UC San Diego
Presentations and Posters

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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

The Old Website
thanks to the Wayback Machine…

catalogs

e-Resources

Getting Started

Search This Site

Quick Links

► Ask a Librarian
► Circulation & Borrowing
► Course Reserves
► Databases A-Z
► Electronic Journals
► Find Articles by Subject
► Hours & Locations
► Library Services
► Reference Shelf

LIBRARY NEWS & EVENTS

Vote for Your Favorite Library Photo!
Art Libraries show us “How to Wear a Hat”
Attend the UCSD GIS Lunch Series
Spring Navigator Newsletter available
Additional Library Listings

Official UCSD website
© Copyright 2000, UCSD, All Rights Reserved. This site may not be reproduced.
UCSD Libraries, 9500 Gilman Drive, La Jolla, CA 92093, 858-534-2300
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.
3. Pull headlines of news and events from the blog.
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.
Strategies and Solutions (continued)

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](#)
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  Search Tool

A specific article
Use citation links when you already know the article title, journal, issue, etc., and just need to find the full-text.

A specific journal
Browse or search an ejournal or search Roger.

A journal by a publisher
Try a publisher: IEEE/IEE, ACM

An article on a subject
Search a Database

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:
- SIE Databases A-Z
- SIE e-Resources by Subject
- SIE e-Resources by Type
Make a poster of a web page to display in the physical library. Include the URL in the print-out.

URL: http://scilib.uis.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
  
  ![Google gadget screenshot]
  
  [iGoogle](http://www.google.com/ig/directory)
  
  - Search for “library” to get a list of library gadgets

- [http://www.google.com/ig/directory](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>
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</thead>
<tbody>
<tr>
<td>Circulation - get the resource</td>
<td>Access the resource - Navigation to e-Books, e-Journals E-problem trouble-shooting Remote access</td>
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<tr>
<td>Reference</td>
<td>Online reference: chat, email, IM</td>
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<tr>
<td>Instruction – classes in the library</td>
<td>Context-sensitive guides, tutorials, podcasts, blog series</td>
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<tr>
<td>Collection</td>
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<tr>
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<td>Space planning</td>
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<tr>
<td>Goal: help people find information</td>
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</tr>
</tbody>
</table>

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