

# Library Website Design for Student Usability

**Implementing LibGuides at the BSC Cleveland Campus**

Joseph M. Dudley

# Some research findings about student use of research guides

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- ▶ **Ouellette (2011)** makes several observations about student use of research guides:
    - ▶ Students often do not know research guides exist, and prefer finding information through known Web sources, mainly Google.
    - ▶ Students will use research guides, however, if they are presented in an information literacy session, suggested at the reference desk, or if they are told to by their professor.
    - ▶ Students use research guides mostly to access databases which will assist in locating articles.
    - ▶ Students prefer guides with clean, easy to use, and uncluttered designs.
    - ▶ Students believe that research guides are not marketed well in terms of both availability and content.
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# Implementing LibGuides at BSC Cleveland

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- ▶ When the decision was made to implement LibGuides (a platform designed to make library research guides available as part of the library web presence) as part of the Bryant & Stratton College Virtual Library in late 2014, the library director established a LibGuides working group charged with:
  - ▶ Designing elements such as a **visual theme**, a **reference tab**, a listing of **library databases**, and a **library intranet** to be shared at all campuses
  - ▶ Training peer BSC librarians to design and execute subject guides in the LibGuides system
  - ▶ Serving as a regional resource to campus librarians across the multi-campus system as guide construction took place



## Quick Links



[LIBRARY CATALOG](#)

## Noodle Tools

### • [Noodle Tools](#)

Noodle Tools offers a citation builder for APA formatted references.

Noodle Tools also offers integrated tools for note-taking, outlining, citation, document archiving/annotation, and collaborative research and writing.

[more...](#)

## Virtual Library Tutorials

- [Finding Virtual Library materials \(VIDEO\)](#)
- [Using EBSCO research databases \(VIDEO\)](#)

## Go to the A - Z Database List

- [A - Z Database List by Subject](#)  
Click here for a list of databases available. You can search by subject area or resource type.

## APA Lab

Visit the virtual [APA Lab](#) to access the following resources:

- the Bryant & Stratton College [APA style sheet](#),
- an APA-style [paper template](#) ready to use in MS Word format,
- a faculty-selected [video with APA formatting instructions](#),
- Instructions for [recognizing and avoiding plagiarism](#),
- an [APA basic skills tutorial](#),
- and several [online workshop presentations](#) from the APA site.

## E-Mail Reference Service

Contact your [Campus Librarian](#) by clicking on [E-Mail Your Librarian](#) for help with research assignments or questions about using your library resources, APA citation help, or getting started with your research topics. Your librarian will respond within 24 hours (and in most cases much sooner).

## Research Guides by Course

- [Basic Marketing \(BUSS110\) Resources](#)
- [Business Plan Resources \(BUSS100\)](#)
- [Career Readiness \(multiple classes\)](#)
- [COMM115 Professional Plan Resources](#)
- [Project \(NSCI 280\)](#)
- [Resources \(BUSS110\)](#)
- [Organizational Behavior and Leadership \(HURS 205\)](#)
- [OWENS eBooks \(BUSS215\)](#)
- [Sales Presentation Resources \(BUSS120\)](#)



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## Search for Additional eBooks and Journals

- [Search eBooks and Journals](#)  
Search for eBooks and journals in the Virtual Library's collection by Title, Publisher, ISSN/ISBN, Subject, or Author  
[more...](#)

## Library Hours

- **Monday - Thursday:** 9AM - 9PM
- **Friday and Saturday:** 9AM - 1PM
- **Sunday:** CLOSED

Shared homepage elements

## What is Ready Reference?

Ready reference is the information resource that can help people quickly obtain background information, statistics, definitions or facts. Content is often listed alphabetically or in some other arrangement, such as classified, numeric, etc. It can include print or electronic resources (free web resources or library online database).

## Ready Reference Categories

Acronyms & Abbreviations	Almanacs	Bibliographies	Biographies	Currency, Calculators & Units of Measure	Dictionaries, Thesauri & Translations	Directories & Phone Books
Encyclopedias	Etymologies	Government Information	Handbooks & Manuals	Holidays, Dates & Clocks	Maps, Gazetteers, Countries & States	Quotations
Statistical Sources	Zip & Postal Codes					

An acronym is a word (as NATO, radar, or laser) formed from the initial letter or letters of each of the successive parts or major parts of a compound term. An abbreviation is a shortened form of a written word or phrase used in place of the whole (i.e. amt is an abbreviation for amount).

- [Abbreviations.com](#)
- [Acronym Finder](#)
- [All Acronyms.com](#)

## Library Database Ready Reference

- [Encyclopaedia Britannica Online](#)

The Encyclopedia Britannica Online is a general encyclopedia resource that includes articles, media, links and other background information on broad research topics. It provides authoritative background information on a variety of topics for starting any research topics.

- [Reference USA](#)

(If prompted for username/password, enter username: bryantstratton & password: referenceusa2014)

Reference USA is a directory which primarily focuses on disseminating current business and residential phone numbers, addresses, and other directory information. It is reference tool to conduct job searches, look for sales leads, find new business opportunities etc.

## Library eBook Ready Reference

- [A Dictionary of Environmental History](#)
- [Dictionary of Advertising and Marketing Concepts](#)
- [Dictionary of Health Information Technology and Security](#)

## Shared Ready Reference Tab

- [Oxford Dictionary of Medical Quotations](#)
- [The Praeger Handbook of Human Resource Management](#)



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## A-Z Databases

Find the best library databases for your research.

All | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

### 44 Databases found

#### A

##### Academic Search Premier

This is a multi-disciplinary database. It provides full text for more than 4,600 journals titles. HTML or PDF full text articles are available in this database.

#### B

##### Business Source Complete

This database provides the leading collection of bibliographic and full-text content covering all disciplines of business, including marketing, management, accounting, finance and economics. It contains information in the most important scholarly business journals, trade publications and top management journals, and non-journal content, including financial data, books, monographs, major references works, case studies, industry & market research reports, company profiles, SWOT analyses and more.

#### C

##### CINAHL Complete

CINAHL Complete is the world's most comprehensive source of full-text for nursing & allied health journals. It provides full text for more than 1,300 journals. It is the definitive research tool for all areas of nursing & allied health literature. It is the definitive research tool for all areas of nursing & allied health literature.

##### Computers & Applied Sciences Complete

Computers & Applied Sciences Complete covers the research and development spectrum of the computing and applied sciences disciplines.

#### Cri

## A-Z Library Databases

#### E

##### eBook Academic Collection

eBook Academic Collection contains a large selection of multidisciplinary eBook titles representing a broad range of academic subject matter. Titles can be accessed by individual pages, chapters, or direct links from the table of contents. Every word in every book is searchable.

### New / Trial Databases

The following databases are newly acquired or being evaluated for a future subscription.

#### NoodleTools New

NoodleTools contains Integrated tools for note-taking, outlining, citation, document archiving/annotation, and collaborative research and writing.

To create your NoodleTools account:

From the NoodleTools homepage, click Sign In in the center of the page.

1. Click the Create a Personal ID button.

2. Click on An account linked to a school/library subscription or trial

If your school or library is subscribed to NoodleTools, create a personal account under that subscription. Full access to all NoodleTools functionality.

3. Enter "School/Library Username: bryant & School/Library Password: stratton

4. Click "Register" and create your personal ID.

#### Rehabilitation Reference Center New

RRC is an evidence-based clinical reference tool for use by rehabilitation clinicians at point-of-care. Search results consist of journal articles, chapters in books, clinical reviews, drug information, patient information and exercise images.



## Library Intranet: Home

This area serves as a common online work space for librarians across the BSC system.



### Database



#### [Library, Information Science & Technology Abstracts \(EBSCO DATABASE\)](#)

"Library, Information Science & Technology Abstracts (LISTA) indexes more than 560 core journals, nearly 50 priority journals, and nearly 125 selective journals; plus books, research reports and proceedings. Subject coverage includes librarianship, classification, cataloging, bibliometrics, online information retrieval, information management and more. Coverage in the database extends back as far as the mid-1960s."

### Bryant & Stratton College Email

- [Microsoft Outlook](#)  
Web interface for the email application used by BSC staff.

### BSC Services

- [Basic Search: Discovery Service for Bryant & Stratton College \(WEB\)](#)  
URL: <http://M.bryantstratton.edu>

- [BSC Self-Service Password Management \(WEB\)](#)  
URL: <https://pwreset.bryantstratton.edu/showLogin.cc>

- BSC  
Unio

## Multi-campus Library Intranet

- [BSC Official Course Catalog \(WEB\)](#)  
Official course catalog for the BSC system.

- [EBSCO Admin Login \(WEB\)](#)  
Manage EBSCO reports.

- [EBSCO Collection Manager Login \(WEB\)](#)

# Local Information Architecture

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- ▶ **Locally, tabs were added for**
  - ▶ an electronic APA lab,
  - ▶ an electronic faculty resources collection,
  - ▶ an electronic government resources collection,
  - ▶ the campus Learning Resources Center (managed by the LRC coordinator), and
  - ▶ tabs holding electronic collections of
    - ▶ subject-specific library databases,
    - ▶ electronic academic and non-academic journals, and
    - ▶ eBooks for all academic subject areas taught on the Cleveland campus.



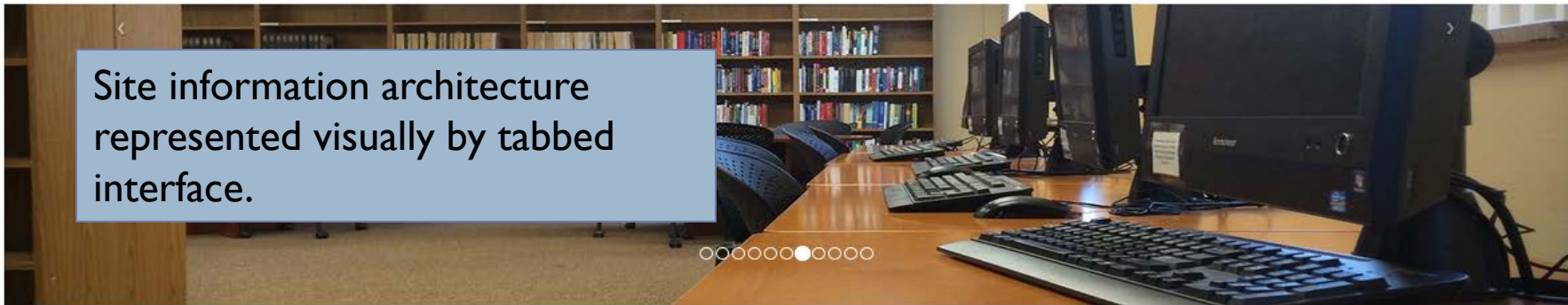




## Cleveland Campus Library: Home



- [Home](#)
- [Chat with a Librarian](#)
- [Ready Reference](#)
- [APA Lab](#)
- [Business | Economics | Management](#)
- [Criminal Justice | Justice Studies](#)
- [Electronics Technology](#)
- [Faculty Resources](#)
- [Government Resources](#)
- [Health Care Administration](#)
- [Hospitality Management](#)
- [Human & Social Services](#)
- [Information Technology](#)
- [Liberal Arts](#)
- [Medical Admin. Assisting](#)
- [Medical Assisting](#)
- [Medical Office Assistant](#)
- [Mobile Application Development](#)
- [Paralegal Studies](#)
- [RAP Room](#)
- [Library Intranet](#)



Site information architecture represented visually by tabbed interface.

**Quick Links**



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# Development of Electronic Collections

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- ▶ Content for the academic subject collections was drawn from existing collections of
  - ▶ research databases
  - ▶ eBooks, and
  - ▶ electronic journals
- ▶ and was developed using the same selection model as print collection development projects.
- ▶ Catalog descriptions for each class were consulted before selection of materials, and then the library's electronic collections were searched and selections made based on those descriptions.



# Highlighting Research Databases

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- ▶ Specific research databases were identified for each subject area, and then placed at the top of each subject collection guide with a specific graphic icon used as a bullet point so that students and faculty would be quickly able to identify database links.



# Metadata for Search and Discovery

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- ▶ Appropriate metadata was added to item links so users could make informed selections by searching and examining catalog-like records at the link level.
- ▶ All items included the publication title and URL as basic elements for description and access. In addition,
  - ▶ **descriptive abstracts** were added for all databases,
  - ▶ **Subject Headings** and complete **tables of contents** were added to eBook records, and
  - ▶ **descriptive abstracts** and issue publication details were added for electronic journals.
  - ▶ **Abstracts and URLs** were added to the records of Web resources.



## Liberal Arts

### Academic Search Premier (EBSCO DATABASE)

"This multi-disciplinary database provides full text for more than 4,600 journals, including full text for nearly 3,900 peer-reviewed titles. PDF backfiles to 1975 or further are available for well over one hundred journals, and searchable cited references are provided for more than 1,000 titles."  
[more...](#)

### Gale Virtual Reference Library (GALE DATABASE)

Subjects: Business -- History -- Law -- Nation and World -- Science -- Social Science.

### GreenFILE (EBSCO DATABASE)

"GreenFILE offers well-researched information covering all aspects of human impact to the environment. Its collection of scholarly, government and general-interest titles includes content on global warming, green building, pollution, sustainable agriculture, renewable energy, recycling, and more. The database provides indexing and abstracts for more than 384,000 records, as well as Open Access full text for more than 4,700 records."

### Literary Reference Center (EBSCO DATABASE)

"Literary Reference Center™ (LRC) is a full-text database that combines information from major respected reference works, books, literary journals as well as original content from EBSCO Publishing. Literary Reference Center contains full text for more than 35,000 plot summaries, synopses and work overviews, nearly 100,000 articles/essays of literary criticisms, more than 253,000 author biographies (including more than 22,000 in-depth bios), more than 460 literary journals, more than 693,000 book reviews, nearly 78,000 classic and contemporary poems, more than 19,600 classic and contemporary short stories, more than 6,500 author interviews, more than 8,200 classic texts and much more."  
[more...](#)

### MasterFILE Premier (EBSCO DATABASE)

"Designed specifically for public libraries, this multidisciplinary database provides full text for nearly 1,700 periodicals with full-text information dating as far back as 1975. Covering virtually every subject area of general interest, MasterFILE Premier also contains full text for nearly 500 reference books and over 164,400 primary source documents, as well as an Image Collection of over 592,000 photos, maps & flags. This database is updated daily via EBSCOhost.>  
[more...](#)

### Points of View (EBSCO DATABASE)


"Points of View provides information for many current hottest social topics, such as earth & environment, global issues, energy & conservation. This database also contains a research guide to help students learn how to choose a research topic, how to create an essay outline, how to write a thesis statement, how to write a persuasive essay and how to cite sources."

### Psychology and Behavioral Sciences Collection (EBSCO DATABASE)

"Psychology & Behavioral Sciences Collection is a comprehensive database covering information concerning topics in emotional and behavioral characteristics, psychiatry & psychology, mental processes, anthropology, and observational & experimental methods. This is the world's largest full text psychology database offering full text coverage for nearly 400 journals."  
[more...](#)

### Religion and Philosophy Collection (EBSCO DATABASE)

"Religion & Philosophy Collection™ provides extensive coverage of such topics as world religions, major denominations, biblical studies, religious history, epistemology, political philosophy, philosophy of language, moral philosophy and the history of philosophy. With more more than 300 full text journals, the Religion & Philosophy Collection is an essential tool for researchers and students of theology and philosophical studies."  
[more...](#)

 **Database Module** Comprehensive and highest quality sociology research database. The database features more than 19,750+ term sociological thesaurus designed by subject experts and expert lexicographers."

#### • [American Rhetoric \(WEB\)](#)

Partial Contents: Site search -- Speech bank -- Top 100 speeches -- Rhetorical literacy -- Obama speeches -- Movie speeches -- Figures in sound -- Christian rhetoric -- Rhetoric of 9-11 -- News & info -- For scholars -- What is rhetoric? -- Plato on rhetoric -- Aristotle on rhetoric -- Comm journals -- Comm association.



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Search for eBooks and journals in the Virtual Library's collection by Title, Publisher, ISSN/ISBN, Subject, or Author  
[more...](#)

- [Advances in 3D Integrated Circuits and Systems \(eBOOK\)](#)  
Subjects:  
Three-dimensional integrated circuits  
[more...](#)
- [Analog Circuits Cookbook \(eBOOK\)](#)  
Subjects:  
Electronic circuits  
Analog electronic systems  
[more...](#)
- [Basic Electronics Math \(eBOOK\)](#)  
Subjects:  
Electronics--Mathematics  
[more...](#)
- [Bebop to the Boolean Boogie : An Unconventional Guide to Electronics Fundamentals, Components, and Processes \(eBOOK\)](#)  
Subjects:  
Digital electronics--Popular works  
[more...](#)
- [Beginning Analog Electronics Through Projects \(eBOOK\)](#)  
Subjects:  
Analog electronic systems--Amateurs' manuals  
Electronics--Amateurs' manuals  
[more...](#)
- [Design and Development of Medical Electronic Instrumentation : A Practical Perspective of the Design, Construction, and Test of Medical Devices \(eBOOK\)](#)  
Subjects:  
Medical instruments and apparatus--Design and construction  
Medical electronics--Design and construction  
[more...](#)
- [Embedded Systems \(eBOOK\)](#)  
Subjects:  
Embedded computer systems--Design and construction  
[more...](#)
- [Encyclopedia of Electrical & Electronics Engineering \(eBOOK\)](#)  
Subjects:  
Electrical Engineering; Electronics
- [Industrial Electronics for Engineers, Chemists, and Technicians : With Optional Lab Experiments \(eBOOK\)](#)  
Subjects:  
Industrial electronics  
[more...](#)
- [eBook Module](#)  
Digital electronics  
[more...](#)
- [Introduction to Microcontrollers : Architecture, Programming, and Interfacing for the Freescale 68HC12 \(eBOOK\)](#)



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- [Search eBooks and Journals](#)  
Search for eBooks and journals in the Virtual Library's collection by Title, Publisher, ISSN/ISBN, Subject, or Author  
[more...](#)

## Electronic Journals

- [American Business Review \(EBSCO JOURNAL | PEER REVIEWED\)](#)  
Subjects:  
Business (General)  
[more...](#)
- [Bloomberg Businessweek \(EBSCO JOURNAL | CURRENT EVENTS\)](#)  
Subjects:  
Business (General);  
News;  
United States Politics & Government  
[more...](#)
- [Crain's Cleveland Business \(EBSCO JOURNAL | CURRENT EVENTS\)](#)  
Subjects:  
Business (General); Cleveland, OH  
[more...](#)
- [Harvard Business Review \(EBSCO JOURNAL\)](#)  
Subjects:  
Management; Strategic Planning  
[more...](#)
- [IUP Journal of Organizational Behavior \(EBSCO JOURNAL | PEER REVIEWED\)](#)  
Subjects:  
Organizational Studies
- [International Journal of Business & Management Science \(EBSCO JOURNAL | PEER REVIEWED\)](#)  
Subjects:  
Management  
[more...](#)
- [Journal of Applied Economics \(EBSCO JOURNAL | PEER REVIEWED\)](#)  
Subjects:  
Economics  
[more...](#)
- [Journal of Business Management \(EBSCO JOURNAL | PEER REVIEWED\)](#)  
Publication Type:  
Academic Journal
- [Journal of Business & Management \(EBSCO JOURNAL | PEER REVIEWED\)](#)  
Subjects:  
Business (General)  
[more...](#)
- [Journal of Small Business Management \(EBSCO JOURNAL | PEER REVIEWED\)](#)  
Subjects:  
Management; Small Business  
[more...](#)
- [Journal of Organizational Behavior \(EBSCO JOURNAL | PEER REVIEWED\)](#)  
Subjects:  
Organizational Studies  
[more...](#)

Electronic Journal Module



# User training

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- ▶ Based on the finding by Foster et al (2010) that guide use was directly tied to a librarian's in person demonstration of how to locate and use it (p. 604), the training of student patrons was addressed in four specific way:
  - ▶ In-class bibliographic instruction sessions
  - ▶ Standard reference interviews in the library
  - ▶ Targeted emails to students and faculty
  - ▶ Short instructional videos played in student lounge areas





# Embedded Librarianship

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- ▶ As part of the LibGuides implementation, campus librarians are pursuing with faculty opportunities to develop classroom resources in the form of web-based guides directing students to collections of library materials developed at the course and assignment levels.
- ▶ At the Cleveland campus, this is taking the form of developing research guides from the following steps:
  - ▶ From assignment descriptions, collections of eBooks and electronic journals were selected and submitted to faculty for final approval.
  - ▶ After final selections were made, web-based guides were created for specific assignments with titles, direct links to the resources themselves, and appropriate metadata (abstracts and tables of contents) to aid students in resource selection.
  - ▶ Finished guides were then linked into a special area of the campus library home page for easy discovery. Guide URLs were also provided to faculty members for inclusion in syllabi and course management pages.



Questions?

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