Agenda

• Introduction
• Need for Federated Search
• Choosing a Product
• Implementation Process
• User Feedback
• Conclusion
Need for Federated Search
Undergraduate Students

Image: © 2007 University at Buffalo | Douglas Levere
Intuitive Searching

Google

introduction to physics
introduction to physics textbook
introduction to physics tutorial
introduction to physics and chemistry
introduction to physics online
introduction to physics in modern medicine
introduction to physics powerpoint
introduction to physics syllabus
introduction to physics video
introduction to physics books
introduction to physics notes

Google Search  I'm Feeling Lucky
Expose Buried Resources
Too many steps, too many databases...
Choosing a Product
Choosing a Product

- Ad hoc committee
- Literature review
- Narrow it down
- Arrange vendor demonstrations
- Evaluate products
- Final decision
We went with...
Serials Solutions 360 Search
Budget
Implementation Process
Customizing 360 Search

Use this Multi-Search tool to find full-text magazines, newspapers, and scholarly journals. Many journals are also available in the Libraries in paper or microform and can be located using the BISON Catalog.
Selecting Databases

• Subject librarians as selectors
• Limit of resources depending on subscription
• Database limitations
  – No connection
  – Do not allow federated searching
  – Limited seats
Publicity and Marketing

- Quiet rollout
- Listserv announcements
- Library liaisons
- Reference & instruction librarians
Quiet Rollout
A few months later...
Let’s take a look at a search...
Use this Multi-Search tool to find full-text magazines, newspapers, and scholarly journals. Many journals are also available in the Libraries in paper or microform and can be located using the BISON Catalog.

Search by subject | Search by database

Basic Search  Advanced Search  Help

Title
Title
Title
Title

Year: [ ] (Format: yyyy)

Quick Search

Art, Architecture & Applied Arts
Business & Economics
Earth & Environmental Sciences
Engineering & Applied Sciences
General
Health & Biological Sciences
History & Archaeology
Languages & Literatures
Law, Politics & Government
Music, Dance & Theatre
Philosophy & Religion
Physical Sciences & Mathematics
Social Sciences
Select All - Searches all subjects shown above.
Results 1-25 of 336 available (with 65 duplicates) for "title contains great and gatsby" (3185 total)

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 >

☐ Select all records :: 0 selected records: Email ▼ or Export/Save ▼

☐ 1. The vision that makes Gatsby great; F. Scott Fitzgerald’s masterpiece is not just a paean to the jazz age, it has plenty to say about our own, argues Sarah Churchwell
Sarah Churchwell.
The Times
2009-10-03.
Source: Factiva
Show Abstract | Show In Clusters

☐ 2. The vision that makes Gatsby great; festival big read F. Scott Fitzgerald’s masterpiece is not just a paean to the jazz age, it has plenty to say about our own, argues Sarah Churchwell
Sarah Churchwell.
The Times
2009-10-03.
Source: Factiva
Show Abstract | Show In Clusters

☐ 3. The Great Gatsby’ focus of this year’s Big Read; Event will feature giveaway of 1,000 copies of book, other events at various locations

Results By Source
• ABELL - Annual Bibliography of English Language and Literature
• AccessScience (0)
• AGRICOLA: Journal Article Citation Index (0)
• Allied and Complementary Medicine Database (AMED) (0)
• America: History & Life (21)
• American Chemical
12. **BOOKS: Big return for 'Great Gatsby'.** *(Arts & Books)*

Van Atten, Suzanne.

The Atlanta Journal-Constitution (Atlanta, GA) (1539-7459)
Source: Business & Company Resource Center
Show in Clusters

13. **Gertrude Stein in Fitzgerald's the Great Gatsby.**

DILWORTH, TOM.

*Explicator (0014-4940)*
9/1/2008. Vol.67, Iss.1; p.24-26
Source: MasterFILE Premier
Show Abstract | Show in Clusters

Link to Full Text
User Feedback
Survey

• Did you...
  – Find what you were searching for?
  – Find it easy to use?

• Comments on...
  – Ease of use
  – What you would change
2009 Survey

• Surveyed 14 undergraduate students
• Used 2008 Questions
• Compared Google Scholar vs. 360 Search
What are the students saying?
Is Multi Search useful?

0%

100%
Is Multi Search easy to use?

- Yes: 0%
- No: 100%
Would you use it again?

- Probably: 77%
- Definitely: 15%
- Not Sure: 8%
- No: 0%
When comparing Multi Search to Google Scholar, do you find it:

- About the Same: 38%
- Somewhat Better: 23%
- Somewhat Worse: 8%
- Don't Know: 31%
Would you recommend Multi Search to others?

- Probably: 46%
- Not Sure: 39%
- Definitely: 15%
- No: 0%
How would you make Multi Search a more effective tool?

• Cleaner, simpler, more user-friendly design
• Limit it to just articles, not books
• Get rid of the duplicate tool
• Make the results relevant to my search
• Keywords have to be too specific to work
<table>
<thead>
<tr>
<th>Search Type</th>
<th>What does it search?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>The &quot;title&quot; field</td>
</tr>
<tr>
<td>Author</td>
<td>The &quot;author&quot; field</td>
</tr>
<tr>
<td>Full Text</td>
<td>For full-text content, if available</td>
</tr>
<tr>
<td>Keyword</td>
<td>The &quot;keyword&quot; field</td>
</tr>
<tr>
<td>Subject</td>
<td>The &quot;subject&quot; field</td>
</tr>
<tr>
<td>Abstract</td>
<td>The &quot;abstract&quot; field</td>
</tr>
<tr>
<td>ISSN</td>
<td>Exact ISSN</td>
</tr>
<tr>
<td>ISBN</td>
<td>Exact ISBN</td>
</tr>
<tr>
<td>Any</td>
<td>Usually works like a &quot;keyword&quot; search</td>
</tr>
</tbody>
</table>

Help documentation: [http://ublib.buffalo.edu/libraries/help/multisearch.html](http://ublib.buffalo.edu/libraries/help/multisearch.html)
Additional Comments

• Wording for searches in GS seems to be less strict
• It’s good. It will just take time to get used to.
• It narrows my results, but I have to do more clicking than GS
• I like it, but would probably use GS over it
• GS seems to be faster
• Won’t use it. The results are a bit messy.
• Will use for final project!
• I’ve used it before and it gave me good resources.
What are the librarians saying?
The Good

- Can be useful for ready reference
- Can introduce you to new databases
- Useful for a detailed analysis of what’s out there on a topic
The Not So Good

- Result retrieval takes too long
- Irrelevant results retrieved
- Cluttered interface
- Students don’t understand results
- Creates more work for the student
- Lose functionality of some databases
Additional Comments

• “Only go to it when I run out of ideas”
• “I’ve found stuff I couldn’t have found without a lot of hunting”
• Prefer old-fashioned research approach
• Feeds laziness factor of one-stop shopping
• “I like it more now than in the beginning”
Conclusion
Looking Ahead

• For the time being:
  – Continuing to use 360 Search

• Possibly down the road:
  – University of Rochester’s eXtensible Catalog
Questions? Comments?

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