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Academic Library Information-Seeking Ecosystem

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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.

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.

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.

Analytics: UNC Health Sciences Library (HSL) Case Study

Top content:
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- Electronic Journals search – 3.5%
- Databases search and results – 3.1%
- Resources – 1.6%
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- 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
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- unch.unc.edu, unchealthcare.org (UNC HealthCare/Hospitals)
- lib.unc.edu (UNC University Library)
- med.unc.edu (UNC School of Medicine)
- pharmacy.intranet.unchealthcare.org (Pharmacy Intranet for UNC Healthcare/Hospitals)
- dentistry.unc.edu (UNC School of Dentistry)
- intranet.lib.unc.edu
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Search Keywords:
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- evidence based medicine
- unc library
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- Endnote tutorial
- master's thesis

Taiga Forum - Provocative Statements (2006)

“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.”

“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.”

“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)”

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