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
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

<table>
<thead>
<tr>
<th>Call Number</th>
<th>A - General Works</th>
<th>B - Philosophy, Psychology, Religion</th>
<th>C - Historical Sciences (Archaeology, Genealogy)</th>
<th>D - World History</th>
<th>Dewey Classification</th>
<th>E - History of Americas (General)</th>
<th>F - History of Americas (Local)</th>
<th>G - Geography, Anthropology, Recreation</th>
<th>Government Documents (SuDocs)</th>
<th>H - Social Sciences</th>
<th>K - Law</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>9</td>
<td>20</td>
<td>11</td>
<td>10</td>
<td>113</td>
<td>1</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

### Library Catalog

<table>
<thead>
<tr>
<th>Item Type</th>
<th>Format</th>
<th>Copies At</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manuscript</td>
<td>Book</td>
<td>Indianapolis</td>
</tr>
<tr>
<td>Musical Score</td>
<td>Book</td>
<td>East, Fort Wayne, Indianapolis, Bloomington</td>
</tr>
<tr>
<td>Book</td>
<td>Book</td>
<td>Bloomington</td>
</tr>
<tr>
<td>Book</td>
<td>Book</td>
<td>Bloomington</td>
</tr>
<tr>
<td>Musical Recording</td>
<td>Book</td>
<td>Bloomington Archives of Traditional Music</td>
</tr>
</tbody>
</table>

1. **Vampires, burial, and death: folklore and reality**
   - Author: Barber, Paul, 1941-
   - Publication Date: 1998
   - Language: English
   - Format: Book
   - Copies At: East, Fort Wayne, Indianapolis, Bloomington

2. **Death: an anthology of ancient texts, songs, prayers, and stories**
   - Publication Date: 1984
   - Language: English
   - Format: Book
   - Copies At: Bloomington

3. **Latvian folkloreceāties bālešplān**
   - Publication Date: 1996
   - Language: Latvian
   - Format: Musical Recording
   - Copies At: Bloomington Archives of Traditional Music

4. **Psyche and death: death-demons in folklore, myths, and modern dreams**
   - Author: Herzog, Edgar
   - Publication Date: 2008
   - Language: English
   - Format: Book
   - Copies At: Bloomington
Identifying classes

<table>
<thead>
<tr>
<th>Manuscript</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microformats</td>
<td>1</td>
</tr>
</tbody>
</table>

| Publication Year |  
| --- | --- |
| Author |  
| Subject |  
| Language |  
| Call Number |  
| A - General Works | 1 |
| Dewey Classification | 2 |
| F - History of Americas (Local) | 1 |
| G - Geography, Anthropology, Recreation | 113 |
| Recreation |  
| GR - Folklore | 65 |
| GT - Manners & customs | 24 |
| AC - Collections Works | 1 |
| GN - Anthropology | 1 |
| GV - Recreation, Leisure | 1 |
| Other | 1 |
| P - Language & Literature | 1 |
| Campus |  
| Library |  
| Collection |  

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 |
| Edition | 1st ed. |
| Language | English |
| Format | Book |
| Copies At | Kokomo, Bloomington |

3. Death and burial of the dead: a study of Ewe funeral folklore

| Author | Anyloho, Kofi |
| 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

1. Education: 73 (IU Bloomington) 24 (IU Kokomo)
2. Social: 71 (IU Bloomington) 43 (IU Kokomo)
3. College: 43 (IU Bloomington) 24 (IU Kokomo)
4. Health: 41 (IU Bloomington) 33 (IU Kokomo)
5. American: 27 (IU Bloomington) 24 (IU Kokomo)
6. Children: 35 (IU Bloomington) 30 (IU Kokomo)
7. Women: 30 (IU Bloomington) 33 (IU Kokomo)
8. United: 33 (IU Bloomington) 22 (IU Kokomo)
9. States: 35 (IU Bloomington) 21 (IU Kokomo)
10. Effects: 30 (IU Bloomington) 20 (IU Kokomo)

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

- **Basic Search**: 968
- **Advanced Search**: 678
- **Advanced Search + Field Code**: 709

IU Bloomington: 1385
IU Kokomo: 228
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
(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>
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?