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Exploring the Use of Summon at Grand Valley State University

Doug Way, *Grand Valley State University*

Exploring the Use of Summon at Grand Valley State University

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GRAND VALLEY STATE UNIVERSITY UNIVERSITY LIBRARIES

Background

- The Institution
  - Comprehensive University
  - 24,000 Students

- Summon
  - Launched in late August
  - Single search box on homepage

After One Semester…

- The Question:
  – Was Anyone Using Summon?
- The Problem:
  – Summon doesn't currently have usage statistics
- The Solution(?):
  – Examine stats from other sources
- The Concern
  – Would this tell us anything? Could we actually determine if Summon was having an impact?

Putting Together the Pieces

- What we used:
  - Link Resolver Statistics
  - COUNTER Statistics
    - Searches
    - Full Text Downloads[*]
  - Google Analytics Statistics

Database Usage Stats (Searches)

	Jan-Aug 2009	Sept-Dec 2009
CSA	Down 9%	Down 19%
Wilson and OCLC	Down 23%	Down 65%
EBSCO	Up 29%	Up 17%

Database Usage Stats (Searches)

	Jan-Aug 2009	Sept-Dec 2009
CSA	Down 9%	Down 19%
Wilson and OCLC	Down 23%	Down 65%
EBSCO	Up 29%	Up 17%
EBSCO minus ASP & CINAHL*	Up 56%	Down 7%

* Academic Search Premier Use: Up 37%
  CINAHL Use: Up 27%
 (Fall 2009 Statistics)

Database Usage Stats (Searches)

	Jan-Aug 2009	Sept-Dec 2009
Academic Search Premier	Up 11%	Up 37%
CINAHL	Up 25%	Up 27%
EconLit	Down 12%	Down 15%
ERIC	Down 21%	Down 7%

Database Usage Stats (Searches)

	Jan-Aug 2009	Sept-Dec 2009
Humanities Abstracts	Up 25%	Down 65%
International Political Science Abstracts	Up 25%	Down 58%
Alt HealthWatch	Up 17%	Down 59%
Film & Television Lit. Index	Up 13%	Down 51%
GeoRef	Up 14%	Down 27%
PsycINFO	Up 7%	Down 6%
Anthropology Plus	Down 2%	Down 62%
Bibliography of the History of Art	Down 4%	Down 59%
LLBA	Down 10%	Down 20%
Social Services Abstracts	Down 20%	Down 45%
RILM	Down 31%	Down 45%
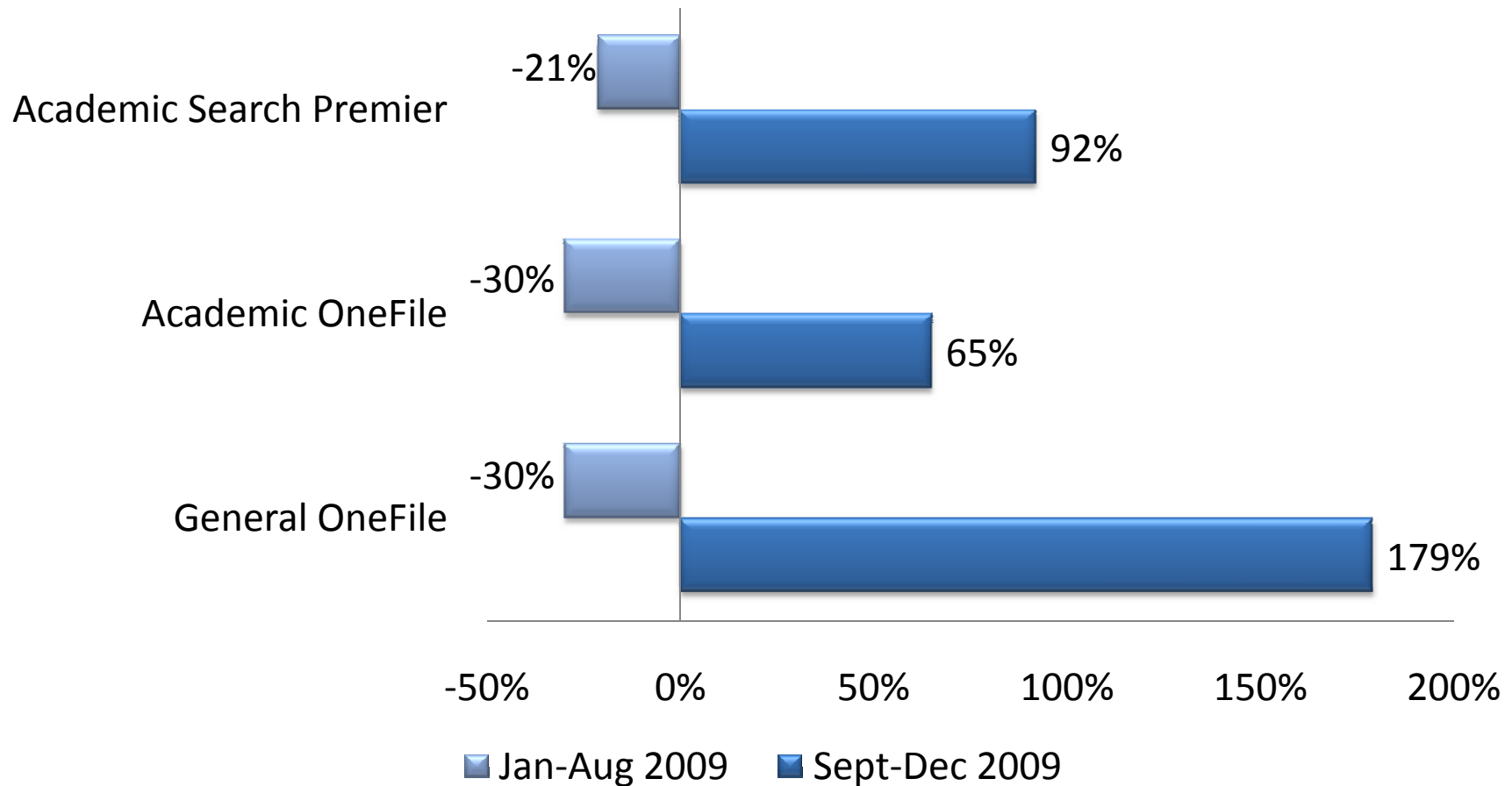
Link Resolver Click-Throughs
Aggregator Databases

Link Resolver Click-Throughs
Aggregator Databases

	Jan-Aug 2009	Sept-Dec 2009
GenderWatch	91%	738%
ABI/INFORM Global	-19%	354%
PQ Criminal Justice	19%	342%
PQ Medical	-5%	110%
Literature Resource Center	-17%	158%
SocINDEX	-15%	25%

-100% 0%   100% 200% 300% 400% 500% 600% 700% 800%

Jan-Aug 2009   Sept-Dec 2009

GRAND VALLEY STATE UNIVERSITY UNIVERSITY LIBRARIES
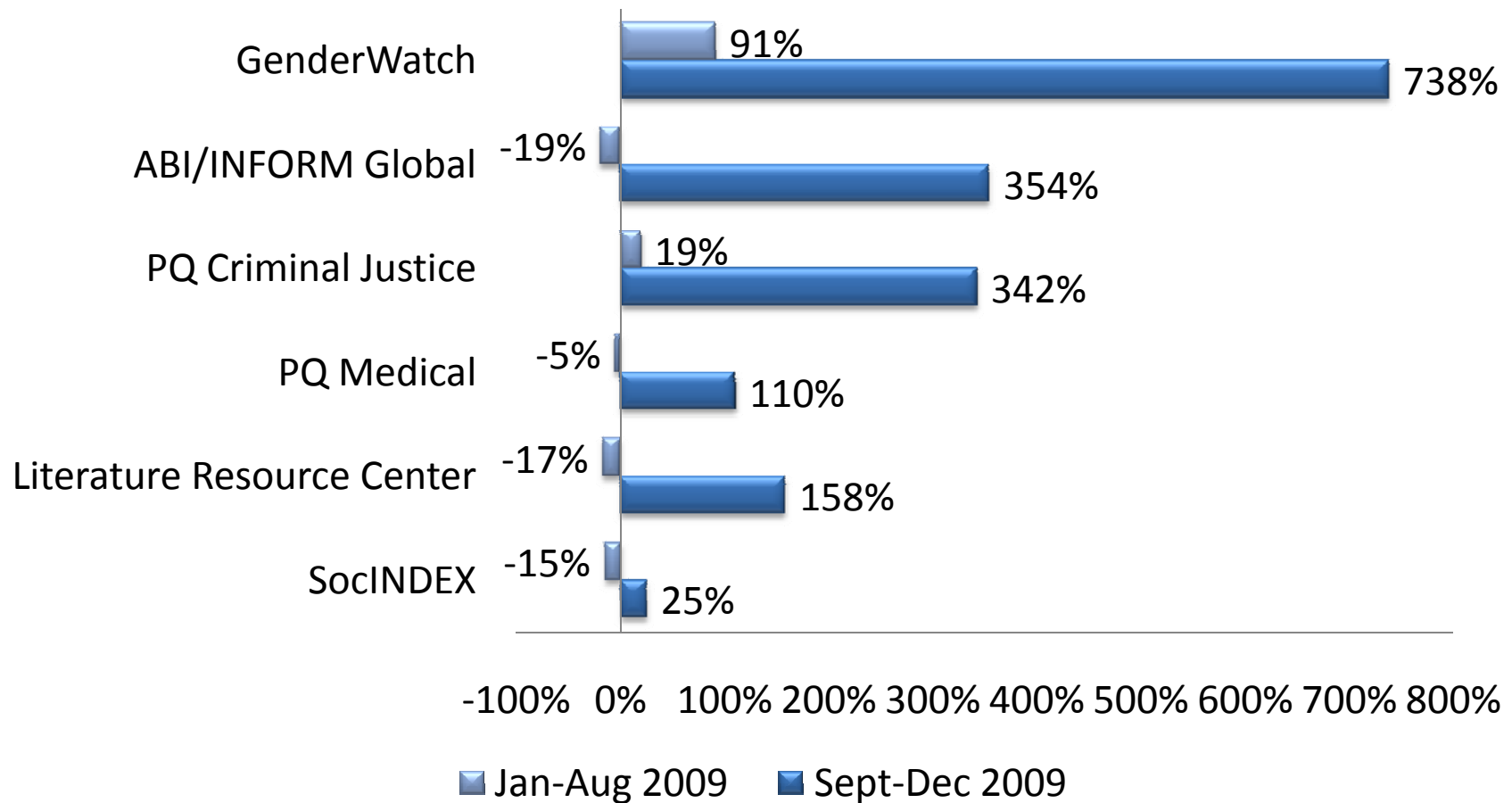
Link Resolver Click-Throughs
Journal Packages

	Jan-Aug 2009	Sept-Dec 2009
JSTOR	-12%	146%
Elsevier	-3%	61%
Blackwell	-17%	52%
Wiley	-18%	49%
PAO	-9%	56%
Oxford	-1%	23%
Springer	-25%	18%
Sage	31%	36%
Project Muse	33%	24%

Jan-Aug 2009   Sept-Dec 2009
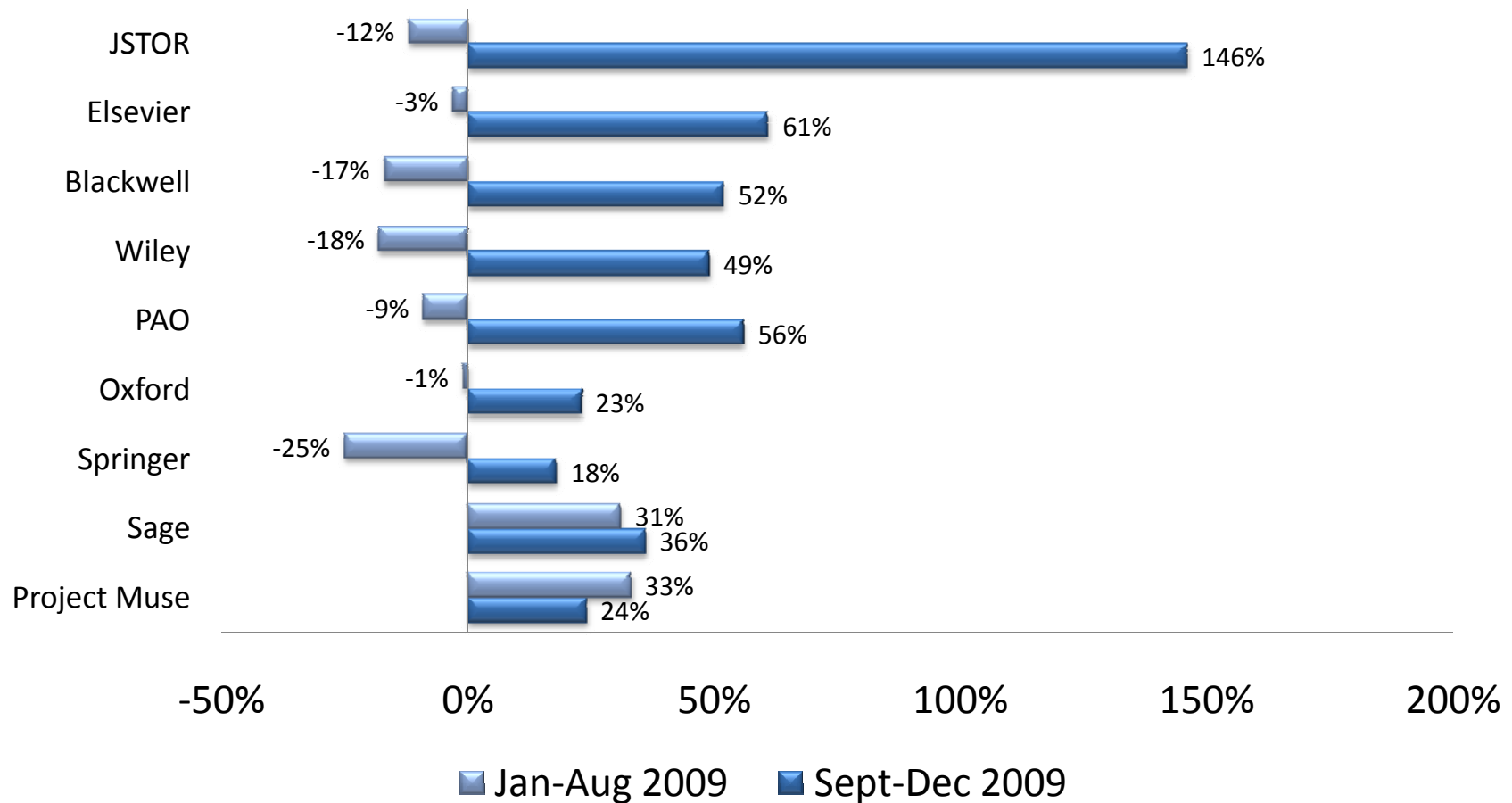
Link Resolver Click-Throughs
Individual Journal Titles

2008 Ranking	Average % Change in Use (Jan- Aug 2009)	Average % Change in Use (Sept-Dec 2009)	Total Additional Click-Throughs (Sept-Dec 2009)
Top 5000	-14%	66%	81,371
Top 1000	-12%	82%	187,049
Top 500	-13%	55%	32,537
Top 250	-13%	53%	23,181
Top 100	-12%	48%	13,569

Our Conclusion

Drop in Database Searches + Increase in Full Text Downloads

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Summon Having a Major Impact on the Use of Library Resources

What Else We've Learned

They Like Newspapers

Horizontal bar chart titled "They Like Newspapers" showing % Change in Link Resolver Click-Throughs (Fall 2009):

- InfoTrac Custom Newspapers: 468%
- LexisNexis Academic: 642%
- Ethnic NewsWatch: 514%
- ProQuest Historical Newspapers: 542%
- ABI/INFORM Dateline: 3357%

■ % Change in Link Resolver Click-Throughs (Fall 2009)
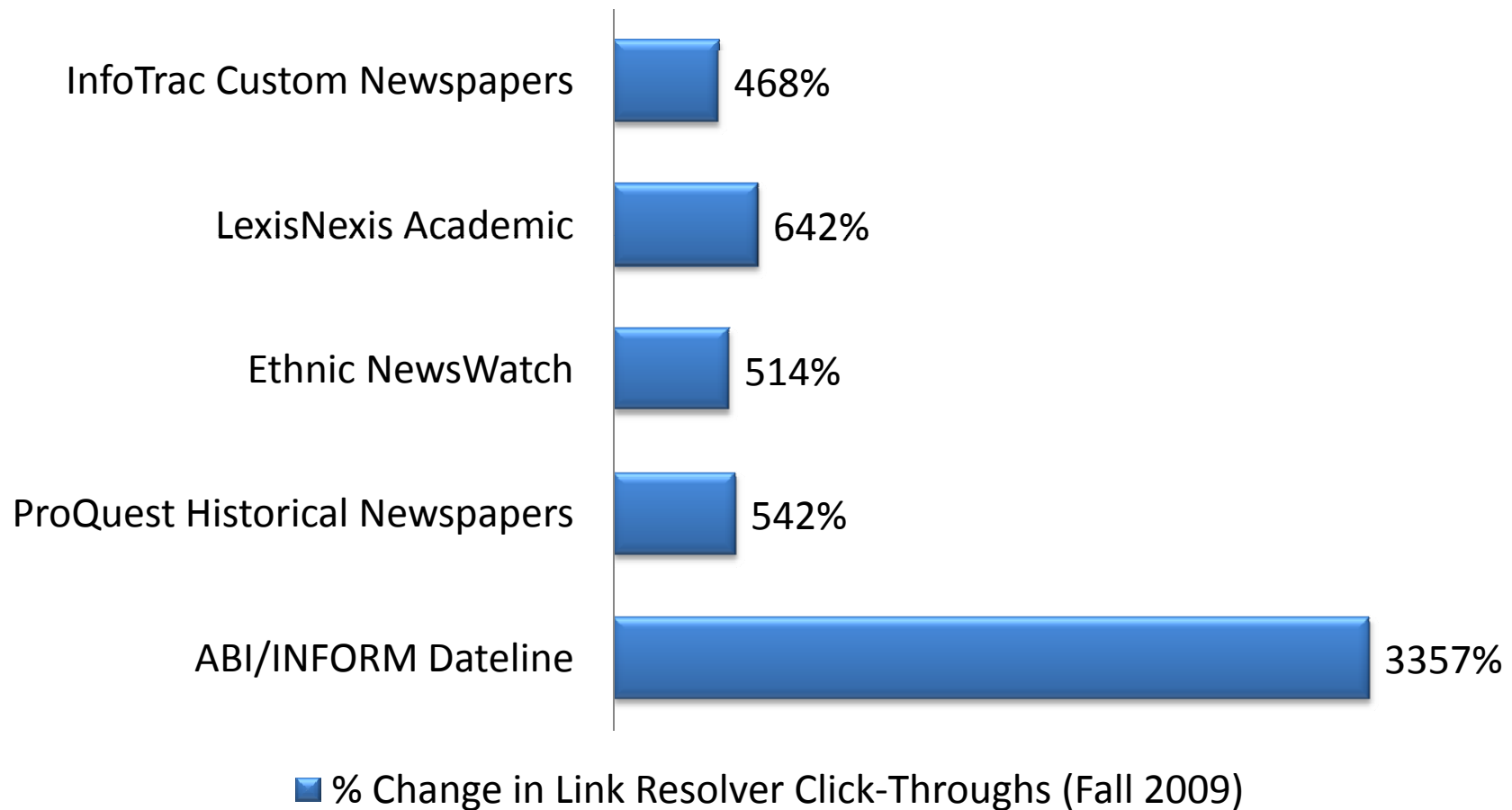
And They're Discerning

Newspaper	2009 Rank	2008 Rank
New York Times	1	1
Wall Street Journal	2	3
Washington Post	8	446
Grand Rapids Press	11	57
Globe and Mail	16	1,939
Boston Globe	31	6,806
Times (London)	37	7,415
USA Today	39	1,740
The Guardian	45	5,868
The Oregonian	53	14,056
Pittsburgh Post-Gazette	92	10,081
San Francisco Chronicle	97	10,156

Link Resolver Click-Throughs

But They May Still Get Confused

Source	2009 Rank	2008 Rank
Library Journal	13	139
Reference and Research Book News	18	1,728
Booklist	25	828
School Library Journal	30	433

Link Resolver Click-Throughs

But They May Still Get Confused

Library

Referen
Book N

Booklist

School

Universal **Health Care**: What the United States Can Learn from the Canadian Experience

Author: Brian McCombie
The **Booklist** Vol: 94 Issue: 19/20 ISSN: 0006-7385 Date: 06/1998 Start Page: 1680
Subjects: Nonfiction, National health insurance, Health care policy, Government, Reforms
"Universal **Health Care**: What the United States Can Learn from the Canadian Experience" by Pat Armstrong and others is reviewed.

Journal Article

Availability: Full Text Online

Competitive Managed **Care**: The Emerging **Health Care** System

Author: Anonymous
The **Booklist** ISSN: 0006-7385 Date: 10/1997 Start Page: 6
Subjects: Nonfiction, Managed care, Reforms, Economic theory
"Competitive Managed **Care**: The Emerging **Health Care** System," by John D. Wilkerson, Kelly J. Devers, and Ruth S. Given, is reviewed.

Journal Article

Availability: Full Text Online

Testing the Medical Covenant: Active Euthanasia and **Health Care Reform**

Author: Beatty, William
The **Booklist** Vol: 93 Issue: 1 ISSN: 0006-7385 Date: 09/1996 Start Page: 34
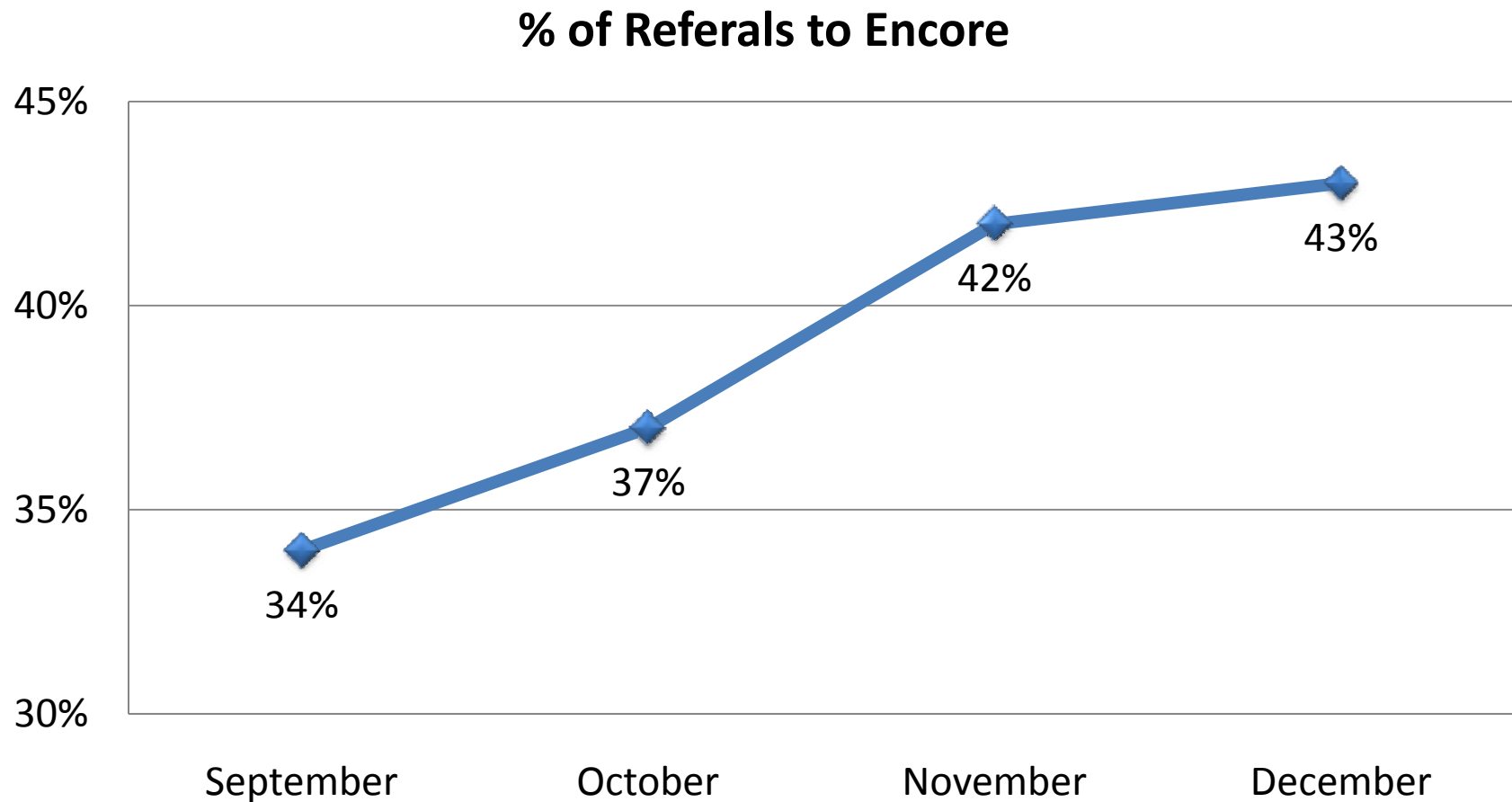Subjects: Right to die, Reforms, Nonfiction, Health care policy, Euthanasia
Beatty reviews "Testing the Medical Covenant: Active Euthanasia and **Health Care Reform**" by William F. May.

Journal Article

Availability: Full Text Online

But They May Still Get Confused

They May Actually Like Books

% of Referals to Encore

What's this all Mean?

- Summon had a major impact on user behavior last semester
- Users were able to connect to content even when provider was not a Summon partner (e.g. ASP, Elsevier and JSTOR)
- Perhaps contrary to librarian belief, there is a strong demand for newspaper content, which Summon meets
- Users identified and connected to book content through Summon
- Users seem to be selecting book reviews at a higher rate than we would expect
- We need to identify how to connect users to Summon **and to core subject databases**
  - Make core databases and Summon stand out and stand apart
  - Make it seamless to the user

Thank You!

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