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Sparch String

KSU.edu KANSAS STATE
UNIVERSITY
Libraries

Adwords



https://goo.gl/UH4b5t

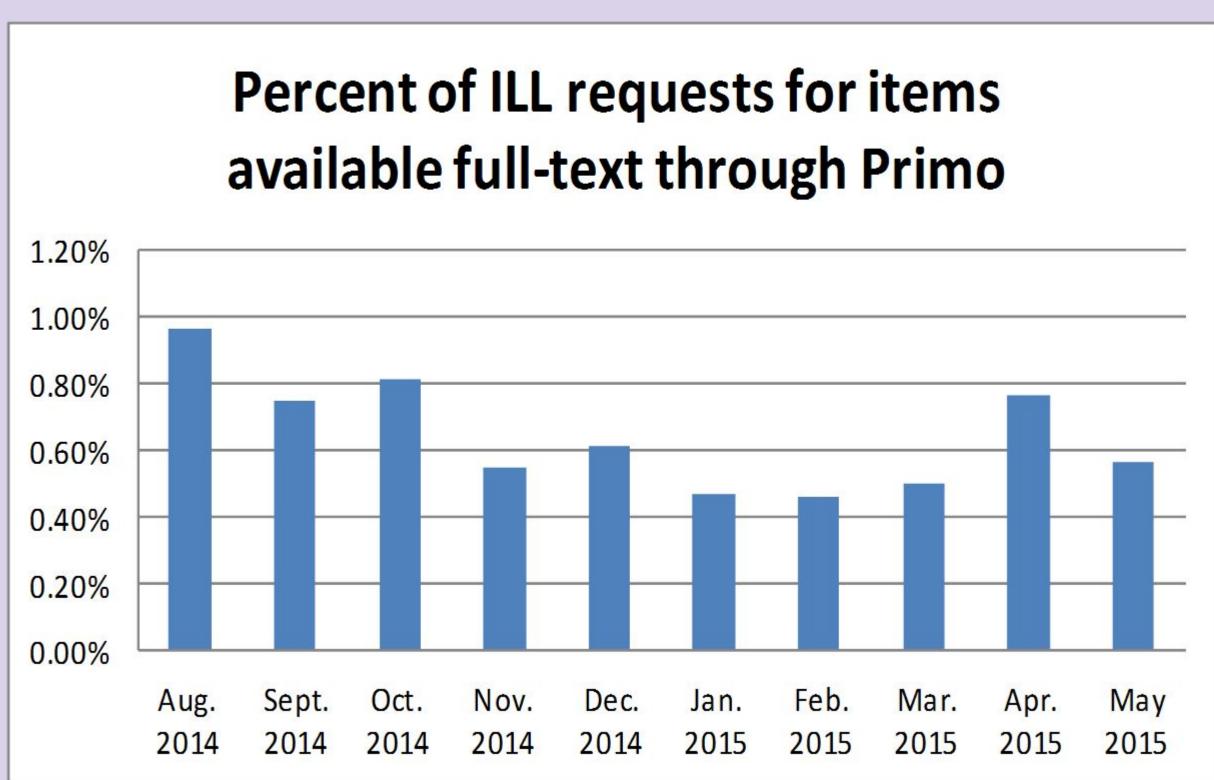
## Interlibrary Loan

## The Problem

#### Primo with SFX. (2012 through July 2015)







# ■ Primo with SFX

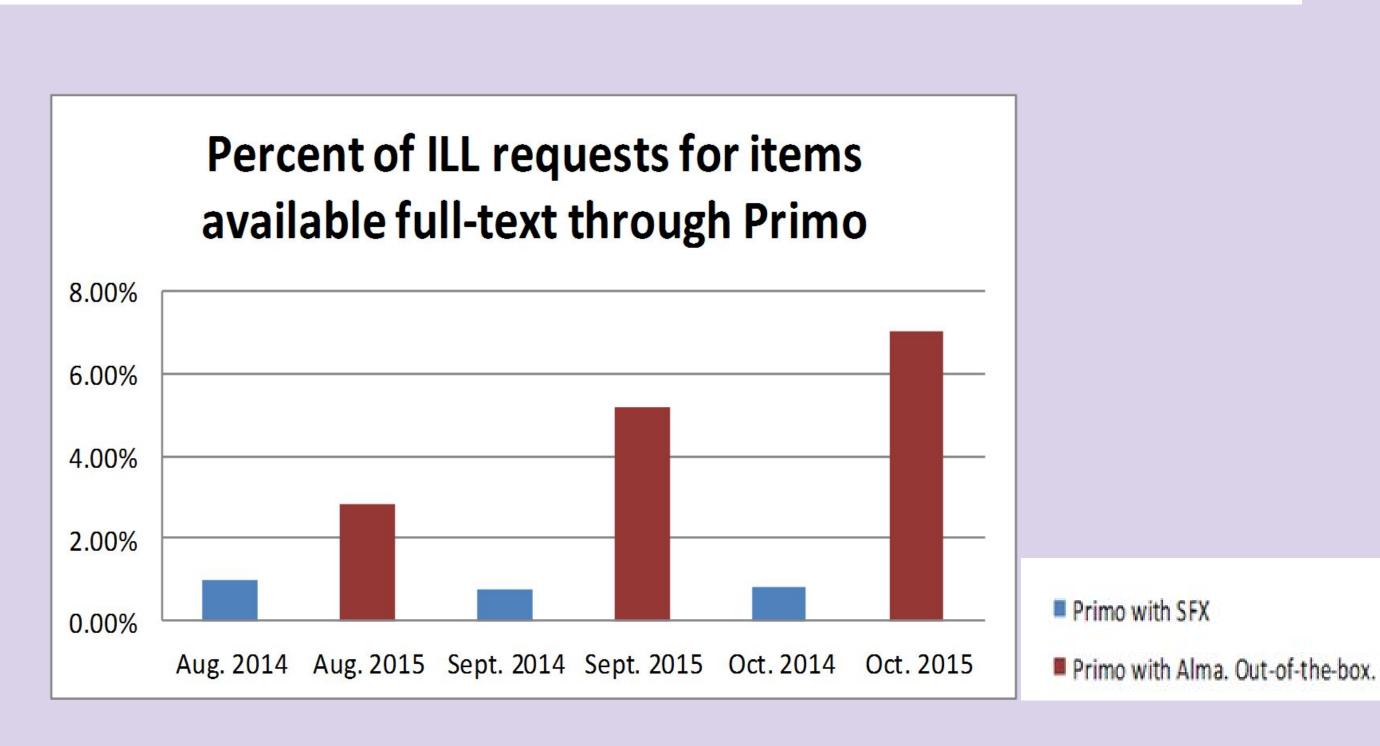
#### Primo with Alma. Original View It menu (Aug. 2015-Oct. 2015)

A/H1N1 Vaccine Intentions in College Students: An Application of the Theory of Planned Behavior
Agarwal, Vinita
Journal of American College Health, 2014, Vol.62(6), p.416-424 [Peer Reviewed Journal]
Vaccine Intentions in College Students 33. Cafiero... received a flu shot (N D 198; 70% Caucasian... College Students: An Application
Full text available

View It Details Recommendations

Cape college students line up for flu shot
Karen Jeffrey
Cape Cod Times (Hyannis, MA), Feb 8, 2011
college e-mailed 5,500 students and more than 500... there was a flu shot clinic at Cape Cod Community... case. A similar flu shot clinic was offered last
Full text available

View It Details



Clinical practice. Screening for ovarian cancer Clarke-Pearson, Daniel L The New England journal of medicine, 9 2009, Vol.361(2), pp.170-7 Full text available Recommendations Times Cited Open source in a new window Full text available at: New England Journal of Medicine Current Available from 1990 volume: 322 issue: 1 Full text available at: ProQuest Nursing & Allied Health Source Most recent 3 month(s) not available Full text available at: ProQuest Research Library Available from 1990 Most recent 3 month(s) not available Additional services Request from Interlibrary Loan Ask A Librarian

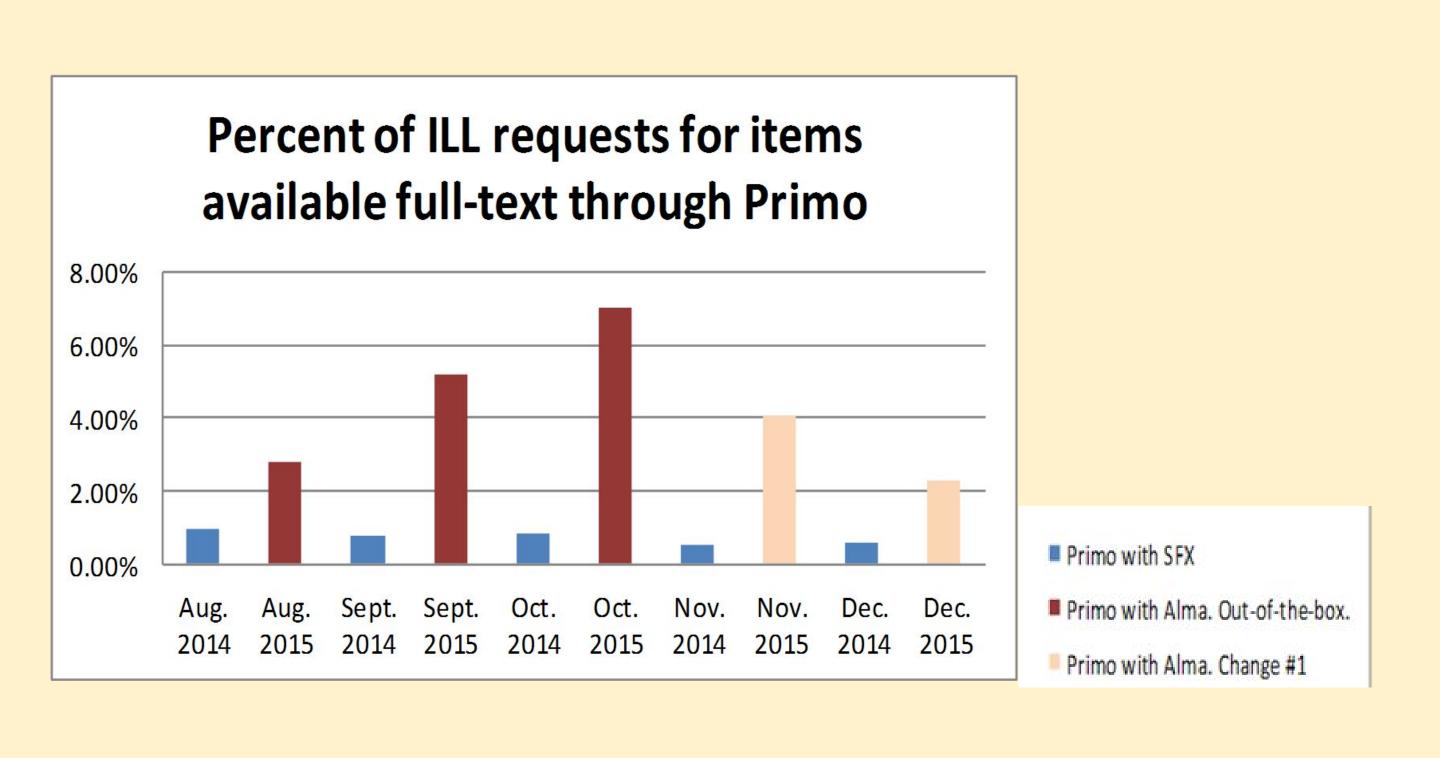
### Change #1

In response to the dramatic increase in ILL requests for items available full-text in Primo, we made two changes to the lay-out of the View It menu:

- 1. Bolded the phrase "Full text available at:"
- 2. Added spacing between each full-text option.

Primo with Alma. View It menu version 2 (Nov. 2015 - Dec. 2015)





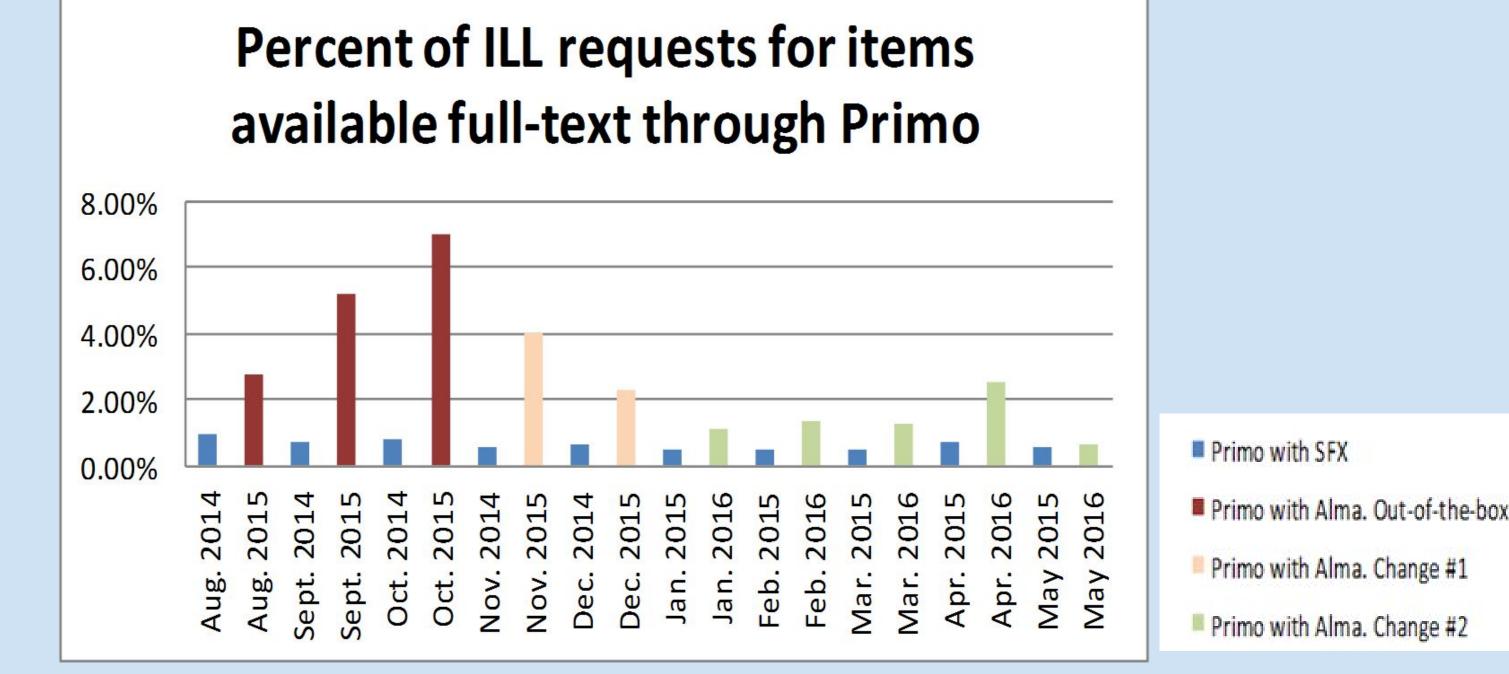
## Change #2

Although the previous change helped, it did not return our levels of requests back to what they were before we adopted Alma's link resolver. We made three additional changes:

- 1. Changed the phrase "Full text available at:" to "Get Full Text Here"
- 2. Removed the Additional Services heading
- 3. Switched the order of the two additional service options

#### Primo with Alma. View It menu version 3 (Jan. 2016 - May 2016)





1	Search String	Searches	Kesuits	Year (date)
2	adult learning	65	345,438	2015
3	cochrane database of systematic	114	3,617	2015
4	curriculum materials center	86	7,161	2015
5	depression 1	51	457,738	2015
6	education	15	14,288,444	2016
7	education and social class	12	179,408	2016
8	education and technology	28	4,605,777	2016
9	education social class	11	163,399	2016
10	hist	75	14,773	2015
11	hist*	35	48,172	2015
12	history	77	547,751	2015
13		12	11,133,689	2016
14	history clay county missouri	41	104	2015
15	history of bells	8	9,654	2016
16	journal of psychology and theology	97	3,609	2015
17	psych 110	10	213	2015
18	psychinfo 4	18	3,605	2016
19	psychological science	11	208,325	2015
20	psvchology	62	1.625.833	2015

- 1. Psychinfo Try this database for information about clinical depression
  - Displays whenever a search includes the keyword depression
  - Unfortunately a given keyword can only be connected to one adword.
- 2. Education databases We have several databases that focus on education research
  - Displays whenever a search includes any of the following keywords: education, educate, educational, school, schools, schooling.
- 3. History research guide Discover resources and strategies for researching history topics.
  - Displays whenever a search includes any of the following keywords: hist, history, historical
- 4. Psychinfo Looking for ProQuest's PsycINFO database?
  - Displays whenever a search includes any of the following keywords: psychinfo, psycinfo