Quick Articles: Embedding Federated Search into the OPAC

4-22-2010

Josh Greben
Florida Center for Library Automation

Athena Hoeppner
University of Central Florida, athena@ucf.edu

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Quick Articles
Embedding Federated Search into the OPAC

Joshua Greben
*Systems Librarian/Analyst*
Florida Center for Library Automation

Athena Hoeppner
*Electronic Resources Librarian*
University of Central Florida
If you can’t take the horse to the water...

- 89% of college students begin with a search engine
- 12% of college students begin in Library Web sites
- 87% are aware their library has a library Web site
- 86% are aware of the online library

— OCLC. College Students’ Perceptions of Libraries and Information Resources. 2006
53% of college students had never used one of the libraries' Web subject guide

24% rarely use libraries' web subject guides

“Students do not understand the subject categorization or organization of pathfinders. . . . Students tend to wander, guess, and appear to be confused and not confident of their choice of subject”

- 60% of US traffic to SpringerLink come from OPACs and other library services
- 33% comes from search engines, mostly Google and Google Scholar.
- 5% of traffic from Springer.com
- 2% from A&I

— Springer
Take the water to the horse

- Article source that is easy to find
- Co-located where users already go
- Requires no prior knowledge of library databases
- Intuitive to search and to get to full text

Introducing Quick Articles in Mango
Catalog Search  Database Locator  Reserves  Journal Search

(Search the UCF Libraries' collection of books, DVDs and other items.)

Basic Search

effective presentations  Anywhere  Search  Clear  Advanced Search

[+] Expand All
Search: 'effective presentations'
We found 214 matching items, 31 of these are available online.
Limit by: Publication Year or Popular Format

<table>
<thead>
<tr>
<th>Narrow Results By: Library/Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Library (172)</td>
</tr>
<tr>
<td>ONLINE (28)</td>
</tr>
<tr>
<td>Cocoa (23)</td>
</tr>
</tbody>
</table>

1. Effective presentation

<table>
<thead>
<tr>
<th>Results/page: 10</th>
<th>Sort By: Relevance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5 6 7 8 9 10</td>
<td>Next &gt;&gt;</td>
</tr>
</tbody>
</table>
Search for articles and other resources

Search: 'effective presentations':

*Please take our Quick Articles User Satisfaction Survey (link opens in new window).

Need more articles or better precision?
For full access to more articles and better search capabilities, you can use one of UCF's Libraries hundreds of databases. Click on Articles and Databases to find a database that is right for you, or Ask a Librarian for advice.

Source(s):
Business Source Premier (708 matches at this source)
Academic Search Premier (617 matches at this source)
<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Source</th>
<th>Description</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Toward Better Presentations.</td>
<td>Academic Search Premier (full text available)</td>
<td>The article focuses on the significance of communication in the U.S. Navy. It mentions that communication is very much crucial in all forms of military and naval operations and notes proper presentation in communication. Furthermore, it also highlights the disadvantages of lack of effective communication in military tactics and any related operations.</td>
<td>2010</td>
</tr>
<tr>
<td>2</td>
<td>Making the Most of Investor Conferences.</td>
<td>Academic Search Premier (full text available)</td>
<td>The article provides suggestions on making effective presentations to investors and analysts. Pat McCoymont, managing director of Keefe, Bruyette &amp; Woods Inc., pointed out that the target audience is more interested on current topics such as asset quality and capital than the history of the company. Ian Corydon of B. Riley &amp; Co. said, however, that honesty is important because investors talk to one another. Lonny Robinson, chief financial officer of Center Financial Corporation, shared how their t</td>
<td>2009</td>
</tr>
</tbody>
</table>
"get over it".

in SuperVision.

**Year:** 2009  **Volume:** 70  **Issue:** 7  **Page:** 5-11.

ISSN: 0039-5854

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**Options for Getting the Text**

**Full text sources:**

**Business Source Premier**

<table>
<thead>
<tr>
<th>Year: 2005</th>
<th>Volume: 70</th>
<th>Issue: 7</th>
<th>Start Page: 5</th>
</tr>
</thead>
</table>

Available from 1990

Selective full text. Specific articles or years may not be included.

**Wilson OmniFile FT Mega Edition**

<table>
<thead>
<tr>
<th>Year: 2005</th>
<th>Volume: 70</th>
<th>Issue: 7</th>
<th>Start Page: 5</th>
</tr>
</thead>
</table>

Available from 1995

Selective full text. Specific articles or years may not be included.

**ABI Inform Complete**

<table>
<thead>
<tr>
<th>Year: 2005</th>
<th>Volume: 70</th>
<th>Issue: 7</th>
<th>Start Page: 5</th>
</tr>
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</table>

Available from 1987
"get over it!"


Abstract (Summary)

First things first. This collection of words will not in itself make you a great public speaker. Exemplary presentation skills should be viewed as an art form. It is a craft, which you work on. Yes it takes work, there is no magic fairy dust and here is the good news: you will never stop improving. Realize that when speaking in public you control 80% of the outcome. First order of business -- Your Appearance. It is the first thing your audience will see. People draw conclusions and rely on first impressions. Great speakers enjoy hearing the sound of their own voice. That is the instrument and while it has endless notes, it is what you will use.
How Quick Articles Works

- Article Searching uses the MetaLib X-Server
- X-Server UI adapter for Catalog
- JSP and Tomcat
- XML API middleware
- 2 sets of functions
  - MetaLib-specific
  - SAX (Simple API for XML)
- Extensible for use with other XML sources
  - Ability to reuse the non-MetaLib specific code
  - Speed is an issue--No XSLT for faster parsing of XML records
Developing Quick Articles

• Carry over search query from Mango
• Select General Quickset for each library
• List and link to native databases
• Fetch more records
• Record paging
• Cluster facets
• Display records with 856 and SFX/SerSol link
Developing Quick Articles

• User control of sources and option to auto-pick bases based on Mango search results
• Integrated record lists for export between Book and Article search
  Provide same features as Book search (RSS, DYM, etc.)
• Support for other XML-API X-Servers (i.e. 360 search)
• Beyond: Pre-coordinated Index for Articles
  – Primo Central (works with X-Server)
  – Summon or Discover
  – EDS provide XML-APIs
Measuring Use and Satisfaction

- Search analysis
- Statistics
- User survey

- Mango searches sent to Quick Articles:
  - Feb 2010: 4349
  - Jan 2010: 5356

- 4% of Mango searches sent to QA
## What is sent to QA?

<table>
<thead>
<tr>
<th>Search Type</th>
<th>QA</th>
<th>Mango</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword</td>
<td>86%</td>
<td>69%</td>
</tr>
<tr>
<td>Title</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Author</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Subject</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Journal Title</td>
<td>0%</td>
<td>4%</td>
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</tbody>
</table>
Searches sent to QA

- osmosis
- interpersonal communication
- osmosis diffusion
- personal health records
- diffusion
- psychology
- solar energy
- cone penetration test
- texting
- abortion
- literacy
- coen brothers
- patient satisfaction
- standardized testing
- text messaging
- disease management
- education
- case management
- health care reform
- social networking
Searches sent to QA

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• texting
• abortion

• literacy
• coen brothers
• patient satisfaction
• standardized testing
• text messaging
• disease management
• education
• case management
• health care reform
• social networking
Full text success rate in QA

- osmosis: 10
- interpersonal communication: 10
- osmosis diffusion: 10
- personal health records: 10
- diffusion: 8
- psychology: 10
- solar energy: 8
- cone penetration test: 9
- texting: 9
- abortion: 8
- literacy: 8
- coen brothers: 10
- patient satisfaction: 10
- standardized testing: 10
- text messaging: 8
- disease management: 10
- education: 8
- case management: 9
- health care reform: 10
- social networking: 8

Average full text per 1st 10 hits: 9.15
## Searches in QA Databases

**Jan-Mar 2009 v 2010**

<table>
<thead>
<tr>
<th></th>
<th>Academic Search Premier</th>
<th>Business Source Premier</th>
<th>OmniFile Full Text Mega</th>
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<tbody>
<tr>
<td>Jan-Mar 09</td>
<td>142120</td>
<td>16001</td>
<td>6253</td>
</tr>
<tr>
<td>Jan-Mar 10</td>
<td>158907</td>
<td>30230</td>
<td>14934</td>
</tr>
<tr>
<td><strong>Increase</strong></td>
<td><strong>12%</strong></td>
<td><strong>89%</strong></td>
<td><strong>139%</strong></td>
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</table>
# Searches in Other Databases

### Jan-Mar 2009 v 2010

<table>
<thead>
<tr>
<th></th>
<th>EBSCO Searches</th>
<th>Wilson Searches</th>
<th>Proquest Searches</th>
<th>CSA Searches</th>
<th>Gale Searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-Mar 09</td>
<td>503304</td>
<td>19892</td>
<td>287986</td>
<td>106444</td>
<td>39611</td>
</tr>
<tr>
<td>Jan-Mar 10</td>
<td>627030</td>
<td>13604</td>
<td>293696</td>
<td>103514</td>
<td>86556</td>
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<tr>
<td>Increase</td>
<td>25%</td>
<td>-32%</td>
<td>2%</td>
<td>-3%</td>
<td>119%</td>
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## FT in Aggregator Databases
### Jan-Mar 2009 v 2010

<table>
<thead>
<tr>
<th></th>
<th>EBSCOhost</th>
<th>Wilson FT</th>
<th>ProQuest</th>
<th>GaleFT</th>
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<tbody>
<tr>
<td>Jan-Mar 09</td>
<td>163417</td>
<td>12866</td>
<td>31668</td>
<td>11665</td>
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<tr>
<td>Jan-Mar 10</td>
<td>211723</td>
<td>17729</td>
<td>32407</td>
<td>62134</td>
</tr>
<tr>
<td>Change</td>
<td>30%</td>
<td>38%</td>
<td>2%</td>
<td>433%</td>
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## Full Text on Journal Sites
### Jan-Mar 2010

<table>
<thead>
<tr>
<th></th>
<th>Wiley</th>
<th>Springer</th>
<th>JSTOR</th>
<th>IoP</th>
<th>Highwire</th>
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<tbody>
<tr>
<td>January</td>
<td>72%</td>
<td>1%</td>
<td>29%</td>
<td>8%</td>
<td>32%</td>
</tr>
<tr>
<td>February</td>
<td>53%</td>
<td>12%</td>
<td>78%</td>
<td>5%</td>
<td>71%</td>
</tr>
<tr>
<td>March</td>
<td>62%</td>
<td>725%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Survey for user satisfaction

• How many articles do you need for your paper?
• How many articles from Quick Articles will you use for your paper?
• Of the articles you plan to use, did Quick Articles get you to the full text?
• After using Quick Articles, will you continue your searching for more articles for the same project in other databases?
• Rate your impression of Quick Articles on a scale of 1 to 5
  – Transferring your search from the catalog to Quick Articles
  – Waiting for the results to display.
  – Understanding the results list and deciding whether to use an article.
  – Getting full text of articles.
• Next time you start a project that requires library research, where are you most likely to search?
User Comment

“I just found Quick Articles and it is a great addition to the Library's website! Although, it did not find the article I was looking for.”
Contacts

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