Are libraries dead?

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Agenda

 Russo Driving usage to library collections
- What has been focused on?
- The Money trail
- A loosing game?
- Can libraries regain importance?
Figure 5: Starting point for research identified by faculty, in 2003 and 2006.

University of Huddersfield Library

- Medium sized UK University
- 20,000 students and 2,000 staff
- Library holds over 240,000 books
- Current LMS/ILS Horizon installed in 1996
- over 3 million borrowing ("circ") transactions stored in the DB
Suggestions based on circ data

“people who borrowed this…”

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**People who borrowed this item, also borrowed (show less):**

- The horror film: an introduction (2007) by Worland, Rick
- Horror, the film reader (2002) by Jancovich, Mark
- The naked and the undead: evil and the appeal of horror (2000) by Freeland, Cynthia A
- The horror genre: from Beelzebub to Blair Witch (2000) by Wells, Paul
- Bright darkness: the lost art of the supernatural horror film (1997) by Dyson, Jeremy
- Men, women and chain saws: gender in the modern horror film (1993) by Clover, Carol J
- American horrors: essays on the modern American horror film (1987) by Waller, Gregory A.
- Violence and American cinema (2001) by Slocum, J. David
- American horror from 1951 to the present (1994) by Jancovich, Mark
- Reality TV: the work of being watched (2004) by Andrejevic, Mark
Borrowing profile

average loans per month
Feature usage
“people who borrowed this...”

average number of clicks per month on “people who borrowed this” suggestions
Getting personal!
suggestions for what to borrow next
Looking for Statistics? The Office of National Statistics website contains all government compiled statistics, and is a useful source of information. Click here to go to their site.
Since AquaBrowser went live, there has been a 472% increase in online transactions.
But ..... 

- The majority of library budgets are spent on electronic content (+80% in Denmark)
- Much e-content is not in library catalogue
  - Or is only there on Journal Marc record level
- Users get confused and reverts to Google
Value Gap Emerges: ARL expenditures vs. perceptions of library value as gateway.

<table>
<thead>
<tr>
<th>Amount Spent on Materials</th>
<th>Perceived Value of Library as a Gateway</th>
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<tbody>
<tr>
<td>Value Gap</td>
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- Online Catalogs
- CD-ROMs
- WWW Browser

User Perception of Library Content

The superior source for quality, credible content

Preferred for academic research and course assignments
Actual User Behavior

*The easiest place to start the research process*

![Bar chart showing comparison between Google and Library Databases]
Different Behavior

Even though the library is perceived to be better...

The use of Google and other internet search engines continues to rise
Compared to...

- Simple
- Easy
- Fast
Scholarly, Popular, and Blog Views?

- “’Googlization is bastardization’ of the research and reference process. ”

- “Is Google Making Us Stupid?”

- “Web 2.0: Opening up, or dumbing down? Are Google, Wikipedia, YouTube, and other Web 2.0 giants the scourge of American culture, laying waste to its 20th-century institutions and dumbing down society? “
Cautionary Words

“Only librarians like to search; everyone else likes to find”

But we have Federated Search

- Good – important step
- Federated search is NOT “in its infancy”
- Connector technologies – publishers “get” it now – XML gateway standard (NISO MXG)
- Results processing advances
  - Relevancy
  - Visualization
  - Results Clustering
The World is Flat

Each object is on an equal level
So why don't we?

One search box

Normalized index

Library holdings, Institutional repositories, archival data

Publisher content, E-articles, A&I data, e-books
Library statistics

Corporate Author: Nat. Info. Standards Org
ISBN: 1880124270 ISSN: 1041-5653 Date: 1997 Pages: vii+19
Subjects: Libraries -- Statistics, Statistics -- Standards
Identifies data categories for basic library statistics at the national level and provides associated definitions of terms; applies to academic, public, school...

Availability: Citation Online

Library statistics

Bulletin of the American Mathematical Society Vol: 38 Issue: 1 ISSN: 0002-9904 Date: 01/1932 Pages: 5 - 6

Availability: Full Text Online

Library statistics


Availability: Full Text Online

Library statistics

Author: Hugh C Atkinson Chicago Tribune (1963-Current file) ISSN: 1085-6706 Date: 03/24/1981 Description: A2

Availability: Full Text Online
Survey responses to question “How important are the following resources to your research?”

- Summon: 85%
- Catalog: 60%
- Google: 68%
- Library DBs: 74%
First Summon non-beta Customer – live since Sept 1st 2009

Ron Berry, the libraries' director of technology and information resources says: “41% of the traffic to our default library catalog (Encore) is a result of click throughs from Summon based catalog records. The stat has held firm since day one of our Summon launch.”
October 2009, first month in full production:

- **Academic Search Premier Usage**
  - Oct 2009 Sessions 25982
  - Oct 2009 Searches 65414
  - Oct 2009 Total Full Text 36921

- Oct 2008 Sessions 24844
- Oct 2008 Searches 47024
- Oct 2008 Total Full Text 39773
October 2009, first month in full production:

- PsyInfo on CSA – going up
- October 2009 Searches  16179
- October 2008 Searches  12097

- ERIC on CSA – going up, highest usage in 1.5 years
- October 2009 Searches  5435
- October 2008 Searches  4836
October 2009, first month in full production

- JSTOR usage – slight decline

- Oct 2009 Searches 16331
- Oct 2009 Full text 25666

- Oct 2008 Searches 25613
- Oct 2008 Full Text 31100
What does the users say?

AWESOME!!!! PLEASE make this the sole search for library materials! all the features are excellent.
What does the users say?

I love this tool. I've been using Google Scholar as a sort of meta-search engine for scholarly databases, but this is even better because it links to full-text sources for important articles. I couldn't have completed my assignments this semester without it.
Thank You!

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