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### Building the Next Successful Library Discovery Tool

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### Building the Next Successful Library Discovery Tool



### Expectations

Traditional View

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- 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

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- Coverage is critical
- Get Stuff
  - Content Delivery is critical
- Everything else is secondary!





### Tables

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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

Solar Power	Format	Year	Abstract	Images	Full Text
Solar Photovoltaic Report: Edition 6 - 2009,	Electronic article	2009	Yes	Yes	Success
Ground-based Pc5 ULF wave power: Solar wind	Academic Journal	2009	Yes	No	N/A
speed and MLT dependence					
Solar multiple optimization for a solar-only	Academic Journal	2009	Yes	No	N/A
thermal power plant, using oil as heat transfer					
fluid in the parabolic trough collectors		0000		1	N7/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 -	Report	2007	Yes	No	Sucess
2007.	Report	2007	ies	NU	Bucess
SPV 2006 Solar Photovoltaic Report.	Report	2006	Yes	No	Success
100 W-class solar pumped laser for sustainable	Academic Journal	2008	Yes	Yes	Success
magnesium-hydrogen energy cycle.					
Online short-term solar power forecasting	Academic Journal	2009	Yes	No	N/A
Economic analysis of power generation from	Academic Journal	2009	Yes	No	N/A
parabolic trough solar thermal plants for the					
Mediterranean region-A case study for the island					
of Cyprus		L			
Examining potential benefits of combining a	Academic Journal	2009	Yes	No	N/A
chimney with a salinity gradient solar pond for		1			
production of power in salt affected areas					

### Table 3. Search results for solar power: Summon

Solar Power	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

Searching: UNF On	eSearch
Keyword - sol	ar power × Search ?
UNF Basic Search Adv	anced Search Hosory +
Refine Results	Search Results: 1 - 30 of 1,302,014
Current Search *	1. Solar Power [electronic resource (video)] : World's Toughest Fixes, Season 2 / National Geographic Television & Film.
Find all my search terms:	New York, N.Y.: Films Madia Group, (2015), c0008. 01:01:2009 1 streaming video file (50 min.) : sd., col. Language. English, Database: UNF eBook Collection Star Paew (encourse resource (video)), Work's Toughest Fause. Season 2 / National Georgenie Telemica 5: Im the transmission of the superstitious as master (rgg
solar power	Subjects: Energy conservation; Mechanics; Natural resources; Power resources; Bolar energy; Educational films; Internet videos; Videorecording
Expanders	Recording 🕐 Off campus access restricted to current UNF students, faculty & staff
Also search within the full I	2. Semiconductors in Solar PV Power Systems to 2015 - Government Incentives and Feed-in Tariffs to Create Growth Potential for Semiconduct
Limiters	PartinkrSemiconductr By: PR Newswire US. 02/21/2012.
Available in Library Collection	NEW YORK, Feb. 21, 2012 //PINewswine' - Reportinker.com announces that a new market research report is available in its catalogue:Semiconductors in Solar PV Power Systems to 2015 - Govern
	Nows Subjects: New York
Limit To -	72 HTML Full Text
Full Text     Catalog Only	<ol> <li>Concentrated Solar Power Market for product segment (Parabolic Trough, Tower, Fresnel and Dish Sterling) - Global Industry Analysis, Size, 4 2020</li> </ol>
Peer Reviewed	NY-Reportinker By: PR Newswire. PR Newswire. US. 08/26/2014.
C Feet Neveweg	NEW YORK, Aug. 25, 2014 (PRNewswire - Reporting control of the con
1652 Publication Date 2015	News Subjects: New York
8 8	KTML Full Text
Show More Options set	
Course Times	4. The disruptive potential of solar power.
Source Types	By: Frankel, David; Ostrowski, Kenneth; Pinner, Dickon. McKinsey Quarterly: 2014, Issue 2, p50-55. 6p. 2 Graphs., Database: Business Source Complete The article discusses the economics of solar power as of April 2014 and its appeal to businesses and individuals as it becomes a cost competitive power source. Topics include the transition to solar.
All Results	The antice documents of some power as or your or with the appendix control and interformer a control power access. Types include the same of the same
Academic Journals (432,328)	Periodical aspects: SOLAR energy: SOLAR energy: industries; POWER resources Forecasting: CROWDSOURCING, BUSINESS enterprises Environmental aspects; Plumbing, Heating, and Air Conditioni aspects
Magazines (134,845)	TTML Full Text
<ul> <li>Trade Publications (87,576)</li> </ul>	
Books (60,795)	5 SOLAR WARS.
eBooks (55,589)	By: Biele, David. Scientific American. Nov2014, Vol. 311 Issue 5, p66-71. Ep. 2 Color Photographs, 1 Map.
Show More	The article discusses the backlash from utility companies against residents in Phoens, Arcona that use solar power on tooftops to generate electricity. Topics include resident Doug Cox, the att
Subject >	Periodial Periodial Bugiente: DWELINGS – Electric power; 90LAR delts; 90LAR energy; DISTRIBUTED generation of electric power; ELECTRIC utilities; PHOENX (Ariz); ARIZONA Public Service Co.; Semicondu, Equipment Merchant Wholesalers; Electronic components, navigational and communications equipment and supplies merchant wholesalers; Semiconductor and Related Device Manufacturing; Power
Publisher	appects; UNITED States
Publication	HTML Full Text

### A DARTMOUTH COLLEGE UBRARY Solar power Search -O Clear Filters REFINE YOUR SEARCH 1,075,604 results sorted by miewance including "solar energy" Just search Solar power Any Full Text Online Scholarly & Peer-Review Library Catalog Database Recommendations Compendex - Engineering bibliographic database dating back to 1884 GeoBase - Information discovery platform for the engineering community CONTENT TYPE CONTENT TYPE Any O Newspaper Article Journal Article Trade Publicatio... Book / eBook Magazine Article More... e Solar power: hearing before the Subcommittee on Energy and Power of the Committee on Energy and Comm One Hundredth Congress, first session, on H.R. 2818 and H.R. 2858 ... October 7, 1987 erce. House of I 1968 ellook: Full Text Online Solar power satellites: the emerging energy option / editors, P.E. Glaser, F.P. Davidson, K.I. Celgi by Glaser, Pater E: Devision, Frank Path Cela, Kathiku I Elis Horwood Iknay of space science and space technology. Series in space technology, 1993 MR... DISCIPLINE 100 Any engineering physics economics astronomy & astr... chemistry More... Book: AVAILABLE, TK1056. S635 1993, Feldberg e Utility-s and Tec cale solar po nent. Committee on Science h Energy a 2008 Bellook: Full Text Online PUBLICATION DATE rage of Solar Energy, London, Solar power and fuels: Canada, August 24-28, -----R. Bolton 1976 / 00 \_ by <u>Bolton, James R</u> 1977 - 10 -Book: AVAILABLE, TJ810.1465 1976, Feldberg SUBJECT TERMS online Large-scale solar power systems: construction and economics / Peter Gevorkian LANGUAGE by <u>Gevorkian, Peter</u> Sustainability science and engineering series, 2012 Sustainability scence and engineeing serve, ovic ... In view of the importance of ealer power systems as a viable present and future energy resource, the book includes a dedicated chapter on smart grid tran large-scale energy storage systems "--LIBRARY LOCATION Book AVALABLE, TK1545, 048 2012, Febberg

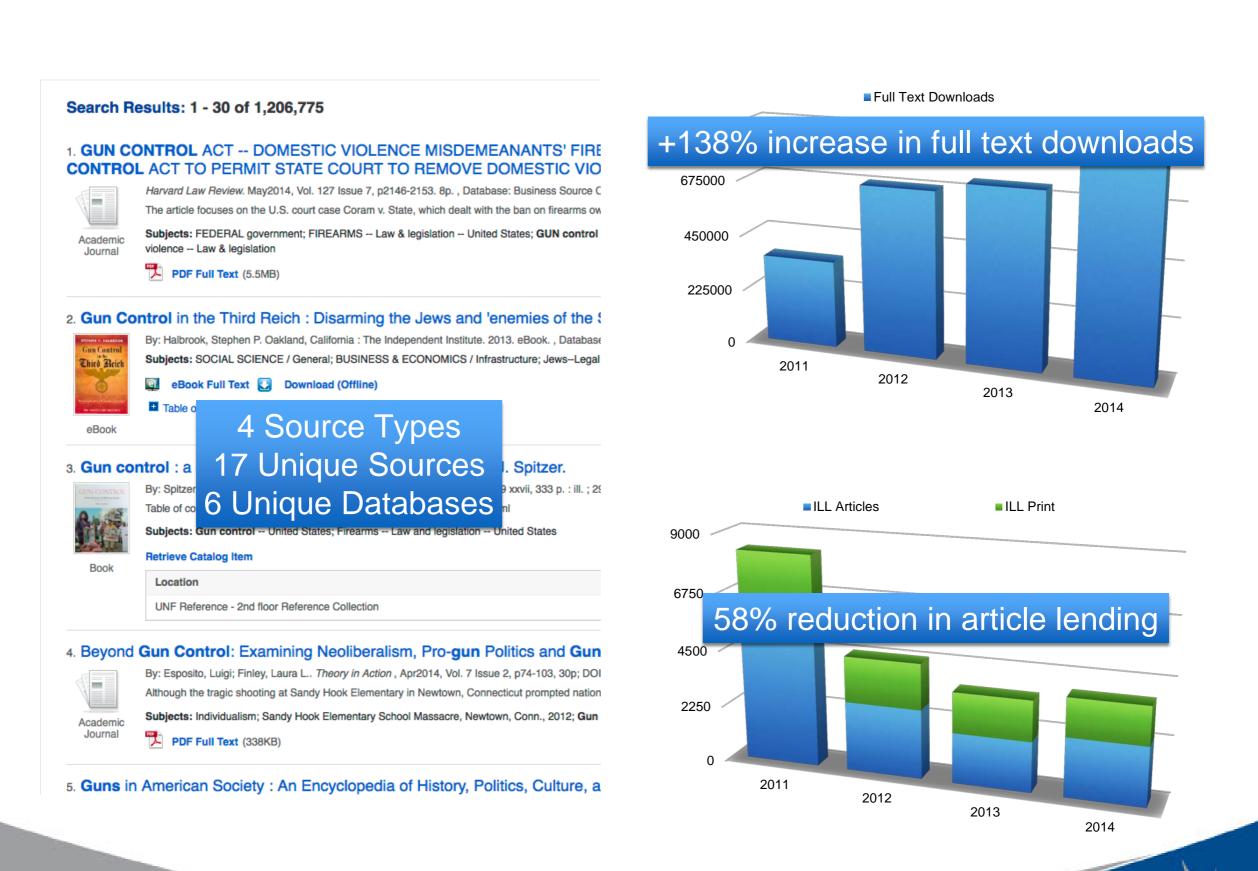


### Assessment: Successes

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









### Assessment: Failures

• Faculty Buy-in

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



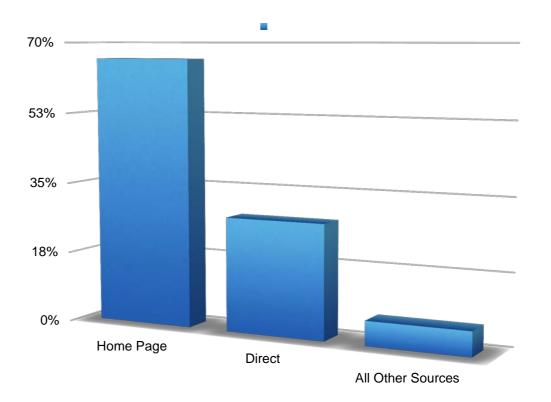


### **EDS Entrances**

### How are users getting here?

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

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### **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

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### Google vs Amazon

Google	solar power Q							٩	
	Web	News	Shopping	Images	Videos	More *	Search tools		
	About 8	39,100,000	results (0.58 se	econds)					
			System FL			relectricit	y.com	١	Shop for solar
	5 Year	Warranty or	n Parts and Lab	or! Learn Mo	ore In Jackso	onville, FL.			
	Sc	olar Electric			Photovo	ltaic			
	Solar Roof Pannels				Solar Financing				
	Wind & Solar Power at Lowe's: Solar Panels, Wind Turbines								10-Kilowatt Grid-Tie Sola
	4.4 ★★★★ rating for lowes.com								\$28,705.88
	Find A Huge Selection Of Lighting And Electrical Products At Lowe's!								Lowe's
	Rated Excellent for Customer Service March 2014 – StellaService Lowe's Home Improvement has 628,513 followers on Google+								
	Black Friday Deals - Free Shipping \$49+ - Store Locator - Buy Gift Cards							E 📂	
								111	
		Learn To Install Solar - SolarLiving.org							441
			You Will Design	& Install Sol	ar Panels ()	n Your Own!			-
	rutor O		ou thi besign	a motan ooi	ai i anoia O	in rour own:			Kits: Sunforce

### Google ullet

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Product is the Ad

### amazon

Shop by

### Your Amazon.com Today's Deals Gift Cards Sell Help

Department -

Solar Electricity

Handbook

2014 Edition

Search All - solar power

1-16 of 231,565 results for "solar power"

### Show results for

Cell Phones & Accessories > Cell Phone Solar Chargers External Cell Phone Battery Packs

### Patio, Lawn & Garden > Solar Panels **Outdoor Generators & Portable** Power

Solar & Wind Power **Outdoor Generators** Toys & Games >

Early Development Science Toys Books >

Energy Production & Extraction Solar Energy Technology



Product is the search result

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\$13.47 used & new (34 offers)

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d.light Solar Lighting: Portable, Rugged, Reliable

Solar Electricity Handbook - 2014 Edition: A Simple I

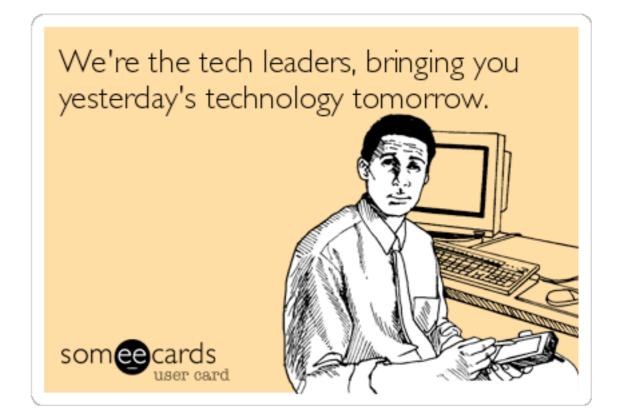


### Jeremy Hall & Michael Kucsak

Alternative E..

### 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  $\rightarrow$ 

### 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  $\rightarrow$ 

Solar power Article / Lyons, D 2001, FORBES, volume 167, issue 2, starting on page 82, English

Online →

Solar Power



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- OneSearch				
war of the worlds	\$	×	Search	?
Advanced Search	Search History >			

Search R	esults: 1 - 30 of 9,634,422
1. World V	Var II, Missing Men and Out of Wedlock Childbearing* World War II, Missing Men and Out of Wedlock Childbearing.
	By: Bethmann, Dirk; Kvasnicka, Michael. <i>Economic Journal</i> . 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 <b>World War</b> II (WWII) as a natural experiment to study the effects of chang
Academic Journal	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. Comper	nsating the Railway Men.
ries makes	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
Periodical	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 7.5MB)

# Natural Language

Google vs Amazon vs the Library



### Systems Integration

- Authentication
- Full featured APIs
  - Social media
  - LMS

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Capture patron data







Copyright 2014

### Metadata

Unbalanced playing field Failure to deliver content



# 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

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- Additional material
- Methods of acquisition
- Impact factors







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### Personalization of Results

What do we know about the user?



# Identifying Niche

- What makes your library unique?
  - Content

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- 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?



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