Web Services
Annual Report: 2010-2011

I. Electronic Collections

A. The Whole Hog Experiment

During the spring of 2010, a task force of librarians and staff representing all areas of the Libraries investigated discovery and federated searching products with the goal of providing a simple, single search box for students beginning their research. These services aim to allow users to broadcast their search to article databases, book catalogs, and other library resources in order retrieve all relevant information sources for a particular topic with one query.

During late summer 2010, the Libraries began implementation of Ebsco's Integrated Search product, which was chosen for its familiar Ebsco interface and reasonable price. Dubbed Whole Hog Search, the service was promoted during fall instruction classes and featured in redesign of the Libraries' home page launched in January 2011.

Despite some positive comments, the difficulty of retrieving and filtering meaningful results from across more than 70 different databases made the service unreliable, slow, and at times confusing. Students were not always able to understand the types of publications—book, journal article, newspaper story, or encyclopedia entry—in their results sets. In addition, familiar functionality such as the Find it! and Interlibrary Loan services did not work with Whole Hog. Though the Whole Hog service was terminated in June 2011 in favor of simpler homemade single search boxes on the Libraries’ main web page, the experiment allowed us to gather important user feedback on search and discovery preferences.

B. New Ebook Collections

Pricing models and delivery mechanisms for academic electronic books continued to evolve during the past year. Thanks to the Kindle, Nook, smartphones, and other devices, many readers are now accustomed to purchasing ebook formats for their personal libraries. But publishers and libraries continue to negotiate pricing and delivery of electronic books in the academic realm. During the last year, the Libraries added more than 17,500 electronic books as part of subscription packages or as individual purchases, an 81% increase in holdings over the previous year. Many subject librarians, especially in the science and technology fields, have switched to purchasing electronic rather than paper formats.

During 2010-2011, approximate 250 ebrary ebooks books covering topics such as technology, engineering, education, and reference platform were added to the collections. Ebrary allows users to search across the full text of books, to make personal annotations, and to download books to personal devices. During the coming year, the Libraries anticipate an experiment with patron-driven acquisitions, a model in which users choose the electronic books to be purchased by the Libraries. The unmediated selection method allows researchers quicker access to needed materials, ofen at a lower cost to the Libraries than title-by-title selection.
C. Other New Electronic Resources

The Libraries added several online resources in 2010-2011 that allow undergraduates, as well as graduate students and faculty, to conduct in-depth research with primary sources and data sets.

Mentioned briefly in last year's *Retrospective*, the ARTstor Image Library was a significant addition to the collections that deserves a little more ink this year. ARTstor is a nonprofit digital library of more than one million images in the arts, architecture, humanities, and social sciences with a suite of software tools to view, present, and manage images for research and pedagogical purposes. The collections comprise contributions from outstanding museums, photographers, libraries, scholars, photo archives, and artists and artists' estates.

Despite its name, ARTstor has proven to be a valuable resource for researchers in many subject areas beyond the fine arts. Theater students can find here hundreds of images of clothing, jewelry, and hairstyles across time periods and cultures. Historians, anthropologists, and archaeologists find site plans, portraits, documentary photographs, and objects representing material cultures. Architects, interior designers, and landscape designers are able to compare building views and elevations, fabrics, furniture, and garden plans. Scientists and engineers can find a wealth of botanical, zoological, and anatomical illustrations, patent models, and other historical artifacts. Students in world language classes can discover representations of cultural ideas and arts. In fact, almost anyone will find ARTstor fun to browse and rewarding to consult. In our first year of subscribing to ARTstor, our researchers downloaded more than 25,000 high-quality images and conducted more than 31,000 searches.

The Historical New York Times Archive provides the full archive of that important cultural monument from the first date of issue in 1851 up to 2007. Students can search through more than 3.4 million pages of news stories, editorials, advertisements, sports scores and stock reports, and letters to the editor; users can also view the entire page or issue to place articles into a larger historical context. The detailed indexes, which cover 1851-1993, allow
one to search by named person, company name, place, or type of article (editorial, obituary, review, etc.). Not for historians alone, the *New York Times* archive has already proven useful to students in fields as wide-ranging as journalism, political science, speech, and literature.

**Slavery and Antislavery: A Transnational Archive** offers a massive archive of books, pamphlets, court records, and manuscript materials consisting of debates on slavery and abolition. Full-text searching across more than 7,000 books, dozens of periodical series, court records, and other primary source materials allows **beginning students** to engage with the voices and viewpoints of the past and **experienced scholars** to tease out connections and insights from the collections of dozens of research libraries and archives. The collection includes digitized documents from:

- The American Missionary Association Archives, 1839-1882
- The American Colonization Society Papers
- Papers of British abolitionist Sir Thomas Fowell- Buxton
- Papers of American abolitionist Lewis Tappan
- Salmon P. Chase Papers
- Anti-Slavery Collection from Oberlin College
- Papers of the Christian Faith Society
- Abolitionist periodicals
- Records of the Office of the Secretary of the Interior Relating to the Suppression of the African Slave Trade and Negro Colonization, 1854-72
- Records of the United States District Court for the District of Columbia Relating to Slaves, 1851-1863

Also available are ancillary tools to assist users with access to the primary materials, including biographies, chronology, links to further resources, bibliographies, scholarly essays and more.

The purchase of **Slavery and Antislavery: A Transnational Archive** was made possible by contributions from the African American Studies program, the Omni Center for Peace, Justice, & Ecology fund for Nonviolent Peacemaking and Victims of Violence and Wars, and by several private contributions.

"We appreciate having online access to these resources." – faculty member

Two new databases from **SRDS** (Standard Rate and Data Service) allow marketing, advertising, and journalism students to gain hands-on experience with campaign planning and consumer characteristics. **SRDS** has for many decades provided authoritative demographic and market data on magazine and newspaper readers and their buying habits. **Local Market Data Analyst** is a mouthful to say but rewarding to search; it allows researchers to combine information about
geographic place (major metropolitan area or county) and about market characteristics, lifestyle activities, or attitudes (for example, do gardening, like to try new foods, participate in sports, own a pet). Students can create custom reports showing relationships between activities and the outlook for new products. The **Newspaper Advertising Source** provides information on advertising rates and circulation by region or city; as well as custom search tools to analyze readership demographics within a given market.

As part of an ARKLink joint purchase, the Libraries now own two important retrospective collections. **Art Index Retrospective** indexes and abstracts more than 600 art, architecture, and design periodicals, covering fine, decorative, and commercial art dating from 1929-1984. It is a valuable source for locating published art reproduction and original reviews of modern art exhibits. **Book Review Digest Retrospective** indexes reviews of more than 500,000 books published from 1905 to 1982; each entry contains at least one abstract of a review (up to 500 words). This source provides a quick and efficient method for gauging contemporary critical reaction to works of fiction and nonfiction. ARKLink, a nonprofit consortium of college and university libraries in Arkansas, offers many such opportunities for members to save collection funds through cooperative purchases such as these.

The academic literature on organic chemistry is vast, stretching back in time to the 18th century and updated by the hour. This year, the Libraries were able to add access to the Reaxys Chemistry database from Elsevier. Reaxys provides web-based access to chemistry information dating back more than 200 years. Reaxys allows chemists to search across millions of chemical structures, reactions, and properties. It is composed of: **Beilstein** (structures, reactions, and properties of organic carbon compounds,), **Gmelin** (Structures and properties of inorganic and metal-organic compounds) and a **Patent Chemistry Database**.

As members of the **Center for the Research Libraries (CRL)**, the Libraries offer access to wide-ranging and eclectic materials from around the globe. CRL is a centralized collection of scholarly research materials in all disciplines shared by member libraries. Its outstanding collections include more than 3.5 million volumes of research materials rarely held in North American libraries. CRL offers large collections of foreign dissertations, newspapers, and microfilm sets.

While any student, faculty, or staff member can request a long-term loan of CRL materials, a more recent initiative is to digitize selected materials on demand. Through the CRL catalog, our researchers now have instant access to a rapidly growing collection of digitized theses, newspapers, foreign documents, and more. As a member library, we have contributed to the TRAIL (Technical
Report Archive and Image Library) project, which makes historical government reports on energy, aerospace, and other technical fields available electronically.

B. Access to and Use of Collections

1. Single Search Boxes Drive up Use, Results
   Due to the introduction of federated, or combined, search boxes on the main library home page, the total number of searches and sessions in subscription databases increased by 388% (10.7 million) and 238% (3.42 million), respectively. In contrast, the number of full text items downloaded from library databases (1.4 million) remains steady and consistent with previous years.

2. Mobile Use
   A mobile version of the library catalog was launched in summer 2010, both as a standalone (http://m.library.uark.edu) and as part of the University's mobile app (http://mobile.uark.edu). During 2010-2011, the mobile catalog was searched more than 4,000 times; more than 11,000 visits to the catalog and the Libraries' web sites came from mobile devices. More and more research databases offer mobile versions or downloadable apps, and the web page where we list mobile resources (http://libinfo.uark.edu/eresources/mobile.asp) enjoyed more than 2,500 visits last year. Libraries in the United States and abroad have asked to copy this page as a model for their mobile information.

   Our most popular "mobile app" remains the text to your cell phone function, which allows students to send the call number and location of items to their cell phone for easy retrieval when in the book stacks. More than 6,550 such texts were sent last year.

3. Added Cataloging Records
   Discovery of electronic resources drives us and the Libraries continue to push the envelope in loading records for electronic materials into our catalog. During 2010-2011, new records were loaded for the CABI electronic journals (agriculture and rural life) and for Morgan and Claypool Synthesis Library (case studies and overviews of engineering and related fields). In addition, several thousand records were added for various Alexander Street collections in music, literature, and drama and for the scientific and technical publications in the Knovel and IEEE Xplore databases. Numbers of records grew to more than 40,000 for various Ebsco databases and almost 7,000 for ProQuest. At the end of the fiscal year, almost 44,000 electronic journals were represented in the library catalog, an increase of 16,500 over the previous year.

   Librarians worked with Law Library faculty and staff to raise the profile of their online materials in the catalog, adding records for HeinOnline and Legaltrac collections to both the online catalog and to the Find it! link resolver service, as well as incorporate almost all their electronic resources into the proxy server system to allow remote access.
4. Remote Use

During 2010-2011, remote use of library resources remained steady, at more than 7.86 million remote database connections (an 18% increase over last year). Undergraduate (44.6%) and graduate students (39.1%) make up the majority of remote users, followed by faculty (8.66%).
II. Web Development

A. Redesigned Main Page

In January 2011, a new home page, featuring combined search boxes, was launched. The goals of this redesign were to incorporate some of the lessons gleaned from student usability testing, including reducing the number of words and links on the main page as well as helping students to locate journal articles more quickly. In addition, new search functions were added for special formats such as videos, audio recordings, dissertations, and newspapers. Response has been mixed; while many students like the simplicity of the page, more experienced researchers feel that they must make extra clicks to get to familiar resources.

"So clean. I’m thinking it will be a lot easier for students. Way to go!" – faculty member

B. Other Projects

1. Special Collections

Work continued during 2010-2011 on a project to create web-based manuscript finding aids in the EAD (Encoded Archival Description) format. Arthur Morgan worked with Head of Manuscripts Tim Nutt on stylesheets to transform the machine-readable encoded finding aids into human-readable web pages; they also adapted a tool that allows archivists to input collection information into a form which then generates the needed code to create a finding aid. Perhaps the biggest test of their efforts to date will
be the release of the John Paul Hammerschmidt papers this fall. At almost 200,000 lines of code, the EAD file transformed to a series of web pages with relatively little fuss.

**Also in Special Collections**, the manuscripts inventory was converted to a database format so that A-Z lists, subject lists, and recently processed collections can be generated as needed. New subject fields were added for time period and other criteria, and placeholder records were created for important collections that do not yet enjoy online finding aids.

The new **University Archives** program is off to an ambitious start, thanks to archivist Amy Allen's energy and organization skills. She worked with Arthur Morgan to create a new web site for the archives (http://libinfo.uark.edu/SpecialCollections/univarchives/), and an underlying database framework for that lists and categorizes collections by University unit. Beth Juhl assisted Ms. Allen in the beginning steps towards archiving university web sites through the California Digital Library's **Web Archiving Service**.

![Spaces and Faces](image1)

**Digital Collections**

Ms. Allen also worked with Anne Gresham (cataloging) to create a small digital collection "Spaces and Faces" (http://scpio.uark.edu/cdm4/index_Namesakes.php?CISOROOT=/Namesakes). This project matches campus buildings with images of their namesakes and offers, in addition to search and browse functionality, a campus map index. This project was featured on the main University of Arkansas web page, as was a selection of German prisoner of war letters (http://libinfo.uark.edu/SpecialCollections/POW/).

Overall use of our digital collections was up **35%** over last year.

![Human Library](image2)

**Campus Collaborations**

Arthur Morgan developed the web sites for both the spring and fall sessions of the **Human Library** (formerly known as the Living Library), an event which seeks to foster diversity in thinking and experience across campus (http://humanlibrary.uark.edu/). Mr. Morgan worked with the project director to create an online registration system that allowed participants to "check out" a human library informant. Beth Juhl collaborated with University Relations to add 500 images from the Shared History collection to the new university mobile app released in August 2010. In addition, she provided the metadata for images of sporting events, historical postcards, and campus views also included in the UA app.

"It has been great working with the Library on this endeavor." – Human Library Coordinator
New Search Features
As part of the home page redesign, and in order to provide customized functionality for some LibGuides widgets, we worked to develop many new specialized search functions this year. The Arkansas Newspaper Search (http://libinfo.uark.edu/Periodicals/arkansasnewspapersearch.asp), a collaboration between Web Services and Cataloging (Deborah Kulczak), allows researchers to locate newspapers in our collection by county and time period. Ms. Kulczak also added several custom fields to records to allow us to create custom catalog searches for videos, audio recordings, and other formats.

Social Outreach
Sarah Spiegel, Amy Brown, Molly Boyd, and others continued to build our social presence with almost 350 combined Facebook fans (a 98% increase over last year) and more than 650 Twitter followers. Arthur Morgan created an automated archive of past events (http://libinfo.uark.edu/info/events/default.asp) that is available bit from the main library site as well as Special Collections’ pages. The Learning Collaborative videos, produced by Lora Lennertz, were viewed almost 17,000 times with a noticeable shift to views on YouTube as opposed to views on our web site. Many libraries link to and embed our videos and also reuse our LibGuides content.

Downtime
During 2010-2011, both the main web server and the library catalog server were replaced, forcing us to think creatively about how to get researchers to needed materials. Over spring break, electrical work in Mullins Library meant a total shutdown of servers for 4 days. Fortunately, we were able to create a LibGuide and some other web pages hosted offsite to direct users to electronic journals, books, and databases. That guide received more than 1000 hits in 4 days.

"I’m really fond of your library’s “How to Read a Call Number” tutorial. I’d like to place links to that tutorial on our website... I’d love for students to be able to view it from our catalog and from subject guides that we’ve created." -- academic librarian

“Thank you so much for allowing us to use your LibGuides Guide. I have seen many guides; however, I like yours the most.” -- academic librarian
III. Personnel Notes and Accomplishments

Non-Refereed Publications
Reviews

