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# *Digital Music Resources and the User Perspective*

*Mark Herrick, Senior Vice President  
EBSCO Information Services*

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**EBSCO**

# EBSCO & Music Studies

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- EBSCO's Digital Resources for Music Studies
- Library databases versus Google: Subject indexing and Name Authority counts!
- Contextual Inquiry Research

EBSCO Provides the  
most comprehensive  
Information for  
**Music Research**

# EBSCO Resources for Music Studies

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- Subject Indexes & Full-Text Databases  
for Music Studies
- E-Journals & E-Packages  
for Music Studies
- EBSCO eBooks  
for Music Studies
- *EBSCO Discovery Service*  
for Music Studies



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# Indexes & Full-Text Databases

For Music Studies

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Subject Indexes  
Cover the  
**Full Spectrum**  
**Of Music Research**  
**Across Genres &**  
**Time Periods**



*RIPM Online  
Archive of Music  
Periodicals (FullTEXT)*

(1766- 1962)



Covers the Early Romantic to the Modern period with **118 rarely-available journals**, including the full-text version of journals indexed in the *RIPM Retrospective Index to Music Periodicals*

*RIPM Retrospective Index  
to Printed Music*

(1766-1962)



Detailed **analyses of writings** on musical history and culture, access to 200 music periodicals, and a cumulative index to more than 250 printed volumes

*RIPM e-Library  
of Music Periodicals  
(FullTEXT)*



25 Full-Text Music Journals, including **over 150,000 pages** of searchable primary source material not covered in the *RIPM Retrospective Index* or the *RIPM Online Archive*

*RILM Abstracts of  
Music Literature*  
(1967– present)



**800,000 records** covering ethnomusicology, music therapy, music education and more, and includes music-related articles from non-music journals

.....

*RILM Retrospective Abstracts  
of Music Literature*  
(1835– 1966)



Bibliography of music articles, collections and books published before 1967, which offers over **29,000 records** from a critical period in music research

.....

*Music Index*  
(1970 – present)



**Indexing and abstracts** of articles, book reviews, obituaries, and news about music, plus selective coverage of music-related articles from non-music journals



## *Index to Printed Music (IPM)*

(ancient Greek times – present)



Presents the **only electronic resource** of detailed indexing for individual pieces of music published in scholarly editions from this time period



## *RISM Series A/II: Music Manuscripts after 1600*

(1600 – 1800)



Documents musical sources of **manuscripts of printed music** from 22,500 composers in 32 countries



## *International Bibliography of Theatre & Dance with Full text*



Since 1984, the Theatre Research Data Center (*TRDC*) at Brooklyn College has published 14 volumes of the IBTD



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# E-Journals & E-Packages

For Music Studies

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# *EBSCO SmartLinks+:*

Automated instant access to full text to complement your link resolver

Cambridge University Press

12 Full-Text Journals

Oxford University Press

5 Full-Text Journals

Sage Publications

8 Full-Text Journals

Taylor & Francis

20 Full-Text Journals

Wiley-Blackwell

4 Full-Text Journals

**Total: 49**



# EBSCO eBooks

For Music Studies

# EBSCO eBook Library

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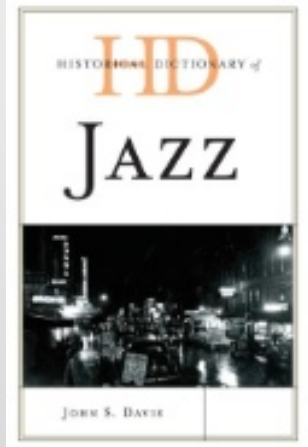
Music content in the EBSCO collection **covers all different types of music**, as well as instruction, music technology, production, history and other related subject areas

# EBSCO eBooks Includes Many Titles from Top Music Publishers

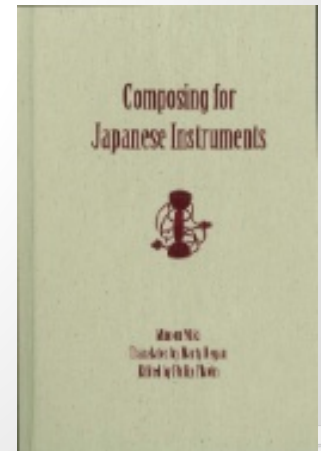
---

- Taylor & Francis
- Scarecrow Press
- Course Technology PTR
- Cambridge University Press
- University of Rochester Press

# Notable Music Titles Available from EBSCO



- *Gender, Branding, and the Modern Music Industry*
- *Web Marketing for the Music Business*
- *Historical Dictionary of Jazz*
- *The Musical Instrument Desk Reference*
- *Playing Cello*
- *The Guitarist's Guide to Sonar*
- *Mozart's Requiem*
- *A History of Singing*
- *Music Theory and Mathematics*
- *Composing for Japanese Instruments*





# EBSCO Discovery Service

For Music Studies



# EDS is the only Discovery Service to incorporate results from the top subject indexes

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- *Index to Printed Music (IPM)*
- *RILM Abstracts of Music Literature*
- *RISM Series A/II: Music Manuscripts after 1600*
- *Music Index*
- *RIPM Online Archive of Music Periodicals (FullTEXT)*
- *RIPM Retrospective Index to Printed Music*
- *International Bibliography of Theatre & Dance with Full text*

# In Addition to Other EBSCO Resources, EDS Includes Many Other Important **Music Resources**

---

- *Arts & Humanities Citation Index*
- *Journal and eBook Publishers (full-text searching)*
- *JSTOR Music*
- *Music Catalog – Library of Congress*
- *Naxos Music Library*
- *Oxford Music Online (including Grove Music)*

# And Numerous Music Collections:

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- *African American Music Reference*
- *Classical Music in Video*
- *Classical Music Library*
- *Classical Music Reference Library*
- *Contemporary World Music*
- *Garland Encyclopedia of World Music Online*
- *Jazz Music Library*
- *Music Online: Listening*
- *Music Online: Reference*
- *Naxos Music Library*
- *Naxos Music Library Jazz*
- *Opera in Video*

# The power of subject specific indexing: “Trumpet” searched in Music Index: Find only Trumpet used as a musical term

http://web.a.ebscohost.com/ehost/resultsadvanced?sid=56781 Result List: Trumpet: EBSC...

New Search Publications Cited References Indexes Sign In Folder Preferences Languages Help Exit

Searching: Music Index | Choose Databases

Trumpet Select a Field (optional) Search Clear

AND Select a Field (optional)

AND Select a Field (optional) + -

Basic Search Advanced Search Search History

Product Management

Refine Results

Current Search

Boolean/Phrase:  
Trumpet

Limit To

☐ Linked Full Text

☐ References Available

☐ Scholarly (Peer Reviewed) Journals

1912 Publication Date 2015

Show More

Source Types

☒ All Results

☐ Magazines (3,662)

☐ Book Reviews (1,892)

☐ Academic Journals (1,052)

☐ Trade Publications (171)

Search Results: 1 - 50 of 10,632 Relevance Page Options Share

1. **The trumpet metaphor: A narrative of a teacher's mid-career pedagogical change from formal to informal learning practices.**

By: Abram, Joseph Michael; Austin, Stephen C. Research Studies in Music Education. Jun2014, Vol. 36 Issue 1, p57-73. 17p. DOI: 10.1177/1321103X14528454.

By exploring 'the trumpet' as a metaphor, a successful mid-career instrumental teacher and a teacher educator jointly conducted a narrative inquiry into pedagogy used with a high school composition...

Subjects: MUSIC -- Instruction & study -- Research; COMPOSITION (Musical composition) -- Study & teaching; NONFORMAL education; SOCIAL constructionism; METAPHOR; **TRUMPET**; MUSIC teachers -- Research; NARRATIVE inquiry (Research method); SECONDARY education

Cited References: (38)

2. **MARK HUGHES, PRINCIPAL TRUMPET, HOUSTON SYMPHONY ORCHESTRA.**

By: COOK, JESSE. ITG Journal. Jan2015, Vol. 39 Issue 2, p88-91. 4p.

The article presents an interview of Mark Hughes, principal trumpet with the Houston Symphony Orchestra. When asked about how he views his role in the trumpet section of the Houston Symphony, Hug...

Subjects: **TRUMPET** players -- Interviews; **TRUMPET** music; BRASS instrument music; **TRUMPET** -- Performance; HUGHES, Mark -- Interviews; HOUSTON Symphony Orchestra (Performer)

3. **PERFECTING AN OLDER DESIGN: THE FIVE-VALVE C TRUMPET.**

By: HICKMAN, DAVID R. ITG Journal. Jan2015, Vol. 39 Issue 2, p20-26. 7p.

The article discusses the history of the five-valve C trumpet. Topics covered include Joseph Jean-Baptist Laurent Arban and Adolphe Sax's development of the "Cornet-Arban" four-valve cornet, the ...

Subjects: **TRUMPET**; **TRUMPET** music; ARBAN, Joseph Jean-Baptiste Laurent; SAX, Adolphe; FRANQUIN, Merri

4. **THE DEVOLUTION OF THE SHEPHERD TRUMPET AND ITS SEMINAL IMPORTANCE IN MUSIC HISTORY.**

By: HIRT, AINDRIAS. ITG Journal. Jan2015, Vol. 39 Issue 2, p7-40. 11p.

The article examines the devolution of the shepherd trumpet and the important role it played in music history. Topics covered include the widespread use of shepherd instruments during the Middle ...

Subjects: **TRUMPET** music; MUSIC -- History & criticism; BRASS instrument music; **TRUMPET**; WIND instrument music

# “Trumpet” searched in Google Scholar: Retrieve non-music related results

trumpet - Google Scholar x Margaret

https://scholar.google.com/scholar?hl=en&q=trumpet&btnG=&as\_sdt=1%2C5&as\_sdt=

Web Images More... mrichter@ebSCO.com

Google trumpet

Scholar About 203,000 results (0.04 sec) My Citations

Articles

Case law

My library

Any time

Since 2015

Since 2014

Since 2011

Custom range...

Sort by relevance

Sort by date

☒ include patents

☒ include citations

☒

[CITATION] The **trumpet** shall sound: A study of "cargo" cults in Melanesia  
P Worsley - 1957 - library.wur.nl  
The Wageningen UR Library Catalogue contains bibliographic data on books and periodicals held by the libraries of Wageningen University and Research Centre and some 15 associated libraries. Holding data are added to each record.  
Cited by 1382 Related articles Cite Save More

[CITATION] The uncertain **trumpet**  
MD Taylor - 1960 - Harper  
Cited by 366 Related articles Cite Save More

[CITATION] Let the **trumpet** sound: A life of Martin Luther King, Jr  
SB Oates - 1998 - Canongate Books  
Cited by 393 Related articles All 2 versions Cite Save More

[BOOK] Gideon's **trumpet**  
A Lewis - 2011 - books.google.com  
A history of the landmark case of James Earl Gideon's fight for the right to legal counsel. Notes, table of cases, index. The classic backlist bestseller. More than 800,000 sold since its first pub date of 1964. From the Trade Paperback edition.  
Cited by 375 Related articles All 2 versions Cite Save More

Atomic-scale precision motion control stage (the angstrom stage)  
James, D **Trumpet**, R Hocken - CIRP Annals-Manufacturing Technology, 1995 - Elsevier  
This paper describes a magnetically-suspended six-degree-of-freedom precision motion control stage with sub-nanometer positioning stability inside a 100 µm cube of travel. This stage utilizes multiple electromagnetic actuators and capacitance probes to provide ...  
Cited by 38 Related articles All 3 versions Cite Save

Floral biology, hummingbird pollination and fruit production of **trumpet** creeper (Campsis radicans, Bignoniaceae)  
RI Bertin - American Journal of Botany, 1982 - JSTOR  
**Trumpet** creeper is self-incompatible and bears long, tubular, orange flowers from June to September. Flowering peaks rapidly, then declines and continues at low levels for several weeks. The initial burst of flowering may attract pollinators that return even during ...  
Cited by 201 Related articles All 5 versions Cite Save

[CITATION] Occurrence of Tetrodotoxin in a **Trumpet** Shell "Beshubora" Charonia sauliae

[PDF] from mhhe.com

# Searching for “Chopin” in Google Scholar: the composer does not appear on first page of results

Fox News - Bre x Directory of O x WCRB Classical x chopin - Googl x chopin - Googl x 03: Taking You x TechSmith Sna x New Tab x Google Drive x Print screen an x Margaret x

← → ↺ [https://scholar.google.com/scholar?hl=en&q=chopin&btnG=&as\\_sdt=1%2C5&as\\_sdtp=](https://scholar.google.com/scholar?hl=en&q=chopin&btnG=&as_sdt=1%2C5&as_sdtp=) ★ S ≡

Web Images More... Sign in

Google chopin

Scholar About 175,000 results (0.11 sec) My Citations

Articles

Case law

My library

Any time

Since 2015

Since 2014

Since 2011

Custom range...

Sort by relevance

Sort by date

☒ include patents

☒ include citations

☒ Create alert

User profiles for chopin

Nicolas Chopin  
Professor of Statistics, CREST (ENSAE)  
Verified email at ensae.fr  
Cited by 2029

Validation of open: closed arm entries in an elevated plus-maze as a measure of anxiety in the rat  
S Pellow, P Chopin, SE File, M Briley - Journal of neuroscience methods, 1985 - Elsevier  
Abstract A novel test for the selective identification of anxiolytic and anxiogenic drug effects in the rat is described, using an elevated+ maze consisting of two open arms and two enclosed arms. The use of this test for detecting such drug effects was validated ...  
Cited by 3880 Related articles All 4 versions Cite Save

Coesite and pure pyrope in high-grade blueschists of the Western Alps: a first record and some consequences  
C Chopin - Contributions to Mineralogy and Petrology, 1984 - Springer  
Abstract A pyrope-quartzite originally described by Vialon (1966) from the Dora Maira massif was resampled and reinvestigated. Garnet (up to 25 cm in size), phengite, kyanite, talc and rutile are in textural equilibrium in an undeformed matrix of polygonal quartz. The garnet is ...  
Cited by 1006 Related articles All 5 versions Cite Save

Approximate Bayesian inference for latent Gaussian models by using integrated nested Laplace approximations  
H Rue, S Martino, N Chopin - Journal of the royal statistical ..., 2009 - Wiley Online Library  
Summary. Structured additive regression models are perhaps the most commonly used class of models in statistical applications. It includes, among others, (generalized) linear models, (generalized) additive models, smoothing spline models, state space models, ...  
Cited by 940 Related articles All 46 versions Cite Save

Septic shock, multiple organ failure, and disseminated intravascular coagulation. Compared patterns of antithrombin III, protein C, and protein S deficiencies.  
F Fournier, C Chopin, J Goudemand... - CHEST ..., 1992 - journal.publications.chestnet.org  
Abstract STUDY OBJECTIVE: Our aim was to document the following in patients with septic shock and disseminated intravascular coagulation (DIC): (1) the influence of DIC in the mortality rate and the occurrence of organ failure; (2) the comparative prognostic value of ...  
Cited by 714 Related articles All 7 versions Cite Save

[PDF] from googlecode.com

# ... And *Finding* Chopin in RILM Abstracts: Retrieve only records on the composer with variant spellings reconciled

The screenshot displays the EBSCOhost search results page for the query 'chopin'. The interface includes a top navigation bar with links like 'New Search', 'Names', 'Subjects', 'Instrument Families', and 'More'. Below this is a search bar with the query 'chopin' and buttons for 'Search' and 'Clear'. The results are displayed in a list format, with the first three results visible. Each result includes a title, a brief description, and a 'Find related recordings' link.

**Search Results: 1 - 50 of 4,731**

**1. Σχόλια περί της χρήσης του αρμονικού διαστήματος ημιτονίου, των τελικών καταληκτικών σχηματισμών και του όρου *stretto* στο σολιστικό πιανιστικό έργο του Fryderyk Chopin**

[Comments on the use of the harmonic interval of a semitone, final cadential formulas, and the term *stretto* in the works for solo piano by Frédéric Chopin] (Main Record) By: Trikoupi, Athanasios (Τρικούπης, Αθανάσιος) Source: Polytonia, (19) p93. ISSN: 1109-5482. Published in: Greece. Publication Date: Fall, 2011. Language: Greek. Abstract available.

**Subjects:** Chopin, Frédéric -- works -- solo piano music -- cadential formulas; tempo -- Chopin, Frédéric -- solo piano music -- strettos; harmony -- Chopin, Frédéric -- solo piano music -- cadential formulas; intervals -- Chopin, Frédéric -- solo piano music -- semitones; instruments--keyboard (piano family) -- piano music -- Chopin, Frédéric -- solo piano music -- harmony -- compared with Liszt, Liszt, Franz -- works -- piano music -- harmony -- compared with Chopin; Theory, analysis, and composition -- Harmony, counterpoint, voice-leading

[Find related recordings at Classical Music Library](#) [Find related recordings at Classical Music Library](#) [Order this article from Infotrieve](#)

**2. Οι παραλλαγές opus 2 του Chopin και ο Schumann ο Mozart και ο E.T.A. Hoffmann**

[Chopin's variations, op. 2, and Schumann, Mozart, and E.T.A. Hoffmann] (Main Record) By: Zotos, Ion (Ζώτος, Ιών) Source: Polytonia, (18) p140. ISSN: 1109-5482. Published in: Greece. Publication Date: Spring, 2011. Language: Greek. Abstract available.

**Subjects:** Chopin, Frédéric -- works -- variations, piano, op. 2 -- viewed by Schumann; Mozart, Wolfgang Amadeus -- works -- Il dissoluto punito ossia il Don Giovanni, K.527 -- Là ci darem la mano -- basis of Chopin variations, op. 2; Schumann, Robert -- writings -- on Chopin variations, op. 2; criticism--by critic -- Schumann, Robert -- on Chopin variations, op. 2; Hoffmann, Ernst Theodor Amadeus -- writings -- fairy tales -- compared with Schumann criticism; Western art music -- History, To ca. 1910 (Romantic and post-Romantic)

[Find related recordings at Classical Music Library](#) [Find related recordings at Classical Music Library](#) [Order this article from Infotrieve](#)

**3. Osobnosti: Fryderyk Chopin**

[Personalities: Frédéric Chopin] (Main Record/Collected Work) By: Cierna, Alena Source: Slovenská hudba: Revue pre hudobnú kultúru, 36(2) p91. ISSN: 1335-2458. Published in: Slovakia. Publication Date: 2010. Language: Slovak; Czech. Abstract available.

**Subjects:** Chopin, Frédéric -- tributes -- 200th anniversary of birth; Chopin, Frédéric -- periodicals -- Slovenská hudba: Revue pre hudobnú kultúru, XXXVI/2; Collected writings -- Festschriften. Individuals

[Find related recordings at Classical Music Library](#) [Find related recordings at Classical Music Library](#) [Order this article from Infotrieve](#)



# Searching for Chopin in EDS

http://eds.a.ebscohost.com/eds/results?sid=5c9d837c-5dee-41 Result List: chopin: Universi... x

New Search UGA Libraries Ask-A-Librarian Publication Finder A-Z Browse (beta) Folder My EBSCOhost Account Help Preferences

EBSCO Discovery Service Demo

Searching: University Library Collection

Keyword  Search ?

Basic Search Advanced Search Search History ▶

Refine Results

Current Search

Find all my search terms:  
chopin

Expanders

Also search within the full text of the articles

Limit To

☐ Full Text

☐ Scholarly (Peer Reviewed) Journals

☐ Catalog Only

1714 Publication Date 2016

Show More

Source Types

☒ All Results

☐ Academic Journals (51,919)


☐ News (51,226)

☐ Books (38,063)


☐ Magazines (27,697)

☐ eBooks (24,226)

Search Results: 1 - 10 of 369,516 Relevance Page Options Share

 **Research Starter**  
**Frédéric Chopin.**  
Frédéric **Chopin** (shoh-PAHN) was born in a Polish village located thirty-four miles from the then-provincial city of Warsaw. His mother, Justyna, was... [More](#)  
Salem Press Biographical Encyclopedia, 2014



1. **Chopin [electronic resource].**

 Audio

By: **Chopin, Frédéric.** Paris : Cité de la Musique : Naive, p2010. 01/01/2010 sound file(s) : digital, m4a file(s). Language: No linguistic content, Database: EDS Demo Catalog – US - U of Georgia


Trois nouvelles études (7:00) -- Ballade no 2 en fa majeur, op. 38 = in F major (7:14) -- Sonate no 2 en si bémol mineur, op. 35, op. 35 = in B flat minor (25:00) -- Valse no 5 en la bémol majeur...

**Subjects:** Piano music; Ballades (Instrumental music); Sonatas (Piano); Waltzes

 [Request this item through interlibrary loan](#) [Retrieve Catalog Item](#)  [Full Text Finder](#)

Location	Call No.	Status
UGA Libraries - Hours & Directions	M22	Available



2. **Chopin [electronic resource].**

 Audio

By: Goerner, Nelson. London : Wigmore Hall Live, p2010. 01/01/2010 sound file(s) : digital, m4a file(s). Language: No linguistic content, Database: EDS Demo Catalog – US - U of Georgia

Polonaise-fantaisie : in A flat major, op. 61 (13:42) ; 2 nocturnes, op. 62 (12:04) ; Andante spianato and Grande polonaise : in E flat major, op. 22 (13:55) ; 12 études, op. 10 (29:04) / Frédéric...

**Subjects:** Polonaises; Piano music; Piano -- Studies and exercises; Live sound recordings

 [Request this item through interlibrary loan](#) [Retrieve Catalog Item](#)  [Full Text Finder](#)

3. **Chopin [electronic resource].**

Book Carousel

Too Many or Too Few Results?

Did you find too many results? Perhaps this will help.

Too Many Results

Still need help?

[Chat is online](#)

Credo Reference

Recommended Research Guides (LibGuides)

WorldCat

Wikipedia Search

Digital Public Library of



# Frédéric Chopin Research Starter: current and up-to-date

Searching: University Library Collection

Keyword: chopin Search

Basic Search Advanced Search Search History

EBSCO Discovery Service Demo

« Back

Choose Language Translate

Title: Frédéric Chopin. By: Morace, Robert A., Salem Press Biographical Encyclopedia, January, 2014

Database: Research Starters

## Frédéric Chopin

Listen American Accent

Last reviewed: November 2014

Austrian composer and musician

- Born: March 1, 1810
- Birthplace: Zelazowa Wola, Duchy of Warsaw (now in Poland)
- Died: October 17, 1849
- Place of death: Paris, France

Chopin achieved musical eminence as both a performer and a composer. He was the foremost pianist of his time, although his delicate style and unwillingness to perform in public placed him outside contemporary fashion and practice. His eminence as a composer is equally startling, for unlike every other composer of comparable stature, Chopin devoted himself almost exclusively to keyboard music. Against what some have perceived as the narrowness of his interests, one may posit the brilliance and diversity of his compositions.

### Early Life

Frédéric Chopin (shoh-PAHN) was born in a Polish village located thirty-four miles from the then-provincial city of Warsaw. His mother, Justyna, was the well-educated daughter of an impoverished, upper-class family. His father, Nicholas, a Frenchman by birth, was employed as a tutor by another and more well-to-do branch of that same family, the Skarbeks. Shortly after Frédéric's birth, the family moved to Warsaw, where Nicholas eventually secured a position as a teacher of French at the Lyceum. Impressed by the playing of his mother and older sister, Ludwika, Chopin began to play the piano at the age of four or five.

At the age of six, Chopin was already composing and taking lessons from Wojciech Zwiny. His first published work, the Polonaise in G Minor, appeared when he was only seven, and he made his first public appearance the following year (1818) at a charity concert. Soon afterward, he played before Poland's **Grand Duke** Konstantine and in 1825 was selected to demonstrate the aeolomelodicon before Czar **Alexander I**. While still a student at the Lyceum (1823-1826), Chopin began taking lessons from Josef Elsner, director of the Warsaw Conservatory. Elsner proved an especially fortunate choice; himself inclined toward the

### Related Information

- Franz Liszt
- George Sand
- Jane Austen
- Robert Schumann

### Tools

- Add to folder
- Print
- E-mail
- Save
- Cite
- Export
- Create Note
- Permalink
- Share

Find Similar Results using SmartText Searching.

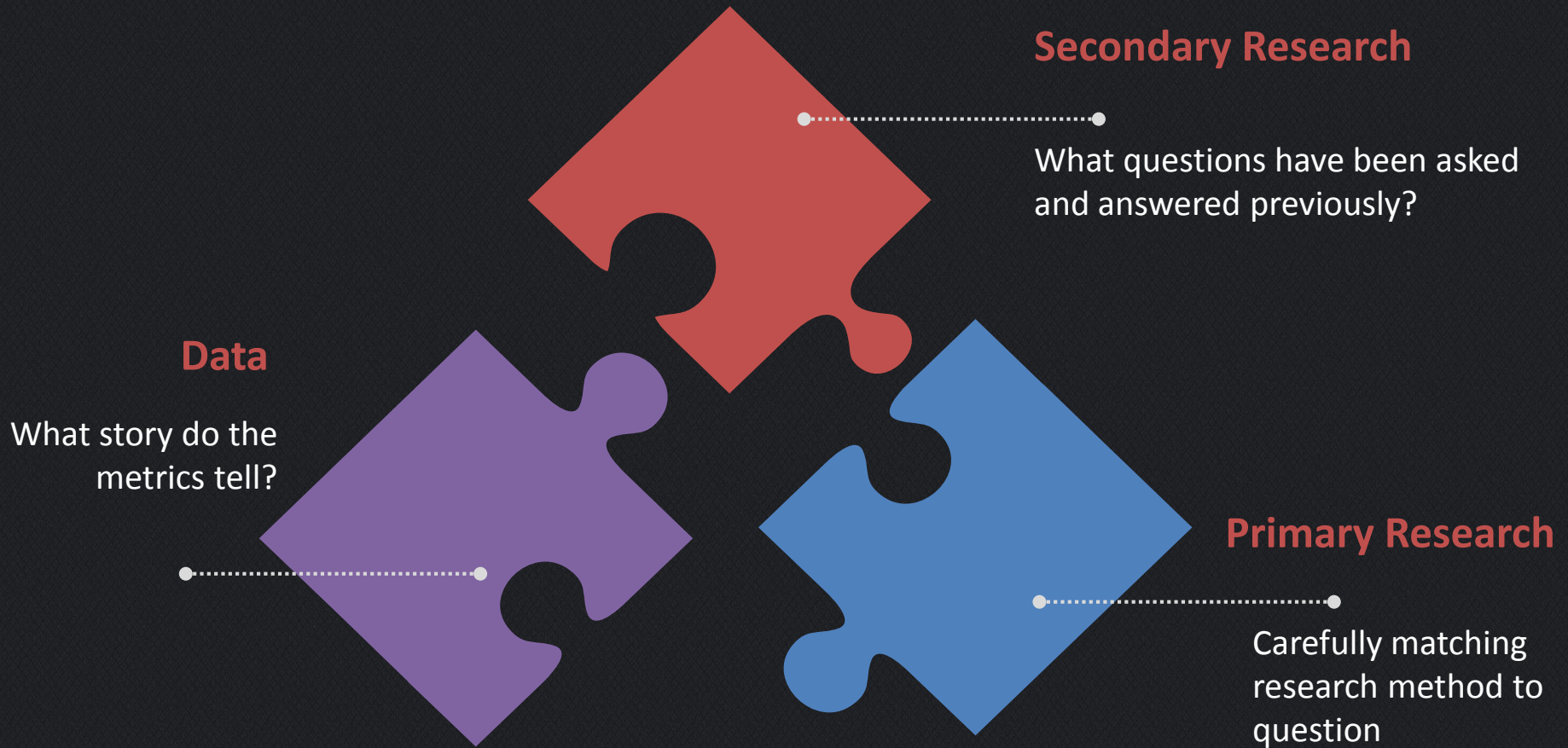
# *Today's Student Researchers:*

Skimming, Scanning and Efficiency-Seeking

User Research Results

More than just usability testing

## User Research at EBSCO



*Looking across three dimensions gives us a complete picture*

## *An Array of Research Methods:*

# Card Sorting to Contextual Inquiry

### Usability Testing

Classic research method to identify obstacles in a UI. Now – [usertesting.com](https://www.useit.com/)

### Video Diary Studies

Perfect for teenagers, international users, allows freedom, flexibility within a task framework

### Card Sorting

Suitable for navigation analysis

### Contextual Inquiry

Ethnographic, user-driven research method

### Surveys

Powerful tools such as Qualtrics let us create heat maps and other visuals to process feedback

### Key User Interviews

Speaking with our customers and probing beyond what a survey can reveal

# The Magic & 2 Themes



## Googlepedia

Understand the powerful influence of Google and Wikipedia



## Information Literacy

Where and when are students learning these important skills?



## Zoom Out

Why and how to study users' full digital landscape



## Understanding Motivation

Why do students “make the turn” towards informavore?



## Results are the New Black

How the search results page became the key destination



## The Intuitive Library Website

It's possible. And it's critical.



# About Contextual Inquiry

User-Driven Sessions, Mapping Insights

## Affinity Mapping

User sessions



Debriefing



Visioning



# The EBSCO Student Contextual Inquiry

## DIGITAL LIFESTYLE

### 22 Students:

4

High  
School

15

College

3

Graduate  
School

Schools included MIT, UNLV,  
Rice, Georgetown, UMass  
Amherst, GWU, UCSF, and more

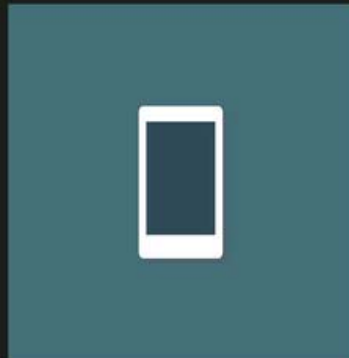
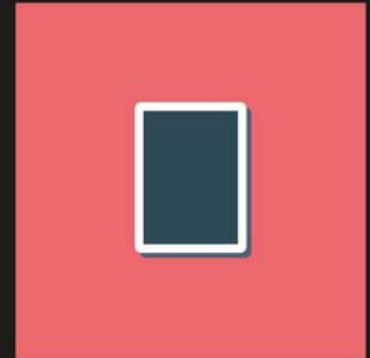
personal computer



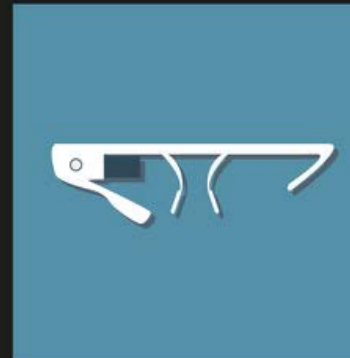
laptop



tablet pc



smartphone



smartglasses



smartwatches



## Googlepedia

Understand and  
“yield to” the  
powerful influence  
of Google and  
Wikipedia.



Google + Wikipedia = Googlepedia



The Google-Wikipedia cycle becomes  
deeply ingrained because it provides  
a reward.



Yes, but don't those sites undermine  
scholarly research?



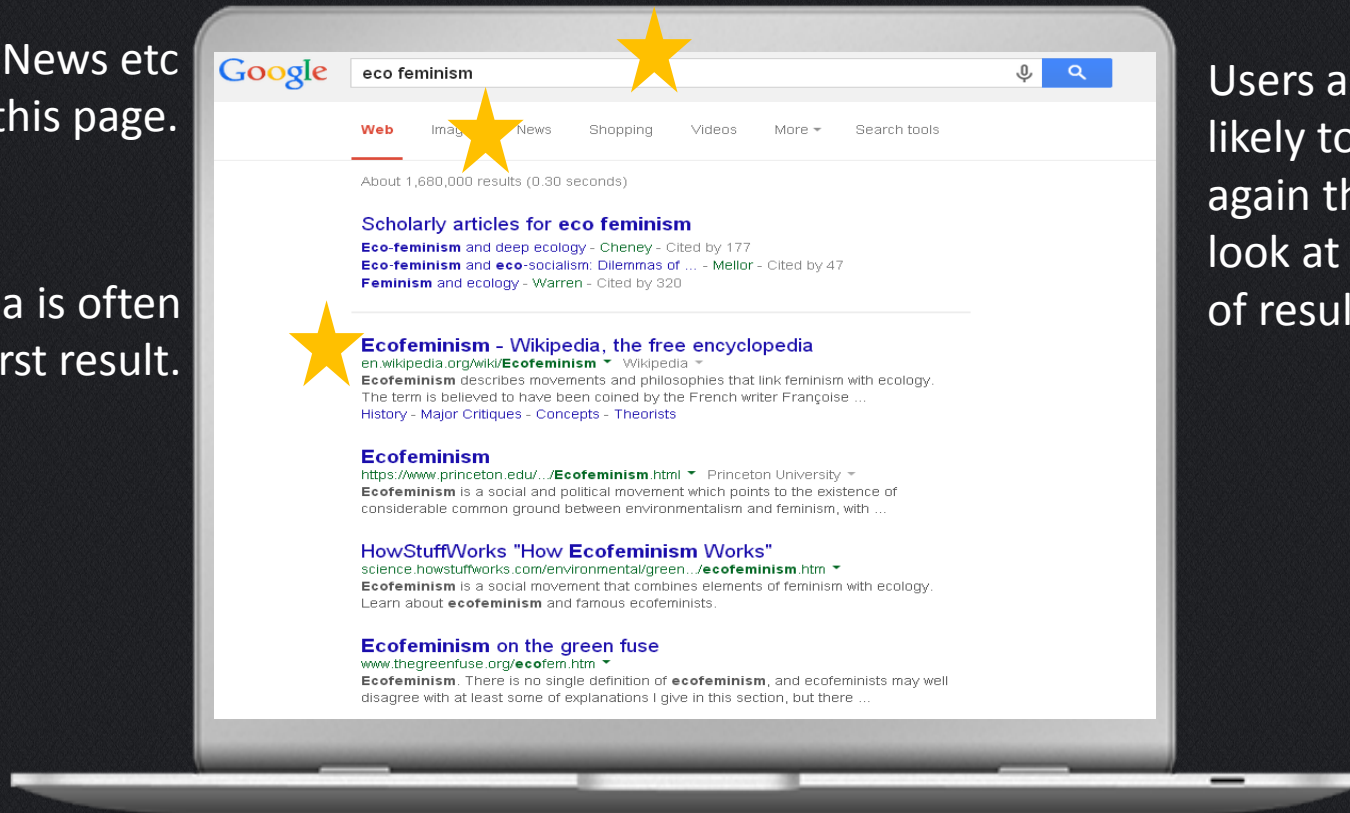
Google

“It’s their oxygen”

Go to Images, News etc  
from this page.

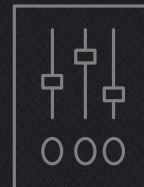
Wikipedia is often  
the first result.

Users are more  
likely to search  
again than to  
look at page 2+  
of results.



I trust it

“If it doesn’t exist on  
Google, does it exist?”



Page 1 matters most

The first half of the first page  
of results is critical.

Because users like an overview they can understand

1

## The overview in “layman’s language”

2

## The table of contents – “preview”

3

## The references and external links at the bottom

The screenshot shows the Wikipedia article for 'Ecofeminism'. The page layout includes a top navigation bar with 'Create account' and 'Log in' links. Below the title, there's a sub-header 'From Wikipedia, the free encyclopedia'. The main text begins with a definition of ecofeminism, linking feminism with ecology. A table of contents is visible on the right side of the article. At the bottom, there are sections for references and external links.

**1** The overview in “layman’s language”

**2** The table of contents – “preview”

**3** The references and external links at the bottom

Part of a series on  
**Green politics**

- Core topics** [show]
- Four Pillars** [show]
- Perspectives** [hide]
  - Bright green environmentalism
  - Deep ecology
  - Eco-capitalism
  - Eco-feminism**
  - Eco-socialism
  - Green anarchism
  - Green conservatism
  - Green left
  - Green liberalism
  - Green libertarianism
  - Green syndicalism
  - Social ecology
  - Green Zionism
- Organizations** [show]

## What Research Insights Mean for Search

Observation	Implication
Exploratory queries most common query type	Discovery service must leverage subject headings and subject indexing to connect users to high quality resources relevant to search need.
Search queries usually short (1-2 words)	Discovery service needs to work harder to anticipate user intent. Search features needed to help users clarify their search intent.
Search queries often broad and imprecise	Discovery service needs to help users narrow their search based on limited input. Many users looking for a topical overview on a subject.
Misspellings common	Discovery service needs to work around misspellings, typographical errors.
User focus on top results	Relevance ranking crucial for delivering a quality search experience. Need to optimize search to display most relevant results on first page.



## Information Literacy

Where and when are  
students learning these  
important skills?



Students learn information in high school or college, and occasionally not at all.



Active partnerships between teachers, professors and librarians appears to have greater impact.



Are there any safe assumptions one can make about college student information literacy?



# How I Learned

From Multiple Sources



## Library Tour

Part of freshman orientation. Gives a general sense that the library exists.

## Major-Specific Training

Some schools are pairing research training with students' majors, which takes advantage of their interest in the subject.



## Freshman Writing

A required course that includes a unit on research, when a librarian comes in to teach students about library resources. This training teaches that there's a "right way" to do research.



# How I Learned

Freshman Year Literacy Training is Key



***Freshman Year of High School:***  
Information Literacy Instruction  
*"It was research boot camp!"*

- Librarian **partner with teacher**
- Librarian **mobile** – walk to students
- **Drills, exercises** – don't teach skills then jump directly into a graded project. Start with practice drills, warm-ups, information 'scavenger hunts'.

# The Magic & 2 Themes



## Googlepedia

Understand the powerful influence of Google and Wikipedia



## Information Literacy

Where and when are students learning these important skills?



## Zoom Out

Why and how to study users' full digital landscape



## Understanding Motivation

Why do students “make the turn” towards informavore?



## Results are the New Black

How the search results page became the key destination



## The Intuitive Library Website

It's possible. And it's critical.



# To be in touch



klawrence@ebsco.com



@bykatelawrence



Thank You