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## How Do We Assess this Mess? Assessing Webscale Discovery at FIU and UNF

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# How Do We Assess this Mess?

Assessing Webscale Discovery at  
FIU and UNF

# Background Information

- In July of 2011, the Florida Virtual Library provided the option of placing the Primo Central Index underneath the Mango Catalog Interface.
- In July of 2012, Florida International University decided to “activate” this feature of Mango to trial our first use of a Web Scale Discovery system.

The screenshot shows the Mango Catalog search interface. At the top, there are navigation tabs for 'Books and Articles', 'Books', 'Articles', 'E-Journals', and 'Course Reserves'. Below these is a search bar with the text 'global warming' and a dropdown menu set to 'Anywhere'. The search results page displays the following information:

- Search: 'global warming': We found 372,312 matching items at FIU, 257,857 of these are available online. Show 4,914 items that you can request statewide (what's this?)
- Limit by: Publication Year or Popular Format
- Narrow Results By:  Items with full text online,  Articles from scholarly publications, including peer-review,  Books in the library
- Format:
  - Article (172,249)
  - Newspaper Article (168,601)
  - Peer Reviewed (107,998) show more...
- Subject: Topic:
  - Global warming (43,520)
  - Climate Change (20,962)
  - Air Pollution (14,337) show more...

The main result is for the book '1. Global warming' by Seymour Simon. The author is Seymour Simon, published in New York by Collins in 2010. The summary states: 'Provides an introduction to the causes and effects of global warming and climate change.' The book is available in the FIU Green Lib Curriculum Coll Juvenile Collection - 2nd Fl. The call number is QC981.8.G56 S5498 2010. The interface includes options to 'Add All', 'Results/page: 10', 'Sort By: Relevance', and 'SHARE'.

# Implementation of PCI/Mango

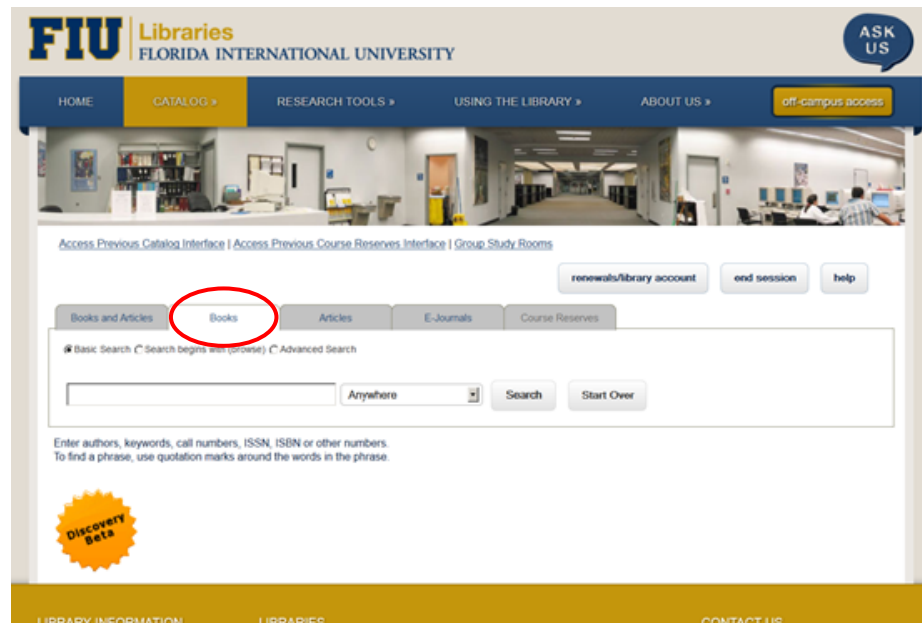
- Informed FLVC that we would like to implement Primo Central Index in our library on a trial basis
- Set up our profiles within the Primo Central Index Administration Module.
- Made the “Books and Articles” tab, with the Primo Central Index, the default tab for searching the catalog.
- Included a "Discovery Beta" seal to let our users know of the new service.

The screenshot displays the 'My Profile > Edit Client Resources' page for Florida International University. It shows a list of resource collections with columns for 'Resource Name', 'Requires Subscription for', and 'Added On'. The 'SpringerLink' collection is highlighted. Below the list, there are navigation tabs for 'Books and Articles', 'Books', 'Articles', 'E-Journals', and 'Course Reserves'. The 'Books and Articles' tab is selected, and the search interface is visible, including a search box, a dropdown menu set to 'Anywhere', and 'Search' and 'Start Over' buttons. A 'Discovery Beta' seal is located in the bottom left corner of the interface.

Resource Name	Requires Subscription for	Added On	
<input type="checkbox"/> Springer Protocols	Delivery	08/09/2012	Show Info+
<input checked="" type="checkbox"/> SpringerLink Book Series - All	Delivery	04/06/2011	Show Info+
<input checked="" type="checkbox"/> SpringerLink Books - All	Delivery	04/06/2011	Show Info+
<input checked="" type="checkbox"/> SpringerLink Journals	Delivery	04/06/2011	Show Info+
<input checked="" type="checkbox"/> SpringerOpen	Delivery	08/22/2012	Show Info+

# Initial Problems and Changes

- Too much information!!!
- Changed the default tab to "Books" instead of "Books and Articles".



# Google Analytics

- Florida Virtual Library collects Google Analytics for Mango.
- When reviewing the statistics from August – January, I was especially interested in the statistics after we had moved the default tab back to books:
  - Books = 450,602 page views
  - Books and Articles (PCI and Catalog) = 145,094 page views
  - Articles (PCI Only) = 245,406 page views
  - E-Journals = 37,639 page views
  - Total = 878,471
- These numbers show that our users clicked on the Primo Central Index Tabs 45% of the time.

# User Focus Groups

- The Google Analytics shows that our users are clicking on these tabs and performing searches but we cannot determine whether this kind of service is helpful to their research.
- To gather this information we are assembling three focus groups: undergraduates, graduates, and faculty.
- We will ask three questions:
  - What do you use the catalog for? Books? Articles? Both?
  - Have you used the Books and Articles or Articles (only) tabs? If so, did you find useful information?
  - What do you think of having one place to search both books and articles?

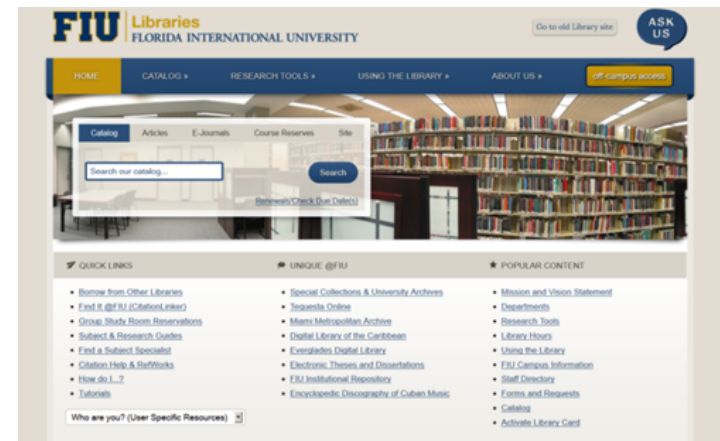
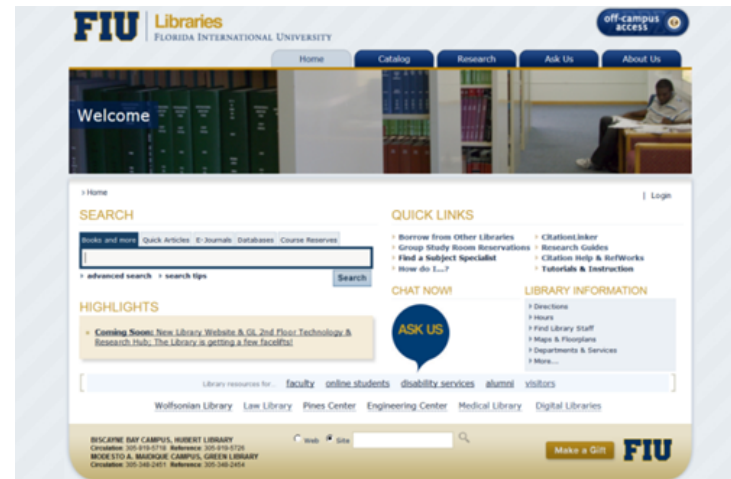
# Task Analysis

- In addition to the Focus Groups we are also going to performing one on one task analysis with randomly selected users.
- By doing this task analysis we hope to find out if and how our users are using the Webscale Discovery option.
- Questions:
  - Where would you go to search for an article?
  - How would you narrow down your search in the catalog?
  - Where would you go to search both books and articles?



# Roadblocks to Assessment

- Change in administration
- Focus on website redesign.
- Low Priority
- Change from FCLA to FLVC



# Next Steps

- Review results of the User Focus Groups and Task Analysis
- Bring results to our Information & Research Services Department to determine if:
  - We want to continue with Primo Central Index under the Mango interface OR
  - Start researching other WSD options for FIU.
- Stay alert for the recommendation from the state on a statewide discovery service.
- After a year, check our vendor provided usage statistics to see if there are any noticeable increases in usage.

How do I figure "it" out?

How do I measure impact?

Which method is the best?

What Am I Doing?

Am I dealing with real numbers?

How do I analyze non-Counter reports?

Will there ever be a standard method of measurement?

UNF OneSearch Result List search - Moodle Admin

File Edit View History Bookmarks Tools Help


UNF OneSearch Result List search


http://www.ebscohost.com/ehd/.../searchResults.aspx


Most Visited: Getting Started Dictionary.com Find L... University of North Fla... EZproxy Administration Library Instruction Cal... UNF - Information Tec... Oprey Connecto - T...


Reviews (311,207) Show More

Subject  
 Publisher  
 Publication  
 Language  
 Geography  
 Location  
 Collection  
 Content Provider

3.  **Learning speed and accuracy using aPlex7 Adobe AIR**  
 Ed: Al, Abbas, Olan, Birmingham : Packt Pub. Ltd., 2011. 01/01/2011 v. 226 p. : **Language:** English  
 An electronic book accessible through the World Wide Web; click to view.  
 Subjects: Web **search** engines; Internet searching; Electronic books  
 Database: UNF eBook Collection  
 Add to folder

4.  **When does repeated **search** in scenes involve memory? Looking at versus looking for objects in scenes**  
 Ed: Helms, L. H., Wolff, Jeremy R. ; Journal of Experimental Psychology: Human Perception and Performance, Vol 38(1), Feb, 2012, pp. 23-41. [Journal Article]  
 One might assume that familiarity with a scene or previous encounters with objects embedded in a scene would benefit subsequent **search** for those items. However, in a series of experiments we show...  
 Subjects: Episodic Memory; Visual Perception; Visual **Search**; Male; Female  
 Database: PSCARTICLES  
 Add to folder  
 HTML Full Text PDF Full Text (2240)

5.  **Advanced **Search** in Retreat**  
 Online, 2012 Mar-Apr; 36 (2): 43-6. (Journal article - pictorial) ISSN: 0146-0422  
 Subjects: Internet; Information Retrieval; **Search** Engines  
 Database: CINAHL Plus with Full Text  
 Add to folder  
 HTML Full Text PDF Full Text (1598)

6.  **Professional Microsoft **search** [electronic resource] : FAST **search**, SharePoint **search**, and **Search** Server / Mark Bennett ... [et al.]**  
 Indianapolis, Ind. : Wiley, c2010. 01/01/2010 ebook, 464 p. : **IL** ; 24 cm. Language: English  
 An electronic book accessible through the World Wide Web; click to view.  
 pt. 1. Introduction -- pt. 2. Implementing **search** -- pt. 3. Implementing **search** with ESP -- pt. 4. Enterprise **search** 2.0.  
 Subjects: Microsoft SharePoint [Electronic resource]; Query languages (Computer science) -- Computer programs; Management information systems; Internet programming; **Search** engines -- Computer programs; Internet searching -- Computer programs; Electronic books.  
 Database: UNF eBook Collection  
 Add to folder

Impact.xlsx - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View

Clipboard Font Alignment Number Styles

20% - Accent... 20% - Accent... 20% - Accent... 20% - Accent... 20% - Accent... 20% - Accent... 20% - Accent... 20% - Accent...

Month	Database	2010	2011	2012	
1	Month	Database	2010	2011	2012

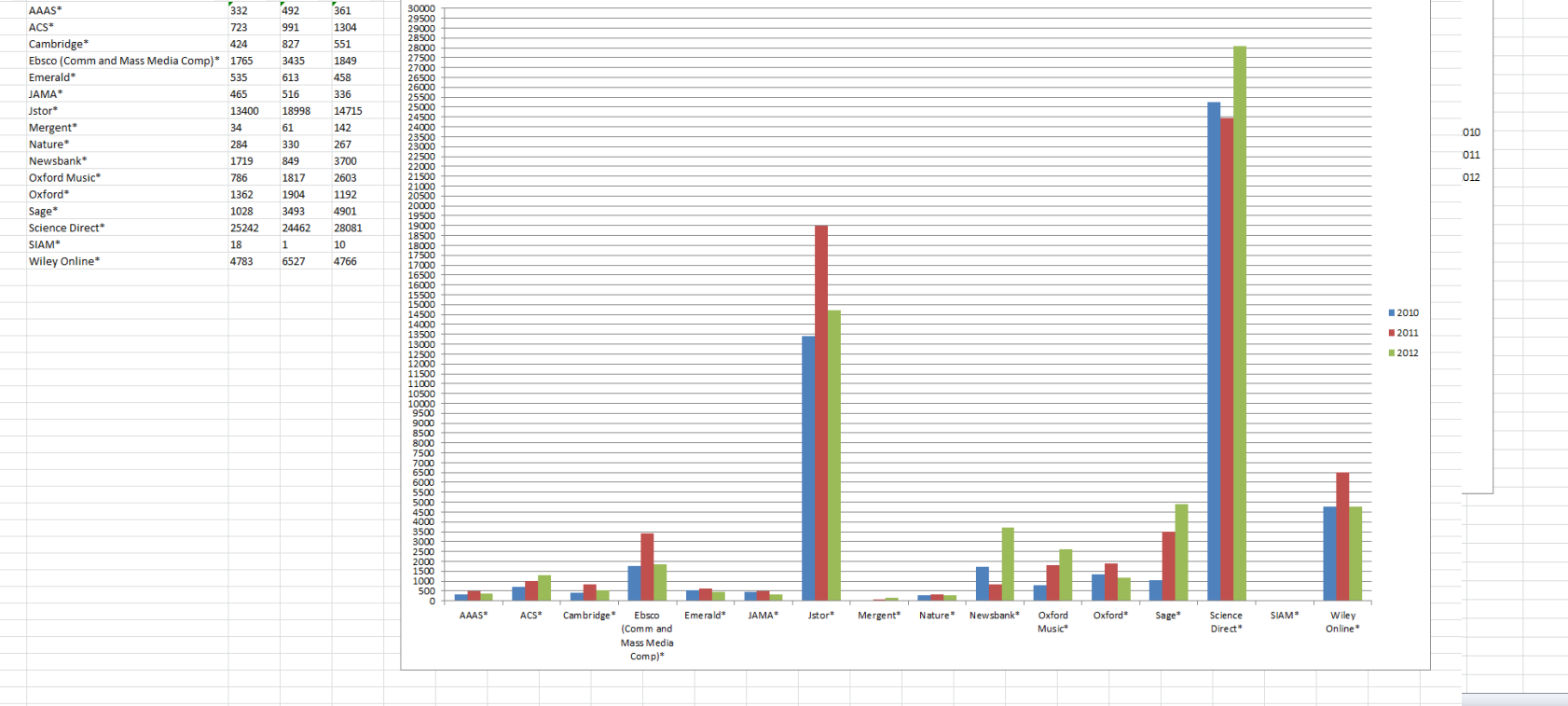
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Clipboard Font Alignment Number Styles

20% - Accent... 20% - Accent... 20% - Accent... 20% - Accent... 20% - Accent... 20% - Accent... 20% - Accent...

Month	Database	2010	2011	2012	
1	Month	Database	2010	2011	2012



Database	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
EBSCO	870	332	799	1492	1611	288	1584	2428	1391	1800	331	1058	13,984
eBook Collection (Preview)	141	60	145	113	274	360	132	138	240	253	98	255	2,209
ERIC	181	349	665	672	585	139	659	741	527	440	26	91	117
Historical Abstracts	121	8	76	124	145	44	443	95	149	148	55	345	1,560
MEDLINE	0	0	12	56	201	22	89	110	148	106	123	202	1,237

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Landing Pages

Exit Pages

Site Speed

Site Search

Events

AdSense

Experiments

In-Page Analytics

Conversions

Help

Content Overview

Help center

Pages

Oct 1, 2011 - Dec 31, 2012

Advanced Segments Email Export Add to Dashboard Shortcut

% of pageviews: 100.00%

Explorer Navigation Summary In-Page

Site Usage

Pageviews vs. Select a metric

Day Week Month

Pageviews



Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
<b>767,427</b>	<b>577,517</b>	<b>00:01:44</b>	<b>110,452</b>	<b>25.10%</b>	<b>14.39%</b>	<b>\$0.00</b>
<small>% of Total: 100.00% (767,427)</small>	<small>% of Total: 100.00% (577,517)</small>	<small>Site Avg: 00:01:44 (0.00%)</small>	<small>% of Total: 100.00% (110,452)</small>	<small>Site Avg: 25.10% (0.00%)</small>	<small>Site Avg: 14.39% (0.00%)</small>	<small>% of Total: 0.00% (\$0.00)</small>

Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default advanced

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. UNF OneSearch: Basic Search	32,777	29,959	00:00:51	6,919	11.55%	11.23%	\$0.00
2. UNF OneSearch: Advanced Search	12,575	11,191	00:00:48	285	8.42%	5.80%	\$0.00
3. EBSCOhost Discovery Service: Basic Search	11,720	10,499	00:00:49	2,164	12.52%	11.37%	\$0.00
4. EBSCOhost Discovery Service: Advanced Search	4,075	3,654	00:00:46	55	3.64%	5.64%	\$0.00
5. UNF OneSearch	895	627	00:00:52	12	8.33%	5.47%	\$0.00
6. UNF OneSearch: Result List: &quot;spinal stenosis&quot;	776	548	00:02:17	92	2.17%	5.93%	\$0.00
7. UNF OneSearch: Result List	690	628	00:01:30	465	38.06%	33.19%	\$0.00
8. UNF OneSearch: Result List: abortion	509	341	00:01:21	91	6.59%	7.07%	\$0.00

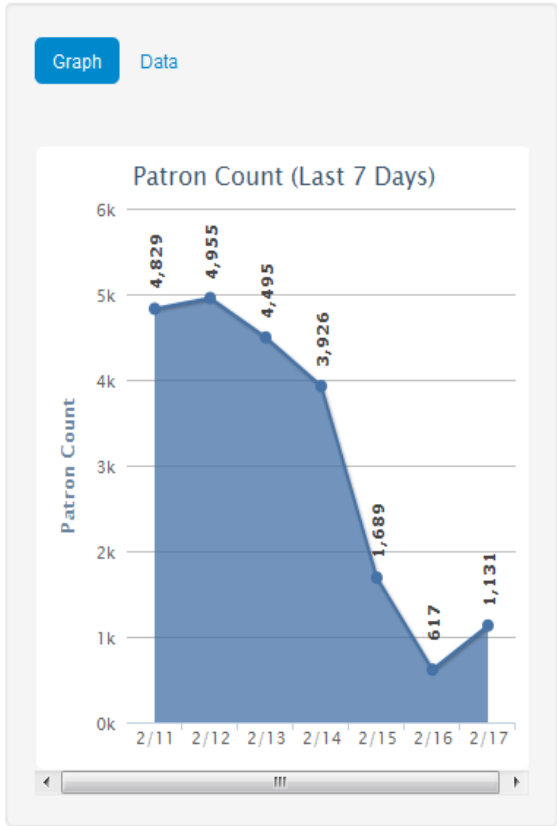
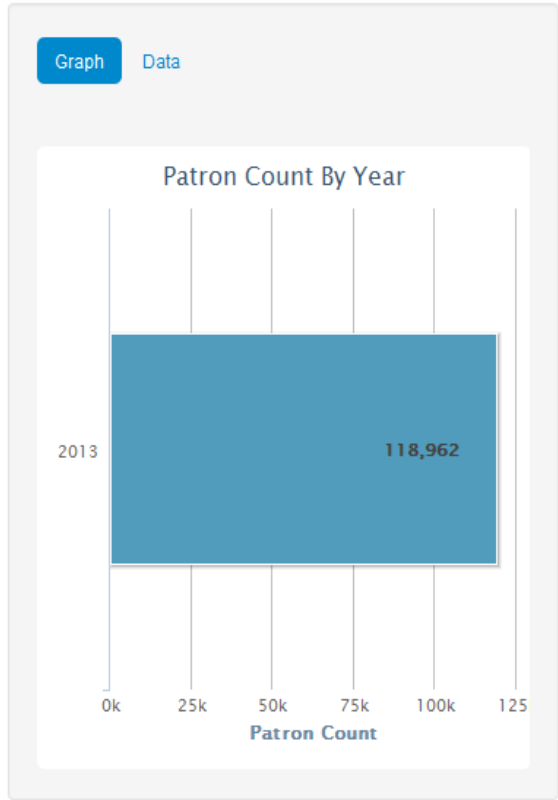


# Thomas G. Carpenter Library Statistics Dashboard

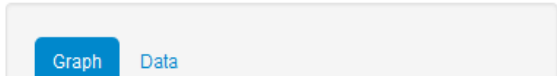
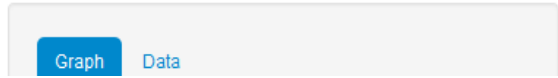


- Patron Counter
- Lab Usage
- Electronic Discovery
- LibAnswers

Patron Counter Data	
Year-to-Date Count	118,962
Month-to-Date Count	132,135
Week-to-Date Count	16,810
Today's Count	1,345

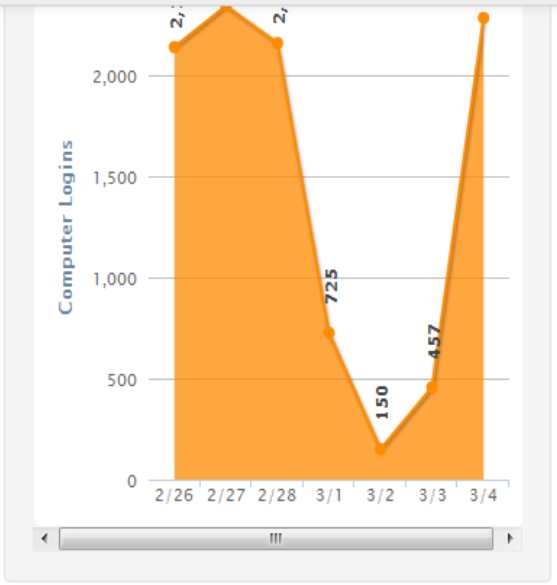
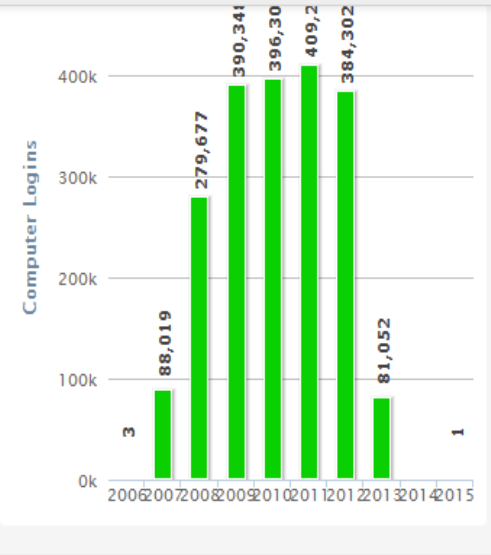


## Computer Lab Usage



Patron Counter Lab Usage Electronic Discovery LibAnswers

Today's Count	81
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Electronic Discovery	
Year-to-Date Count	
Month-to-Date Count	
Week-to-Date Count	
Today's Count	

[Graph](#) [Data](#)

[Graph](#) [Data](#)

LibAnswers	
Year-to-Date Count	
Month-to-Date Count	
Week-to-Date Count	
Today's Count	

[Graph](#) [Data](#)

[Graph](#) [Data](#)





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