

On Your MARC, Get Set, Code!

Hosted by Core: Leadership, Infrastructure, Futures
March 23, 2022



University Libraries
UtahStateUniversity

Presenters



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Full Research Team

- Anna-Maria Arnljots
- Josee Butler
- Ryan Bushman (Stats)
- Paul Daybell
- Barbara Fleming
- Maddie Gardner
- Alisha Grant
- Bryn Larsen
- Sabrina Leatham
- Rachel Olsen
- Andrea Payant
- Kurt Meyer
- Jessica Mills
- Abby Rodabough
- MaKayla Roundy
- Melanie Shaw
- Becky Skeen
- Sara Skindalien
- Seth Westenburg
- Liz Woolcott

Background

- Multi-year research into user search behavior for all metadata standards employed by the unit
 - First phase: MARC
 - Second phase: EAD
 - Current phase: Dublin Core
- Project started just as the library moved everyone to work from home
- Whole unit was able to participate in the coding project

Problem Statement



How do well do MARC records perform in a typical user search process?



Research Questions



- What is the frequency and placement of MARC records in search results lists?
- Where are search terms located in Marc records?



Table of Contents

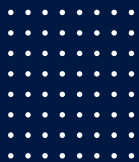
Log Analysis (Liz)

Methodology (Andrea)

Results and Analysis (Paul)

Programs and Resources (Liz)


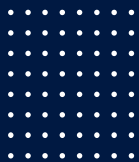





Log Analysis

What is log analysis?

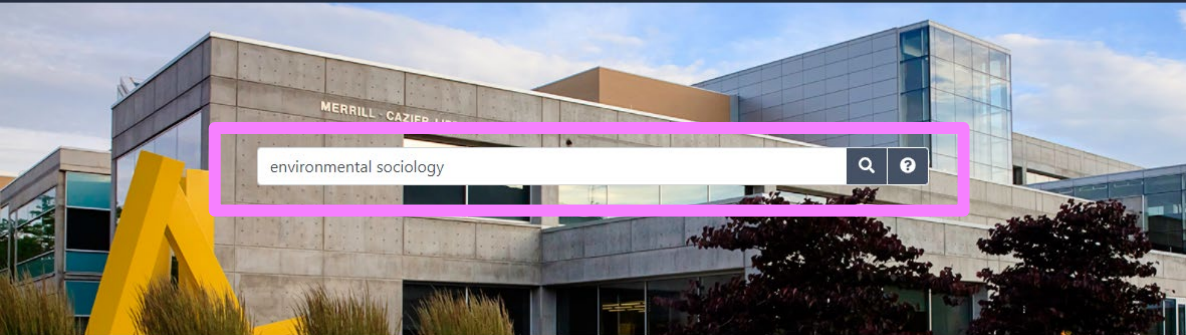
What kind of data can we get from it?



“Web logs can capture a number of informative aspects of a user’s interaction, including timing, query term selection and paths taken through a Web site.”



- Rezarta Islamaj Dogan, G. Craig Murray, Aurélie Névéol, Zhiyong Lu, Understanding PubMed® user search behavior through log analysis, *Database*, 2009, <https://doi.org/10.1093/database/bap018>



environmental sociology



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Face coverings are required while in the building. As a result, food and drink are not permitted. Hours have been reduced and many services have moved online or been changed to promote public safety. For details, see our [Covid-19 information page](#).

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The USU Libraries condemns racism and violence against Black people and all people of color. Black Lives Matter.

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Single search box presented on the library homepage



| Page ? | Hour ? | Minute ? | Pageviews ? |
|---|--------|----------|-------------|
| 1. /iii/encore/?lang=eng&suite=cobalt | 00 | 18 | 1 (0.05%) |
| 2. /iii/encore/home?lang=eng&suite=cobalt&advancedSearch=true&searchString=Designing funded qualitative research | 00 | 27 | 1 (0.05%) |
| 3. /iii/encore/homepage?lang=eng&suite=cobalt | 00 | 27 | 1 (0.05%) |
| 4. /iii/encore/plus/C__S Phenomenological research methods____Orightrresult?lang=eng&suite=cobalt | 00 | 41 | 1 (0.05%) |
| 5. /iii/encore/plus/C__S"environmental sociology"__O-date__U__X0__QEbook##Nv@eBooksc@addfacetfilter(SourceType:eBooks)g@SourceTypen@Source Type##Nv@Booksc@addfacetfilter(SourceType:Books)g@SourceTypen@Source Type##Ff:facetmediatype:z:z:Ebook::##?lang=eng&suite=cobalt | 00 | 37 | 1 (0.05%) |
| 6. /iii/encore/plus/C__S"environmental sociology"__O-date__U__X0?lang=eng&suite=cobalt | 00 | 37 | 1 (0.05%) |
| 7. /iii/encore/plus/C__S"environmental sociology"__Orightrresult__U?lang=eng&suite=cobalt | 00 | 37 | 1 (0.05%) |
| 8. /iii/encore/plus/C__S"environmental sociology"__P1__O-date__U__X0__QEbook##Nv@eBooksc@addfacetfilter(SourceType:eBooks)g@SourceTypen@Source Type##Nv@Booksc@addfacetfilter(SourceType:Books)g@SourceTypen@Source Type##Ff:facetmediatype:z:z:Ebook::##?lang=eng&suite=cobalt | 00 | 37 | 1 (0.05%) |
| 9. /iii/encore/plus/C__S"environmental sociology"__P2__O-date__U__X0__QEbook##Nv@eBooksc@addfacetfilter(SourceType:eBooks)g@SourceTypen@Source Type##Nv@Booksc@addfacetfilter(SourceType:Books)g@SourceTypen@Source Type##Ff:facetmediatype:z:z:Ebook::##?lang=eng&suite=cobalt | 00 | 38 | 1 (0.05%) |
| 10. /iii/encore/plus/C__S(Designing funded qualitative research) a:(morse)____Orightrresult__U?lang=eng&suite=cobalt | 00 | 27 | 1 (0.05%) |
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| 12. /iii/encore/plus/C__Sclimate justice and community renewal__Orightrresult__X0__QEbook##Nv@eBooksc@addfacetfilter(SourceType:eBooks)g@SourceTypen@Source Type##Nv@Booksc@addfacetfilter(SourceType:Books)g@SourceTypen@Source Type##Ff:facetmediatype:z:z:Ebook::##__T?lang=eng&suite=cobalt | 00 | 39 | 1 (0.05%) |
| 13. /iii/encore/plus/C__Sclimate justice and community renewal__Orightrresult__X0__QEbook##Nv@eBooksc@addfacetfilter(SourceType:eBooks)g@SourceTypen@Source Type##Nv@Booksc@addfacetfilter(SourceType:Books)g@SourceTypen@Source Type##Ff:facetmediatype:z:z:Ebook::##?lang=eng&suite=cobalt | 00 | 39 | 1 (0.05%) |

Web Logs

Example of time-stamped web logs from Google Analytics



Breaking down the URL

http://discover.lib.usu.edu/iii/encore/plus/C__Senvironmental sociology__P1__O-date__X0__T__Ks@2000e@2020?lang=eng&suite=cobalt



Results 26 - 50 of 508 for environmental sociology

Sorted by [Relevance](#) | [Date](#)

Neuroclimatism in a Spectral World (Dis)order? [electronic resource] : Rain Petitioning, Climate and Weather Engineering in 21st Century Africa / edited by Artwell Nhemachena & Munyaradzi Mawere

Ebook | 2019

Additional actions:


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Urban sustainability and justice : just sustainabilities and environmental planning / Vanesa Castán Broto and Linda Westan

Broto, Vanesa Castán, author.
Ebook | 2019

Additional actions:


[→ Available online; click to view](#)

Spaceship in the Desert [electronic resource] : Energy, Climate Change, and Urban Design in Abu Dhabi / Gökce Günel

Günel, Gökçe, 1983- author.
Ebook | 2019

Additional actions:


[→ Available online; click to view](#)

Climate technology, gender, and justice : the standpoint of the vulnerable / Tina Sikka

Sikka, Tina, author.

Book | 2019

Available at Available Merrill-Cazier Books (3rd Floor North) (Call number: QC 903 .S55 2019) [see all](#)

Additional actions:


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Rural sociology and community mobilization for sustainable growth / Qaiser Rafique Yasser, editor

Print DDA books discovery | 2019

Additional actions:


[→ This book is available for the Library to purchase. Click here to place a request.](#)

Current refinements:

 Books & Media x
 AND
 2000-2020 x

Refine by:

 Books & Media (508)

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Format

-
- Ebook (318)
-
-
- Book (Print) (136)
-
-
- Print DDA books
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- (345)

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- USU Eastern Library
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-
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- Quinney Natural
-
- Resources Research Library
-
- (8)

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Language

 Publish Date
2000-2020 x
 to
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Place

ENCORE

Example of search results page

http://discover.lib.usu.edu/iii/encore/plus/C__Senvironmental sociology__P1__O-date__X0__T__Ks@2000e@2020?lang=eng&suite=cobalt

 previous 1 **2** 3 4 ... next

Search environmental sociology

Advanced Search

My Temporary List (0 items)

Login



Request Materials

< Back to results

Climate technology, gender, and justice : the standpoint of the vulnerable / Tina Sikka

Sikka, Tina, author.

Book | Springer | 2019

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Additional actions:



Items

| Location | Call No. | Status |
|--|------------------|-----------|
| Merrill-Cazier Books (3rd Floor North) | QC 903 .S55 2019 | Available |

Details

Description vi, 155 pages : illustrations ; 24 cm

Content text

Carrier volume

Series SpringerBriefs in sociology, 2212-6368
SpringerBriefs in sociology, 2212-6368

Contents Introduction -- Geoeengineering, Wind Solar Energy, Traditional Environmental Approaches To Gender -- Feminist Standpoint Theory And Feminist Contextual Empiricism -- Empirical Adequacy -- Novelty -- Ontological Heterogeneity - - Complexity or Mutuality of Interaction -- Applicability to Human Needs -- Conclusion.

Summary This book is the first to undertake a gendered analysis of geoeengineering and alternative energy sources. Are either of these technologies sufficiently attendant to gender issues? Do they incorporate feminist values as articulated by the renowned social philosopher Helen Longino, such as empirical adequacy, novelty, heterogeneity, complexity and applicability to human needs? The overarching argument in this book contends that, while mitigation strategies like solar and wind energy go much further to meet feminist objectives and virtues, geoeengineering is not consistent with the values of justice as articulated in Longino's feminist approach to science. This book provides a novel, feminist argument in support of pursuing alternative energy in the place of geoeengineering. It provides an invaluable contribution for academics and students working in the areas of gender, science and climate change as well as policy makers interested in innovative ways of taking up climate change mitigation and gender.-- Provided by publisher.

Bibliography Includes bibliographical references.

Subject Climatic changes.
Global warming.
Women and the environment.
Environmental justice.

ISBN 3030011461 paperback
9783030011468 paperback
9783030011475 (electronic bk.)
303001147X (electronic bk.)

Bookmark This Record

Persistent link to this record: https://discover.lib.usu.edu/iii/encore/record/C__Rb4067331

ENCORE

Example of record page

(This is exclusively from Sierra.)

http://discover.lib.usu.edu/iii/encore/record/C__Rb4067331__Senvironmental_sociology__P1__O-date__X0__T__Ks@2000e@2020?lang=eng&suite=cobalt

http://discover.lib.usu.edu/iii/encore/plus/C__Senvironmental_sociology__P1__O-date__X0__T__Ks@2000e@2020?lang=eng&suite=cobalt

Advanced Search [Basic Search](#)

(environmental sociology) a:(Gustavo Medina) f:a y:[2000-2020]

Keyword

AND Author X

Add boolean:

BOOKS & Media ?

Format: +

Collection: +

Language: +

Year: to

[Reset search](#)

ENCORE

Example of advanced search page

[http://discover.lib.usu.edu/iii/encore/plu s/C__S\(environmental sociology\) a:\(Gustavo Medina\) f:a y:\[2000-2020\]__U__X0?lang=eng&suite=cobalt](http://discover.lib.usu.edu/iii/encore/plu s/C__S(environmental sociology) a:(Gustavo Medina) f:a y:[2000-2020]__U__X0?lang=eng&suite=cobalt)

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Search Tools

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Library Links



Methodology



Methodology



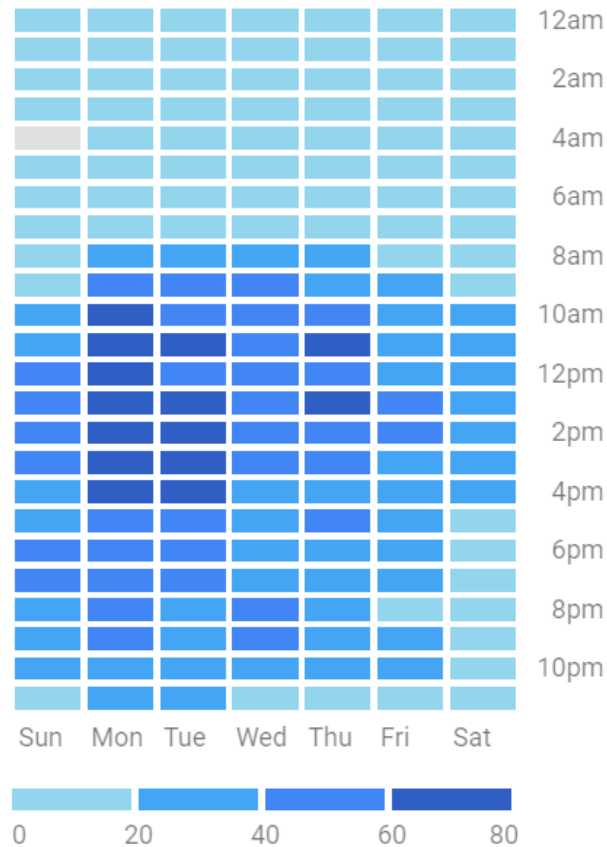
Web Scraping

HIGHEST TRAFFIC



Monday
Tuesday
Thursday

Users by time of day



| Page ? | Hour ? | Minute ? | Pageviews ? |
|---|--------|----------|-------------|
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| 4. /iii/encore/plus/C__S Phenomenological research methods____Orightrresult?lang=eng&suite=cobalt | 00 | 41 | 1 (0.05%) |
| 5. /iii/encore/plus/C__S"environmental sociology"__O-date__U__X0__QEbook##Nv@eBooksc@addfacetfilter(SourceType:eBooks)g@SourceTypen@Source Type##Nv@Booksc@addfacetfilter(SourceType:Books)g@SourceTypen@Source Type##Ff:facetmediatype:z:z:Ebook::##?lang=eng&suite=cobalt | 00 | 37 | 1 (0.05%) |
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| 7. /iii/encore/plus/C__S"environmental sociology"__Orightrresult__U?lang=eng&suite=cobalt | 00 | 37 | 1 (0.05%) |
| 8. /iii/encore/plus/C__S"environmental sociology"__P1__O-date__U__X0__QEbook##Nv@eBooksc@addfacetfilter(SourceType:eBooks)g@SourceTypen@Source Type##Nv@Booksc@addfacetfilter(SourceType:Books)g@SourceTypen@Source Type##Ff:facetmediatype:z:z:Ebook::##?lang=eng&suite=cobalt | 00 | 37 | 1 (0.05%) |
| 9. /iii/encore/plus/C__S"environmental sociology"__P2__O-date__U__X0__QEbook##Nv@eBooksc@addfacetfilter(SourceType:eBooks)g@SourceTypen@Source Type##Nv@Booksc@addfacetfilter(SourceType:Books)g@SourceTypen@Source Type##Ff:facetmediatype:z:z:Ebook::##?lang=eng&suite=cobalt | 00 | 38 | 1 (0.05%) |
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| 13. /iii/encore/plus/C__Sclimate justice and community renewal__Orightrresult__X0__QEbook##Nv@eBooksc@addfacetfilter(SourceType:eBooks)g@SourceTypen@Source Type##Nv@Booksc@addfacetfilter(SourceType:Books)g@SourceTypen@Source Type##Ff:facetmediatype:z:z:Ebook::##?lang=eng&suite=cobalt | 00 | 39 | 1 (0.05%) |

WEB LOGS

Exported list of all URLs accessed the previous day, sorted by time

Report Tab

advanced

| Page | Hour | Minute | Pageviews |
|------|------|--------|-----------|
| 1 | 00 | 18 | 1 (0.00%) |
| 2 | 00 | 27 | 1 (0.00%) |
| 3 | 00 | 27 | 1 (0.00%) |
| 4 | 00 | 41 | 1 (0.00%) |
| 5 | 00 | 37 | 1 (0.00%) |
| 6 | 00 | 37 | 1 (0.00%) |
| 7 | 00 | 37 | 1 (0.00%) |
| 8 | 00 | 37 | 1 (0.00%) |
| 9 | 00 | 38 | 1 (0.00%) |
| 10 | 00 | | |
| 11 | 00 | | |
| 12 | 00 | | |
| 13 | 00 | | |



Web Logs

Search results page URLs fed into Octoparse

All changes saved

Batches URLs Coders MARC Codes Batch 1 Search Results Batch 2 Search Results Batch 3 Search Results Batch 1 Record Results

Batch 1 1 filter Group Sorted by 1 field Color Share view

| Batch | URL ID (UID) | URL # | Encore URLs | Time Searched | Pageviews |
|-------|----------------|-------|---|------------------|-----------|
| 1 | Batch-1_URL-1 | 1 | /iii/encore/plus/C__Rb2014371__Sassisted suicide_Orighresult_U_X77lang... | 11/14/2019 11:26 | 1 |
| 2 | Batch-1_URL-2 | 2 | /iii/encore/plus/C__S "genome editing" and "horticultural crop" and "environ... | 11/14/2019 15:05 | 1 |
| 3 | Batch-1_URL-3 | 3 | /iii/encore/plus/C__S "genome editing" and "horticultural crop" and "environ... | 11/14/2019 15:05 | 1 |
| 4 | Batch-1_URL-4 | 4 | /iii/encore/plus/C__S "genome editing" and "horticultural crop_Orighresult... | 11/14/2019 | |
| | Batch-1_URL-5 | 5 | /iii/encore/plus/C__S "genome editing" and "plants" and "humans"_Orighr... | 11/14/2019 | |
| | Batch-1_URL-6 | 6 | /iii/encore/plus/C__S "A Quick Assessment Tool for Human-Directed Aggress... | 11/14/2019 | |
| 7 | Batch-1_URL-7 | 7 | /iii/encore/plus/C__S "A Quick Assessment Tool for Human-Directed Aggress... | 11/14/2019 | |
| 8 | Batch-1_URL-8 | 8 | /iii/encore/plus/C__S Financial Basics: A Money-Management Guide for Stud... | 11/14/2019 | |
| 9 | Batch-1_URL-9 | 9 | /iii/encore/plus/C__S Harnessing the Science of Persuasion by Robert Cialdin... | 11/14/2019 | |
| 10 | Batch-1_URL-10 | 10 | /iii/encore/plus/C__S Identity, Instrumental Self-Interest and Institutional Eva... | 11/14/2019 | |



Octoparse



- Uploaded into Airtable
- Assigned ID
- Sorted for search vs. record page



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WEB SCRAPE

Results 26 - 50 of 508 for environmental sociology

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- Print DDA books discovery (19)
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Tag

Publish Date

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Neoclimatism in a Spectral World (Dis)order? [electronic resource] : Rain Petitioning, Climate and Weather Engineering in 21st Century Africa / edited by Artwell Nhemachena & Munyaradzi Mawere

Ebook | 2019

Additional actions:



→ Available online; click to view

Urban sustainability and justice : just sustainabilities and environmental planning / Vanesa Castán Broto and Linda Westan

Broto, Vanesa Castán, author.

Ebook | 2019

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Günel, Gökçe, 1983- author.

Ebook | 2019

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Sikka, Tina, author.

Book | 2019

Available at Available Merrill-Cazier Books (3rd Floor North) (Call number: QC 903 .S55 2019) [see all](#)

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Additional action:



Rural sociology and community mobilization for sustainable growth / Qaiser Rafique Yasser, editor
Print DDA books discovery | 2019

Additional action:



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| | A | B | C | D | E |
|----|--------------|-------------|-----------------------------|----------------------------|--|
| 1 | Result Order | Field3_Text | Field4_Link | Page_URL | Current_Time |
| 2 | | 1 | Neoclimatism in a Spec | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:44.8407510 |
| 3 | | 2 | Urban sustainability and | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:44.9205385 |
| 4 | | 3 | Spaceship in the Desert | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:44.9344726 |
| 5 | | 4 | Climate technology, gen | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:44.9494613 |
| 6 | | 5 | Rural sociology and com | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:44.9643924 |
| 7 | | 6 | Routledge handbook of S | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:44.9833998 |
| 8 | | 7 | The resilient city in Worl | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.0013495 |
| 9 | | 8 | The urban fix : resilient c | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.0352580 |
| 10 | | 9 | Envisioning better cities : | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.0562078 |
| 11 | | 10 | Baltimore revisited : stor | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.0831746 |
| 12 | | 11 | Adventures in sustainabl | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.1609428 |
| 13 | | 12 | Climate futures : re-imag | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.2098514 |
| 14 | | 13 | Organic public engageme | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.2317801 |
| 15 | | 14 | Political ecology, food reg | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.2507025 |
| 16 | | 15 | A city on a lake : urban p | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.2736680 |
| 17 | | 16 | Yamuna River Project : Ne | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.2946122 |
| 18 | | 17 | Sustainable nation : urba | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.3185427 |
| 19 | | 18 | Catholic bioethics and so | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.3424565 |
| 20 | | 19 | Regreening the built envi | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.3684093 |
| 21 | | 20 | Social science theory for | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.3943457 |
| 22 | | 21 | Bulldozer revolutions : a | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.4222655 |
| 23 | | 22 | Ecological Integrity, Law | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.4412199 |
| 24 | | 23 | Kernel Smoothing [electr | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.4591717 |
| 25 | | 24 | Kernel smoothing : princi | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.4760986 |
| 26 | | 25 | Sustainable nation : urba | http://discover.lib.usu.ed | http://discover.lib.usu.ed 2021-01-06 10:33:45.4950475 |

| A | B | C | D | E |
|--------------|-----------------------------|----------------------------|----------------------------|-----------------------------|
| Result Order | Field3_Text | Field4_Link | Page_URL | Current_Time |
| 1 | Necroclimatism in a Spec | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:44.8407510 |
| 2 | Urban sustainability and | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:44.9205385 |
| 3 | Spaceship in the Desert [| http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:44.9344726 |
| 4 | Climate technology, gend | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:44.9494613 |
| 5 | Rural sociology and comm | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:44.9643924 |
| 6 | Routledge handbook of S | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:44.9833998 |
| 7 | The resilient city in Worl | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.0013495 |
| 8 | The urban fix : resilient c | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.0352580 |
| 9 | Envisioning better cities : | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.0562078 |
| 10 | Baltimore revisited : stor | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.0831746 |
| 11 | Adventures in sustainabl | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.1609428 |
| 12 | Climate futures : re-imag | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.2098514 |
| 13 | Organic public engageme | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.2317801 |
| 14 | Political ecology, food reg | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.2507025 |
| 15 | A city on a lake : urban p | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.2736680 |
| 16 | Yamuna River Project : Ne | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.2946122 |
| 17 | Sustainable nation : urba | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.3185427 |
| 18 | Catholic bioethics and so | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.3424565 |
| 19 | Regreening the built envi | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.3684093 |
| 20 | Social science theory for | http://discover.lib.usu.ed | http://discover.lib.usu.ed | 2021-01-06 10:33:45.3943457 |
| 21 | Bulldozer revolutions : a | http://discov | | |
| 22 | Ecological Integrity, Law | http://discov | | |
| 23 | Kernel Smoothing [electr | http://discov | | |
| 24 | Kernel smoothing : princi | http://discov | | |
| 25 | Sustainable nation : urba | http://discov | | |

WEB SCRAPE

Each item on a search results page is numbered, uploaded into Airtable, and linked with the URL that generated the item.



| Discoverability Res | | | | | | | | | |
|--|-------------------------------|---------------|------------|---|----------------------------|--|-----------------------|---------|--|
| Batches URLs Coders MARC Codes Batch 1 Search Results Batch 2 Search Results Batch 3 Search Results Batch 1 Record Results Batch 2 Record Results Batch 3 Record Results Advanced Search | | | | | | | | | |
| All Results - In Order Hide fields Filter Group Sorted by 1 field Color Share view | | | | | | | | | |
| | Result ID (RID) | SID | A Result # | A Item Title | A Item URL | A Page URL | Date Linked Extrac... | | |
| 1 | Batch-1_URL-1_EncoreResult-1 | Batch-1_URL-1 | 1 | Assisted suicide : the liberal, humanist case a... | http://discover.lib.usu... | http://discover.lib.usu.edu/iii/encore/plus/C_Rb2014371_Sassisted%2... | 2019-11-15 | 10:33am | |
| 2 | Batch-1_URL-1_EncoreResult-2 | Batch-1_URL-1 | 2 | Assisted Suicide [electronic resource] : Cana... | http://discover.lib.usu... | http://discover.lib.usu.edu/iii/encore/plus/C_Rb2014371_Sassisted%2... | 2019-11-15 | 10:33am | |
| 3 | Batch-1_URL-1_EncoreResult-3 | Batch-1_URL-1 | 3 | Assisted suicide | http://discover.lib.usu... | http://discover.lib.usu.edu/iii/encore/plus/C_Rb2014371_Sassisted%2... | 2019-11-15 | 10:33am | |
| 4 | Batch-1_URL-1_EncoreResult-4 | Batch-1_URL-1 | 4 | Assisted suicide : legal, medical, ethical, and ... | http://discover.lib.usu... | http://discover.lib.usu.edu/iii/encore/plus/C_Rb2014371_Sassisted%2... | 2019-11-15 | 10:33am | |
| 5 | Batch-1_URL-1_EncoreResult-5 | Batch-1_URL-1 | 5 | Assisted suicide : a decision-making guide fo... | http://discover.lib.usu... | http://discover.lib.usu.edu/iii/encore/plus/C_Rb2014371_Sassisted%2... | 2019-11-15 | 10:33am | |
| 6 | Batch-1_URL-1_EncoreResult-6 | Batch-1_URL-1 | 6 | Assisted suicide [electronic resource] : a disa... | http://discover.lib.usu... | http://discover.lib.usu.edu/iii/encore/plus/C_Rb2014371_Sassisted%2... | 2019-11-15 | 10:33am | |
| 7 | Batch-1_URL-1_EncoreResult-7 | Batch-1_URL-1 | 7 | Assisted Suicide in Switzerland: An Analysis ... | http://discover.lib.usu... | http://discover.lib.usu.edu/iii/encore/plus/C_Rb2014371_Sassisted%2... | 2019-11-15 | 10:33am | |
| 8 | Batch-1_URL-1_EncoreResult-8 | Batch-1_URL-1 | 8 | Euthanasia and assisted suicide : global view... | http://discover.lib.usu... | http://discover.lib.usu.edu/iii/encore/plus/C_Rb2014371_Sassisted%2... | 2019-11-15 | 10:33am | |
| 9 | Batch-1_URL-1_EncoreResult-9 | Batch-1_URL-1 | 9 | Euthanasia and assisted suicide : global view... | http://discover.lib.usu... | http://discover.lib.usu.edu/iii/encore/plus/C_Rb2014371_Sassisted%2... | 2019-11-15 | 10:33am | |
| 10 | Batch-1_URL-1_EncoreResult-10 | Batch-1_URL-1 | 10 | Paternalism v Autonomy: Examining the Mor... | http://discover.lib.usu... | http://discover.lib.usu.edu/iii/encore/plus/C_Rb2014371_Sassisted%2... | 2019-11-15 | 10:33am | |



3

Days

3,604

URLs

68,022

Search Results Scraped

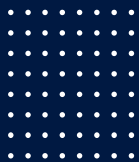




Methodology



Coding



Poll 1

What types of data do you have experience coding (if any)?



| | URL ID (UID) | Scraped Search Terms | Resolving Page | Basic or Advanced S... | Advanced Search (...) | Facet Type (overall s... |
|-----|-----------------|-------------------------------------|-------------------------------------|------------------------|-----------------------|--------------------------------|
| 98 | Batch-1_URL-99 | A Social-Cognitive Exploration o... | Search Results Page | Basic | | |
| 99 | Batch-1_URL-100 | a:(Asbaghi) (Persische) | Search Results Page | Advanced | Author Keyword AND | |
| 100 | Batch-1_URL-101 | a:(Asbaghi) t:(Persische) | Search Results Page | Advanced | Author Title AND | |
| 101 | Batch-1_URL-102 | a:(Asbaghi) | Search Results Page | Advanced | Author | |
| 102 | Batch-1_URL-103 | Eberhard Jäckel | Search Results Page | Advanced | Author | |
| 103 | Batch-1_URL-104 | a:(robert frost) poetry | Search Results Page | Advanced | Author | |
| 104 | Batch-1_URL-105 | a:(robert frost) | Search Results Page | Advanced | Author | |
| 105 | Batch-1_URL-106 | a:(robert frost) | Search Results Page | Advanced | Author | |
| 106 | Batch-1_URL-107 | a:(robert frost) | Search Results Page | Advanced | Author | Format_Ebook |
| 107 | Batch-1_URL-108 | a:(robert frost) | Search Results Page | Advanced | Author | Books & Media |
| 108 | Batch-1_URL-109 | abortion emotionally | Search Results Page | Basic | | |
| 109 | Batch-1_URL-110 | abortion | Search Results Page | Basic | | |
| 110 | Batch-1_URL-111 | abstinence only education | Search Results Page | Basic | | |
| 111 | Batch-1_URL-112 | abstinence only education | Search Results Page | Basic | | Format_Academic-Journals |
| 112 | Batch-1_URL-113 | abstinence only education | Search Results Page | Basic | | Articles_Full-Text Format_Aca |
| 113 | Batch-1_URL-114 | abstinence only education | Search Results Page | Basic | | Articles_Full-Text Publish Dat |
| 114 | Batch-1_URL-115 | abstracts | Search Results Page | Basic | | |
| 115 | Batch-1_URL-116 | Ackermann human evolution | Search Results Page | Basic | | |
| 116 | Batch-1_URL-117 | Ackermann human evolution | Search Results Page | Basic | | |
| 117 | Batch-1_URL-118 | Ackermann | Search Results Page | Basic | | |
| 118 | Batch-1_URL-119 | Ackermann | Search Results Page | Basic | | Format_Academic-Journals |
| 119 | Batch-1_URL-120 | ACLS Humanities E Book. URL: h... | Search Results Page | Basic | | |
| 120 | Batch-1_URL-121 | act of killing | Search Results Page | Basic | | |
| 121 | Batch-1_URL-122 | act of killing oppenheimer | Search Results Page | Basic | | |
| 122 | Batch-1_URL-123 | act of killing | Search Results Page | Basic | | |
| 123 | Batch-1_URL-124 | act of killing | Search Results Page | Basic | | |
| 124 | Batch-1_URL-125 | act of killing | Search Results Page | Basic | | |
| 125 | Batch-1_URL-126 | addiction | Search Results Page | Basic | | |

CODING

URL Content

- Extract search terms
- Coded for:
 - Page Type
 - Advanced Search fields used
 - Facets Used
 - Page #



| SEARCH QUERY ID | Count | | | | | | | | | |
|---|------------------|---------------|----|--------------------------------------|---------|------|-------|------------|----------------------------|--|
| SEARCH QUERY ID: Batch-1_S0109 Count 9 | | | | | | | | | | |
| 27 | Batch-1_URL-407 | Batch-1_S0109 | 1 | Gibbons, Justina, Cihak, Wright, ... | Creator | Year | Title | Known Item | Homepage | A Social-Cognitive Exploration of the |
| 28 | Batch-1_URL-408 | Batch-1_S0109 | 2 | Gibbons, Justina, Cihak, Wright, ... | Creator | Year | Title | Known Item | Same page but clicked... | A Social-Cognitive Exploration of the |
| 29 | Batch-1_URL-624 | Batch-1_S0109 | 3 | Milsom, (2007). Interventions to ... | Creator | Year | Title | Known Item | Re-ran search from Se... | Interventions to Assist Students with |
| 30 | Batch-1_URL-623 | Batch-1_S0109 | 4 | Milsom & Dietz. (2018). Defining... | Creator | Year | Title | Known Item | Re-ran search from Se... | Defining College Readiness for Stud |
| 31 | Batch-1_URL-3424 | Batch-1_S0109 | 5 | Milsom & Dietz. (2018). Defining... | Creator | Year | Title | Known Item | Reloaded page/Return ... | Defining College Readiness for Stud |
| 32 | Batch-1_URL-12 | Batch-1_S0109 | 6 | Preparing Pre-service School Co... | Title | | | Known Item | Re-ran search from Ho... | Preparing Pre-service School Course |
| 33 | Batch-1_URL-473 | Batch-1_S0109 | 7 | Interventions to Assist Students ... | Title | | | Known Item | Re-ran search from Se... | Interventions to Assist Students with |
| 34 | Batch-1_URL-300 | Batch-1_S0109 | 8 | Defining College Readiness for S... | Title | | | Known Item | Re-ran search from Se... | Defining College Readiness for Stud |
| 35 | Batch-1_URL-99 | Batch-1_S0109 | 9 | A Social-Cognitive Exploration o... | Title | | | Known Item | Re-ran search from Se... | A Social-Cognitive Exploration of the |
| SEARCH QUERY ID: Batch-1_S0111 Count 2 | | | | | | | | | | |
| 36 | Batch-1_URL-639 | Batch-1_S0111 | 1 | musians introduction to baroqu... | Title | | | Known Item | Homepage | A musician's introduction to Baroque |
| 37 | Batch-1_URL-641 | Batch-1_S0111 | 2 | musicians introduction to baroqu... | Title | | | Known Item | Re-ran search from Se... | A musician's introduction to Baroque |
| SEARCH QUERY ID: Batch-1_S0113 Count 14 | | | | | | | | | | |
| 38 | Batch-1_URL-395 | Batch-1_S0113 | 1 | Frankreich in Hitlers Europa | Title | | | Known Item | Homepage | Frankreich in Hitlers Europa; die deut |
| 39 | Batch-1_URL-399 | Batch-1_S0113 | 2 | Frankreich in Hitlers Europa | Title | | | Known Item | Selected a facet | Frankreich in Hitlers Europa; die deut |
| 40 | Batch-1_URL-398 | Batch-1_S0113 | 3 | Frankreich in Hitlers Europa | Title | | | Known Item | Selected a facet | Frankreich in Hitlers Europa; die deut |
| 41 | Batch-1_URL-397 | Batch-1_S0113 | 4 | Frankreich in Hitlers Europa | Title | | | Known Item | Selected a facet | Frankreich in Hitlers Europa; die deut |
| 42 | Batch-1_URL-396 | Batch-1_S0113 | 5 | Frankreich in Hitlers Europa | Title | | | Known Item | Selected a facet | Frankreich in Hitlers Europa; die deut |
| 43 | Batch-1_URL-3412 | Batch-1_S0113 | 6 | Frankreich in Hitlers Europa | Title | | | Known Item | Removed a facet | Frankreich in Hitlers Europa; die deut |
| 44 | Batch-1_URL-3413 | Batch-1_S0113 | 7 | Frankreich in Hitlers Europa | Title | | | Known Item | Removed a facet | Frankreich in Hitlers Europa; die deut |
| 45 | Batch-1_URL-3414 | Batch-1_S0113 | 8 | Frankreich in Hitlers Europa | Title | | | Known Item | Removed a facet | Frankreich in Hitlers Europa; die deut |
| 46 | Batch-1_URL-3411 | Batch-1_S0113 | 9 | Frankreich in Hitlers Europa | Title | | | Known Item | Re-ran search from Ho... | Frankreich in Hitlers Europa; die deut |
| 47 | Batch-1_URL-340 | Batch-1_S0113 | 10 | Eberhard Jäckel | Person | | | Person | Re-ran search from Ho... | |
| 48 | Batch-1_URL-1073 | Batch-1_S0113 | 11 | Eberhard Jäckel | Person | | | Person | Clicked "Advanced Sea... | |
| 49 | Batch-1_URL-103 | Batch-1_S0113 | 12 | Eberhard Jäckel | Person | | | Person | Search Results from th... | |
| 50 | Batch-1_URL-968 | Batch-1_S0113 | 13 | Eberhard Jäckel | Person | | | Person | Right clicked on record... | |
| 51 | Batch-1_URL-960 | Batch-1_S0113 | 14 | Eberhard Jäckel | Person | | | Person | Right clicked on record... | |

CODING

Search Queries

- URLs grouped into search sessions
- Assigned a search ID
- Put in order of occurrence
- Search re-run for QC
- Coded for:
 - Search term construction
 - Search Categories (known item, topical, etc.)
 - User Path
 - Known Item Titles



| Item Title | Reasonable... | Physical... | Location | E-Resourc... | Listed by | Final Content Pro... | Bib ... | F... | G... |
|--|---------------|---------------|------------|-------------------------|------------------------|----------------------|---------------------------|------------|-----------|
| Principles of sedimentology and str... | Book | Available | Physical | Logan Campus | Sierra | | b2554175 | Yes | 1 |
| Impossible subjects : illegal aliens a... | Book | Available | Physical | Electro Logan Campus | Onli Platform recor... | Sierra | Proquest Ebook Central | Yes | 1 |
| The Brothers Karamazov | Book | Available | Physical | Electro Logan Campus | Onli Platform recor... | Sierra | Proquest Ebook Central | b3219139 b | Yes |
| Validity and Reliability of a Nutrition... | Article | Available | Electronic | Online | Database reco... | Agricola | Scop ScienceDirect | Yes | 1 |
| Cinderella Dreams : The Allure of th... | Book | Available | | | Platform recor... | Sierra | Proquest Ebook Central | Yes | 1 |
| Toward Equity and Social Justice in ... | Book | Not Available | | | | | | Yes | 1 |
| Traumatic Brain Injury and the Trans... | Article | Available | Electronic | Online | Direct access | Education S... | Education Source | Citati... | |
| Media effects research : a basic ove... | Book | Available | Physical | Logan Campus | | Sierra | | Citati... | |
| Teachers College record | Journal | Available | Physical | Logan Campus | | Sierra | | No | |
| Dopesick : dealers, doctors, and the... | Book | Available | Physical | Logan Campus | | Sierra | | Yes | 1 |
| The triumph of injustice : how the ri... | Book | Available | Physical | Logan Campus | | Sierra | | Yes | 1 |
| Preparing Pre-service School Couns... | Article | Not Available | | | | | | Yes | 1 |
| Defining College Readiness for Stud... | Article | Available | Electronic | Online | Direct access | JSTOR Jour... | JSTOR | Yes | 1 |
| A musician's introduction to Baroqu... | Dissertat... | Available | Electronic | Online | Database reco... | RILM Abstr... | Proquest Dissertation ... | Citati... | |
| Frankreich in Hitlers Europa; die de... | Book | Not Available | | | Database reco... | | | No | |
| The Hedging Effectiveness of Foreign... | Article | Available | Electronic | Online | Direct access | Compleme... | Wiley | Citati... | |
| Students' Need for Belonging in the... | Article | Available | Electronic | Online | Database reco... | JSTOR Jour... | JSTOR | Yes | 1 |
| Hamessing the science of persuasion | Article | Ma Available | Electronic | Online | Direct access | Gale Acade... | Business Source Prem... | Yes | 1 |
| Group Processes & Intergroup Relat... | Article | Available | Electronic | Online | Database reco... | APA PsycInfo | Sage Journals | Yes | 1 |
| L'Alsace Pendant la Guerre : 1914-1... | Book | Not Available | | | | | | Citati... | |
| Alsatian autonomist leaders, 1919-1... | Book | Available | Physical | Logan Campus | | Sierra | | b1083046 | Citati... |
| The Shadow of Colonialism on Euro... | Book Ch... | Available | Electronic | Online | Platform recor... | Sierra | Proquest Ebook Central | Yes | 1 |
| Alsace-Lorraine under German rule | Book | Available | Physical | Logan Campus | | Sierra | | b2336428 | Yes |
| Alsace-Lorraine: Histoire d'un "pays ... | Book | Not Available | | | | | | Yes | 1 |
| Easy Arabic reader : a three-part tex... | Book | Available | Physical | Electro Logan Campus | Onli Platform recor... | Sierra | Proquest Ebook Central | Citati... | |
| Shaped by the West | Book | Not Available | | | | | | Yes | 1 |
| The Dark Delight of Ambrose Bierce | Article | Available | Electronic | Online | Direct access | Literary Ref... | Academic Search Ulti... | Yes | 1 |
| A Companion to the Regional Litera... | Book | Available | Electronic | Physi Online Logan Camp | Database reco... | Sierra | Proquest Ebook Central | Yes | 1 |
| Water and sediment discharge from... | Article | Available | Electronic | Online | Direct access | JSTOR Jour... | Academic Search Ulti... | Yes | 1 |
| Risk reduction and variation in agric... | Article | Not Available | | | | | | Yes | 1 |
| Balancing nature and commerce in ... | Book | Available | Physical | Logan Campus | | Sierra | | Yes | 1 |
| Evolving complexity and environme... | Book | Available | Physical | Logan Campus | | Sierra | | Yes | 1 |
| I Got Thunder: Black Women Songw... | Book | Not Available | | | | | | Citati... | |
| Evolution of menopause | Article | Available | Electronic | Online | Database reco... | MEDLINE | ScienceDirect | Yes | 1 |

CODING

Known Items

- Extracted from URL/Search Query coding
- Coded for:
 - Format/Genre type
 - Availability
 - Physical/Electronic
 - Location
 - Steps to access (e-resources)
 - Listed by (in Encore)
 - Final content provider
 - Check-outs
 - Discoverability in Google Scholar and Microsoft Academic
 - Step to access (e-resources)

| MARC Record Text | Record Created by | Material Type | MARC Tags - ALL SEARCH TERMS | Missing Fields |
|---------------------------|-------------------|---------------|------------------------------|----------------------------|
| LEADER 00000nam 220043... | Vendor | E-Resource | 245 505 650 776 | 520-Summary Note |
| LEADER 00000cam a22003... | Vendor | E-Resource | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | CMS | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | CMS | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cmm 220000... | CMS | E-Resource | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220044... | CMS | Book | 245 505 520 650 | |
| LEADER 00000nam 220046... | Vendor | E-Resource | 245 505 650 776 | 520-Summary Note |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000nam 220000... | CMS | Book | 245 650 776 | 505-Formatted Contents ... |
| LEADER 00000nam 220000... | Vendor | E-Resource | 245 650 776 | 505-Formatted Contents ... |
| LEADER 00000nam 220000... | Vendor | Book | 245 650 776 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000nam a22004... | Vendor | E-Resource | 245 505 650 | 520-Summary Note |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000nam 220000... | Eastern Libraries | Book | 245 505 650 | 520-Summary Note |
| LEADER 00000cam 220000... | CMS | Book | 245 505 650 | 520-Summary Note |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | CMS | Book | 245 505 650 | 520-Summary Note |
| LEADER 00000nam 220000... | Vendor | E-Resource | 245 505 650 | 520-Summary Note |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam a22005... | Vendor | E-Resource | 245 505 650 | 520-Summary Note |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000nam 220000... | Vendor | E-Resource | 245 650 | 505-Formatted Contents ... |

CODING

MARC Records

- Filtered for just Sierra records
- BIB # extracted from URL
- MARC record copy/pasted from WebPac
- MARC record coded for:
 - Creator
 - Material Type
 - MARC field where search term is found
 - Fields not present
 - Word Count





1,040

Search Sessions Coded

13,312

MARC Records Coded

609

Known Items identified and coded





Results and Analysis





Results and Analysis



MARC Fields Results

Research Question #1

What is the frequency and placement of MARC records in search results lists?

Analysis 1.1:

How frequently are MARC records showing up in search results?

| | Batch 1 | Batch 2 | Batch 3 | Combined |
|------------------------------|--------------|--------------|--------------|--------------|
| MARC-based catalog records | 5264 | 3299 | 4749 | 13312 |
| Records from other platforms | 20326 | 17560 | 16811 | 54697 |
| Total Records | 25603 | 20859 | 21560 | 68022 |
| <i>Percent MARC records</i> | 20.56% | 15.82% | 22.03% | 19.57% |



Analysis 1.2: Is there a difference between locally created records and vendor supplied records in the frequency of listing in search results?

| Record Creator | # Records in results list | % Total records in results list | # Records accessed | % Total records accessed |
|---|---------------------------|---------------------------------|--------------------|--------------------------|
| Vendor | 7,727 | 58.05% | 163 | 39.00% |
| Cataloging and Metadata Services | 5,066 | 38.06% | 239 | 57.18% |
| Distance Campus Libraries | 410 | 3.08% | 5 | 1.20% |
| Record unavailable at time of coding | 52 | 0.39% | 2 | 0.48% |
| Patron Services, Library Media Collections, or Resource Sharing and Document Delivery | 33 | 0.25% | 8 | 1.91% |
| Acquisitions | 16 | 0.12% | 0 | 0.00% |
| Unknown | 5 | 0.04% | 1 | 0.24% |
| Natural History Library | 3 | 0.02% | 0 | 0.00% |
| Total | 13,312 | | 418 | |

Analysis 1.3:

How are MARC records ranked in the search results list?

- Most common position for MARC records in a search result set of 25 items, is position 4
- MARC records appear in the top five search results 25.35% of the time

Analysis 1.4:

Where do MARC records for known items rank in the search results list?

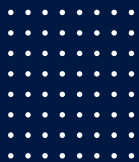
Percentage of Times Available Whole Object Appeared in Search Results by Position Number

| | Result 1 | Result 2 | Result 3 | Result 4 | Result 5 | Results 6-10 | Results 11-15 | Results 16-20 | Results 21-25 |
|--------------|----------|----------|----------|----------|----------|--------------|---------------|---------------|---------------|
| Total # | 125 | 107 | 61 | 49 | 37 | 104 | 67 | 56 | 35 |
| % in results | 18.7% | 16.0% | 9.1% | 7.3% | 5.5% | 15.6% | 10.0% | 8.4% | 5.2% |



Research Question #2

Where are search terms located
in MARC records?

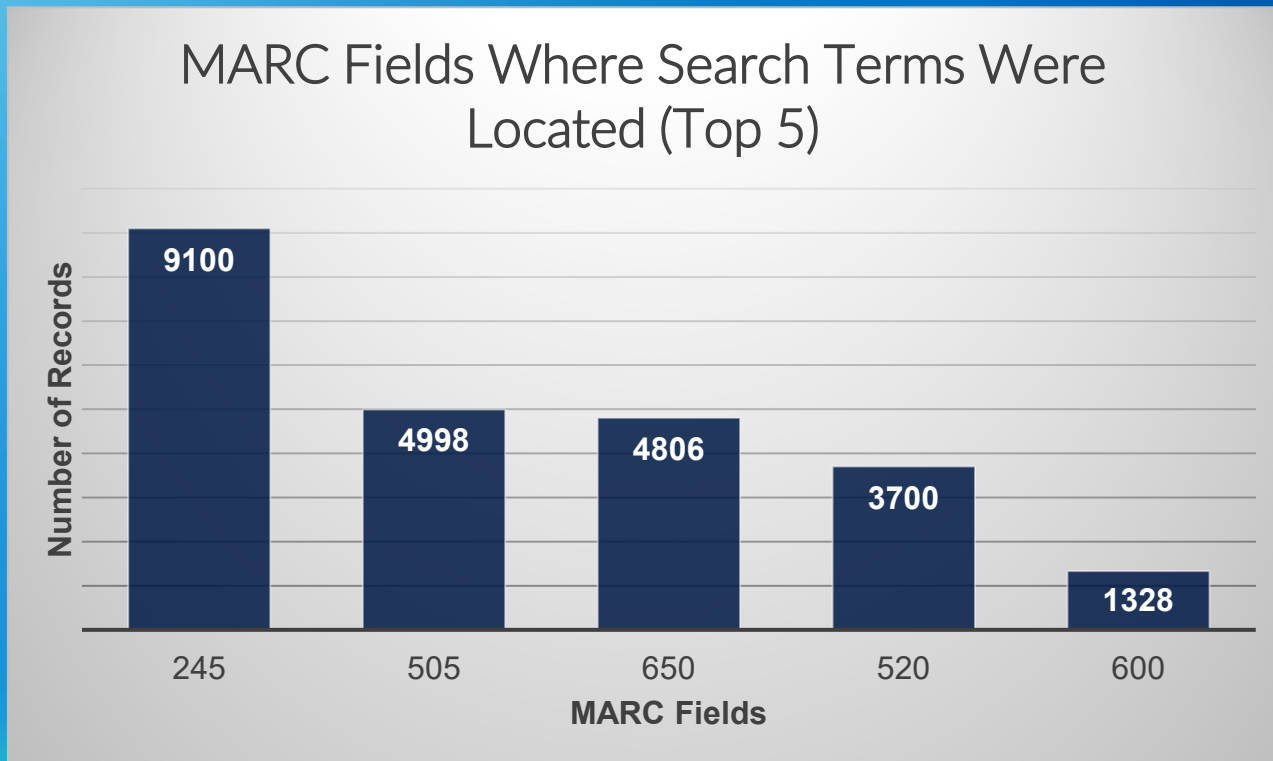


Poll 2

Besides the title (245) field,
what field do you think
most frequently contained
user search terms?

Analysis 2.1:

What fields are used most in retrieving records?



Analysis 2.2:

For records accessed by the patron, is there a difference
in where search terms are located?

- The 245 Title statement remained highest, appearing 64% more often than the next most utilized field
- Instead of the 505 Formatted Contents Note being in second place, the 650 Subject Added Entry is the next most used field
- The 505 Formatted Contents Note and 520 Summary fields retained a spot in the top four fields

Analysis 2.3:

For locally created records and vendor-supplied records, is there a difference in where search terms are located?

| Percentage of fields used in record retrieval (top 5 most frequent) | | | |
|---|-------------------------------------|-------------|----------------|
| Field | Field Description | CMS Records | Vendor Records |
| 245 | Title Statement | 43.80% | 51.64% |
| 505 | Formatted Contents Note | 28.13% | 69.65% |
| 650 | Subject Added Entry - Topical | 40.89% | 56.58% |
| 520 | Summary, etc. | 23.41% | 76.03% |
| 600 | Subject Added Entry – Personal Name | 59.94% | 32.68% |

Analysis 2.4: What fields are not present in the records?

| | CMS | | Vendor | |
|-----------------------------|-------------|---------|-------------|---------|
| | Not Present | Present | Not Present | Present |
| Author (both 1xx and 7xx) | 0.75% | 99.25% | 1.18% | 98.82% |
| Subject (any authorized) | 4.46% | 95.54% | 6.73% | 93.27% |
| 505 Formatted Contents Note | 63.96% | 36.04% | 45.54% | 54.46% |
| 520 Summary Note | 75.60% | 24.40% | 50.45% | 49.55% |
| All Categories Present | 14.86% | | 33.26% | |





Analysis 2.5:

Which fields would make the greatest impact if not included in the record?



- The top four fields with the greatest impact on retrieval, if not found in a record: 505, 245, 520, and 650
- Without the 505 or 520, 16.86% of all records appearing in results would not have shown up
- In contrast, without 650 and 600 fields, only 0.66% of records would not have appeared in the search results



Results and Analysis



MARC Fields Analysis

MARC Fields Findings

1

WORD COUNT
IMPROVES
DISCOVERY

2

TABLE OF
CONTENTS AIDS
DISCOVERY

3

ABSTRACTS AID
DISCOVERY

4

NAME
AUTHORITY
FILES ARE USED

5

SUBJECT FIELDS
NOT AS
FREQUENTLY USED

Analysis

- Non-MARC records have advantage over MARC
- MARC vendor records appear more often than locally created MARC records

80%

Of all records in search results are Non-MARC

25%

Of MARC records place in the top 5 search results

505/520

Occur more frequently in vendor records

1xx/6xx/7xx

Occur at the same rate in Vendor and Locally created records

Analysis

Title fields are most important overall, but...

505 = 

- Ranked higher than 245 for records where search terms matched only one field
- Consistently in the top 4 fields that retrieved a record (along with 520)
- If missing, 12% of all MARC results would not have been displayed

Analysis

3rd

Most important field for matching search terms

2nd

Most important field for records viewed by patrons

Subject fields are important



BUT...



.66%

Would not have been displayed if field were missing

1

Instance of subject fields being “clicked on”

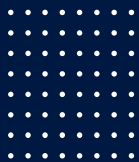
1xx fields were much more likely to be “clicked on”



MARC Take-Aways

- Cataloger will retain ability to make best judgment for each record, but will be asked to consider the following guidelines:
 - More emphasis on creating 505 and 520 notes in local records
 - Less emphasis on 6xx fields as an entry point
 - More emphasis on 1xx fields as an entry point





Programs and Resources





Poll 3

I have used the following
programs:

Pros and Cons: Octoparse

Octoparse

Octoparse

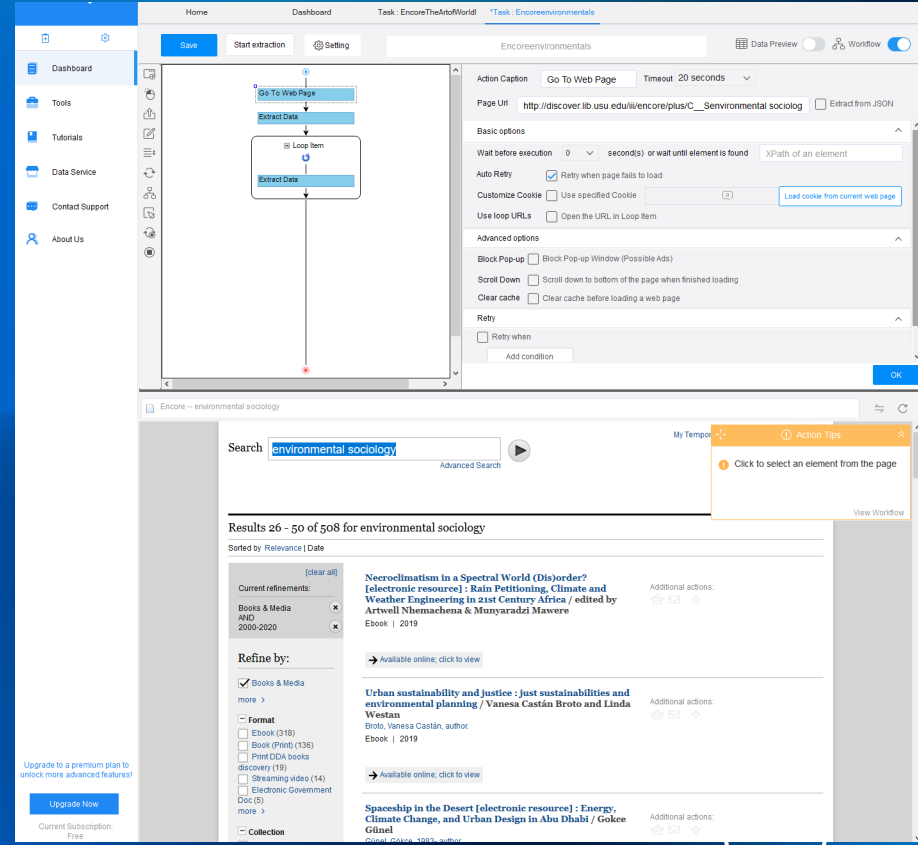


Pros

- Free option (under 10, trial)
- Speeds up the data collection process
- Can be simple – autodetect
- Fast
- Export into Excel, CSV, HTML, JSON

Cons

- Free version is limited in projects
- Sometimes skips records, need to keep track
- Slight learning curve



The screenshot displays the Octoparse web interface. The top navigation bar includes 'Home', 'Dashboard', and 'Task: EncoreTheAutoWorld'. The main workspace shows a workflow diagram with steps: 'Go To Web Page', 'Extract Data', a loop containing 'Go To Web Page' and 'Extract Data', and another 'Extract Data' step. The right sidebar contains configuration options for 'Action Caption', 'Page Url', 'Basic options' (Wait before execution, Auto Retry, Customize Cookie, Use loop URLs), 'Advanced options' (Block Pop-up, Scroll Down, Clear cache), and 'Retry' settings. Below the workflow, a search results page for 'environmental sociology' is shown, featuring a search bar, a list of results, and a 'Refine by' sidebar with filters for format (Ebook, Book, Print, DDA books, Streaming video, Electronic Government Doc) and collection.



Pros and Cons: Airtable

Pros

- Linking
- Flexible
- Dynamic dashboards
- Multi-user + Versioning
- Communication (commenting, tagging)
- Color Coding
- Views
- Codebooks



Cons

- Subscription
- Structuring can be complex
- Simplistic dashboard

| MARC Record Text | Record Created by | Material Type | MARC Tags - ALL SEARCH TERMS | Missing Fields |
|---------------------------|-------------------|---------------|------------------------------|----------------------------|
| LEADER 00000nam 220043... | Vendor | E-Resource | 245 505 650 776 | 520-Summary Note |
| LEADER 00000cam a22003... | Vendor | E-Resource | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | CMS | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | CMS | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cmm 220000... | CMS | E-Resource | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220044... | CMS | Book | 245 505 520 650 | |
| LEADER 00000nam 220046... | Vendor | E-Resource | 245 505 650 776 | 520-Summary Note |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000nam 220000... | CMS | Book | 245 650 776 | 505-Formatted Contents ... |
| LEADER 00000nam 220000... | Vendor | E-Resource | 245 650 776 | 505-Formatted Contents ... |
| LEADER 00000nam 220000... | Vendor | Book | 245 650 776 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000nam a22004... | Vendor | E-Resource | 245 505 650 | 520-Summary Note |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000nam 220000... | Eastern Libraries | Book | 245 505 650 | 520-Summary Note |
| LEADER 00000cam 220000... | CMS | Book | 245 505 650 | 520-Summary Note |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam 220000... | CMS | Book | 245 505 650 | 520-Summary Note |
| LEADER 00000nam 220000... | Vendor | E-Resource | 245 505 650 | 520-Summary Note |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000cam a22005... | Vendor | E-Resource | 245 505 650 | 520-Summary Note |
| LEADER 00000cam 220000... | Vendor | Book | 245 650 | 505-Formatted Contents ... |
| LEADER 00000nam 220000... | Vendor | E-Resource | 245 650 | 505-Formatted Contents ... |

Alternative Programs

Web log generation

- Matomo
- Open Web Analytics

Web Scraping

- ScrapingBot
- ParseHub
- Data Scraper (*Chrome browser extension*)
- Web Scraper (*Chrome and cloud extension*)
- Scraper (*Chrome browser extension*)

Data Coding

- Excel
- Dedoose
- QDA Miner Lite
- Google Sheets

Next Steps

PROJECTS

In process

- ❑ Dublin Core Discoverability
- ❑ Encore vs Google Scholar

Upcoming

- ❑ Search query construction
- ❑ Controlled field analysis

Completed

- ✔ MARC Discoverability
- ✔ EAD Discoverability
- ✔ User search habits in Encore



Resources

Full Procedures: <https://usulibrary.atlassian.net/l/c/8H7jgU98>

Article with final results:

Liz Woolcott, Andrea Payant, Becky Skeen & Paul Daybell (2021) [Missing the MARC: Utilization of MARC Fields in the Search Process](#), *Cataloging & Classification Quarterly*, 59:1, 28-52, DOI: [10.1080/01639374.2021.1881010](https://doi.org/10.1080/01639374.2021.1881010)

Related articles

Robert Heaton & Liz Woolcott. [Unraveling the \(Search\) String: Assessing Library Discovery Layers Using Patron Queries](#). Library Assessment Conference, January 2021, <https://www.libraryassessment.org/wp-content/uploads/2021/06/261-Heaton-Unraveling-the-Search-String.pdf>



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Thank You!