Discovery is Delivery: Articulating a User-Centric Framework of Principles for Library Service Development

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Video of Presentation: https://www.youtube.com/watch?v=bGJcKrk-A
Content Context:

*distributed and heterogeneous information environment*

- Annual collection budget of $16+ million
- Almost 800 databases in A-Z database listing
- 92,000+ online journals
- More than 13 million volumes/24 million items
- Materials in essentially all known formats (and languages):
  - 65,000 online journals
  - 135,000 serials
  - 148,000 audio-recordings
  - 930,000 audiovisual materials
  - 800,000 electronic books
  - 12,000 films
  - 650,000 maps
  - 9 million microforms
User Context: 
*voracious information consumption and library use*

- 3 million visits to Library facilities
- 110,000 requests for research assistance (29,000 virtual)
- 26,000 users receive direct instruction
- 560,000 initial circulations for items from our print collections
- 8 million downloads of content
- 150 million views of Library website:
  - 550,000 unique visitors to the Library Gateway accessing it over 2.4 million times,
  - 5 million unique searches of the Library catalog,
  - 500,000 downloads from our electronic reserves collection,
  - 1.3 million downloads from IDEALS (institutional repository)
Discovery Context - Easy Search

*locally-supported broadcast search, search assistance, and recommender system*

**Timeline**
- Development (2006-present)
- Live (2007-present)

**Platform Providing:**
- Single-Search Box on Library Gateway
- Easy Search Bento Display
- Subject-Based Portals
- My Easy Search
- GRIPTS (Group Information Productivity Tools)
- Search Assistance

**Also**
- Transfer into native interfaces at point of completed search
- Writes out custom transaction logs
- Classic and Bento interface options
Library Gateway

Search for: Everything, Books, Articles, Journals, Media

Easy Search: decline fall roman empire

Advanced Search

Catalogs, Course Reserves, Databases and Journals, Reference Resources, Specialized Resources

Libraries and Hours, Resource Guides, Library Technology, Study Rooms, News and Events
Easy Search Results Page
Suggestions:
- Limit this search to title words.
- Need additional assistance? Ask a Librarian

Search:

Journal and Article Locator
Classic EasySearch

Ebsco Articles – 18308 Results

1. Sympathy for the Sovereign: Sovereignty, Sympathy, and the Colonial Relation in Edward Gibbon's The...
   DeGabriele, Peter
   Get PDF

2. Intellectual abilities: lesson from The Decline and Fall of the Roman Empire.
   Stan, Christian D.
   Get Full-Text

3. Coleridge and Gibbon's Controversy over The Decline and Fall of the Roman Empire.
   DePace, Charles
   Cho. Fall 200, Vol. 20 Issue 1, p13-22. 10p
   Look for Full-Text

4. Learning by wrong-doing: aspiration and transgression among German pupils after the Thirty Years War.
   Ross, Alan S.
   Get PDF

5. FRANÇOIS GUIZOT L'EDITION FRANCHE DE LA "HISTORY OF THE DECLINE AND FALL OF THE ROMAN EMPIRE D..."
   Marengo, Arnaldo
   Look for Full-Text

See all 18308 Matches

Scopus Articles – 68 Results

1. The decline and fall of the Roman Empire and america since the second world war: Some cinematic para...

Library Catalog – 303 Results

1. The decline and fall of the Roman Empire (Book)
   Status: Available
   Gibbon, Edward
   Osbourn, Beverley, ed. OIB 1988
   Location(s): Main Stack, Oak Street Library [request only]

2. The decline and fall of the Roman Empire (Book)
   Status: Available
   Gibbon, Edward
   Harcourt, Brace 1950
   Location(s): Main Stack, Oak Street Library [request only]

3. The decline and fall of the Roman Empire (Book)
   Status: Not Available
   Gibbon, Edward
   Modern Library 2003
   Location(s): Classics

4. The decline and fall of the Roman Empire (Book)
   Status: Available
   Gibbon, Edward
   J.M. Dent & Sons 1910
   Location(s): Oak Street Library [request only], Oak Street Library [request only]

5. The decline and fall of the Roman Empire (E-book)
   Status: Ebook
   Gibbon, Edward
   Kelmscott 1897

6. The decline and fall of the Roman Empire (E-book)
   Status: Ebook
   Gibbon, Edward
   Modern Library 2003

7. The decline and fall of the Roman Empire (E-book)
   Status: Ebook
   Gibbon, Edward
   J.M. Dent & Sons 1910

Subject Top Picks

History and Auxiliary Sciences
97 Article Matches

Historical Abstracts
97 Article Matches

American History and Life
6 Article Matches

More resources
History, Philosophy, and Newspaper Library

Contact
Celestina Savonius-Wroth

General Searches

Title Word Matches (CrossRef)
187 Article Matches

IShare Statewide Catalog
636 Article Matches

Additional resources
WorldCat Discovery

Google Scholar Results

Easy Search 'Classic'

Library Webpages

1. The history of the decline and the fall of the Roman Empire

2. The history of the decline and the fall of the Roman Empire

BETA: Bento Easy Search
Evidence-Based and User-Centric Framework

The University Library’s *Web-Scale Discovery System Implementation Team* and then the *Discovery and Delivery Study Team* at the University of Illinois at Urbana-Champaign formulated an evidence-based framework for decision-making relative to future system development.*

*Particular thanks to my co-chairs Michael Norman and Bill Mischo, respectively, as well as all group members.*
Assessing Reports Over the Past Decade:

• Library’s reports on implementing the WebFeat federated search system (2005-2006)
• Developing and deploying Easy Search, a locally-developed and supported broadcast search, search assistance, and recommender system (2006-present)
• Piloting Primo (2011-2014)
A Review of Library Reports - We Value:

- Transparency
- Predictability/Explain-ability
- Customizability
- Co-Development Opportunities
User Perspectives and Practices Data:

• Local Graduate/Professional Survey, 2004
• Local Undergraduate Survey, 2005
• Local Faculty/Staff Survey, 2006
• ARL LibQUAL, 2008
• Ithaka Faculty Survey, 2013
• ARL LibQUAL Lite, 2014
A Review of a Decade of User Surveys - Users Want:

• Seamless Digital Delivery
• Coherent Discovery Pathways
• As Simple as Possible but Not Simplistic
• Not Everything, But “My Everything”
• Transparency
• Independence

Acknowledgement:
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Analysis of Easy Search Custom Transaction Logs

• ES records user actions, system suggestions, search reformulations, and clickthroughs

• 2010-2011: study of 1.4 million searches and 1.5 million clickthroughs

• 2014: study of 1.17 million searches, 1.109 million clickthroughs over 10 month period May 2013 to March 2014 (final n= 974,137)

• Note:
  – Transaction log analysis initially supported by NSF and IMLS
  – OPAC studies show ambiguous results and web search behaviors different
Use of Easy Search Tabs on Library Gateway

Gateway searches total: 902,420

Easy Search tab: 649,320
Books tab: 106,375
Article tab: 76,375
Journal Title tab: 70,350
Use of Easy Search Starting Points

Easy Search and associated tabs: 902,420 76.5%
  the gateway Easy Search default tab: (55.1%)
advanced search: 56,170 4.8%
departmental library page searches: 158,750 13.5%
myeasysearch: 18,159 1.5%
search suggestion searches: 42,708 3.6%

Total: 1,178,207
Findings - Searching

• 20.98% of all searches (29.13% of all sessions) used a search assistance suggestion or custom added search result link
• 57.2% of the 489,272 search sessions were single query sessions
• 6% of the sessions contain 6 or more queries, 1,157 sessions contain more than 20 queries, and 96 search sessions contain more than 50 queries
Findings – Changing User Behaviors

*and ES provides better comparative content coverage than commercial discovery central index options*

- Query length growing:
  - 3.58 words per query in 2008
  - 3.76 words per query in 2009
  - 4.33 words per query in 2011
  - 5.11 words per query in 2013-2014
    (93,642 one word and 158,054 greater than eight words; 50% are one to three words)

- Known item searches increasing:
  - 49.4% in 2007
  - 51.2% in 2011
  - 57.7% in 2013-2014

- Increasing number of “cut and paste” searches
Therefore ...
User Tasks to Support

- Locate Known Item
- Locate Known Research Tool
- Explore Topic
- Identify/Access Library Tools/Databases for Topic
- Identify/Access Research Data and Tools
- Identify Assistance
Discovery Principles

• Library in User Workflow Requires Personalization/Customization
• Full Library Discovery – Content, Services, Spaces
• Fewest Steps from Discovery to Delivery
• Everything Owned/Licensed/Provided Should be Discoverable
• Fully Develop and Deploy Fewer Tools
• Wide-Scale Implementation of Adaptive/Contextual Assistance
• Consistent Language/Labeling
• Greatest Discovery/Delivery at Lowest Cost
Easy Search Development and Sustainability

- WorldCat Discovery as ES Target
- Applet for WordPress and Widgets for LibGuides
- Further developing My Easy Search
- Implementing Mobile Responsive Interface for ES Bento
- Development of Subject ES Bento

- And ... Monitoring Commercial Options
University Library Discovery Research Portal

http://www.library.illinois.edu/committee/ddst/discoveryresearch.html

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