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## Building the Next Successful Library Discovery Tool

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# Building the Next Successful Library Discovery Tool

Jeremy Hall & Michael Kucsak

# Expectations

- Traditional View
  - Focus on sources
  - A place to put everything
  - Traditional search methodology
- Progressive View
  - Focus on Results
  - Increased downloads
  - More diverse results
  - Reduced ILL
- Student View
  - Focus on simplicity
  - “It’s about time”

# Implementation

- Purpose of a Discovery Tool
  - Find Stuff
    - Coverage is critical
  - Get Stuff
    - Content Delivery is critical
- **Everything else is secondary!**



## Tables

Table 1. Search results for solar power: Mango/PC\*

Title	Format	Year	Abstract	Images	Full Text
Solar Power	Book	1999	Yes	No	N/A
Harnessing Solar Power: the photovoltaics challenge	ebook	1990	No	No	Fail
Solar power: hearing before the subcommittee....	ebook/ Govdoc	1988	No	No	Fail
Solar Power Satellites: the emerging energy option	ebook/Book	1994	No	No	Fail
Utility-scale solar power: opportunities and obstacles....	ebook/Book	2008	No	No	Success
Concentrating solar power: paths to the future...	Book	1998	No	No	N/A
Solar powering your community: a guide....	ebook/ Govdoc	2009	No	No	Success
Solar power and fuels: proceedings	ebook/Book	1977	No	No	Fail
Solar-powered outdoor/landscape lights	Book	1993	No	No	N/A
The solar power satellite concept	Book	1979	No	No	N/A

Links to Mango/PC results were not included since they do not resolve after the original session has expired.

Table 2. Search results for solar power: EBSCO

Title	Format	Year	Abstract	Images	Full Text
Solar Power	Electronic article	2009	Yes	Yes	Success
Solar Photovoltaic Report: Edition 6 - 2009.	Academic Journal	2009	Yes	No	N/A
Ground-based Pe5 ULE wave power: Solar wind speed and MLT dependence	Academic Journal	2009	Yes	No	N/A
Solar multiple optimization for a solar-only thermal power plant, using oil as heat transfer fluid in the parabolic trough collectors	Academic Journal	2009	Yes	No	N/A
Early commercial demonstration of space solar power using ultra-lightweight arrays	Academic Journal	2009	Yes	No	N/A
SPV 2007 Solar Photovoltaic Report Edition 5 - 2007.	Report	2007	Yes	No	Success
SPV 2006 Solar Photovoltaic Report.	Report	2006	Yes	No	Success
100 W-class solar pumped laser for sustainable magnesium-hydrogen energy cycle.	Academic Journal	2008	Yes	Yes	Success
Online short-term solar power forecasting	Academic Journal	2009	Yes	No	N/A
Economic analysis of power generation from parabolic trough solar thermal plants for the Mediterranean region-A case study for the island of Cyprus	Academic Journal	2009	Yes	No	N/A
Examining potential benefits of combining a chimney with a salinity gradient solar pond for production of power in salt affected areas	Academic Journal	2009	Yes	No	N/A

Table 3. Search results for solar power: Summon

Title	Format	Year	Abstract	Images	Full Text
Solar Power	ejournal	2007	Yes	No	Success
SOLAR POWER	ejournal	2009	Yes	No	Success
Solar power	ejournal	2008	No	No	Success
Solar power	news	2011	Yes	No	N/A
Solar power	news	2011	Yes	No	Fail
Solar Power	news	2011	No	No	Fail
Solar power	ejournal	2009	Yes	No	N/A
SOLAR POWER	ejournal	2006	Yes	No	Success
Solar power	ejournal	2009	Yes	No	Success
Solar power	ejournal	2010	Yes	No	Fail

The screenshot shows the UNF OneSearch interface. At the top, there's a search bar with 'solar power' entered. Below it, the search results are displayed, showing a list of items with their titles, formats, and availability. The results include items like 'Solar Power [electronic resource (video)] : World's Toughest Fixes, Season 2 / National Geographic Television & Film', 'Semiconductors in Solar PV Power Systems to 2015 - Government Incentives and Feed-in Tariffs to Create Growth Potential for Semiconductors', and 'Concentrated Solar Power Market for product segment (Parabolic Trough, Tower, Fresnel and Dish Sterling) - Global Industry Analysis, Size, SI 2020'. The interface also includes filters for 'Refine Results' and 'Limit To'.

The screenshot shows the DARTMOUTH COLLEGE LIBRARY search results for 'solar power'. The interface displays 1,075,604 results sorted by relevance. The results list includes items such as 'Solar power: hearing before the Subcommittee on Energy and Power of the Committee on Energy and Commerce, House of Representatives, One Hundredth Congress, first session, on H.R. 2818 and H.R. 2858 ... October 7, 1987', 'Solar power satellites: the emerging energy option / editors, P.E. Glaser, F.P. Davidson, K.I. Ceigi', and 'Utility-scale solar power: opportunities and obstacles : field hearing before the Subcommittee on Energy and Environment, Committee on Science and Technology, House of Representatives, One Hundred Tenth Congress, second session, March 17, 2008'. The interface also includes filters for 'REFINE YOUR SEARCH', 'CONTENT TYPE', 'DISCIPLINE', 'PUBLICATION DATE', 'SUBJECT TERMS', 'LANGUAGE', and 'LIBRARY LOCATION'.

# Assessment: Successes

- Comparing Full Text Downloads
  - Searches don't matter
  - Fewer Searches, more documents
- Source Doesn't Matter (to students)



**Search Results: 1 - 30 of 1,206,775**

**1. GUN CONTROL ACT -- DOMESTIC VIOLENCE MISDEMEANANTS' FIRE CONTROL ACT TO PERMIT STATE COURT TO REMOVE DOMESTIC VIO**



Academic Journal

Harvard Law Review. May2014, Vol. 127 Issue 7, p2146-2153. 8p. , Database: Business Source C  
The article focuses on the U.S. court case *Coram v. State*, which dealt with the ban on firearms on

**Subjects:** FEDERAL government; FIREARMS -- Law & legislation -- United States; **GUN control violence -- Law & legislation**

[PDF Full Text](#) (5.5MB)

**2. Gun Control in the Third Reich : Disarming the Jews and 'enemies of the S**



eBook

By: Halbrook, Stephen P. Oakland, California : The Independent Institute. 2013. eBook. , Database

**Subjects:** SOCIAL SCIENCE / General; BUSINESS & ECONOMICS / Infrastructure; Jews--Legal

[eBook Full Text](#) [Download \(Offline\)](#)

[Table of Contents](#)

**4 Source Types**  
**17 Unique Sources**  
**6 Unique Databases**

**3. Gun control : a**



Book

By: Spitzer, ... Spitzer.  
xxvii, 333 p. : ill. ; 24

**Subjects:** Gun control -- United States; Firearms -- Law and legislation -- United States

[Retrieve Catalog Item](#)

**Location**

UNF Reference - 2nd floor Reference Collection

**4. Beyond Gun Control: Examining Neoliberalism, Pro-gun Politics and Gun**



Academic Journal

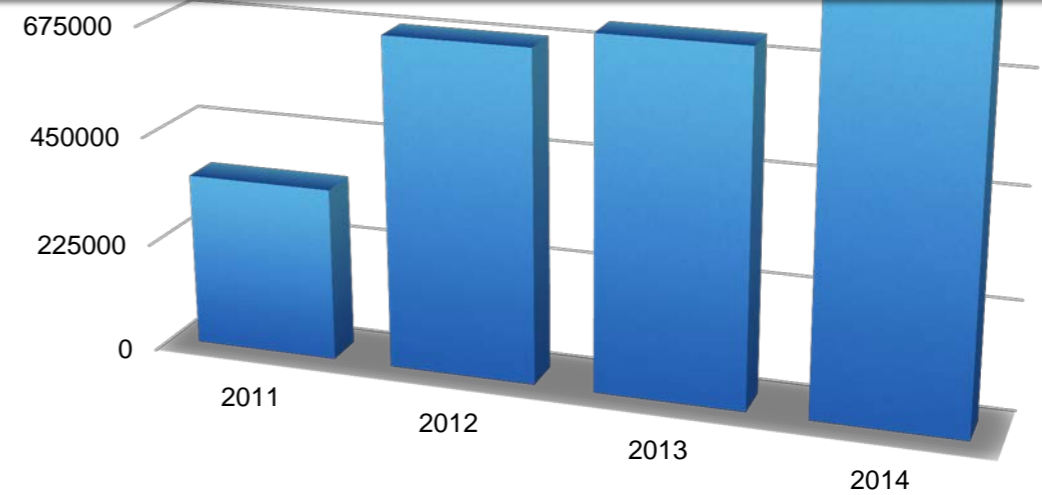
By: Esposito, Luigi; Finley, Laura L. *Theory in Action*, Apr2014, Vol. 7 Issue 2, p74-103, 30p; DOI  
Although the tragic shooting at Sandy Hook Elementary in Newtown, Connecticut prompted nation

**Subjects:** Individualism; Sandy Hook Elementary School Massacre, Newtown, Conn., 2012; **Gun**

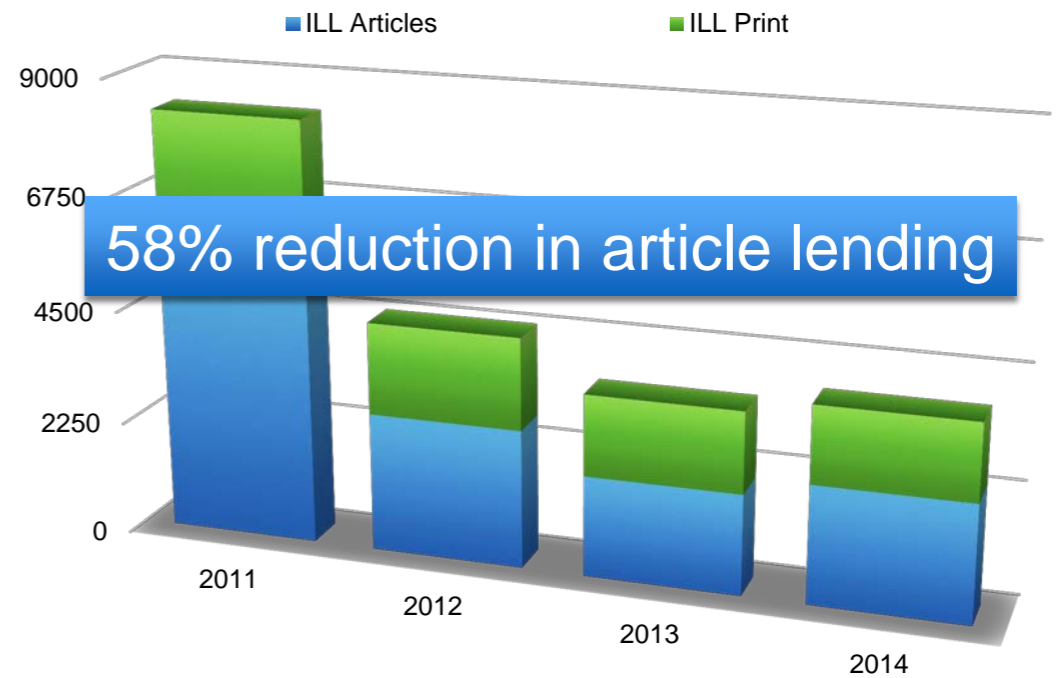
[PDF Full Text](#) (338KB)

**5. Guns in American Society : An Encyclopedia of History, Politics, Culture, a**

**+138% increase in full text downloads**



**58% reduction in article lending**



# Assessment: Failures

- Faculty Buy-in
  - Too many results
  - Too difficult to find specific titles
- Library Buy-in
  - Too difficult to find books
- Support Issues (100+ tickets/per year)

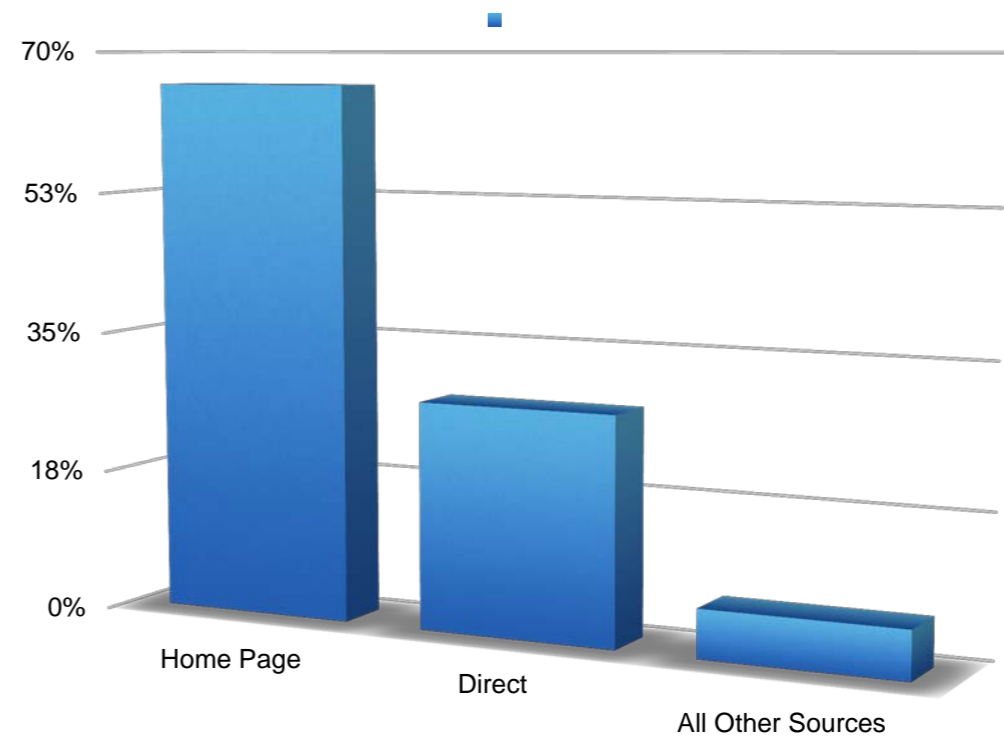




# EDS Entrances

How are users getting here?

- 25% of EDS traffic is direct
- **EDS traffic is x1.5 our Homepage traffic**



# Future Directions

- Client vs Patron (librarians vs patrons)
- We are middlemen and we must add value to justify our existence. That does not mean we make it work the way WE want it to work.
- Google vs Amazon
  - Who do we emulate?



# Client vs Patron

- Inflating the physical collection
- Promoting eResources to justify expense
- Infusing the system with irrelevant metadata
- Providing complex paths in the name of choice
- Creating silos



# Google vs Amazon

Google search results for "solar power". The search bar shows "solar power" and the search button is a magnifying glass. Below the search bar are tabs for Web, News, Shopping, Images, Videos, More, and Search tools. The results show "About 89,100,000 results (0.58 seconds)". The first result is an advertisement for "Solar Electric System FL - jacksonvillesolarelectricity.com" with a 5-year warranty. The second result is an advertisement for "Wind & Solar Power at Lowe's: Solar Panels, Wind Turbines" with a 4.4-star rating. The third result is an advertisement for "Learn To Install Solar - SolarLiving.org". On the right side, there is a "Shop for solar" sidebar with a "10-Kilowatt Grid-Tie Solar" kit for \$28,705.88 at Lowe's.

Amazon search results for "solar power". The Amazon logo and navigation links are at the top. The search bar shows "solar power" and the search button is a magnifying glass. Below the search bar are tabs for Shop by Department, Search, All, and solar power. The results show "1-16 of 231,565 results for 'solar power'". The first result is a product listing for "d.light Solar Lighting: Portable, Rugged, Reliable" with a "Shop now" button. Below this is a "Related Searches" section with "solar panel", "solar power charger", and "solar power generator". The second result is a book listing for "Solar Electricity Handbook - 2014 Edition: A Simple I" by Mr Michael Boxwell, available in Paperback for \$16.38 (was \$17.99) and Kindle Edition for \$0.00 (with Prime). The book is available by Wednesday, Nov 19.

- Google
  - Product is the Ad

- Amazon
  - Product is the search result

# The Future of Discovery

- Algorithms
- Natural Language
- Systems Integration
- More/Better Metadata





# Algorithms

Who uses Google Advanced Search?

Page 1 / 119,759 results

Options

## SOLAR POWER

Article

2012, *Pakistan & Gulf Economist*, volume 31, issue 1, English

Online →

1 other holding →

## SOLAR POWER

Article / PALMER, AR

1989, *SCIENCE*, volume 246, issue 4928, starting on page 311, English

Online →

## SOLAR POWER

Article / SWARTZ, J

1989, *SCIENCE*, volume 246, issue 4928, starting on page 311, English

Online →

1 other holding →

## Solar power

Article / Lyons, D

2001, *FORBES*, volume 167, issue 2, starting on page 82, English

Online →

## Solar Power

Article / Palmer, Allison R.; Swartz, Jim

Search Results: 1 - 30 of 9,634,422

1. **World War II, Missing Men and Out of Wedlock Childbearing\*** **World War II, Missing Men and Out of Wedlock Childbearing.**

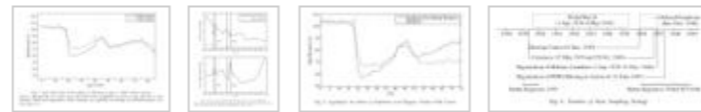


Academic Journal

By: Bethmann, Dirk; Kvasnicka, Michael. *Economic Journal*. Mar2013, Vol. 123 Issue 567, p162-194. 33p. 1 Diagram, 7 Charts, 4 Graphs. DOI: 10.1111/j.1468-0297.2012.02 Drawing upon county-level census data for the German state of Bavaria in 1939 and 1946, we use World War II (WWII) as a natural experiment to study the effects of chang

**Subjects:** HUMAN fertility -- Germany; MARRIAGE -- Germany; CHILDREN of unmarried parents; SEX ratio; BAVARIA (Germany) -- History -- 20th century; **WORLD War**, 1 in action; **WORLD War**, 1939-1945 -- Germany; **WORLD War**, 1939-1945 -- Casualties; **WORLD War**, 1939-1945 -- Refugees

Show all 12 images



PDF Full Text (372KB)

2. **Compensating the Railway Men.**



Periodical

By: Makepeace, Clare. *History Today*. Apr2014, Vol. 64 Issue 4, p51-57. 7p.

The article discusses British prisoners of war (POWs) in the Far East held by Japanese forces during World War II, focusing particularly on their post-war efforts to receive c

**Subjects:** PRISONERS of war -- Abuse of; PRISONERS of war; **WORLD War**, 1939-1945 -- Prisoners & prisons; **WORLD War**, 1939-1945 -- British prisoners & prisons; **W** 1939-1945; HISTORY; SERVICES for; ASIA; GREAT Britain; 20TH century

HTML Full Text PDF Full Text (7.5MB)

# Natural Language

## Google vs Amazon vs the Library

# Systems Integration

- Authentication
- Full featured APIs
  - Social media
  - LMS
- Capture patron data







# The Future: Peeking around the corner

- Socialization (identifying the experts)
  - Recommendations
  - Personalized results
  - Identifying niche content (focus on what makes us special)
  - The end of the individual



# Recommendations

- What did other users choose?
  - Selections by major
  - Selections by course
- Local experts
- Additional material
- Methods of acquisition
- Impact factors





# Personalization of Results

What do we know about the user?

# Identifying Niche

- What makes your library unique?
  - Content
  - Technology
  - Instruction
  - Space



# Librarians Value Add?



## 1. Voice of the Customer

1. Foster technological development (making web scale better)
2. Outreach - getting the tools to the patron the way they want it

## 2. Quality integration of content

# Questions?

