

# UC San Diego

## Presentations and Posters

### Title

Strategies to Make Library Resources Discoverable

### Permalink

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# Strategies to Make Library Resources Discoverable

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# A Response

- to a presentation at the 2008 SLA Annual

“How to Meet Researchers’ Changing Expectations”

by Mike Buschman, Client Services Manager, IEEE &  
John Law, Vice President, ProQuest



# User Survey

- 60%-70% users understand library resources have better quality than Google.
- 80% users prefer library resources over Google for scholarly research.
- Users are usually good at searching the databases once they get there.

The most difficult part is getting them there.



# Buschman's Solutions

- Instruction & outreach: vendor fair, classes
- Simplify e-resources web design




# This Presentation Will Discuss

- Strategies and solutions to make library resources discoverable on the web
  - Better web navigation
  - Web 2.0 enriched subject portal
  - Linking the physical and the virtual
  - Widgets



# What Do Users Come to a Library Website for?

- To accomplish a task
  - Need resources
    - Books/articles for a research topic
    - Books/articles for a term paper
  - Need information about services
    - About the physical library – hours, study space
    - About functions of the library – e.g. how to borrow a book
    - How to find books/articles



**Users come to the library or library website for resources.**

**All library functions revolve around getting the user the resources.**



# Design model?

Google™

[Advanced Search](#)  
[Preferences](#)  
[Language Tools](#)



# Library Websites Are Unique

- Most websites are self-contained.
  - CNN - news
  - Amazon – sell
  - All the data is in the website.
- Library websites are not self-contained.
  - Services – data in the library website
  - Resources – data outside the library website
    - Data in research databases, library catalog
    - What users seek are beyond the library’s website.

Even though a Google box is elegant and simple, that is not a model library websites can follow today.

Library websites need to create a path for users to follow to find resources.





# Make Resources Discoverable - Strategies and Solutions

- I. Create good navigation to resources
  - Focus on resources
  - Separate resources and services
  - Task-oriented
  - Context-sensitive

# The Old Website

thanks to the Wayback Machine...

catalogs

e-Resources

The screenshot shows the UCSD library website interface. At the top left, there are two search sections: one for 'Roger' (Find Books, Journals, etc. at UCSD) and one for 'Sage' (Find Recommended E-Resources & Websites). Both sections include a 'Keyword' input field and a 'GO' button. Below these are links for 'My Library Account/Renew Items', 'What is Roger?', 'CDL / Melvyl', 'Telnet access', and 'What is Melvyl?'. A section titled 'From The University Librarian' contains a list of links: 'About the Libraries', 'Digital Library Program and Collections', 'Research and Grant-Funded Activities', 'Friends of the UCSD Libraries', 'Give to the UCSD Libraries', 'Library Jobs', and 'Staff Contacts'. On the right side, there is a 'Getting Started' section with a search box and a 'Search This Site' button. Below that is a 'Quick Links' section with a list of links: 'Ask a Librarian', 'Circulation & Borrowing', 'Course Reserves', 'Databases A-Z', 'Electronic Journals', 'Find Articles By Subject', 'Hours & Locations', 'Library Services', and 'Reference Shelf'. At the bottom right, there is a 'LIBRARY NEWS & EVENTS' section with links for 'Vote for Your Favorite Library Photo!', 'Arts Libraries show us "How to Wear a Hat"', 'Attend the UCSD GIS Lunch Series', 'Spring Navigator Newsletter available', and 'Additional Library Listings'. The footer contains copyright information for 2000 and the address: 'UCSD Libraries, 9500 Gilman Drive #0175, La Jolla, CA 92093, 858-534-3336'.

Articles,  
databases, e-  
Journals, etc.



# The New Website

- [Science & Engineering Library Homepage](#)
- [Find articles](#)
- [Find books](#)
  
- Research shows that as long as users have a sense they are following the right path, they will click along.

# Strategies and Solutions (continued)

2. Promote resources on homepage
  - “Featured This Month” - pull to the homepage resources and services buried in the website or in other websites.
  - Feature a resource
  - Promote a service
  - Teach:
    - A series on “how to find articles”
    - A series on “how information is structured”
  - Everything in 250 characters/50 words

**Featured This Month...**

**Welcome Week @ S&E**  
Tour & Workshop [Schedule](#)



 Science & Engineering Library's [Welcome Week](#) Photost

## Featured This Month...

### S&E Books/Journals Location

This month, we are splitting the S&E stacks into S&E journals and S&E books. Please stop by the service desk for assistance in locating the items you need. Or use the Request option in [Roger](#) – we'll pull what you need and have it waiting for you at the desk. Read [More](#).



UC San Diego LIBRARIES

LIBRARIES HOME | LOCATIONS | HOURS | SERVICES | COURSE RESERVES | CATALOG | MY LIBRARY | ACCOUNT | HELP

LIBRARIES 2016 | Library Locations | Science & Engineering Library

**LIBRARY LOCATIONS**

- Arts Library
- Biomedical & Medical Center Libraries
- CLIC: Center for Library & Instructional Computing Services
- International Relations & Pacific Studies Library
- Handville Special Collections Library
- Science & Engineering Library**
  - Overseas
  - Resources
  - Services
  - Space & Equipment
- UCLA
- UCLA Institute of Oceanography Library
- Social Sciences & Humanities Library
- East Asia Collection

**Science & Engineering Library**

Resources

- Find Books (Print & Online)
- Find Articles
- Online Resources by Subject
- Online Resources by Type
- S&E Databases A-Z

Services

- Ask a Librarian
- Barcode & Reserve Materials
- Course Reserves
- Interlibrary Loan / Document

Special Collections

- Handwritten & Printed
- Rare Current: Email & RSS Alerts
- Find Popular Science Books in Browsing Collection

**Featured This Month...**

**Welcome Week @ S&E**  
Tour & Workshop [Schedule](#)

 Science & Engineering Library's [Welcome Week](#) Photost

Bookmark This Page: 

Search the Catalogs: Roger - UCSD Only

News and Events: From the S&E Blog

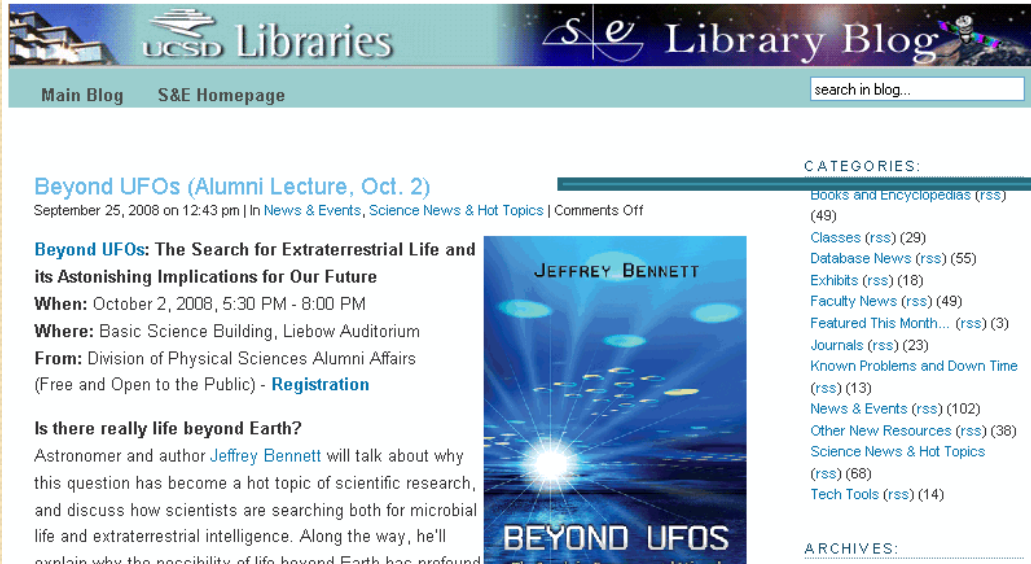
Contact: Maps and Directions, Staff Contacts, Ask a Librarian (310) 534-3250

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# Strategies and Solutions (continued)

## 3. Pull headlines of news and events from the blog



**UCSD Libraries** **Library Blog**

Main Blog S&E Homepage search in blog...

### Beyond UFOs (Alumni Lecture, Oct. 2)

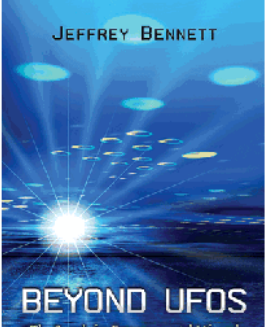
September 25, 2008 on 12:43 pm | In [News & Events](#), [Science News & Hot Topics](#) | Comments Off

#### Beyond UFOs: The Search for Extraterrestrial Life and its Astonishing Implications for Our Future

**When:** October 2, 2008, 5:30 PM - 8:00 PM  
**Where:** Basic Science Building, Liebow Auditorium  
**From:** Division of Physical Sciences Alumni Affairs (Free and Open to the Public) - [Registration](#)

#### Is there really life beyond Earth?

Astronomer and author [Jeffrey Bennett](#) will talk about why this question has become a hot topic of scientific research, and discuss how scientists are searching both for microbial life and extraterrestrial intelligence. Along the way, he'll explain why the possibility of life beyond Earth has profound



**JEFFREY BENNETT**  
**BEYOND UFOS**



**UC San Diego LIBRARIES**

LIBRARIES HOME LOCATIONS HOURS SERVICES COURSE RESERVES CATALOG MY LIBRARY ACCOUNT HELP

Libraries Home > Library Locations > Science & Engineering Library

### Science & Engineering Library

Resources

- Find Books (Print & Online)
- Find Articles
- Online Resources by Subject
- Online Resources by Type
- S&E Databases A-Z

Library Quicklinks

Search the Catalogs

Roger - UCSD Only

About NextGen Melvyl

Categories:

- Books and Encyclopedias (rss) (49)
- Classes (rss) (29)
- Database News (rss) (55)
- Exhibits (rss) (18)
- Faculty News (rss) (49)
- Featured This Month... (rss) (3)
- Journals (rss) (23)
- Known Problems and Down Time (rss) (13)
- News & Events (rss) (102)
- Other New Resources (rss) (38)
- Science News & Hot Topics (rss) (68)
- Tech Tools (rss) (14)

Archives:

Services:

- Ask A Librarian
- Borrow & Renew Materials
- Course Reserves
- Interlibrary Loan / Document Delivery
- Workshops & Guides
- Computers & Printing
- Keep Current: Email & RSS Alerts
- Find Popular Science Books in Browsing Collection

Featured This Month

#### Welcome Week @ S&E

Tour & Workshop Schedule

News and Events

From the S&E Blog

Beyond UFOs (Alumni Lecture, Oct. 2)

SoFinder Web is here!!

Beilstein & Gmelin Update

More News & Events

XHTML Subscribe to the blog. Learn more

Contact

Maps and Directions

Staff Contacts

Ask a Librarian



# Technology Used:

- Feed2JS (<http://feed2js.org/index.php?s=build>) to convert our blog's RSS feed into JavaScript
- **Headlines:** use JavaScript to pull three headlines out
- **Featured Resources** - set up a “Featured Resources” category in the blog. Use JavaScript to pull one headline and a paragraph of 250 characters from that category.

# Strategies and Solutions (continued)

## 4. Create subject portals

- Resources, services, expertise related to a subject in one place.
- Customized, filtered, and handpicked
- Combat information overload and information noise
- [UCSD subject portal](#)

# Strategies and Solutions (continued)

5. Customize subject portals with Web 2.0 tools
  - Use RSS to pull new books on a subject from the catalog or an e-Book collection
  - Use RSS to pull new review articles
  - Create combined feeds using [Grazr](#)

Example:

- [Computer Science Subject Portal](#)

# Strategies and Solutions (continued)

## 6. Linking the physical and the virtual libraries



## RESOURCES

[Browsing Collection \(S&E\)](#)

[Conference Proceedings](#)

[Dissertations & Theses](#)

[E-Journals](#)

### Find Articles

[Find Books](#)

[IT Resources](#)

[Patents](#)

[Resources by Subject](#)

[Resources by Type](#)

[Standards](#)

[Technical Reports](#)

[Top 5 Resources](#)

[e-Reference Shelf](#)

## Find Articles

### I am looking for Search Tool

A specific article Use [citation linker](#), when you already know the article title, journal, issue, etc., and just need to find the full-text.

A specific journal Browse or search an [ejournal](#) or search [Roger](#).

A journal by a publisher Try a publisher: [IEEE/IET](#) , [ACM](#)

An article on a subject Search a Database

#### Most useful:

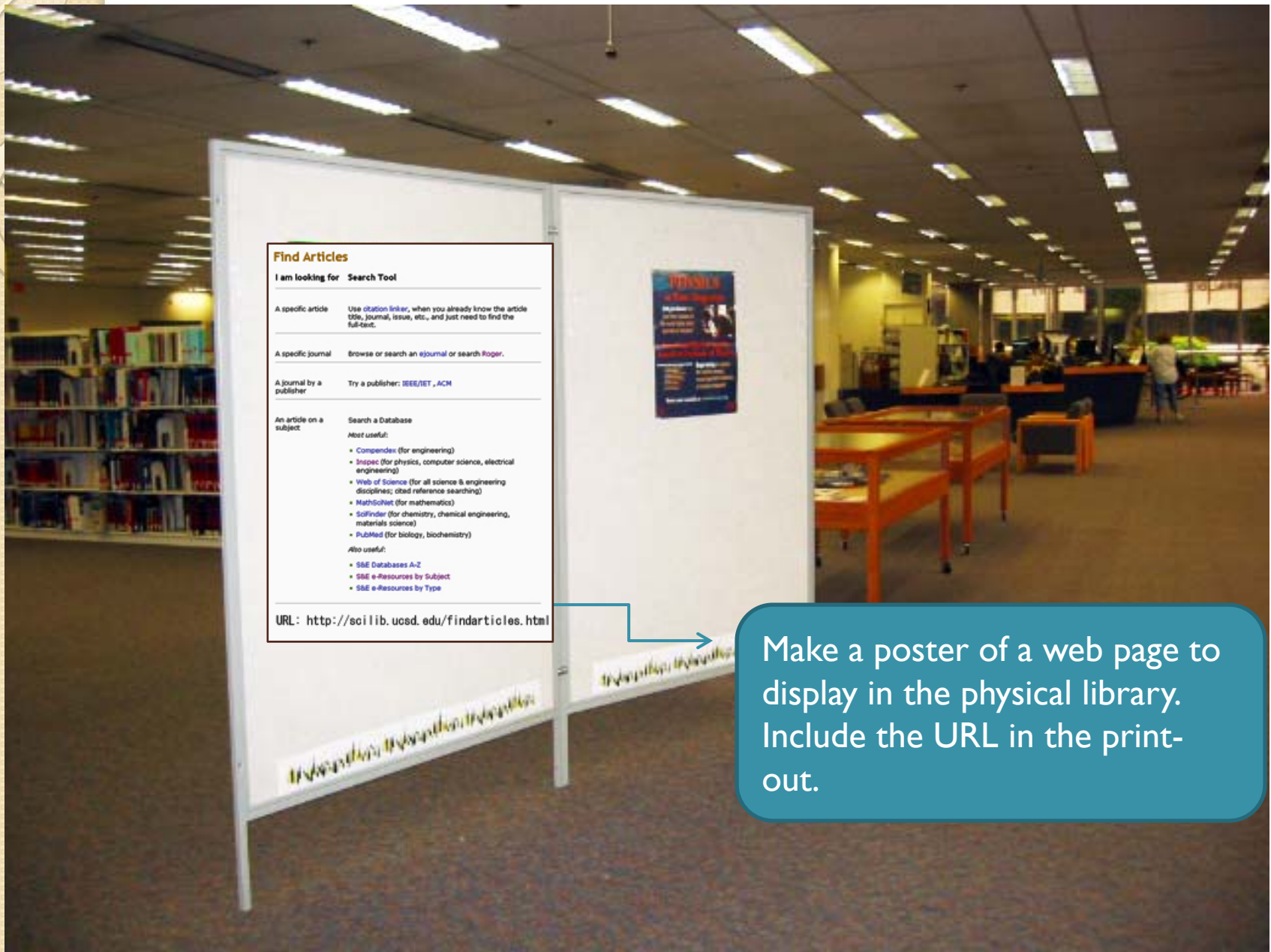
- [Compendex](#) (for engineering)
- [Inspec](#) (for physics, computer science, electrical engineering)
- [Web of Science](#) (for all science & engineering disciplines; cited reference searching)
- [MathSciNet](#) (for mathematics)
- [SciFinder](#) (for chemistry, chemical engineering, materials science)
- [PubMed](#) (for biology, biochemistry)

#### Also useful:

- [S&E Databases A-Z](#)
- [S&E e-Resources by Subject](#)
- [S&E e-Resources by Type](#)

### See Also

[How to search for articles?](#)  
[Shall I use Google Scholar?](#)



### Find Articles

#### I am looking for Search Tool

**A specific article** Use citation linker, when you already know the article title, journal, issue, etc., and just need to find the full-text.

**A specific journal** Browse or search an eJournal or search Proqer.

**A journal by a publisher** Try a publisher: IEEE/ET, ACM

**An article on a subject** Search a Database

#### Most useful:

- Compendex (for engineering)
- Inspec (for physics, computer science, electrical engineering)
- Web of Science (for all science & engineering disciplines; cited reference searching)
- MathSciNet (for mathematics)
- SciFinder (for chemistry, chemical engineering, materials science)
- PubMed (for biology, biochemistry)

#### Also useful:

- S&E Databases A-Z
- S&E e-Resources by Subject
- S&E e-Resources by Type

URL: <http://scilib.ucsd.edu/findarticles.html>

Make a poster of a web page to display in the physical library. Include the URL in the print-out.



# Strategies and Solutions (continued)

## 7. Use embeddable widgets/gadgets to alert users of new resource

- A widget/gadget is simple HTML and JavaScript application that can be embedded in web pages and other applications.
  - A string of code
  - Embeddable in one's web space
  - User-controlled

# Widget Examples

- Google gadget

The screenshot shows the iGoogle homepage with a search bar and navigation menu. Two widgets are highlighted:

- Search UC San Diego Libraries and beyond:** A search widget with a text input field, a "Search" button, and a "Search with WorldCat" logo. A context menu is open over the widget, showing options: "Share this gadget", "You might also like...", and "About this gadget".
- Featured Resource of the Month: Knovel:** A widget with a "Knovel" logo and text: "Search/browse 1,400+ science and engineering encyclopedias, handbooks, texts, and databases. Advanced features include numerical range searching and interactive graphs and tables. Excellent resource for chemical & physical property data".

- <http://www.google.com/ig/directory>
  - Search for “library” to get a list of library gadgets





# Creating Your Own Gadgets

- How to create your own gadgets:

<http://www.google.com/ig/gmchoices>

<http://www.google.com/webmasters/gadgets/>

# Embrace the Web as the Library's Core Service Space

Physical Library	Library on the Web
Circulation - get the resource	Access the resource - Navigation to e-Books, e-Journals E-problem trouble-shooting Remote access
Reference	Online reference: chat, email, IM
Instruction – classes in the library	Context-sensitive guides, tutorials, podcasts, blog series
Collection	E-resources statistics Subject portals
Gate counts	Web page hits, e-resources statistics
Space planning	Information architecture
Goal: help people find information	Goal - help people find information

New environment, new challenges, new opportunities, new strategies and solutions