Moving Mountains
Surviving the Migration to LibGuides 2.0

John Hernandez and Lauren McKeen
Northwestern University Library
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Some history

- NUL adopted LibGuides in 2007
- By 2014, there were over 500 guides and 88 user accounts (47 active)
- No real consistency across guides
- Guidelines existed, but were outdated, too wordy, and not based on user testing
The Release of 2.0!

- Opportunity for fresh start
- Opportunity for assessment
- Opportunity to train and re-train colleagues
- Opportunity to come up with guidelines and templates
Forming a Working Group

- Share the workload
- Tap the expertise of our Learning Services unit
- Include multiple points of view to increase "buy-in"
- Bring in other public service departments and subject disciplines
A-Z Database Library

- Required for 2.0, never had in 1.0
- Extracted e-resources data from ExLibris MetaLib system
- Identified which ones qualify as "databases"
- Compiled spreadsheet with database names, links, descriptions, proxy usage
- LG system tools helped match link assets to databases
Putting Guide Authors to Work

- Set up a Google sheet to share among staff
- Asked staff to edit database descriptions (with mixed results)
- LG character limit (500 max) required more trimming
- Asked staff to start consolidating links
- LibGuides Toolkit served as central location for instructions and documents
So, descriptions that used to look like this:

The Value Line Investment Survey's main section, "Ratings & Reports," presents full-page, individual stock reports (encapsulating the company's past performance, current status, and outlook) and industry reviews. The "Summary & Index" provides a key to locating the latest quarterly and supplementary reports and cites the most recent data on each of the stocks followed. Finally, "Selection & Opinion," a feature section, gives Value Line's views on the economy and the stock market and on stocks of special interest. It also provides model portfolios for investors with various objectives and a number of economic and stock-market statistics. The Small and Mid-Cap of the Value Line Investment Survey contains full-page reports on 1800 stocks, most of which are smaller than those in the Standard edition. Each page contains a considerable amount of current and historical financial information and stock price data. It also contains eight different Value Line ranks, most of which are the same as those in the Standard edition. Value Line Investment Survey historical reports are also included. These include both the Standard and Small and Mid-cap company stock reports all the way back to 1997.
Eventually turned into this:

Provides data and analysis for approximately 1,700 stocks, more than 90 industries, the stock market, and the economy.

much better.
Deleting Unneeded Guides

- Ran reports from Springshare of stale and low-use guides
- Sent "weeds list" to guide authors and held a forum to explain tasks
- Removed about 120 guides
Weekly Forums

- Work to catch up on guide and link clean up
- Promote new features
- Communicate design philosophy based on user testing
- Ask questions and give feedback
- Share snacks
User Testing

- Prior to migration, completed usability testing of LG 1.0

Why test the old site? Good question.

- To identify the good parts that we want to keep
- To figure out what gives users trouble
- To go into the migration with a better understanding of how users find and use the guides
- Bonus: user testing is a good marketing tool
Research Questions:

• Do users know the guides exist?
• Can they find the guides from the library's homepage?
• Do they prefer subject guides or guides on specific topics?
• Any library jargon we need to get rid of?
• How do they use the search box?
• How do they find library help?
• What types of database descriptions do they prefer?
• Do users know how to get back to the LibGuides once they've clicked out of it?
Method:

- Recruited 5 students*
- One hour per participant
- Think-aloud method
- 2 part test: task based and x&o exercise
- Gift card incentive
Accessing Full Text

Some article databases provide full text while most only provide references to articles.

Look out for the purple “Find it @ NU” button among your database search results.

Click on the button to see if Northwestern provides full text access to the article via one of our electronic journal packages.

Google Scholar

Journal Article Databases

- ABI Inform Global
  A comprehensive index to worldwide business periodicals. Provides in-depth coverage of business and economic conditions, management, advertising, marketing, human resources, finance and taxation. Covers 1971-present.

- Academic OneFile
  Provides access to scholarly journals, news magazines, and newspapers, many with full text and images. Covers a variety of disciplines from the arts and humanities to social science to science and technology.

- Academic Search Premier
  A scholarly, full-text database of journal articles for nearly every academic field of study. Covers 1975-present.

- Business Source Premier
  Provides indexing and full text of scholarly business journals. Also contains country economic reports, industry reports, and detailed profiles of the world's 10,000 largest companies. Covers 1886-present.

- Catalog of Nonprofit Literature
  Maintained by the Foundation Center, this is a searchable database of the literature of philanthropy. The Catalog contains citations to materials collected by the Center's five libraries as well as selected literature from other sources. The Catalog was formerly known as Literature of the Nonprofit Sector. Be sure to check NUcat to see if NU holds a copy of any items you find here.

Your Librarian

John J. Hernandez

Contact Info
Main Library, 20 East, Room 2026
(847) 491-7602
Send Email

Links:
Profile & Guides
Subjects:
Economics, Counseling, Latinx Studies, Legal Studies, Numeric and Spatial Data
A Few Observations

- They don't read hovering link descriptions
- They don't know what the word "reference" means
- They assume lists of databases are ranked by importance
- They choose sources they recognize by name (JSTOR)
**First Click Testing: Chalkmark**

- Guide navigation: side vs. tabbed
- Set task to screenshot, record first click
- A/B method
- Initially administered via email then switched to iPad survey
- FREE!

[Website: www.optimalworkshop.com]
**Where would you go to search for books?**

<table>
<thead>
<tr>
<th>Key Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Sociological Abstracts</td>
</tr>
<tr>
<td>- Social Sciences Abstracts</td>
</tr>
</tbody>
</table>

**What's New at NUL**
- New Books and e-Resources at the Library

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**Sociology: Getting Started**

**Getting Started**

**Reference**
- Key Resources
  - Sociological Abstracts
  - Social Sciences Abstracts

**Articles**

**Data & Statistics**

**Recommended Websites**

**Citing & Writing Help**

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**Library, Libraries & Collections, Research & Instruction, Services, News & Events, About**
Sociology: Getting Started

Key Resources

- **Sociological Abstracts**
  Sociological Abstracts abstracts and indexes the international literature in sociology and related disciplines in the social and behavioral sciences.

- **Social Sciences Abstracts**
  Bibliographic citations and abstracts to articles from more than 550 international, English-language periodicals in the social sciences, including sociology, anthropology, geography, economics, political science, and law.

- **International Bibliography of the Social Sciences (IBSS)**
  Contains bibliographic information from an international selection of publications (including over 2800 journals and books, book reviews, and book chapters) in the fields of economics, political science, sociology, and anthropology.

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Sociology

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Results

- No clear winner
- Decided to stick with tabbed navigation
- Did make new discoveries
- May test this again in the future
And finally, the big day! Going Live.
Back to Work: Managing Links

Tasked student assistants to finish:
- Consolidating duplicate assets (links & books)
- Mapping remaining database links to A-Z library

While we continued:
- Trimming database descriptions
- Assigning subjects, resource types, icons, etc.
- Adding more databases as they emerge, fixing errors & making adjustments
No Rest for the Wicked

• Preparing to move to new ILS (ExLibris Alma)
• New record structure will require replacing permalinks to specific catalog records (~2,500 found so far)
• Replacing MetaLib with A-Z Database library
• Looking to develop LTI module for Canvas
• Begin to refine mobile presence
Future Plans

- Usability testing of major design elements & labeling
- Focus groups for marketing
- Quarterly forums for staff to promote best practices and share ideas
- Improved guidelines
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Images:


Mari Arden, Mr. Bean Excited Face Meme, http://mariarden.blogspot.com/2013/02/flame-release-date-and-party.html


Michaelangelo, Creation of Adam, http://commons.wikimedia.org/wiki/File:Creation_B3n_de_Ad%C3%A1n_(Miguel_%C3%81ngel).jpg