



# Utilizing Primo OpenURL Functionality to increase Resource Discoverability

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Head, Collection Services

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# Daricus Larry

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Systems and Metadata Librarian

Daricus Larry is an Assistant Librarian and the current Systems and Metadata Librarian at the University of Arizona Libraries. He is the current product lead for Alma and is engaged in all work related to Alma and Primo.

## Land Acknowledgement

We respectfully acknowledge the University of Arizona is on the land and territories of Indigenous peoples. Today, Arizona is home to 22 federally recognized tribes, with Tucson being home to the O'odham and the Yaqui. Committed to diversity and inclusion, the University strives to build sustainable relationships with sovereign Native Nations and Indigenous communities through education offerings, partnerships, and community service.



# Objectives

How Primo utilizes OpenURL, both receiving it and passing it to other applications.

Examine how The University of Arizona Libraries utilized Primo and OpenURL to increase resource discovery through Article Galaxy Scholar and the results.

Explore the insights from working with Article Galaxy Scholar and how that has informed the adjustments that we have made to integrate Primo further into our discovery workflows.



# What is OpenURL?

OpenURL is a NISO standard syntax for transporting information (metadata and identifiers) about one or multiple referents within URLs.

The information transported is often from bibliographic citation or record found in a database (i.e. Pubmed, JSTOR, Google Scholar).

An OpenURL consists of a base URL followed by a query for one or more objects  
(Example: [https://arizona-primosb.hosted.exlibrisgroup.com/primo-explore/openurl?sid=Entrez:PubMed&id=pmid:34853502&vid=01UA&institution=01UA&url\\_ctx\\_val=&url\\_ctx\\_fmt=null&isServicesPage=true](https://arizona-primosb.hosted.exlibrisgroup.com/primo-explore/openurl?sid=Entrez:PubMed&id=pmid:34853502&vid=01UA&institution=01UA&url_ctx_val=&url_ctx_fmt=null&isServicesPage=true))

# How does Primo Utilize OpenURL?

## ❖ General Electronic Service (GES)

- Links defined by an institution that provide access to library functions and resources.
- Institutions can also decide when these links appear as well.



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## ❖ OpenURL Generated Landing Pages


- Primo ingests OpenURL data from an outside source to search your catalog for a resource, and if it's not found, creates a temporary Full Record Page.

# General Electronic Service Example

Find It

REQUEST OPTIONS: [Request a different issue](#) / [Borrow this item from another library](#)  / [Get it fast from Article Galaxy Scholar](#) 

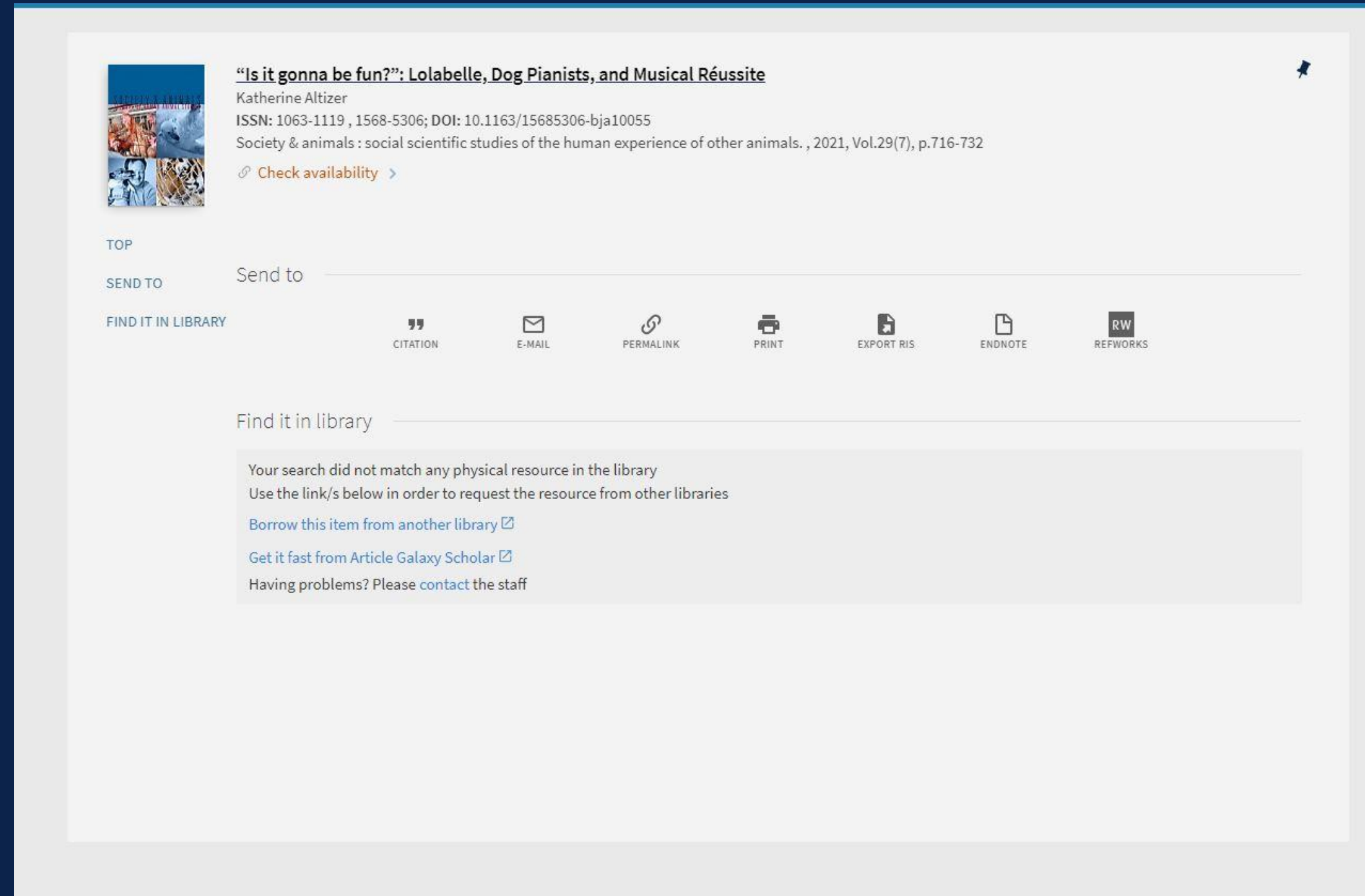
Year All  Volume All  Description All 



Health Sciences - Tucson Library Express Retrieval Only W1 SE714 

[Hide Details](#)

Holdings: v.1(1984)- v.10(1993)

# Primo Landing Discovery Page



 **"Is it gonna be fun?": Lolabelle, Dog Pianists, and Musical Réussite** 








Katherine Altizer  
ISSN: 1063-1119 , 1568-5306; DOI: 10.1163/15685306-bja10055  
Society & animals : social scientific studies of the human experience of other animals. , 2021, Vol.29(7), p.716-732

[Check availability >](#)

TOP


SEND TO


FIND IT IN LIBRARY

 CITATION    E-MAIL    PERMALINK    PRINT    EXPORT RIS    ENDNOTE    REFWORKS

Find it in library

Your search did not match any physical resource in the library  
Use the link/s below in order to request the resource from other libraries

[Borrow this item from another library](#) 

[Get it fast from Article Galaxy Scholar](#) 

Having problems? Please [contact](#) the staff



# What is Article Galaxy Scholar (AGS)?

A service that provides patrons with the ability to order journal articles in which we do not have a subscription.

Routes patrons from PubMed & Google Scholar to our Primo instance, meeting patrons where they are.

Allows us to "test" usage for unsubscribed and cancelled content.

# Why did the we want to invest in AGS?

Rising costs of journals, particularly Health Sciences

## Customization

- Can open the product wide or keep it narrow
- Ability to limit number of requests per patron
- Control of when to push to ILL
- Ability to make changes quickly

OpenURL linking from highly used sites such as Google Scholar and PubMed



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# AGS Pilot Setup

Creation of a GES link that would utilize the Article Galaxy Scholar BaseURL with our link resolver so that OpenURL attributes could be passed along to Reprint's Desk

Provided Article Galaxy Scholar with our ILL Webform Target URL

Ensured that outside resources, Google Scholar and PubMed, were correctly linking back to Primo.

Created informational resources for internal users and patrons.

# Utilizing OpenURL to drive traffic to AGS

Everything comes back to Primo.

Focus on two initial outside data sources:  
PubMed and Google Scholar.

Adjust as data came in our how users used the  
external tools that would bring them back to  
Primo.

# PubMed

## What worked?

- Redirection back to Primo
- Correct passing of OpenURL metadata
- Creation of temporary Primo Full Record Pages
- Correct display of GES Links

## What did not?

- Articles that we held journal holdings for, but not the issue that contained the article, did not receive an Article Galaxy Scholar GES Link.

# Google Scholar

## What worked?

- Redirection back to Primo
- Correct passing of OpenURL metadata
- Creation of temporary Primo Full Record Pages\*

## What did not?

- Consistency
- Correct Display of Electronic Holdings

# AGS Pilot Insights

Large amounts of monograph requests were getting through so GES parameters needed to be updated.

Pointing resources, that offered more content than we were subscribed for, to Primo was the way to go.

Interlibrary Loan was a good catch all for requests from patrons that needed further research.

# What's Next?

More testing of the AGS GES Link to ensure that it appears when needed and not on resources that are not currently supported.

Adoption of other databases Linkout tools that all our users to reroute back to Primo with OpenURL metadata that can be used to find the materials they need (Ex. JSTOR, EBSCO, etc...)

Researching other ways that Primo can make use of OpenURL data, whether passing it along or receiving it from other databases. (Aeon)





**Thank you!**

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***Questions?***

