Taking My Library Back From Google

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Library vs. Google

How do “uninformed researchers” search?

![Survey Results]

**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.
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.
Search Reality

There are more ways than Google to find information and there is more information than even Google can aggregate.
How Do Researchers Search?

1. **Beginning 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!

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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
What is “Federated Search”?

A single-search interface to quickly find relevant, real-time information from the sources you select that students, faculty, and academic staff need for their research needs.
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
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! ©

- 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)
What does Federated Search look like?
Enhancing Researcher Resources

- Document Delivery
- My Library
- Multilingual
Thank you!

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Please share your experiences and advise at the DWT Blog: