

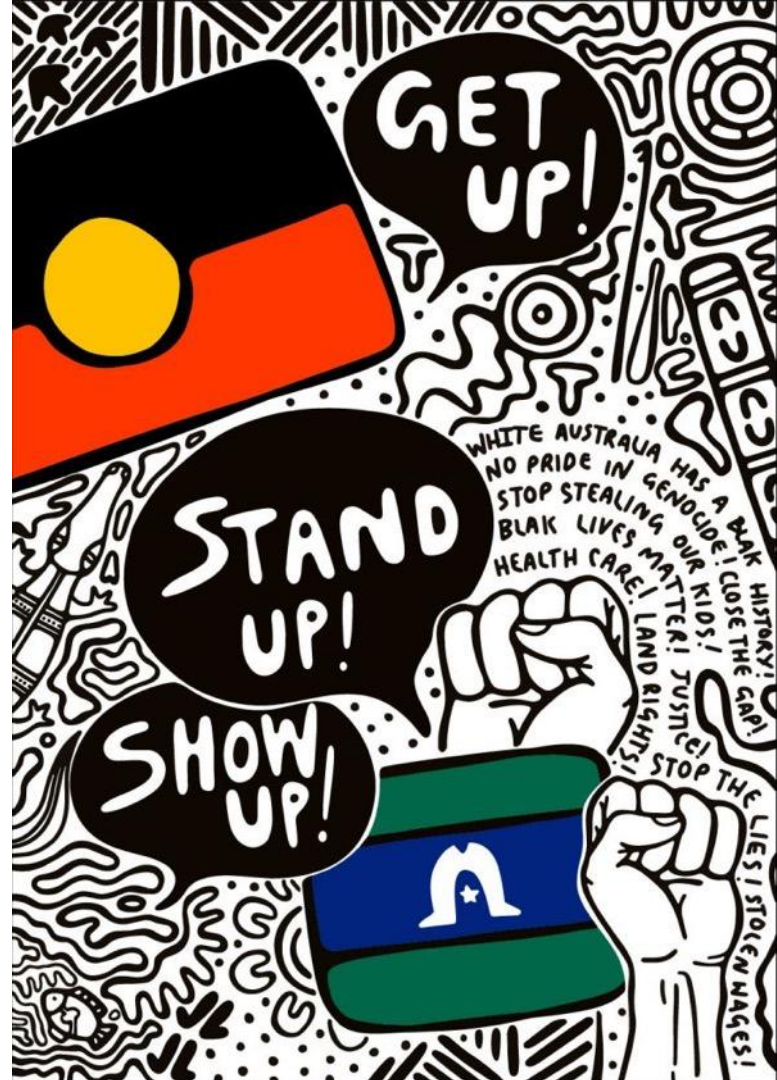
STATE LIBRARY OF QUEENSLAND

Acknowledgement of Country

I acknowledge the traditional owners of the land upon which we all meet on today. I pay my respects to Elders past, present and emerging.

I acknowledge Aboriginal and Torres Strait Islander peoples and their continuing connection to land and as custodians of stories for millennia.

State Library of Queensland is inspired by this tradition in our work to share and preserve Queensland's memory for future generations.



The Topography of Searching

Visualising collections data

Explore the project

topography.slq.qld.gov.au

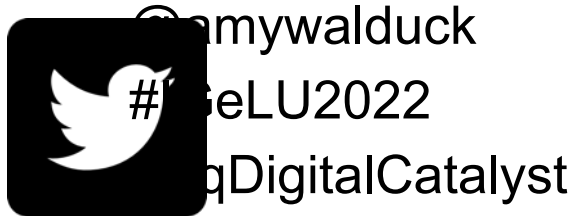
State Library of Queensland

Inspiring possibilities through knowledge, stories and creativity.

Amy Walduck

amy.walduck@slq.qld.gov.au

Coordinator, Digital Library Initiatives



The **Digital Collections Catalyst** initiative aims to attract developers and creatives to support **innovative and creative uses of our digital collections and collections data**. We are interested in highly creative and experimental ideas that **bring together technology with cultural heritage** to inspire Queenslanders through State Library collections.

Digital Collections Catalyst 2020

Dr. Keir Winesmith began with a deep dive into State Library's collection of Brisbane maps and histories. He then developed a predictive mapping project to help visualise and analyse evolving Brisbane futures.

Mapping Future Brisbane launched with an interactive 3D mapping tool, historical research, and details of the machine learning experiments.

Image by Josie Huang 2020

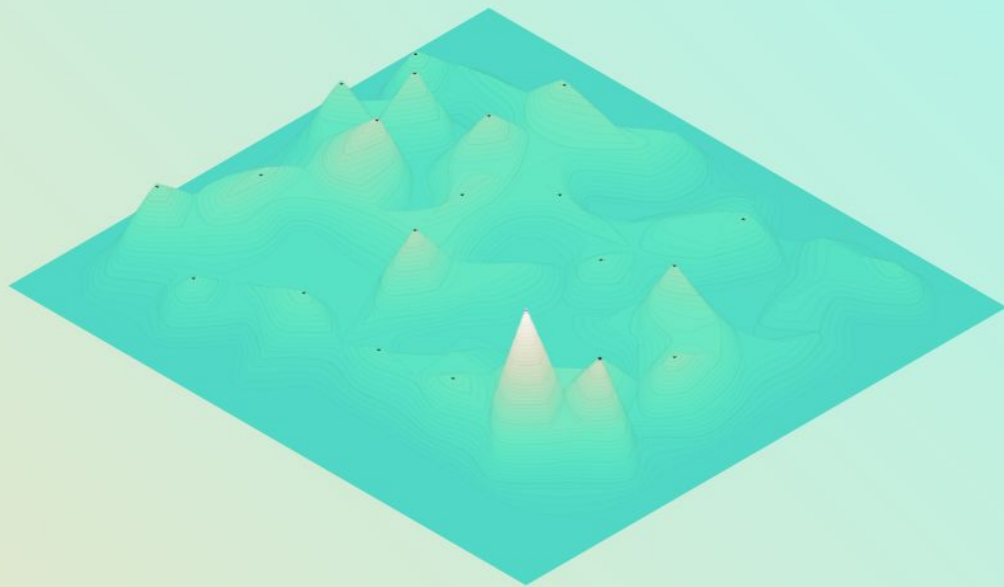


Digital Collections Catalyst 2021

Brett Tweedie is a data visualisation designer with degrees in media and politics, and has been making stuff online since the late 90s including:

- Google News Lab Fellow
- State Library of New South Wales
- Museum of Applied Arts and Sciences
- Museum of Australian Democracy
- ABC, The Australian Financial Review, The Conversation, The Guardian.

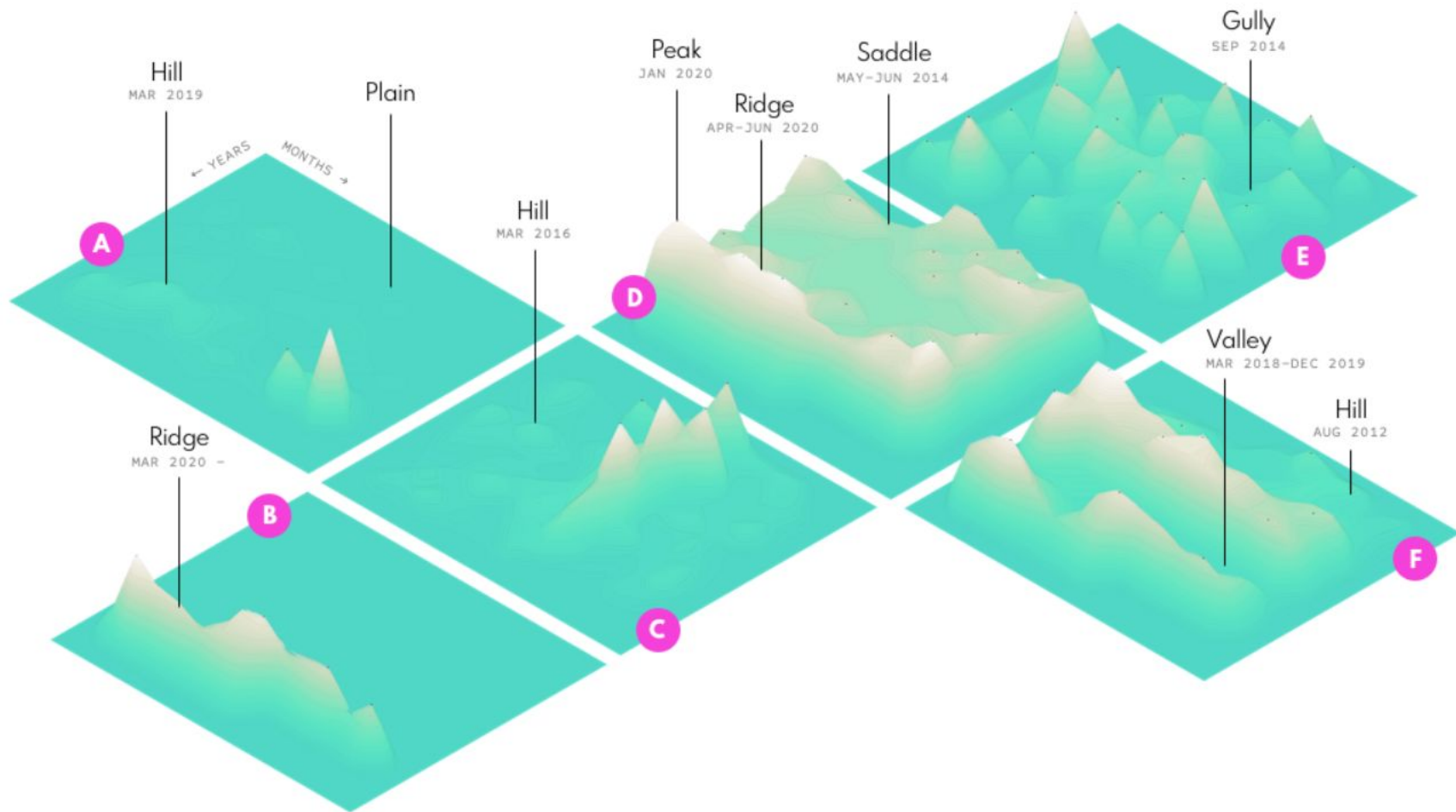




The	Topography	of	Searching
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There were **468** searches of the State Library of Queensland catalogue with the word 'searching' in it, since April 2012





More than **10 years of text strings searched** in State Library of Queensland's online catalogue.

Historical data is freely available on the Queensland Government **Open Data Portal**.

Current data is sourced through **Google Analytics** and updated daily.

Open data is a key component in our **Digital Strategy** and State Library's commitment to open data is outlined in our **Open Data Strategy**. The Strategy includes activities to **build digital collections for use and re-use**, and activities to position State Library as a **lead in the open data movement**.

A quick overview of searches shows an average of **2,193 searches per day**

Peak search **year 2016**

Peak search **time 2-3pm**

Peak search **day Wednesday**

Peak search **month May**

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

2012
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2021
2022

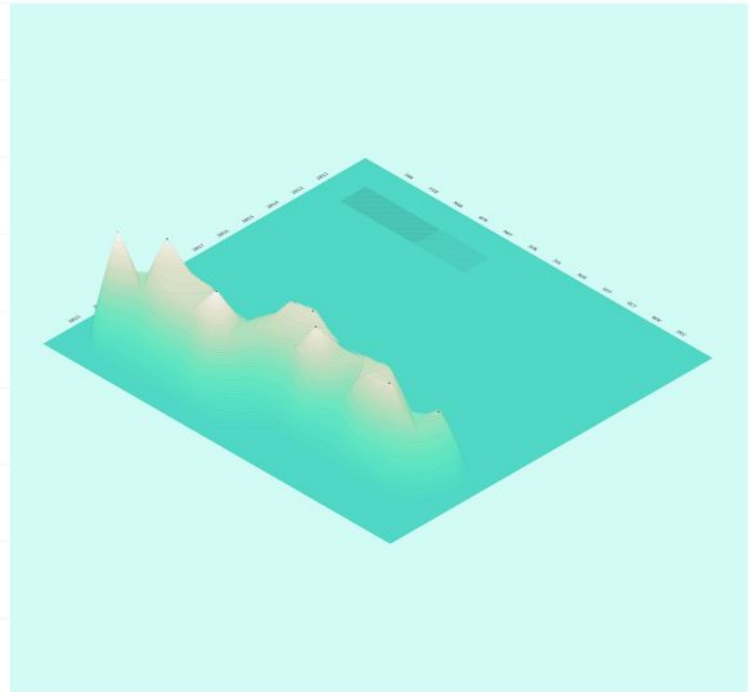


CONTOUR INTERVAL: 5.8 PER 100,000 SEARCHES

PERIOD COVERED: 10.2 YEARS

contains ↓ covid Go

CASE-SENSITIVE WHOLE WORD

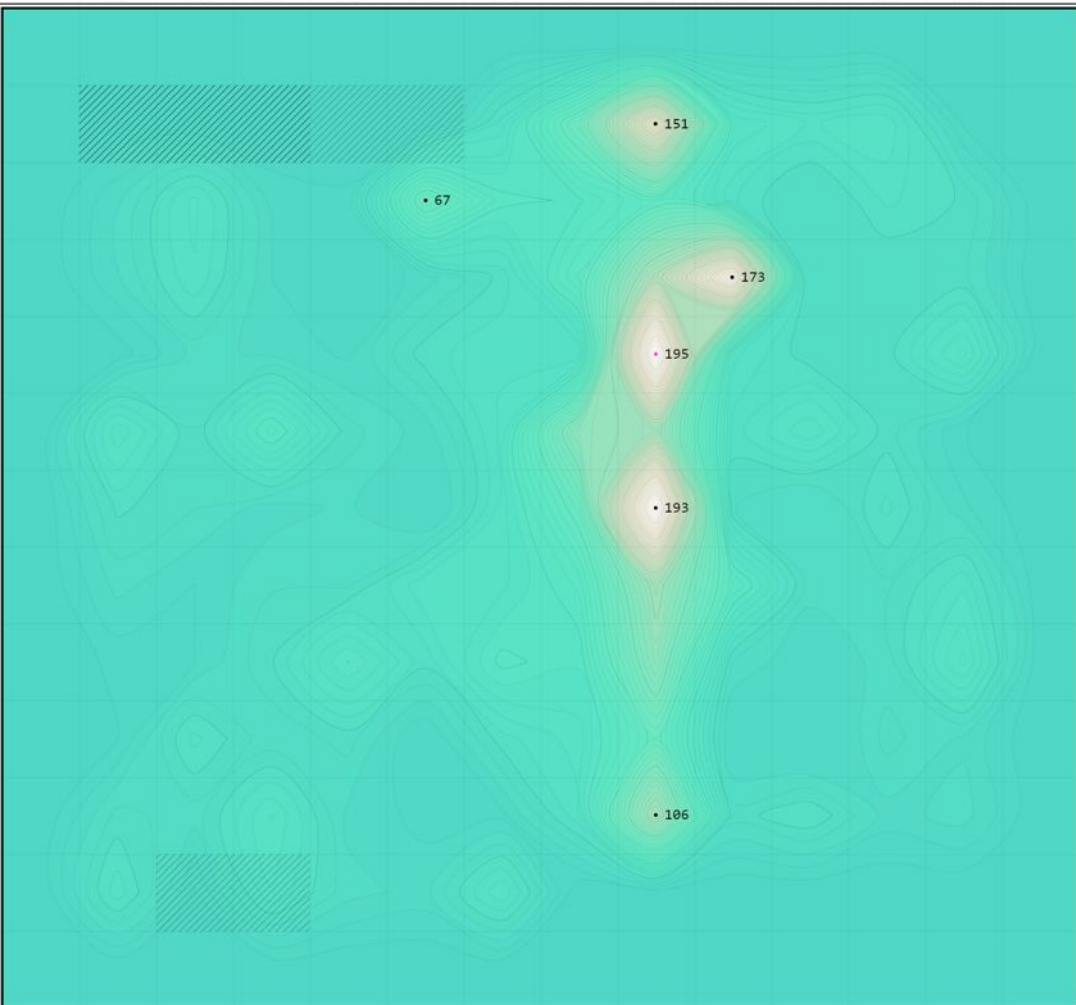


CONTOUR INTERVAL: 5.8 PER 100,000 SEARCHES

PERIOD COVERED: 10.2 YEARS

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

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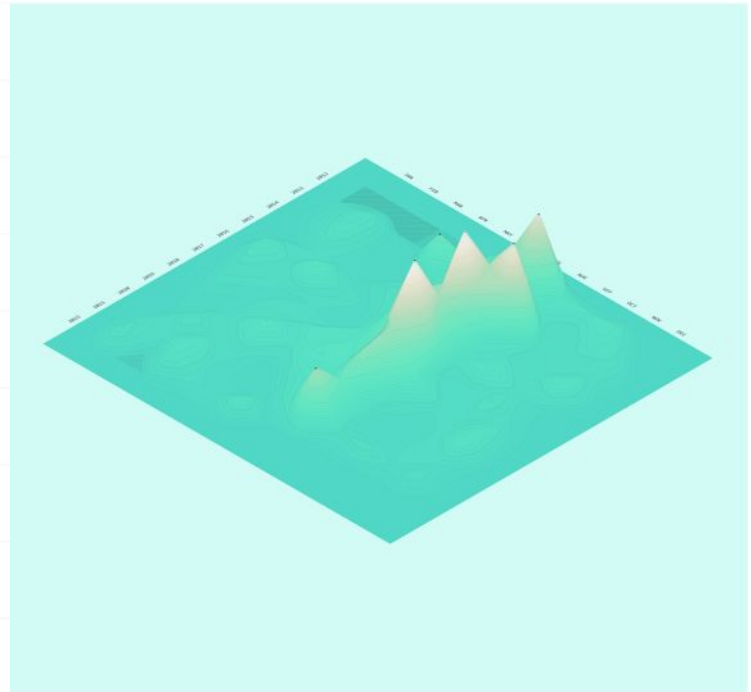


CONTOUR INTERVAL: 3.9 PER 100,000 SEARCHES

PERIOD COVERED: 10.2 YEARS

contains ↓ ekka Go

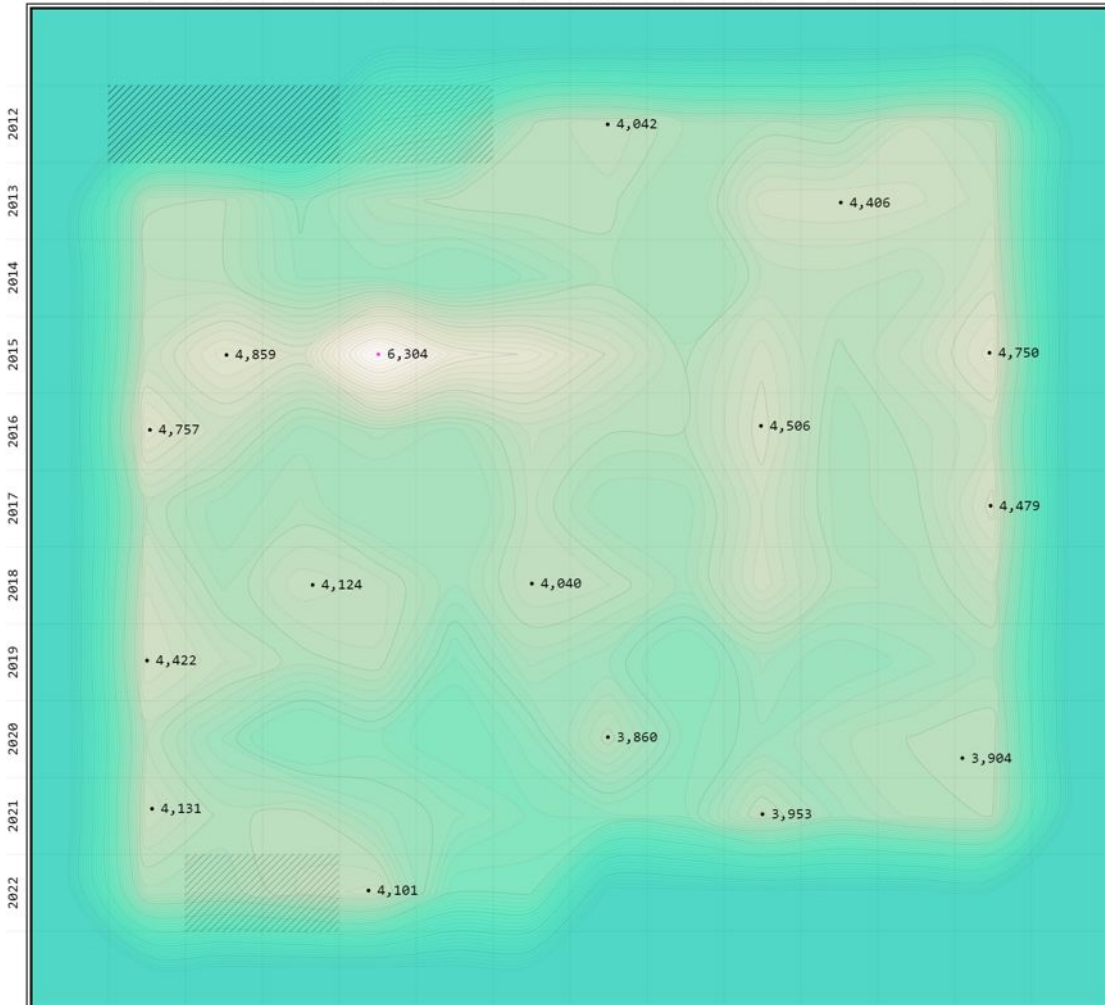
CASE-SENSITIVE WHOLE WORD



CONTOUR INTERVAL: 3.9 PER 100,000 SEARCHES

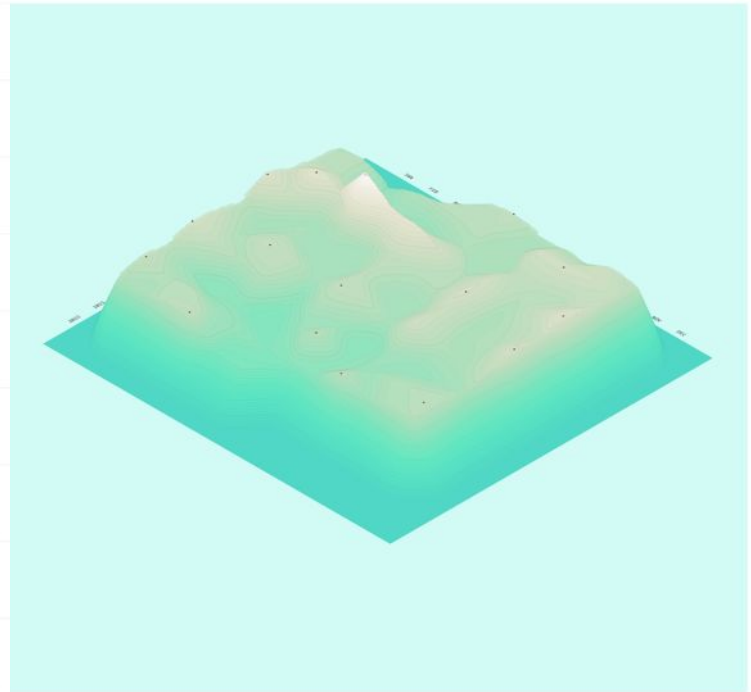
PERIOD COVERED: 10.2 YEARS

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



contains ↓ queensland Go

CASE-SENSITIVE WHOLE WORD



CONTOUR INTERVAL: 126 PER 100,000 SEARCHES

PERIOD COVERED: 10.2 YEARS

CONTOUR INTERVAL: 126 PER 100,000 SEARCHES

PERIOD COVERED: 10.2 YEARS

TOPOGRAPHIC MAP
FOR SEARCHES CONTAINING:

“queensland”

CASE-INSENSITIVE

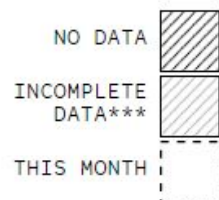
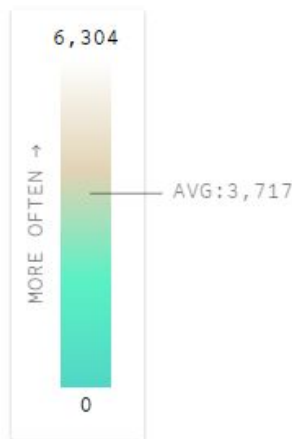
Based on the **303,100** matched searches from people using the State Library of Queensland [catalogue](#) between April 2012 & June 2022. On average it appeared in around **82** searches per day.

● **Max:** April 2015 (Autumn)

MOST RECENT:

“Triumph of narrow gauge : a history of Queensland Railways ~2F John Kerr.”

1 day ago



Total Searches	Unique Searches	Max Ratio	Avg. Ratio	Total Words	Unique Words	Avg. Words per Search	Steepest Rise	Steepest Fall	Trend
303,100	159,965	6,304 APR 2015	3,717 per 100,000 searches	1,405,745	34,019	4.6	↑1,923 APR 2012	↓1,569 MAY 2022	↑45 since last month

Top searches

📍 SHOW TOPOGRAPHY 🔍 SEARCH CATALOGUE

1-25

aboriginal reserves
queensland,..... 3,145 📍📍
Page Queenslander
Pictorial..... 2,810 📍📍
aboriginal missions
queensland,..... 2,531 📍📍
queensland,..... 2,374 📍📍
Queensland OR "qld" OR
JRBM OR RARJRBM..... 1,875 📍📍
Picture Queensland,AND ... 1,606 📍📍
queensland government
gazette 1,553 📍📍
State Library of
Queensland. 1,081 📍📍
Queenslander (Brisbane,
Qld. : 1866-1939),..... 1,081 📍📍
queenslander,..... 1,006 📍📍
picture queensland,..... 877 📍📍
State Library of Queensland ,. 786 📍📍
Queensland Government
Gazette,..... 779 📍📍

26-50

state library of queensland,.... 344 📍📍
Voting registers --
Queensland 343 📍📍
Burial records --
Queensland -- Boulia --
Indexes 308 📍📍
queensland country life 302 📍📍
The Queenslander 292 📍📍
queensland history 286 📍📍
Queenslander 283 📍📍
Real property --
Queensland -- Brisbane --
Maps 279 📍📍
Fencing -- Competitions --
Queensland 278 📍📍
Soldiers--Queensland--
Portraits,AND 277 📍📍
fencer queensland 277 📍📍
Queensland,AND 270 📍📍
queensland electoral rolls,.... 263 📍📍
worksafe queensland,..... 256 📍📍

51-75

university of queensland 206 📍📍
Queensland Newspapers
Pty Ltd 204 📍📍
Ships -- Queensland --
Moreton Bay -- Passenger
lists 202 📍📍
queensland memory 199 📍📍
queenslander pictorial,..... 194 📍📍
Church records and registers
-- Queensland -- Indexes..... 193 📍📍
queensland railways 192 📍📍
Queensland Family History
Society,..... 191 📍📍
queenslanders in
conversation 187 📍📍
Queensland -- Newspapers,.... 187 📍📍
Queensland -- Emigration
and immigration -- Registers.. 186 📍📍
queensland review,..... 186 📍📍
queensland railways,AND 182 📍📍
north queensland register,..... 178 📍📍

76-100

Mine accidents --
Queensland 156 📍📍
Queensland Railways --
Officials and employees --
Registers 155 📍📍
queenslander pictorial
supplement, 148 📍📍
Queensland -- Directories 147 📍📍
Queenslander architecture,.... 145 📍📍
World War, 1914-1918 --
Queensland 144 📍📍
queensland rail 143 📍📍
Illustrated front cover from
The Queenslander 141 📍📍
Queensland times,..... 140 📍📍
electoral rolls queensland,.... 135 📍📍
queensland post office
directory 134 📍📍
queensland museum 133 📍📍
queensland map 132 📍📍
Queensland -- Maps 131 📍📍

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

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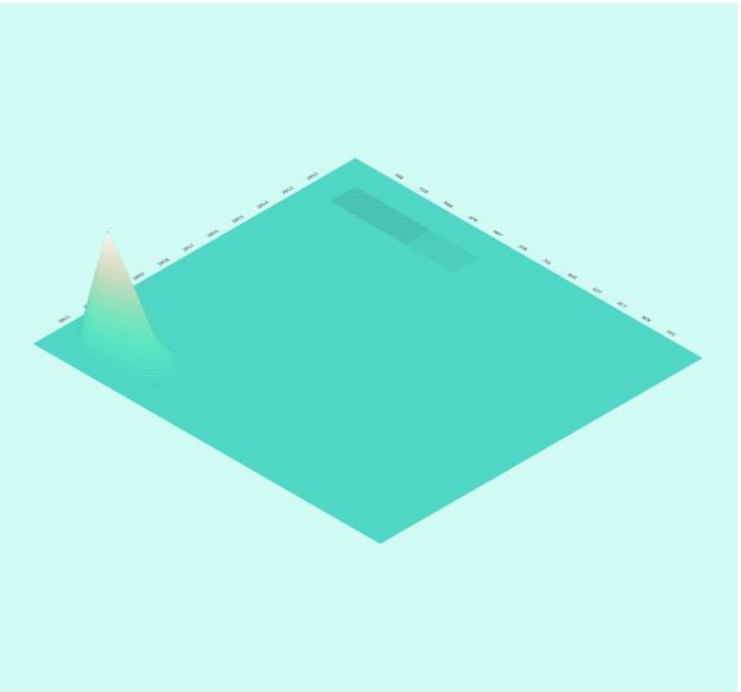


CONTOUR INTERVAL: 0.15 PER 100,000 SEARCHES

PERIOD COVERED: 10.2 YEARS

contains ↓ amy is awesome Go

CASE-SENSITIVE WHOLE WORD



CONTOUR INTERVAL: 0.15 PER 100,000 SEARCHES

PERIOD COVERED: 10.2 YEARS

State Library of Queensland staff have advised that
The Topography of Searching:

Reflects the behaviour of clients when assisting them
at service points.

Reinforces the type of support staff are providing to
clients at service points.

The Topography of Searching opportunities:

Natural language searches are very common, do our records and user tags have the correct detail to show the results clients are searching for?

Resource Recommender could be used more widely to link clients to information they're looking for **in the catalogue** but is located **outside the catalogue**.

Summer

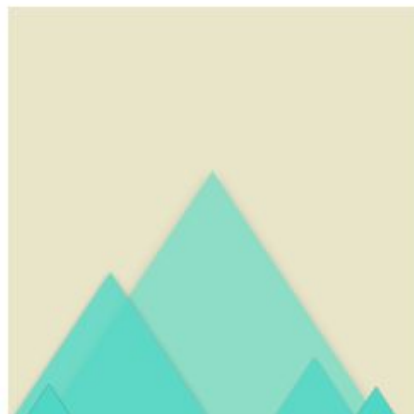
500 questions
per 100,000 searches



How.....	3,737	👍
What.....	1,626	👍
Why.....	665	👍
When.....	551	👍
Where.....	385	👍

Autumn

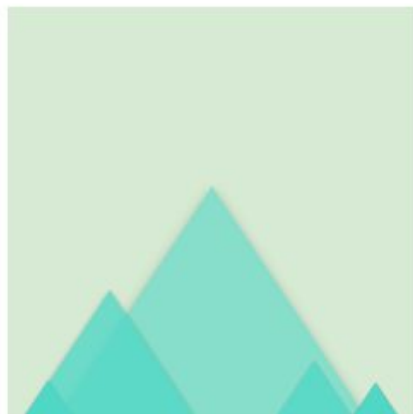
781 questions
per 100,000 searches



How.....	7,029	👍
What.....	4,124	👍
Why.....	1,690	👍
Is.....	911	👍
Does.....	839	👍

Winter

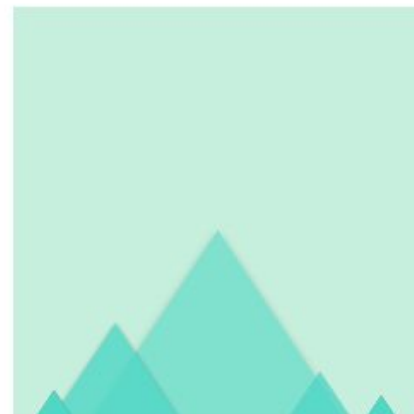
749 questions
per 100,000 searches



How.....	6,040	👍
What.....	3,307	👍
Why.....	1,453	👍
Is.....	950	👍
Does.....	870	👍

Spring

565 questions
per 100,000 searches

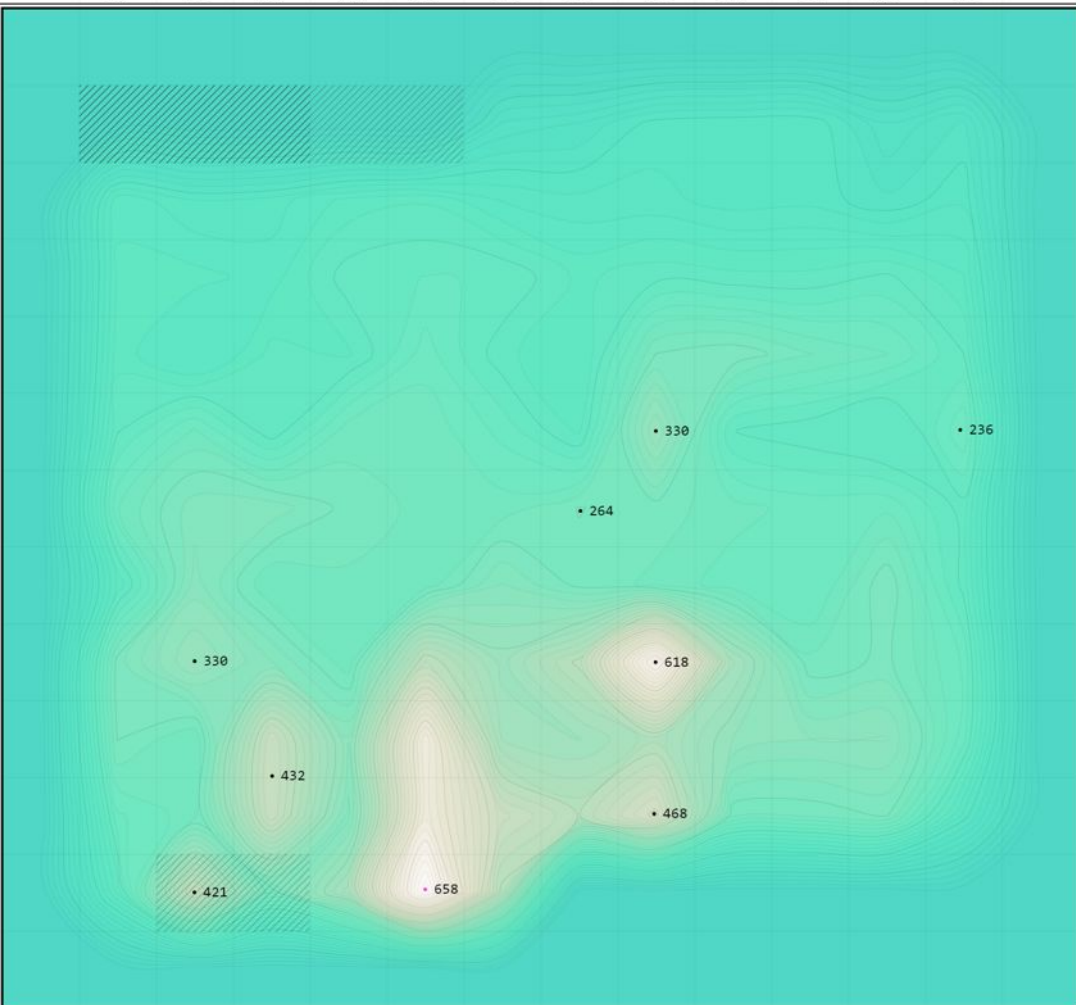


How.....	4,260	👍
What.....	2,128	👍
Why.....	1,018	👍
When.....	593	👍
Is.....	473	👍

When clients are using **questions** to search, **“How to”** searches are by far the **most popular**.

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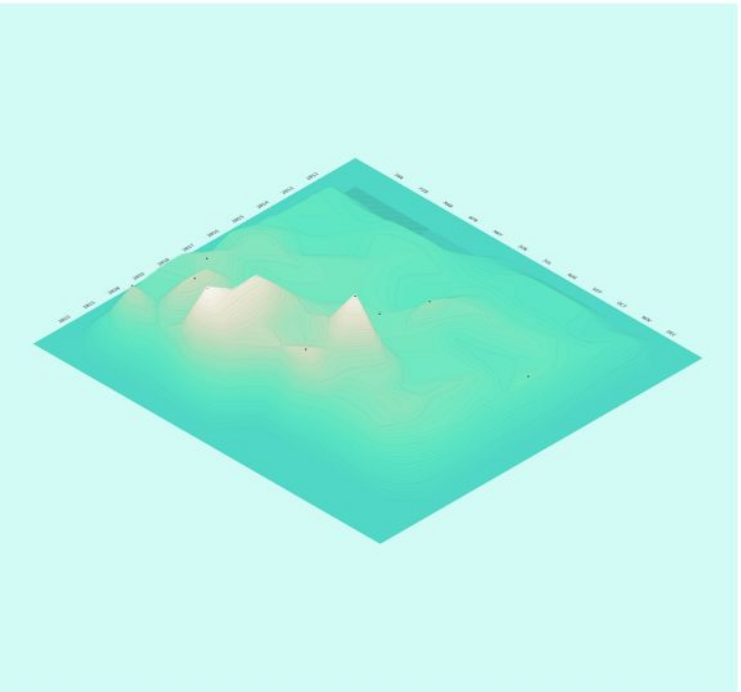


CONTOUR INTERVAL: 13 PER 100,000 SEARCHES

PERIOD COVERED: 10.2 YEARS

starts with ↓ How Go

CASE-SENSITIVE WHOLE WORD

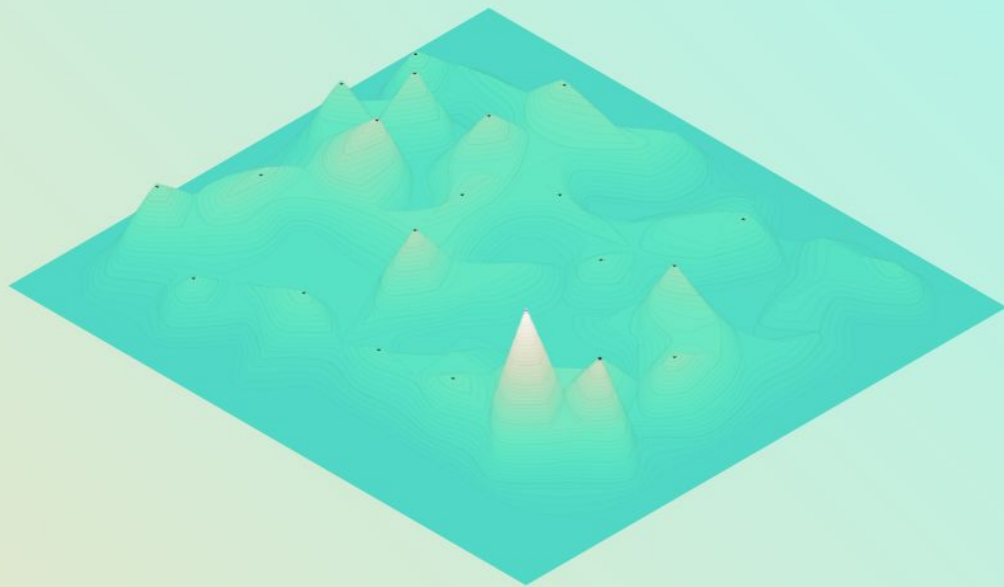


CONTOUR INTERVAL: 13 PER 100,000 SEARCHES

PERIOD COVERED: 10.2 YEARS

When looking at data, especially large data sets, the focus often tends to be on what is at the top - the biggest, the latest, the trends - and sometimes the information contained in the less frequent elements can be missed. Almost **40% of searches only ever appeared once**, and a further 6% or so only twice.

There were **3,163,576** (and counting) searches that **only appeared once**.



The	Topography	of	Searching
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There were **468** searches of the State Library of Queensland catalogue with the word 'searching' in it, since April 2012



The Topography of Searching

An interactive landscape based on the language, themes, topics, and terms searched in the State Library's catalogue, showing how they shift and change over time.

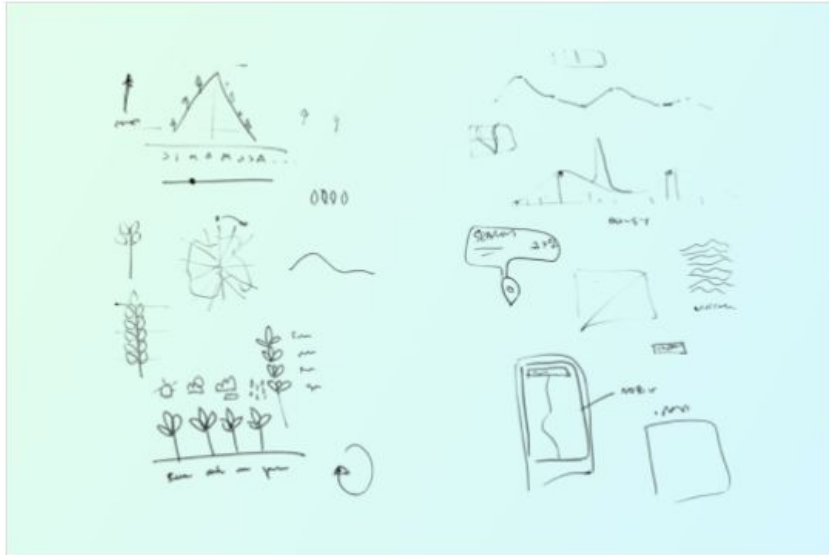
Brett Tweedie, Digital Collections Catalyst 2021
@TheOtherPRC #slqDigitalCatalyst

Explore the project

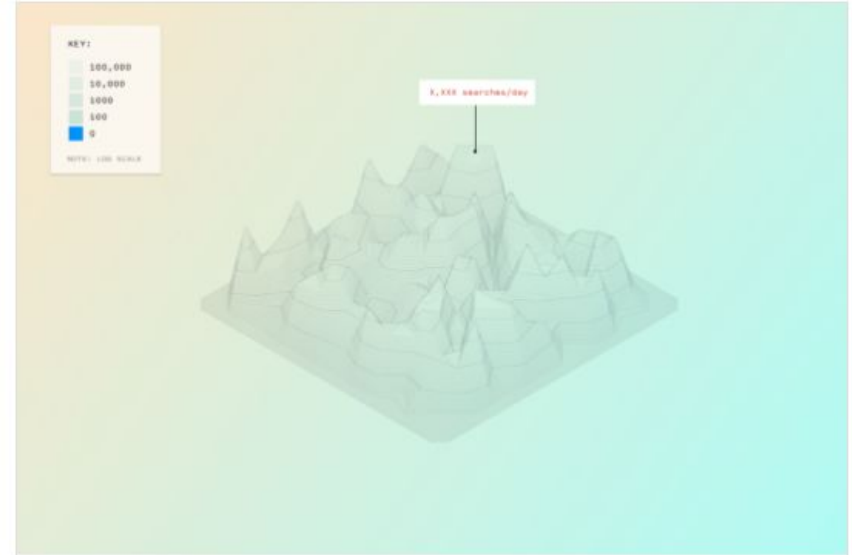
topography.slq.qld.gov.au

Read more – blog posts by the creator

slq.qld.gov.au/digitalcatalyst



The Topography of Searching, part 1: Not everything should be a map (but I did make this a map).



The Topography of Searching, part 2: Making the contours.

29 March 2022

What's next?

Digital Collections Catalyst 2023

#slqDigitalCatalyst

Making Meaning: Collections as Data Symposium 2023

#slqMakingMeaning



**State Library
of Queensland**



**Queensland
Government**

slq.qld.gov.au