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SEARCH RESULTS

Are The New Black

ER&L 2016

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The Projects

Secondary Research
Literature review of elementary, middle and high school search habits

Video Diary Study
High school students self-reporting their research habits and preferences

Contextual Inquiry
One-on-one sessions with high school, college and graduate students discussing their research habits
What influences students’ behaviors when searching?
Competing priorities
“eye byte culture”
- Dr. Maryanne Wolf, Tufts University
“skimming and scanning”
How are students interacting with Google?
I trust it

Top, relevant results first.
Women in the Middle Ages, a period of European history from around the 5th century to ... Spinning by hand was a traditional form of women's work (illustration c. ... With the establishment of Christian monasticism, other roles within the Church ...
Snippets make it clear why users see specific results.

I trust it
Top, relevant results first.

I get it
Snippets make it clear why users see specific results.

I'm the judge
URL is a proxy for credibility.
Scanning for Search Terms

Google search for "ecofeminism"

Ecofeminism describes movements and philosophies that link feminism with ecology. The term is believed to have been coined by the French writer Françoise d'Eaubonne in her book Le Féminisme ou la Mort (1974).

Ecofeminism - Wikipedia, the free encyclopedia
on.wikipedia.org/wiki/Ecofeminism

Ecofeminism on the green fuse
www.thegreenfuse.org/eco.htm

How Ecofeminism Works - HowStuffWorks
science.howstuffworks.com/environmental/green.../eco.htm

Ecofeminism is a social movement that combines elements of feminism with ecology. Learn about ecofeminism and famous ecofeminists.
Ecofeminism describes movements and philosophies that link feminism with ecology. The term is believed to have been coined by the French writer Françoise d'Éaubonne in her book Le Féminisme ou la Mort (1974).
So what does this mean for THE LIBRARY’S resources?
Search terms in the title

1. Volcanic plumes / R.S.J. Sparks ... [et al.]
   - Subjects: Volcanic plumes
   - Retrieve Catalog Item | Full Text Finder | Request this item through interlibrary loan
   - Location: Science 3rd floor
   - UGA Libraries - Hours & Directions
   - Call No.: QE527.7 .V65 1997
   - Status: Available

2. Charge structure in volcanic plumes: a comparison of plume properties predicted by an integral plume model to observations of volcanic lightning during the 2010 eruption of Eyjafjallajökull, Iceland.
   - Database: Energy & Power Source
   - Observations of volcanic lightning made using a lightning mapping array during the 2010 eruption of Eyjafjallajökull allow the trajectory and growth of the volcanic plume to be determined. The
   - Subjects: VOLCANIC plumes. LIGHTNING; MAPPINGS (Mathematics); VOLCANIC activity prediction; CHARGING effects
   - Linked Full Text

3. Reactive bromine chemistry in Mt. Etna's volcanic plume: the influence of total Br, high temperature processing, aerosol loading and plume-air mixing.
   - DOI: 10.5194/acp-14-5445-2014
   - Database: Environment Complete
Secondary “buzzwords” form a “constellation”
Snippets are a struggle to interpret
Source info doesn’t provide clues
Filters might help narrow it down ...

#FOMO
Google is hugely influential.

The way students read online is changing.

Search results have evolved from a portal to a destination.

Students are “porting” habits they form on the open web ...

... But need interventions to make sense of library resources.
Thank you!

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