

## From mediated user experience to intuitive library usage?

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### Abstract

The increasing number of Electronically available material poses a growing challenge for the libraries: it is not shelf space and physical logistics which is the main challenges, but URL management, license agreements, linking problems and first and foremost how to make the users aware of this invisible virtual cornucopia of e-books, journal articles, text & images. A plethora of tools are developed to help libraries meet these challenges: A-Z lists, link-resolvers, federated search, ERAMS, tools for managing statistics, new interfaces and new search methods.

With academic publishing moving rapidly to e-only it is imperative that the libraries not only devise best practices for acquisition and management of e-materials but also for the dissemination and usability of these materials in the struggle to remain relevant to the academic student and researcher.

The uninformed researcher has little chance of discovering the most appropriate resources, unless a more knowledgeable person like the librarian explicitly directs him or her to them – and a modern University library with restricted staffing and 30-40-50,000 students cannot reach and educate more than a fraction of them

Is it possible for the library to fight Googleization and remain the most relevant and preferred resource of information for the users?

Users' expectations of information search changed dramatically in the wake of Google and continue to evolve. Some studies point to a slow but steady disintermediation of the library from the research process. Yet libraries have a powerful competitive advantage in the quality, breadth, and authority of their content – an advantage recognized and valued by users, especially in the academic library.

This document explores the opportunity for libraries to begin taking back their role as the starting point for research by focusing on the user experience and supporting it with innovative technology.

### User Expectations

Doing research via the library is complicated and there are many steps involved. For starters, unlike internet searching, you need to know what to search; you need to choose between the library catalogue and one of a myriad databases. The user often ends up confused and opting out.

**The process for doing research via the library is confusing, clumsy, and slow while the experience of internet search sites such as Google is simple, easy, and fast.**

Researchers know that the library has the best, most authoritative content but Google™ is irresistibly easy and fast. Increasingly, convenience wins and thus the library gets bypassed. Their valuable resources go undiscovered, unused, and underutilized. (Law, 2008)

A recent study by McLure and Clink published in *Portal: Libraries and the Academy* 2009 investigating student research practices, provides further evidence:

”[T]he library is seen as an intimidating and inconvenient place, especially and interestingly in its primary purpose – supporting student research and often assisting students in the identification, location, and evaluation of sources.”

”We also concede it is understandable that students are drawn to using search engines on the Internet to conduct academic research. These engines are easy to use, available to anyone with an Internet connection, and quick and bountiful in their returns.”

### **Value Gap**

According to the Ithaka report, there is a perceived decrease in value of the university library by its constituents. The report indicates that the importance of the role of the library as a gateway for locating information has fallen over time and the library is increasingly disintermediated from the actual research process. (Housewright and Schonfeld, 2008)



Above Carol Tenopir illustrates the "value gap" between library expenditures and perceived value. This research highlights the ever increasing problem facing university librarians, deans and directors: Even as the funds spent on library materials in past years has increased steadily, the actual perception of the library's value is falling. (Tenopir, "Investment in the Library: What's the Return?" Madrid, April 2009)

## Strategic Imperative

The need to reverse two negative trends for academic libraries is both apparent and essential:

- Growing perception that the library is increasingly irrelevant to the research process
- Increasing underutilization of the library's rich and vast collection of research materials

In strategic terms, at stake is the role of the library in the academic institution. Most readily this manifests as an ever greater challenge in defending the library budget.

**"We're facing challenging budget years ahead. It's essential that we raise the profile of the library and demonstrate real value"** (John Shipp, University Librarian at the University of Sydney, 2009)

## Unified Discovery Service

The Summon unified discovery service speeds up research by providing a way to quickly search, discover, and access reliable and credible library content:

- **Providing a compelling starting place for library research**
- **Securing the library's role in the research process**
- **Increasing the value of the library's collections**
- **Ensuring return on investments in library resources**

The Summon service is a pioneer in creating Google-like searching of the full breadth of the authoritative content that's the hallmark of great libraries - digital and print, audio and video, single articles to entire e-journals, and every format in between.

An all-new service, Summon has been built explicitly to address what research shows is a fundamental barrier between libraries and users: a simple, obvious starting point for searches. It goes beyond next-generation catalogues, beyond federated search – no need to broadcast searches to other databases.

With the Summon service, the library provides one search box for a researcher to enter any terms they want and quickly get credible results in one relevancy ranked-list. View a brief video of the Summon unified discovery service at <http://www.serialssolutions.com/summon>.

## Simple, Easy, Fast Discovery and Access to Library Resources

- Fast, relevancy-ranked results through a single search box against pre-harvested content
- A unified search index representing the library's own catalogue records, institutional repositories and digital library collection as well as a vast amount of commercial and open access content
- Direct link to subscribed full text through the library's own link resolver, thereby facilitating authentication and delivering users to the most appropriate copy

## Covering the Full-Breadth of your Library's Collection

The revolutionary Summon unified discovery service has been made possible through the enthusiastic participation of our industry's leading organizations.

- 90+ providers supplying content so far (May 2009)
- 4,800 publishers' content included
- 50,000+ journal and periodical titles
- 400,000,000+ items indexed so far

New content providers are joining the service weekly. For the majority of electronic content, the service includes metadata as well as full text indexes.

[Help](#) | [About](#) | [Feedback](#)

 **University Library**   [Advanced Search](#)

Search Results: Your search for **cardiovascular diabetes** returned **218,501** results

**Refine your Search** Relevance ▾

Items with full text online  
 Limit to items from scholarly publications, including peer review  
 Add results beyond your library's collection

▼ **Content Type**

Any  
 Journal Article (182,481)  
 Newspaper Article (36,022)  
 Book (35)  
 Conference Proceeding (18)  
 eBook (3)  
 Dissertation (1)  
[more options](#)

▼ **Subject Terms**

Any  
 cardiovascular disease (11,520)  
 diabetes (10,915)  
 humans (6,871)  
 risk factors (6,613)  
 male (4,760)  
 female (4,599)  
[more options](#)

▼ **Publication Date**

any



▼ **Library Location**

Any  
 Baker Berry Library (18)  
 Feldberg Business and Engineering Library (2)

**AHA examines cardiovascular problems in diabetes** 🔍

by Sharon Scott Morey  
 American Family Physician Vol: 61 Issue: 2 ISSN: 0002838X Date: 01/2000 Start Page: 561  
 Subjects: Heart, Diabetes, Medical research  
 The American Heart Association (AHA) has issued recommendations for interventions to reduce the risk of **cardiovascular** complications in patients with **diabetes**...

  **Availability:** Full Text Online

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**Diabetes and cardiovascular disease: etiology, treatment, and outcomes** 🔍

by Angel, Aubie  
 Vol: v. 445 Call Num: RC700 ISBN: 0306466376 Date: 01/2001 Pages: xi, 415 p.  
 Subjects: Diabetic angiopathies  
**Availability:** Not checked out, Main Library

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**Cardiovascular disease and diabetes** 🔍

by Zachary T Bloomgarden  
**Diabetes** Care Vol: 26 Issue: 1 ISSN: 01495992 Date: 01/2003 Start Page: 230  
 Subjects: Cardiovascular disease, Diabetes  
 In the fourth of a series of articles covering the 2002 American **Diabetes** Association Annual Meeting, Bloomgarden discusses **cardiovascular** disease and **diabetes**.

  **Availability:** Full Text Online

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**Modeling in biomedical research: an assessment of current and potential approaches : applications to studies in cardiovascular/pulmonary function and diabetes, May 1-3, 1989** 🔍

Call Num: EHE106NA9 Pages: 8 p.  
 Subjects: Biomedical engineering, Biological models, Cardiovascular system, Pulmonary function tests, Diabetes  
 At head of title: An NIH conference.

 **Availability:** Not checked out, Government Documents, 5th Floor

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**Determinants of Changes in Functioning in a Sample of Elderly Swedes** 🔍

by Nikolic, Jovanka  
 Dissertation Abstracts International, A: The Humanities and Social Sciences Vol: 60 Issue: 6 ISSN: 0419-4209 Date: 12/1999 Pages: 2232 - A  
 Subjects: Elderly, Sweden, Aging, Cognitive Functioning, Death

## Market-leading technology

The Summon unified discovery service solves a profound problem in libraries. It has been built on an entirely new technology platform developed from the ground up explicitly to solve this problem. From the technology architecture to the relationships with content providers, all aspects of the service have been created with full knowledge of the requirements for an extensive, metadata rich content index to maximize discoverability of your library's library.

A very large-scale multi-tiered system, it is architected for extremely fast search response times and the highest degree of reliability. The architecture enables indexing simultaneous with searching so that the most current content can be incorporated continuously without disruption to search performance. As a hosted service, it is supported by a dedicated staff of service professionals to ensure high-quality, reliable service.

A REST-based open API supports easy integration with existing library Web sites and campus systems, allowing for local innovations by your library technology staff.