Thoughts on the impact of discovery services on the usage and exploitation of collections

Andrew Barker
Head of Library Academic Services
University of East Anglia
15th November 2012
From a User Perspective
The Mists of Time….

Why did we think a Discovery Service was a good idea?

- The need for something new:
  - The Google challenge
  - One dimensional traditional catalogue
  - Federated searching
  - A new library interface
  - Raising the visibility of UEA library resources
  - A one stop shop
  - Web 2.0
Or to put it as one student did in a UKSG presentation in 2009:

‘Why is Google so easy and the Library so hard?’

The Mists of Time….

Why did we think a Discovery Service was a good idea?

- Changes within university libraries:
  - 2008 Financial Crisis
  - 2008 Exchange rate crisis
  - Student fees
  - Pressures of NSS
  - Value for money
So:

A Library Search Tool to Meet User Expectations

+ 

Leveraging Greater Value from Resources

= 

Resource Discovery Tool?
Implementing a Resource Discovery Tool – A case study

UEA and Primo
The Discovered Collection

UEA Experience and Struggle

- Primo
- Ex Libris
- Early Adopters – Went live in 2008
The Discovered Collection

- **Broadsearch**

- An alternative to OPAC offering 3 search scopes:
  - ‘Books etc’
  - ‘Articles etc’
  - Digital repository

- Web 2.0 functionality
- What else?
2010 Primo Central: The Game Changer

- UEA Google
- Though not all the data…

- Result: A rethink!
February 2011 – Listening to the User - A Focus Group:

‘How do our students look for information and do our search tools meet students’ needs?’

What Did Users Want?

- Services that save them time
- Immediate access to ‘good enough’ online **full text** resources
- Reviews and recommendations ‘like Amazon’
- A simplified front end – that they understood (like Google…)
Getting it Right?

What changed?

- Primo ‘OneSearch’ search scope
- Expand Beyond Library Collections’
  - Book weighting
  - E-books filter
  - bX
The Discovered Collection

- 2012 Onwards Incremental Change
  - Off site Access

- Changes to Primo Home Page

- Primo 4 and Personalisation of the Discovery Experience

- ‘More Books’ link

- Mobile
Meeting the Mobile Challenge....
The Discovered Collection

Yeah, ok, but…What about the usage?

UEA usage figures for full text article requests:

9/10  1,084,175 – Before Primo Central

11/12  1,698,053 – Post Primo Central

= 57% increase in requests

November 20, 2012
User experience of Resource Discovery Tools?

Good User Experience?
Well…..Yes. Kind of.
But, continuing concerns…..
-
Relevancy – Marshall Breeding’s ‘Harry Potter’ test

Information Skills Demands – ‘I haven’t Got Time’
‘Doing it Properly’
Missing resources – Law?
Authentication issues reduce the effectiveness

Moving Forward....What about the future?

Possible challenges
The Discovered Collection

The next ‘next generation library catalogue’?

November 20, 2012
One example… ahead of the curve?

Utrecht University

- 2002 – Omega – Searched Journal Articles
- 2011 – A Change of Emphasis – Delivery not Discovery
- 2012 - Phasing out Omega
Pay Per View iChapter?
The Discovered Collection

The Next Generation Library?

Introducing Kindle Owners’ Lending Library
Kindle device owners with an Amazon Prime membership can borrow popular Kindle books at no extra cost, as frequently as one book per month and with no due dates. Choose from over 200,000 titles, including all seven Harry Potter books and other top sellers in the Amazon.co.uk Kindle Store.

Don’t own a Kindle? Get yours now if you haven’t yet subscribed to Prime. Start your one month free trial today.

November 20, 2012
Final thoughts:

• Discoverability of resources at UEA going up
  ✤ BUT…
• Usability the key – Focus on the user!
• We need to be conscious of what else is happening, can’t rely on our traditions.
• Don’t be afraid of the new, embrace technologies.