

Highlighting diverse content through user tags in Primo VE

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History

- UC Irvine **migrated to Alma/Primo VE** in late summer 2018. Shortly thereafter a small team was charged with **examining the use of tags** in the discovery layer. Tags enable library employees and patrons to emphasize aspects of records that are often overlooked or simply not included in the course of cataloging. Much of the opportunity lies in highlighting aspects of diversity within the library's collection.

Tag team charge

The Tag Team will explore the following questions and make a final recommendation about whether tags should remain turned on in our Primo VE view, or if we **should turn tags off**. They will consider the following questions:

1. How do librarians, staff, or patrons use tags? Ideas of how they might use tags include:

- Identify materials from diverse authors and/or covering diverse subject in the collection that traditional LCSH doesn't specifically call out.
- Tag materials used in exhibits and/or display (examples: the GML Monthly Health Awareness displays; the Libraries' Off the Shelf & On Display)
- Faculty can curate suggested reading lists for their classes. Could possibly be used as an outreach tool from librarians to faculty (example: "Dear Professor, did you know that you can tag all the suggested/additional reading books for your class so your students can easily discover them?").
- Students can work together on projects and tag materials to bring them to one another's notice.
- Librarians can easily curate micro-niche lists of materials to respond to a class's needs.

2. Can user-generated tags help us **improve application of subject headings** to materials?

3. What kinds of **data can Primo Analytics provide** to help the Libraries determine the usefulness of tags?

4. Over the long term, how will the Libraries manage tags and what is the recommended process for determining removal and implementing removal? Will tags ever be removed, for example?

Tags in Primo VE

UCI Libraries

SEARCH TAGS Enter tag names

Most popular tags

- diversity awards (982)
- american academy of religion award (135)
- asian american studies assoc award (118)
- performing whiteness book exhibit (87)
- national jewish book award (78)
- anisfield-wolf book award (75)
- lambda literary award (64)
- lgbtq play (58)
- queer (53)
- stonewall book award (53)

Recently added tags

- lambda literary award (64)
- diversity awards (982)
- mia latinx chicanx lit citri award (11)
- american academy of religion award (135)
- asian american studies assoc award (118)
- national jewish book award (78)
- pura belpre award (3)
- lgbtq play (58)
- transborder (1)
- transborder politics (1)

The tags splash page lists popular and recently added tags. There is no way (accessible to the public) to view all tags— this is only possible for Primo administrators. The tags page is at: https://uci.primo.exlibrisgroup.com/discovery/tags?vid=01CDL_IRV_INST:UCI — each tag has a stable (but somewhat unfriendly) URL in the format: https://uci.primo.exlibrisgroup.com/discovery/search?query=user_tags,exact,diversity%20awards,AND&vid=01CDL_IRV_INST:UCI&mode=advanced

Accomplishments of the tag team

Accomplishments:

- Tagging of GML (Medical Library) items that are commonly requested at the circulation desk—particularly those resources useful for the USMLE Step 1 test prep.
- Tagging of articles that have been featured for a monthly Health Awareness display in GML.
- Tagging books for the 2018/19 UCI Illuminations program (the library buys multiple copies of books that are being widely read on campus). These eight titles are all tagged *uci illuminations 2018*. This tag enables a single link to point to all Illuminations books, making retrieval and promotion easier for the Libraries' Events and Communications staff.
- As part of the Diversity Team's activities in highlighting books within our collections that fall within the team's remit, tags have been added to records for books that have won diversity awards. We have used an existing list of awards and Reference Department student assistants have researched titles, adding two tags to each that is in our collections: *Diversity Awards* and a tag based on the name of the award (such as *gustavus myers award*).
- A Drama class curated a book display in the lobby of Langson Library. All eighty-seven books on display were tagged with the title of the exhibit, *performing whiteness book exhibit*.
- On January 23, 2019 UCI Libraries hosted an event titled "Diverse Play Tag-a-Thon." Five faculty, graduate students, and undergraduate students from the Drama department attended and created tags for plays like "lgbtq play," "African American playwright," "female playwright," "lesbian author," etc.

Diversity Award Tagging Project

In order to highlight access to the UCI Libraries' collections, the Library Diversity Team has started a project tagging winners for a variety of diversity-related awards. Working initially from a list found on a LibGuide at the University of Toledo, Reference Department staff and students added tags to over 1000 records in Primo (and incidentally identified over 225 award-winning titles that UCI does not own):

Diversity Award Winning Titles UCI Does Not Own

Total: 225 titles from 22 awards

- American Indian Youth Literature Award: 7
- Americas Award: 10
- Anisfield-Wolf Book Awards: 1
- Arab American Book Award: 10
- Asian Pacific American Award for Literature (APAAL): 23
- Association for Asian American Studies Book Award Winners: 5
- Carter G. Woodson Book Awards: 22
- Gustavus Myers Award: 10
- John Steptoe Award for New Talent: 5
- Kiriyama Prize : 3
- Lambda Literary Awards: 28
- Stonewall Book Awards: 47
- Emily Toth Award: 2
- Susan Koppelman Award: 5
- John Kelley Memorial Prize: 1
- Black Caucus Literature Awards: 17
- Hurston/Wright Legacy Awards: 6
- Katherine Singer Kovacs Prize: 4
- Labriola Center American Indian National Book Award: 3
- National Jewish Book Awards: 11
- Liberty Legacy Foundation Award: 1
- Israel Fishman Nonfiction Award: 4

Diversity Awards Tagged Total: 700 titles from 22 awards

- ALA Black Caucus Literature Award: 24
- American Academy of Religion Award: 21
- Anisfield-Wolf Book Award: 77

- Arab American Book Award: 38
- Asian American Studies Association Award: 69
- Asian Pacific American Award: 12
- Black Caucus Literature Award: 1
- Carter G Woodson Book Award: 32
- Emily Toth Award: 10
- Gustavus Myers Award: 52
- Hispanic Heritage Literature Award: 5
- Hurston Wright Legacy Award: 48
- Israel Fishman Nonfiction Award: 12
- Joan Kelly Memorial Prize Award: 41
- Labriola Center American Indian Award: 7
- Lambda Awards: 31
- Lambda Literary Award Winner: 29
- Liberty Legacy Foundation Award: 18
- National Jewish Book Award: 6
- Stonewall Book Award: 53
- Susan Koppelman Award: 24
- Victoria Schuck Award: 21

In Progress Total: 13+ titles from 4 different Awards

- American Academy of Religion Book Award: 13
- Barbara Gittings Literature Award: ?
- National Jewish Book Awards: ?
- Women's Prize for Fiction: ?

Have Not Started: 5 Awards

- APAA: Asian/Pacific American Award for Literature
- MLA: U.S. Latina/Latino & Chicana/Chicano Literary and Cultural Studies.
- PTA Ferro-Grumley Award for LGBT fiction
- Randy Shilts Award for Gay Nonfiction
- Judy Grahn Award for Lesbian Nonfiction

Issues still to resolve

- How do we prove that the tags are being used? While the team has initiated projects to tag items, are the tags themselves being created or used for discovery purposes by users outside of the team?
- Managing tags. Currently team members are limited to viewing tags in use through the public Library Search interface, which only displays the top 10 most used tags and top 10 most recently used tags. Currently, only the original tagger or a staff member with Primo configuration power can remove tags

UCI Libraries

SEARCH

performing whiteness book exhibit

Minneapolis: University of Minnesota Press

Cover -- Half Title -- Title -- Copyright -- Contents -- Preface: The Challenges of Black Autonomy -- Introduction: Our Lives Are Our Deaths: Antiracism and Oblique Identification -- Part I. Austin, U.S.A.: The Dynamics of Youth Incarceration -- 1. Does Heaven Have a Ghetto? Growing Up in Prison -- 2. Stanzas of Oppression and Hope: Voices of Incarcerated Black and Latino Boys -- 3. Negotiating Quotidian Violence and Uncertain Futures: Narratives from Black and Latino Girls -- Part II. Rio de Janeiro, Brazil: Empire State Terror and Apartheid -- 4. Reclaiming Public Space: Boleiros as Protest -- 5. The Pacifying Police: Security through Brutality -- Part III. The Denial of Antiracism -- 6. Michael Easton: The Fall and Rise of the Black Cyborg -- 7. Black Suffering as Catalyst: Multicultural Blocs in Diaspora -- Conclusion: The Slave against the Cyborg -- Acknowledgments -- Notes -- Bibliography -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- R -- S -- T -- U -- V -- W -- X -- Y -- Z --

Subject

African Americans--Race identity--Texas--Austin | African Americans--Texas--Austin--Social conditions | Blacks--Brazil--Rio de Janeiro--Social conditions | Blacks--Race identity--Brazil--Rio de Janeiro | Hispanic Americans--Race identity--Texas--Austin | Hispanic Americans--Texas--Austin--Social conditions | Latin Americans--Brazil--Rio de Janeiro--Social conditions | Latin Americans--Race identity--Brazil--Rio de Janeiro

Identifier

ISBN: 9781517900939 | E-ISBN: 9781429567128 | ISBN: 9781517900939

Language

English

Source

Ebook Central Perpetual and DDA (Bids) (PerQuest)

Tags

performing whiteness book exhibit (87)

The tag search page. Links to a tag will end up at this page, which is pretty good except that the top of the page is always taken up with the advanced search box.

Tags in Primo Analytics

Primo Analytics allows us to see certain aspects of how much tags are used and who is using them. We can see how many tags are added, when, and by what class of patron (student, faculty, etc).

However, it does not show us some crucial data:

- There's no data on how the tags are being used within the catalog. Are people clicking on them? Finding them through searches?
- There's little data on who (besides their patron group) is creating tags. Is it all one or two people? Are they localized in a particular department? Some patterns are easy to distinguish (spikes on particular days represent 'tag-a-thons' or classroom usage) but others remain a bit unknown

Month (date)	Date (long desc)	Action	Actions	On Campus
Mar 2019	Fri, Mar 01, 2019	Add tag	14	14
	Wed, Mar 06, 2019	Add tag	34	34
		Delete tag	1	1
	Wed, Mar 13, 2019	Add tag	1	1
	Wed, Mar 27, 2019	Add tag	3	3
		Delete tag	3	3
Apr 2019	Mon, Apr 15, 2019	Add tag	120	120
	Tue, Apr 16, 2019	Add tag	129	129
		Delete tag	1	1
	Wed, Apr 17, 2019	Add tag	13	13
	Mon, Apr 22, 2019	Add tag	36	36
		Delete tag	5	5
	Wed, Apr 24, 2019	Add tag	4	4
	Thu, Apr 25, 2019	Add tag	117	117
	Sat, Apr 27, 2019	Add tag	2	0
	Mon, Apr 29, 2019	Add tag	1	1
		Delete tag	72	72
		Delete tag	35	35
	Tue, Apr 30, 2019	Add tag	103	103
		Delete tag	2	2
May 2019	Wed, May 08, 2019	Add tag	230	230
		Delete tag	34	34
	Thu, May 09, 2019	Add tag	1	1

A snapshot of tag data from Primo Analytics. The report is easy to design.

Conclusions

- Tagging projects undertaken by the team have always had significant library involvement. It seems unlikely that these will be sui generis.
- Tags provide an easy method (with low barriers to entry) for librarians and others to create 'collections' of titles
 - An alternative to the Primo Collections feature?
- Using tags can help to increase the visibility of diverse or under-used collections