The Long Tail in Research Collections: Moment of Need Meets Discovery Speed

John Law
Vice President Discovery
Serials Solutions, a ProQuest Company

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HELPING YOUR LIBRARY BE THE BEST PARTNER FOR RESEARCH

Summon™

“What is the likely shape of the library of the future? And how do we build collections for it?”

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Seria

Shape of the library of the future

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What used to keep us awake at night?

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Increasingly library resources being sidelined

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New report from the Ithaka longitudinal study…

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News

Search News
Search
Browse Archives

Eroding Library Role?

April 7, 2010

If libraries do not seriously rethink their role in the lives of researchers, they could come to be seen more as resource purchasers than as research collaborators, according to a report released today by the nonprofit group Ithaka S+R.

"As scholars have grown better able to reach needed materials directly online, the library has been increasingly disintermediated from research processes," write the authors of the report, which is based on a national survey of professors administered last year.

"The declining visibility and importance of traditional roles for the library and librarian may lead to the faculty primarily perceiving the library as a budget line, rather than an active intellectual partner," they later add.

That certain scholars no longer see libraries as "gateways" for finding information is no secret, write the Ithaka researchers, who have conducted the survey every three years since 2000; past data have shown that scientists tend not to turn to library-specific resources — such as library catalogs or librarians — to kick-start research projects.

What previous studies have not shown is that researchers in the humanities are following suit, says Roger C. Schonfeld, the group's manager of research.

The humanities have traditionally had a stronger relationship with

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Aug-2008 Ithaka report by Housewright and Schonfeld

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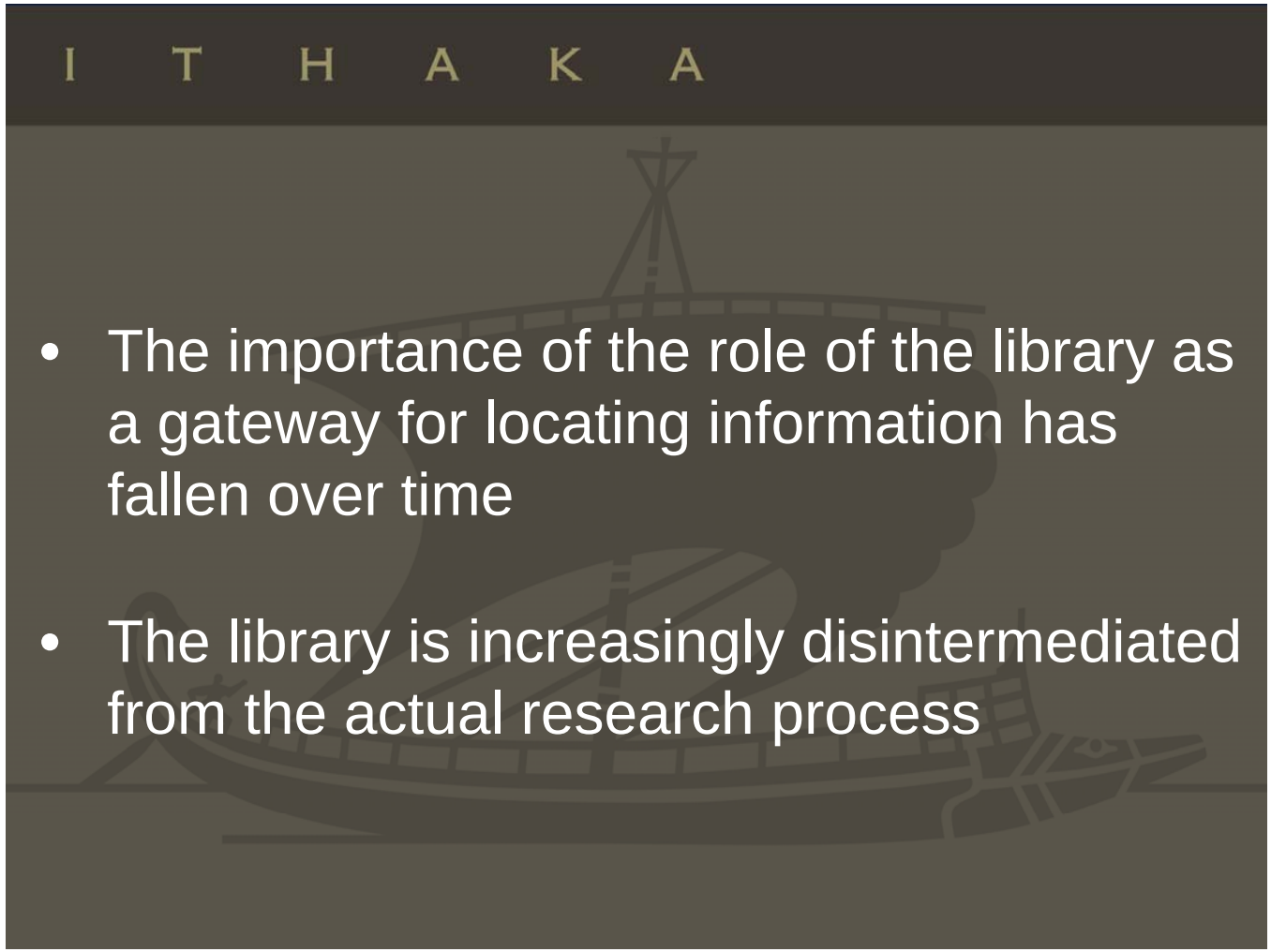

Source: Housewright, R., & Schonfeld, R. (Aug2008).

Pew Internet & American Life Project

Vast majority of researchers turn to web search engines to meet their information needs

OCLC Perceptions Study

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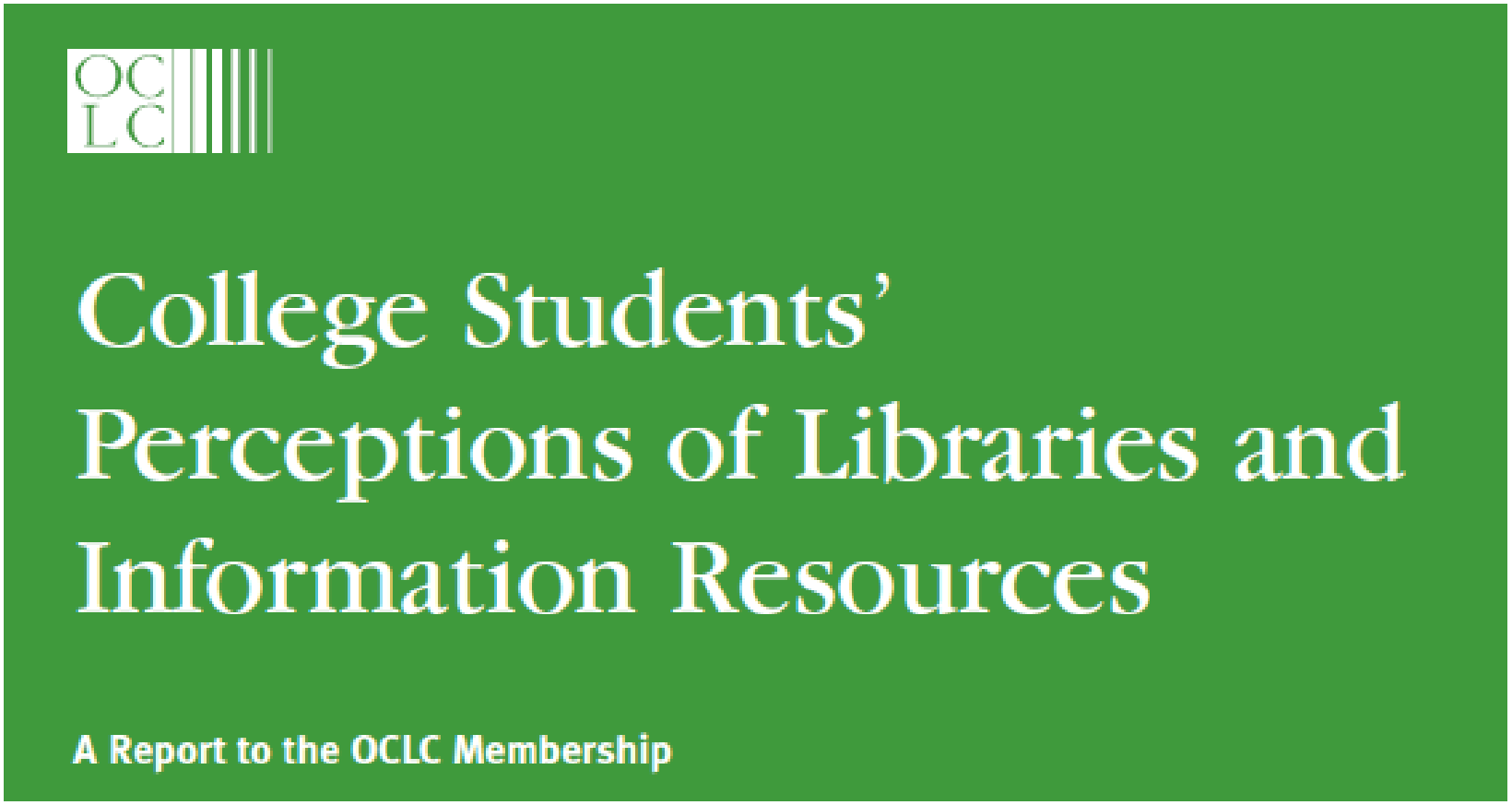

80+% of researchers begin their research with web search engines (rather than the library)

Outsell info industry analyst firm

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OUTSELL™

- Annual study showing steady increase in use of web search engines by professionals for their research needs

Scary with reg rch

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Primary Research

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- Observational research of student researchers
  - 70+ sessions across 8 universities, 2 continents
- Online focus groups with end-user researchers
  - 9 groups, 80 participants (multiple demographics)

- Focus group sessions with librarians
  - 7 groups, 47 librarians
- Surveys of end-user researchers
  - 10,463 respondents across diverse demographics

Primary Research

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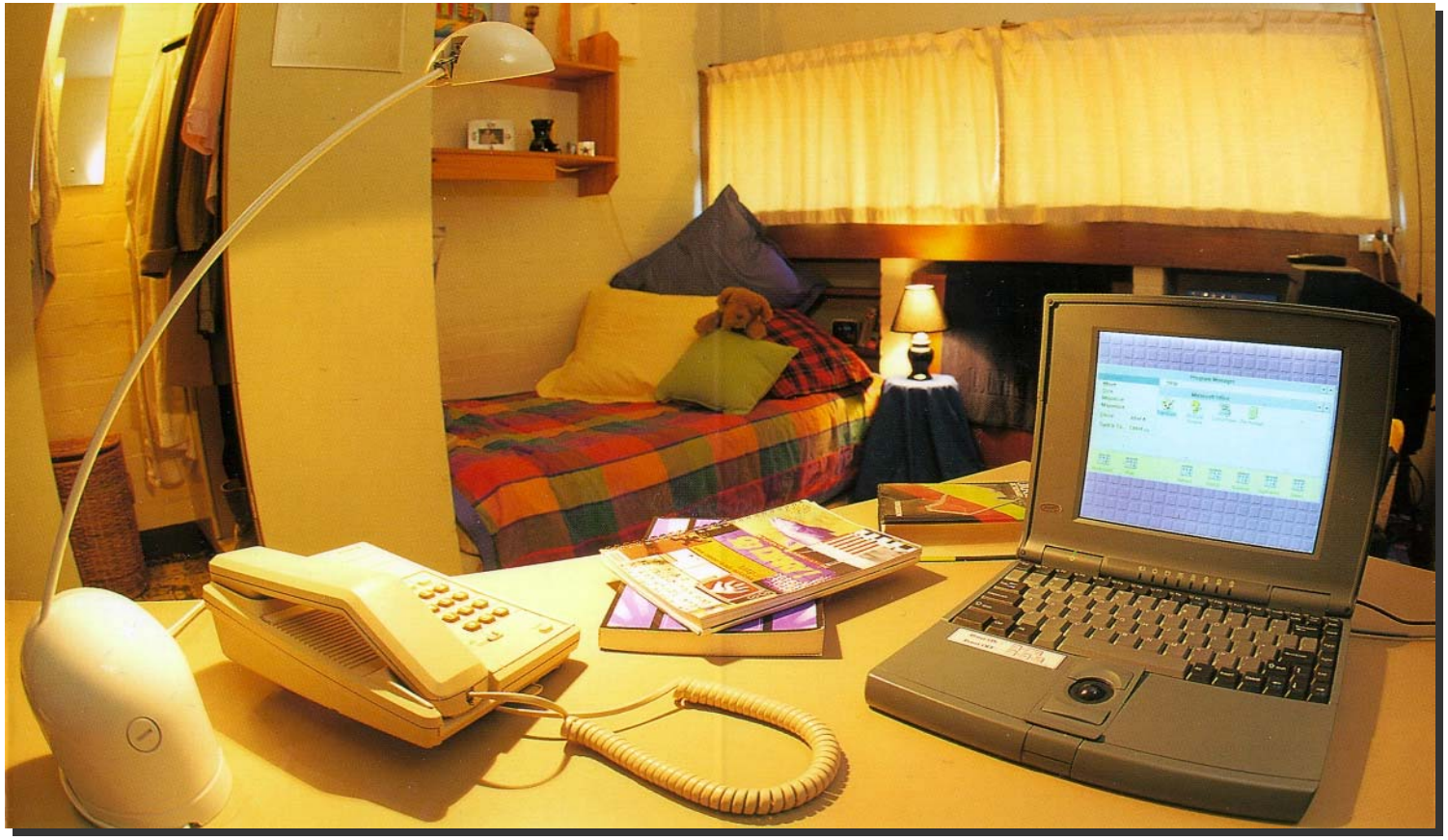

- Observational research of student researchers
  - 70+ sessions across 8 universities and 2 continents

More Primary Research

Summon™ Web-Scale Discovery

- Online focus groups with end-user researchers
  - 9 groups, 80 participants (multiple demographics)

08:10:37	Beth	How did you determine what source materials you needed?
08:10:41	Beth	How did you first learn about these source materials?
08:11:51	Vaskar	Firstly I like to find a comprehensive textbook, or a few starter references recommended by staff/supervisors
08:11:56	Tom	I checked the known databases online at the library and also checked google scholar for direction
08:11:57	Amanda	I was writing a literature review for a paper, so I focused my search on articles on the topic, and perhaps a few relevant books.
08:12:00	Hannah	most of my sources were journals, but i searched key words relating to my topic and then checked how relevant the source was before using them
08:13:01	Kyle	I find all my resources through Google
08:15:04	Beth	In general, what worked well about your research process?
08:15:13	Kyle	I don't have much problems
08:15:15	Erica	I can usually get just about everything I need
08:15:32	Tom	getting PDFs are very helpful, when I order an article it comes pretty fast
08:15:49	Tetima	when can type up keyword searches and narrow down to focus on topic. -- also, if full article is readily available.
08:15:52	Vaskar	I usually have too many papers, sometimes is hard to narrow down
08:15:55	Amanda	Being able to focus my search fairly specifically. If I had tried my search in Google, it would have been so broad that I would have really gotten a load of irrelevant garbage.
08:16:02	Kristin	Often times I can get everything I need from my apartment or a coffeeshop. I don't have to be on campus to do my research
08:16:04	Maliha	being able to search mutiple db
08:16:13	Amanda	Even using the advanced search in Google.

More Primary Research

- Focus group sessions with librarians
  - 7 groups, 47 librarians

More Primary Research

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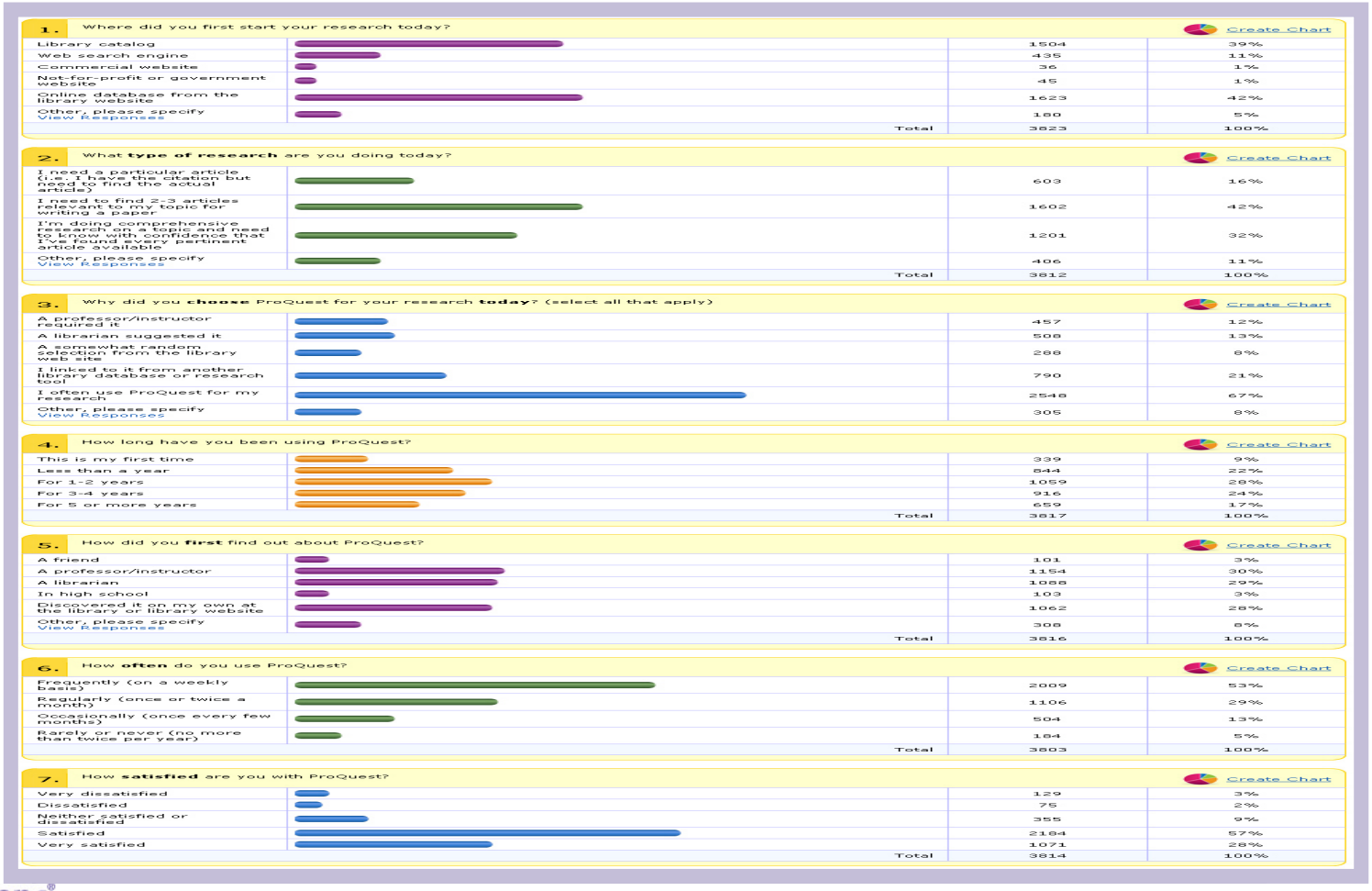
- Surveys of end-user researchers
  - 10,463 respondents across diverse demographics



1. Where did you first start your research today? — Create Chart

Library catalog	1504	39%
Web search engine	435	11%
Commercial website	36	1%
Not-for-profit or government website	45	1%
Online database from the library website	1623	42%
Other, please specify View Responses	180	5%
Total	3823	100%

2. What type of research are you doing today? — Create Chart

I need a particular article (i.e. I have the citation but need to find the actual article)	603	16%
I need to find 2-3 articles relevant to my topic for writing a paper	1602	42%
I'm doing comprehensive research on a topic and need to search with confidence that I've found every pertinent article available	1201	32%
Other, please specify View Responses	406	11%
Total	3812	100%

3. Why did you choose ProQuest for your research today? (select all that apply) — Create Chart

A professor/instructor required it	457	12%
A librarian suggested it	508	13%
A somewhat random selection from the library web site	288	8%
I linked to it from another library database or research tool	790	21%
I often use ProQuest for my research	2548	67%
Other, please specify View Responses	305	8%

4. How long have you been using ProQuest? — Create Chart

This is my first time	339	9%
Less than a year	844	22%
For 1-2 years	1059	28%
For 3-4 years	916	24%
For 5 or more years	659	17%
Total	3817	100%

5. How did you first find out about ProQuest? — Create Chart

A friend	101	3%
A professor/instructor	1154	30%
A librarian	1088	29%
In high school	103	3%
Discovered it on my own at the library or library website	1062	28%
Other, please specify View Responses	308	8%
Total	3816	100%

6. How often do you use ProQuest? — Create Chart

Frequently (on a weekly basis)	2009	53%
Regularly (once or twice a month)	1106	29%
Occasionally (once every few months)	504	13%
Rarely or never (no more than twice per year)	184	5%
Total	3803	100%

7. How satisfied are you with ProQuest? — Create Chart

Very dissatisfied	129	3%
Dissatisfied	75	2%
Neither satisfied or dissatisfied	355	9%
Satisfied	2184	57%
Very satisfied	1071	28%
Total	3814	100%

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Conference theme – Reinventing collections

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- Digitized collections are highly valuable

Libraries Have an Edge

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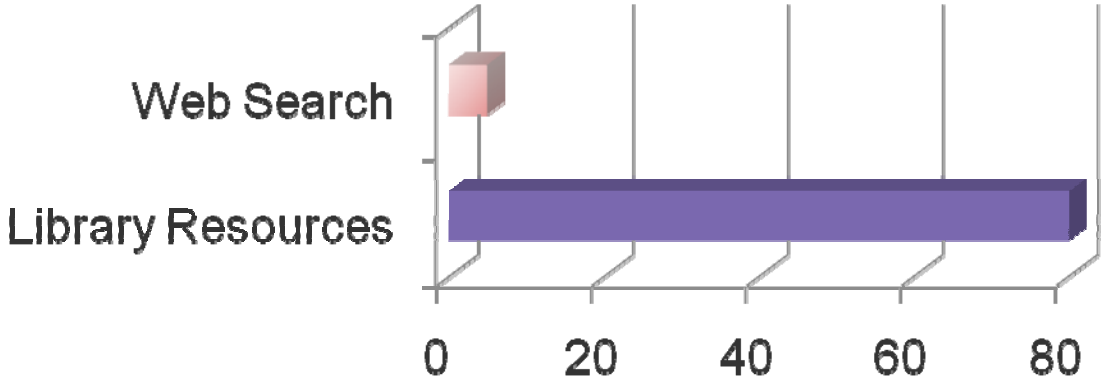
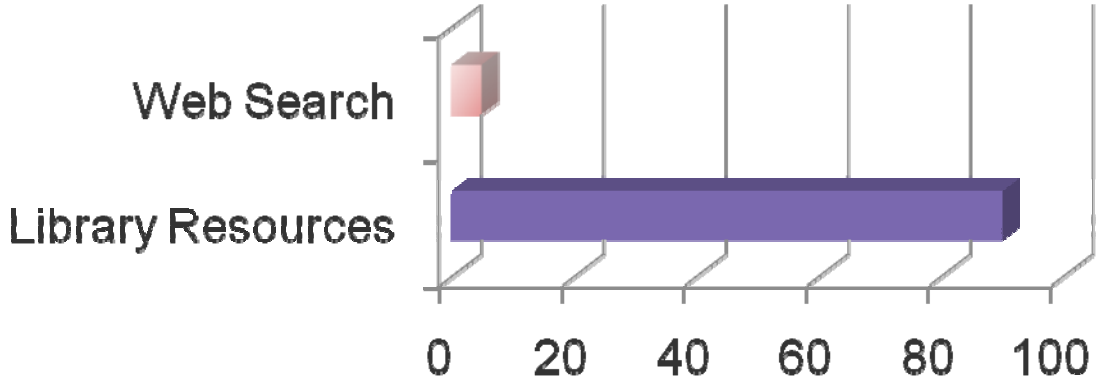
The superior source for quality, credible content



Preferred for academic research and course assignments



Rather than reinventing – Reframe the problem

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- Finding their audience is highly challenging
- The long tail

The Long Tail

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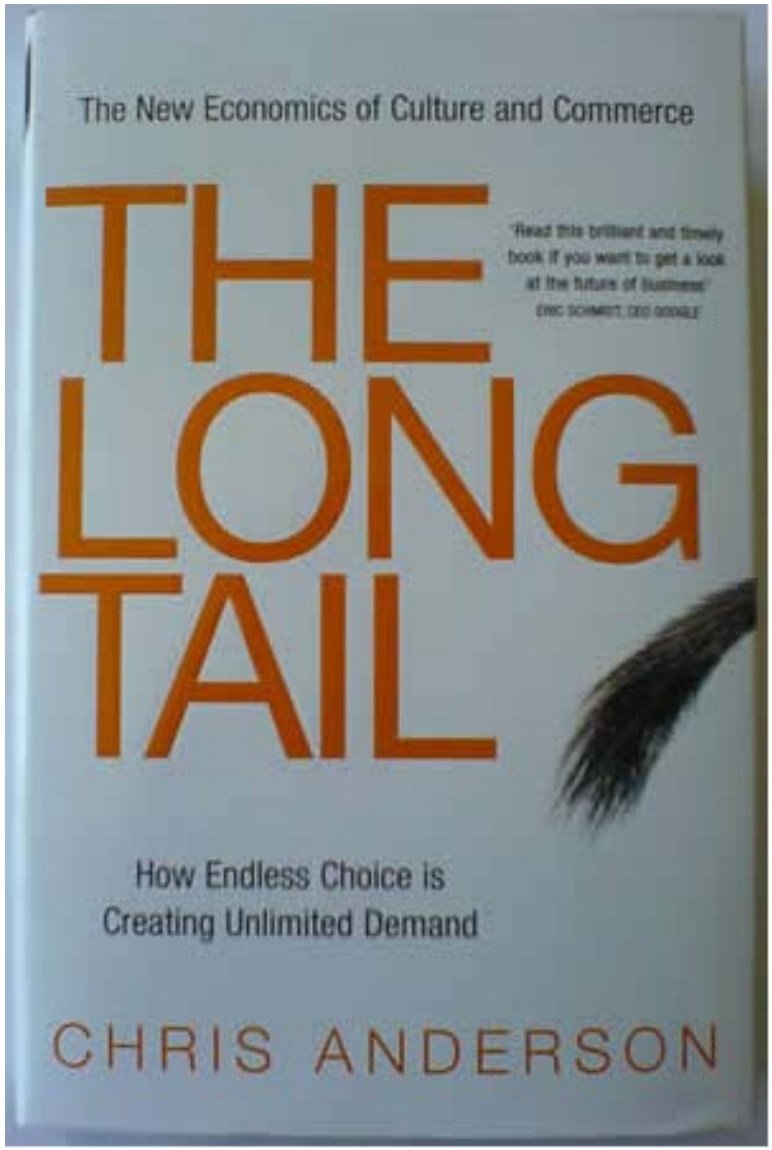

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Library is the king of the long tail

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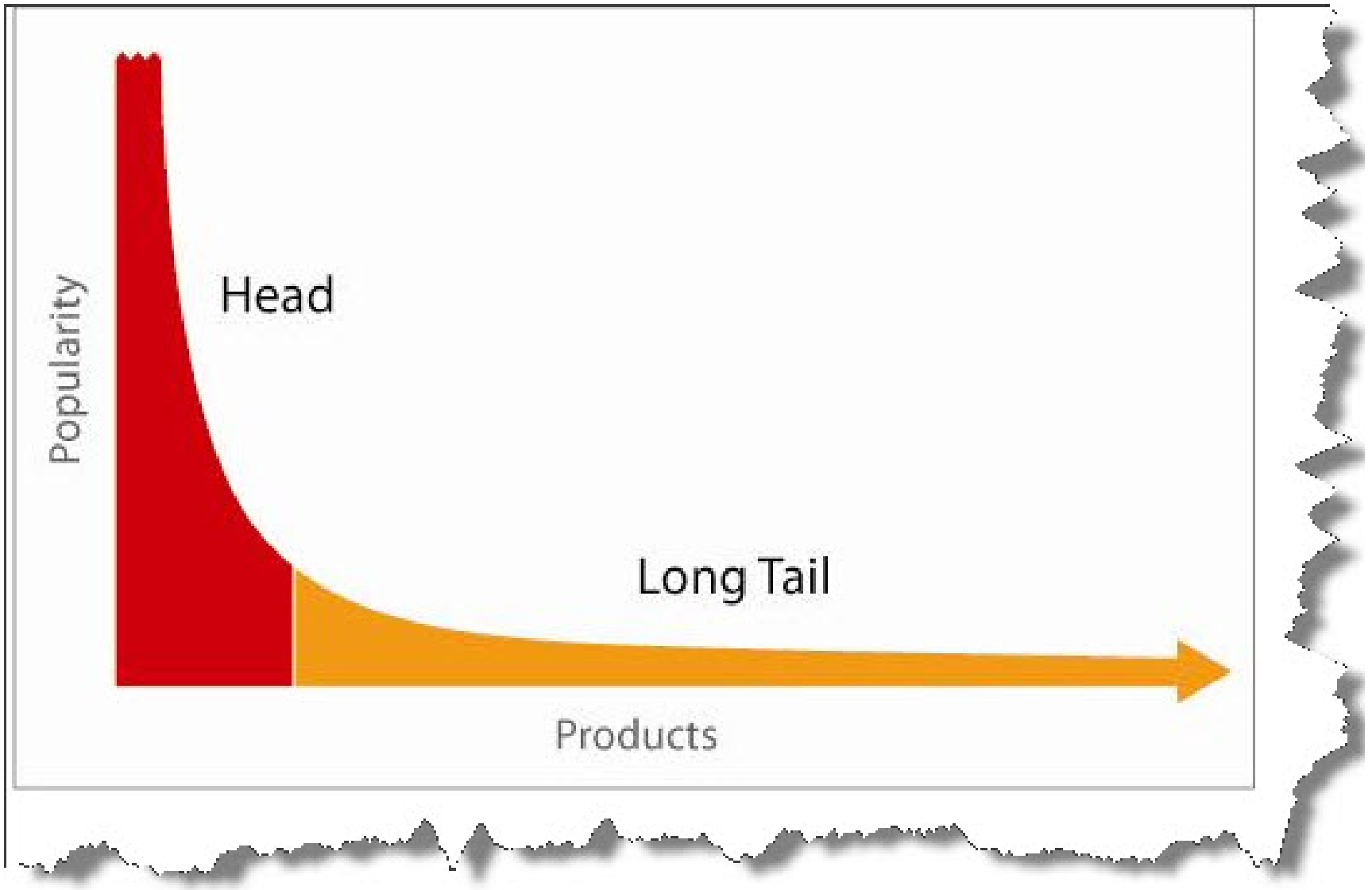

Scott's The Paradise of Choice

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"We are entering an era of unprecedented choice. And that's a good thing."

You are ***creating*** an era of unprecedented choice – breadth, depth, coverage

Columbia University Study

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"Knowing what you want versus discovering what you want"

What's the experience in libraries

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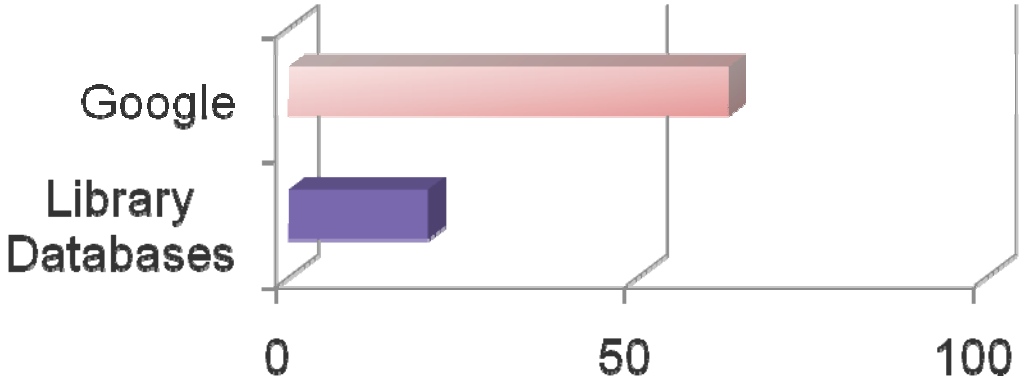
The easiest place to start the research process



I’m pro choice, Forbes article

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“Offer customers abundant choices, but also help them search.”

Long Tail – Digital distribution and your special collections

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- Two effects:
  - Widens the field of possible customers and shortens the search time
  - Over time this will increase usage and expand the library's customer base

Bringing the Researcher Back to the Library

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"We're facing challenging budget years ahead. It's essential that we raise the profile of the library and demonstrate real value."

John Shipp
University Librarian at the University of Sydney

Value Gap Emerges: ARL expenditures vs. perceptions of library value as gateway

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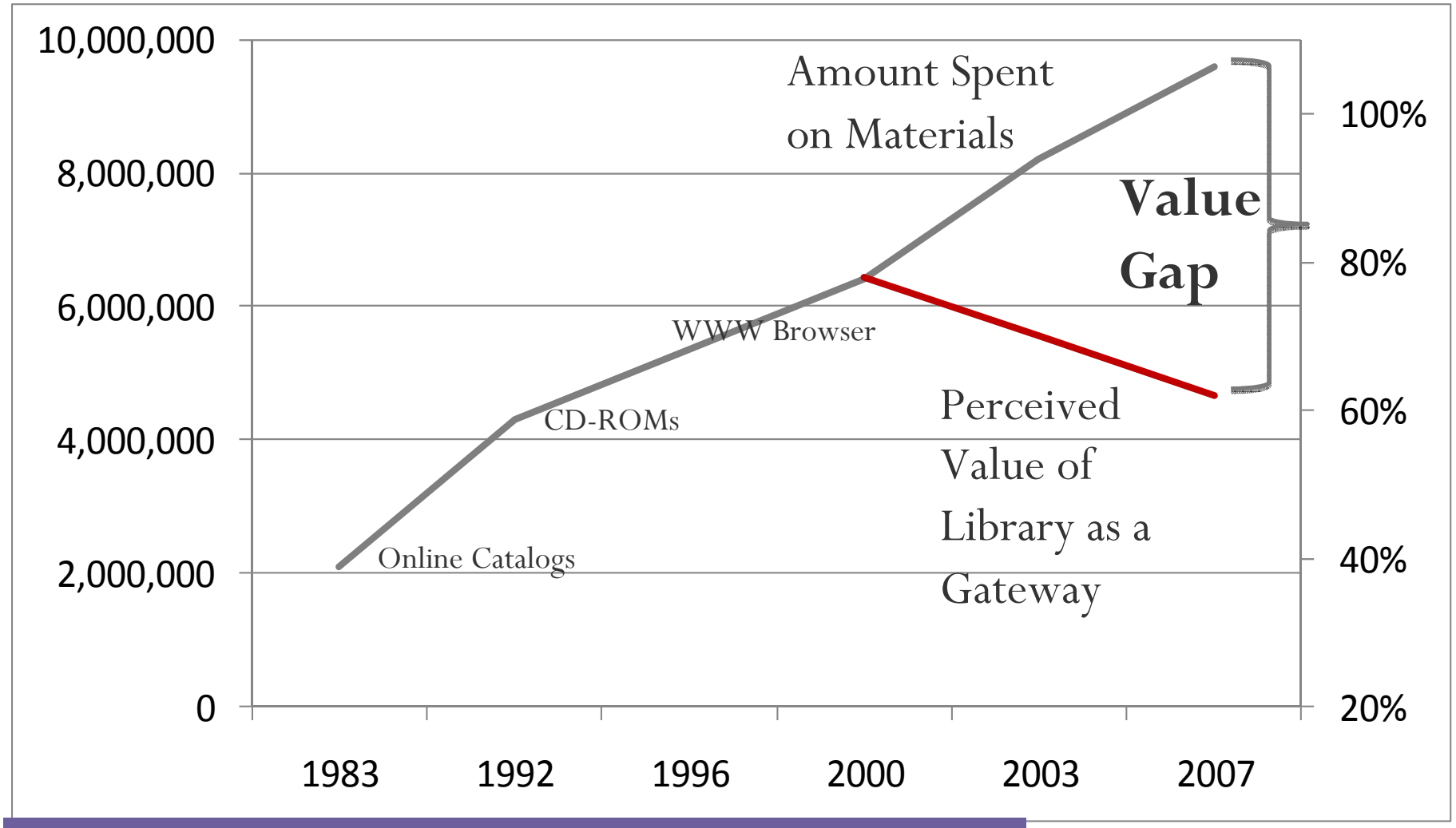

Building ROI through Discovery: Leveraging the Value of the Library Collection. Tenopir,C. (2009).

LIBRARYJOURNAL

One search box… your library discovered

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Web-Scale Discovery

Summon™
web-scale discovery

Enables quick discovery of library resources

- Deep searching of a single unified index
- Pre-harvesting of content versus federated search
- Available to users without authentication barriers

Growing list of Summon libraries

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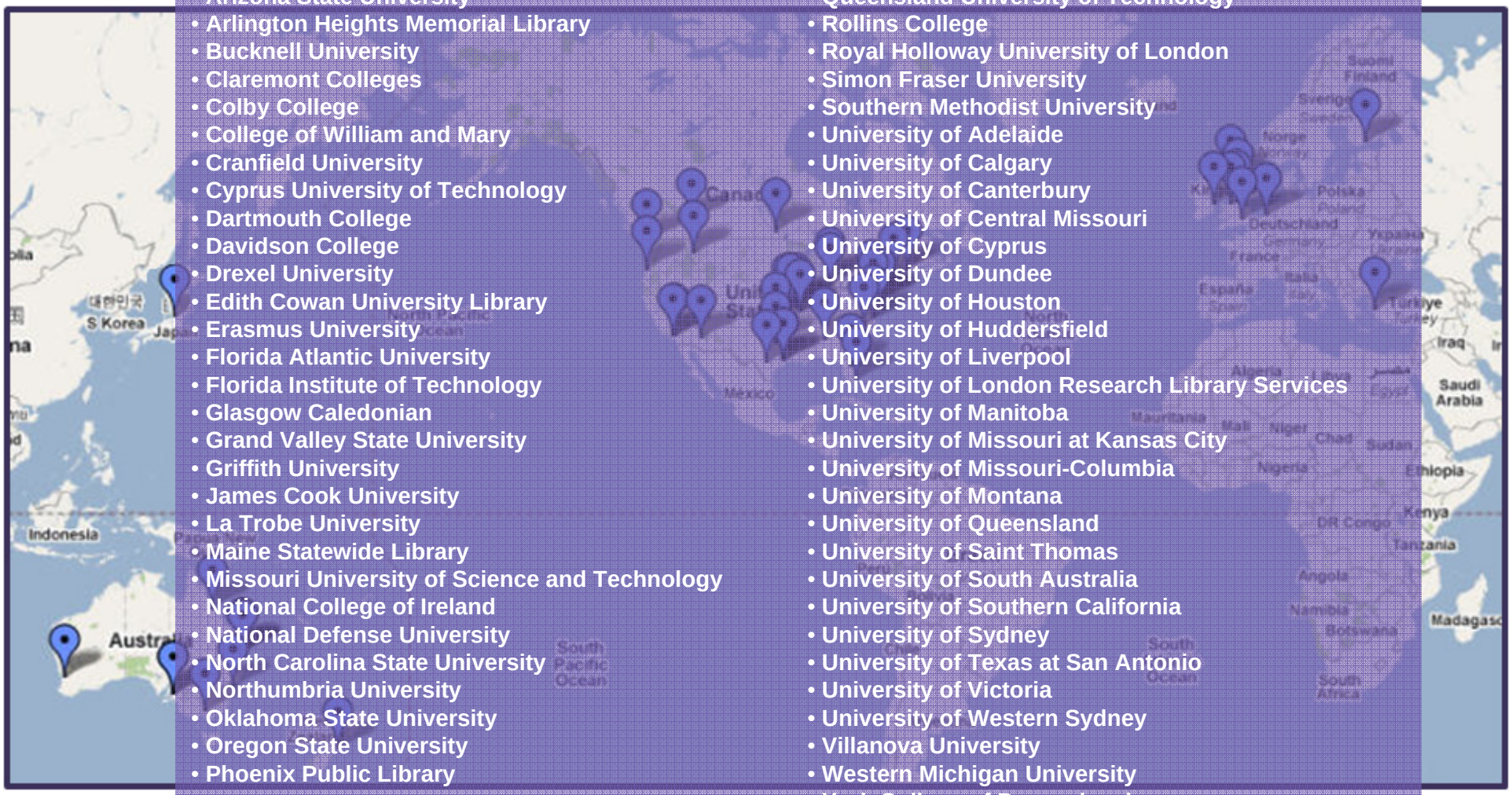
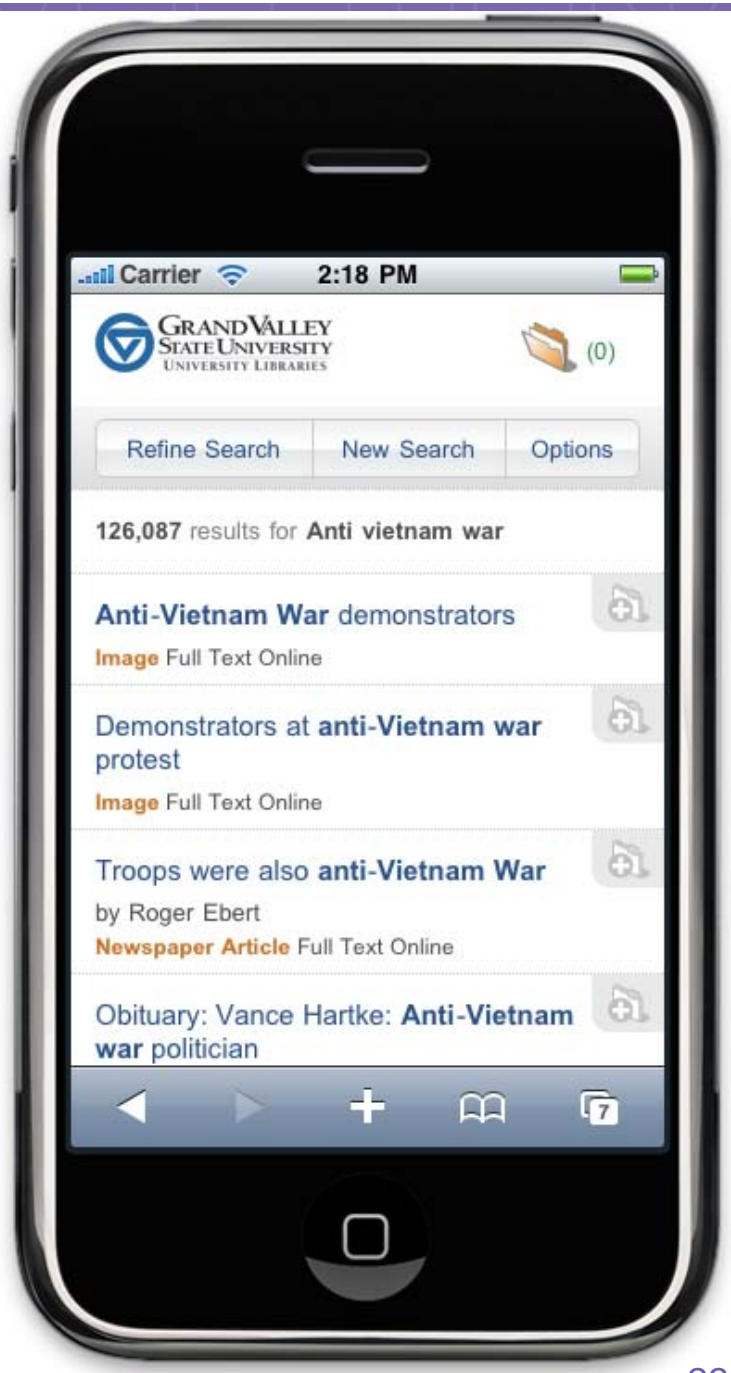


- Arizona State University
- Arlington Heights Memorial Library
- Bucknell University
- Claremont Colleges
- Colby College
- College of William and Mary
- Cranfield University
- Cyprus University of Technology
- Dartmouth College
- Davidson College
- Drexel University
- Edith Cowan University Library
- Erasmus University
- Florida Atlantic University
- Florida Institute of Technology
- Glasgow Caledonian
- Grand Valley State University
- Griffith University
- James Cook University
- La Trobe University
- Maine Statewide Library
- Missouri University of Science and Technology
- National College of Ireland
- National Defense University
- North Carolina State University
- Northumbria University
- Oklahoma State University
- Oregon State University
- Phoenix Public Library
- Queensland University of Technology
- Rollins College
- Royal Holloway University of London
- Simon Fraser University
- Southern Methodist University
- University of Adelaide
- University of Calgary
- University of Canterbury
- University of Central Missouri
- University of Cyprus
- University of Dundee
- University of Houston
- University of Huddersfield
- University of Liverpool
- University of London Research Library Services
- University of Manitoba
- University of Missouri at Kansas City
- University of Missouri-Columbia
- University of Montana
- University of Queensland
- University of Saint Thomas
- University of South Australia
- University of Southern California
- University of Sydney
- University of Texas at San Antonio
- University of Victoria
- University of Western Sydney
- Villanova University
- Western Michigan University
- York College of Pennsylvania

Web-scale discovery at work in libraries

Seeing is Believing at GVSU



Check it out on your own

http://gvsu.edu/library

View it on your mobile device

http://tiny.cc/summon

Worldwide Rave…

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From University of South Australia

- **"Summon is great!!! Best source to find everything I need and really easy to use!"**

From Claremont College

- **"I love this program! It's so easy now, I don't have to go to different databases just to find what I'm looking for."**

From Edith Cowan University

- **"Wow… what an improvement. I can actually find journal articles."**

"I've only been using [Summon] for a few hours, but I have found it to be a fast, convenient **method of searching for information for my dissertation.**

"… superb one-stop-shop **for results which makes other search applications … seem laborious and almost antiquated."**

-- Ellis P.
Ph.D. candidate
University of Liverpool

GVSU: Web-scale Discovery delivers results

Summon™ Web-Scale Discovery

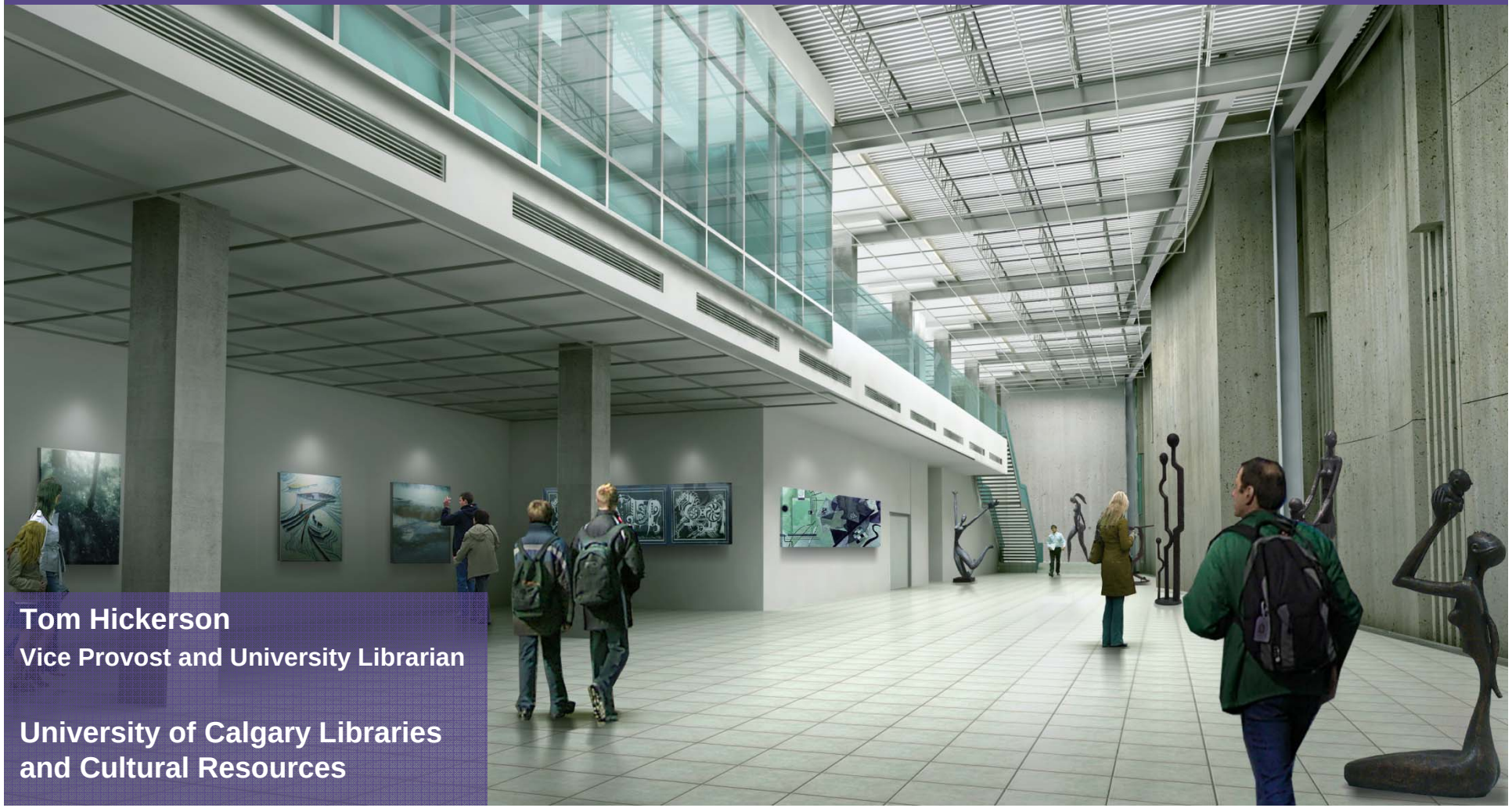
Increased usage of databases*

- JSTOR +146%
- Academic Search Premier +92%
- PsycArticles +91%
- IEEE +40%
- Wiley +49%
- Sage +36%
- LexisNexis +642%

Return on Investment in Collections

* Fall 2009 GVSU analysis of database usage

“Our goal is to open the gates to the wealth of information and resources that we can offer.”



Tom Hickerson
Vice Provost and University Librarian

University of Calgary Libraries and Cultural Resources

University of Calgary: Local Digital Collections

Summon™
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- Institutional repositories and local collections celebrate the uniqueness of an institution, as shaped by its founders and contributors

- Summon provides integrated access to a diversity of resources, while exposing research assets beyond the reach of physical walls

Special collections already indexed by Summon

Summon™ Web-Scale Discovery

American Museum of Natural History (AMONH)

Archive of Popular American Music

Arxiv.org

Australian Research Online

BioMedCentral

CAUSEWeb

Cern

CiteSeerX

DOAJ

DTIC STINET

Érudit

Hathi Trust

Hyper Article en Ligne (HAL)

Library of Congress-American Memory

LUNA Commons

NDLTD: Networked Digital Library of Theses and Dissertations

Office of Science & Technical Information (DOE)

OhioLINK Theses and Dissertations

Open Library

Persée

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ScholarsBank

University of Michigan DLPS

Institutional repositories indexed Summon today

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Bucknell University - Fedora
Canterbury - DSpace
Claremont-ContentDm
College of William and Mary - Archon
College of William and Mary - Dspace
Erasmus University RePub
EUR Thesis Repository
Florida Atlantic University - Digitool
Grand Valley State University-ContentDM
Grand Valley State University-Digital Commons
Indianapolis Marion County Public Library (IMCPL) ContentDM
James Cook University ePrints
La Trobe University Research Repository
Liverpool-Research Archive
Maureen and Mike Mansfield Library CONTENTdm Repository
Montana Memory Project CONTENTdm Repository
Mountain West Digital Library
National Defense University contentDM
OK State ContentDm
OSU Special Collections
QUT EPrints
Rollins - ContentDM
ScholarsArchive@OSU
Southern Methodist University ContentDM
University of Calgary ContentDm
University of Calgary Counseling Journal
University of Calgary DSpace
University of Calgary OurRoots
University of Calgary-Archival Data
University of Calgary-Museum Data
University of Cambridge - DSpace
University of Canterbury ArchivalWare
University of Canterbury EAD
University of Huddersfield Eprints Repository
University of Huddersfield UniTube
University of Missouri DSpace (mospace)
University of Queensland ERM
University of South Australia-Unisa-ARROW
University of Sydney eScholarship Repository
University of Texas at San Antonio - Chaucer Bibliography Online
University of Victoria
USC Digital Library
VTT Publications Register
Wageningen University - NARCIS
Western Michigan-ContentDM

Examples

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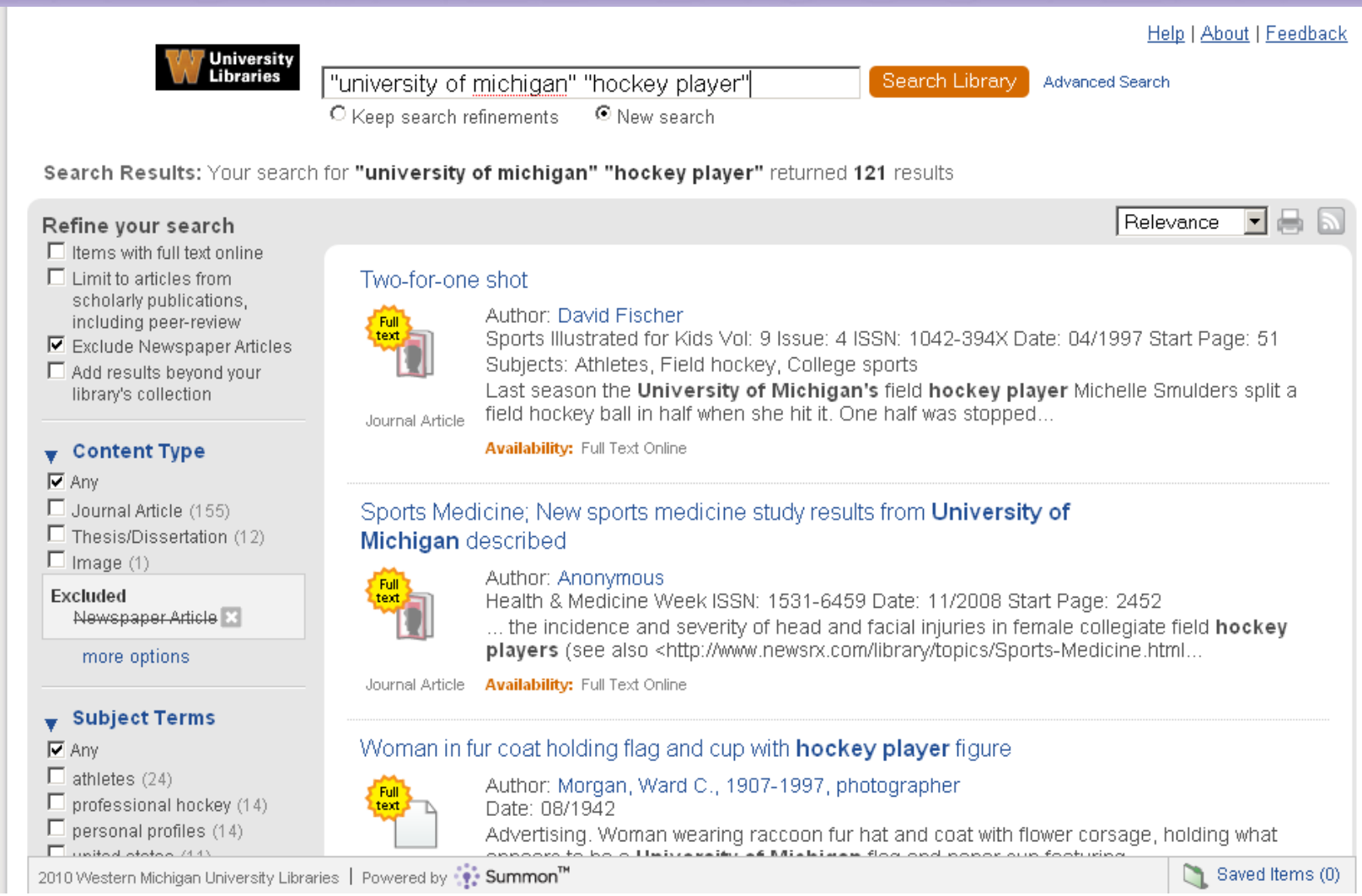

http://wmich.summon.serialssolutions.com/search?s.cmd=addFacetValueFilters%28ContentType,Newspaper+Article:t%29&s.q=%22university+of+michigan%22+%22hockey+player%22

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DIGITAL COLLECTIONS WESTERN MICHIGAN UNIVERSITY LIBRARIES

home : browse : advanced search : preferences : my favorites : about : help

add to favorites : reference url

98.5%

Woman in fur coat holding flag and cup with hockey player figure

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Examples

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http://claremont.summon.serialssolutions.com/search?s.q=map+of+san+pedro%2C+california

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Claremont Colleges Digital Library

Ken Gonzales-Day Collection home page

56.4%

Map of San Pedro

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Examples

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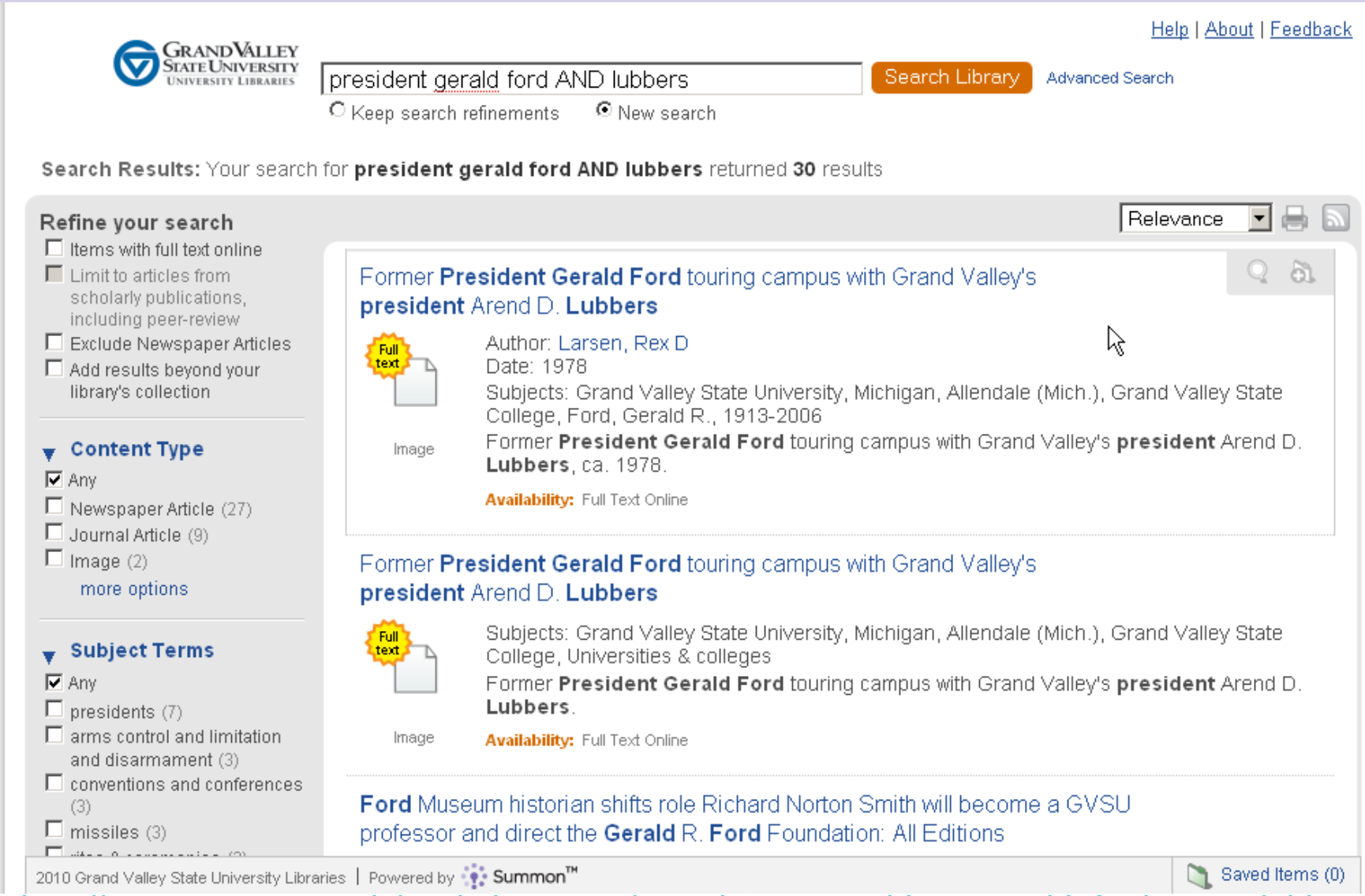

http://gvsu.summon.serialssolutions.com/search?s.q=president+gerald+ford+AND+lubbers

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Former President Gerald Ford touring campus with Grand Valley's president Arend D. Lubbers

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Examples

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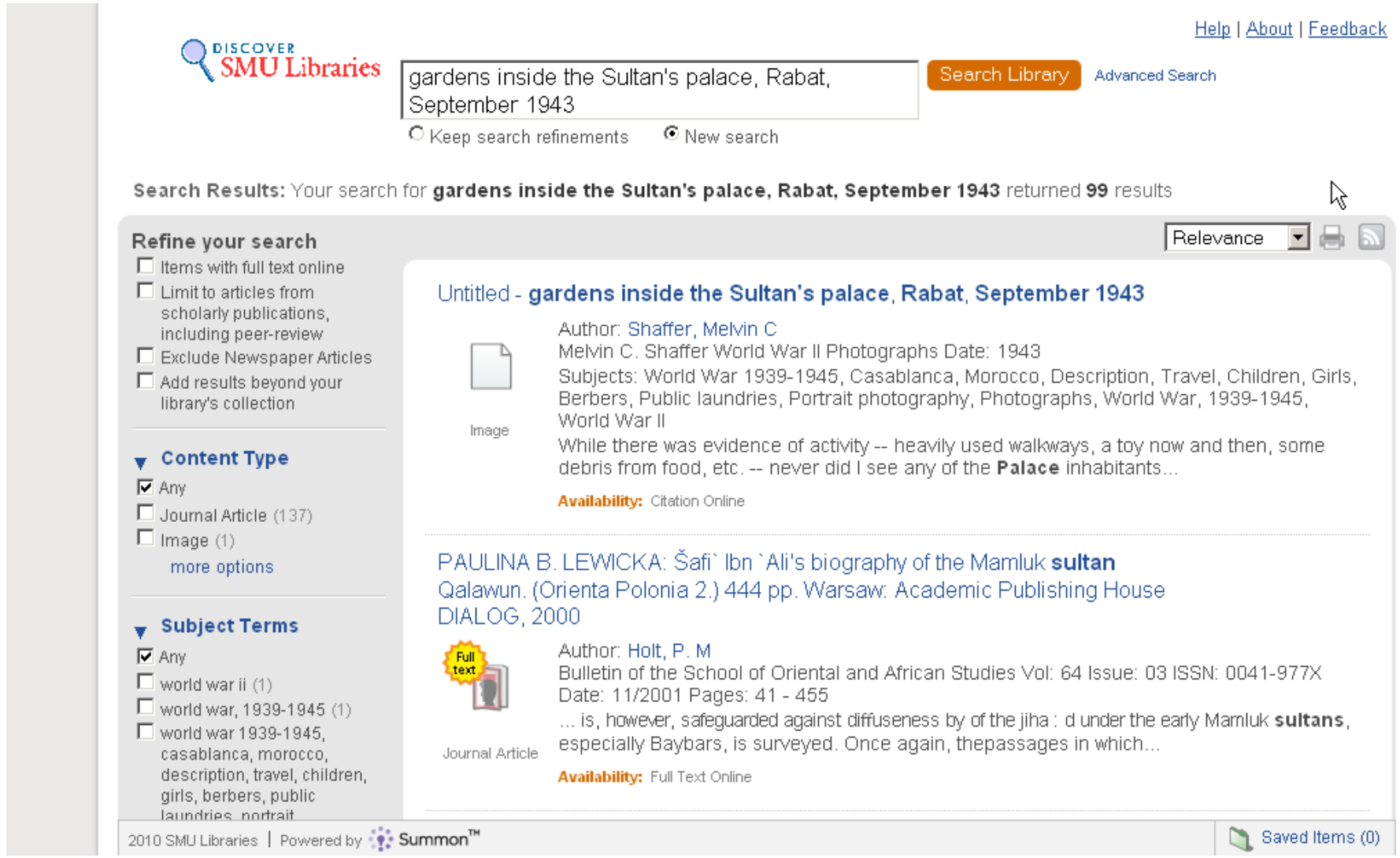

http://smu.summon.serialssolutions.com/search?s.q=gardens+inside+the+Sultan%27s+palace%2C+Rabat%2C+September+1943

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Melvin C. Shaffer World War II Photographs

33.1%

Sultan's palace, Rabat, Morocco, 1943

Title	Sultan's palace, Rabat, Morocco, 1943
Creator	Shaffer, Melvin C.
Description	A view inside the Palace of Mohammed V, Rabat, Morocco, and September 1943. This palace was completely replaced by his son, King Hassan II (still Prince M died in 1999.

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Goodbye Sleepless Nights!

One search box…

YOUR
LIBRARY's COLLECTIONS DISCOVERED

Summon™

Web-Scale Discovery

“… equally important as Google in everyone's everyday information seeking and use.”

Mike Eisenberg
Dean Emeritus & Professor
University of Washington
Information School

THANK YOU

Summon™
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- Published report

"Academic Libraries and the Struggle to Remain Relevant: Why Research is Conducted Elsewhere" ALIA Information Online 2009, Sydney, Australia.

- More research

serialssolutions.com/summon-research/

- Product information

serialssolutions.com/summon