Using Primo Search Logs to Improve User Services

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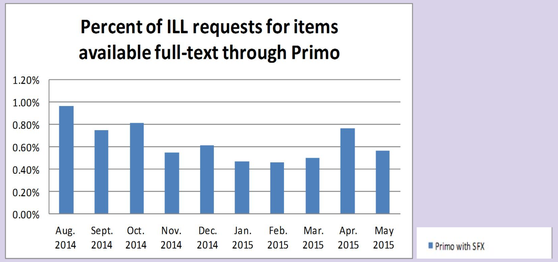
https://goo.gl/UH4b5t

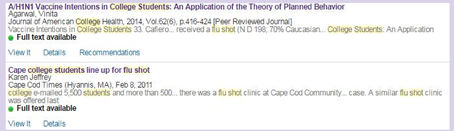
Interlibrary Loan

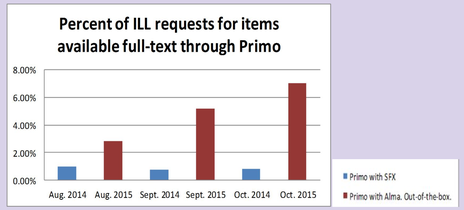
The Problem

Primo with SFX. (2012 through July 2015)



Primo with Alma. Original View It menu (Aug. 2015-Oct. 2015)



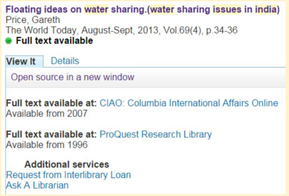


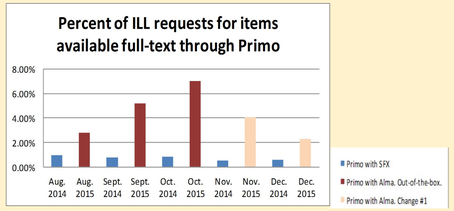
Change #1

In response to the dramatic increase in ILL requests for items available full-text in Primo, we made two changes to the lay-out of the View It menu:

1. Bolded the phrase "Full text available at:"
2. Added spacing between each full-text option.

Primo with Alma. View It menu version 2 (Nov. 2015 - Dec. 2015)



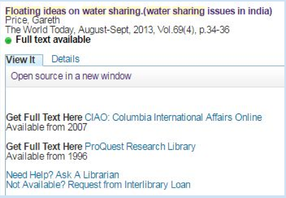


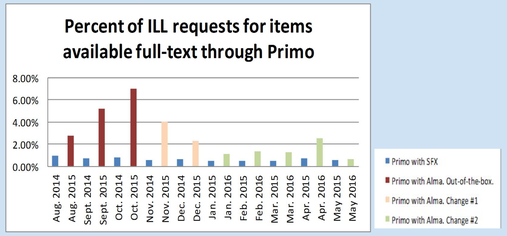
Change #2

Although the previous change helped, it did not return our levels of requests back to what they were before we adopted Alma's link resolver. We made three additional changes:

1. Changed the phrase "Full text available at:" to "Get Full Text Here"
2. Removed the Additional Services heading
3. Switched the order of the two additional service options

Primo with Alma. View It menu version 3 (Jan. 2016 - May 2016)





Adwords

	Search String	Searches	Results	Year (date)
1				
2	adult learning	65	345,438	2015
3	cochrane database of systematic	114	3,617	2015
4	curriculum materials center	86	7,161	2015
5	depression (1)	51	457,738	2015
6	education	15	14,288,444	2016
7	education and social class (2)	12	179,408	2016
8	education and technology (2)	28	4,605,777	2016
9	education social class (2)	11	163,399	2016
10	hist (3)	75	14,773	2015
11	hist* (3)	35	48,172	2015
12	history (3)	77	547,751	2015
13		12	11,133,689	2016
14	history clay county missouri	41	104	2015
15	history of bells	8	9,654	2016
16	journal of psychology and theology	97	3,609	2015
17	psych 110	10	213	2015
18	psychinfo (4)	18	3,605	2016
19	psychological science	11	208,325	2015
20	psychology	62	1,625,833	2015

1. Psychinfo - Try this database for information about clinical depression
   - Displays whenever a search includes the keyword depression
   - Unfortunately a given keyword can only be connected to one adword.
2. Education databases - We have several databases that focus on education research
   - Displays whenever a search includes any of the following keywords: education, educate, educational, school, schools, schooling.
3. History research guide - Discover resources and strategies for researching history topics.
   - Displays whenever a search includes any of the following keywords: hist, history, historical
4. Psychinfo - Looking for ProQuest's PsycINFO database?
   - Displays whenever a search includes any of the following keywords: psychinfo, psycinfo