



University of
Strathclyde

SUPrimo at the University of Strathclyde

“Less is more”

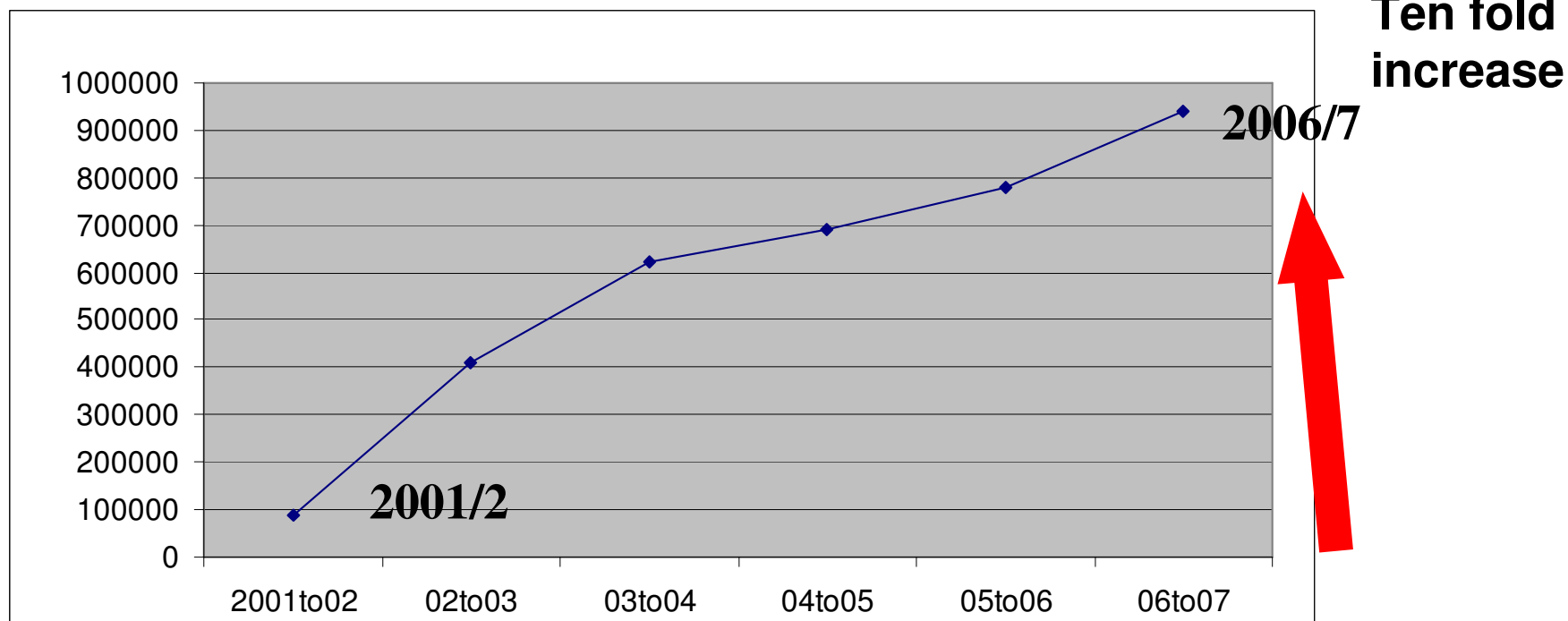
Nick Joint,
Head of Reference and Information.
Madrid, September 2008

University of Strathclyde Library service

- Voyager LMS, with **sophisticated** opac interface.
- Nearly **one million** volumes (books and journals) in print collection with approaching 400,000 issues per year:
- **Two sites** – Main Campus + Jordanhill (Education)
- **Internal** digital library collections:
 - digital exam papers
 - institutional repository of 5,000 plus research articles
 - digital theses collection in development.
- Commercial **external** electronic services with highly differentiated interfaces.



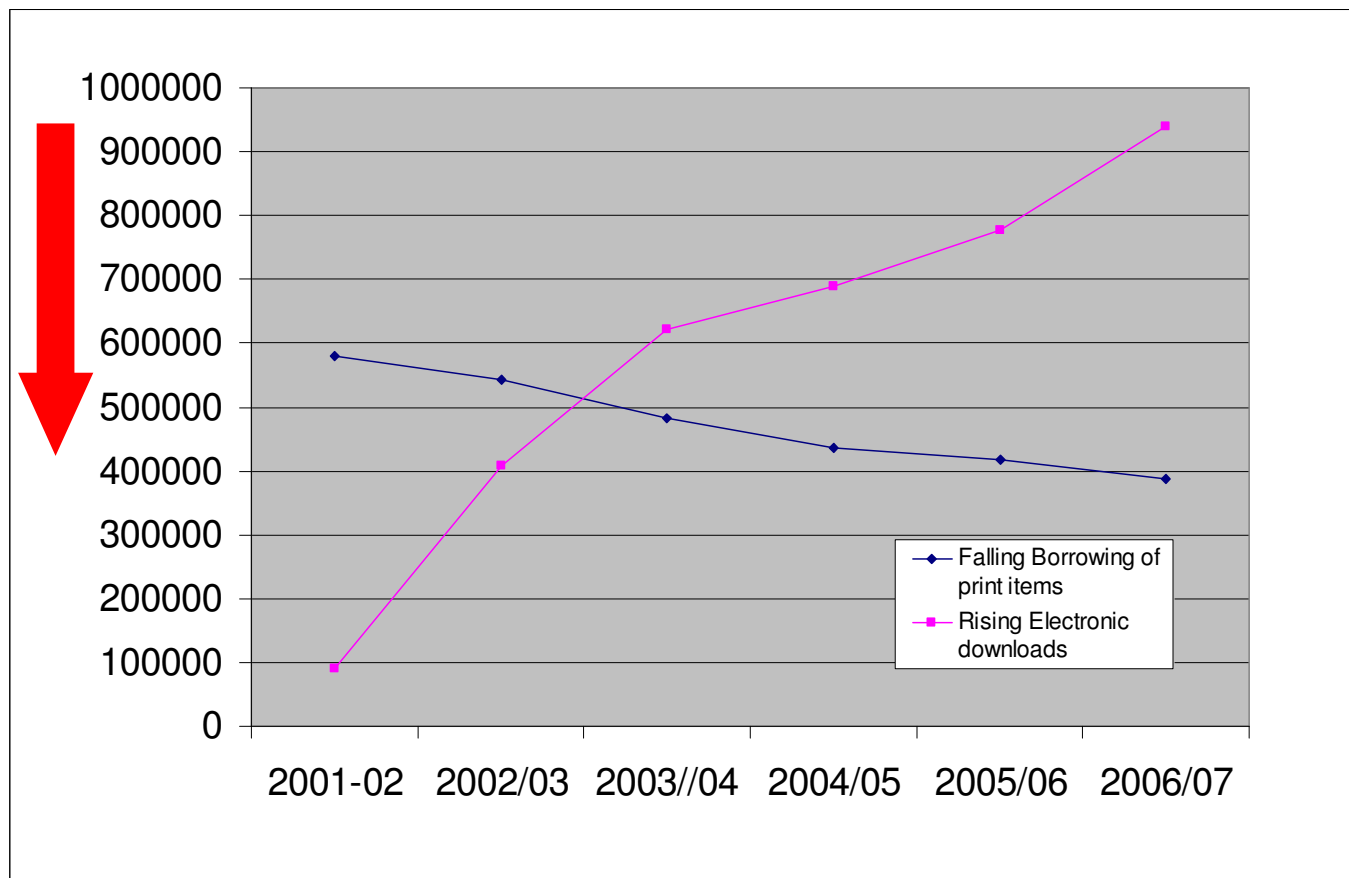
Massive increase in digital use 2001-2007: Electronic journals & E-books (pdf downloads)



Use of digital services has risen more than 150% p.a. in the last six years.



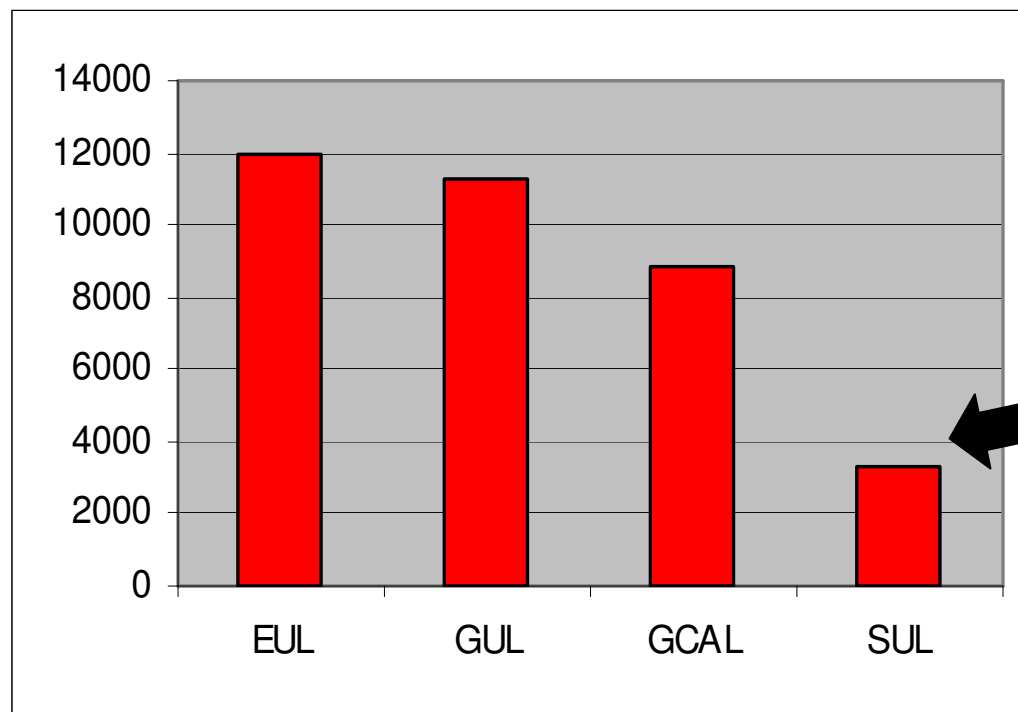
Print vs digital: decline of print



**Over 50%
fall in
issue since
1994**



New library strategy: more digital content Electronic journals (cf. databases)



Strathclyde has between half to a third fewer e-journal titles than its rivals.



Source: SCONUL 2005/6 (latest available).



New digital library strategy

- 22% more recurrent annual expenditure on digital resources.
- £2.5 million pounds to be spent on one off purchases of digital materials to replace print.
- Removal of unused or print stock that duplicates new electronic backsets.
- System of electronic preference for all new purchases.



What tool for new content?

- New content would make a complex hybrid collection even more diverse and fragmented.
- Could we import new digital content without further marginalising our print collections?
- Choices of interface tool:
 - The OPAC.
 - The browsable web site.
 - A new tool?



OPAC interface (statistics)

- Fall from 1.7 million general opac searches in 2002/3, to 1.5 million searches in 2007/8:
 - 11% decline in number of opac searches.
- Fall in views of electronic resource bib records in opac 572,00 pa to 457,000 displays pa over same period:
 - 20% decline in use of opac to find electronic resources.



OPAC interface (feedback)

- ‘The search engine for the library catalogue could be improved.’
- ‘I sometimes have problems searching for books on the catalogue’
- ‘I find that the library search catalogue is not very useful, the system is not very helpful in looking for literature about topics ’

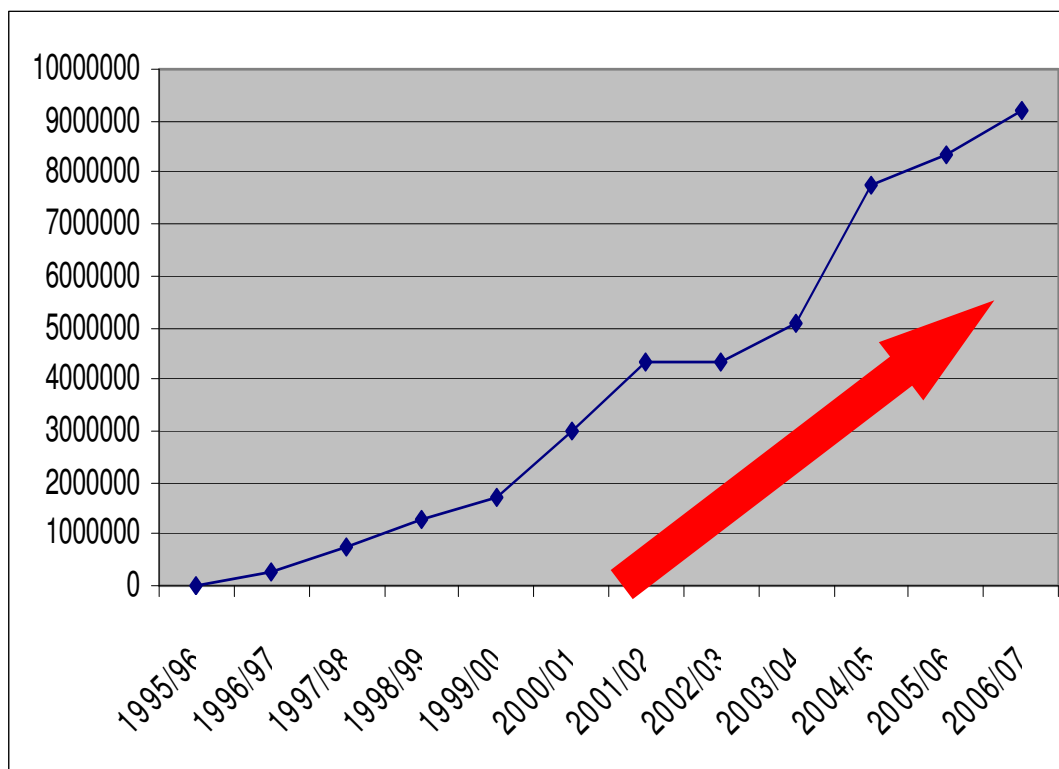


OPAC interface (conclusions)

- Failed process of opac enrichment:
 - Electronic resources in opac a problem.
 - Tables of contents & long notes field.
 - Overly inclusive keyword search.
- “Cognitive overload” (We got it wrong).
- Rightly or wrongly, opac mainly identified with print items, and demand for print falling.
- Prejudice against print! (Users get it wrong).



Library website statistics:



Website had
marginalised
OPAC?



Website interface

- ‘The library search engine is one thing that i definately [sic] feel needs improvement’
- ‘I make much more use of electronic media, almost all of the information I need comes through searching Web rather than via the University Library's on-line services.-’
- ‘The library is a wonderful resource and could be made even more accessible on the web with better navigation.’

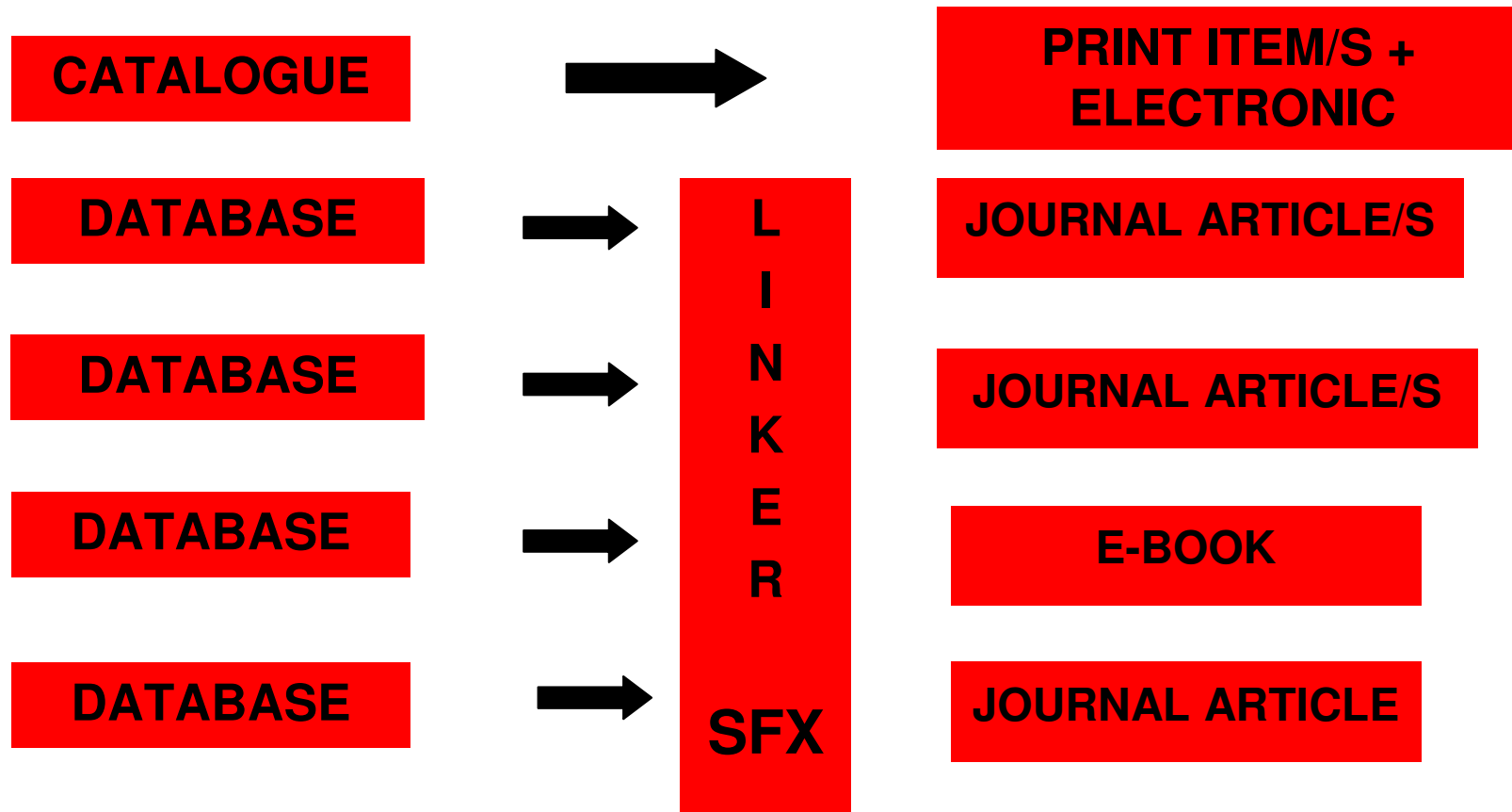


Website interface (2)

- ‘make the website easier to use and with better functions ’
- ‘The only plus with regards to the library is the computer equipment and internet access.’
- ***‘it is confusing to figure out all the different services on offer’***
.....Cognitive overload (“Too much stuff!”)



Too much stuff!



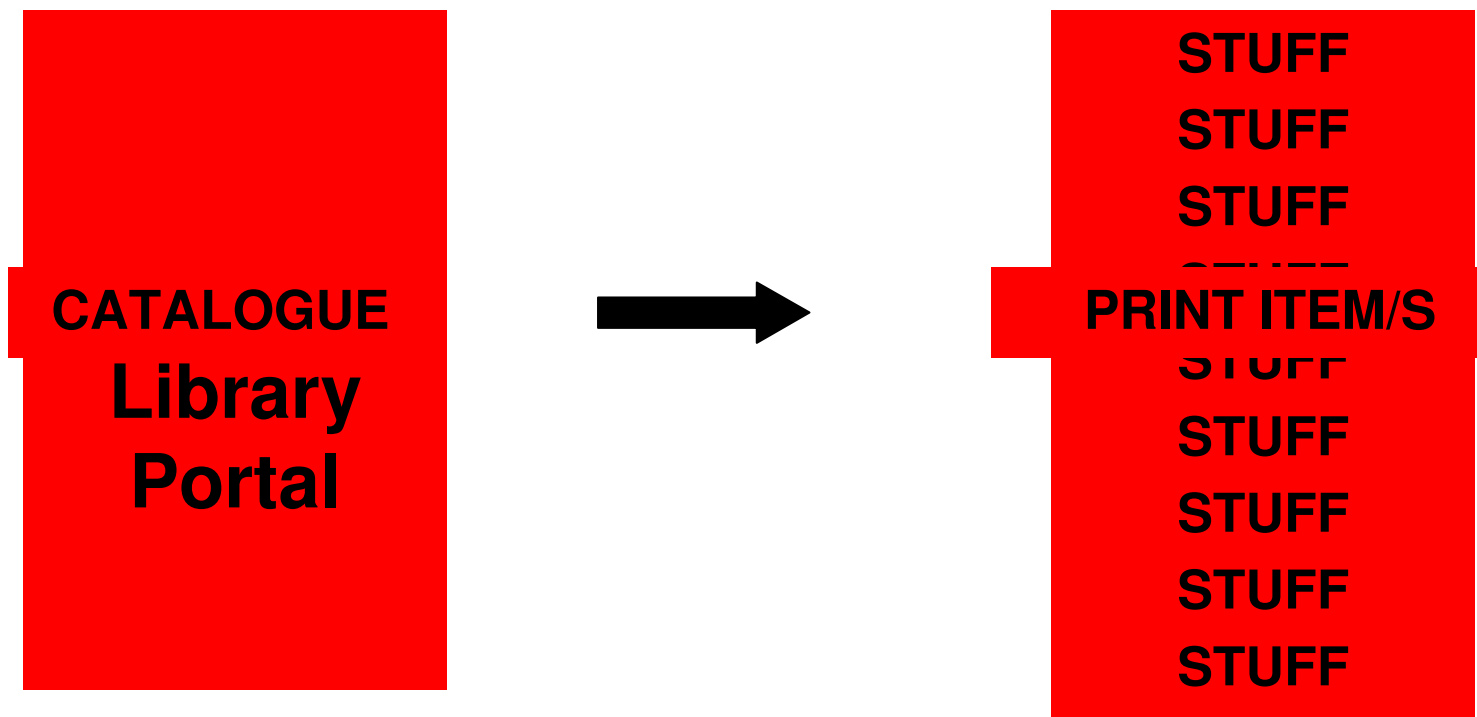


Verdict on two existing tools:

- ~~The OPAC~~
- ~~The browsable web site~~
- *A new tool...*



Simple information model:





SUPrimo: early approaches

- Why Primo?
- Other products available: but compatibility with our existing Ex Libris products crucial.
- Web 2.0 functionality also a key factor.
- Formation of Implementation team.
- Phasing: initially focus on Primo for internal collections.
- Then: Digitool - SFX – Institutional Repository (theses) – Metalib.



A 'real' electronic library: SUPrimo

The screenshot shows the SUPrimo search interface. At the top, there is a blue header with the University of Strathclyde logo and name. Below this is a navigation bar with the SUPrimo logo and the text 'University of Strathclyde's integrated search service'. There are links for 'New search', 'Library catalogue', 'Ejournal browse', and 'Help'. Below the navigation bar are two tabs: 'Library Collections' and 'Exam Papers'. The main search area features a search box with the text 'Search for', a 'GO' button, and links for 'New Search' and 'Advanced Search'. To the right of the search area is a user greeting 'Hello, Guest' with links for 'Sign in for full access', 'Guest e-Shelf', 'Help', and 'My Preferences'. Below the search area is a section titled 'SUPrimo searching' with three paragraphs of text describing the service. To the right of this section is a 'Library links' section with links for 'Class reading lists', 'Library Collections', 'Need help? - AskUs', and 'Libraries at Strathclyde'. At the bottom of the page is a footer with links for 'Primo by Ex Libris', 'Contact us', 'Electronic Library Services', and 'Library Home', along with a checkbox for 'update'.

SUPrimo University of Strathclyde's integrated search service

[New search](#) | [Library catalogue](#) | [Ejournal browse](#) | [Help](#)

[Library Collections](#) [Exam Papers](#)

Search for **GO**

[New Search](#) [Advanced Search](#)

Hello, Guest

[Sign in](#) for full access

[Guest e-Shelf](#)

? [Help](#) [My Preferences](#)

SUPrimo searching

Use our **SUPrimo Service** to search our Library's collections, including:
books - journal titles - electronic resources - theses - exam papers - media resources

Use our [Citation Linker Service](#) to search for an electronic version of a known article.

Use our [Electronic Databases](#) to search for journal articles on specific subjects.

Library links

[Class reading lists](#)

[Library Collections](#)

Need help? - [AskUs](#)

[Libraries at Strathclyde](#)

Primo by Ex Libris [Contact us](#) [Electronic Library Services](#) [Library Home](#)

update



A 'real' electronic library: SUPrimo

SUPrimo University of Strathclyde's integrated search service

[New search](#) | [Library catalogue](#) | [Ejournal browse](#) | [Help](#)

[Library Collections](#) [Exam Papers](#)

Search for [GO](#)

[New Search](#) [Advanced Search](#)

Hello, Guest
[Sign in](#) for full access
Guest e-Shelf [4](#)
[? Help](#) [My Preferences](#)

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Library links
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[Library Collections](#)
Need help? - [AskUs](#)
[Libraries at Strathclyde](#)


Primo by Ex Libris [Contact us](#) [Electronic Library Services](#) [Library Home](#)

update

Red arrows point to the search bar, the 'GO' button, the 'New Search' link, the 'SUPrimo searching' header, the 'Electronic Databases' link, and the 'Library links' section.



A 'real' electronic library: SUPrimo

 **SUPrimo** University of Strathclyde's integrated search service

[New search](#) | [Library catalogue](#) | [Ejournal browse](#) | [Help](#) |

[Library Collections](#) [Exam Papers](#)

Search for **GO** >

[New Search](#) [Advanced Search](#)

Hello, Guest

[Sign in](#) for full access

[Guest e-Shelf](#) 4

? [Help](#) [My Preferences](#)

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[Libraries at Strathclyde](#)

Primo by Ex Libris [Contact us](#) [Electronic Library Services](#) [Library Home](#)

update



A 'real' electronic library: SUPrimo

SUPrimo University of Strathclyde's integrated search service

New search | Library catalogue | Ejournal browse | Help |

Library Collections | **Exam Papers 30%**

Search for **GO**

91%

New Search | Advanced Search

Hello, Guest

Sign in for full access

Guest e-Shelf 7%

? Help | My Preferences

10%

6%

SUPrimo searching

Use our SUPrimo Service to search our Library's collections, including:
books - journal titles - electronic resources - theses - exam papers - media resources

Use our Citation Linker Service to search for an electronic version of a known article.

Use our Electronic Databases to search for journal articles on specific subjects.

7%

Library links

Class reading lists

Library Collections **3%**

Need help? - AskUs

Libraries at Strathclyde

Primo by Ex Libris | Contact us | **Electronic Library Services 30%** | Library Home

update



SUPrimo: advanced search



SUPrimo

University of Strathclyde's integrated search service

[New search](#) | [Library catalogue](#) | [Ejournal browse](#) | [Help](#) |

Library Collections

Exam Papers

Advanced Search

keywords anywhere ▾

contains ▾

name, title keywords ▾

contains ▾

Publication Date:

Any year ▾

GO >

[New Search](#)

[Simple Search](#)

Hello, Guest

[Sign in](#) for full access

Guest e-Shelf ▾

? [Help](#)

[My Preferences](#)

SUPrimo searching

Use our **SUPrimo Service** to search our Library's collections, including:
books - journal titles - electronic resources - theses - exam papers - media resources

Library links

[Class reading lists](#)

[Library Collections](#)



Results:

Electronic
Resources









Available

Libraries:

- Main Library
- Jordanhill

Collections:

- Theses
- Children's literature

 Book	<p>techniques (View details)</p> <p>Astronomy and Planetary Sciences Board.; Science and Engineering Research Council (Great Britain) Science and Engineering Research Council 1988.</p> <p><input type="checkbox"/> Add to Available in University of Strathclyde (GetIt)</p> <p>»-Shelf</p>		<p>Narrow my results by limiting the search to:</p> <p>Subject:</p> <ul style="list-style-type: none"> > Astronomy (7) > Stars (2) > Megalithic monuments (1) > Science (1) > Black holes (Astronomy) (1) > Show 12 more <p>Name:</p> <ul style="list-style-type: none"> > Hawkins Gerald S. (1) > Playfair, J (1) > Hanbury brown (1) > Thom Archibald Stevenson (1) > Bashkin, S (1) > Show 15 more <p>Date:</p> <ul style="list-style-type: none"> > After 1983 (4)
 Book	<p>Principles of astronomy a short version (View details)</p> <p>Wyatt Stanley P. Kaler James B. Allyn and Bacon c1981</p> <p><input type="checkbox"/> Add to Available in University of Strathclyde (GetIt)</p> <p>»-Shelf</p>		
 Book	<p>The history of astronomy from Herschel to Hertzsprung (View details)</p> <p>Dieter B. Herrmann Kevin Krisciunas 1953- Cambridge University Press 1984</p> <p><input type="checkbox"/> Add to Available in University of Strathclyde (GetIt)</p> <p>»-Shelf</p>		
 Book	<p>A compendium of spherical astronomy with its applications to the determination and reduction of positions of the fixed stars. (View details)</p> <p>Simon Newcomb 1835-1909. The Macmillan company; Macmillan and co. lfd. 1906</p>		

Media:

- Book
- Serial



SUPrimo design ideas

- Simplification of screen: do not make Primo same as opac.
- Choice of links – from user feedback, web site statistics.
- Help information (should be simple too).
- Choice of keyword search fields Aut/Title/Subject cf. ‘Major’.
- Choice of facets for simple post qualification (don’t over elaborate the facets!).
- Future use of Statistics: hope to continue development of interface using statistical features of Primo.



Thank you!

Questions.....?