Title
Strategies to Make Library Resources Discoverable

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Strategies to Make Library Resources Discoverable

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A Response

- to a presentation at the 2008 SLA Annual

“How to Meet Researchers’ Changing Expectations”

by Mike Buschman, Client Services Manager, IEEE &
John Law, Vice President, ProQuest
User Survey

- 60%-70% users understand library resources have better quality than Google.
- 80% users prefer library resources over Google for scholarly research.
- Users are usually good at searching the databases once they get there.

The most difficult part is getting them there.
Buschman’s Solutions

- Instruction & outreach: vendor fair, classes
- Simplify e-resources web design
This Presentation Will Discuss

- Strategies and solutions to make library resources discoverable on the web
  - Better web navigation
  - Web 2.0 enriched subject portal
  - Linking the physical and the virtual
  - Widgets
What Do Users Come to a Library Website for?

- To accomplish a task
  - Need resources
    - Books/articles for a research topic
    - Books/articles for a term paper
  - Need information about services
    - About the physical library – hours, study space
    - About functions of the library – e.g. how to borrow a book
    - How to find books/articles
Users come to the library or library website for resources.

All library functions revolve around getting the user the resources.
Design model?
Library Websites Are Unique

- Most websites are self-contained.
  - CNN - news
  - Amazon – sell
  - All the data is in the website.

- Library websites are not self-contained.
  - Services – data in the library website
  - Resources – data outside the library website
    - Data in research databases, library catalog
    - What users seek are beyond the library’s website.
Even though a Google box is elegant and simple, that is not a model library websites can follow today.

Library websites need to create a path for users to follow to find resources.
Make Resources Discoverable - Strategies and Solutions

1. Create good navigation to resources
   ◦ Focus on resources
   ◦ Separate resources and services
   ◦ Task-oriented
   ◦ Context-sensitive
The Old Website
thanks to the Wayback Machine…

catalogs
e-Resources

Finding Resources:
- Find Books, Journals, etc. at UCSD
- Find Recommended E-Resources & Websites
- Find Books, Journals, etc. at all UC Libraries

Getting Started
- Ask a Librarian
- Circulation & Borrowing
- Course Reserves

Additional Library Listings

Library Services
Reference Shelf

From The University Librarian
- About the Libraries
- Digital Library Program and Collections
- Research and Grant-Funded Activities
- Friends of the UCSD Libraries
- Give to the UCSD Libraries
- Library Jobs
- Staff Contacts

Articles, databases, e-Journals, etc.
The New Website

- Science & Engineering Library Homepage
- Find articles
- Find books

- Research shows that as long as users have a sense they are following the right path, they will click along.
Strategies and Solutions (continued)

2. Promote resources on homepage
   “Featured This Month” - pull to the homepage resources and services buried in the website or in other websites.
   ◦ Feature a resource
   ◦ Promote a service
   ◦ Teach:
     • A series on “how to find articles”
     • A series on “how information is structured”
   ◦ Everything in 250 characters/50 words

Featured This Month...

S&E Books/Journals Location

This month, we are splitting the S&E stacks into S&E journals and S&E books. Please stop by the service desk for assistance in locating the items you need. Or use the Request option in Roger – we’ll pull what you need and have it waiting for you at the desk. Read More.
Strategies and Solutions (continued)

3. Pull headlines of news and events from the blog

Beyond UFOs (Alumni Lecture, Oct. 2)
September 25, 2006 on 12:10 am In News & Events, Science News & Hot Topics | Comments Off

Beyond UFOs: The Search for Extraterrestrial Life and its Astonishing Implications for Our Future
When: October 2, 2006, 5:30 PM - 8:00 PM
Where: Basic Science Building, Liebow Auditorium
Fees: Division of Physical Sciences Alumni Affairs
(Free and Open to the Public) - Registration

Is there really life beyond Earth?
Astronomer and author Jeffrey Bennett will talk about why this question has become a hot topic of scientific research, and discuss how scientists are searching both for microbial life and extraterrestrial intelligence. Along the way, he'll speculate on the possibility of life beyond Earth by exploring...
Technology Used:

- **Feed2JS** ([http://feed2js.org/index.php?s=build](http://feed2js.org/index.php?s=build)) to convert our blog’s RSS feed into JavaScript
- **Headlines**: use JavaScript to pull three headlines out
- **Featured Resources** - set up a “Featured Resources” category in the blog. Use JavaScript to pull one headline and a paragraph of 250 characters from that category.
4. Create subject portals
   - Resources, services, expertise related to a subject in one place.
   - Customized, filtered, and handpicked
   - Combat information overload and information noise
   - UCSD subject portal
Strategies and Solutions (continued)

5. Customize subject portals with Web 2.0 tools
   ◦ Use RSS to pull new books on a subject from the catalog or an e-Book collection
   ◦ Use RSS to pull new review articles
   ◦ Create combined feeds using Grazr

Example:
   ◦ Computer Science Subject Portal
Strategies and Solutions (continued)

6. Linking the physical and the virtual libraries
Find Articles

I am looking for

<table>
<thead>
<tr>
<th>Search Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>A specific article</td>
</tr>
<tr>
<td>A specific journal</td>
</tr>
<tr>
<td>A journal by a publisher</td>
</tr>
<tr>
<td>An article on a subject</td>
</tr>
</tbody>
</table>

Most useful:
- Compendex (for engineering)
- Inspec (for physics, computer science, electrical engineering)
- Web of Science (for all science & engineering disciplines; cited reference searching)
- MathSciNet (for mathematics)
- SciFinder (for chemistry, chemical engineering, materials science)
- PubMed (for biology, biochemistry)

Also useful:
- ESE Databases A-Z
- ESE e-Resources by Subject
- ESE e-Resources by Type
Make a poster of a web page to display in the physical library. Include the URL in the printout.

URL: http://ccilib.usd.edu/findarticles.html
Strategies and Solutions (continued)

7. Use embeddable widgets/gadgets to alert users of new resource
   - A widget/gadget is simple HTML and JavaScript application that can be embedded in web pages and other applications.
     - A string of code
     - Embeddable in one’s web space
     - User-controlled
Widget Examples

• Google gadget

http://www.google.com/ig/directory
  • Search for “library” to get a list of library gadgets
Creating Your Own Gadgets

- How to create your own gadgets:
  http://www.google.com/ig/gmchoices
  http://www.google.com/webmasters/gadgets/
Embrace the Web as the Library’s Core Service Space

<table>
<thead>
<tr>
<th>Physical Library</th>
<th>Library on the Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circulation - get the resource</td>
<td>Access the resource - Navigation to e-Books, e-Journals</td>
</tr>
<tr>
<td></td>
<td>E-problem trouble-shooting</td>
</tr>
<tr>
<td></td>
<td>Remote access</td>
</tr>
<tr>
<td>Reference</td>
<td>Online reference: chat, email, IM</td>
</tr>
<tr>
<td>Instruction – classes in the library</td>
<td>Context-sensitive guides, tutorials, podcasts, blog series</td>
</tr>
<tr>
<td>Collection</td>
<td>E-resources statistics</td>
</tr>
<tr>
<td></td>
<td>Subject portals</td>
</tr>
<tr>
<td>Gate counts</td>
<td>Web page hits, e-resources statistics</td>
</tr>
<tr>
<td>Space planning</td>
<td>Information architecture</td>
</tr>
<tr>
<td>Goal: help people find information</td>
<td>Goal - help people find information</td>
</tr>
</tbody>
</table>

New environment, new challenges, new opportunities, new strategies and solutions