Index to pass database evaluation: making the connection

by

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Overview

- Who is the indexer?
- Who are the indexing for?
- The evaluation
- The ideal database
- Two examples



Who are the indexers?

- "Indexing is not a neutral and objective representation of a document's subject matter but the representation of an interpretation of a document for future use."
- "The creation of the subject matter is based on the indexer's social and cultural context"

Mai, J E 2001, "Semiotics and indexing: an analysis of the subject indexing process", *Journal of documentation*, vol. 57, no. 5, pp. 591-622.



Who are the indexers? (cont.)

- Retrieval effectiveness
- Performance of manually assigned descriptors vs. automatic indexing scheme.
- modern indexing and abstracting services (such as MEDLINE and CAS) make use of human subject analysis and indexing.

Savoy, J 2005, 'Bibliographic database access using free-text and controlled vocabulary: an evaluation', *Information Processing and Management*, vol. 41, pp. 873–890.



Who are the indexing for?

- The Net Generation
 - familiar and comfortable with computer and digital technologies
 - dependent on and prefer Google
 - find library resources difficult to figure out
 - want speedy answers and full gratification immediately

Lippincott, J K 2005, Generation students and libraries, *Educause*, March/Apr., pp. 56-66.





Who are the indexing for? (Cont.)



OCLC reports 2005 & 2010

- start information searches with search engines
- satisfied with searches
- self serve
- do not differentiate
- Use of 'Ask an expert' sites increased over past5 years



The evaluation

- Content covered
- Appearance and product structure
- Full text options
- Display, save, print and export functions
- Help facility



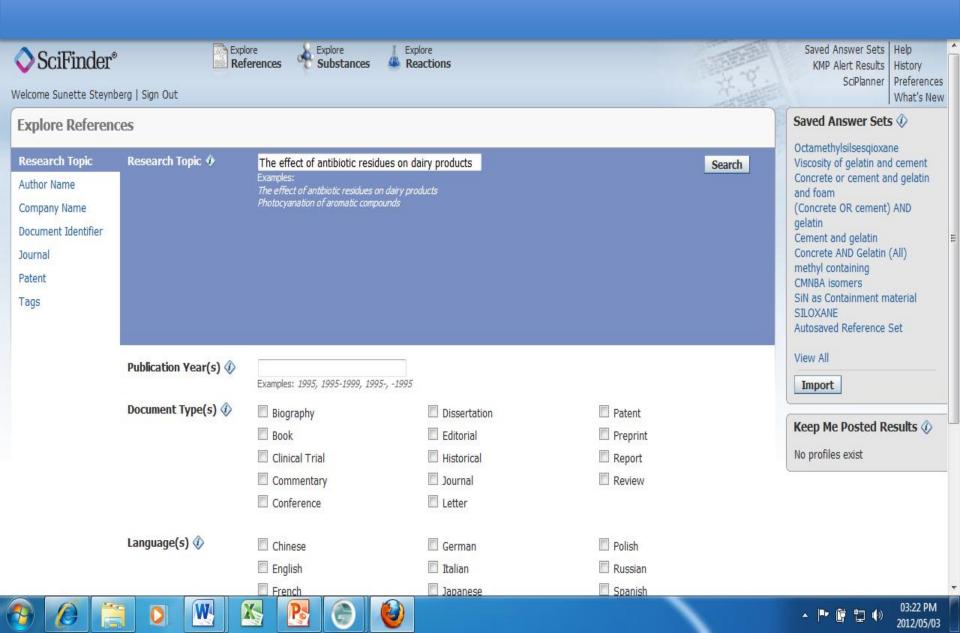
The ideal database

- Easy to use no training needed
- One stop shop (all databases on one search engine)
- Searches synonyms, English and US spellings
- Link directly to pdf
- Export directly to the reference management software tool of the user's choice





The effect of antibiotic residues on dairy products



Search results









Saved Answer Sets Help KMP Alert Results Histo SciPlanner Prefe

Results History
Planner Preferences
What's New

Welcome Sunette Steynberg | Sign Out

Add KMP Alert Research Topic "The effect of antibiotic resid..."

Research Topic Candidates

4 Topics 0 Selected

Select All Deselect All

Research Topic Candidates	References
128 references were found containing the two concepts "antibiotic residues" and "dairy products" closely associated with one another.	128
260 references were found where the two concepts "antibiotic residues" and "dairy products" were present anywhere in the reference.	260
5834 references were found containing the concept "antibiotic residues".	5834
388905 references were found containing the concept "dairy products".	388905

Get References

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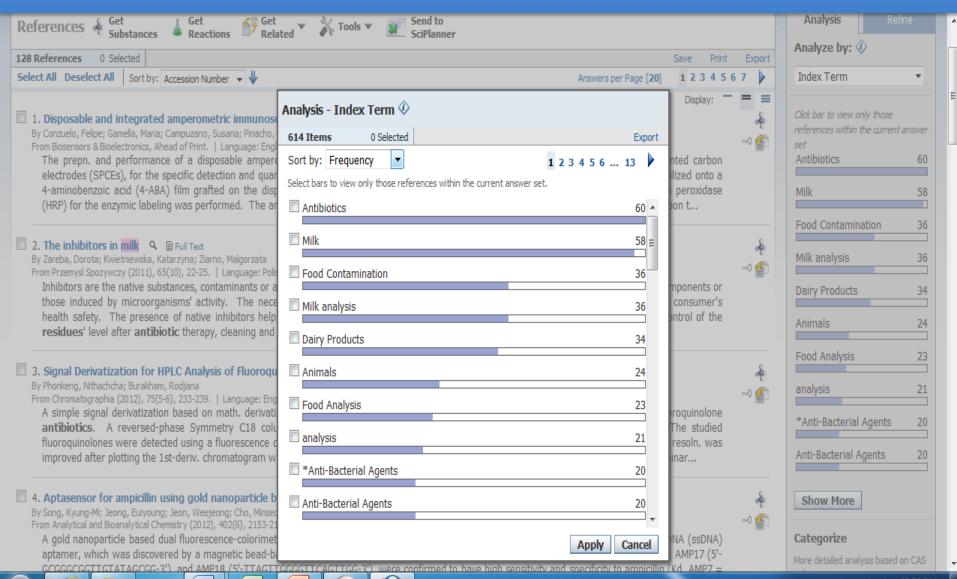






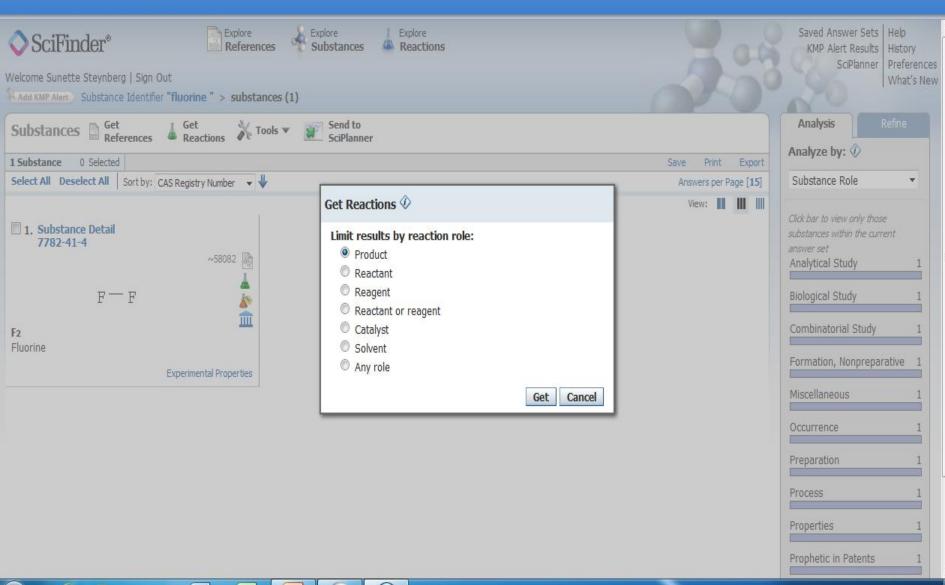


Analyse by index terms





Limit to reaction roles













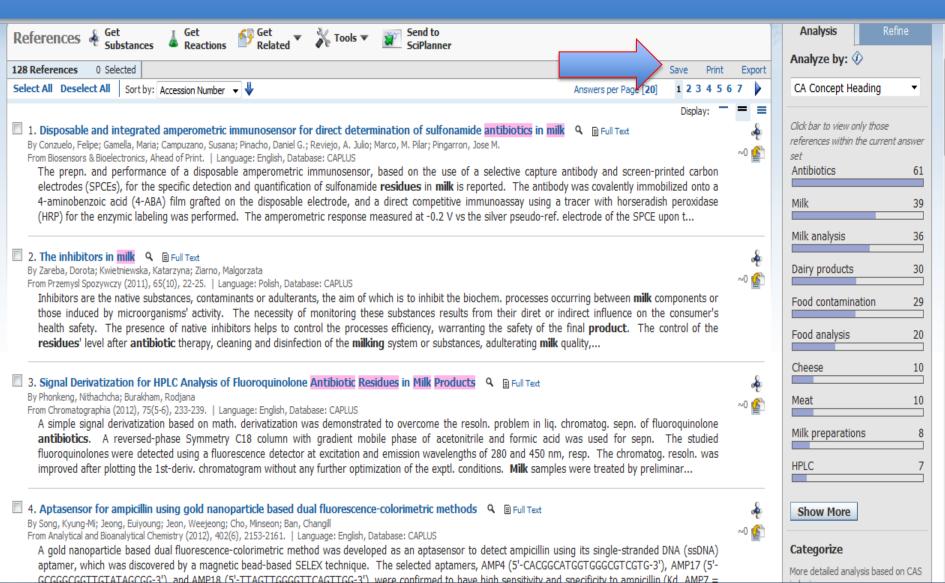








Save, print, export













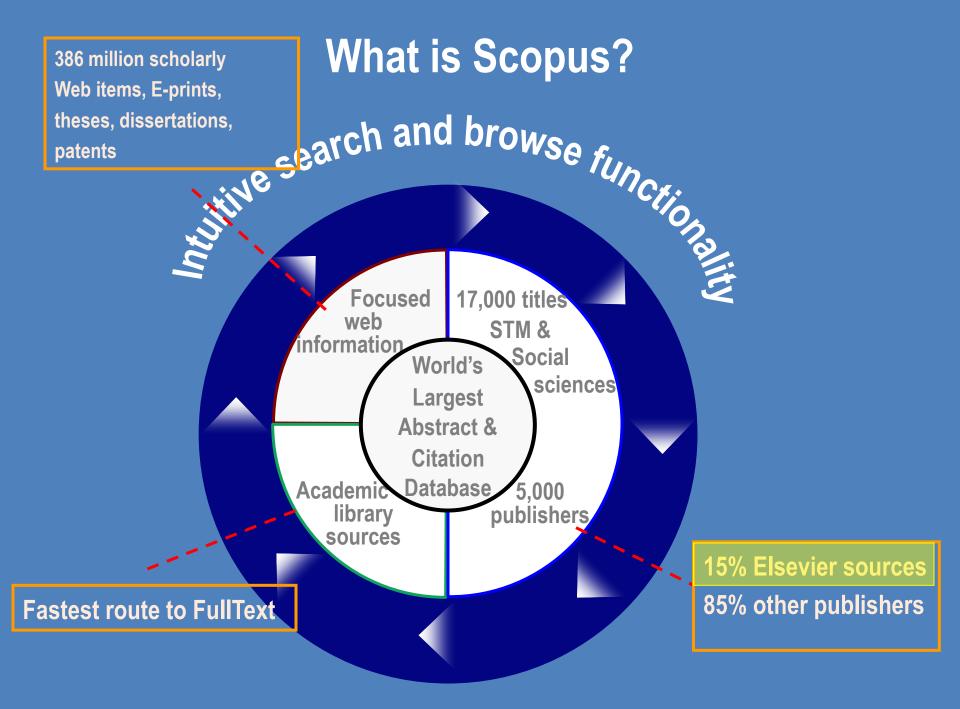




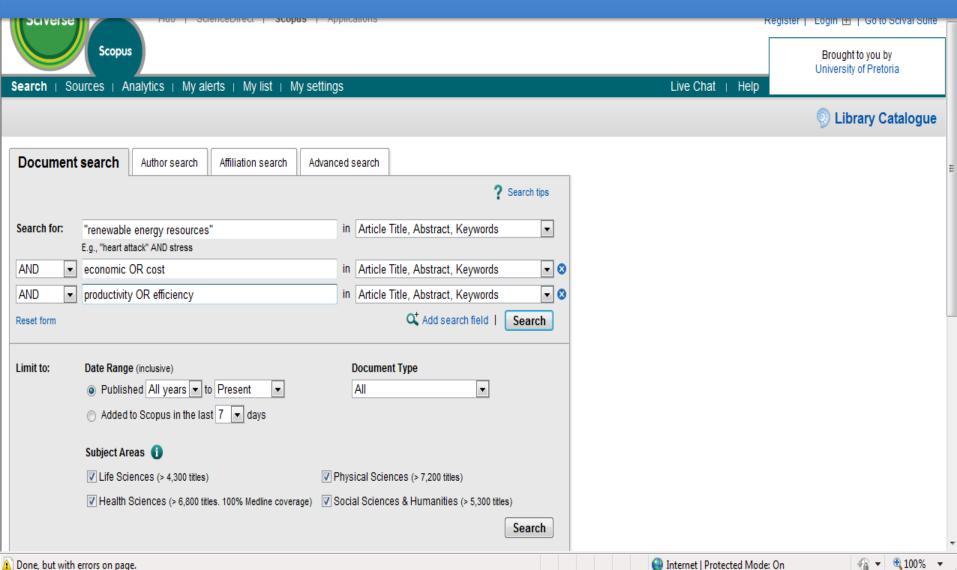




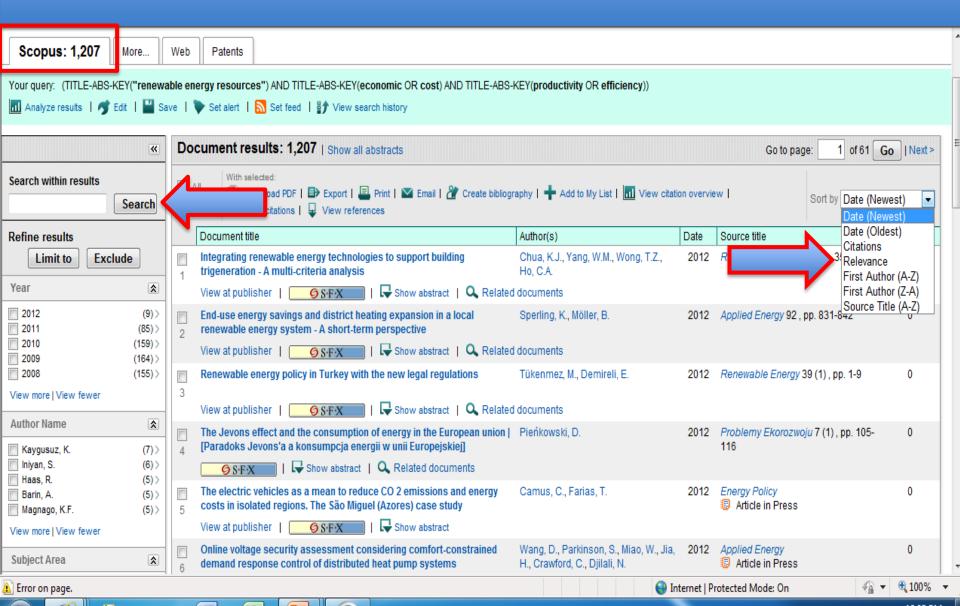




Compare different renewable energy resources as far as commercial viability and productivity is concerned.



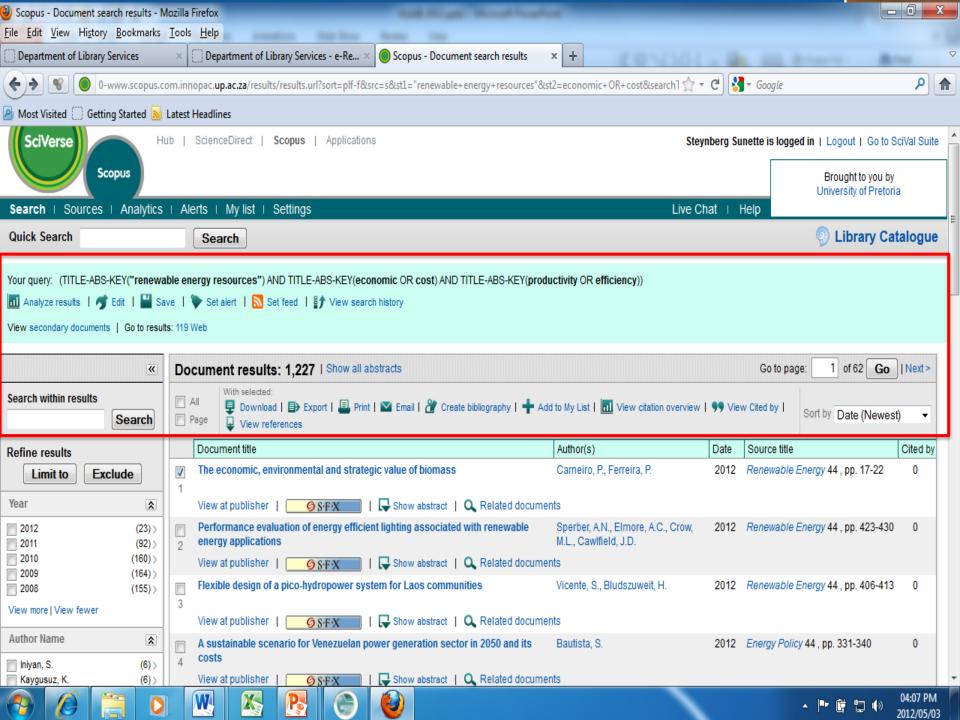
Narrowing the search



2012/02/27

Refining options







"Only librarians like to search; Everyone else likes to find."

- Roy Tennant -



Questions?



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