Implementing Web-Scale Discovery in an Academic Research Library

Tammy Allgood, Web Services Librarian
Arizona State University
Outline

• Why Web-Scale Discovery
• Usability Testing @ ASU
• System Criteria
• Implementation
• Marketing
• Usage
• Feedback
Arizona State University

- Almost 70,000 FTE
- Multidisciplinary programs
- Online Course growth
Usability Testing

• November 2008
  – Tammy Allgood, Web Services Librarian
  – Evaluation of library web site home page

• July 2009
  – Tammy Allgood, Web Services Librarian and Cindi Farmer, Provost Web and Publication Design Group
  – Evaluation of MyASU student portal search box
Interfaces Tested
Methodology

- Participants were asked 4 questions about library research and then asked to complete 12 tasks.
- Tasks were written to simulate the types of information needs students have when coming to the ASU Libraries website.
- The students were observed directly and asked to perform a cognitive walkthrough, verbally explaining their decisions as they attempted to complete the tasks.
- Completion of tasks are measured on the following scale:
  - Unsuccessful.
  - Successful with extra effort.
  - Successful.
Summary of Observed Behavior

• Users often go to "Online Catalog" first thinking it is searching all of the Library resources (and don't get results for journal articles).

• Users don't know what database to go to for articles.

• The research-savvy users who have past experience with Google Scholar and used it found most things quickly.

• There is general user dissatisfaction with the distributed nature of library systems.
Web-Scale Discovery System
Criteria

• Implementation time (workflow impact)
• Comprehensive content coverage
• Licensed content negotiation & contracts
• Catalog integration
• Programmatic access to data (API)
• Privileged local content in search results (show local content first)
• Allows local repository content
• Portal integration
• Non-Federated
<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation time (workflow impact)</td>
<td>Low (low disruption)</td>
</tr>
<tr>
<td>Comprehensive content coverage</td>
<td>High coverage</td>
</tr>
<tr>
<td>Licensed Content Negotiation &amp; Contracts</td>
<td>Serials Solutions have our holdings (easy implementation)</td>
</tr>
<tr>
<td>Catalog integration</td>
<td>Indexed by Summon (6 week startup)</td>
</tr>
<tr>
<td>Programmatic access to data (API)</td>
<td>High</td>
</tr>
<tr>
<td>Privileged local content in search results</td>
<td>Yes</td>
</tr>
<tr>
<td>Allows local repository content</td>
<td>Yes</td>
</tr>
<tr>
<td>Portal integration</td>
<td>Yes</td>
</tr>
<tr>
<td>Federated</td>
<td>No</td>
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</table>
Implementation Team

- Web Services Librarian
- Metadata Librarian
- Cataloger
- Head of Bibliographic and Metadata Services
- ILS Admin
- Media Production Manager
- Marketing Director
Implementation

- Purchased product – 8/09
- Name/Icon Testing – 9/09
- Library Staff Info Sessions – 10/09
- Provost Committee Info Presentation – 10/09
- Internal Beta Testing – October
- Beta Release - 11/11/09
- Post Beta User Testing – 11/09-12/09
- Library Staff Training Sessions – 1/10
- Full Release - 1/5/10
<table>
<thead>
<tr>
<th>Task Name</th>
<th>Start</th>
<th>Finish</th>
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</thead>
<tbody>
<tr>
<td>Workflow Management</td>
<td>Tue 8/18/09</td>
<td>Wed 8/26/09</td>
</tr>
<tr>
<td>Create Export Search</td>
<td>Tue 8/18/09</td>
<td>Tue 8/25/09</td>
</tr>
<tr>
<td>Edit Current Cataloguing Workflow to account for no deletions in million</td>
<td>Tue 8/18/09</td>
<td>Wed 8/25/09</td>
</tr>
<tr>
<td>Remove item deletion permissions in million</td>
<td>Tue 8/18/09</td>
<td>Thu 8/20/09</td>
</tr>
<tr>
<td>Set up workflow to run search, output Marc, and purge</td>
<td>Tue 8/18/09</td>
<td>Tue 8/25/09</td>
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<tr>
<td>Data Mapping</td>
<td>Tue 8/18/09</td>
<td>Wed 10/14/09</td>
</tr>
<tr>
<td>Determine which records should not be included in Summon</td>
<td>Tue 8/18/09</td>
<td>Wed 8/25/09</td>
</tr>
<tr>
<td>Map Marc Fields in Catalog to Summon Search Fields</td>
<td>Tue 8/18/09</td>
<td>Wed 9/2/09</td>
</tr>
<tr>
<td>Map Locations</td>
<td>Fri 10/2/09</td>
<td>Wed 10/14/09</td>
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<tr>
<td>Configuration</td>
<td></td>
<td></td>
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<tr>
<td>Sent Configuration Data to Serial Solutions</td>
<td>Sat 3/21/09</td>
<td>Mon 3/30/09</td>
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<tr>
<td>Export all records</td>
<td>Tue 8/18/09</td>
<td>Wed 8/25/09</td>
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<tr>
<td>FTP records to Serial Solutions</td>
<td>Wed 8/26/09</td>
<td>Mon 8/31/09</td>
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<tr>
<td>Index Content</td>
<td>Wed 9/9/09</td>
<td>Fri 10/9/09</td>
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<tr>
<td>Web Site Integration</td>
<td></td>
<td></td>
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<tr>
<td>Implementation of User Feedback</td>
<td>Fri 9/18/09</td>
<td>Fri 10/9/09</td>
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<tr>
<td>MyASU Integration</td>
<td>Wed 11/11/09</td>
<td>Mon 11/11/10</td>
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<tr>
<td>Toolbar Integration</td>
<td>Wed 11/11/09</td>
<td>Mon 11/11/10</td>
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<tr>
<td>Live Web Site Integration</td>
<td>Mon 1/4/10</td>
<td>Mon 1/11/10</td>
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<td>Blackboard integration</td>
<td></td>
<td></td>
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<tr>
<td>Facebook Application?</td>
<td>Fri 6/4/10</td>
<td>Fri 7/23/10</td>
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<td>LibGuides Widget</td>
<td>Tue 2/9/10</td>
<td>Mon 3/29/10</td>
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<td>User Testing</td>
<td>Mon 8/24/09</td>
<td>Fri 12/18/09</td>
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<tr>
<td>Poll Users for new name for Summon Search Service</td>
<td>Mon 8/24/09</td>
<td>Fri 8/23/09</td>
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<tr>
<td>Name/icon Testing</td>
<td>Tue 9/15/09</td>
<td>Tue 9/22/09</td>
</tr>
<tr>
<td>Internal Beta Testing</td>
<td>Wed 10/14/09</td>
<td>Fri 12/10/09</td>
</tr>
<tr>
<td>Provost Committee Testing</td>
<td>Wed 10/28/09</td>
<td>Fri 11/6/09</td>
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<tr>
<td>Pre Beta User Testing</td>
<td>Wed 10/21/09</td>
<td>Fri 11/6/09</td>
</tr>
<tr>
<td>Post Beta User Testing</td>
<td>Mon 11/23/09</td>
<td>Mon 12/7/09</td>
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<tr>
<td>Marketing and Promotion</td>
<td>Tue 8/18/09</td>
<td>Tue 8/3/10</td>
</tr>
<tr>
<td>Create icon for new search service</td>
<td>Tue 8/18/09</td>
<td>Mon 9/14/09</td>
</tr>
<tr>
<td>Provost Committee Info Presentation</td>
<td>Wed 10/28/09</td>
<td>Wed 10/23/09</td>
</tr>
<tr>
<td>Library Staff Info Presentation</td>
<td>Mon 10/5/09</td>
<td>Fri 10/15/09</td>
</tr>
<tr>
<td>Viral Promotion</td>
<td>Mon 10/12/09</td>
<td>Wed 11/11/09</td>
</tr>
<tr>
<td>Full Release Campaign</td>
<td>Mon 1/4/10</td>
<td>Tue 1/12/10</td>
</tr>
<tr>
<td>External publications and presentations</td>
<td>Mon 5/3/10</td>
<td>Tue 8/3/10</td>
</tr>
<tr>
<td>Collection Savings</td>
<td>Mon 2/1/10</td>
<td>Thu 4/1/10</td>
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</tbody>
</table>
Rebranding Summon
Student Advisory Committee

• Voted for “Library One Search”

• Quotes from students:
  – “I find it hilarious that both Library Single Search and Library Multi Search are in the running…”
  – “Questions: Why won't every single item be indexed? What would be the point of a search box such as this if every single item is not indexed? Don't you think this will create a black hole of items that will never be used or accessed?”
Coverage Information

• Electronic Serial coverage is tricky to calculate...
  97% of our 100 top accessed journals
• 91.28% of all electronic items with unique ISSNs
• http://www.serialssolutions.com/assets/publications/Summon-represented-titles.pdf
• “The Library One Search Searches most, but not all of our resources. If you are not finding what you expect or for a more comprehensive search, consult your subject librarian. They can assist you with other resources that are not included in the Library One Search.”
LibGuides

Library Research Made Easy

Some tips for doing effective library research

Last update: Sep 14th, 2010  URL: http://libguides.asu.edu/LibraryResearchMadeEasy

Videos and Tutorials  Finding Topics  Finding Keywords  Using Connectors (And, Or, Not)  Research Starters

General Research Databases  Subject Research Databases  Citing Sources

Library One Search

Find most ASU Libraries' books, articles from newspapers, journals, magazines and more – with just one search!

library one search

Search Library

Article Databases

Those databases are the best places to start.

Academic Search Premier

This is a great starting place for any topic. It covers all subject areas, includes articles from both popular magazines and scholarly journals, and has loads of full text. Depending on the topic, many students will get all they need from Academic Search Premier.

Finding Articles using Academic Search Premier/Ebscohost

View this brief tutorial on how to effectively search this database:

Opposing Viewpoints Resource Center

This database is especially useful if you are still deciding which topic to research. You can either browse the most popular topics from the first screen, or you can search by keyword. The most helpful feature of Opposing Viewpoints is it provides essays supporting differing points of view for each topic. All of the essays are available full text.

It also provides other useful fact-filled information about each issue such as relevant articles from encyclopedias, magazines and scholarly journals. Use the tabs at the top of your search results to find these.

CG Researcher

CG Researcher is an excellent source for comprehensive background information on current issues in the news. It's the most reliable place to find balanced, unbiased overviews. These reports are meant to educate rather than influence researchers.

Need Help?

Get help online from a reference librarian via email or IM.

Ask a Librarian

Helpful Handouts

- Article Types Handout
- Critically Evaluating Web Resources
- Online Search Tips Handout

Toolbar
Marketing
Internal Marketing

Summon @ ASU
User Feedback

• Web Site Survey
• 190 users
• Incentive – book store gift certificates
User Feedback

With which ASU college are you affiliated (e.g., your major)?

[Pie chart showing various college affiliations with different colors and labels.]
User Feedback

Have you used the Library One Search?

- Yes
- No
Is the Library One Search a positive addition to the current library services?
How satisfied are you with the Library One Search?
Post Implementation User Testing and Research
Results

• Currently collecting
  – Remote sessions
  – Office observations
  – Online course research

• Obvious differences between students and faculty
  – Journal and known item searches

• Future publication
Future of Web Scale Discovery

• Enduring
• Improving
• Built upon solid foundations
• Competition
Acknowledgements

- Fred McIlvain – ILS Admin
- Matt Harp – Media Production Manager, Logo Design
- Joe Altimus – Metadata Librarian
- Jennifer Duvernay – Marketing Director
- Becky Uhl - Cataloging Librarian
- Marcia Anderson – Head of Bibliographic and Metadata Services
- Phil Konomos – Head of Informatics and CyberInfrastructure Services
- Anali Perry – Asst. Librarian, Data Collection