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### Data informed stewardship of search & discovery : a Yale University case study

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# Data Informed Stewardship of Search & Discovery

A Yale University Case Study

Angela Sidman and Sarah Tudesco

January 22, 2020

# Using Summon at Yale: Articles++

**Quicksearch: includes results from the Summon API**

Yale University Library

Your Library Account  
Ask Yale Library  
Reserve Rooms  
Places to Study

RESEARCH SERVICES LIBRARIES & COLLECTIONS INFORMATION & POLICIES

Quicksearch Search Orbis, Morris, Articles+ & Digital Collections  
Quicksearch Home Orbis Home

RESEARCH SERVICES TODAY'S HOURS

Search Library Catalog (Orbis)  
Search Law Library Catalog (MORRIS)  
**Search Articles+**  
Search WorldCat  
Search Archives at Yale  
Search Borrow Direct  
Search WorldCat  
Research Guides  
Find Databases by Title  
Find eJournals by Title  
Guide to Using Special Collections

Your Personal Librarian  
Subject Specialists  
Research Support and Workshops  
Citation Tools  
Get It @Yale (Borrow Direct, Interlibrary Loan, Scan & Deliver)  
Course Reserves  
Off-Campus Access  
EliScholar  
OverDrive: Popular Audio and eBooks  
Bass Media Equipment

Library	Hours
Bass	8:30am - 9:45pm
Beinecke	
CSSSI	8:30am - 7:00pm
Divinity	8:30am - 4:50pm
Haas Arts	8:30am - 5:00pm
Law	8:00am - 10:00pm
Lewis Walpole	8:30am - 4:45pm
Manuscripts & Archives	8:45am - 4:45pm
Medical	7:30am - 10:00pm
Music	8:30am - 4:45pm
Sterling	8:30am - 4:45pm
All Library Hours	

**Native Summon: available as a link from the library homepage**

Search Articles+  
Yale UNIVERSITY LIBRARY

lenin cult

New Search Advanced

132,166 results sorted by relevance

REFINE YOUR SEARCH

Full Text Online

Scholarly publications (includes peer-reviewed)

Peer-reviewed publications only

CONTENT TYPE

Book / eBook (105,185)

Newspaper Article (11,154)

Journal Article (9,498)

Book Review (2,136)

Magazine Article (1,689)

More...

DISCIPLINE

history & archaeology (35,453)

languages & literatures (19,134)

political science & policy studies (14,376)

social sciences (10,509)

philosophy (6,355)

More...

PUBLICATION DATE

1

1 **Lenin lives! : the Lenin cult in Soviet Russia**  
by Tumarkin, Nina  
1983  
Book: [Citation Online](#)  
[Preview](#)

2 **The cult of revolutionary martyrs and the cult of V.I. Lenin**  
by Andreeva, Larisa  
Общественные науки и современность, 2018, Issue 5  
Journal Article: [Full Text Online](#)  
[Preview](#)

3 **Snow White and the Enchanted Palace: A Reading of Lenin's Architectural Cult**  
by Platt, JB  
REPRESENTATIONS, 2015, Issue 129  
This essay offers a chronotopic reading of V. I. Lenin's architectural cult and its relation to Soviet sovereignty in the postrevolutionary period, as reflected...  
Journal Article: [Full Text Online](#)  
[Preview](#)

4 **Snow White and the Enchanted Palace: A Reading of Lenin's Architectural Cult**



# Who we are and how we support discovery

## **E-Resources & Serials Management**

- Department within Tech Services
- Service owner for linking and article discovery products
  - 360Core
  - 360Link
  - 360MARC
  - Summon
- Co-Chair, E-Resource Discovery & Access Advisory Group
- Member, Quicksearch Advisory Group

## **Assessment & User Experience (AUXR)**

- Consultation group
- Team includes
  - User Experience Research Librarian
  - Library Data Business Analyst
- Consultation areas
  - Analytics
  - Data Visualization
  - User Research
  - User Testing
  - Service Design



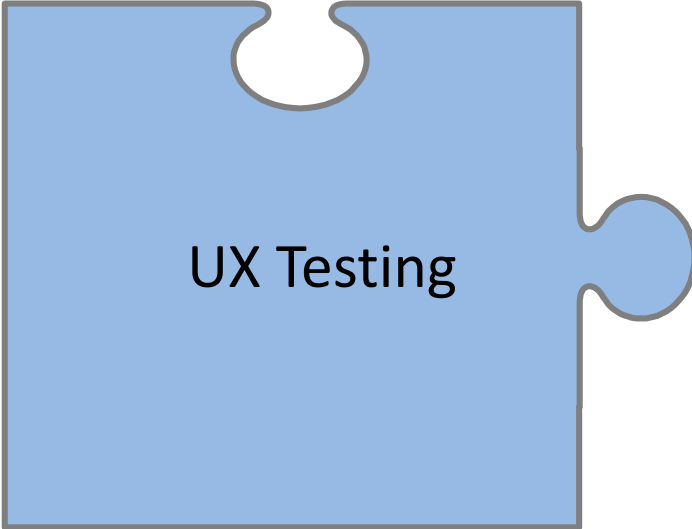
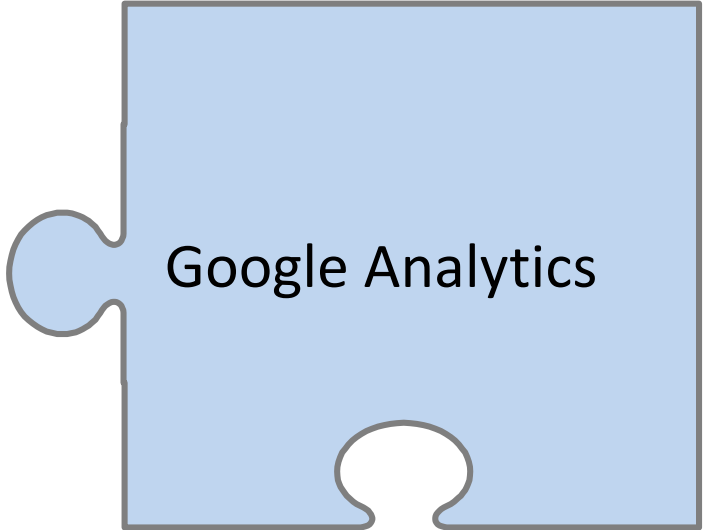
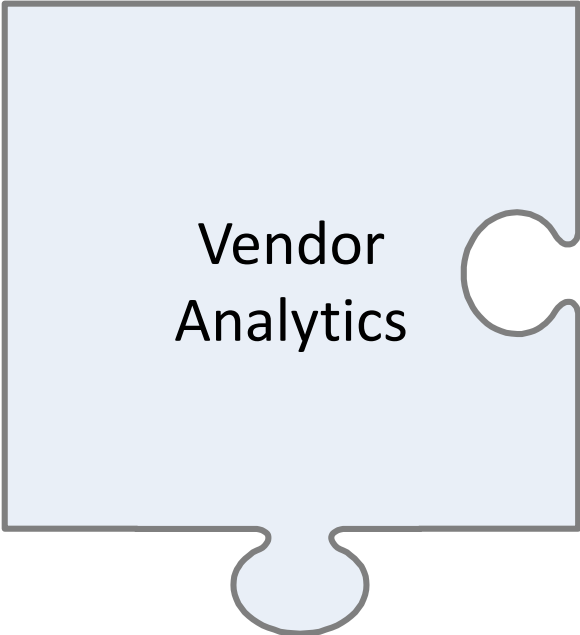
# How we get our discovery analytics

## **Vendor-provided analytics**

- Provided by Ex Libris
- Managed by E-Resources
- Interfaces
  - 360Link
  - Native Summon interface
- Tracking
  - Intota: Link resolver click-throughs and referring sources
  - OBI: Example search terms and IEDL usage

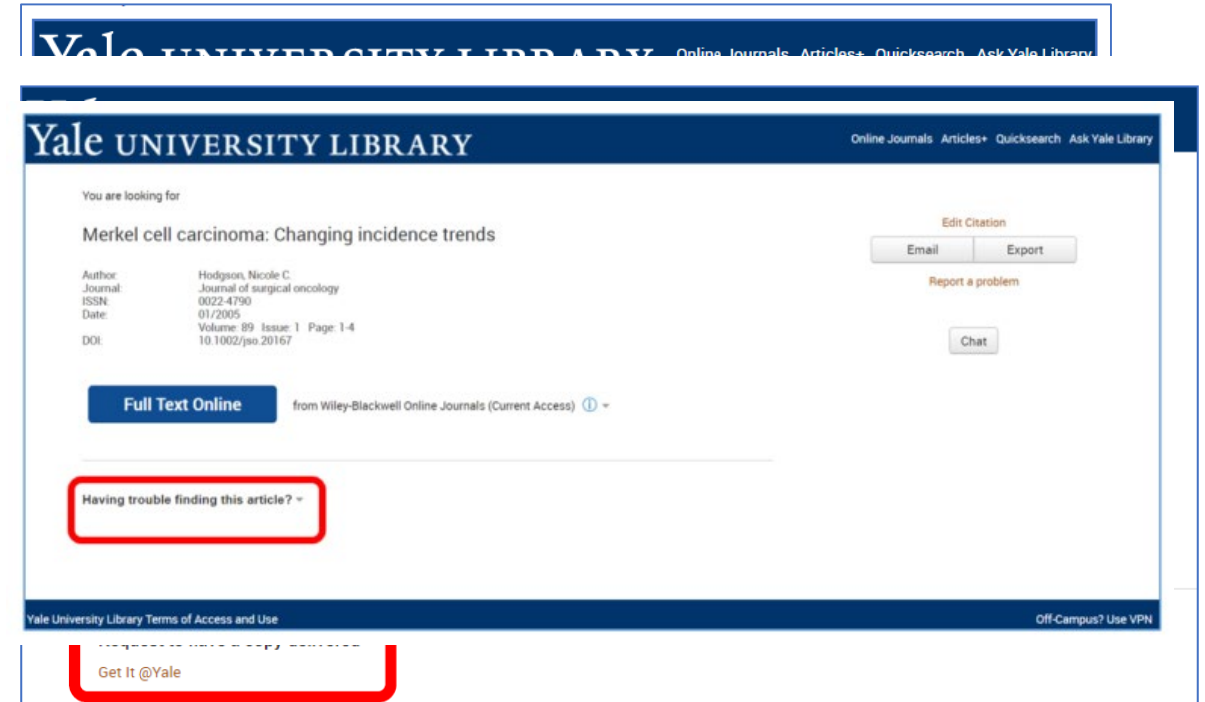
## **Local analytics**

- Provided by Google
- Set-up and managed by AUXR
- Interfaces
  - Quicksearch
  - Link menu
  - Native Summon
- Tracking
  - Google Analytics / Google Tag Manager
  - Use event tracking to monitor platform engagement



# Case study: Using vendor statistics and Google Analytics with Link 2.0

- Move to Link 2.0 in 2018
- Vendor statistics:
  - Establish baseline click-through numbers
  - Track referring sources over time so that we could see changes in patterns
- Google Analytics
  - Understand use of new menu
  - Identify and adjust pain points in an iterative manner



# Case study: Google analytics in Quicksearch

The screenshot displays the Yale University Library Quicksearch interface. The search bar contains the text "women shakespeare". The left sidebar shows navigation options: Quicksearch, Books+, Databases, Articles+ (highlighted with a red box), Digital Collections, and New Arrivals. The main content area is divided into two columns: Books+ and Articles+.

**Books+ Results:**

- Shakespeare's women**  
Author: Pitt, Angela  
Published: Newton Abbot, Devon : David & Charles ; Totowa, N.J. : Barnes & Noble, c1981.  
Location: ✓ SML, Stacks, LC Classification >> PR2991 P58  
Format: Books
- Shakespeare's women**  
Author: Pitt, Angela  
Published: Newton Abbot, Devon : David & Charles ; Totowa, N.J. : Barnes & Noble, 1981.  
Location: ✓ HAAS ARTS LIBRARY, Drama Collection >> PR2991 P58 (LC)  
Format: Books
- Shakespeare's women : performance and conception**  
Author: Mann, David, 1941-  
Published: Cambridge ; New York : Cambridge University Press, 2008.  
Location: ✓ SML, Stacks, LC Classification >> ON ORDER  
✗ SML, Stacks, LC Classification >> PR2991 M36 2008  
Format: Books
- Shakespeare's women : a playscript for performance and analysis**  
Author: Shakespeare, William, 1564-1616  
Published: Carbondale : Southern Illinois University Press, c1986.  
Location: ✓ ISE - Request for delivery to any Yale Library >> PR2774 A2-1086

**Articles+ Results:**

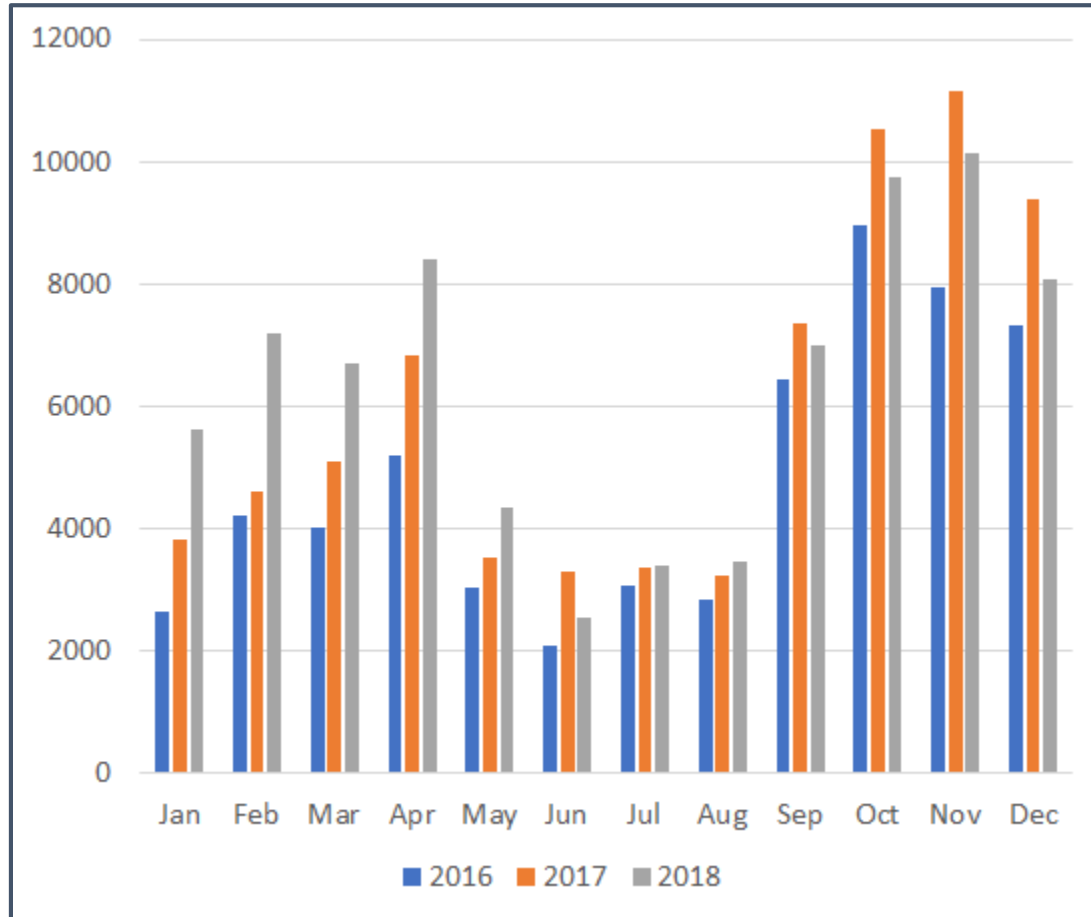
- SHAKESPEARE'S WOMEN**  
Author: Bernhard, Jim  
Citation: Phi Kappa Phi Forum, 3/22/2018, ISSN: 1538-5911, Volume 98, Issue 1, p. 32  
Format: Journal Article: Full Text Available
- Shakespeare's Women and the Fin de Siècle by Sophie Duncan (review)**  
Author: Bennett, Susan  
Citation: Modern Drama, 2018, ISSN: 0026-7694, Volume 61, Issue 2, p. 242  
Format: Journal Article: Full Text Available
- Pre-Raphaelites Painting Shakespeare's Women**  
Author: Hulea, Lavinia  
Citation: Gender Studies, 2012, ISSN: 1583-980X, Volume 1, Issue 11, p. 123  
Format: Journal Article: Citation Online

**Digital Collections:** William Shakespeare  
Created: ca. 1800-1900  
Digital Collection: Visual Resources Collection  
Repository: Visual Resources Collection

Red boxes highlight the "Articles+" tab in the sidebar, the "Articles+" section header, the "View and filter all 79,876 results" link, and the entire list of article results.



# Quicksearch: user interaction with Articles+



Google Analytics data showing the number of unique users who clicked on one of the following from the main results page:

- The sidebar link to Articles+
- View full results
- An article

# Quicksearch: default search results

Quicksearch

Books+

Databases

**Articles+**

Digital Collections

*More...*

*Limit your search:*

Search Options

- Full text online only
- Scholarly publications (includes peer-reviewed)
- Peer-reviewed publications only
- Yale's collection only

Content Type

Journal Article	79,876
Book Review	4,597
Publication	869
Magazine Article	355

Search Articles+    Keywords    🔍

You searched for: **shakespeare women** ✕    **Content Type: Journal Article** ✕

« Previous | 1 - 10 of 79,876 | Next »

- 1. SHAKESPEARE'S WOMEN**  
Author: Bernhard, Jim  
Citation: Phi Kappa Phi Forum, 3/22/2018, ISSN: 1538-5914, Volume 98, Issue 1, p. 32  
Format: Journal Article: Full Text Available
- 2. Shakespeare's Women and the Fin de Siècle by Sophie Duncan (review)**  
Author: Bennett, Susan  
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Format: Journal Article: Citation Online

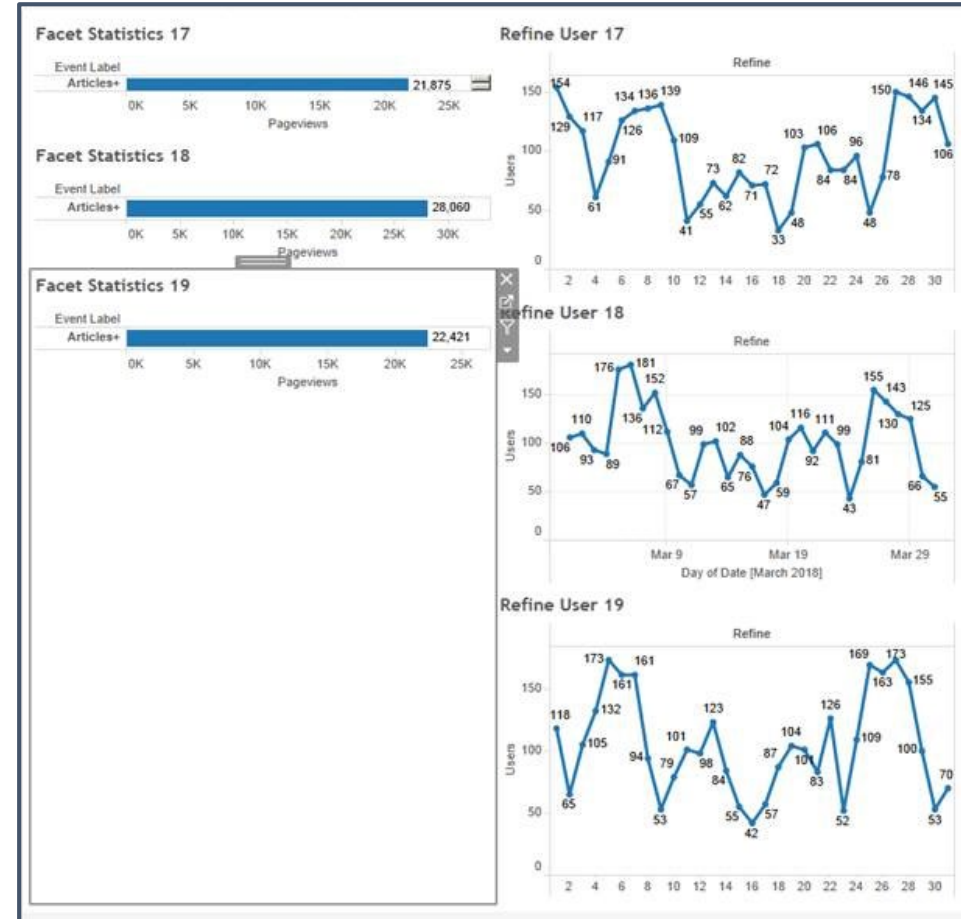
# Quicksearch: facet analysis

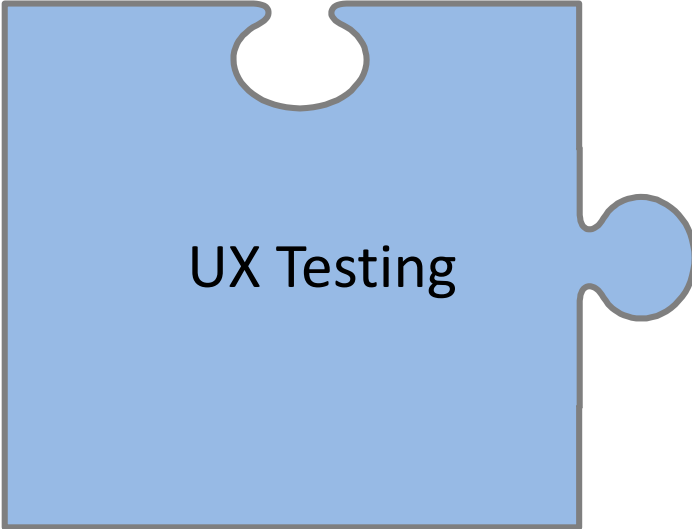
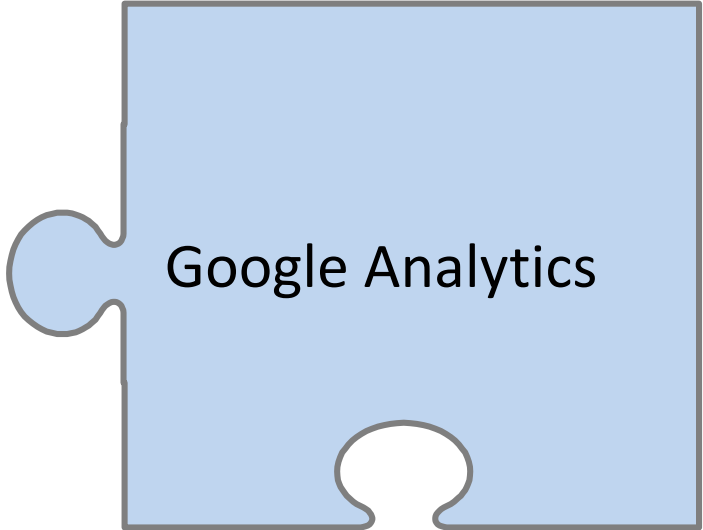
Comparison of users refining their search with facets:

- Snapshot of March traffic
- 2017, 2018, and 2019

Patterns:

- Numbers slightly higher in 2017
- All three years within same range





# Conclusion

- All of these pieces working together can help you better understand your users and your interfaces
- Use of data, in partnership with user testing, leads to better decisions and better services
- The process of talking about the data was crucial in our complex discovery environment. There were benefits to both staff and users in having this be a collaborative group process.

# Thank you!

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