Moving Mountains

Surviving the Migration to LibGuides 2.0

John Hernandez and Lauren McKeen
Northwestern University Library

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Some history

- NUL adopted LibGuides in 2007
- By 2014, there were over 500 guides and 88 user accounts (47 active)
- No real consistency across guides
- Guidelines existed, but were outdated, too wordy, and not based on user testing

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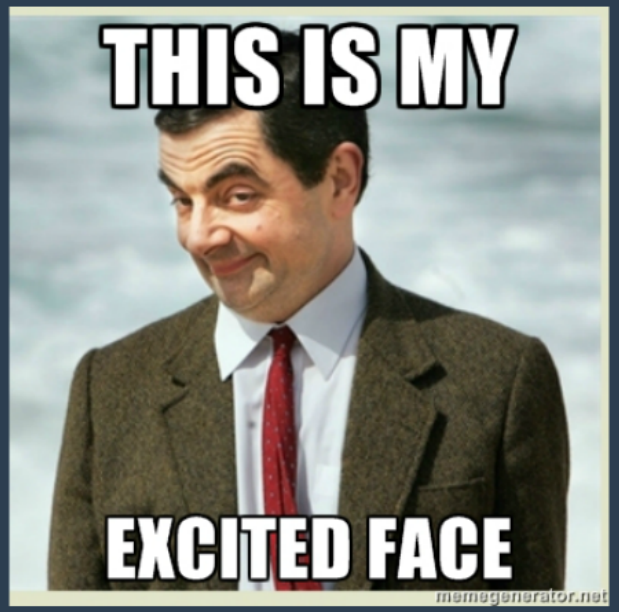
The Release of 2.0!

- Opportunity for fresh start
- Opportunity for assessment
- Opportunity to train and re-train colleagues
- Opportunity to come up with guidelines and templates



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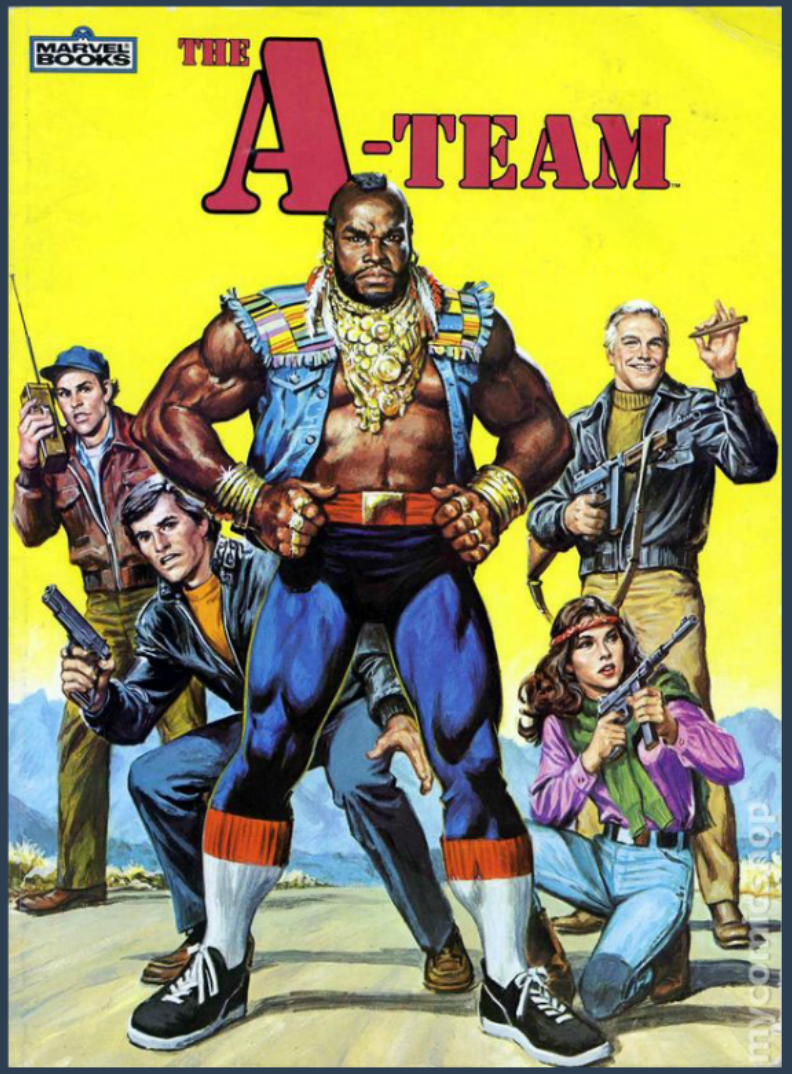
Forming a Working Group

- Share the workload
- Tap the expertise of our Learning Services unit
- Include multiple points of view to increase "buy-in"
- Bring in other public service departments and subject disciplines



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A-Z Database Library

- Required for 2.0, never had in 1.0
- Extracted e-resources data from ExLibris MetaLib system
- Identified which ones qualify as "databases"
- Compiled spreadsheet with database names, links, descriptions, proxy usage
- LG system tools helped match link assets to databases

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Putting Guide Authors to Work

- Set up a Google sheet to share among staff
- Asked staff to edit database descriptions (with mixed results)
- LG character limit (500 max) required more trimming
- Asked staff to start consolidating links
- LibGuides Toolkit served as central location for instructions and documents

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So, descriptions that used to look like this:

The Value Line Investment Survey's main section, "Ratings & Reports," presents full-page, individual stock reports (encapsulating the company's past performance, current status, and outlook) and industry reviews. The "Summary & Index" provides a key to locating the latest quarterly and supplementary reports and cites the most recent data on each of the stocks followed. Finally, "Selection & Opinion," a feature section, gives Value Line's views on the economy and the stock market and on stocks of special interest. It also provides model portfolios for investors with various objectives and a number of economic and stock-market statistics. The Small and Mid-Cap of the Value Line Investment Survey contains full-page reports on 1800 stocks, most of which are smaller than those in the Standard edition. Each page contains a considerable amount of current and historical financial information and stock price data. It also contains eight different Value Line ranks, most of which are the same as those in the Standard edition. Value Line Investment Survey historical reports are also included. These include both the Standard and Small and Mid-cap company stock reports all the way back to 1997.

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Eventually turned into this:

Provides data and analysis for approximately 1,700 stocks, more than 90 industries, the stock market, and the economy.

much better.

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Deleting Unneeded Guides

- Ran reports from Springshare of stale and low-use guides
- Sent "weeds list" to guide authors and held a forum to explain tasks
- Removed about 120 guides

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Weekly Forums

- Work to catch up on guide and link clean up
- Promote new features
- Communicate design philosophy based on user testing
- Ask questions and give feedback
- Share snacks

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User Testing

- Prior to migration, completed usability testing of LG 1.0

Why test the old site? Good question.

- To identify the good parts that we want to keep
- To figure out what gives users trouble
- To go into the migration with a better understanding of how users find and use the guides
- Bonus: user testing is a good marketing tool

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Research Questions:

- Do users know the guides exist?
- Can they find the guides from the library's homepage?
- Do they prefer subject guides or guides on specific topics?
- Any library jargon we need to get rid of?
- How do they use the search box?
- How do they find library help?
- What types of database descriptions do they prefer?
- Do users know how to get back to the LibGuides once they've clicked out of it?

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Method:

- Recruited 5 students*
- One hour per participant
- Think-aloud method
- 2 part test: task based and x&o exercise
- Gift card incentive

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ECON 101-6: Health Care, Higher Education, and the Nonprofit Sector: An Economist's Perspective (Weisbrod)

Tags: spring 2014

Last Updated: Apr 7, 2014 | URL: http://libguides.northwestern.edu/weisbrod | Print Guide | RSS Updates

Getting Started | Reference | Finding Articles | Finding Books | Finding Statistics | Think Tanks | News Sources | Citing Sources

Print Page

Search: All available guides ▾ Search

Related Guides

- **Economics** by John Hernandez
- **Business Guides** by Carol Doyle
- **Education Research Guide** by Li (Qunying) Li
- **Sociology** by Jason Kruse
- **Philanthropy and Nonprofit Organizations** by Li (Qunying) Li
- **U.S. Federal Documents** by Charmaine Henriques

Key Resources

- Academic Search Premier
  A scholarly, full-text database of journal articles for nearly every academic field of study. Covers 1975-present.
- CQ Researcher
  In depth coverage of current issues, with historical and current analysis, and pros and cons per topic, timelines, and extensive bibliographies.
- PAIS International
  Provides citations to articles, books, reports, and select government documents on U.S. and international public policy issues. PAIS is generally considered to be a comprehensive index to policy literature. Covers 1915-present.
- Catalog of Nonprofit Literature
  Maintained by the Foundation Center, this is a searchable database of the literature of philanthropy. The Catalog contains citations to materials collected by the Center's five libraries as well as selected literature from other sources. The Catalog was formerly known as *Literature of the Nonprofit Sector*. **Be sure to check NUcat to see if NUL holds a copy of any items you find here.**

Your Librarian

John J. Hernandez

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(847) 491-7602
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Links:
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Subjects:
Economics, Counseling, Latina/o Studies, Legal Studies, Numeric and Spatial Data

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Getting Started | Reference | **Finding Articles** | Finding Books | Finding Statistics | Think Tanks | News Sources | Citing Sources

Print Page Search: All available guides Search

good

Accessing Full Text

Some article databases provide full text while most only provide references to articles.

Look out for the purple "Find it @ NU" button Find it @ NU among your database search results.

Click on the button to see if Northwestern provides full text access to the article via one of our electronic journal packages.

Google Scholar

Google

Search

Journal Article Databases

- ABI Inform Global
  A comprehensive index to worldwide business periodicals. Provides in-depth coverage of business and economic conditions, management, advertising, marketing, human resources, finance and taxation. Covers 1971-present.
- Academic OneFile
  Provides access to scholarly journals, news magazines, and newspapers, many with full text and images. Covers a variety of disciplines from the arts and humanities to social science to science and technology.
- Academic Search Premier
  A scholarly, full-text database of journal articles for nearly every academic field of study. Covers 1975-present.
- Business Source Premier
  Provides indexing and full text of scholarly business journals. Also contains country economic reports, industry reports, and detailed profiles of the world's 10,000 largest companies. Covers 1886-present.
- Catalog of Nonprofit Literature
  Maintained by the Foundation Center, this is a searchable database of the literature of philanthropy. The Catalog contains citations to materials collected by the Center's five libraries as well as selected literature from other sources. The Catalog was formerly known as *Literature of the Nonprofit Sector*. **Be sure to check NUcat to see if NUL holds a copy of any items you find here.**

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not as likely to use

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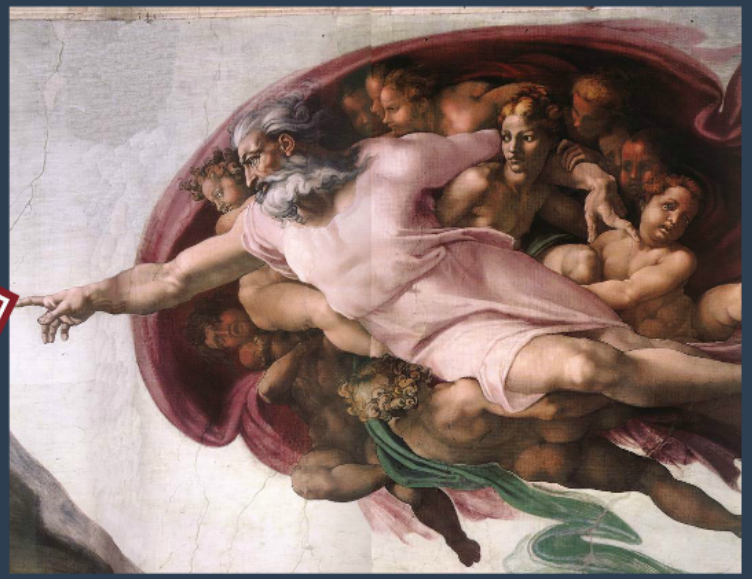
A Few Observations

- They don't read hovering link descriptions
- They don't know what the word "reference" means
- They assume lists of databases are ranked by importance
- They choose sources they recognize by name (JSTOR)



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First Click Testing: Chalkmark

- Guide navigation: side vs. tabbed
- Set task to screenshot, record first click
- A/B method
- Initially administered via email then switched to iPad survey
- FREE!

www.optimalworkshop.com

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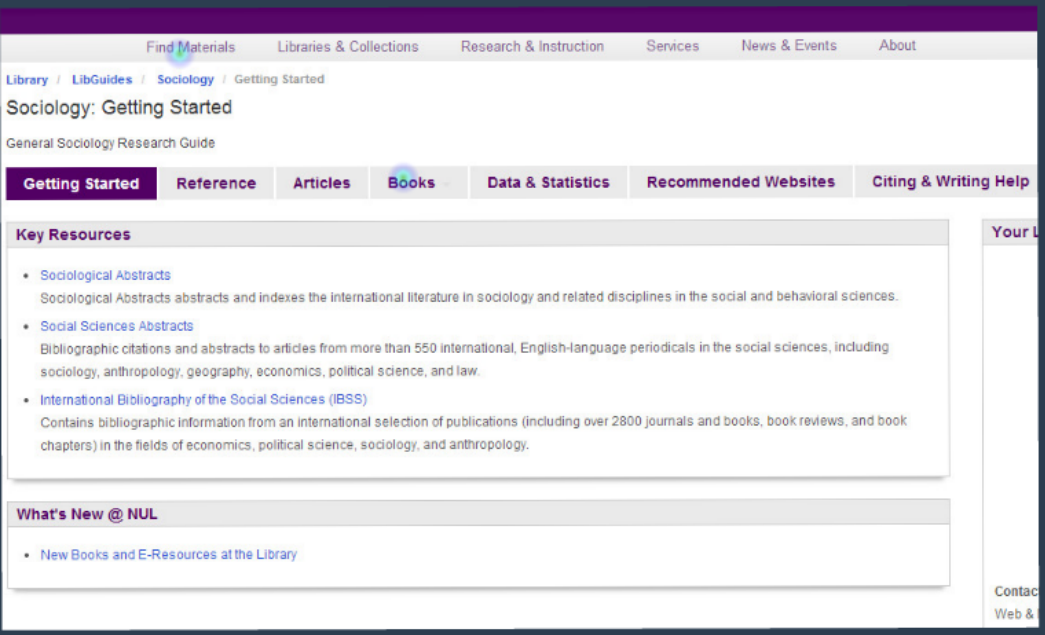
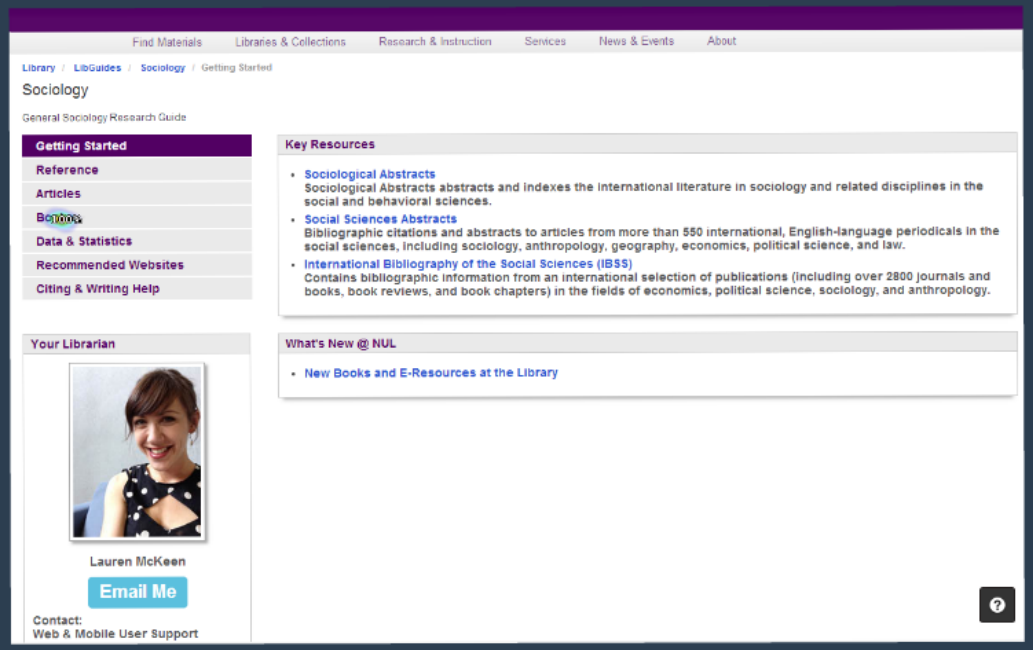
Where would you go to search for books?





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where would you go

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Sociology: Getting Started

General Sociology Research Guide

Getting Started | **Reference** | **Articles** | **Books** | **Data & Statistics** | **Recommended Websites** | **Citing & Writing Help**

Key Resources

- Sociological Abstracts
  Sociological Abstracts abstracts and indexes the international literature in sociology and related disciplines in the social and behavioral sciences.
- Social Sciences Abstracts
  Bibliographic citations and abstracts to articles from more than 550 international, English-language periodicals in the social sciences, including sociology, anthropology, geography, economics, political science, and law.
- International Bibliography of the Social Sciences (IBSS)
  Contains bibliographic information from an international selection of publications (including over 2800 journals and books, book reviews, and book chapters) in the fields of economics, political science, sociology, and anthropology.

What's New @ NUL

- New Books and E-Resources at the Library

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Library / LibGuides / Sociology / Getting Started

Sociology

General Sociology Research Guide

- **Getting Started**
- Reference
- Articles
- Bo100%
- Data & Statistics
- Recommended Websites
- Citing & Writing Help

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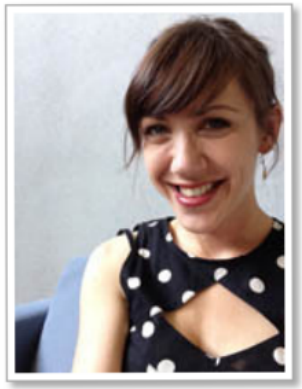

Lauren McKeen

Email Me

Contact:
Web & Mobile User Support

What's New @ NUL

- New Books and E-Resources at the Library

?

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Results

- No clear winner
- Decided to stick with tabbed navigation
- Did make new discoveries
- May test this again in the future

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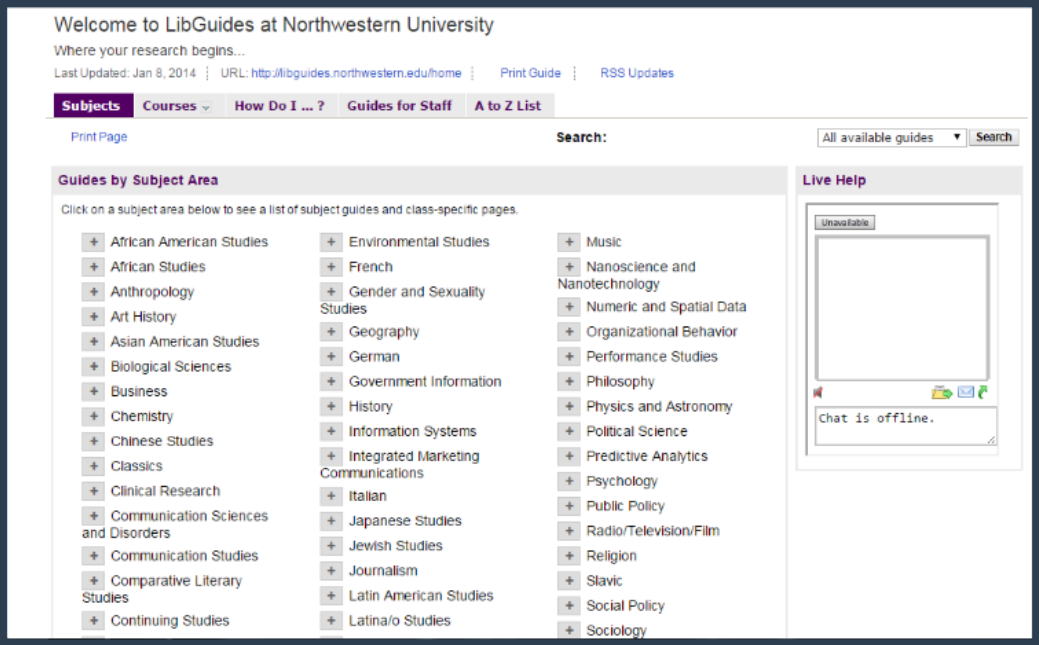
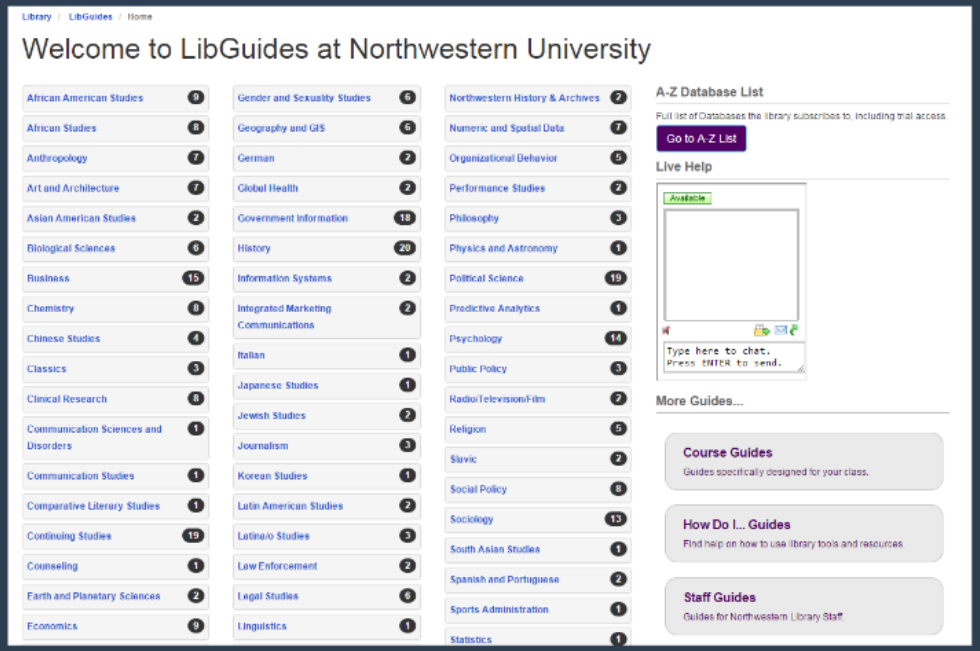
And finally, the big day! Going Live.





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Welcome to LibGuides at Northwestern University

Where your research begins...

Last Updated: Jan 8, 2014 | URL: http://libguides.northwestern.edu/home | Print Guide | RSS Updates

Guides by Subject Area

Click on a subject area below to see a list of subject guides and class-specific pages.

- African American Studies
- African Studies
- Anthropology
- Art History
- Asian American Studies
- Biological Sciences
- Business
- Chemistry
- Chinese Studies
- Classics
- Clinical Research
- Communication Sciences and Disorders
- Communication Studies
- Comparative Literary Studies
- Continuing Studies
- Environmental Studies
- French
- Gender and Sexuality Studies
- Geography
- German
- Government Information
- History
- Information Systems
- Integrated Marketing Communications
- Italian
- Japanese Studies
- Jewish Studies
- Journalism
- Latin American Studies
- Latina/o Studies
- Music
- Nanoscience and Nanotechnology
- Numeric and Spatial Data
- Organizational Behavior
- Performance Studies
- Philosophy
- Physics and Astronomy
- Political Science
- Predictive Analytics
- Psychology
- Public Policy
- Radio/Television/Film
- Religion
- Slavic
- Social Policy
- Sociology

Live Help

Unavailable

Chat is offline.

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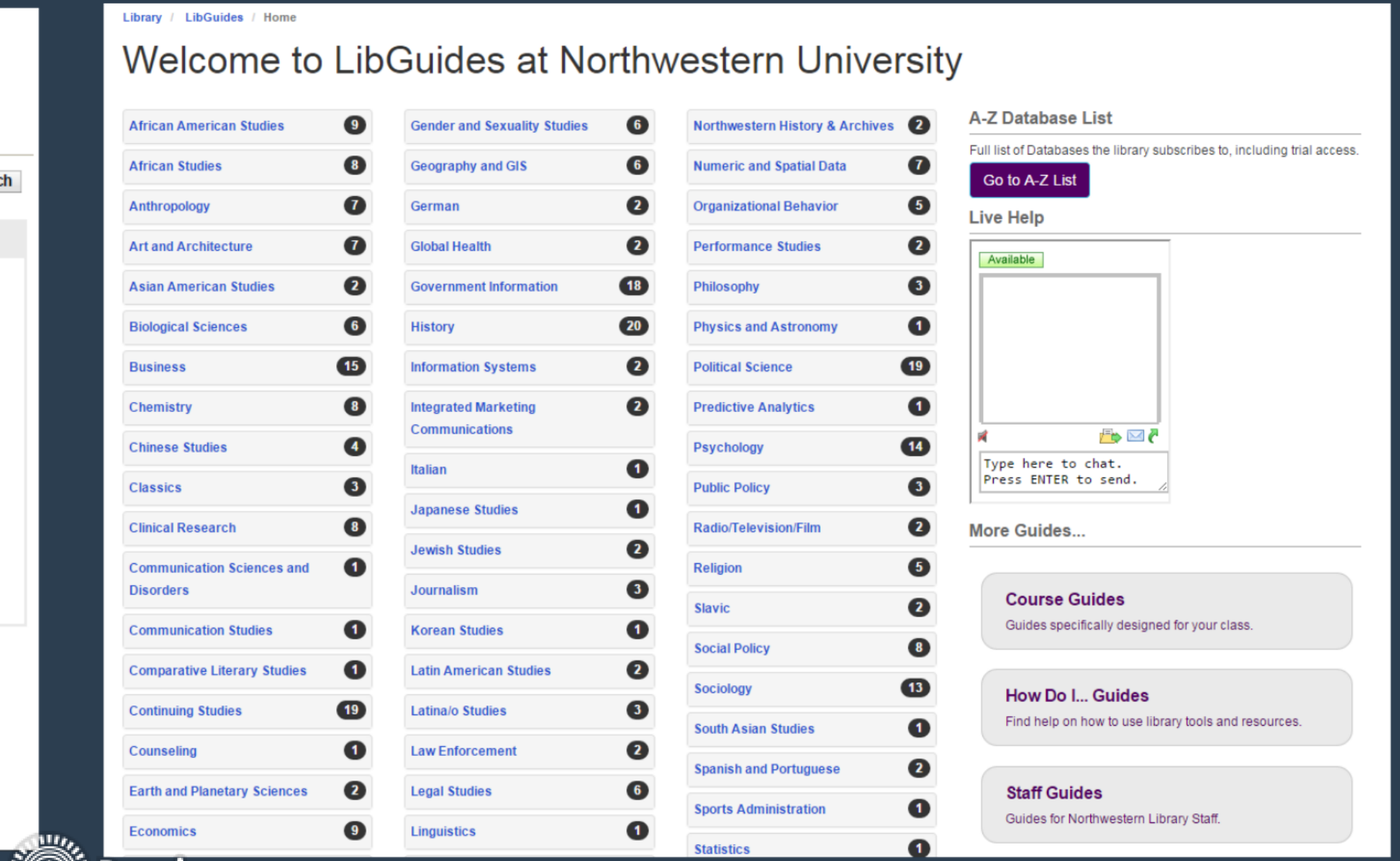
g day! Going Live.



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Welcome to LibGuides at Northwestern University

African American Studies	9	Gender and Sexuality Studies	6	Northwestern History & Archives	2
African Studies	8	Geography and GIS	6	Numeric and Spatial Data	7
Anthropology	7	German	2	Organizational Behavior	5
Art and Architecture	7	Global Health	2	Performance Studies	2
Asian American Studies	2	Government Information	18	Philosophy	3
Biological Sciences	6	History	20	Physics and Astronomy	1
Business	15	Information Systems	2	Political Science	19
Chemistry	8	Integrated Marketing Communications	2	Predictive Analytics	1
Chinese Studies	4	Italian	1	Psychology	14
Classics	3	Japanese Studies	1	Public Policy	3
Clinical Research	8	Jewish Studies	2	Radio/Television/Film	2
Communication Sciences and Disorders	1	Journalism	3	Religion	5
Communication Studies	1	Korean Studies	1	Slavic	2
Comparative Literary Studies	1	Latin American Studies	2	Social Policy	8
Continuing Studies	19	Latina/o Studies	3	Sociology	13
Counseling	1	Law Enforcement	2	South Asian Studies	1
Earth and Planetary Sciences	2	Legal Studies	6	Spanish and Portuguese	2
Economics	9	Linguistics	1	Sports Administration	1
				Statistics	1

A-Z Database List

Full list of Databases the library subscribes to, including trial access.

Go to A-Z List

Live Help

Available

Type here to chat.
Press ENTER to send.

More Guides...

Course Guides
Guides specifically designed for your class.

How Do I... Guides
Find help on how to use library tools and resources.

Staff Guides
Guides for Northwestern Library Staff.

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Back to Work: Managing Links

Tasked student assistants to finish:

- Consolidating duplicate assets (links & books)
- Mapping remaining database links to A-Z library

While we continued:

- Trimming database descriptions
- Assigning subjects, resource types, icons, etc.
- Adding more databases as they emerge, fixing errors & making adjustments

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No Rest for the Wicked

- Preparing to move to new ILS (ExLibris Alma)
- New record structure will require replacing permalinks to specific catalog records (~2,500 found so far)
- Replacing MetaLib with A-Z Database library
- Looking to develop LTI module for Canvas
- Begin to refine mobile presence

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Future Plans

- Usability testing of major design elements & labeling
- Focus groups for marketing
- Quarterly forums for staff to promote best practices and share ideas
- Improved guidelines

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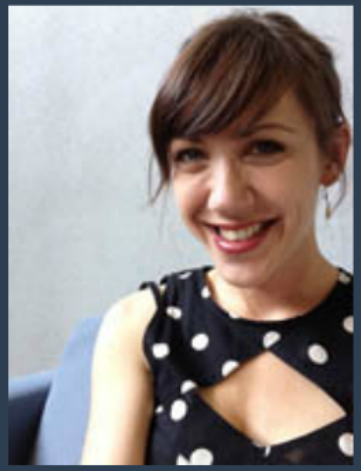
John Hernandez
Web & Mobile Services Librarian
john-hernandez@northwestern.edu



Lauren McKeen
Web & Mobile User Support Librarian
lauren.mckeen@northwestern.edu

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Disney, Walt, et al. Snow White and the seven dwarfs. Burbank, Calif: Walt Disney Enterprises, 2001

Mari Arden, *Mr. Bean Excited Face Meme*, http://mariarden.blogspot.com/2013/02/flame-release-date-and-party.html

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