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Academic Library Information-Seeking Ecosystem

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Academic Library Information-Seeking Ecosystem

The Context

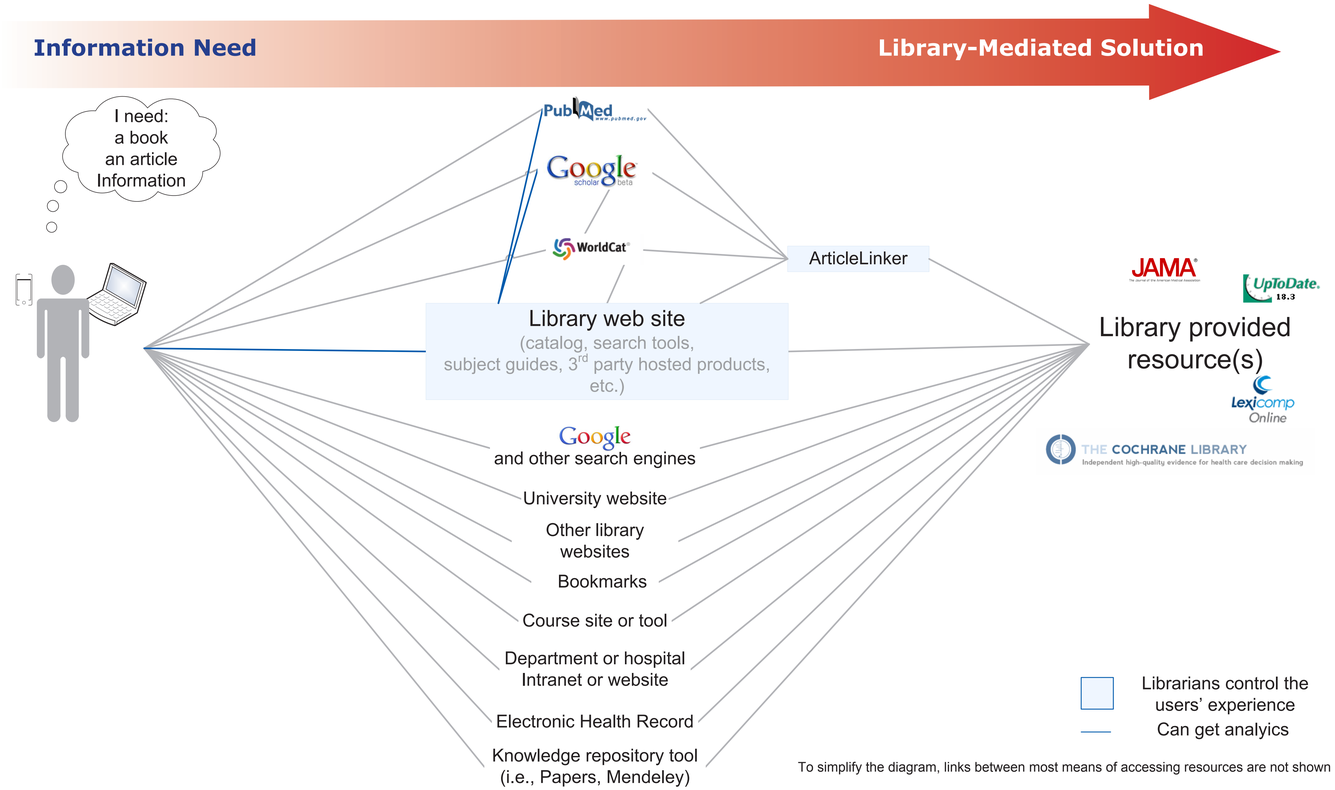
- ◇ Academic Libraries are striving to provide access to resources without necessarily requiring users to go through the library website
- ◇ The trend of licensing services or tools to provide access to library resources like OpenURL link resolvers or LibGuides will likely continue in academic libraries
- ◇ Users often go to Google to begin their research
- ◇ Usage data provided by resource vendors may be limited, and vendors do not provide other analytics data

“

Within the next five years, all information discovery will begin at Google, including discovery of library resources. The continuing disaggregation of content from its original container will cause a revolution in resource discovery.

”

Taiga Forum - *Provocative Statements* (2006)



Our Challenge

- ◇ Create a cohesive experience for users of academic library web resources
- ◇ Provide access to library resources with so much of the library information-seeking ecosystem out of our control
- ◇ Engage the IA community in further discussion and collaboration

“

Within the next five years, there will no longer be a monolithic library Web site. Instead, library data will be pushed out to many starting places on the Web and directly to users.

”

Taiga Forum - *Provocative Statements* (2006)

“

Within the next five years, our users will meet more than 90% of their information needs from sources that are not directly connected to the library.

”

Taiga Forum - *Provocative Statements* (2006)

Analytics: UNC Health Sciences Library (HSL) Case Study

The UNC Health Sciences Library serves the UNC Hospitals, the Health Affairs schools at UNC (Dentistry, Medicine, Nursing, Pharmacy, Public Health), and increasingly patrons around the world.

The Health Sciences Library is part of the University Libraries system yet run separately. Some services are provided jointly while others are provided by one library. Notably, the University Library provides the catalog and the main portal to the University Libraries system. The Health Sciences Library is organized to provide services and resources aimed at the users it serves.

Top content *

- Homepage – 34.8%
- Evidence-based Medicine Tutorial – 16%
- Pharmacy – Databases (LibGuides) – 7%
- Clinical Reference – Databases (LibGuides) – 4%
- Electronic Journals search – 3.5%
- Databases search and results – 3.1%
- Resources – 1.6%
- RefWorks – Getting Started (LibGuides) – 1%
- Ask a Librarian – 1%
- Endnote Tutorial - 0.88%

* Of HSL website, including LibGuides & LibAnswers, excluding stats from UNC library site & UNC catalog

Traffic sources

- Direct: 46.5%
- Referred: 42.1%
- Search: 34.6%

Browser/OS

- IE/Windows: 40.75% (6: 22%, 7: 11%, 8: 7%)
- FF/Win: 31.45%
- Safari/Mac: 15.25%
- Chrome/Win: 5.9%
- FF/Mac: 4%
- Chrome/Mac: .75%
- Mobile: < 1%

Top referring domains

- unch.unc.edu, unchealthcare.org (UNC Healthcare/Hospital)
- lib.unc.edu (UNC University Library)
- med.unc.edu (UNC School of Medicine)
- pharmacy.intranet.unchealthcare.org (Pharmacy Intranet for UNC Healthcare/Hospital)
- dentistry.unc.edu (UNC School of Dentistry)
- intranet.hsl.unc.edu
- google.com
- unc.edu
- ovid.com
- pharmacy.unc.edu (UNC School of Pharmacy)
- guides.library.vcu.edu

Search Keywords

- unc hsl, unc health sciences library, hsl.unc.edu, hsl unc, hsl and other variations
- evidence based medicine
- unc library
- research design definition
- staff
- types of studies
- Refworks
- Types of studies
- Endnote tutorial
- master's thesis

UNC HEALTH SCIENCES LIBRARY

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University of Massachusetts UMASS Medical School