Taking My Library Back From Google
The “Google Myth”

• Google can read your mind!
• Google is the ONLY search engine.
• Google is the definitive source for information.
• Google knows about every information source.
Why Do Researchers Prefer the Illusion of Google Scholar?

• Google Scholar returns results fast.
• It seems to know what the user is asking (i.e. relevant results).
• It’s easy to use – just type in a question and it seems to have the answer.
Why Should Researchers Be Leery of Google?

Google ranks results by how popular the page is. The more links pointing to it, the higher it ranks. This doesn’t work when searching scientific databases.
What Google Returns…

Top 25 Results for "Climate Change"

- Opinion
- News
- Government
- Ads
- Wikipedia
- Peer Reviewed
- Education
Search Reality

There are more ways than Google to find information

AND

There is more information than even Google can find and aggregate.
Library vs. Google
How do “uninformed researchers” search?

Source: The Pew Research Center’s Internet & American Life Project Online Survey of Teachers, March 7 to April 23, 2012, n=2,462 middle and high school teachers.
How Do Researchers Search?

1. Beginning, uninformed researchers rarely know how to search which is why they use Google. They do not realize that Google has limited access to data.

2. Advanced researchers usually know they need to be more exhaustive in their research. They need to find all the relevant information in order to assess their research problem and then begin to further research for answers.
What Researchers Need to Know

1. While Google may point to an information source, it may not be able to provide access.
2. Subscribed content may be already paid for by the researcher’s institution library.
3. There are other information sources that Google does not have access to.
Limitations of Google Scholar

- Spotty coverage of publications
- Poor relevance – relevance isn’t specific to researchers
- Mixed quality of results
How Can You Limit Google Use?

You can’t!
Why should you?
Google is here to stay…
How Can Researchers Get A Better Search?

- Provide access to the best content
- Increase efficiency of information search
- Gather the most relevant, authoritative information

Find The Best Information Quickly!
Bringing Relevance Back to the Library

Checking the Library Resources…

– Reference Libraries
– Deep Web Databases
– Specialized Search Directories
– Specialized Search Engines
– Subscription Databases
– Library Catalogs
– Interlibrary Loan
Ways To Communicate This To Your Patrons/Researchers

1. Provide alternate search methods
2. Scale up your marketing effort
3. Invite researchers to research how to research

Google’s ease of use doesn’t necessarily mean useful!
How to Focus on Relevance in Search

• Relevant sources should be subject-specific
• Search tool should aggregate relevant results

Federated Search
What is “Federated Search”?

“Federated Search is an application or service that allows users to submit a real-time search in parallel to multiple, distributed information sources and retrieve aggregated, ranked and de-duplicated results.”
Federated Search

Also Known As…

- Distributed Search
- Broadcast Search
- Data Fusion
- Meta Search
- Parallel Search
- Cross-Database Search
- Single Search
- One-Search
- Integrated Search
Federated Search
Your Sources, One Search

Explorit Everywhere!

- Big Data
- Internal Repositories
- Social Media
- Licensed Content
- Public Sources
- News
Benefits of Federated Search

- One-Stop Access
- More Efficient Research
- Organized Results
One-Stop Access

Single query search across multiple disparate sources in real-time:

- Subscription services (journals, bibliographic databases, etc.)
- In-house databases
- Unstructured data (white papers, theses, reports, etc.)
- Catalogs (web-based OPAC)
- Publicly available databases

Information Discovery
Support of More Efficient Research

Results across all selected sources are:

– Presented in relevance-ranked order
– Sorted by title, author, date, relevance
– Clustered topics generated in real-time based on results
Organized Results

• Filter and remove duplicates
• Rank by relevance
• Display results by source
• Results can be:
  – Emailed
  – Printed
  – Updated through Alerts
  – Exported to Citation Manager
#1 Benefit to Libraries

ENGAGE MORE RESEARCHERS IN USING LIBRARY SERVICES
Explorit Everywhere! Features

- Quick Search
- Visual Clustering
- Results Clustering
- Advanced Search
- Mobile Friendly
- Alerts
- Citations Export
- SearchBuilder
- MyLibrary
- Sort/Filter/Limit Results
Explorit Everywhere! Truly Anywhere

- Access Explorit from OPAC and library website
- Add Explorit widget on Department web pages
- Integrate Explorit with Course Management Systems
- Access/Integrate Explorit and Mendeley
- Initiate Explorit searches from Library Guides
- Integrate Explorit and Social Media (Facebook, Twitter)
Implementation of a federated search in a multi-hospital system

Submitted by Donald S. Pearson, MBA/MIS; Stevo Roksandic, MBA, MLIS; Mount Carmel Health System

Mount Carmel Health Sciences Library (MCHSL) provides diverse electronic resources to support professional medical staff, faculty, and students and serves as the information hub for a five-site hospital system and nursing college. Library customers demand quick and authoritative evidence-based information to be available remotely and 24/7/365. To meet their expectations, MCHSL saw the implementation of a simple but powerful federated search engine as a strategic and essential need. After evaluating available federated search products, MCHSL chose the reasonably priced SwetsWise Medical Searcher, which provided a variety of advanced search capabilities and was able to return immediate search results along with a visual ranking of results by topic. As a product of a leading subscription service company, rather than a single-publisher search platform, Medical Searcher was the logical choice.

In October 2012, MCHSL went live with eSearcher. From the moment eSearcher went live, feedback from various physician groups and committees was gathered. The most enthusiastic feedback that we have received was from a Mount Carmel College of Nursing instructor who used eSearcher to find articles for his course. He had allotted an hour in his schedule for the article search, but by using eSearcher his task was completed in sixty seconds! Other customer feedback has commended eSearcher’s authoritative results, fast response time, visual appeal, multiple filters, and overall presentation.

The majority of the implementation tasks involved deciding which of our electronic resources to search and setting up “connectors” to each. To set up a connector to a resource, MCHSL and Swets staff worked together to compile information on each resource’s description, the uniform resource locator (URL) to its search page, and the process to allow Internet protocol (IP) authentication. Setting up IP authentication for twenty-four resources was the most time-consuming part of the process and consumed about three weeks of correspondence with all database vendors (Table 1).

Thank you!

Find more information…

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