Power-searching the “3-click” world

A federated search solution for clients at the University of Pretoria

Ina Smith and Sunette Steynberg
CSIR, 26 – 27 July 2006
Agenda

• Client needs and e-strategy
  (Sunette Steynberg)

• Evaluation of different Search Engines and Link Resolvers
  (Ina Smith)

• GoogleScholar™ & Scholar SFX™
  (Ina Smith)
Who are our clients?

The Net Generation

• Generation raised with computers
  (Don Tapscott)

• Young people familiar and comfortable with computer and digital technologies
The Net Generation (2)

- Dependent on Google
- Library resources difficult to figure out
- Library resources outside their environment
- Libraries cannot substantiate digital information
The Net Generation (3)

- Prefer Google to library searches
- Want speedy answers and full gratification immediately
OCLC report – 2005

- Understand interests, habits and behaviours using libraries
- Use search engines
- Satisfied with searches
- Self-serve
- Do not differentiate; trust both search engines and libraries
What are their needs?

“Only librarians like to search; everyone else likes to find.”

- Roy Tennant -
Adapt or die …

• Why adapt?
• Client-service business model
• Library services not satisfactory – loss of relevance
• Learn from clients what they want
Answer

• How students have grown up
• Blend technology, clients, academy
• Result - enriching education
  - lifelong learning
LIBQUAL

LIBQUAL is a suite of services that libraries use to solicit, track, understand and act upon users’ opinions of service quality.

- Web based program
- Developed by ARL
The e-Strategy

- GAELIC report 2005
- 50% e-books by 2010
- 100% e-journals by 2010
- Good and fast access
A service that fulfil in all these requirements could be built, but would it necessarily be used for core functions?
Fulfil needs of clients

- Single search engine
- Easy to use
- Search databases, e-journals and catalogue simultaneously
Distinguishing between Search Engines

Robot-driven for WWW pages

Federated Meta Search for e-Resources + Link Resolver

Desktop Search
Federated Search Engine

• Global search OR Meta Search OR Broadcast Search
• Same-time searches of different e-resources
• Single searchable point
• Blends:
  – E-journals, library catalogue, subscription databases, e-print collections, digital repositories, web pages
• Examples: MAPMetafind (Innovative), MetaLib (Ex Libris), SIRSI
Link Resolver

- Connects references with full text
- Essential for optimal usage of Federated Search Engine & e-resources
- Examples: WebBridge (Innovative), SFX (ExLibris)
Advantages

- Single one-stop searching point
- Save time
- Less training needed
- Immediate access to full text via link resolver
- Utilise very expensive databases
- Partially address client needs identified
Evaluation of Federated Search Engines & Link Resolvers

• Importance of an evaluation
• Managing the evaluation process
• Commercial Products
• Criteria
• Evaluation Instrument
• Evaluation Process
• Outcomes
Importance of an Evaluation

(UCE Birmingham Evidence Base 2006)

• Ensure that objectives are met
• Identifying problems & weakness
• Evidence of benefits & impacts
• Securing funding
• Gain support of institutional managers
• Guide future plans
• Develop guidelines useful for other libraries
• Devising strategies to develop projects into services
• Position library
Managing the Evaluation Process

FEDERATED SEARCH ENGINES AND LINK RESOLVERS
PROGRESS REPORTS OF MEMBERS OF THE WORKGROUP FOR FEDERATED SEARCHING AT THE ACADEMIC INFORMATION SERVICE, UNIVERSITY OF PRETORIA

TUESDAY, NOVEMBER 29, 2005

GoogleScholar & ScholarSFX

Ex Libris has worked with Google and a number of SFX customers to ensure that Google Scholar search results display OpenURL links to SFX; and thereby to the scholarly peer-reviewed papers, theses, books, preprints and technical reports from your library collection. More info ...

POSTED BY ACADEMIC INFORMATION SERVICE AT 12:49 AM

LINKS
Contact Us
University of Pretoria
Academic Information Service
Resources on Metasearching

PREVIOUS POSTS
Google Scholar & ScholarSFX
Commercial Products

- ENCompass & LinkFinder Plus (Endeavor)
- SearchSolver & LinkSolver (Ovid)
- MetaLib & SFX (ExLibris)
- Knowledge Prism & Serial Solutions (WebFeat)
- MultiSearch & Linking Profile (CSA)
- SIRSI
- MAP Metafind & WebBridge (Innovative)
Evaluation Criteria

• Search functionality
  – E.g. Broadcast searching, Boolean searching

• Search results
  – E.g. Limit results, Download results to bibliographic software

• Interface features
  – E.g. Help options, Customisable interface

• User access
  – E.g. Single sign-on, Secure login

• Vendor support
  – E.g. 24/7, Update frequency of knowledgebase
Evaluation Instrument

- Expert Review Checklist
- Rating Scale
  - 4 = Excellent
  - 3 = Acceptable
  - 2 = Partially
  - 1 = Poor
  - 0 = Not available/ Cannot evaluate
- Very important criteria *
- Comments
Evaluation Process

- Participants from UP, UNISA, CSIR, WITS
- 19 – 21 October; 7 November 2005
- 7 sessions in total; 28 hours
- Each session:
  - Introduction & Live Internet Demo by Vendor
  - Q&A via telephone conferencing
  - Hands-on Session
- Acknowledgement
- Processing of data
- Feedback via e-mail & blog
Evaluation Outcomes

- Data from evaluation in MSExcel
- None are fully up to our standards yet
- Limitation of evaluation – Information Specialists
- No product purchased up to date
- Interim solution
Interim Solution

Google Scholar + Scholar S.F.X = Federated Search Solution
Google Scholar™ & ScholarSFX™

Knowledge Base

Open URL

Link Resolver

ScholarSFX™

Federated Search Engine

Google Scholar™

Output/Results (fulltext)

University of Pretoria
eIFL Agreement

• GoogleScholar™ as a Federated Search Engine
• ScholarSFX™ as a free link resolver
• Also available for member institutions who purchased:
  – SFX (ExLibris)
  – Article Linker (Serials Solutions)
  – TOUResolver (TDNet)
  – LinkSource (EBSCO)
  – WebBridge (Innovative)
  – Sirsi Resolver (Sirsi)
  – 1Cate (Open Informatics)
  – Own link resolvers
About Google Scholar™

“Google Scholar provides a simple way to broadly search for scholarly literature. From one place, you can search across many disciplines and sources:

• Peer-reviewed papers,
• Theses;
• Books;
• Abstracts and articles, from academic publishers, professional societies, preprint repositories, universities and other scholarly organizations.”
Search Subject Areas

Google Advanced Scholar Search - Microsoft Internet Explorer

- **without** the words
- **where my words occur**

<table>
<thead>
<tr>
<th>Author</th>
<th>Return articles written by</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>e.g., “PJ Hayes” or McCarthy</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Publication</th>
<th>Return articles published in</th>
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<tr>
<td></td>
<td>e.g., J Biol Chem or Nature</td>
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</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Return articles published between</th>
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<tr>
<td></td>
<td>e.g., 1995</td>
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<table>
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<tr>
<th>Subject Areas</th>
<th>Return articles in all subject areas.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Return only articles in the following subject areas:</td>
</tr>
<tr>
<td></td>
<td>Biology, Life Sciences, and Environmental Science</td>
</tr>
<tr>
<td></td>
<td>Business, Administration, Finance, and Economics</td>
</tr>
<tr>
<td></td>
<td>Chemistry and Materials Science</td>
</tr>
<tr>
<td></td>
<td>Engineering, Computer Science, and Mathematics</td>
</tr>
<tr>
<td></td>
<td>Medicine, Pharmacology, and Veterinary Science</td>
</tr>
<tr>
<td></td>
<td>Physics, Astronomy, and Planetary Science</td>
</tr>
<tr>
<td></td>
<td>Social Sciences, Arts, and Humanities</td>
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</tbody>
</table>
Boolean Searches

http://www.google.com/help/refinesearch.html

**Synonym search**

If you want to search not only for your search term but also for its synonyms, place the tilde sign (~) immediately in front of your search term.

For example, how to search for food facts and nutrition and cooking information:

```
~~food~~ facts
```

**“OR” search**

To find pages that include either of two search terms, add an uppercase OR between the terms.

For example, how to search for a vacation in either London or Paris:

```
vacation london OR paris
```
Google Cheat Sheet

http://www.google.com/help/cheatsheet.html

<table>
<thead>
<tr>
<th>OPERATOR EXAMPLE</th>
<th>FINDS PAGES CONTAINING...</th>
</tr>
</thead>
<tbody>
<tr>
<td>vacation hawaii</td>
<td>the words <strong>vacation</strong> and <strong>Hawaii</strong>.</td>
</tr>
<tr>
<td>Maui OR Hawaii</td>
<td>either the word <strong>Maui</strong> or the word <strong>Hawaii</strong></td>
</tr>
<tr>
<td>“To each his own”</td>
<td>the exact phrase <strong>to each his own</strong></td>
</tr>
<tr>
<td>virus-computer</td>
<td>the word <strong>virus</strong> but NOT the word <strong>computer</strong></td>
</tr>
<tr>
<td>Star Wars Episode I</td>
<td>This movie title, including the roman numeral I</td>
</tr>
<tr>
<td>~auto icon</td>
<td>loan info for both the word <strong>auto</strong> and its synonyms: <strong>truck</strong>, <strong>car</strong>, etc.</td>
</tr>
<tr>
<td>define-computer</td>
<td>definitions of the word <strong>computer</strong> from around the Web.</td>
</tr>
<tr>
<td>red * blue</td>
<td>the words <strong>red</strong> and <strong>blue</strong> separated by one or more words</td>
</tr>
<tr>
<td>I’m Feeling Lucky</td>
<td>Takes you directly to first web page returned for your query</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CALCULATOR OPERATORS</th>
<th>MEANING</th>
<th>TYPE INTO SEARCH BOX</th>
</tr>
</thead>
<tbody>
<tr>
<td>+</td>
<td>addition</td>
<td>45 + 39</td>
</tr>
<tr>
<td>-</td>
<td>subtraction</td>
<td>45 – 39</td>
</tr>
<tr>
<td>*</td>
<td>multiplication</td>
<td>45 * 39</td>
</tr>
<tr>
<td>/</td>
<td>division</td>
<td>45 / 39</td>
</tr>
<tr>
<td>% of</td>
<td>percentage of</td>
<td>45% of 39</td>
</tr>
</tbody>
</table>
About ScholarSFX™

• Free Service
• For existing SFX Customers and non-customers
• Open URL Link Resolver
• Enables users to link from Google Scholar™ to full text articles that are available through local institutional subscriptions & to library catalogue
ScholarSFX™ links client to …

Definition of a SFX “target”:

“… an information resource or service which a … user can view when following a link from Google Scholar™ or an SFX menu”.

- Free Full Text, e.g. DOAJ, Free E-Journals
- Aggregators, e.g. Ovid, ScienceDirect
- OPAC (OCLC WorldCat)
- Subscription e-Journals
- E-books, e.g. Gutenberg-e, Books 24X7
- Databases, e.g. Silverplatter
Access full text within 3 clicks!

Accessible via Web Access Management Table (Innovative Product) @

http://0-scholar.google.com.innopac.up.ac.za
Links client to Google Scholar™ URL via WAM Table

http://0-scholar.google.com.innopac.up.ac.za

More info about the implementation of Google Scholar™ & ScholarSFX™
Instructions for use
Access: Authentication (out of library)
Access: Search terms

[Image of Google Scholar page with search bar filled with "globalisation economics Africa"]

Stand on the shoulders of giants

New! Keep up with recent research.

Google Home - About Google - About Google Scholar

©2009 Google
Access: References
Look out for one of the following:

- **Library Search** – to holdings in catalogue

- **SFX@University of Pretoria** – to full text journal articles
Access: Link to catalogue
Access: Link to catalogue
Access: Catalogue info

UNIV. OF PRETORIA. Academic Information Service
African renaissance: roadmaps to the challenge of globalization
by Fantu Cheru
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UP/CSIR Catalogue

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ISBN: 1842770861 184277087X 0864865929

Subjects: Globalization, Internationalisation, Democratising, More...
Client has already been authenticated
Access: Link to article
Globalisation, Economic Policy and Convergence

Paul Mosley

1. INTRODUCTION: THE ‘OPEN ECONOMIES CONVERGE’ CONSENSUS

A NUMBER of recent contributions to the growth literature have emphasised the positive role played by the forces of globalisation in enabling poor countries to converge on the living standards of rich ones. These include Sachs and Warner (1995), Aziz and Wescott (1997), IMF (1997) and World Bank (1997).
Title: Thabo Mbeki's African Renaissance in a globalising world economy: the struggle for the soul of the continent

Full text

No full text available for this item.

Holding information

Holdings in OCLC GO

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Client has already been authenticated
Implications

- Guide Google-users back to valuable high quality library resources
- Increase library presence
- Effective Internet search strategies
- Evaluate quality of resources
- Skills of information specialists
- Evaluation of Google Scholar™/ScholarSFX™
Getting up and running

Register with ExLibris

Customize access

Activate Targets

Tell & show clients!

Ongoing activation & marketing
Setting up a ScholarSFX™ Account

http://www.exlibrisgroup.com/scholar_sfx.htm

or google Scholar SFX
Wishlist for ScholarSFX™

- More targets
- Sabinet & SAePublications
- Interlending requests directly from Google Scholar Interface
“Offering [metasearching] as an option will not deny our students the choice of using a specific database and advanced features.

But refusing to offer that option will deny them an alternative that may suit their needs better than database-by-database searching.”

- James Rettig, Univ of Richmond -
Conclusion

Google is probably here to stay. Our students love it! So we decided: If you can’t beat them, join them with Google Scholar and Scholar SFX combined!
Bibliography


Thank you!

Questions?

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