

Staying relevant in the Google
age: the technological and
cultural challenges of
implementing vertical search

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*John Rylands University Library,
University of Manchester, UK*

1st July 2011, LIBER
Conference

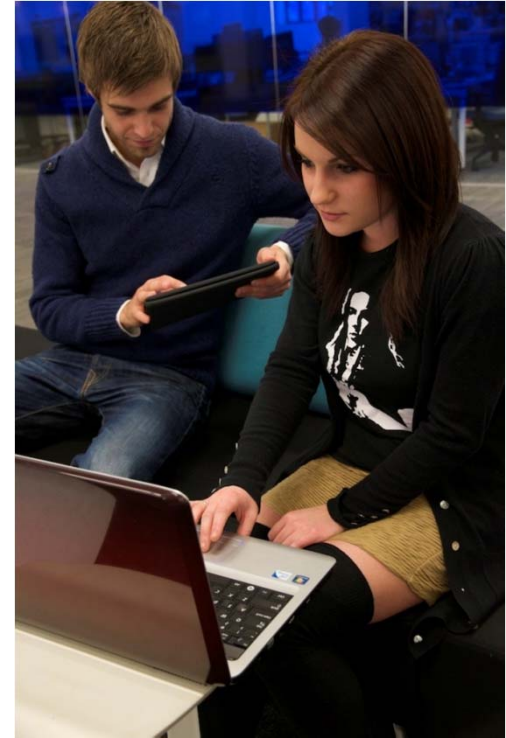
Aims

- Context at Manchester
- Implementation approach
- Technical challenges
- Cultural/perception issues
- Lessons learnt
- What's next



Context

- Library strategy
- External systems review
- Student experience focus
- Value for money



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AAACE International transactions

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ABJINFORM Research, 1988 to present

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Business Source Premier, 2001 - 2009

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Library catalogue

Search the library catalogue Search

More search options




Advanced Search Language Tools

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AND

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AND

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[Advanced Search](#)
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Google Search

I'm Feeling Lucky

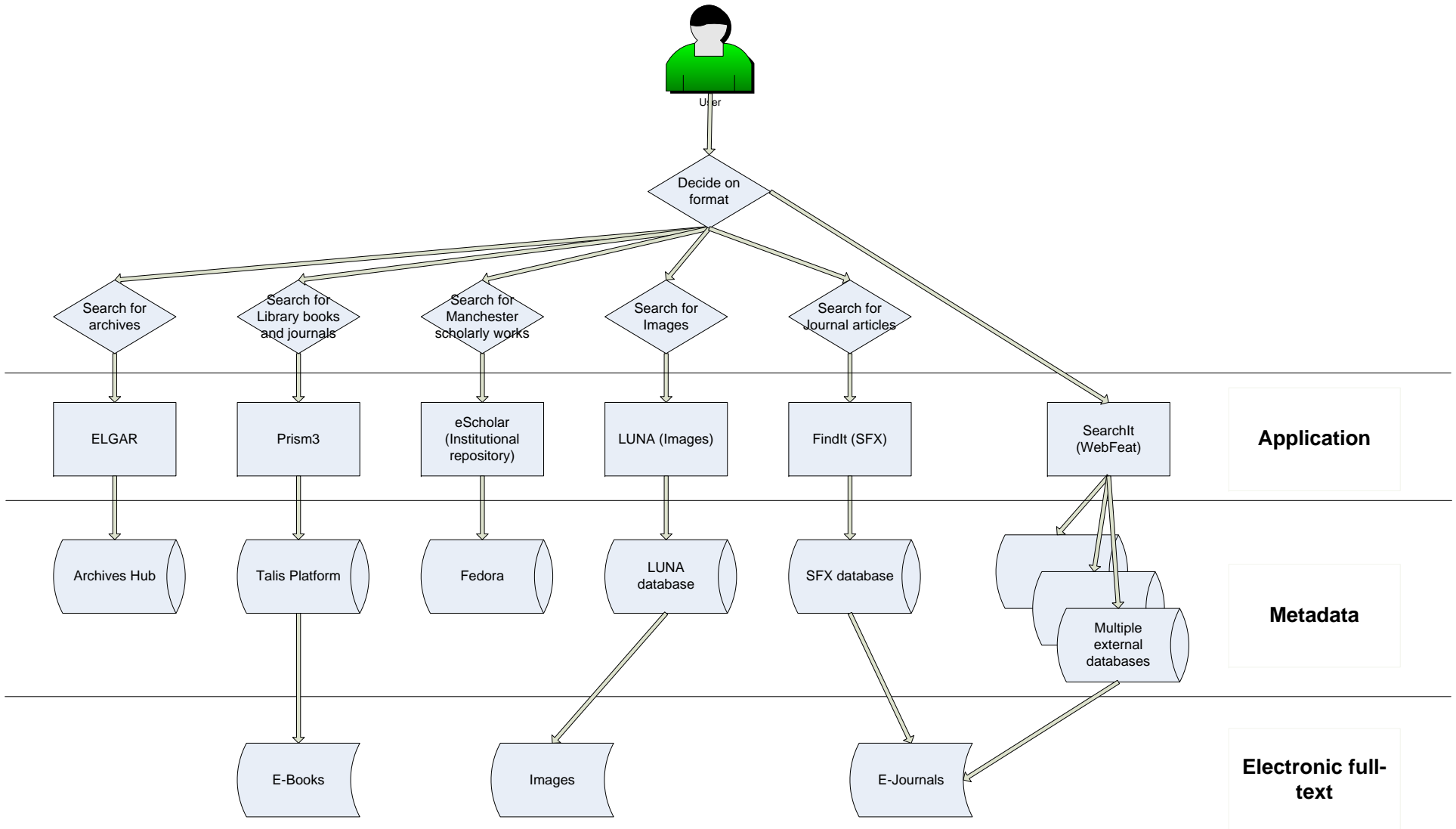
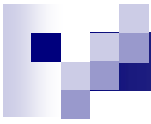
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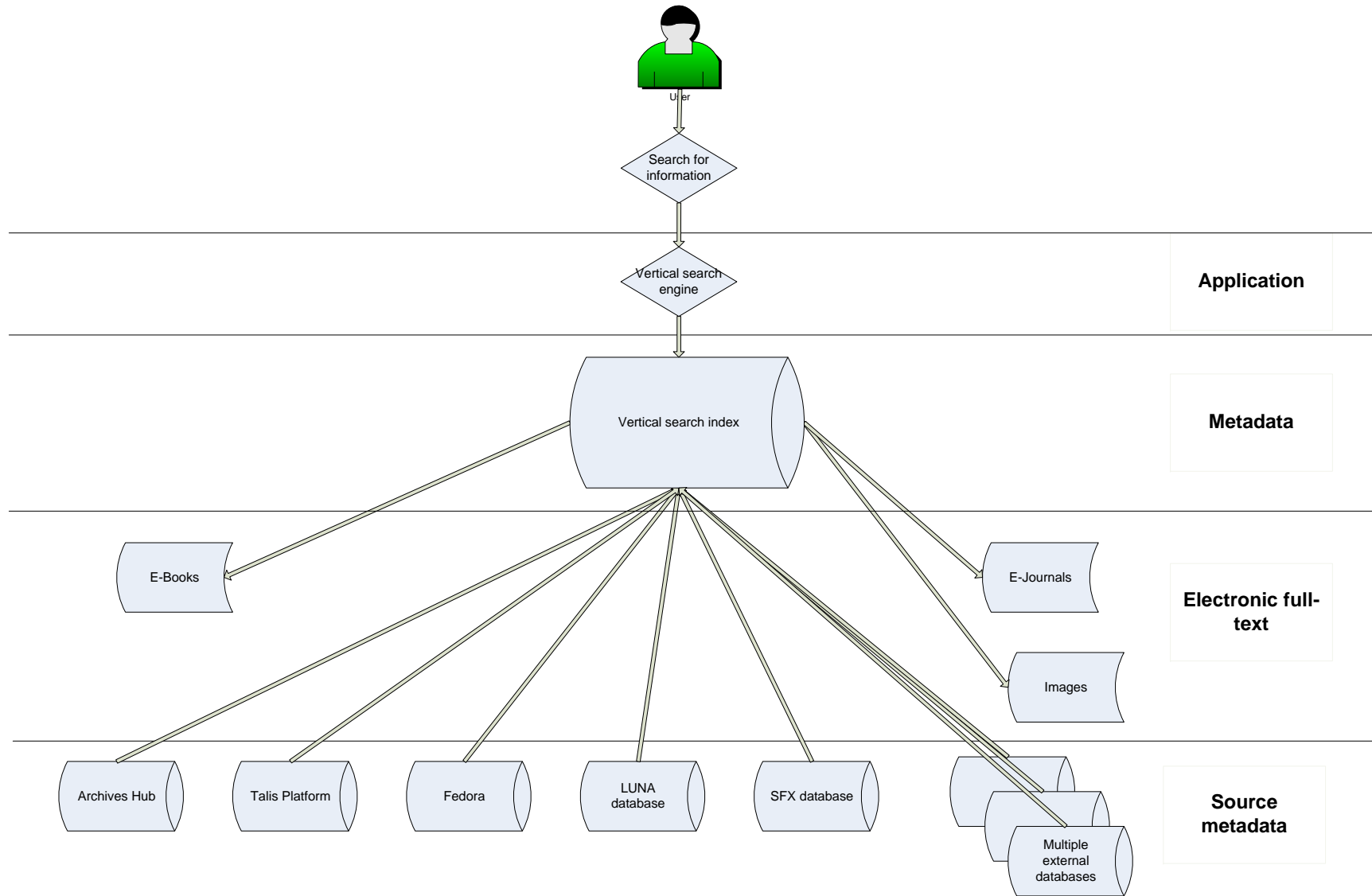
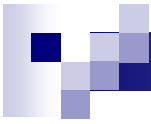
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“Google makes it easy and library systems make it hard”

But Google is not the only answer either:

- Not targeted (too much information)
- Gaps in coverage (not enough of the right information)

Implementation Approach

- February 2010 – February 2011
 - Procuring and implementing
 - Building a portal interface
 - Embedding into website
 - Ensuring content coverage
 - Decommissioning systems



Implementation Project

- February 2010 – September 2010 Requirements gathering and procurement
 - Consultant's report
 - Requirements agreed
 - Further market survey
 - System testing
 - Vendor presentations
 - Site visits



Implementation Project

- October 2010 – February 2011
 - Sign contract with vendor
 - Set up implementation team
 - Data migration
 - Look and feel
 - Portal integration
 - Impact on other Library systems/decommissioning



Technical issues - infrastructure

- Cloud solution
- Meets University IT Strategy
- Reduced support costs
- Limits access to backend (APIs)
- Don't have a Manchester specific URL



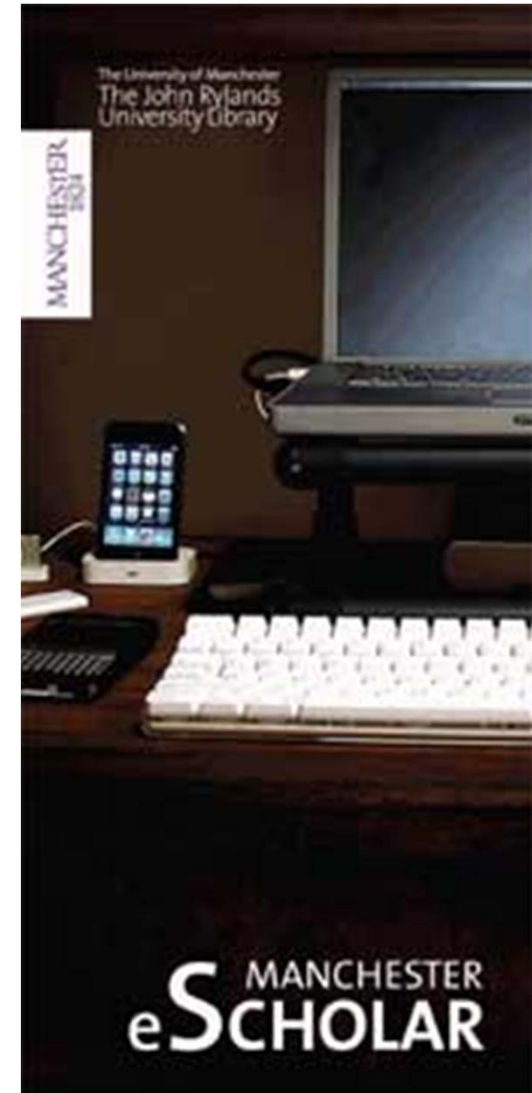
Technical issues - integration

- Talis not integrated before
- Real time availability not yet available
- Data export Talis – exLibris solution
- Nightly updates



Integration – eScholar

- Fedora Commons
- Data supplied in Marc 21
- Only key data exported
- Full record then available



Integration - LUNA

- Not fully OAI – PMH compliant
- Harvesting problem
- Fixed in next LUNA release – July
- LUNA display





User interface issues

- Initial implementation quick – 3 weeks
- Hosted allows limited customisation
- Search embedded in Lib homepage, portal
- Mobile friendly version
- Non-Roman character display
- Editions display – latest

Search resources

Library search

Search

- Library catalogue
- Manchester eScholar
- Images (LUNA)
- Archives (ELGAR)
- Electronic journals A to Z
- Databases A to Z
- Resource lists (Link2Lists)
- Guide to Special Collections
- Maps and Atlases

More searches >

Your subjects

- A to Z of subjects

FEEDBACK AND
ENQUIRIES →

Our services...

How to use the library

- Who can use the library?
- New students
- Membership
- Borrowing
- Accessibility
- Vacation access

More how to use the library >

Services we provide

- Document Supply and Inter-Library Loans
- Group study rooms
- Thesis binding
- Centre for Heritage Imaging and Collection Care
- Digitisation activities and services
- Services for alumni
- Services for business

More services we provide >

Library news...

- Learning Commons for the Joule Library
- Library bags for sale
- Toilet refurbishment in the Main Library
- Changes to personal accounts for Library databases

More news >

Locations and opening hours...



John Rylands Library, Deansgate

Built in the 1890s, the John Rylands Library is widely regarded as one of the most beautiful libraries in the world; both the building and its collections are of outstanding international significance.



Opening hours for visitors >

Exhibitions

Enriqueta Rylands: Who do you think she was?
24 February to 19 June 2011

The Death and Life of Al-Mutanabbi Street
7 April to 26 June 2011

More exhibitions >
Events and tours >

Special Collections

The John Rylands Library is not just a magnificent building - it is also a working academic library where researchers can consult the collections in the modern Elsevier Reading Room.



[Advanced Search](#)

Primo Central Options

Expand beyond library collections

Show only

Peer-reviewed Journals (543,087)
 Full Text Online (608,636)
 Physical Items (2,120)
 Cited Articles (57,087)

Refine My Results

Topic
 Biological Sciences (24,095)
 General Science (23,240)
 Biochemistry (1,077)
 Biological chemistry (205)
 Biotechnology (154)
 Show 18 more

Location

610,718 Results for everything

Sorted by: Relevance

1-10 [Next](#)



Article

Biochemistry
 Heath, E C
 Science (New York, N.Y.), Dec, 1981, Vol.214(4527), p.1338-9 [Peer Reviewed Journal]
Full text available

[Electronic resource](#) [Details](#)



Article

Biochemistry
 HEATH, E. C.
 Science, 1981, Vol.214(4527), p.1338-1339 [Peer Reviewed Journal]
Full text available

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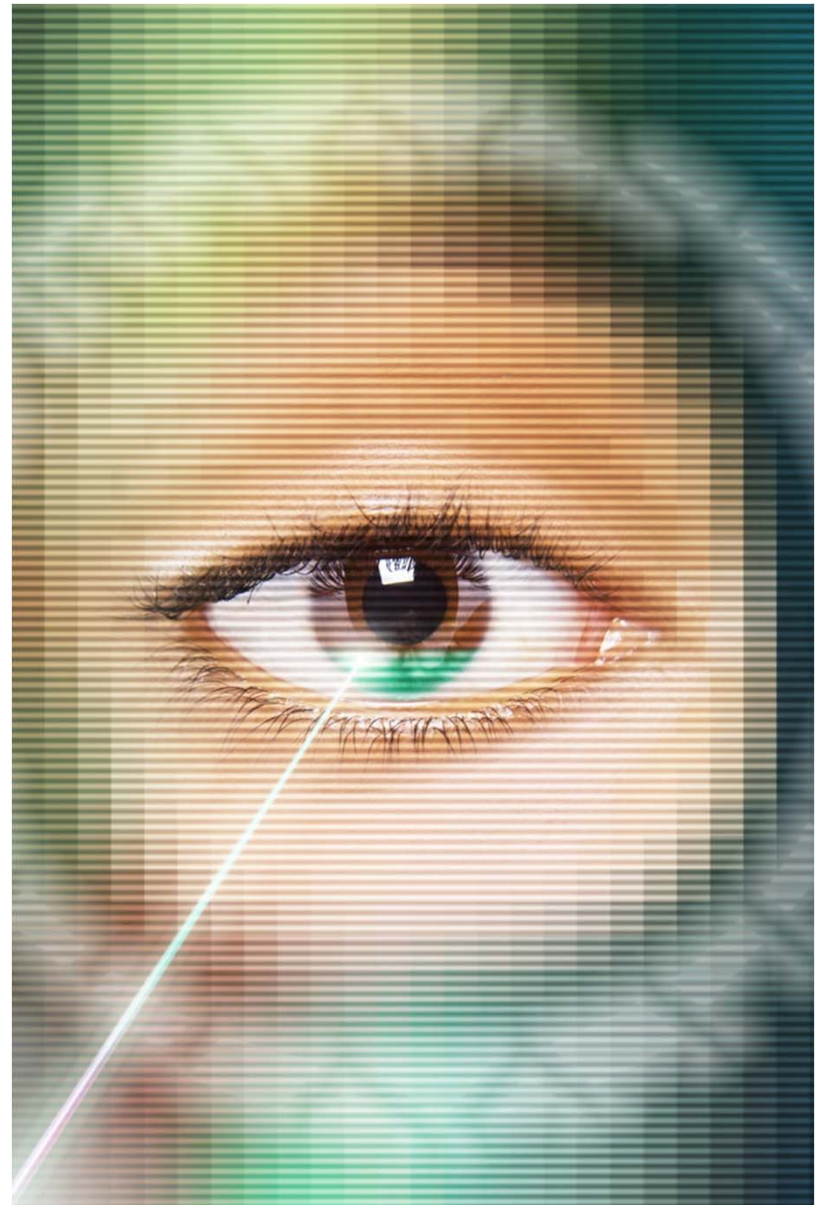
Article

Biochemistry
 EDMONDSON, D. E.
 Science, 1983, Vol.219(4590), p.1317-1317 [Peer Reviewed Journal]
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Authentication

- Shibboleth integration
- Portal access issues
- Primo – Talis problem



Search

- Uses Solr platform
- Focus on post search filtering
- Speed of results good





Management information

- Google Analytics not available
- Primo MI tools
- Limited data
- March 2011 – 205, 445 searches





Cultural considerations

- Initial user perceptions
- Staff feedback post implementation
- Student feedback post implementation

feedback

Student feedback -

- Email survey done
- 12% response rate
- What do you like about vertical search?
- What do you dislike?
- How can we improve?
- How does it compare with Google and the Library catalogue



Student survey results

- 83% had used Library Search
- 33% said it was very simple to use
- 56% said it was simple to use
- 89% said they found what they wanted



Likes/dislikes

Like

- Fast
- Easy to use
- Journal access
- Very clear



Dislike

- Too many results
- Unrelated materials
- Difficult to locate a particular paper
- Not all books have images



Improvements/comparisons

How can we improve?

- More images
- Extra search options



Compared to google and catalogue

- Faster
- Simpler
- Library search better for in depth search, google for quick background search
- Very alike
- Find journals I can't find in google in Library Search

Staff feedback

- What were your expectations?
- What were your concerns to
- What has been the response from schools?
- Benefits and drawbacks
- What worked well/less well with the project
- What needs to improve?



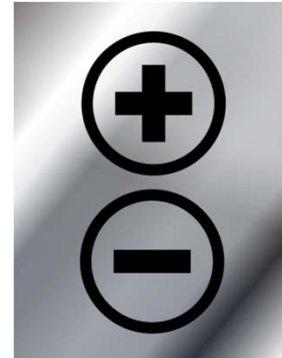
Staff views before and after

Before

- Pessimistic
- Excited
- Good way to compete with google
- Would produce more relevant results
- To look and work like Amazon



Library staff feedback



+ve

- Faster
- Easier for students
- Promotes visibility of repository content
- Range of resources
- Alerts valuable
- Preferable to Google
- Less intimidating
- Makes searching intuitive

-ve

- Students need to understand it has limitations
- Too much content
- Facets variable value
- Different results to catalogue
- Not suitable for researchers
- Not ideal for SC materials

Staff feedback - improvements

- Boolean searches
- Search history
- Improved search filtering
- Work better with Talis Aspire
- Managing user expectation,
- Expanding content coverage (Bus, Law)
- More databases
- RTA



Lessons learnt - technical

- Stay in project window
- More usability testing
- Metadata mapping is key
- Realistic scheduling
- Timing of implementation



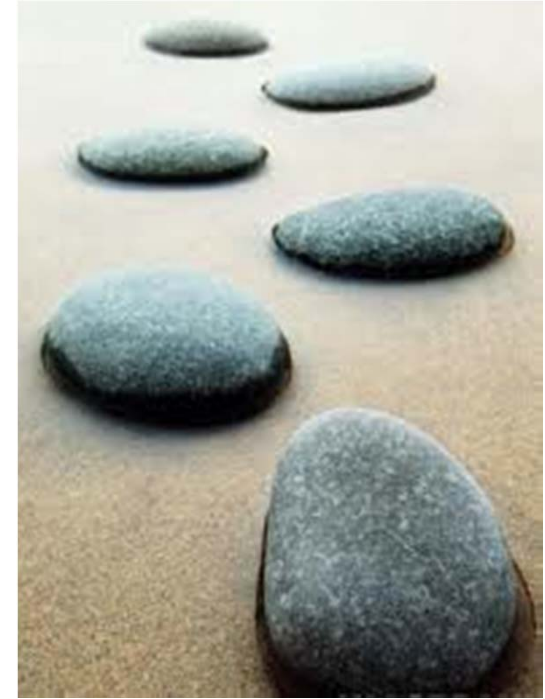
Lessons learnt - cultural

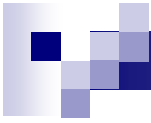
- One size doesn't fit all
- Need to still offer different routes
- Need to work closely with users in the integration
- Manage staff expectation
- Clear marketing



Next steps

- LUNA, Elgar, others
- Focus groups
- Pre filtering options
- Buy in from Lib subject teams
- Recommendations tab
- User created content
- Review in relation to other tools
- Marketing/Communication





Questions

