

ENHANCING THE ONLINE CATALOG WITH ELECTRONIC JOURNAL INFORMATION

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PROBLEM

How to provide the best access to electronic journals?

RESEARCH QUESTION

Given a choice between an alphabetic list of electronic journals and access through the OPAC, which would clients prefer?

METHODOLOGY

- Sampled rate of journal searching in OPAC
- Recorded use of OPAC links
- Compared these to use of ejournal list Enhanced 500 journal records with links to electronic versions
- Sampled rate of journal searching again

ENHANCED CATALOG RECORD

Title: Cancer research.
 Publication info: Baltimore, Md. : Waverly Press,
 URL: <http://www2.utsouthwestern.edu/cfdocs/library/ejournals/ejnl.cfm?titleID=5>
 Held by: SOUTHLIB NORTHLIB ONLINELIB
 Latest issues rec'd: SOUTHLIB--V 60 NO 17 SEP 1, 2000; [etc.]
 Latest issues rec'd: NORTHLIB--V 60 NO 17 SEP 1, 2000; [etc.]
 SOUTHLIB-- Location: JOURNALS --
 Textual holdings: Vol 1- 1941-
 NORTHLIB-- Location: NC-JOURNAL --
 Textual holdings: Vol 53- 1993-
 ONLINELIB-- Location: LIBWEBSITE --
 Textual holdings: Online access; years vary.

BACKGROUND

The Library serves

- A medical school, allied health school, and graduate school of biomedical sciences
- Three hospitals
- 1,199 faculty, 1,602 students, 950 residents and 13,777 staff

The Library's resources include

- 1800 paper journal subscriptions
- 3500+ electronic journal subscriptions
- A World Wide Web site receiving over 1.5 million hits per year

Sampling of Search Logs:
Pre & Post-enhancement

	Round	Dates	All Searches	Journal Searches	% Jml Srch
Pre-enhancement	1	2/27-3/11	785	145	18%
	2	4/7-4/20	914	152	17%
	3	5/20-6/3	381	48	13%
		Total	2080	345	17%
Post-enhancement	4	9/12-9/25	1063	173	16%
	5	10/5-10/18	748	153	20%
		Total	1811	326	18%

RESULTS

- Rate of journal searching in OPAC higher than expected at 17%
- After enhancement, no change in rate of journal searching
- Use of OPAC links remains low compared to growing use of electronic journal listing

CONCLUSION

The traditional OPAC does not provide the kind of quick access that clients desire for electronic journals.

