INTERPRETING STUDENT SEARCHES: ENRICHING LIBRARY OUTREACH THROUGH SEARCH QUERY ANALYSIS

Rachael Cohen  
Discovery User Experience Librarian  
Indiana University Bloomington  
rachcohe@indiana.edu

Angie Thorpe  
Digital User Experience Librarian  
Indiana University Kokomo  
atthorpe@iuk.edu
BACKGROUND
**Bloomington**
- Doctoral/Research Extensive
- FTE 41,737 (Fall 2016)
- Flagship IU campus

**Kokomo**
- Baccalaureate General
- FTE 2,727 (Fall 2016)
- Nursing, Business, Health Sciences
<table>
<thead>
<tr>
<th>IUCAT (shared catalog)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IUB:</strong></td>
</tr>
<tr>
<td>• Launched OneSearch@IU Aug 2011</td>
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<tr>
<td><strong>IUK:</strong></td>
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<tr>
<td>• Launched EDS Sep 2011</td>
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</tbody>
</table>
METHODOLOGY
Query set

• Fall 2015 census

Random sample

• 1,677 queries each

Categorize

• Library of Congress Classification schedule
Did not categorize:

- Databases
- Journal titles
- Source types
Did categorize:

- Article titles
- Known titles
- Keywords
Identifying classes

1. Vampires, burial, and death folklore and reality
   - Author: Barber, Paul, 1941-
   - Publication Date: 2010
   - Language: English
   - Format: Book Online Resource
   - Copies At: Southeast, Bloomington, East, Northwest, Indianapolis, Kokomo, Fort Wayne, Columbus

2. Vampires, burial, and death folklore and reality
   - Author: Barber, Paul, 1941-
   - Publication Date: 1988
   - Language: English
   - Format: Book Online Resource
   - Copies At: Indianapolis
<table>
<thead>
<tr>
<th>Collection</th>
<th>Library</th>
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<th>Language</th>
<th>Subject</th>
<th>Author</th>
<th>Publication Year</th>
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4. Death: an anthology of ancient texts, songs, prayers, and stories
   Publication Date: 1984
   Language: English
   Copies At: Bloomington, Archives of Traditional Music
   Bloomington

5. Latin-American Studies: A Bibliography
   Publication Date: 1986
   Language: English
   Copies At: Bloomington, Archives of Traditional Music
   Bloomington

6. Psycho and death: death's demands in folklore, myths, and modern dreams
   Author: Hering Edgar
   Copies At: Bloomington, Archives of Traditional Music
   Bloomington

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### Identifying classes

- **A - General Works**
- **B - Philosophy, Psychology**
- **C - Hereditary Science**
- **D - History**
- **E - History of America (General)**
- **F - History of America (Local)**
- **G - Geography, Anthropology**
- **H - Social Science**
- **J - Literature**
- **L - Fine Arts**
- **M - Music**
- **N - History of Law**
- **O - Philosophy of Religion**
- **P - Religion, Theology**
- **Q - Science & Mathematics**
- **R - Medicine**
- **S - Agriculture, Forestry, Education**
- **T - History of Technology**
- **U - Arts & Recreation, Sports and Leisure**
- **V - The Sciences**
- **W - Natural History, Physical Sciences**
- **X - Social Sciences, History**
- **Y - Philosophy of Religion**
- **Z - General Literature**
Identifying classes

2. Death in early America: the history and folklore of customs and superstitions of early medicine, funerals, burials, and mourning
   - Author: Coffin, Margaret
   - Publication Date: 1976
   - Language: English
   - Format: Book
   - Copies At: Kokomo, Bloomington

3. Death and burial of the dead: a study of Ewe funeral folklore
   - Author: Anyidoho, Kolli
   - Publication Date: 1983
   - Language: English
   - Format: Book
   - Copies At: Bloomington

4. Folklore and table
   - Publication Date: 1937
   - Edition: Registered, Deluxe ed.
   - Language: English
   - Format: Book
   - Copies At: South Bend

5. Folklore and fable: Aesop, Grimm, Andersen
   - Publication Date: 1909
   - Language: English
   - Format: Book
   - Copies At: Kokomo, Fort Wayne, Indianapolis, Bloomington
R Class Visualization

- Subclass R - Medicine (General)
  - Subclass RT - Nursing
  - Subclass RC - Internal medicine
  - Subclass RD - Surgery
  - Subclass RK - Dentistry
- Subclass RA - Public aspects of medicine
- Subclass RG - Gynecology and Obstetrics
- Subclass RB - Pathology
- Subclass RM - Therapeutics, Pharmacology
- Subclass RL - Dermatology
- Subclass RE - Ophthalmology
- Subclass RS - Pharmacy and materia medica
- Subclass RJ - Pediatrics
Top 10 Search Terms

- **Education**: 73 (IU Bloomington), 21 (IU Kokomo)
- **Social**: 71 (IU Bloomington), 28 (IU Kokomo)
- **College**: 24 (IU Bloomington), 43 (IU Kokomo)
- **Health**: 41 (IU Bloomington), 43 (IU Kokomo)
- **American**: 24 (IU Bloomington), 24 (IU Kokomo)
- **Children**: 35 (IU Bloomington)
- **Women**: 30 (IU Bloomington), 33 (IU Kokomo)
- **United**: 33 (IU Bloomington), 35 (IU Kokomo)
- **States**: 21 (IU Bloomington), 20 (IU Kokomo)
- **Effects**: 30 (IU Bloomington), 30 (IU Kokomo)

Legend:
- **IU Bloomington**
- **IU Kokomo**
Basic vs. Advanced Searches

- Basic Search: IU Bloomington (968), IU Kokomo (1385)
- Advanced Search: IU Bloomington (678), IU Kokomo (228)
- Advanced Search + Field Code: IU Bloomington (709), IU Kokomo (292)
Field Codes

- TX – All Text
- AU – Author
- TI – Title
- SU – Subject Terms
- SO – Source
- AB – Abstract
- IS – ISSN
- IB – ISBN
- *JN – Journal Name
- *DE – Subject

*These field codes are not included in the dropdown options for EDS and so indicate that the search was most likely performed by a librarian as you would have to know the code and its definition.
Questions

- Is: 13 (IU Bloomington: 2, IU Kokomo: 11)
- Do: 7 (IU Bloomington: 1, IU Kokomo: 6)
- How: 5 (IU Bloomington: 2, IU Kokomo: 3)
- Why: 2 (IU Bloomington: 2, IU Kokomo: 0)
- What: 15 (IU Bloomington: 1, IU Kokomo: 14)
- Are: 5 (IU Bloomington: 0, IU Kokomo: 5)
- Other: 9 (IU Bloomington: 4, IU Kokomo: 5)

*Includes: Can, Does, Should, When, Which, Who
RECOMMENDATIONS FOR INFORMATION LITERACY
Popular Queries

### Folklore
- (folklore) AND (comics)
- 24 searches

### James Bond
- (007 AND british AND empire)
- 20 searches

### Espionage
- (war AND Spies) (espionage AND cases)
- 24 searches

### Feminism
- (feminism AND fairy AND tale AND social AND norm)
- 19 searches

### Psychology
- (10% AND "of" AND our AND brains)
- 21 searches

### Types of intelligence
- multiple intelligence
- 16 searches

### Their Eyes Were Watching God
- ("their eyes were watching god" AND mcgowan)
- 19 searches

### Pillbugs (Isopods)
- (pillbug AND behavior) (isopods AND response)
- 19 searches
(Un)expected Benefits

- Learn LC
- Discover curricular themes
- Reference desk advantages
- Find issues to fix in catalog
- Use more catalog functions
- New collaboration opportunities with faculty
### Some Considerations...

#### Problems with the catalog:
- E-books lack call numbers.
- Some also lack subject headings.

#### Questions:
- How do users browse by subject area?
- How do users apply facets that rely upon call numbers?

#### Solutions:
- Implications for MARC record suppliers
- Catalog drawbacks = discovery assets?
# System Enhancements

<table>
<thead>
<tr>
<th>EDS</th>
<th>IUCAT</th>
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<tbody>
<tr>
<td>• Citation Search</td>
<td>• Update Indexes</td>
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<tr>
<td>• Autocorrect</td>
<td>• Search results</td>
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<td>• Placards</td>
<td>• Facets</td>
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<td>• Expand Did-You-Mean</td>
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NEXT STEPS
Future Plans

- Discuss findings with teaching faculty/librarians
- Repeat with spring semester data
- Future studies
- Discuss results with other public service points
Plan 1: Outreach to instructors

Discuss findings with teaching faculty/librarians
Repeat with spring semester data
Future studies
Discuss results with other public service points
Plan 2: Analyze spring data

Discuss findings with teaching faculty/librarians
Repeat with spring semester data
Future studies
Discuss results with other public service points
Plan 3: Derivative & partner projects

- Discuss findings with teaching faculty/librarians
- Repeat with spring semester data
- Future studies
- Discuss results with other public service points
Plan 4: Additional library outreach

- Discuss findings with teaching faculty/librarians
- Repeat with spring semester data
- Future studies
- Discuss results with other public service points
Questions?