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#### Quick Articles: Embedding Federated Search into the OPAC

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# Quick Articles

# Embedding Federated Search into the OPAC

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# If you can't take the horse to the water...

- ▶89% of college students begin with a search engine
- ▶ 12% of college students begin in Library Web sites
- ▶87% are aware their library has a library Web site
- ▶86% are aware of the online library
  - OCLC. College Students' Perceptions of Libraries and Information Resources. 2006

- ▶ 53% of college students had never used one of the libraries' Web subject guide
- ▶ 24% rarely use libraries' web subject guides
- Students do not understand the subject categorization or organization of pathfinders.... Students tend to wander, guess, and appear to be confused and not confident of their choice of subject"
  - -- Brenda Reeb and Susan Gibbons. Students, Librarians, and Subject Guides: Improving a Poor Rate of Return. portal: Libraries and the Academy 4.1 (2004)

- ▶ 60% of US traffic to SpringerLink come from OPACs and other library services
- ▶ 33% comes from search engines, mostly Google and Google Scholar.
- ▶ 5% of traffic from Springer.com
- ▶ 2% from A&I

- Springer

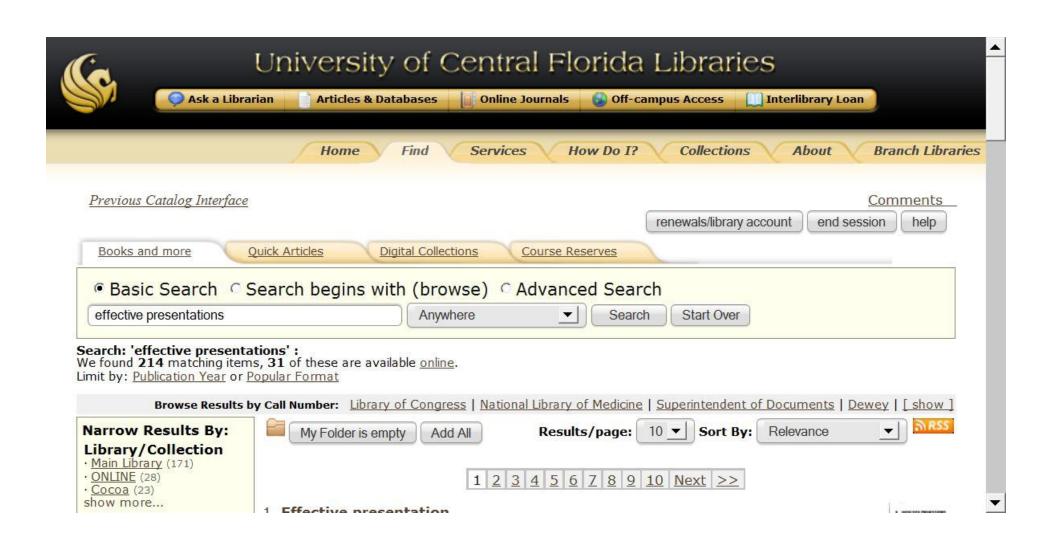
#### Take the water to the horse

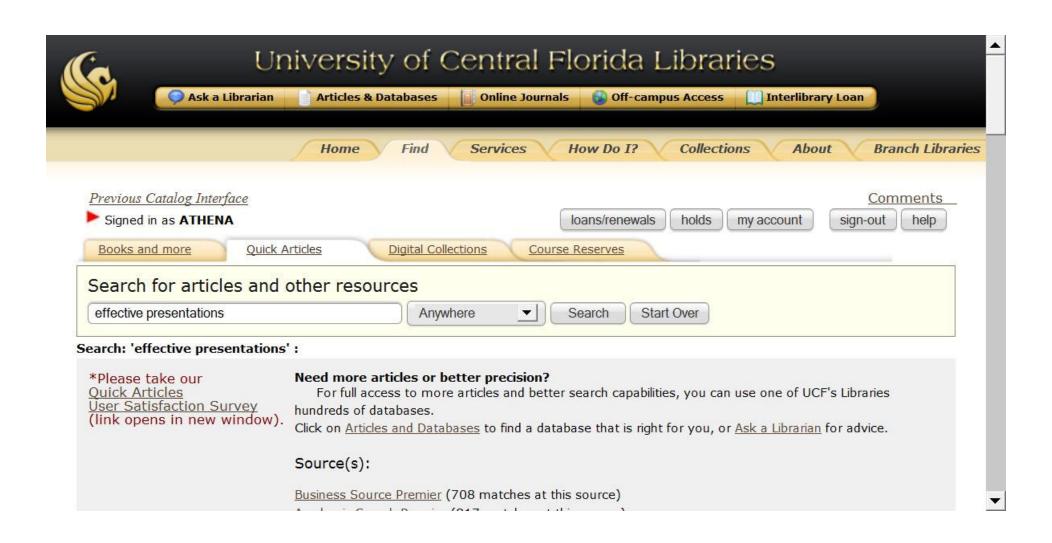
- Article source that is easy to find
- Co-located where users already go
- Requires no prior knowledge of library databases
- Intuitive to search and to get to full text

Introducing Quick Articles in Mango



[+] Expand All





Business Source Premier (708 matches at this source) Academic Search Premier (817 matches at this source) OmniFile Full Text Mega (68,979 matches at this source)

#### Narrow Results By:

#### TOPIC

Treatment (10)

Photographs (9)

Audience (8)

Communication (7)

Antigen-presenting (7)

Participants (6)

Novel (4)

Awards (4)

Society (4)

Experience (3)

Article Reviews (3)

Abstract From Author (3) . In Experiment 1 (3)

Oral presentation skills (2)

Easy To Remember (2)

Lead-Generation (2)

Shopping (2)

Learning (2)

Satisfaction (2)

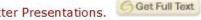
Popular (2)

Conference Was Held In (2)

Family (2)



#### 1. Toward Better Presentations.



Found in: U.S. Naval Institute Proceedings Feb2010, Vol. 136 Issue 2, p81-82 2p; 1 Color Photograph Author: Boettcher, Diane

Description: The article focuses on the significance of communication in the U.S. Navy. It mentions that communication is very much crucial in all forms of military and naval operations and notes proper presentation in communication. Furthermore, it also highlights the disadvantages of lack of effective communication in military tactics and any related operations.

Year: 2010

Source:

Academic Search Premier (full text available)

#### 2. Making the Most of Investor Conferences.

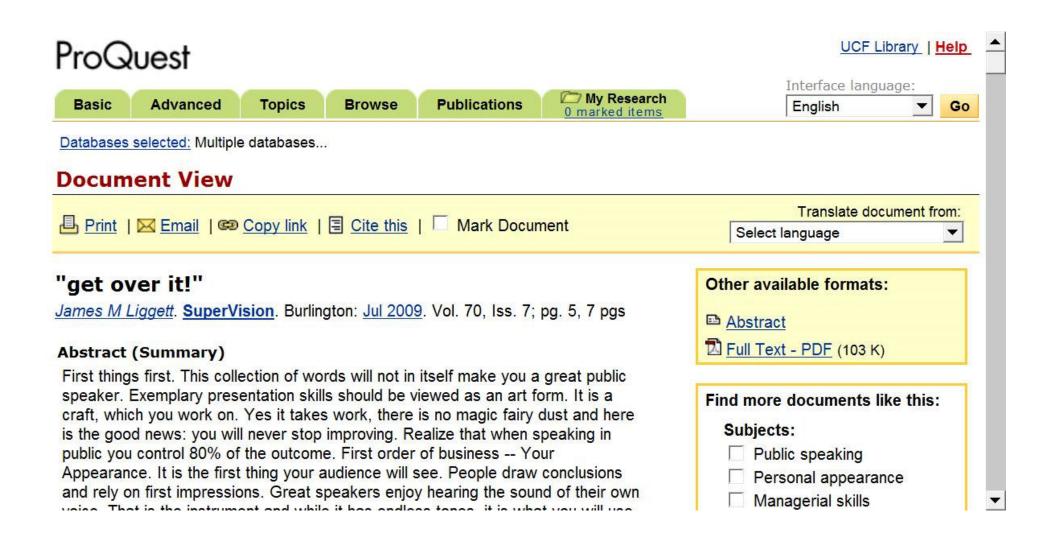
Get Full Text

Found in: Community Banker Oct2009, Vol. 18 Issue 10, p54-55 2p

Author: Koegel, John

Description: The article provides suggestions on making effective presentations to investors and analysts. Pat McJoynt, managing director of Keefe, Bruyette & Woods Inc., pointed out that the target audience is more interested on current topics such as asset quality and capital than the history of the company. Ian Corydon of B. Riley & Co. said, however, that honesty is important because investors talk to one another. Lonny Robinson, chief financial officer of Center Financial Corporation, shared how their t Year: 2009





# How Quick Articles Works

- Article Searching uses the MetaLib X-Server
- X-Server UI adapter for Catalog
- JSP and Tomcat
- XML API middleware
- 2 sets of functions
  - MetaLib-specific
  - SAX (Simple API for XML)
- Extensible for use with other XML sources
  - Ability to reuse the non-MetaLib specific code
  - Speed is an issue--No XSLT for faster parsing of XML records

# Developing Quick Articles

- Carry over search query from Mango
- Select General Quickset for each library
- List and link to native databases
- Fetch more records
- Record paging
- Cluster facets
- Display records with 856 and SFX/SerSol link

## Developing Quick Articles

- User control of sources and option to auto-pick bases based on Mango search results
- Integrated record lists for export between Book and Article search Provide same features as Book search (RSS, DYM, etc.)
- Support for other XML-API X-Servers (i.e. 360 search)
- Beyond: Pre-coordinated Index for Articles
  - Primo Central (works with X-Server)
  - Summon or Discover
  - EDS provide XML-APIs

## Measuring Use and Satisfaction

- Search analysis
- Statistics
- User survey

Mango searches sent to Quick Articles :

Feb 2010: 4349

Jan 2010: 5356

•4% of Mango searches sent to QA

# What is sent to QA?

Search Type	QA	Mango
Keyword	86%	69%
Title	7%	13%
Author	4%	6%
Subject	3%	2%
Journal Title	0%	4%

# Searches sent to QA

- osmosis
- interpersonal communication
- osmosis diffusion
- personal health records
- diffusion
- psychology
- solar energy
- cone penetration test
- texting
- abortion

- literacy
- coen brothers
- patient satisfaction
- standardized testing
- text messaging
- disease management
- education
- case management
- health care reform
- social networking

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# Full text success rate in QA

- osmosis: 10
- interpersonal communication :
   10
- osmosis diffusion: 10
- personal health records: 10
- diffusion:8
- psychology: 10
- solar energy:8
- cone penetration test: 9
- texting:9
- abortion: 8
- literacy: 8

- coen brothers: 10
- patient satisfaction: 10
- standardized testing: 10
- text messaging: 8
- disease management: 10
- education:8
- case management: 9
- health care reform: 10
- social networking: 8

Average full text per 1st 10 hits: 9.15

## Searches in QA Databases Jan-Mar 2009 v 2010

	Academic Search Premier	Business Source Premier	OmniFile Full Text Mega
Jan-Mar 09	142120	16001	6253
Jan-Mar 10	158907	30230	14934
Increase	12%	89%	139%

## Searches in Other Databases Jan-Mar 2009 v 2010

		Wilson Searches	•		Gale Searches
Jan-Mar 09	503304	19892	287986	106444	39611
Jan-Mar 10	627030	13604	293696	103514	86556
Increase	25%	-32%	2%	-3%	119%

### FT in Aggregator Databases Jan-Mar 2009 v 2010

	EBSCOhost	Wilson FT	ProQuest	GaleFT
Jan-Mar				
09	163417	12866	31668	11665
Jan-Mar				
10	211723	17729	32407	62134
Change	30%	38%	2%	433%

## Full Text on Journal Sites Jan-Mar 2010

	Wiley	Springer	JSTOR	IoP	Highwire
January	72%	1%	29%	8%	32%
February	53%	12%	78%	5%	71%
March	62%	725%			

# Survey for user satisfaction

- How many articles do you need for your paper?
- How many articles from Quick Articles will you use for your paper?
- Of the articles you plan to use, did Quick Articles get you to the full text?
- After using Quick Articles, will you continue your searching for more articles for the same project in other databases?
- Rate your impression of Quick Articles on a scale of 1 to 5
  - Transferring your search from the catalog to Quick Articles
  - Waiting for the results to display.
  - Understanding the results list and deciding whether to use an article.
  - Getting full text of articles.
- Next time you start a project that requires library research, where are you most likely to search?

#### User Comment

"I just found Quick Articles and it is a great addition to the Library's website! Although, it did not find the article I was looking for."

#### Contacts

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