

Link resolvers create pathways

Simplifying the user
experience

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K-STATE LIBRARIES

Before the Link Resolver

A sad day in the life of a K-State
student
(and a K-State librarian)





In the Beginning was the Button



And the Button was

Strange

Ugly

Confusing



And K-State said

The Button shall be Purple

The Powercat shall be upon it

And it shall be called...



After the Link Resolver

A happy day in the life of a K-State
student
(and a K-State librarian)

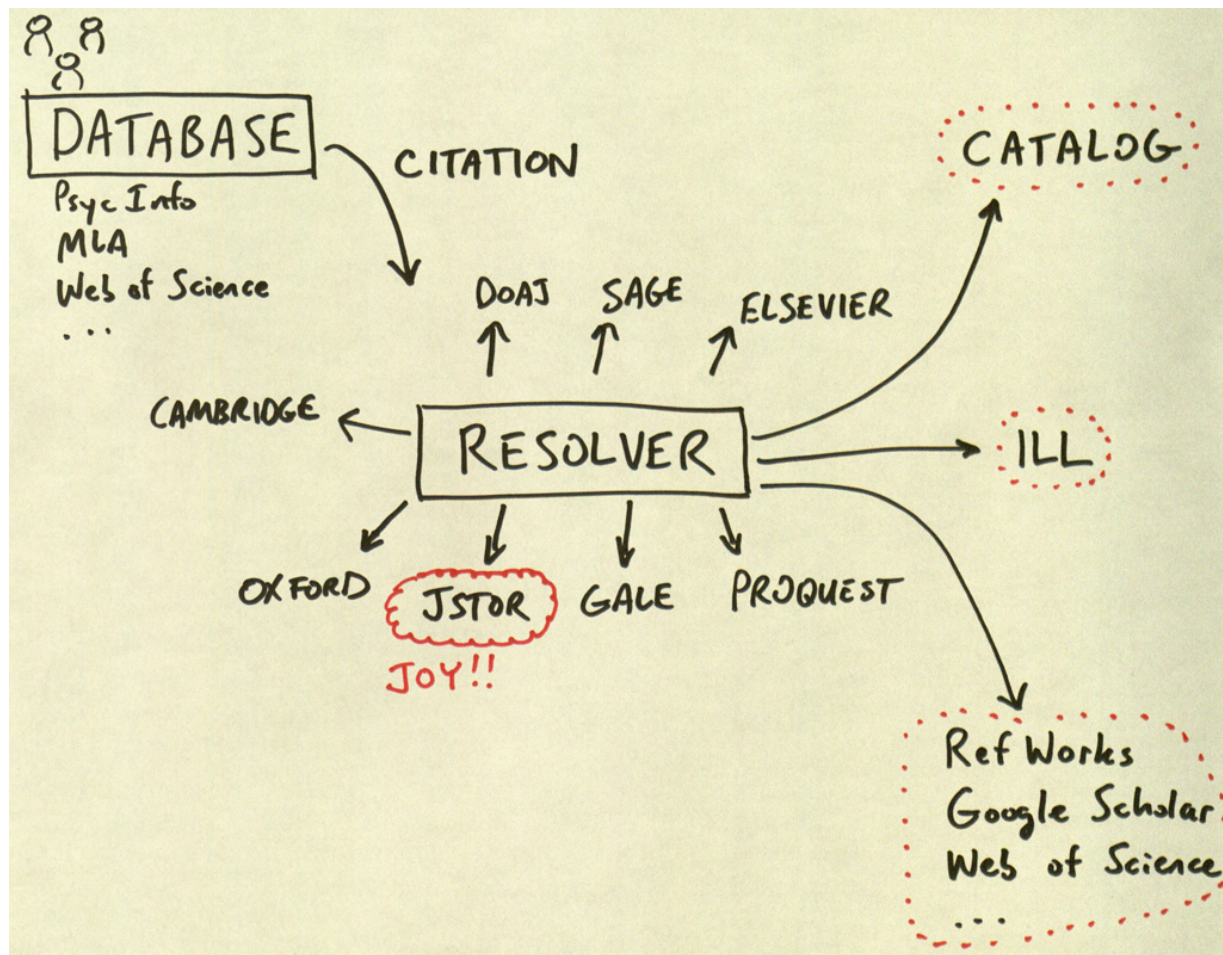


Definitions

- Users – anyone with library privileges
- Get It = SFX = Link Resolver
- OpenURL – communications standard
- Knowledgebase contains:
 - full-text providers
 - aggregators
 - direct subscriptions
 - free content
 - journal titles
 - holdings
- Parser – magic little scripts



How Get It Works



Prologue to Get It

- LinkFinder*Plus* (2003-2006)
 - K-State's previous link resolver
 - Flawed Knowledgebase
 - Only implemented in a handful of databases
 - Users didn't notice it
 - Thankfully, caused no expectations or preconceptions about link resolvers
- SerialsSolutions A-Z List (2002-2006)
 - Ceased because SFX e-journals list made it superfluous
 - Why coordinate two services when one will do the job?



Get It's first act: Novelty

- Implementation - 2006
 - July: training and installation
 - July-August: 3 people worked on KB and interface but didn't drop everything
 - Fall semester: launched with start of classes
 - September: Resource Linking Librarian arrives
- Under-the-radar Marketing
 - The Get It button
 - Get It magnets
 - Blog articles
 - Class demos
 - Database label:

powered by  **GET IT**



Wildly Inappropriate Passion

- Spontaneous feedback from users:
 - “Get It totally rocks!!!”
 - “I ♥ Get It!”
 - “This is so awesome!!”
 - “Thank you! You guys rock!!!”
 - “I love you!”



Get It's second act: Essential

- No beta or “try this” period
- Users received little explanation
- No staff resistance and very little staff training necessary
- Practically no learning curve
- Within 30 days, an outage was catastrophic to many users

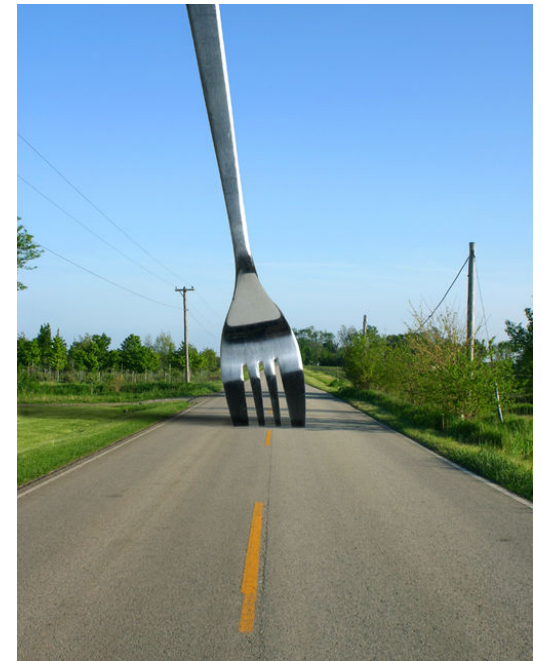


A Fork in the Road

- Libraries have a choice
 - “Set it and forget it”:
Turn it on, see it work, and leave it alone.
After a year, it stops working well and users hate it.

OR

- “It’s never good enough”:
Constantly add new content,
services, enhancements, and
staff tools.
Keep people loving it.



Get It is never good enough

- We chose the second fork.
K-State has a full-time position dedicated to the link resolver.
- Ongoing improvements include:
 - Automating staff-side maintenance
 - Customizing interfaces: more K-State, less vendor
 - Adding obscure content
 - Incorporating into Google Scholar, Google Books, RefWorks, etc.



Get It, Get It everywhere!

The screenshot shows a Google Scholar search result for the document "Get it @ K-State". The search bar at the top contains the text "Get it @ K-State". Below the search bar, the source is listed as "The Old Curiosity Shop [1-901843-61-0] Dickens" with a publication year of 1988. The left sidebar shows the search results list with "All Results" selected, and a list of authors: D Bernoulli, C Bernoulli, D Gajdusek, C Gibbs, and C Masters. The main content area displays options for saving the citation, including "To RefWorks" and "Formatted for EndNote, ProCite, or RefMan". There are also links for "Need help?" and "Web Search". The bottom of the page shows the "Cited by 198" link and the "Related Articles" link.

Google Scholar

Web Images Video News Maps more »

Get it @ K-State

Source: The Old Curiosity Shop [1-901843-61-0] Dickens
yr:1988

Your options

Save citation

To RefWorks [GO](#)

Formatted for EndNote, ProCite, or RefMan [GO](#)

Need help?

Then ask a librarian [GO](#)

Web Search

Get lucky with Google Books Full Text [GO](#)

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[All Results](#)

[D Bernoulli](#)

[C Bernoulli](#)

[D Gajdusek](#)

[C Gibbs](#)

[C Masters](#)

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Get It's third act: Fundamental

- Users don't send us love letters anymore. They use Get It and tell us when it breaks.
- Continuous improvements include:
 - Enhanced user interfaces
 - Simplified off-campus access
 - Focus on library staff as users:
 - How can Get It impact library workflows?
 - Get It's place in data-driven decision making



Gravity: Hard to do without

- In 3 years, few K-State students will remember finding articles without Get It
- We are training users to expect and demand this service
- When they use another library, they'll expect a link resolver to be there



Get It's sequel: What's next?

- Greater integration with library catalog
- Tap into institutional repositories and pre-publication collections
- Usability testing and interface improvements
- Integrate Get It's usage data with other library data



Conclusions: Users

- Take advantage of services working in harmony
 - E-journals list, catalog, databases, ILL
 - 79 A&I databases linked to 88 full-text resources
 - 22,000 journal titles (estimate)
- No more pointless work due to fragmented vendor database infrastructure
- Time to process and digest intellectual content. Focus on topic, not procedure.



Conclusions: Librarians

- Link resolvers will influence collection decisions
 - Resources that don't play with the resolver will be marginalized
 - Presence of a link resolver influences usage data
 - Erases the difference between a full-text and a non-full-text database
- Link resolvers provide better usage data by creating a context for comparison



Questions?

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