accesses</td>
<td>594,888,001</td>
</tr>
<tr>
<td>Articles Downloaded</td>
<td>74,901,344</td>
</tr>
<tr>
<td>Articles Viewed</td>
<td>112,751,906</td>
</tr>
<tr>
<td>Searches Performed</td>
<td>168,720,887</td>
</tr>
<tr>
<td>Inbound Links from Licensed Partners</td>
<td>13,013,904</td>
</tr>
<tr>
<td>Inbound Links from Google/Scholar</td>
<td>157,903,053</td>
</tr>
<tr>
<td>Metric</td>
<td>Value</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Total Significant Accesses</td>
<td>594,888,001</td>
</tr>
<tr>
<td>Articles Downloaded</td>
<td>74,901,344</td>
</tr>
<tr>
<td>Articles Viewed</td>
<td>112,751,906</td>
</tr>
<tr>
<td>Searches Performed</td>
<td>168,720,887</td>
</tr>
<tr>
<td>Inbound Links from Licensed Partners</td>
<td>13,013,904</td>
</tr>
<tr>
<td>Inbound Links from Google/Scholar</td>
<td>157,903,053</td>
</tr>
</tbody>
</table>
Push; don’t pull
The goal should not be about trying to bring the researcher back to the library; the goal should be how do we better bring the local library resources to the researcher from wherever they happen to begin their research (including Google)
How much of a priority is each of the following functions in your library? Please use the 6 to 1 scales below where a "6" equals "high priority" and a "1" equals "not at all a priority." Please circle one number for each item below.

- Building or maintaining local discovery resources (websites, catalogs, information guides, finding aids, etc.)
- Creating and/or implementing new discovery tools that integrate access to both local resources and resources from outside providers
- Facilitating discovery through outside resources (databases, search engines, subject guides, etc.)

Bar chart showing prioritization levels for each function across different libraries.
“Virtuous circle of access”
“Virtuous circle of access”

“Virtuous circle of access”

“Virtuous circle of access”


- Discovery should be organized around users rather than collections or systems
“Virtuous circle of access”


- Discovery should be organized around users rather than collections or systems.
- Users are successfully discovering relevant resources through non-library systems (e.g. general web searches, social networking applications). We need to make sure that items in our collections and licensed resources are discoverable in non-library environments.
Discovery should be organized around users rather than collections or systems.

Users are successfully discovering relevant resources through non-library systems (e.g. general web searches, social networking applications). We need to make sure that items in our collections and licensed resources are discoverable in non-library environments.

Making collections discoverable requires optimizing for access by local and non-local user populations; being good stewards of our collections means participating in cooperative ventures that provide broad access to our collections.
“The real act of discovery is not in finding new lands, but in seeing with new eyes” - Marcel Proust
“The real act of discovery is not in finding new lands, but in seeing with new eyes” - Marcel Proust

- If we can more effectively reach the users at the place(s) where they choose to begin their research, then we can begin to more effectively build their awareness of the resources that the institution has licensed/purchased for their use.
“The real act of discovery is not in finding new lands, but in seeing with new eyes” - Marcel Proust

- If we can more effectively reach the users at the place(s) where they choose to begin their research, then we can begin to more effectively build their awareness of the resources that the institution has licensed/purchased for their use.

- The JSTOR local discovery integration (LDI) pilot study will attempt to measure changes in the student/faculty research experience by ‘embedding’ the institution’s selected web-scale discovery service in strategically-selected places in the JSTOR interface where – we believe – the user would naturally want to ‘cast a wider net’ for discovery.
JSTOR-Summon Local Discovery Integration

Search Results

arizona arroyo erosion

Search within these results

SHOWING 1–25 OF 649

Sort by | Relevance | Display 25 per page | GO | MODIFY SEARCH

Search: arizona arroyo erosion

Save Citation | Email Citation | Export Citation | Track Citation

Select/unselect all

1. Historical Rainfall Patterns and Arroyo Activity within the Zuni River Drainage Basin, New Mexico
   Robert C. Balling, Jr., Stephen G. Wells
   PDF | Summary

2. San Vicente Arroyo
   John J. Alford
   Annals of the Association of American Geographers, Vol. 72, No. 3 (Sep., 1982), pp. 398-403
   PDF | Summary

3. Arroyo-Cutting and Filling
   Ernst Antevs
   PDF | Summary
JSTOR-Summon Local Discovery Integration
JSTOR Local Discovery Integration (LDI) Pilot
March 2011: Initiated JSTOR-Summon (SerialsSolutions) pilot with Arizona State Univ., North Carolina State Univ., and Univ. Sydney
JSTOR Local Discovery Integration (LDI) Pilot

- **March 2011**: Initiated JSTOR-Summon (SerialsSolutions) pilot with Arizona State Univ., North Carolina State Univ., and Univ. Sydney

- **April 2011**: Begin JSTOR-Primo (Ex Libris) pilot with Vanderbilt Univ., Northwestern Univ., and Oxford Univ.
JSTOR Local Discovery Integration (LDI) Pilot

- **March 2011**: Initiated JSTOR-Summon (SerialsSolutions) pilot with Arizona State Univ., North Carolina State Univ., and Univ. Sydney
- **April 2011**: Begin JSTOR-Primo (Ex Libris) pilot with Vanderbilt Univ., Northwestern Univ., and Oxford Univ.
- **May 2011**: Begin JSTOR-EDS (EBSCO) pilot with three institutions (invitations have been extended)
JSTOR Local Discovery Integration (LDI) Pilot

- **March 2011**: Initiated JSTOR-Summon (SerialsSolutions) pilot with Arizona State Univ., North Carolina State Univ., and Univ. Sydney
- **April 2011**: Begin JSTOR-Primo (Ex Libris) pilot with Vanderbilt Univ., Northwestern Univ., and Oxford Univ.
- **May 2011**: Begin JSTOR-EDS (EBSCO) pilot with three institutions (invitations have been extended)
- **June 2011**: Share initial results of pilot(s) with library community at ALA Annual meeting
JSTOR Local Discovery Integration (LDI) Pilot

- **March 2011**: Initiated JSTOR-Summon (SerialsSolutions) pilot with Arizona State Univ., North Carolina State Univ., and Univ. Sydney
- **April 2011**: Begin JSTOR-Primo (Ex Libris) pilot with Vanderbilt Univ., Northwestern Univ., and Oxford Univ.
- **May 2011**: Begin JSTOR-EDS (EBSCO) pilot with three institutions (invitations have been extended)
- **June 2011**: Share initial results of pilot(s) with library community at ALA Annual meeting
- **September 2011**: Begin Phase II of pilot(s), incorporating feedback from Phase I
JSTOR Local Discovery Integration (LDI) Pilot

- **March 2011**: Initiated JSTOR-Summon (SerialsSolutions) pilot with Arizona State Univ., North Carolina State Univ., and Univ. Sydney
- **April 2011**: Begin JSTOR-Primo (Ex Libris) pilot with Vanderbilt Univ., Northwestern Univ., and Oxford Univ.
- **May 2011**: Begin JSTOR-EDS (EBSCO) pilot with three institutions (invitations have been extended)
- **June 2011**: Share initial results of pilot(s) with library community at ALA Annual meeting
- **September 2011**: Begin Phase II of pilot(s), incorporating feedback from Phase I
- **January 2012**: Evaluate Phase II and decide upon next steps