From Installation to Evaluation

18 months of bX at K-State Libraries
Agenda

• What is bX?
• bX at K-State Libraries
• Examining bX usage data
• K-State faculty respond to bX
• Conclusions and questions
## What is bX?

**Concept**
- Scholarly article recommendations
- Based on article usage
- Comparable to online retail recommendations
- Based on LANL research

**Software**
- Software as a Service
- Subscription
- Available for:
  - SFX Services Menu
  - Primo
  - bX API
  - Serials Solutions’ 360 Link
“On May 5, [2009,] Ex Libris rolled out the shiny new fabulousness that is bX…turning the [SFX] Services Menu into a point-of-need discovery tool. I think this is awesome.”

--Jamene Brooks-Kieffer, May 8, 2009

http://ksulib.typepad.com/conferences/2009/05/eluna-09-bx.html
bX at K-State Libraries: Fast action

• Production: July 2009

• Subscription model: Contributor

• bX Presence: SFX Services Menu
bX at K-State Libraries: Customization

Configuration options:

- Display SFX button for all recommendations
- Recommend only full text articles
- Display “full text available” image
- Direct link to full text articles

Appearance:

- Heading text
- Images
- Background color
“You might also like…”

Get it online from JSTOR

Get it online from Wiley Online Library

Check for a print copy in K-State Libraries Catalog

Save/Edit citation in RefWorks

Save/Edit citation in EndNote

Need help? Ask a librarian

You might also like...


See more
Publicity
Implementing bX:
Knowledge and skills

• To get bX:
  • Communicate with Ex Libris
  • bX documentation

• To bring up in SFX:
  • Access to command line or Unix File Manager
  • Services Menu customization documentation
  • Non-production SFX instance for testing

• To make it your own:
  • Skills with HTML and CSS
  • Browser web development tool
Examining bX usage data: Metrics of interest

- How often do users see bX recommendations?
- How often do users act on available recommendations?
- What services does bX offer users? How do users use those services?
- What publications does bX recommend?
How often do users see bX recommendations?

- Full text – 56%
- Catalog lookup – 87%
- Citation export – 87%
- Help – 98%
- bX recommender – 34%

Percentage of menus offering a service averaged over 18 months, July 2009 – December 2010.
How often do users act on available bX recommendations?

Percentage of available services clicked on by users
during the first month of each quarter
July 2009-December 2010

[Bar chart showing the percentage of services clicked on by users over the specified period for each quarter.]
What services does bX offer users?

Presence of selected services on SFX Menus generated by bX
July 2009-December 2010

<table>
<thead>
<tr>
<th>Service</th>
<th>Presence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full text</td>
<td>70%</td>
</tr>
<tr>
<td>Document delivery</td>
<td>47%</td>
</tr>
<tr>
<td>bX recommender</td>
<td>94%</td>
</tr>
</tbody>
</table>

Top 10 full text targets offered by bX
July 2009-December 2010

- Galegroup Academic OneFile
- Sage Journals
- ProQuest Research Library
- ProQuest Nursing & Allied Health Source
- Springer Link Journals
- Elsevier ScienceDirect
- Wilson Education Full Text
- ProQuest ABI/INFORM Global
- EBSCOhost CINAHL with Full Text
- CSA PsycARTICLES
How do users use those services?

Distribution of total clickthroughs among all available services from SFX Services Menus generated by bX
July 2009-December 2010

- Full text: 58%
- bX recommender: 27%
- Document delivery: 5%
- Catalog lookup: 5%
- Citation export: 4%
- Google Books search: 0%
- Help: 0%
What publications does bX recommend?

Of 100 publications most often requested through bX between July 2009 and December 2010:

- 99 are peer-reviewed
- 98 are academic journals
- Top subject headings:
  - Psychology (31)
  - Medical Sciences (17)
- 100 are accessible at K-State
(Some) Faculty respond to a bX survey

Distributed to 1008 Kansas State University faculty
November 30 – December 10, 2010

Response rate
out of 1008 offerings

Survey completion
out of 174 respondents

- No response: 81.1%
- Opted out: 1.7%
- Not completed: 0.5%
- Completed: 16.8%

- Complete: 169
- Incomplete: 5
About the respondents

Self-reported university unit(s) of employment from 169 complete surveys

- Arts and Sciences: 39%
- Engineering: 10%
- Libraries: 3%
- Human Ecology: 8%
- Education: 8%
- Business Administration: 7%
- Veterinary Medicine: 6%
- Technology and Aviation: 2%
- Research and Extension: 2%
- Other: 1%
- Administration: 2%
- Architecture, Planning, and Design: 4%
- Agriculture: 8%
3 groups of respondents

Awareness and use of bX
out of 169 complete surveys

- Unaware: 72
- Aware but not used: 74
- Aware and used: 23
Might you use it in the future?

Likelihood of using bX in the future
from 74 respondents unaware of bX

- Very unlikely: 8
- Somewhat unlikely: 8
- Somewhat likely: 9
- Very likely: 26
- Neutral: 22
- Not applicable: 1
How would you like to learn more?

Preferred sources for more information about bX from 74 respondents unaware of bX

- K-State Libraries' Web site: 24%
- Email sent by K-State Libraries: 9%
- A contact at K-State Libraries: 11%
- Colleagues: 20%
- University-distributed publications: 22%
- Peer-reviewed publications: 9%
- Other: 11%
- Students: 2%
Why haven’t you used it?

Reasons for not using bX recommendations
from respondents who had seen bX but had not used it

- Articles not relevant: 36%
- Prefer finding articles on own: 12%
- Don't know how recommendations are generated: 16%
- Recommendations are difficult to use: 32%
- Other: 4%

Jamene Brooks-Kieffer 2011
You used it; how did you like it?

<table>
<thead>
<tr>
<th>Statements about bX</th>
<th>Somewhat or strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to use</td>
<td>92%</td>
</tr>
<tr>
<td>Useful for me</td>
<td>82%</td>
</tr>
<tr>
<td>Useful for my students</td>
<td>60%</td>
</tr>
<tr>
<td>Would recommend to my colleagues</td>
<td>74%</td>
</tr>
<tr>
<td>Would recommend to my students</td>
<td>72%</td>
</tr>
</tbody>
</table>

Jamene Brooks-Kieffer  2011
Recommendations in the library

Expectations regarding recommendations from 72 respondents who had used bX

I am curious about how article recommendations offered through the Get It menu are generated.

I am concerned about how article recommendations offered through the Get It menu are generated.

I expect the library to be able to recommend to me materials that are relevant to my work and research interests.
bX, discovery tool

Perceived quality of bX-recommended articles
from 72 respondents who had used bX

Recommendations offered through the Get It menu are for high-quality articles.

This service has recommended to me articles that are relevant to my work.

This service has recommended to me articles of which I was already aware.

This service has recommended to me articles of which I was not already aware.

This service has recommended to me articles I might not otherwise have found.
Conclusions: Installation choices

- Made sense at the time (Summer 2009)
- Completed with Public Services input
- Tested before production
- Never revisited
- Benefit from usability testing
Conclusions: Usage data

- SFX data methodology not ideal for bX
  - Clickthrough counting
  - Article-level vs. journal-level Services Menus

- K-State’s available data suggests:
  - bX is used; perhaps not as intended
  - bX tends to be self-referential
  - bX sends users to reliable targets/journals
Conclusions: Faculty survey

• Survey:
  • Probably too long
  • Distributed at a busy time
  • Produced valuable data

• Respondents:
  • Value their time
  • Trust known research methods
  • Want to understand new tools
  • Want more information from the library
  • Skeptical about students using a “magic” tool
Conclusions: Communication

• At least 1 person:
  • Thoroughly understand bX
  • Explain bX to staff in plain language
  • Create information for users

• Public-facing staff:
  • Understand where/why bX appears
  • Explain bX basics to users
  • Watch public use and transmit feedback

• Users:
  • Know that bX is a service of the library
  • Know that recommendations are based on usage
Questions and discussion

Thanks for attending!

Contact me:
Jamene Brooks-Kieffer
Resource Linking Librarian
Kansas State University Libraries
jamenebk@ksu.edu