Implementing “Find Articles”: A low-altitude view of metasearching

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Implementation decision points 1

• Positioning the metasearch service to promote its use
• Configuring the interface and retrieval-set limits to optimize performance
• Establishing Z39.50 connections to enable similar searches
• Configuring the search-results screen to normalize heterogeneous data
Implementation decision points 2

- Configuring the single-record screen to feature reference linking
- Parsing A&I-vendor metadata to maximize OpenURL connections
- Interpreting user transactions to improve performance
History of CUL gateways

• Mann Library Gateway (1991)
• Cornell University Library Gateway (1998)
• E-Reference Collection (2001)
• Find Articles/Find Databases/Find e-Journals (2003- )
Service enhancements

**Existing functions**
- Search gateway metadata
- Go to database from search results
- Browse by subject
- Navigate to other CUL resources
- Authenticate users for restricted resources

**Added features**
- Search at article level
- Simultaneous search across multiple databases
- Reference linking
- Search for all e-journal titles
We tried to put metasearching in a single interface with existing database-metadata search and browse functions.
We settled on a 3-tab, 3-service structure
“Find Articles” became the metasearch service
Z39.50 connection parameters

• “Keyword” use attributes varied: 1016 (OCLC, ProQuest, RLG, WebSPIRS); 1017 (RLG); 1035 (EBSCO, Wilson); 4 (EBO—title only)

• Structure attributes were tricky: phrase (Wilson); unspecified (EBSCO, PQ); word list (EBO, OCLC, RLG, WebSPIRS)
We normalized heterogeneous search results

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Source</th>
<th>Document Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alfred Hitchcock (reissued films)</td>
<td></td>
<td>Films &amp; Filming no. 351 (December 1983) p. 18-21</td>
<td></td>
</tr>
</tbody>
</table>

[From MLA bibliography (OCLC Web : 1963- ) ]
A Touch of the Neorealist: An Interview with David Gordon Green
Lucia, Cynthia

Cineaste: America's Leading Magazine on the Art and Politics of the Cinema
26, no. 4 (2001 Fall): p. 13-17

journal article
MLA Bibliography
A touch of the neorealist: an interview with David Gordon Green

Lucia, Cynthia

George Washington is the first feature film by David Gordon Green. Green claims to be influenced by American filmmakers of the 1970s, but his film has much in common with Italian Neorealist and contemporary Iranian filmmakers, in terms of such elements as its . . . .
<table>
<thead>
<tr>
<th><strong>Title:</strong></th>
<th>A Touch of the Neorealist: An Interview with David Gordon Green</th>
</tr>
</thead>
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<tr>
<td><strong>Author/Creator:</strong></td>
<td>Lucia, Cynthia</td>
</tr>
<tr>
<td><strong>Source:</strong></td>
<td>Cineaste: America's Leading Magazine on the Art and Politics of the Cinema, 26, no. 4 (2001 Fall): p. 13-17</td>
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<td><strong>Subject(s):</strong></td>
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<td><strong>Language:</strong></td>
<td>English</td>
</tr>
<tr>
<td><strong>Document Type:</strong></td>
<td>journal article</td>
</tr>
</tbody>
</table>
Z39.50 citation metadata used to build the OpenURL

<Cineaste: America's Leading Magazine on the Art and Politics of the Cinema<br/>
Cineaste<br/>
26, no. 4 (2001 Fall): p. 13-17<br/>
0009-7004>
Common OpenURL elements

- **aulast** -- first author's last name
- **issn** -- ISSN number
- **title** -- title of a bundle (journal)
- **atitle** -- title of an individual item (article)
- **volume** -- volume of a bundle
- **issue** -- issue of a bundle
- **spage** -- start page of an item in a bundle
- **date** -- publication date of the item or bundle
Resulting OpenURL

Compare this citation metadata to the previous


<MR773t>Cadernos-de-Lingua; 2001, 1(23), 53-67.</MR773t>
Another variable: OpenURL requirements of target site

Databases selected: PA Research II, ABI/INFORM Global, MarketResearch.com Academic

Results

1 article found for: ISSN(0009-7004) and volume(26) and issue(4) and startpage(13)

Magazines

1. A touch of the neorealist: An interview with David Gordon Green

1-1 of 1
Sources of OpenURL connection failures

- Lack of granularity in A&I vendor metadata
- Ambiguous captioning in citations
- Variation in citation practice over time
- Journal-by-journal variation in citation elements
- Mismatch between citation metadata and target site requirements
Find Articles search activity, including connection failures
Databases searched via Find Articles versus Find Databases
Find it at Cornell usage
Next steps

• Another round of connection testing and implementation

• Additional services on “Find It At Cornell” page

• User studies to learn more about reference linking use