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Meeting users in their spaces

Connaway, Lynn Silipigni; Cyr, Chris; Gallagher, Peggy; Hood, Erin M.; Brannon, Brittany
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Meeting Users in Their Spaces: Key Findings on Discovery to Delivery

Jay Holloway

Sr. Product Manager,
Delivery Services



Discovery & Access Research team



Lynn Silipigni Connaway

Director of Library Trends
and User Research

connawal@oclc.org

@LynnConnaway



Christopher Cyr

Associate Research
Scientist

cycr@oclc.org

@ChrisCyr19



Brittany Brannon

Research
Support Specialist

brannonb@oclc.org

@PeggyGal1



Peggy Gallagher

Market Analysis
Manager

gallaghp@oclc.org

@PeggyGal1



Erin Hood

Research Support
Specialist

hoode@oclc.org

@ErinMHood1

Discovery and Access Project: How do academic library users navigate the path from discovery through to access?

- What do academic users do when searches don't result in fulfillment?
- What differentiates searches that lead to access from searches that don't?
- What demographic characteristics influence the access of users?
- How does access correlate with success?

Methodology

- We want to understand aggregate user behavior to inform impact and roadmap prioritization
- However, we also want to understand the ‘why’

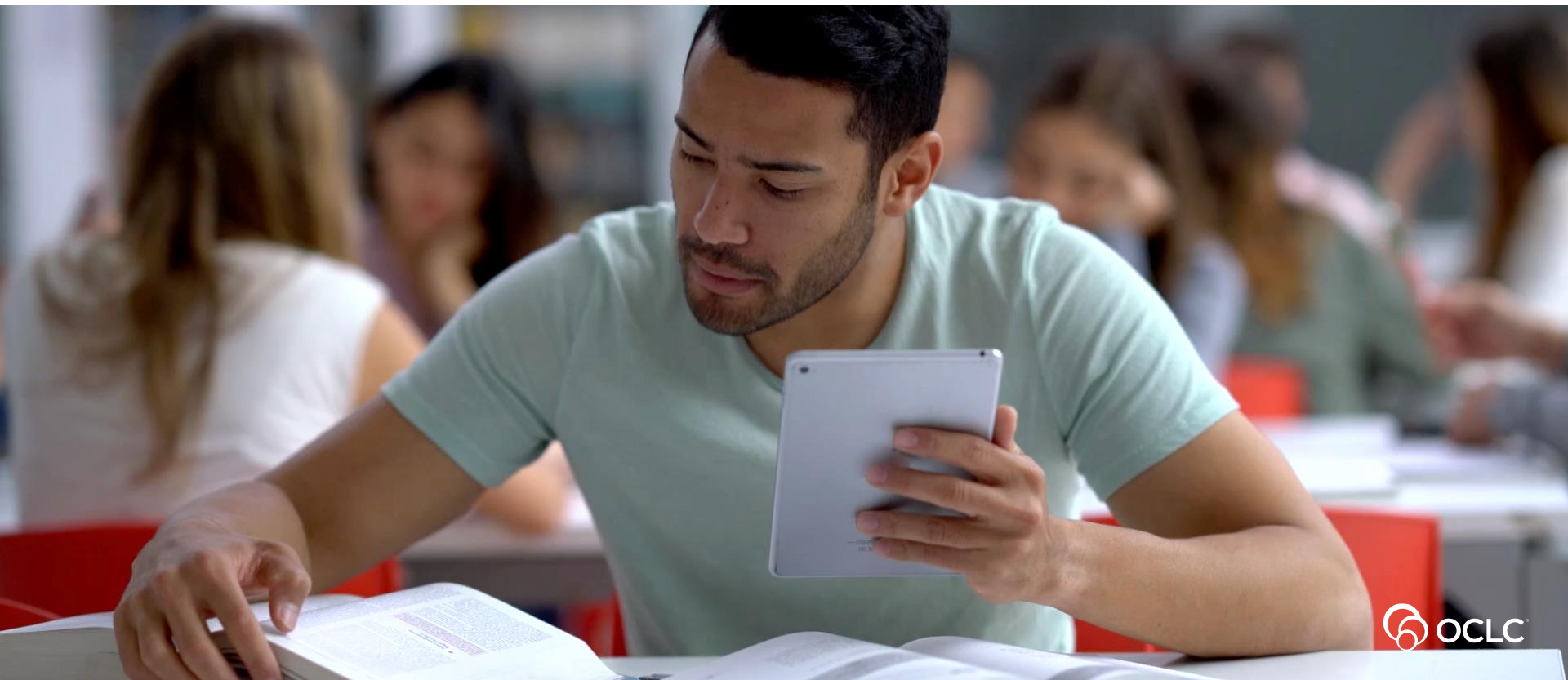
How do we get the best of both quantitative and qualitative research methods? **Combine them!**

**Tandem use of log analysis and user interviews.
Librarian Resource Sharing interviews, too.**

HIGH LEVEL DISCOVERY AND ACCESS FINDINGS

INTUITIVE

Convenience is king, queen, the whole court



SMART

Context and situation matter



PERSONAL

Delight users



UNIVERSAL

Share and share alike



A background image of several people sitting around a table in a meeting, overlaid with an orange color filter.

INTUITIVE

Convenience is king,
queen, the whole court

A background image of a person standing in a library aisle, looking at bookshelves, overlaid with a green color filter.

SMART

Context and
situation matter

A background image of a man smiling, overlaid with a blue color filter.

PERSONAL

Delight users

A background image of a group of people in a meeting, overlaid with a purple color filter.

UNIVERSAL

Share and share alike



Library **on-demand**

WORLDCAT DISCOVERY SEARCH LOG ANALYSIS

“Log analysis is everything that a lab study is not.”

(Jansen 2017, 349)

What do the raw logs tell us?

```
"source_request_id": "47e69dc-d022-4f70-b547-72c82087e0e6",
"caller_file_name": "StatsNotificationBroadcaster.groovy",
"source_host": "ploughlibrary.on.worldcat.org",
"institution_type": "",
"level":
"calls
"self
ftSearch=falseuseFRRBGrouping=truestartRecord=14acopeSpec={wz:9551}dci
stance=dbdbList=1080fdbList=10872fdbList=1271fdbList=436fdbList=1461fdblis
t=1540fdbList=1708fdbList=171
2034fdbList=2229fdbList=22374db
646fdbList=2477fdbList=24824db
fdbList=2797fdbList=30044fdbis
t=348fusectruefalsestart=truefo
ests=trueformat=""
"type": "application",
tags": ["HTTP"],
"institution_registry_id":
"original request path":
"@timestamp": "2018-04-"
"caller class name":
"org.oclc.instrumentation.apa
"}, {
"source_request_id": "47
"caller file name": "Ploug
"source host": "Aughl
"level": "ERROR",
"session id": "7ef25ea4-"
"caller_line number": 75
"self_request_id": "8396
"exception_class": ""
"org.springframework.http.con
"parent request id": "bd
"message": "Caught excep
"type": "application",
tags": ["EXCEPTION_OCCU
"caller method name": "H
"original request path":
"@timestamp": "2018-04-"
"caller class name": ""
"org.oclc.discoveryui.control
"thread name": "Server R
"version": "1.0.0",
"source_application": "E
"check trace":
"org.springframework.http.con
Could not read JSON document:
org.oclc.discoveryui.stats.mos
not one of declared Enum inst
button, text box, link
java.io.PushbackInputStream#2
reference chain:
org.oclc.discoveryui.stats.mos
> java.util.ArrayList(0)-
"> org.oclc.discoveryui.stats.models.ClickEvent["@elementType"]: nested
exception is com.fasterxml.jackson.databind.exc.InvalidFormatException:
Can not deserialize value of type
org.oclc.discoveryui.stats.models.ElementType from String \"EM\": value
not one of declared Enum instance names: [button, check_box,
radio_button, text_box, link, text_area] (Source: null) at [Source:
java.io.PushbackInputStream#2037067; line: 1, column: 68] (through
reference chain:
org.oclc.discoveryui.stats.models.LegacyBatchCommand[\"clickEvents\"]>
java.util.ArrayList()
"> org.oclc.discoveryui.stats.models.ClickEvent["@elementType"]</NtAt
"> org.springframework.http.converter.json.AbstractJackson2HttpMessageConve
rter.readValue(AbstractJackson2HttpMessageConverter.java:234) [-spring-we
bvc-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.http.converter.json.AbstractJackson2HttpMessageConve
rter.read(AbstractJackson2HttpMessageConverter.java:219) [-spring-we
bvc-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.servlet.mvc.method.annotation.AbstractMessageConv
erterMethodArgumentResolver.resolveWebMvcMessage(AbstractMessageConv
erterMethodArgumentResolver.java:201) [-spring-webmvc-
4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.servlet.mvc.method.annotation.RequestMappingHandler
MethodProcessor.resolveRequestMapping(RequestResponseBodyMethodProcesso
r.java:150) [-spring-webmvc-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.servlet.mvc.method.annotation.RequestMappingHandler
MethodProcessor.resolveArgument(RequestResponseBodyMethodProcessor.java:1
28) [-spring-webmvc-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.method.support.HandlerMethodArgumentResolverCompo
sitely.resolveArgument(HandlerMethodArgumentResolverComposite.java:121)
[-spring-web-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.method.support.InvisibleHandlerMethod.getMethodArgu
mentValues(InvisibleHandlerMethod.java:158) [-spring-we
bvc-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.method.support.InvisibleHandlerMethod.invokeForRe
quest(InvisibleHandlerMethod.java:128) [-spring-we
bvc-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.servlet.mvc.method.annotation.ServletInvisibleHan
dlableMethod.invokeAndHandle(ServletInvisibleHandlerMethod.java:97)
[-spring-webmvc-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.servlet.mvc.method.annotation.RequestMappingHandl
erAdapter.handleInternal(RequestMappingHandlerAdapter.java:827)
[-spring-webmvc-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.servlet.mvc.method.annotation.RequestMappingHandl
erAdapter.handleInternal(RequestMappingHandlerAdapter.java:738) [-spring-
webmvc-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.servlet.mvc.method.AbstractHandlerMethodAdapter.h
andle(AbstractHandlerMethodAdapter.java:85) [-spring-webmvc-
4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.servlet.DispatcherServlet.doDispatch(DispatcherSe
rvlet.java:963) [-spring-webmvc-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.servlet.DispatcherServlet.doService(DispatcherSer
vlet.java:897) [-spring-webmvc-4.3.8.RELEASE,jar:4.3.8.RELEASE]</NtAt
"> org.springframework.web.servlet.FrameworkServlet.processRequest(Framework
```

1. Did a keyword search but mistyped it
 - Had 0 results
2. Redid keyword search with correct spelling
 - Had 759,902 results
3. Began typing in additional keyword
4. Selected one of the autosuggested keyword phrases
 - Had 1,761 results

Ways of evolving a search

Corrected search

Shows greater than 90% similarity with the previous search string

Refined search

Shows 80–90% similarity with the previous search string, with the first string contained in the second, or an index change

New search

Shows less than 80% similarity with the previous search string

Summary of results

- Average of **5 minutes** per session
- Average of **2.2 searches** per session
- Average of **5.1 words** per search
- **12%** of sessions had search refinements
- **33%** of sessions had multiple searches

n=282,307 sessions

Types of Requests

Search results

The user **made a request for search results**. This could include a new search, refinement of an existing search, or the addition of limiters.

Physical access options

Some users left the system after looking at a holding, where they were able to identify the physical item call number and/or location. These users were categorized as **having the option to physically access the item**.

Online access attempt

The user clicked an item or made a request to **digitally access the full text** of the item.

Attempt to save

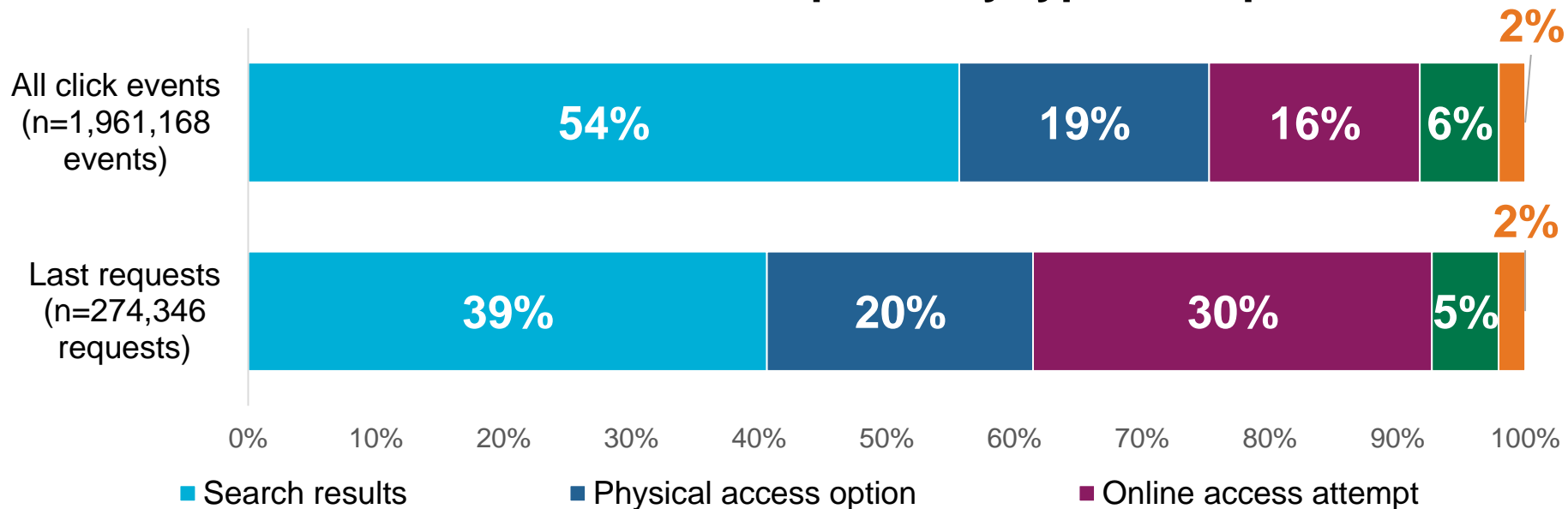
The user attempted to **export or otherwise save the citation**.

Physical access attempt

The user clicked an item or made a request to **place a hold** on a physical copy of the item.

While search results account for over half (54%) of all click events, they account for just over a third (39%) of last requests

All click events vs. Last requests by type of request



Probability of fulfillment

| | |
|-------------------------------------|--------|
| Number of searches | 2 |
| Number of search refinements | 0 |
| Words per search | 2 |
| Results per search | 1000 |
| Keyword limiter (1 if yes, 0 if no) | 1 |
| Author limiter (1 if yes, 0 if no) | 0 |
| Title limiter (1 if yes, 0 if no) | 0 |
| Chance of Fulfillment | 69.09% |

| | |
|---|----------|
| Number of searches | 2 |
| Number of search refinements | 0 |
| Words per search | 2 |
| Results per search | 1000 |
| Keyword limiter (1 if yes, 0 if no) | 1 |
| Author limiter (1 if yes, 0 if no) | 1 |
| Title limiter (1 if yes, 0 if no) | 0 |
| Chance of Fulfillment | 84.76% |

| | |
|-------------------------------------|----------|
| Number of searches | 2 |
| Number of search refinements | 0 |
| Words per search | 7 |
| Results per search | 1000 |
| Keyword limiter (1 if yes, 0 if no) | 1 |
| Author limiter (1 if yes, 0 if no) | 0 |
| Title limiter (1 if yes, 0 if no) | 0 |
| Chance of Fulfillment | 70.32% |

USER INTERVIEWS

“User interviews can help capture search and discovery behavior as the user understands it, rather than as a computer system understands it.”

(Connaway, Cyr, Brannon, Gallagher, and Hood 2019)

Example questions

- “Please tell us what you were looking for and why you decided to do an online search.”
- “Did the item you were searching for come up in your search results? In other words, did you find it?”
- “I’d like to understand how you felt about your search experience overall. Would you say you were delighted with your search experience?”

What do the interviews tell us?

What 'just the logs' told us:

- Began keyword search but mistyped it
 - Had 0 results
- Redid keyword search with correct spelling
 - Had 759,902 results
- Began typing in additional keyword
- Selected one of the autosuggested phrases
 - Had 1,761 results

What logs and interviews told us:

- Just starting work on a paper on a broad topic; didn't yet have a direction for the paper
- Was overwhelmed with number of search results
- Abandoned "library search" to do "Google searching" to better determine a direction for the paper
- Later came back to the library search and found it useful
- Also received help from student workers in the library
- Felt "prepared" to use the library search due to 1st-year library instruction

METHODOLOGY CHALLENGES AND BENEFITS

“The methodology used for this study also could be extended beyond discovery systems. Other computerized activities that leave digital traces could be studied using interview protocols based on log analysis.”

(Connaway, Cyr, Brannon, Gallagher, and Hood 2019)

Challenges of methodology

(Tandem use of log data and user interviews)

- **Resource intensive**

- Time consuming

- Multiple team members

- Multiple IRBs

- **High level of expertise required**

Benefits of methodology

(Tandem use of log data and user interviews)

- Provide context for quantitative data
- Clarify qualitative data
- Most effective when digital traces are present

Impact of Study

- Collaborate internally in new ways
- Identify why and what users did during the search and when acquiring resources
- Develop a new methodology for studying user behaviors
- Influence product and system development

Thank you!

Jay Holloway

**Because
what is
known must
be shared.SM**