Highlighting diverse content through user tags in Primo VE

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Thanks to: Kimberly Kunaniec, Scott Stone and Kelsey Brown



History

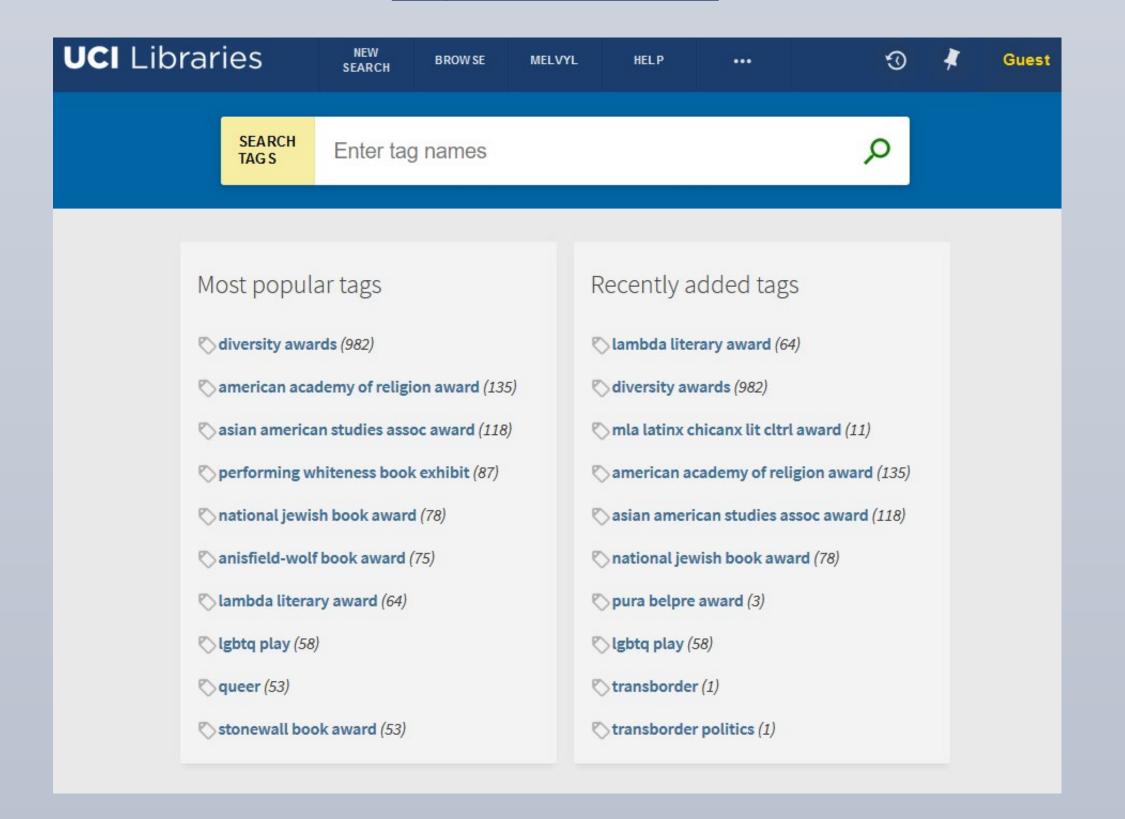
• UC Irvine migrated to Alma/Primo VE in late summer 2018. Shortly thereafter a small team was charged with examining the use of tags in the discovery layer. Tags enable library employees and patrons to emphasize aspects of records that are often overlooked or simply not included in the course of cataloging. 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



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 Taga-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 diversityrelated 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 awardwinning titles that 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 Hurston Wright Legacy Award: 48 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

- Diversity Award Winning Titles UCI Does Not Own 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 Herritage Literatrue Award: 5

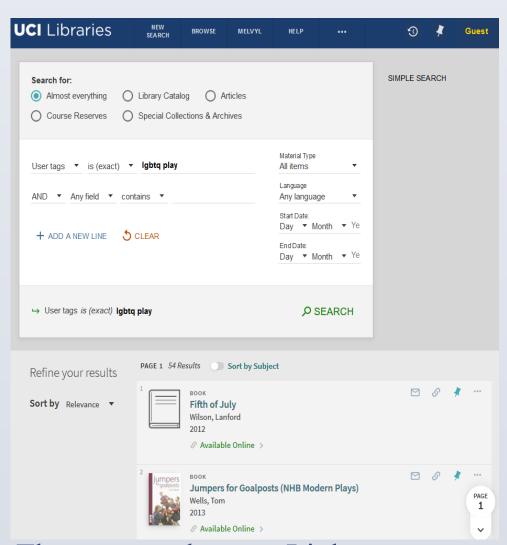
 - Israel Fishman Nonfiction Award: 12
 - Joan Kelly Memorial Prize Award: 41 • Labriola Center American Indian Award: 7
 - Lambda Awards: 31
 - Lambda Literary Award Winner: 29 • Libery Legacy Foundation Award: 18
 - National Jewish Book Award: 6
 - Stonewall Book Award: 53
 - Susan Koppelman Award: 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

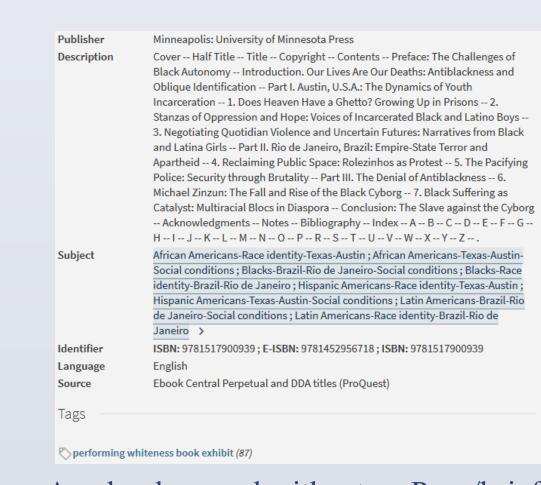
- MLA: U.S. Latina/Latino & Chicana/Chicano Literary and Cultural Studies.
- PTA Ferro-Grumley Award for LGBT fiction
- Randy Shilts Award for Gay Nonfiction
- Judy Grahn Award for Lesbian Nonfiction

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



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.



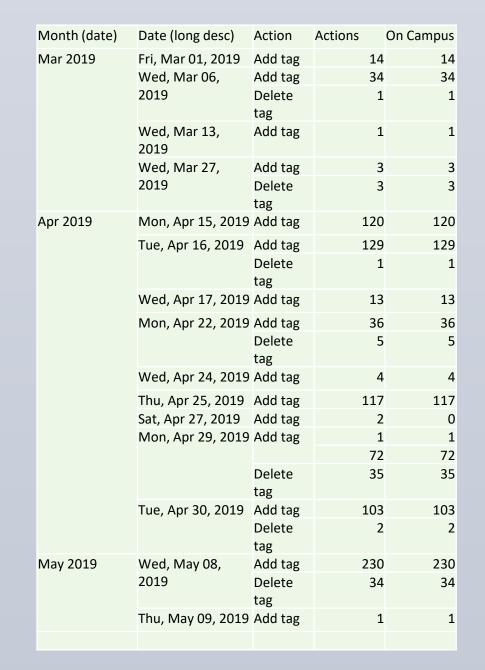
An ebook record with a tag. Poor/brief catalog record chosen to demonstrate potentially enhanced access through tagging.

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



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