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Article Recommender Service

Monash University case study



Outline

- Background to the project
- Project methodology
- Technical / software implementation
- Screen shots / feedback
- Questions / discussion



Monash Staff

- Suzanne Clarke – Director, Information Resources
- Donna Runner – Manager, Electronic Resources
- Wan Chong – AARLIN Officer (and MetaLib/SFX administrator for Monash)
- Simon Huggard – Project Manager, Systems Lib
- Fiona Russell – Subject Librarian
- AARLIN staff – Charlie Ambrose, Meg Bate, Mac Horn, Daniel Tosello.



Ex Libris staff

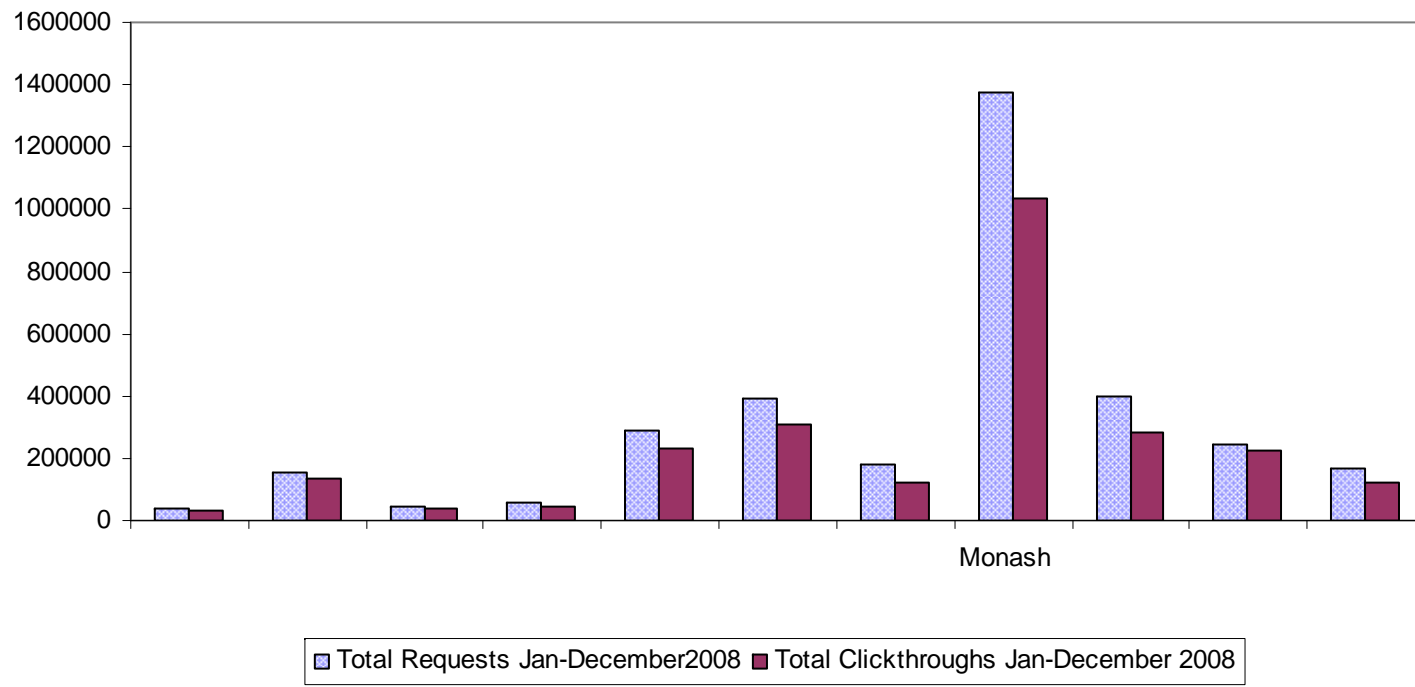
- Oren Beit-Arie, Project Director
- Jenny Walker, Product Manager
- Amit Mizrahi, Technical Lead
- Marie Bradshaw, Analyst (managed the testing process)



Background

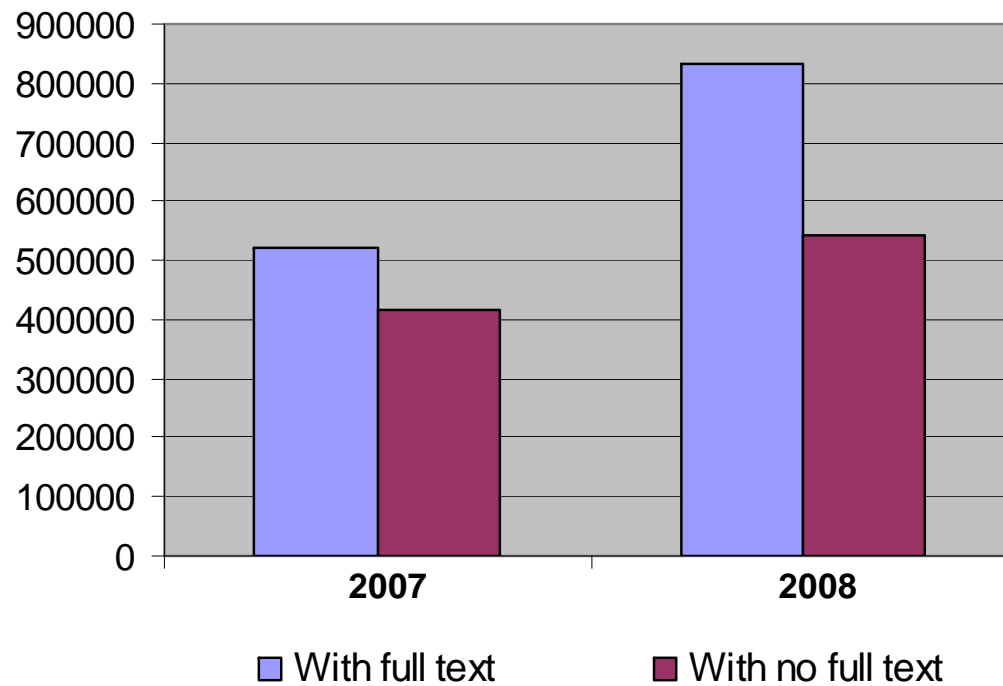
- Meeting in Israel June 2008, partnership discussed.
- Invitation to trial bX - July 2008 because of:
 - High use of SFX
 - Membership of a consortia (AARLIN)
 - Enthusiasm of Simon Huggard
- Project plans written & agreements signed – August/Sep 2008

AARLIN Members SFX Requests & Clickthroughs **January to December 2008** (monthly averages)





Monash SFX Number of Requests With/Without Full text Services 2007- 2008



PROJECT TIMELINES

Milestones/deliverables for this project are:

Milestone/Deliverable	Date
Project concept written	August 2008
Agreement in principle between Monash, Ex Libris and AARLIN	August 2008
Scheduling of calls, meetings, etc between Ex Libris and Monash	August 2008
Signing of bX agreement	September 2008
Installation of scripts to collect usage data on AARLIN server	September 2008
Installation of an SFX service pack	September 2008
Automation of sending of log files to Ex Libris	September 2008
Reporting to Monash of first analysis of log files by Ex Libris	October 2008
Analysis and feedback to Ex Libris by Monash of reports	October 2008
Implementation of bX recommender service in test interface at Monash	November 2008
Trial/user testing of production bX recommender service at Monash	November 2008
Completion of the trial	December 2008
Post-trial analysis and project wrap-up	December 2008
Follow up discussion and decision regarding ongoing production use and subscription purchase of bX product by Monash University Library	January 2009
Decision made – if purchased – then publicity material, launch, etc of bX	Feb-March 2009



Project Methodology (key points)

- Log file gathering software as well as SFX instance with bX installed on servers.
- Ex Libris provided testing scenarios in an Excel spreadsheet for suggested testing – split into 2 subject areas.
- Feedback was to be provided in the spreadsheets



Examples (1)

SFX SFX Services for this record

Title: Broad Study but Narrow Question: A Friendly Critique of Perry's Article
Source: Research on social work practice [1049-7315] vol:16 iss:4 pg:406

Full Text
Full text available via **Sage Complete**
Year: Volume: Issue: Start Page: **GO**

Holding information
Search for this item in **Monash University Library Catalogue** **GO**

Citation information
Is this journal peer reviewed? Check **ULRICH's Periodical Directory** **GO**

Reference
Download citation into **EndNote** **GO**

Web Service
Create a link with AARLINK
 Go
Get help from the **Library** **GO**

Recommended Reading (powered by bX)
Users interested in this article also expressed an interest in **other articles**

Most recommended reading:

1. Zlotnik, Joan JL. "No Simple Answer to a Complex Question: A Response to Perry" *Research on social work practice*. 16.4 (2005): 414-416. **GO**
2. Dickinson, Nancy NS. "An Important Question Half-Answered: A Response to Perry's Article" *Research on social work practice*. 16.4 (2006): 431-433. **GO**
3. Rittner, Barbara B. "Differential Uses for BSW and MSW Educated Social Workers in Child Welfare Services" *Children and Youth Services Review*. 21.3 (1999): 217-238. **GO**

Click [here](#) for more recommendations.
bX - [How does it work?](#)

- Recommendations appear near the bottom of the SFX screen.
- The 3 most recommended readings are on the first screen with the option to 'Click here for more'



Examples (2)

SFX **SFX Services for this record**

Title: Cyberbullying by Adolescents : A Preliminary Assessment
Source: The Educational forum [0013-1725] vol:70 iss:1 pg:21

Full text
Links not found. Check the **catalogue** for availability.

Holding information
Search for this item in **Monash University Library Catalogue**

Citation information
Is this journal peer reviewed? Check **ULRICH's Periodical Directory**

Reference
Download citation into **EndNote**

Web Service
Create a link with AARLINK

Get help from the **Library**

Recommended Reading (powered by bX)
Users interested in this article also expressed an interest in **other articles**
Most recommended reading:

1. Li, Qing Q. "Cyberbullying in Schools: A Research of Gender Differences." *School psychology international*. 27.2 (2006): 157-170.
2. Patchin, Justin JW. "Bullies Move beyond the Schoolyard: A Preliminary Look at Cyberbullying" *Youth violence and juvenile justice*. 4.2 (2006): 148-169.
3. Beale, Andrew AV. "Cyberbullying: What School Administrators (And Parents) Can Do." *The Clearing house*. 81.1 (2007): 8-12.

- In this example, full text link is not found.
- Recommendations are provided by bX Recommenders.



Title: Relationship Formation on the Internet: What's the Big Attraction?

Source: The Journal of social issues [0022-4537] vol:58 iss:1 pg:9

Full Text

Full text available via **Synergy Blackwell H_S_S Current**

Year: Volume: Issue: Start Page: 





Full text available via **Synergy Blackwell Journals**

Year: Volume: Issue: Start Page: 

Recommended Reading (powered by bX)

Users interested in this article also expressed an interest in **other articles**

Most recommended reading:

1. Bargh, John JA. "Can you see the real me? Activation and expression of the "true self" on the Internet" *The Journal of social issues*. 58.1 (2001): 33-48. 
2. Belsie, Laurent L. "Can folks virtually find their valentine on-line?" *The Christian Science monitor*. 89.56 (1996): 3-.  
3. Yurchisin, Jennifer J. "An Exploration of Identity Re-Creation in the Context of Internet Dating" *Social behavior and personality*. 33.8 (2004): 735-750. 

Click [here](#) for more recommendations.

bX - [How does it work?](#)



Downloading selected recommendations to refworks or endnote is supported

- 16. Abu-Lughod, Lila L. 'Do Muslim Women Really Need Saving? Anthropological Reflections on Cultural Relativism and Its Others' *American anthropologist*; 2002-09-01; vol 104; iss 3; p. 783
- 17. Gulick, John J. 'Women and the Family in Iran (Book).' *Contemporary sociology*; 1987-07-01; vol 16; iss 4; p. 474
- 18. Brenner, Suzanne S. 'Reconstructing self and society: Javanese Muslim women and `the veil`.' *American ethnologist*; 1996-11-01; vol 23; iss 4; p. 673
- 19. Stivens, Maila M. 'Family values' and Islamic revival: Gender, rights and state moral projects in Malaysia.' *Women's studies international forum*; 2005-11-30; vol 29; iss 4; p. 354
- 20. Buchan, Linda L. 'An exploration of psychological well-being with young Somali refugee and asylum-seeker women' *Clinical child psychology and psychiatry*; 2005-03-31; vol 10; iss 2; p. 177

Download citations selected in the following format:

How does it work?

Recommended readings are provided by the Ex Libris bX Recommender Service; and are based on the analysis of a large-scale collection of usage logs that were recorded from millions of transactions issued by users like you.



Additional Recommendations

- For this article there is a list of 20 references.
- Ticking the box allows the user to select the references of interest.

Users interested in this article also expressed an interest in these articles:

-
- 1. Othman, Norani N. 'Muslim Women and the Challenge of Islamic Fundamentalism/Extremism: An Overview of Southeast Asian Muslim Women's Struggle for Human Rights and Gender Inequality' *Women's studies international forum*; 2006-06-30; vol 29; iss 4; p. 339
- 2. Hilsdon, Anne-Marie A. 'Migration and Human Rights: The Case of Filipino Muslim Women in Sabah, Malaysia' *Women's studies international forum*; 2006-06-30; vol 29; iss 4; p. 405
- 3. Sechzer, Jeri J. "'Islam and Woman: Where Tradition Meets Modernity": History and Interpretations of Islamic Women's Status.' *Sex roles*; 0003-11-30; vol 51; iss 5/6; p. 263
- 4. Gerami, Shanin S. 'WOMEN.' *The Middle East journal*; 2000-09-01; vol 54; iss 4; p. 674
- 5. Jamal, Amina A. 'feminist 'selves' and feminism's 'others': feminist representations of Jamaat-e-Islami women in Pakistan.' *Feminist Review*; 0003-11-30; iss 81; p. 52
- 6. Brown, Katherine K. 'Realising Muslim Women's Rights: The Role of Islamic Identity among British Muslim Women' *Women's studies international forum*; 2006-06-30; vol 29; iss 4; p. 417
- 7. Douglas, Carol C. 'Malaysian Sisters in Islam oppose fundamentalism.' *Off our backs*; 1998-03-01; vol 28; iss 3; p. 10



Feedback

- Technical - Installation issues
- Quality / relevance of recommendations
- User interface
- Value to users



Technical - Installation issues

- Installation was easy (15-30 minutes) thanks to the AARLIN Office
- Scripts supplied by Ex Libris were easy to understand and ran without error.
- Software to enable Bx will be on all SFX sites, loaded via a service pack
- No loss of functionality of current SFX installation



Quality/relevance of recommendations



- Relevance is based on real data
- Relevance is based on several factors, amongst which is the number of people who chose the 2 articles, the initial article and the recommended article, in the same session.
- An article will only be displayed as a recommendation, if at least 2 people looked at both articles in the same session
- Libraries can set weightings as required



User interface

- The interface seems reasonably intuitive
- Text in the initial SFX box is fairly small, and the grey on grey is not easy to read – so this may need some customisation

Most recommended reading:

1. Masson, V V. "Urban surface modeling and the meso-scale impact of cities." *Theoretical and applied climatology*. 84.1-3 (2006): 35-45. 
2. Jung, András A. "Detection of urban effect on vegetation in a less built-up Hungarian city by hyperspectral remote sensing" *Physics Letters A: Part A/B/C*. 30.1-3 (2004): 255-259. 

Link to SFX on this item


GO

- I like the 'Link to SFX on this item' from the initial recommendations.

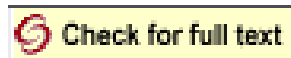


User Interface (2)

- The black/ grey on white in the bx box is clean and easy to read.

1. Masson, V V. 'Urban surface modeling and the meso-scale impact of cities.' *Theoretical and applied climatology*, 2006-03-01; vol 84; iss 1-3; p. 35 

- The 'Link to SFX on this item' icon needs to be labelled.



- The term 'recommended reading' implies that these articles have been specifically selected for the original article by an expert rather than generated by others' preferences. Perhaps a term such as 'more articles like this' would be better.

Recommended Reading (powered by bx)

Users interested in this article also expressed an interest in **other articles**

Most recommended reading:

1. Masson, V V. "Urban surface modeling and the meso-scale impact of cities."

- I like that there's a link to 'how does it work' - although this hasn't been active for me, I think that it's important for users to understand how these articles have been selected.

Click [here](#) for more recommendations.
bx - [How does it work?](#)



Value to users

- Monash spends 60% of the Collections Budget on e-resources
- In 2008 this was A\$9 million
- Monash users did over 8.4 million searches for e-resources in 2008



Value to users (2)

- Recommended articles reduce time doing further searches
- If metadata is lacking (from database vendors) SFX still finds recommended articles for you



Value to users (3)

- In the 10th edition of the Ex Librian Newsletter, the CEO, Matti Shem-Tov, in discussing recent trends in information systems and users services, says “the system learns from the users patterns of searching behaviour and that users are taking part in the shaping of content and services provided by information systems”
- The Article Recommender service is a good example of how Ex Libris is working with customers to shape and develop this future direction



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