Baking a Cake with No Recipe: Mixing Methods for Discovery Layer Assessment

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TEAM

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“The team will be responsible for the assessment of the discovery tool. An initial baseline for all parameters in which the library will be able to evaluate the performance and usefulness of the discovery tool will be established. The time frame and frequency of tracking and reporting results will be established through this team.”
INGREDIENTS

- COUNTER/OpenURL (circulation, ILL)
- Google Analytics
- Usability testing
  Chat transcripts & helpline reports
COUNTER/OPENURL

Goal: Identify Summon’s impact on resource use

Data sources:

  o Full-text
  o Search and discovery
  o Balance of disciplines, types of resources, products & vendors
• OpenURL resolver data
• In-house print circulation and ILL data
COUNTER/OPENURL FINDINGS

Full-text content use increased, except for reference books and streaming media
  • Not consistent across platforms; larger publishers had higher percentage increases in use of products
  • Increased use of content *not* in discovery tool index

Search and discovery tools use decreased, except for newspapers
  • Not consistent across platforms; larger, multidisciplinary tools were more affected
  • Use of other search tools still high overall
ADDITIONAL FINDINGS

Summon implementation had:

• No impact on print circulation
• Significant impact on ILL requests
**GOOGLE ANALYTICS**

**Goal:** Determine Summon’s impact on user behaviour and preference for search tools

**Data Sources:**
- Catalog statistics, pre- and post-implementation
- Summon statistics, post-implementation

**Metrics:**
- Pageviews & Top referrers
- New and returning users & Top search terms
- Summon sessions & events

http://public.tableau.com/profile/msulibraries
• Library main page is Summon’s top referrerer
• Catalog loads more results per page
• Summon employs infinite scroll

http://public.tableau.com/profile/msulibraries
GA: USERS & SEARCH TERMS

Search terms
- Catalog: known item searching
- Summon: broad disciplinary or topical keywords

http://public.tableau.com/profile/msulibraries
GA: SUMMON SESSIONS & EVENTS

http://public.tableau.com/profile/msulibraries
**USABILITY TESTING**

**Goal:** Identify pain points for users interacting with Summon and improve the usability of the tool

**Methods:**

- Three users
- Seven scenarios and tasks
  - Scenario 2: You’re taking a summer class on the environment. The topic of the first paper is on climate change
  - Task 2: Find and identify a peer-reviewed source on climate change that was published in 2014 to use for your paper
USABILITY TESTING FINDINGS

1. What is SearchPlus?
   “Well, okay. My first thought is to go ahead and put the number right here in the search box. See if the search works this way, because I don’t know.”

2. Facets are useful, but not necessarily used
   “So, I guess I could probably find ebooks or books (clicks on facets) oh that’s cool. Oh, that’s a lot of different types of stuff. I don’t even know what some of these are. That’s a lot of information.”

3. Confusion when no results found
   “When I didn’t know if something was there or not, then I was a little concerned because I felt like I didn’t know if I had checked everywhere I possibly could... with that last one, I wasn’t sure if there was some where I still could look or if I’d just given up.”
TEXT ANALYSIS

Data Sources:

• Distance Learning Services (DLS) library-related reports, pre- and post-implementation

<table>
<thead>
<tr>
<th>Incident Area</th>
<th>Ticket #</th>
<th>Open Date</th>
<th>Assignee</th>
<th>Source</th>
<th>Call Back Number</th>
<th>Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>DLS.E-RESOURCES.ACCESS.HOWT</td>
<td>471288</td>
<td>09/07/2013 05:11:28 PM</td>
<td>[Redacted]</td>
<td>LC&amp;T</td>
<td></td>
<td>How to Locate Articles</td>
</tr>
</tbody>
</table>

Caller had several citations and needed assistance locating the articles.

I verified that he was authorized for proxy access, then walked him through accessing the first article through the e-resources page. He was successful. He said he thought he could do the next one on his own. I reminded him that we are open 24 hours and invited him to contact us if he needed further assistance.

• Reference chat transcripts, Jan-May 2014 & Jan-May 2015 (50% coded)
Goal: Identify changes in resource discovery questions and pain points

- Iterative process
- Initial steps:
  - Created codebook: action, patron, object, tool, format categories
  - 5 team members coded chat and DLS transcripts with Nvivo
  - Analyzed and discussed coding; revised codebook
  - 3 team members coded both data sets
Analysis:

• Identified 3 coded nodes with substantial changes before and after discovery implementation

• Identified 2 additional nodes for further analysis

• Reviewed items coded under the 5 nodes to identify themes
  - Access, Misunderstanding, General Reference, Searching and SearchPlus

• Reviewed themes to get overall picture
TEXT ANALYSIS: FINDINGS

- Primarily supported findings from other assessments
- Increase in access issues
- Still request help with navigating web site, databases and searching
RECOMMENDATIONS

Improvements in the local implementation

• Interface
  o Fix facet options so they are always visible
  o Add “Ask A Librarian” chat widget

• Instructional and Informational
  o Link or video to help users select most appropriate system for task
RECOMMENDATIONS

Benchmarking and Further Analysis

Resource and Service Usage and User Behavior

• Impact on full-text content use
• Impact on other search and discovery tools
• Impact on print circulation and ILL
• More detailed analysis of search terms and user behavior in discovery tool
• More usability tests, as needed
RECOMMENDATIONS

Driven by stakeholders; supports decision-making and action on multiple levels

• Public services
• Collection management
• Library-wide

Constraints

• Political/Technical
• Resource availability
LESSONS LEARNED
Thank you!
ICONS

chef by Andrey Vasiliev from the Noun Project
Scroll by Yorlmar Campos from the Noun Project
comfortable by khaleel from the Noun Project
books by Alison Iven from the Noun Project
Bowl by Ashley Ma from the Noun Project
Cake by Yazmin Alanis from the Noun Project
Checklist by Demograph™ from the Noun Project
clock by Michael Thompson from the Noun Project
Calendar by Lorena Salagre from the Noun Project
Graph by Pham Thi Dieu Linh from the Noun Project
Happy by Tina Abi Hachem from the Noun Project
Applause by Arthur Shlain from the Noun Project
Light Bulb by Ian Mawle from the Noun Project