INTERPRETING STUDENT SEARCHES: ENRICHING LIBRARY OUTREACH THROUGH SEARCH QUERY ANALYSIS

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Bloomington
• Doctoral/Research Extensive
• FTE 41,737 (Fall 2016)
• Flagship IU campus

Kokomo
• Baccalaureate General
• FTE 2,727 (Fall 2016)
• Nursing, Business, Health Sciences
IUCAT (shared catalog)

IUB:
• Launched OneSearch@IU Aug 2011

IUK:
• Launched EDS Sep 2011
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
Identifying classes
Identifying classes

2. Death in early America: the history and folklore of customs and superstitions of early medicine, funerals, burial, and mourning
   - Author: Coffin, Margaret
   - Publication Year: 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 Year: 1983
   - Language: English
   - Format: Book
   - Copies At: Bloomington

4. Folklore and table
   - Publication Date: 1937
   - 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
RESULTS
LC Totals Visualization
H Class Visualization

Social_Sciences

Subclass HA - Statistics
Subclass HB - Economic theory. Demography
Subclass HX - Socialism. Communism. Anarchism
Subclass HQ - The family. Marriage. Women and Sexuality
Subclass HV - Social pathology. Social and public welfare. Criminology
Subclass HJ - Public finance
Subclass HF - Commerce
Subclass HD - Industries. Land use. Labor
Subclass H - Social sciences (General)
Subclass HG - Finance
Subclass HC - Economic history and conditions
Subclass HS - Societies: secret, benevolent, etc.
Subclass HT - Communities. Classes. Races
Subclass HM - Sociology (General)
Subclass HE - Transportation and communications
R Class Visualization

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

- Education: 73 (71% IU Bloomington, 29% IU Kokomo)
- Social: 71 (71% IU Bloomington, 29% IU Kokomo)
- College: 43 (43% IU Bloomington, 57% IU Kokomo)
- Health: 41 (41% IU Bloomington, 59% IU Kokomo)
- American: 24 (24% IU Bloomington, 76% IU Kokomo)
- Children: 35 (35% IU Bloomington, 65% IU Kokomo)
- Women: 30 (30% IU Bloomington, 70% IU Kokomo)
- United: 33 (33% IU Bloomington, 67% IU Kokomo)
- States: 35 (35% IU Bloomington, 65% IU Kokomo)
- Effects: 30 (30% IU Bloomington, 70% 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.
Typographical Errors

Questions

*Includes: Can, Does, Should, When, Which, Who*
RECOMMENDATIONS FOR INFORMATION LITERACY
<table>
<thead>
<tr>
<th>Popular Queries</th>
<th>Bloomington</th>
<th>Kokomo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pillbugs</strong> (Isopods)</td>
<td>(pillbug AND behavior) (isopods AND response)</td>
<td>19 searches</td>
</tr>
<tr>
<td>Folklore</td>
<td>(folklore) AND (comics)</td>
<td>24 searches</td>
</tr>
<tr>
<td><strong>Their Eyes Were Watching God</strong></td>
<td>(“their eyes were watching god” AND mcgowan”)</td>
<td>19 searches</td>
</tr>
<tr>
<td>Psychology myths</td>
<td>(10% AND “of” AND our AND brains)</td>
<td>21 searches</td>
</tr>
<tr>
<td><strong>Espionage</strong></td>
<td>(war AND Spies) (espionage AND cases)</td>
<td>24 searches</td>
</tr>
<tr>
<td><strong>Feminism</strong></td>
<td>(feminism AND fairy AND tale AND social AND norm)</td>
<td>19 searches</td>
</tr>
<tr>
<td><strong>James Bond</strong></td>
<td>(007 AND british AND empire)</td>
<td>20 searches</td>
</tr>
<tr>
<td><strong>Types of intelligence</strong></td>
<td>multiple intelligence</td>
<td>16 searches</td>
</tr>
</tbody>
</table>
(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>
</tr>
</thead>
<tbody>
<tr>
<td>• Citation Search</td>
<td>• Update Indexes</td>
</tr>
<tr>
<td>• Autocorrect</td>
<td>• Search results</td>
</tr>
<tr>
<td>• Placards</td>
<td>• Facets</td>
</tr>
<tr>
<td>• Expand Did-You-Mean</td>
<td></td>
</tr>
</tbody>
</table>
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?