

# Is the Juice Worth the Squeeze?

Bruce Heterick, JSTOR

Andrew Wells, UNSW Australia

# Outline

- The Library perspective
- The Content provider perspective

# Transformation of discovery

## **From metasearch**

- Send a query to a (limited) number of targets
- Compile the results
- Z39.50
- Slow performance

## **To web-scale index based**

- Send query to an index
- Index contains metadata from a very large number of content providers
- Link to content

# What were the goals and why

- Lots more stuff for users available
- Continual move to an access model, not an acquisition one
- Early web sites not easy for users to navigate
- Search engines leaping ahead of libraries

# UNSW web site a decade ago

UNSW  
LIBRARY



About the library

Library services

Catalogues

Information resources

☒ Special Libraries

Help

[Opening hours, location and maps.](#)

[Photocopying, borrowing, reserve and Interlibrary Loan \(ILL\) orders](#)

[UNSW and other libraries, borrowing records](#)

[Databases, e-journals, search engines, reference and research/study tools](#)

Special & Campus Library services, subject resources

Ask a Librarian. Finding pages, people and places

LATEST NEWS

- [PQD5000 Full Text Collection](#) (20/11/00)
- [Biomedical Library closes for renovation](#) (16/11/00)
- [Opening Hours for Session 2 2000 & Session Recess 2000-2001](#) (09/11/00)
- [Biomedical Library Serial Cancellation Program 2000](#) (05/10/00)

What's new

New web pages, resources and services

Keyword search of all library pages

Search

Opening Hours

Site Map

UNSW FAQ

Contact Staff

UNSW

DIVISION OF INFORMATION SERVICES

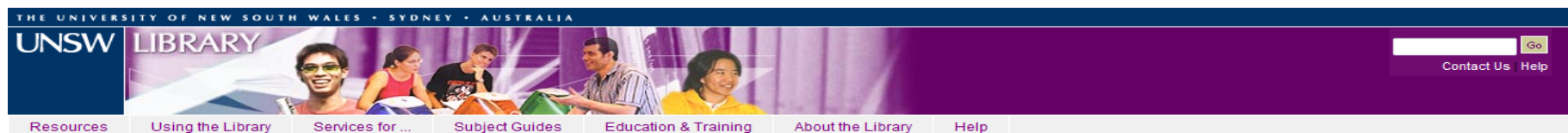
UNSW Library

Text Version

© UNSW Library 1997 - Updated: 01/15/2015 17:07:45 - Web Co-ordinator

[Please Read this Disclaimer](#)

# 2005-2006 web site



## Quicklinks

- » Opening Hours
- » Borrower Records
- » Access Requirements
- » Catalogue (LRD)
- » Databases & e-journals (Sirius)
- » Course Materials (MyCourse)
- » Enquiries & Feedback
- » Help Online
- » University Archives

## Latest News

### Library Resources Database (LRD) Catalogue - End of Year Access

- Release of new version of UNSW Library Resources Database
- Mandatory Digital Thesis Submission 2005
- Orientation Week
- Australian Digital Thesis Program (ADT)
- More News & Links to new electronic resources and trials

### Resources

Library Resources Database  
Sirius  
MyCourse  
Law Reports  
Internet Links  
More ...

### Using the Library

Borrowing  
For Teaching  
For Research  
Document Supply (ILL)  
Forms  
More ...

### Services For

Undergraduates  
Postgraduates  
Academic Staff  
COFA  
Teaching Hospitals  
More ...

### Subject Guides

Medicine  
Law  
Art & Design  
Commerce & Economics  
Engineering  
More ...

### Education and Training

Skills Classes  
Course Programs  
Online Tutorials  
Research Consultations  
Information Literacy  
More ...

### About the Library

Libraries & Units  
Location Maps  
Planning  
Policies  
Library Newsletter  
More ...

# 2007-2011 website

THE UNIVERSITY OF NEW SOUTH WALES • SYDNEY • AUSTRALIA

UNSW LIBRARY

Contact Us | Help

Resources Using the Library Services for ... Subject Guides Education & Training About the Library Help

### Quicklinks

- » Opening Hours
- » Your Borrower Record
- » Access Requirements
- » Catalogue (LRD)
- » Databases & e-journals (Sirius)
- » UNSWorks
- » Course Materials (MyCourse)
- » Ask LIBRARYinfo
- » ELISE

### Latest News

- Extended hours at Main Library Kensington
- Find past exam papers
- New Electronic Resources
- Trial Resources

TRY IT NOW

SearchFirst

#### Resources

Library Resources Database  
Sirius  
MyCourse  
New Book Alerts  
UNSW Digital Theses  
COFA Databases  
Law Reports

#### Using the Library

Borrowing  
For Teaching  
For Research  
Document Supply (ILL)  
Photocopying  
Computer Access  
Forms

#### Services For

Undergraduates  
Postgraduates  
Academic Staff  
COFA  
Off-Campus Users  
People with disabilities  
Teaching Hospitals  
Alumni  
Non-UNSW Users

#### Subject Guides

Art & Design  
Arts & Social Sciences  
Built Environment  
Business  
Engineering  
Law  
Medicine  
Science

#### Education and Training

Tours & Events  
Online Training  
Research Consultations  
Database Helpsheets

#### About the Library

Library Units  
Location Maps  
Policies  
Library Update  
Surveys & Statistics  
Special Projects

LIBRARYinfo

Ask your question

Privacy Statement • Copyright & Disclaimer • Site Feedback

UNSW Library Sydney NSW 2052, Australia • Telephone +61 2 9385 2650  
CRICOS Provider Code 00098G • Authorised by the University Librarian,  
Page Last updated Thursday, October 29th, 2009

# 2012 website

- Google-like, driven by Primo
- No separate catalogue



Search

[Advanced Search](#) | [A-Z e-Journals](#) | [Find Databases](#) | [UNSWorks](#) | [Subject Guides](#)

## How do I find

[Journal articles](#)[Databases](#)[Exam papers](#)[Books and e-books](#)[Endnote](#)[Technical help](#)[Theses](#)[More ...](#)

## Borrowing

[myLibrary](#)[Borrowing rights](#)[Renew an item](#)[Fines and penalties](#)[Reserve an item](#)[Interlibrary loans](#)[Loan limits](#)[More ...](#)

## Support

[Research and teaching](#)[ELISE](#)[Research consultations](#)[Printing, photocopying & scanning](#)[Computers in the Library](#)[Self guided tours](#)[More ...](#)

Follow us



## Library app & directory

Search for Library items and find your way around. [Read more](#)



## Library news

Find out what's happening in the Library. [Read more](#)



Richard D'Avella



Get to know UNSW Library with our **Self Guided Tours**

[Find out more](#)

# The squeeze is considerable



- Lots of effort
- Lots of experimentation
- Human resources
- Financial resources

*Source: [makeuptutorials.com](http://makeuptutorials.com)*

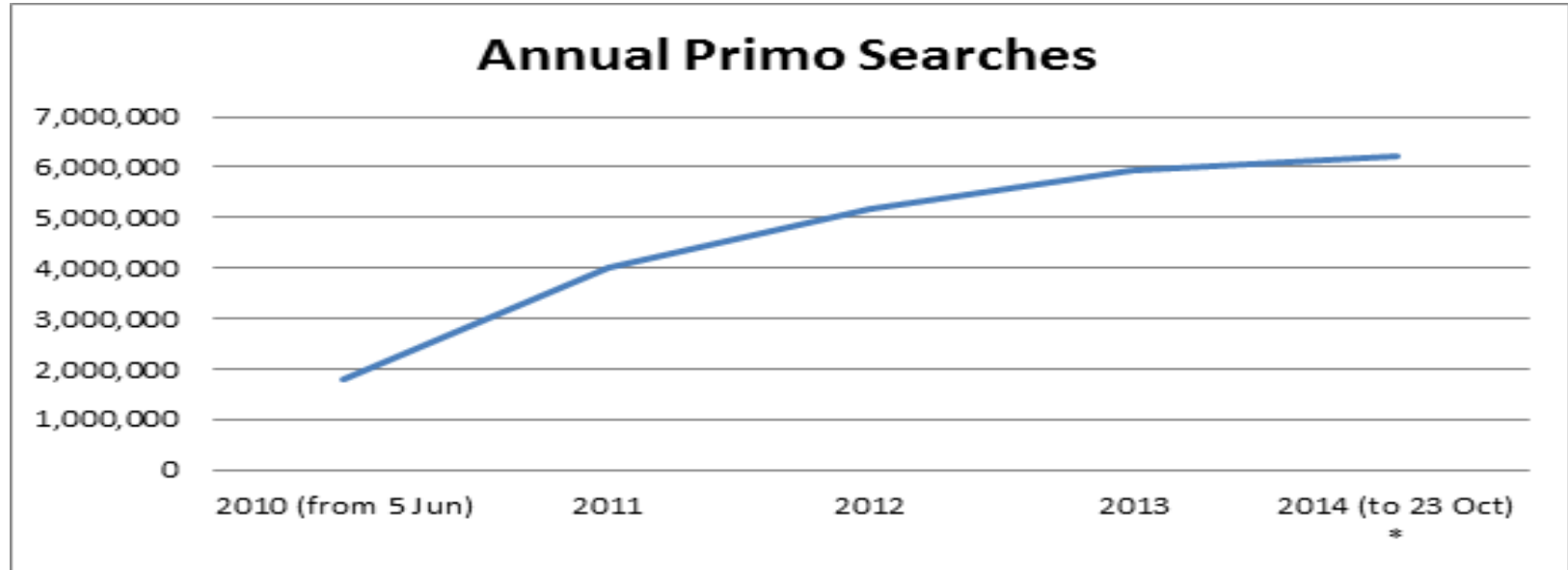
# The juice?



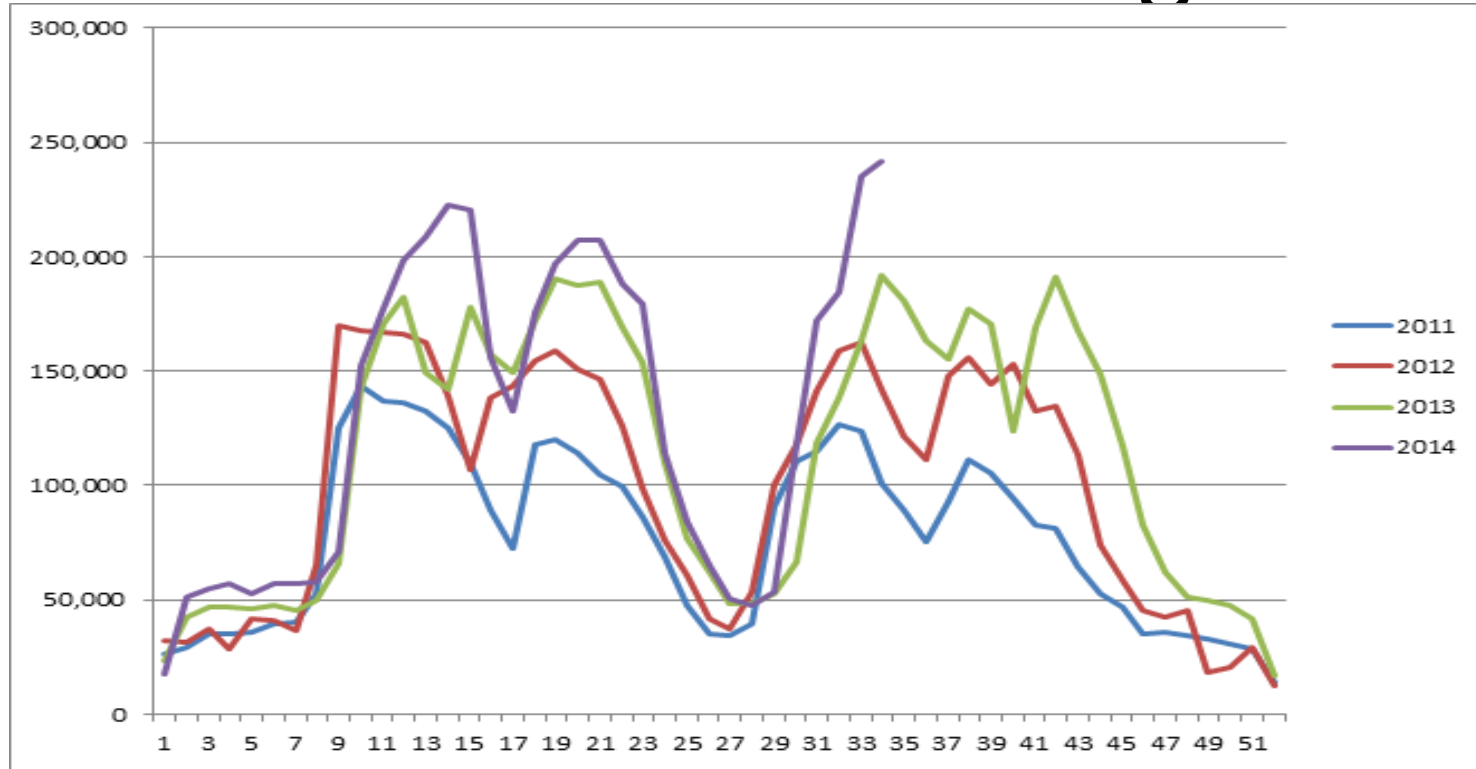
- What to measure
- Quantity?
- Quality?
- Audiences?

*Source: abc.net.au*

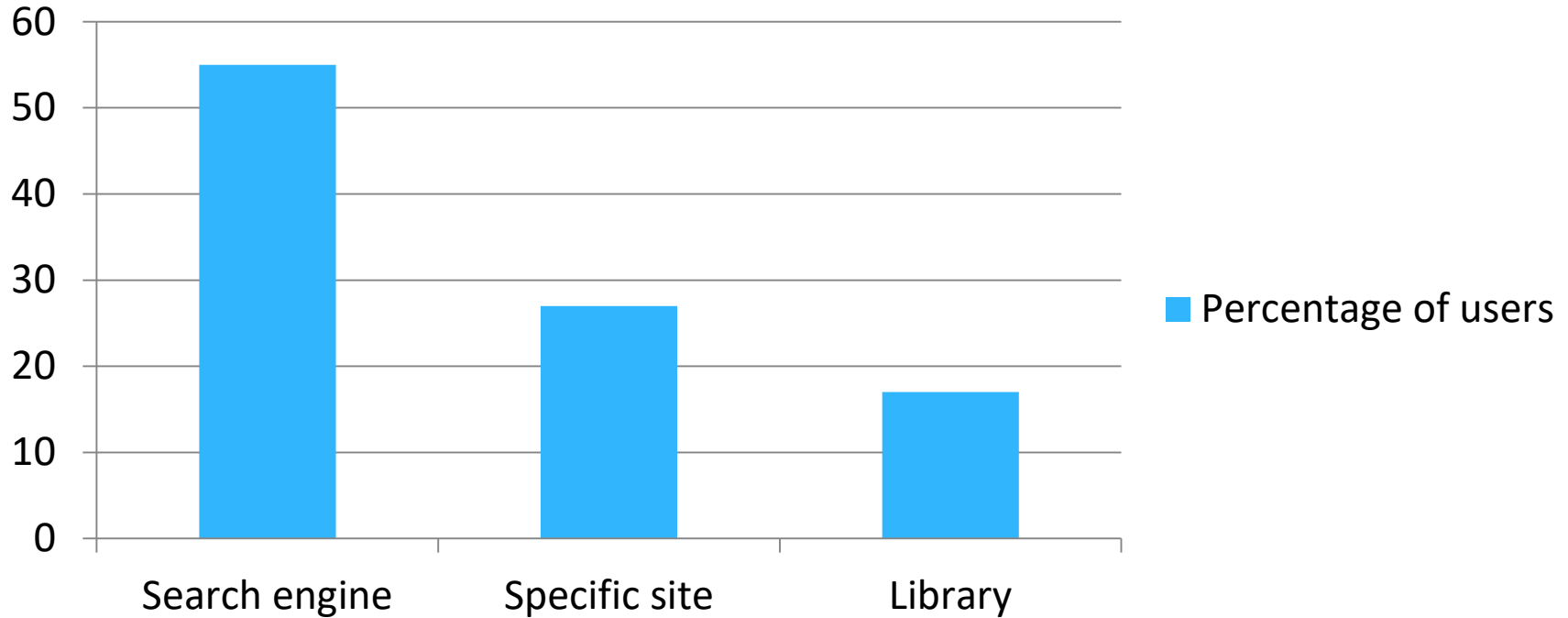
# Growth is growing



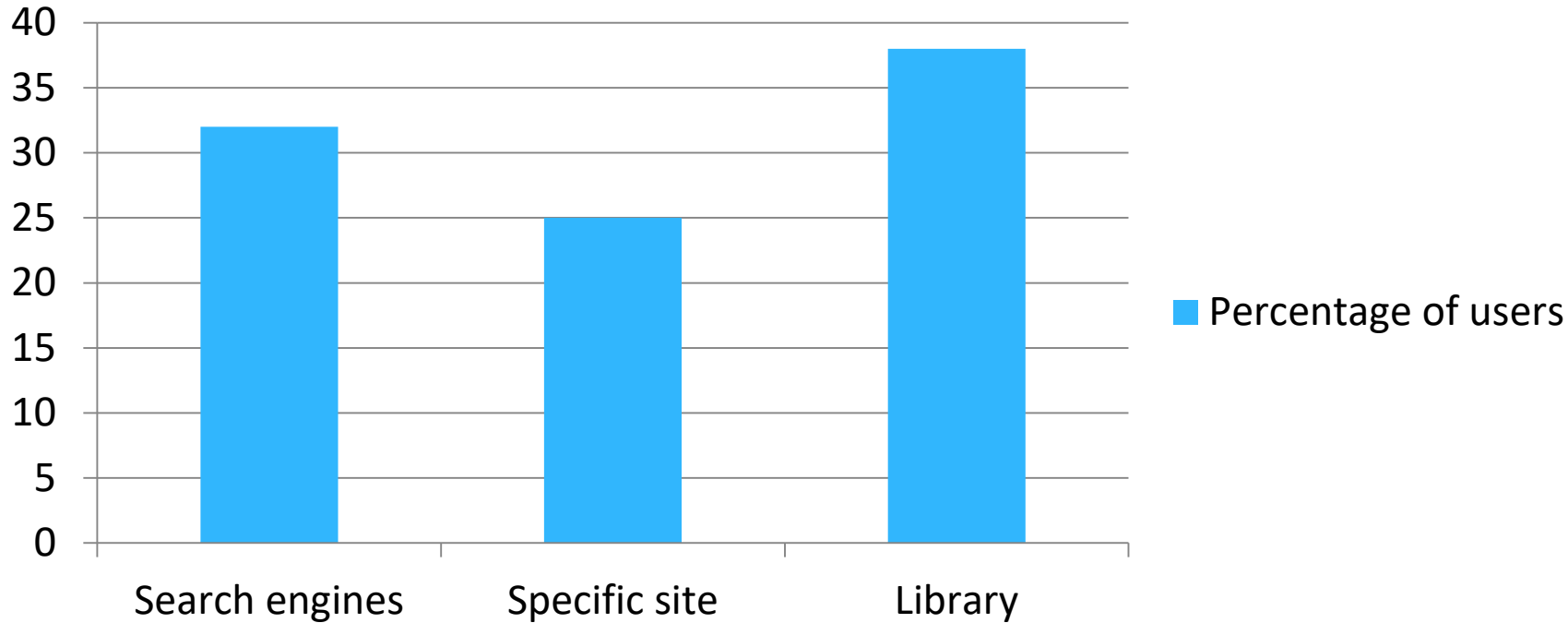
# Seasonal use shows growth



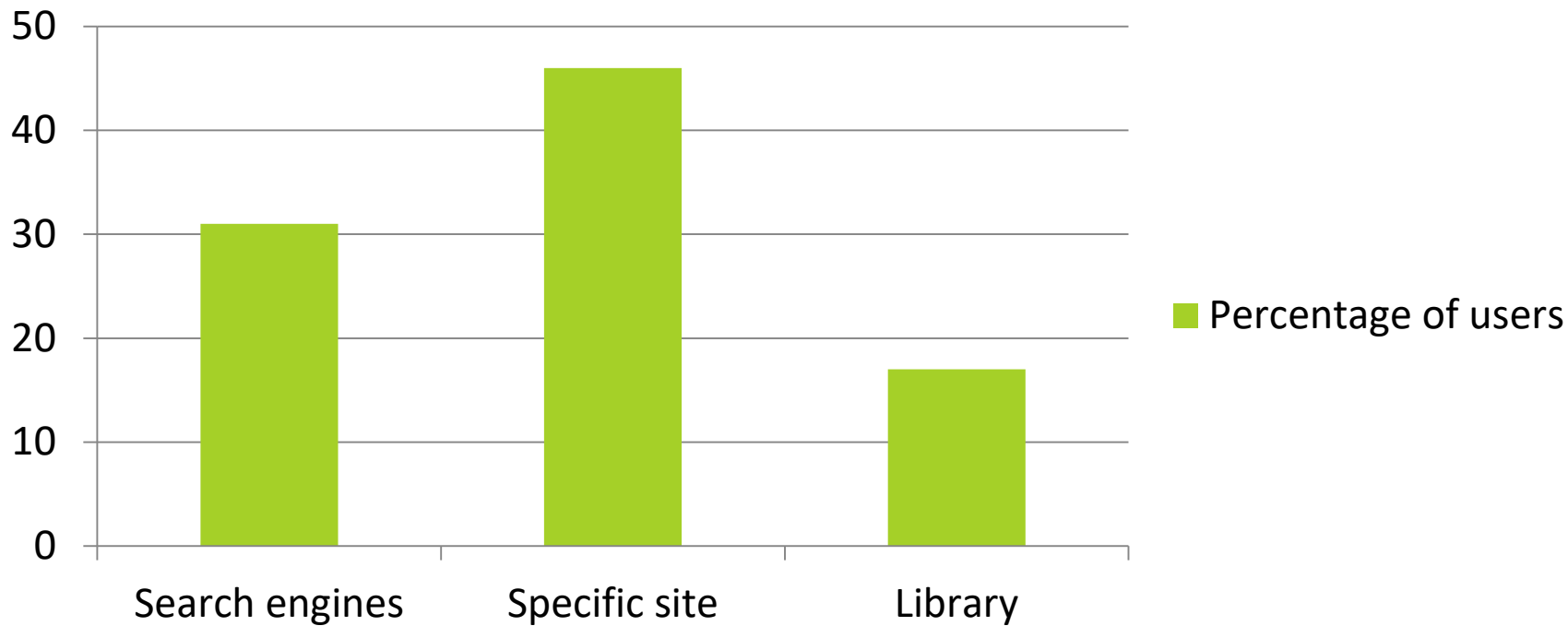
# Locating information on a topic



# Known searching



# Finding new stuff in area of research





# OUTCOMES FROM 2013 DEEP-DIVE

- Subject metadata matters ... a lot
- Libraries don't spend enough time configuring their system for implementation
- Publishers/content providers don't spend enough time on their data syndication, including how that data is received and used



2013 Charleston Conference Plenary:  
Re-visiting Plato's Cave

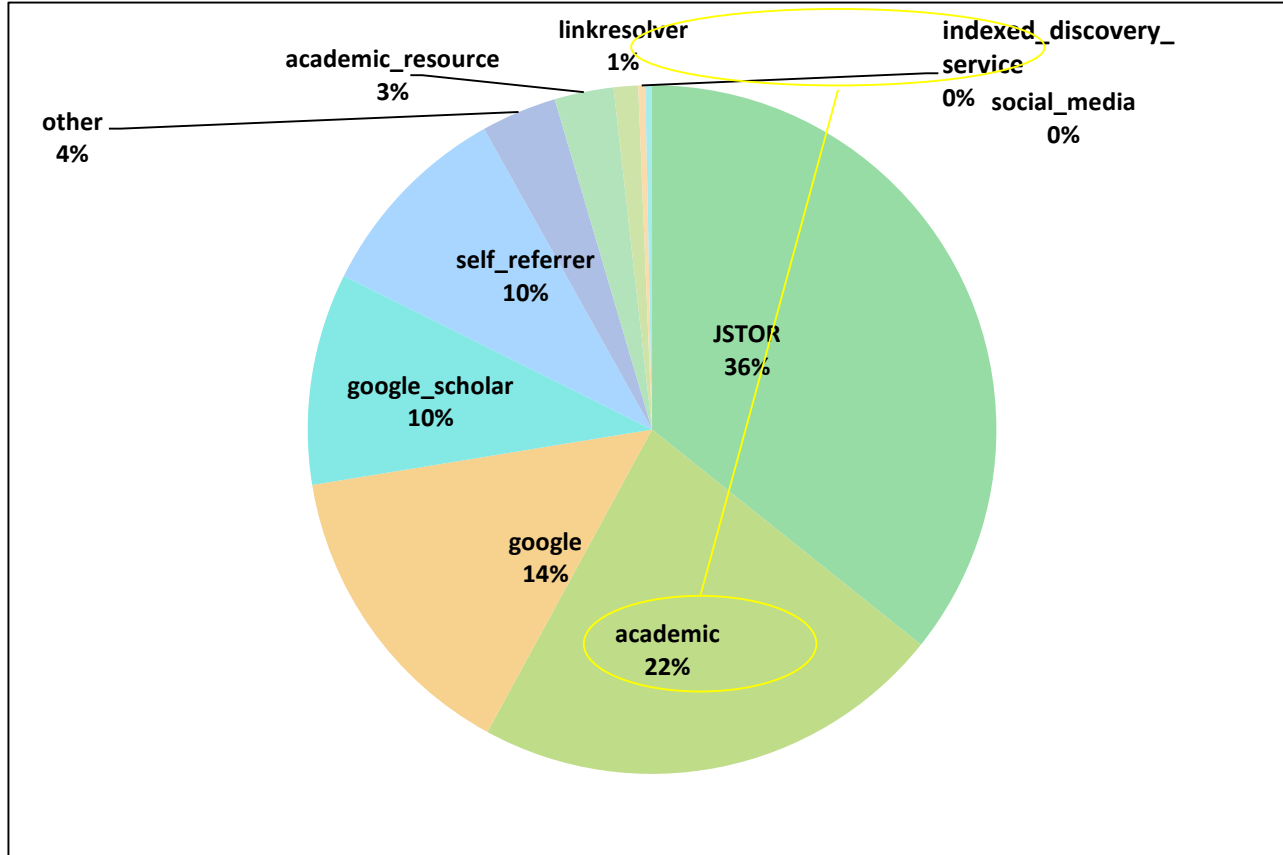
<https://www.youtube.com/watch?v=ZkGSQIFZ0BI>

# OUTCOMES FROM 2013 DEEP-DIVE

- Culled customer lists to JSTOR participants worldwide for EDS (EBSCO), Primo (Ex Libris), WorldCat Local (OCLC), and Summon (Serials Solutions/ProQuest)
- Looked at average content access per month for each JSTOR Class for 12 months prior/post implementation date
- JSTOR average usage change for all higher education (August 2009 – September 2013): **-0.7%**

Discovery Service	Usage Change Post-Implementation
A (541)	<b>-4.6%</b>
B (340)	<b>-1.3%</b>
C (18)	<b>7.1%</b>
D (238)	<b>-1.3%</b>

# WHAT DRIVES ACTUAL USAGE AT JSTOR?



# WHAT DRIVES ACTUAL USAGE AT JSTOR?

Referrer Domain	Oct-2013 to Sep-2014
JSTOR	47,935,547
Google Web Search	19,436,834
Google Scholar	13,326,864
Self Referrer	12,780,048
serialssolutions.com	6,053,272
exlibrisgroup.com	1,943,766
ebsco.com	751,229
ebscohost.com	704,821
bing.com	589,064
libguides.com	551,929
worldcat.org	452,376
calstate.edu	401,643
scholarsportal.info	373,191

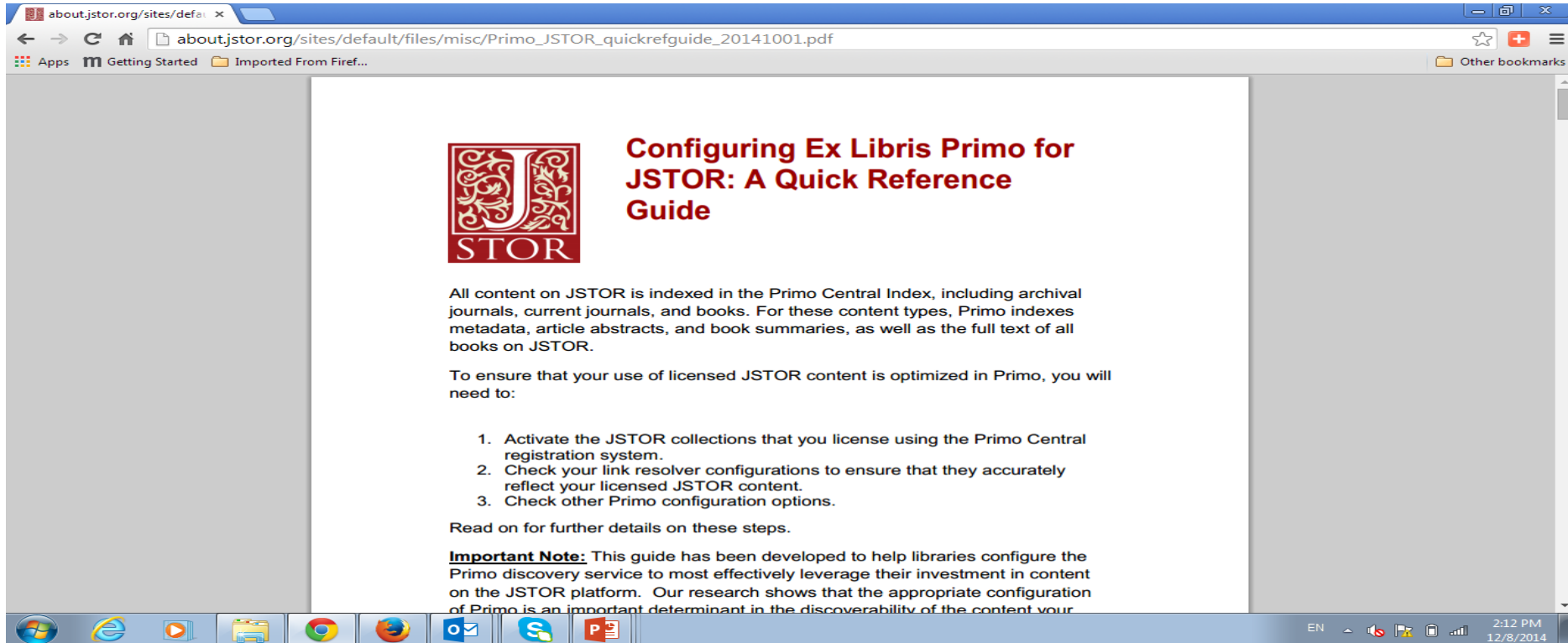
# COLLECTIVE RESPONSIBILITY AND COMMITMENT

- **Discovery Service Providers**
- **Publishers/Content Providers**
- **Libraries**



# QUICK REFERENCE GUIDES

<http://about.jstor.org/content/quick-reference-guides>



The screenshot shows a web browser window with the address bar displaying `about.jstor.org/sites/default/files/misc/Primo_JSTOR_quickrefguide_20141001.pdf`. The page content includes the JSTOR logo, a title, a paragraph of text, a list of three steps, and an important note.

**Configuring Ex Libris Primo for JSTOR: A Quick Reference Guide**

All content on JSTOR is indexed in the Primo Central Index, including archival journals, current journals, and books. For these content types, Primo indexes metadata, article abstracts, and book summaries, as well as the full text of all books on JSTOR.

To ensure that your use of licensed JSTOR content is optimized in Primo, you will need to:

1. Activate the JSTOR collections that you license using the Primo Central registration system.
2. Check your link resolver configurations to ensure that they accurately reflect your licensed JSTOR content.
3. Check other Primo configuration options.

Read on for further details on these steps.

**Important Note:** This guide has been developed to help libraries configure the Primo discovery service to most effectively leverage their investment in content on the JSTOR platform. Our research shows that the appropriate configuration of Primo is an important determinant in the discoverability of the content your