

Towards an Integrated Digital Library: Exploration of User Responses to a ‘Joined Up’ Service

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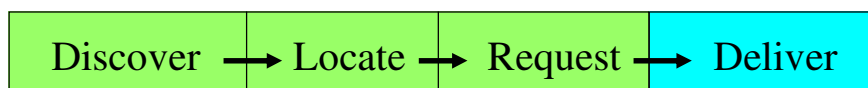
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JISC Funded by the Joint Information Systems Committee

zetoc and a 'joined up' service

- Zetoc: web based Table of Contents service
- Database of 20 million records of the British Library
- Search facilities and an email alerting service
- Hosted by MIMAS, Manchester University
- Launched 2000
- Free to UK Universities and Colleges
- Non-electronic delivery of full text articles e.g. ILL



Electronic

Non-electronic

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A Usage Survey of zetoc

Usage Statistics: May 2002

- 13,000 alert users
- 20,000 journal alerts
- 40,000 searches per month

Electronic Questionnaire

655 responses, >100 institutions

User Attitudes

- Easy to use way of keeping up-to-date
- Want electronic 'join up' - direct access to electronic full text

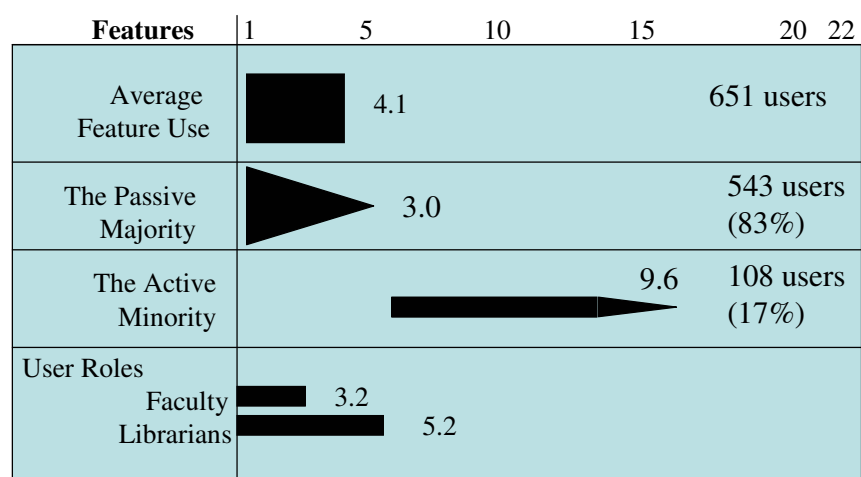
Usage Patterns

- Zetoc offered 22 features
- 75% set journal alerts
(av.13 journals)
- 50% had searched the database
- Very few used delivery services

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Patterns of Use

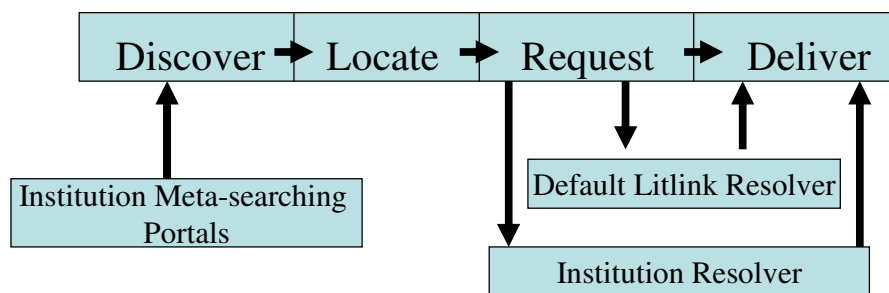


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Zetoc enhancements

2002 Zetoc as an Open URL source

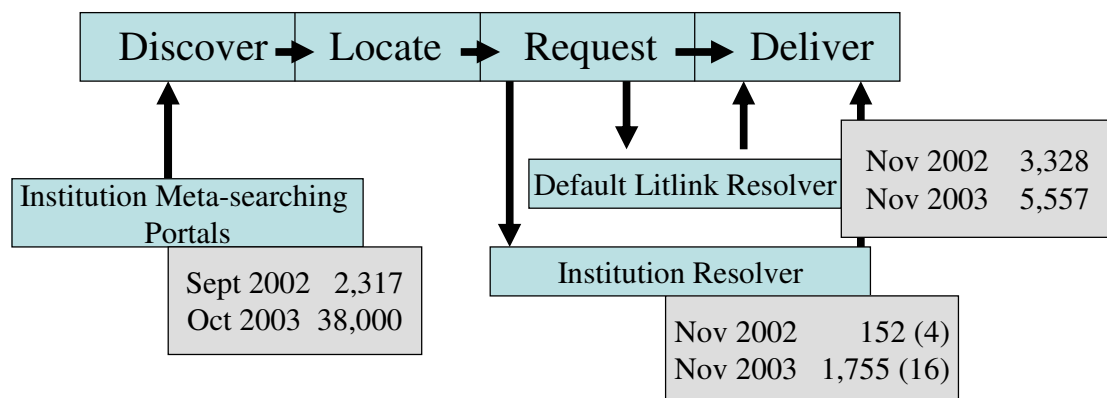


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Usage of Open URL Version of zetoc

2002- 2003 Usage Statistics

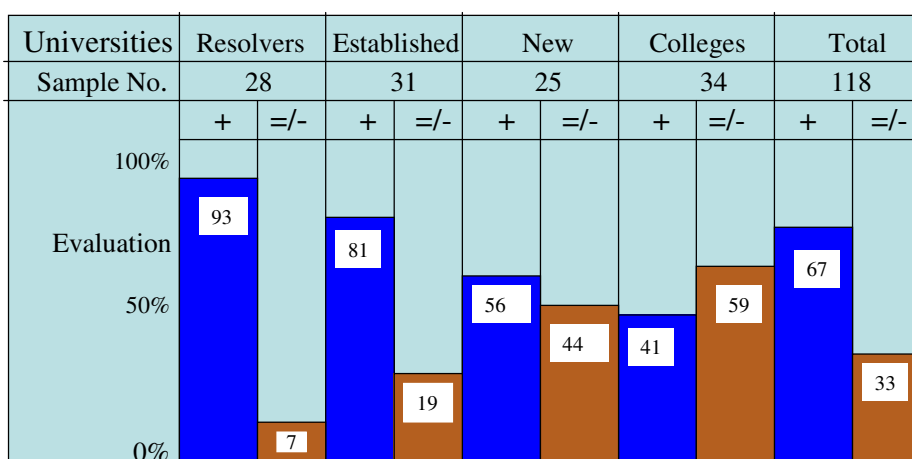


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Evaluation of the enhanced service

Questionnaire Survey: 196 respondents: 118 had used OpenURLs



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User Strategies from Discovery to Delivery: An Interview Study

The Story Behind the Statistics: Unstructured Interviews with 26 zetoc Users

University	No.	No. of Users	Average zetoc score
With Resolver	3	16	7.6
Without Resolver	3	10	5.9
Total	6	26	6.9

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User Strategies from Discovery to Delivery: Non-Electronic Delivery

Strategy 1 : Ad Hoc			Description:
University	Users	zetoc score	Set Alerts: 'haunted by them': hope to follow up sometime by any means to hand. Have not used zetoc Open URLs
With resolver	2	1.8	
Without resolver	3	1.7	Users and Context: Mostly faculty: all kinds of institutions
Total	5	1.7	

Strategy 2 : Traditional			Description:
University	Users	zetoc score	Organised alerts and selected follow-up to locate printed versions. Have not used zetoc Open URLs
With resolver	1	7.0	
Without resolver	3	6.1	Users and Context Faculty and researchers mostly in institutions with limited electronic journals
Total	4	6.5	

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User Strategies from Discovery to Delivery: Electronic Delivery

Strategy 3: DIY Electronic			Description:
University	Users	zetoc score	Using electronic delivery from other Websites. Unhappy experiences when using zetoc open URLs
With resolver	7	7.5	
Without resolver	4	5.5	Users and Contexts: Research students and researchers in a range of institutions
Total	11	6.5	

Strategy 4: Integrated Electronic			Description:
University	Users	zetoc score	Zetoc Open URLs as first choice strategy to get electronic full text
With resolver	6	10.0	
Without resolver	0	0	Users: Research students and librarians in ej rich Institutions with resolvers
Total	6	10.0	

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Discussion and Conclusions

Progress

- Users want ‘seamless join-up’
- Open URL technology provides a means to achieve it
- Some users are achieving an excellent service

Barrier One: Institutional readiness and join-up

- Good service requires good ej ‘stocks’ and join-up

Barrier Two: The Passive Majority

- The majority continue with current practice
- Needs individual ‘high benefit/low effort (cost)’ ratio to change current practice

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