Optimize & Maximize the Value of Summon Discovery

Evon Malixi
Customer Success Manager - EMEA

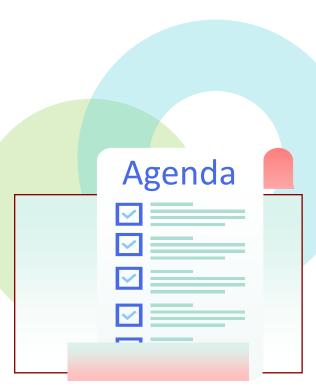




Evon Malixi Customer Success Manager EMEA

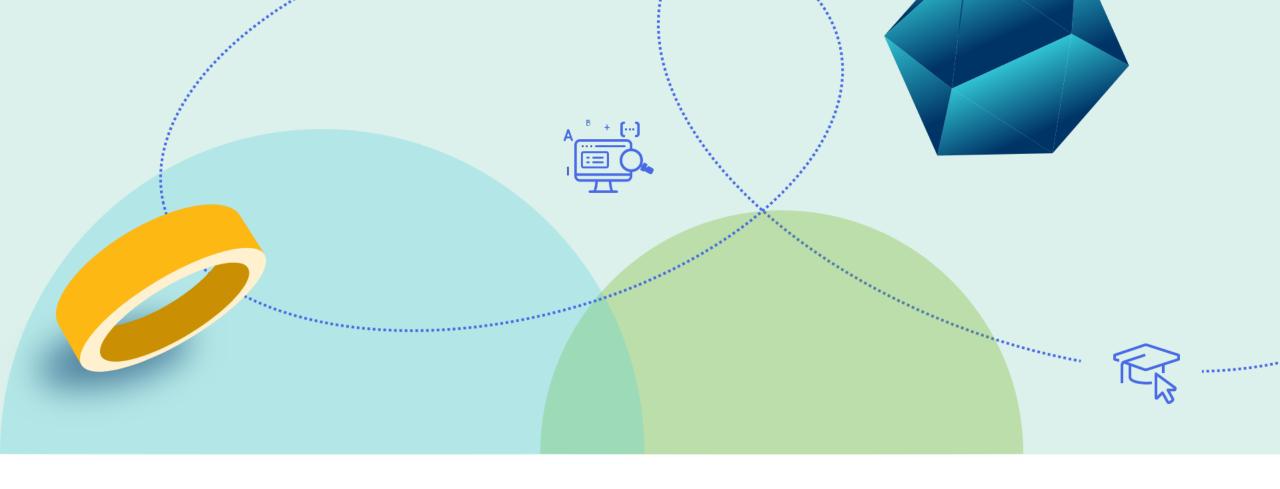






- Unleash the Power of Analytics
- Library curated Recommendations
- Serendipitous Search Results & Contextual Relationships
- Searching with Journal Widget & Journal link
- Saving Search Queries
- Custom Panels Sections
- Data Optimization Checklist



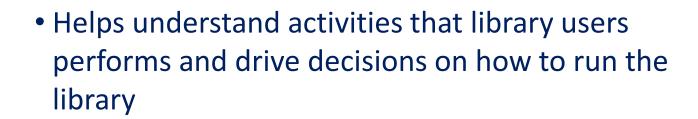


Unleash the Power of Summon Analytics

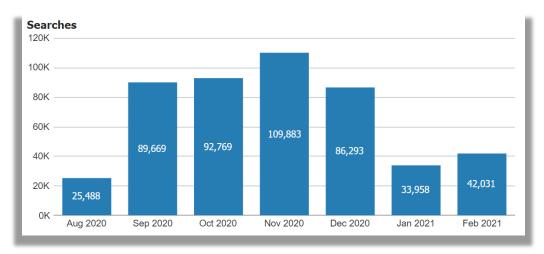


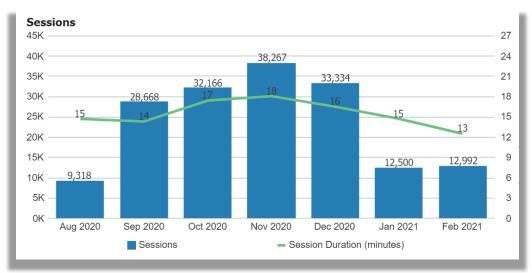
Summon Analytics

 Provides usage data analysis for better collection development, and share information across the organization



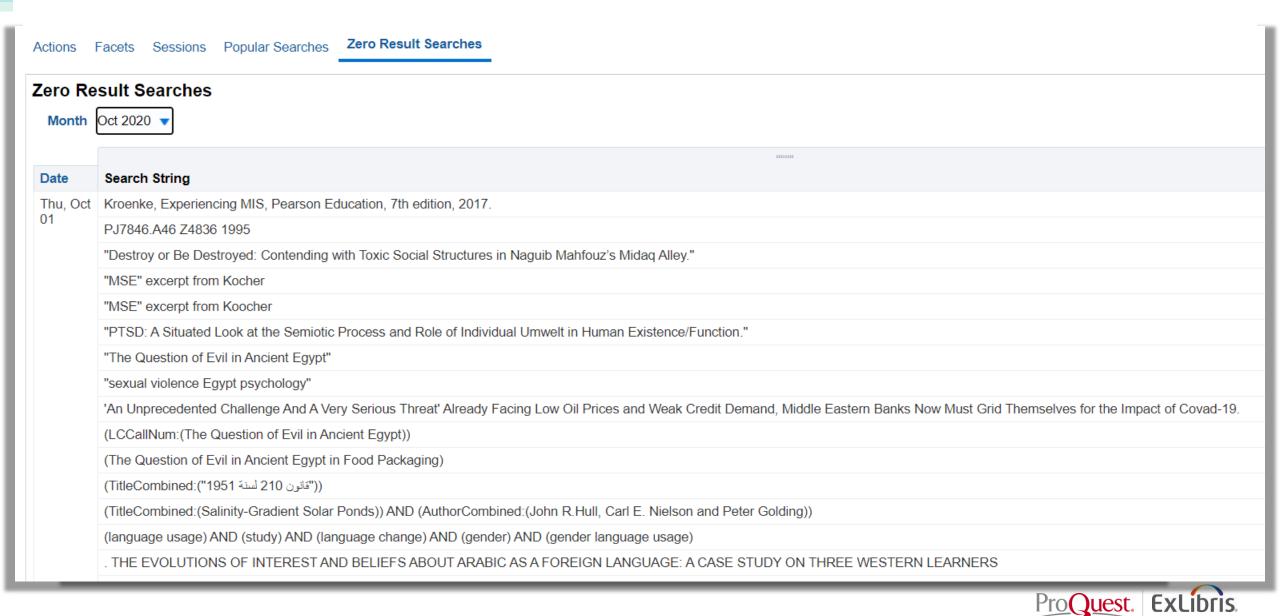
 Helps gain insight in today's users' behavior in order to promote the use of library resources to elevate the discovery experience







Understanding the Power of Summon Analytics



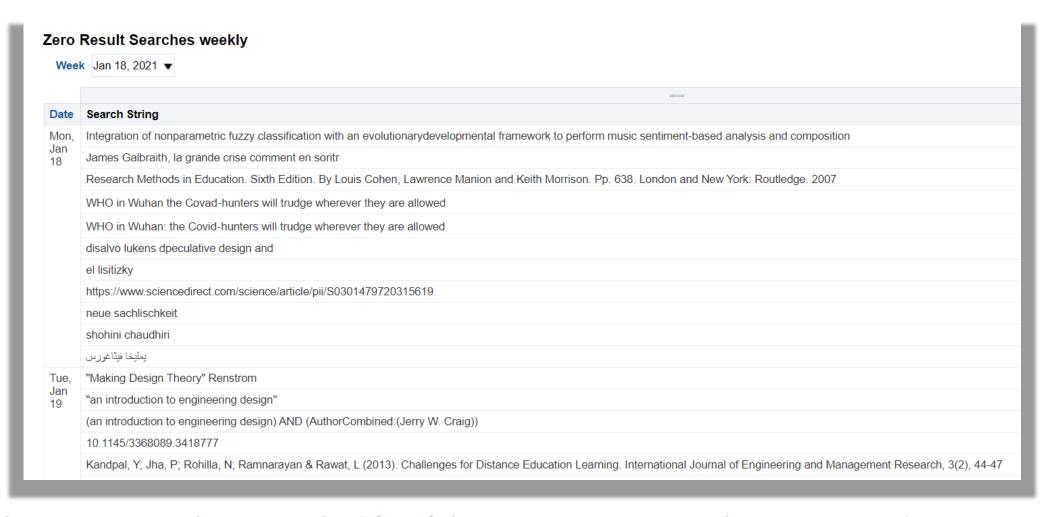
Popular Searches from Previous Months

Search String	Searches	Results
nutrition care manual	103	116,955
steam professional development for elementary teachers	66	9,975
steam education for elementary students	43	23,749
nental disorders and crime	37	259,232
professional development for elementary teachers	37	826,053
nutrition and diet	36	1,992,571
ssn:(1042-9670)action research and curriculum development	35	329
technology and sustainable interior design		101,038
design management	31	8,918,909
power system optimization modeling in gams	30	5,045
writing center tutor notes	30	62,362
eeexplore	29	8,489
neoliberalism of lebanese economy and lebanese government	25	623
he body keeps the score	25	783,076
research about science textbooks		866,190
eamwork and mental health	23	41,502
nosul iraq	22	180,954
rom victims of trafficking to freedom	21	54,852

See what terms users have searched for. If they are getting too many results, recommend a database or create Best Bets to help them narrow down.



Zero Results Searches weekly

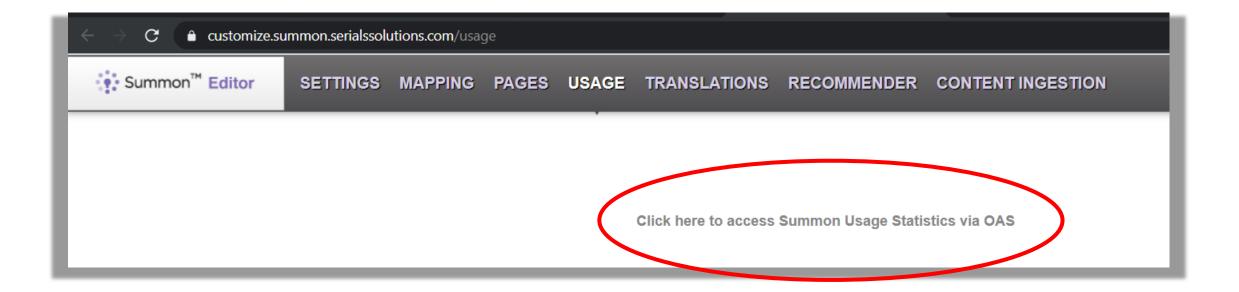


See what terms users have searched for. If they are getting no results, recommend a database, or create Best Bets for title or book if not indexed.



How to access Summon Analytics?

Go to Summon Administration Console>USAGE tab





ORACLE Analytics

Newspaper Article

Example Dashboard Favorites ▼ Dashboards ▼ Catalog Actions Sessions Popular Searches Zero Result Searches 80K 70K 50K 60,754 40K 51,756 53,004 47,974 30K 20K 25,506 18,840 10K 15,021 0K Aug 2020 Sep 2020 Oct 2020 Nov 2020 Dec 2020 Jan 2021 Feb 2021 Month Subject Terms Source Type Publication Title Library Language Is Scholarly Is Open Access Geographic Locations Is Full Text Genre Content Type Discipline Month Feb 2021 ▼ Facet Type▲▼ **Facet Value** Facets Selected Sessions Content Type 213,686 62,604 Book / eBook Facet Type▲▼ Facets Selected Sessions **Facet Value** Journal Article 29,411 8,540 Content Type Book / eBook 17,438 5,041 2,387 Newspaper Article 7,059 2,572 734 Journal Article Magazine Article 6.057 1,832 Magazine Article 1,648 495 **Book Chapter** 5,264 1,522 Streaming Video 345 1,403

1,095

382

Streaming Video



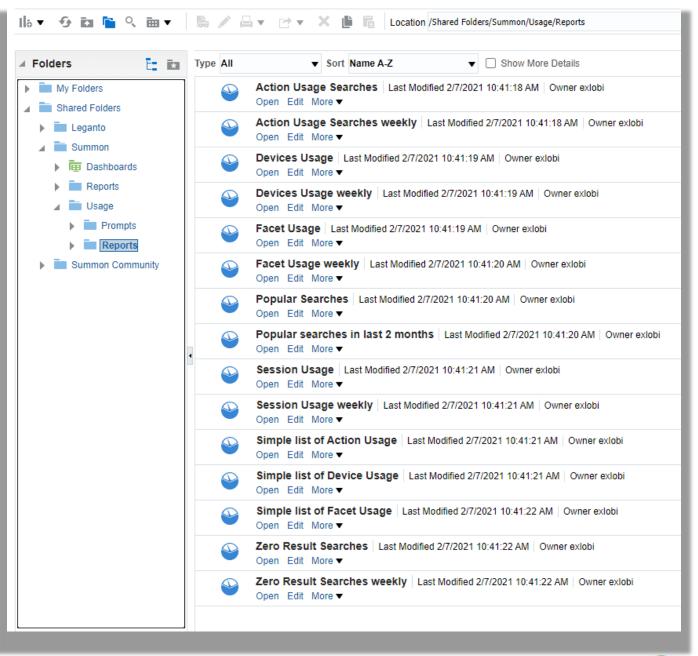
3,102

698

Go to Shared Folders/ Summon/Usage/Reports

Click, Copy & Paste a Report!

Check-out <u>Summon Analytics</u>
Documentations
at Knowledge Center





Library curated Recommendations

Let's see how to create library curated resource recommendations from Popular and Zero searches' keywords and search strings



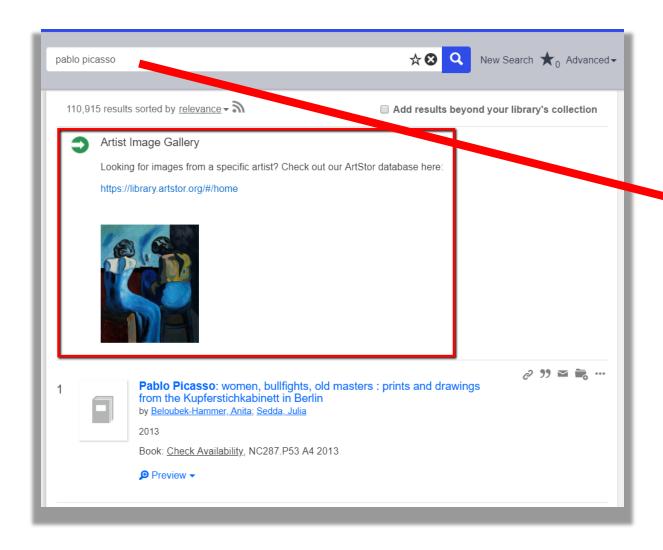


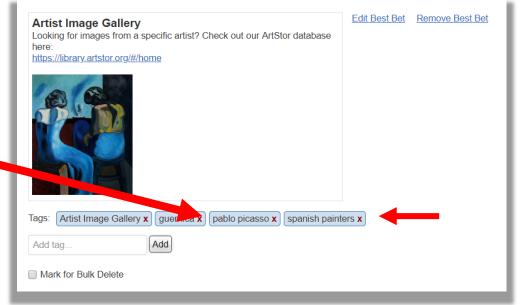
Summon Discovery comes with features for Library-curated recommendations to guide user to other relevant resources:

- Best Bets allows librarian to setup special notes/links/images to appear when they are triggered by specific search terms called tags, and help promotes "any specific resources"
- Database Recommender point users to specialized databases for targeted research and discipline specific searching



Best Bets allows the creation of "any" custom search results and to tag them appropriately

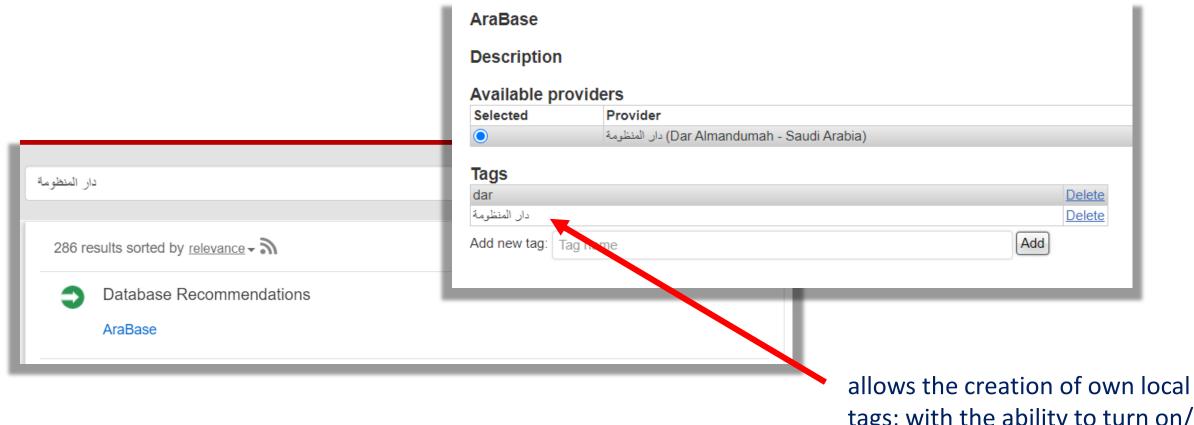




It can be "any" library-created links to external content that will appear on Summon results page when a user query matches tag words defined by the library

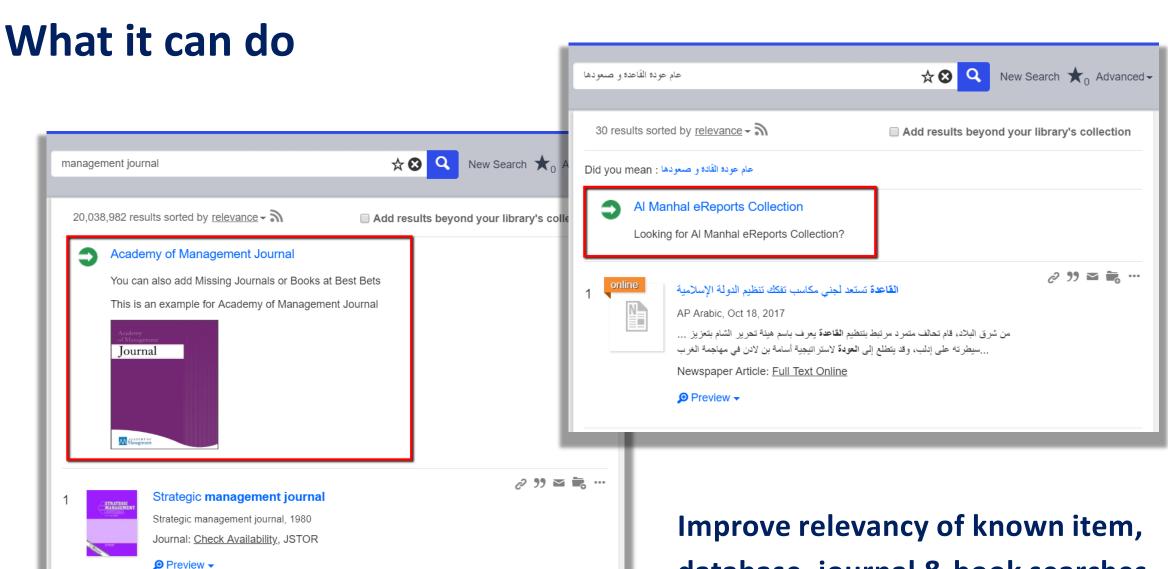


Database Recommender allows users to discover library resources in the context of their searching



tags; with the ability to turn on/off databases as candidates for recommendation

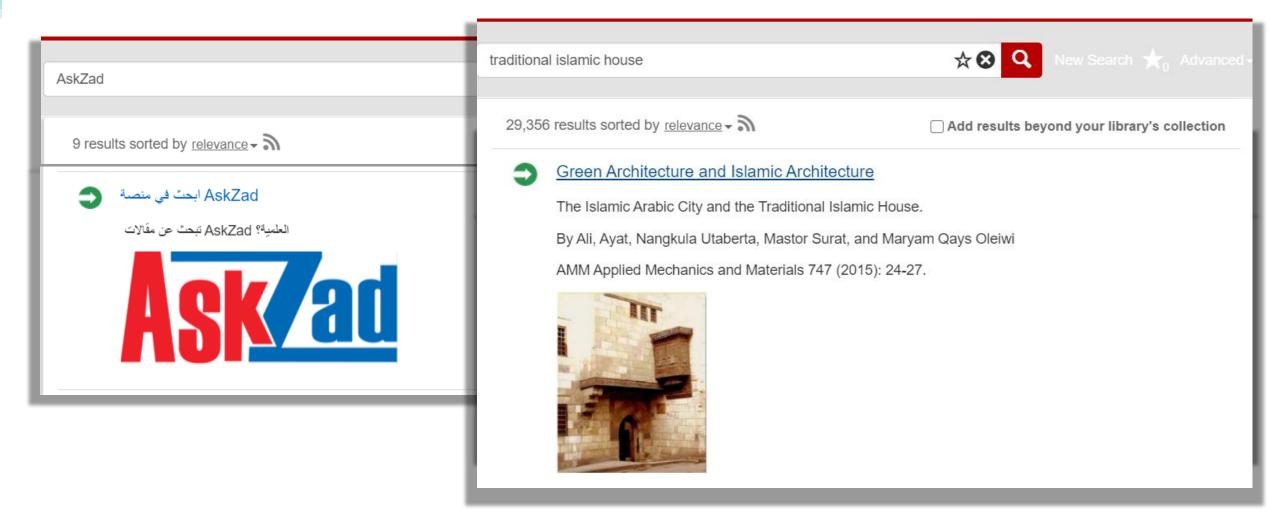




database, journal & book searches.



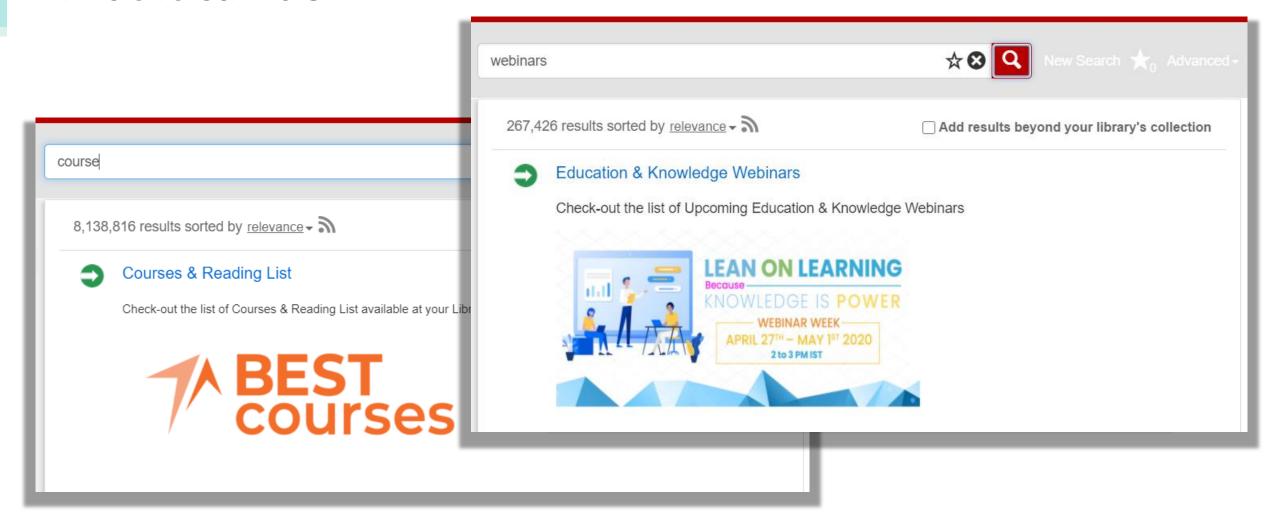
What it can do



Direct users to resources that are not indexed or don't come up in search results



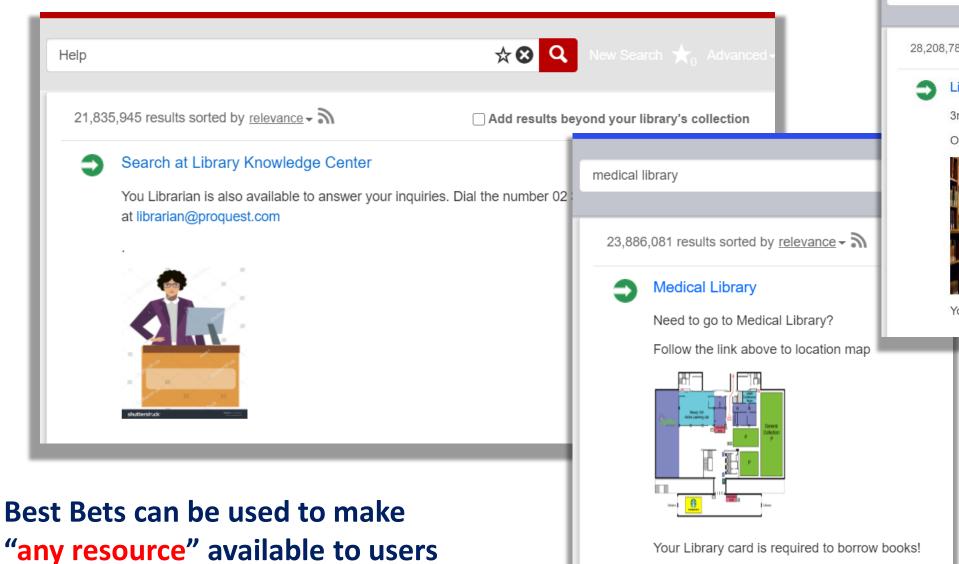
What it can do



Directing users for nontraditional searches better suited for other scopes



What it can do



economics

28,208,787 results sorted by relevance - 3

Library of Economics

3rd Floor, Tower II Main Campus

Open from 8am - 16pm

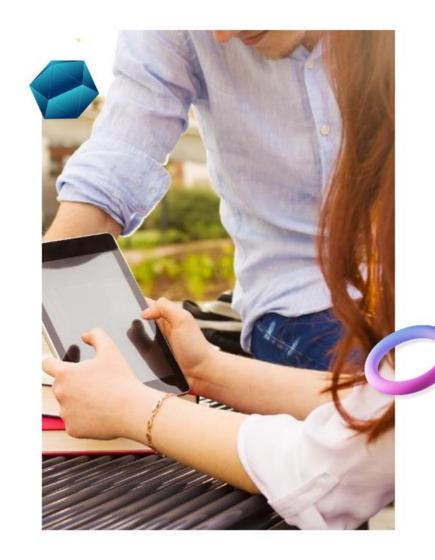


Your Library card is required to borrow books!



What else we need to know?

- Trigger words / Keywords / Tags must be exact
- Summon Analytics search logs provides the list of keywords/search strings patrons are searching for that are getting too many result and zero searches' results
- Simple & Easy Bulk Import Upload with CSV





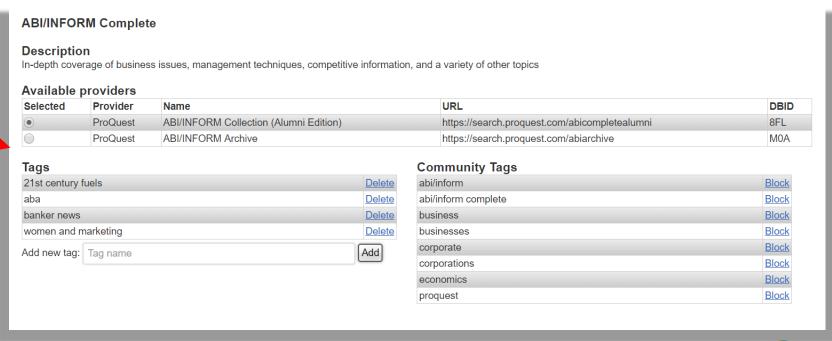
How to Activate Database Recommendations?

 Go to Summon Admin Console/Recommender tab/Databases

 Activate the Database at Database Recommender list

 Edit & Add your local tags or Block any Community Tags if need be.





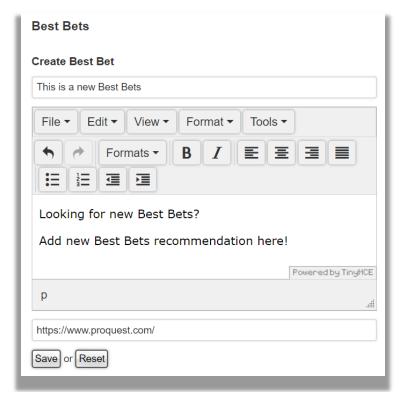


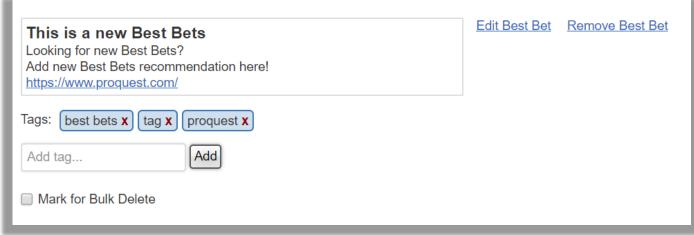
How to add Best Bets?

Go to Summon Administration
 Console/Recommender tab/Best Bets

Create a new Best Bets and Save

 Add your local tags to the newly Saved Best Bets







Next Steps:

Create Library curated Best Bets and Activate Database Recommender in Summon Admin Console by following the below document instructions:

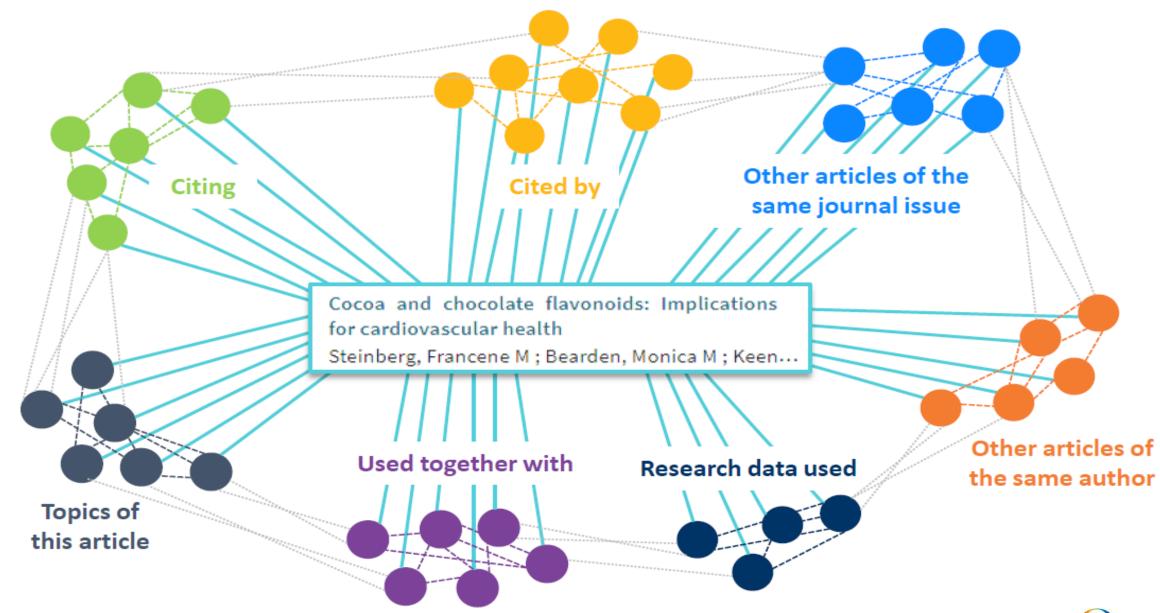
- Summon: Administration Console: Best Bets
- <u>Summon: Administration Console: Database Recommender</u>

Use the "easy and simple Bulk Best Bets Importer" to upload list of resources and keywords in csv format





Creating Intelligent Discovery Experiences





Summon: Citation Trails

Allows topic exploration and collect material by following a chain of articles that cite each other.

Citation trails work in two directions:

Cites – Articles that this article cites.Cited by – Articles that cite this article.

Gives users easy access to important articles that will expand and enrich users research experience.



Bigger clutch sizes **save** offspring energy during nest escapes

by Rusli, Mohd Uzair; Booth, David T

Behavioral Ecology and Sociobiology, 04/2016, Volume 70, Issue 4

Hatchling **turtles** typically emerge from underground nests in groups, so the nest escape process may represent another example of animals sharing a task...

Journal Article: Full Text Online

Preview
 Cites / Cited by
 ←

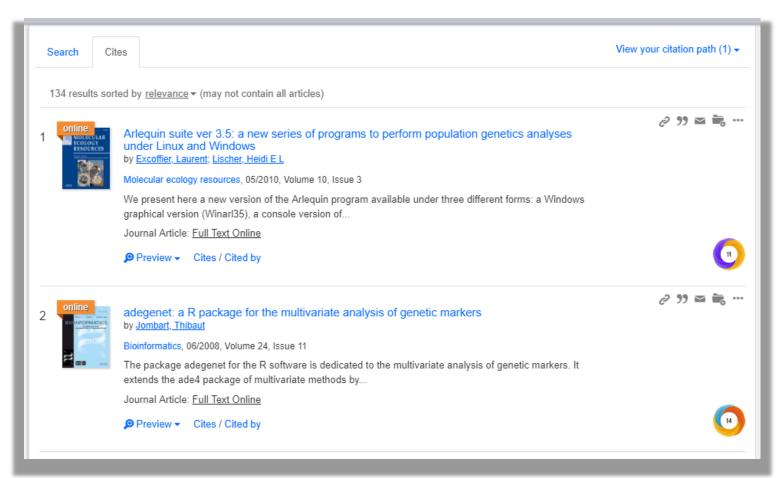


Summon: Citation Trails

Selecting a citation trail in the record,



opens a page that lists the records that match the type of selected citations **Cites** or **Cited by**

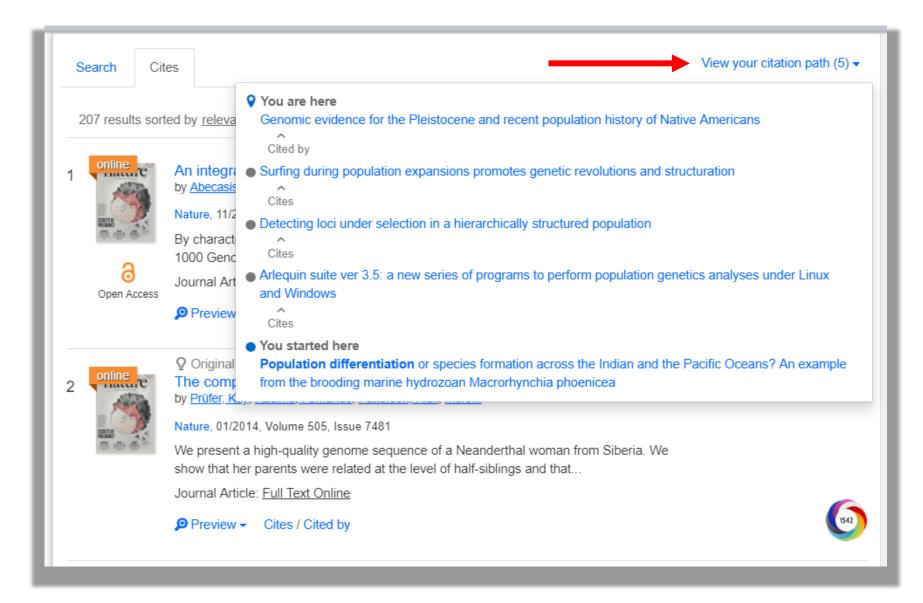




Summon: Citation Trails

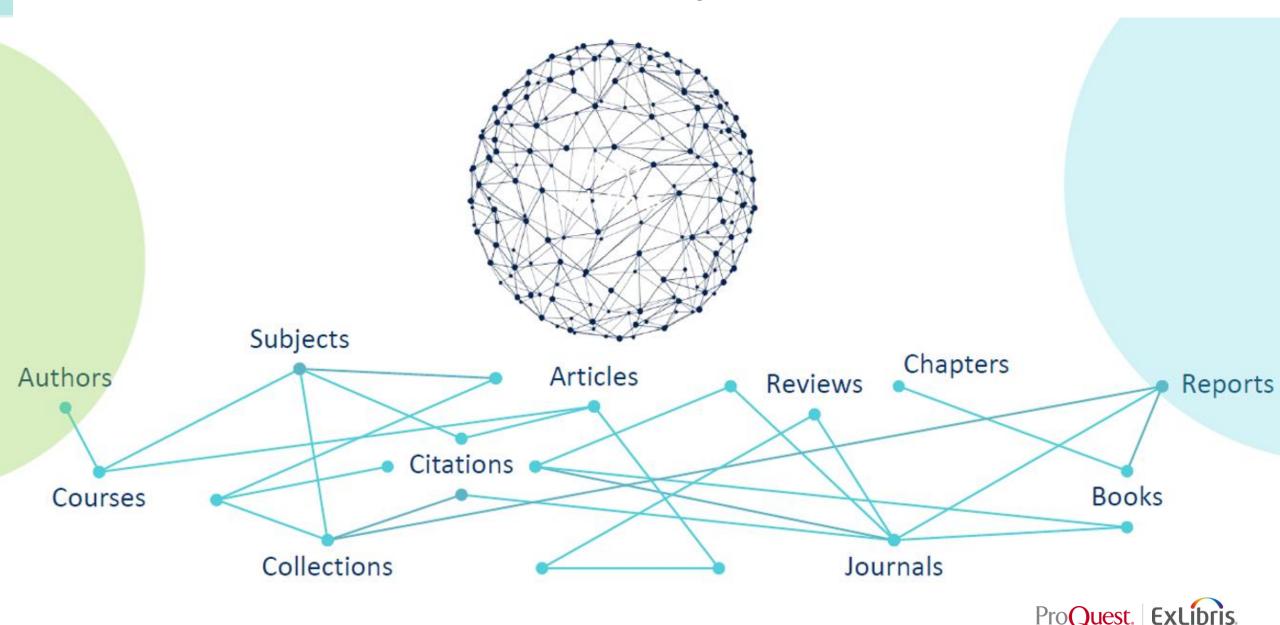
As you link to other records' citations, you can see the trail by selecting the **View your citation path** link.

This feature enhances serendipitous discovery and allows users to easily see the academic context of the sources.





Summon: Contextual Relationships



Summon: Contextual Relationships

This feature allows users to explore the contextual relationships within the Summon records.

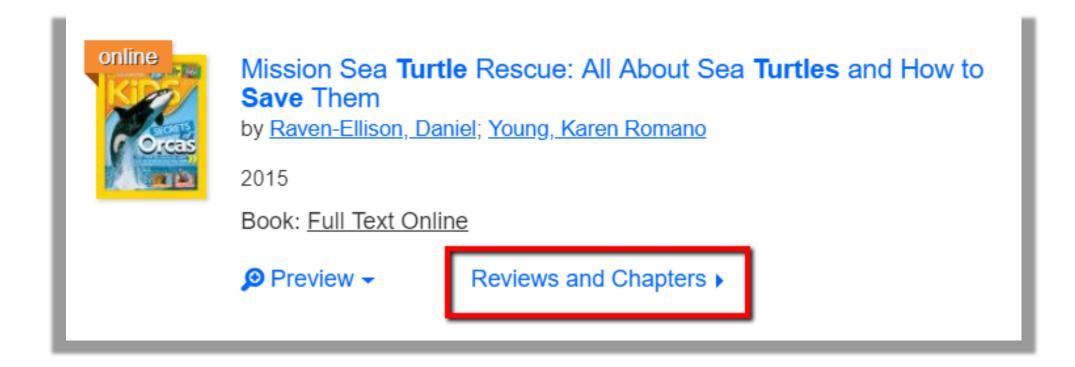
Currently, the supported relationships are Books/Chapters and Reviews

Relation from	Relation to	Usage
Books	Chapters of the book	Allows users to view specific chapters from the book.
Books	Reviews of the book	Allows users to view any related book reviews.



Summon: Related Items

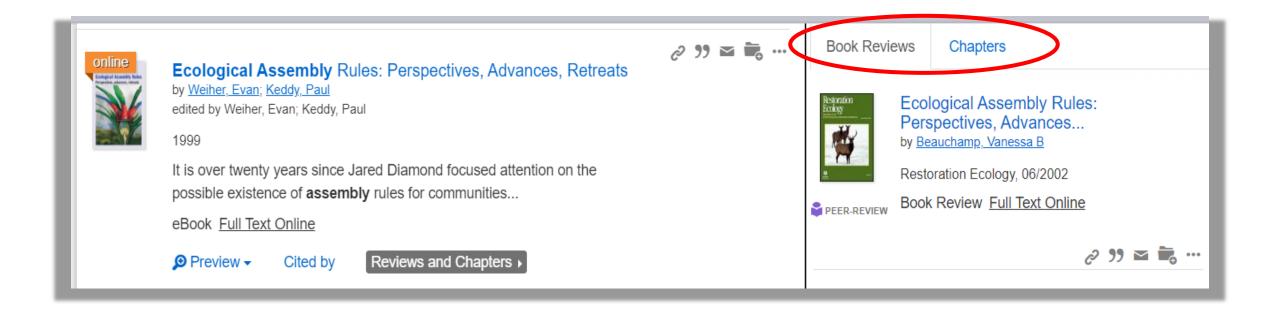
In the Summon results, each record that contains related items will display a **Reviews and Chapters** link:





Summon: Related Items

When the link is selected, the Reviews and Chapters panel opens on the right side of the page. Depending on the available information, a tab appears for each type of relationship (such as Book Reviews and Book Chapters):

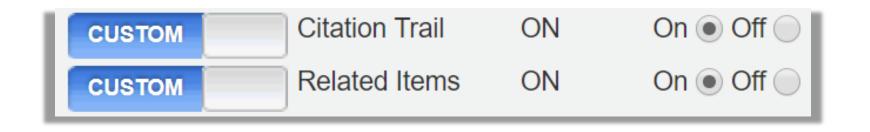




How to enable Citation Trail and Related Items features?

Go to Summon Admin Console/Settings/Search Results

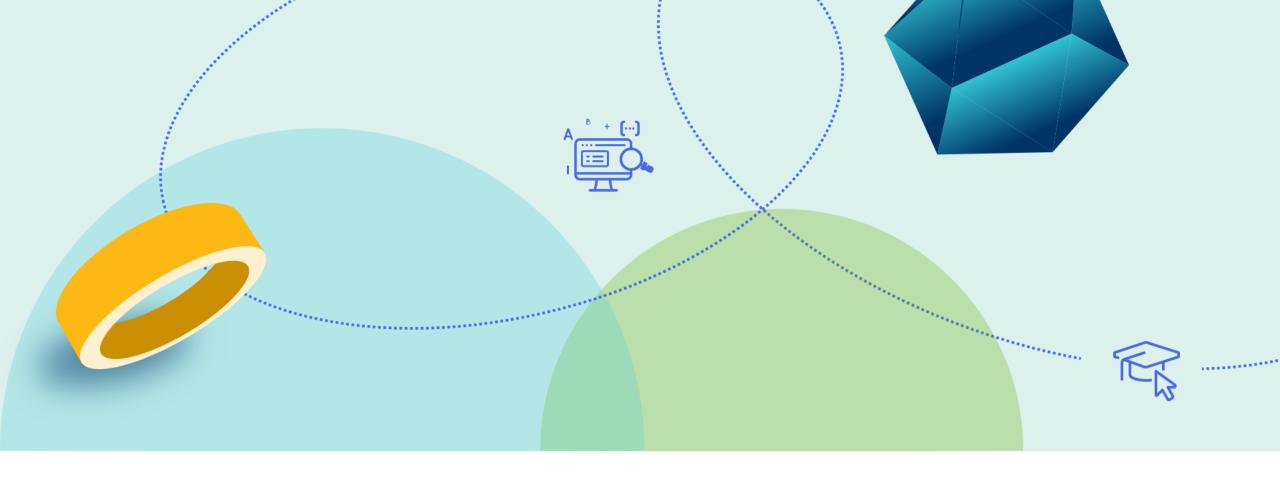
Turn ON the Citation Trail
 and Related Items



Save your Settings!



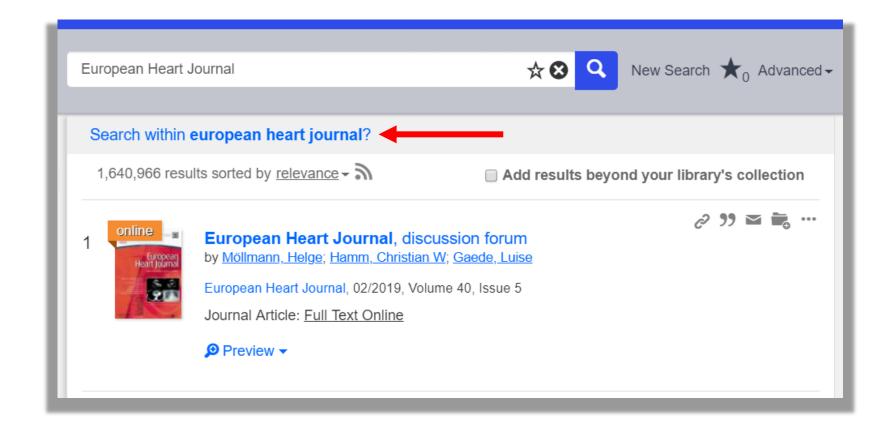




Seaching with Journal Widget & Journal Title Link



Summon: Search within Journal Widget

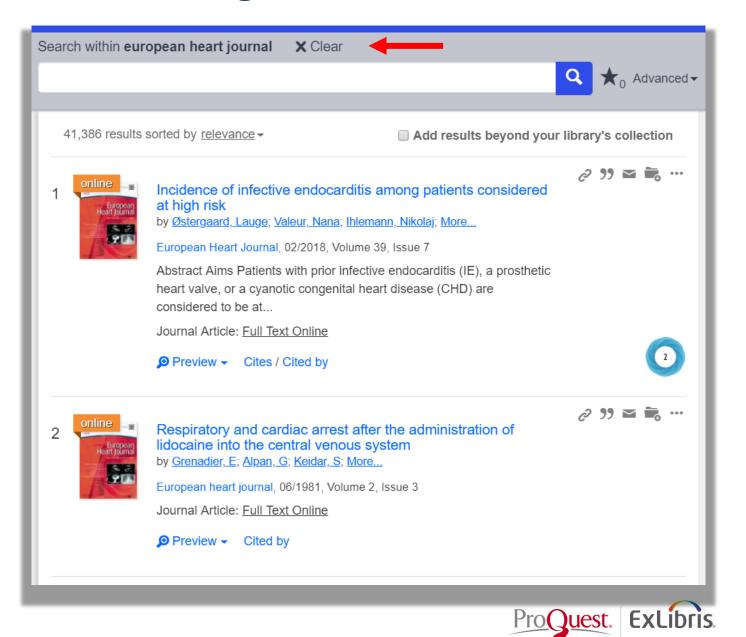


Summon displays a **Search within <journal_name>?** link below the Summon search box if a search query contains a journal's title, acronym, or ISSN, and the search results include a significant percentage of articles from the journal.



Summon: Search within Journal Widget

Once you access the Search within <journal_name>? link, the Summon search box will turn into "Search within Journal Widget" which allows users to search only within the selected journal.

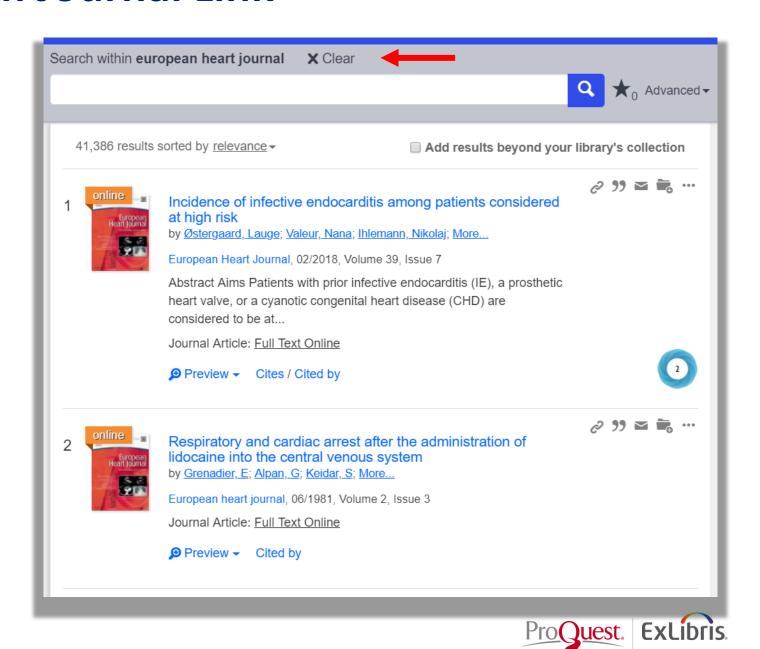


Journal Title Search from Journal Link

This feature enables the journal title search link in the results.



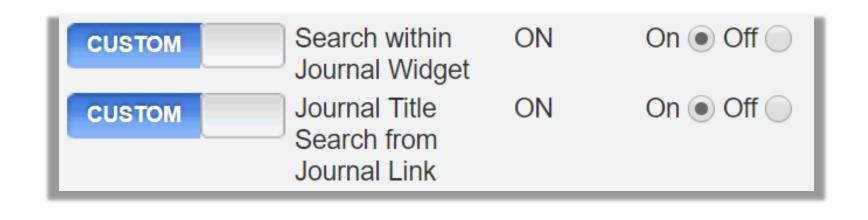
When the Journal link is clicked, it allows users to search within the selected journal.



How to enable Seach with Journal Widget & Journal Title Link?

Go to Summon Admin Console/Settings/Advanced Search

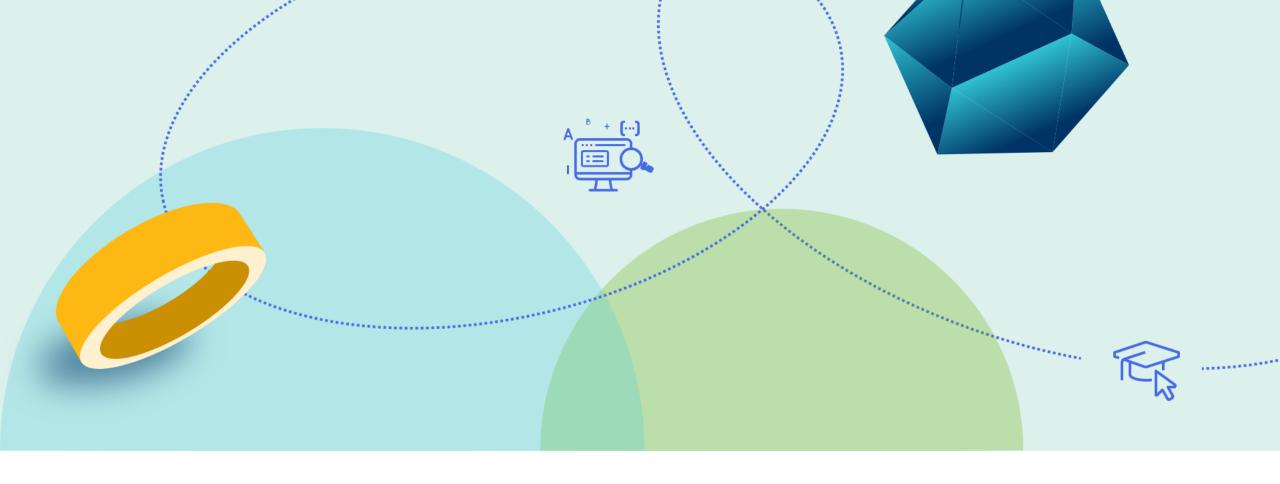
 Turn ON the search within Journal
 Widget and Journal
 Title Search from Journal Link



Save your Settings!



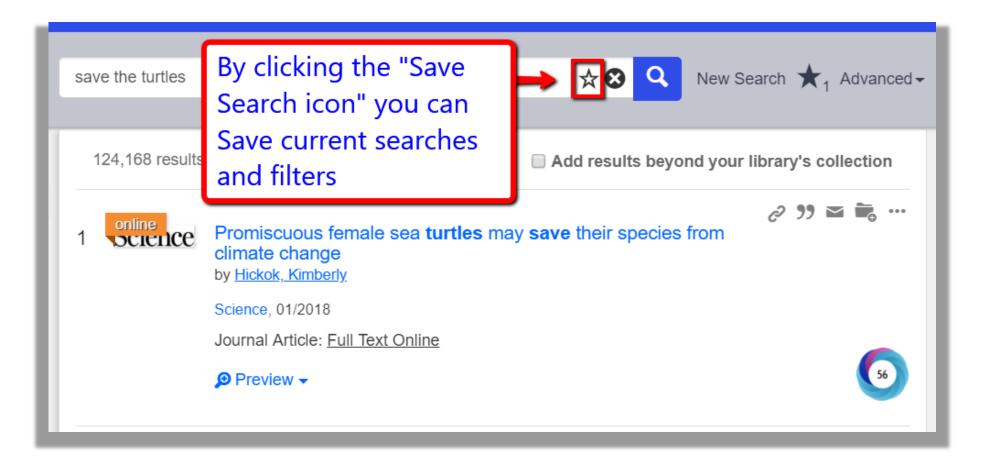




Saving Search Queries



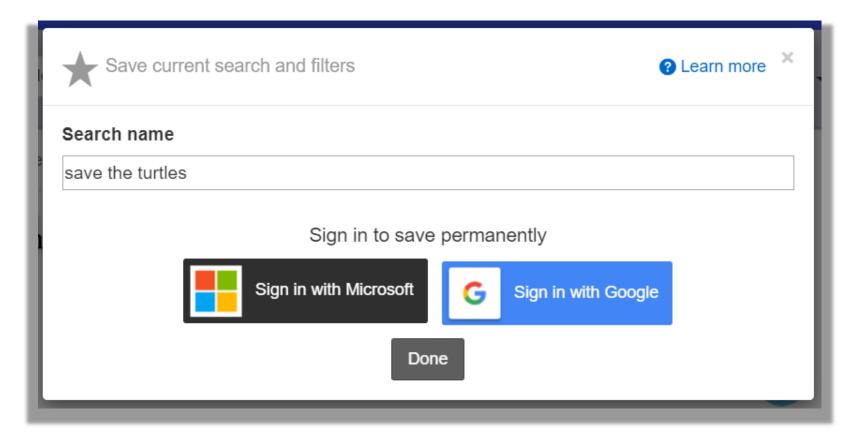
Summon: Saving Search Queries



Summon allows users to save searches that need to be run frequently or need to be saved to continue research in the same or future session.



Summon: Saving Search Queries



You can provide options for users to sign into their Google or Microsoft account to Save searches for future sessions in their cloud drives. Otherwise, searches are stored only for the current session.

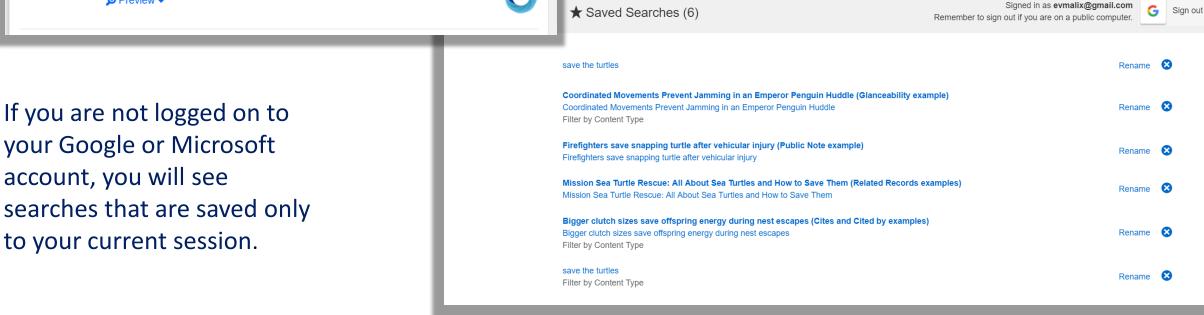


Saving Search Queries



The Saved Search page allows you to view a list of your saved searches.

☆ S Q New Search ★ Advanced →



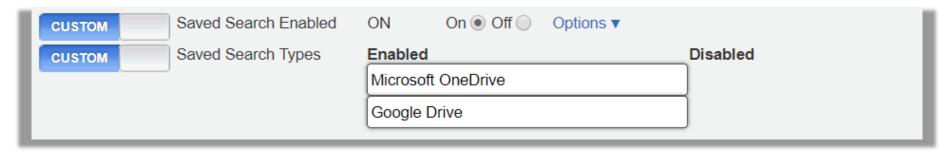
save the turtles



How to enable Save Searches?

Go to Summon Admin Console/Settings/Advanced Search

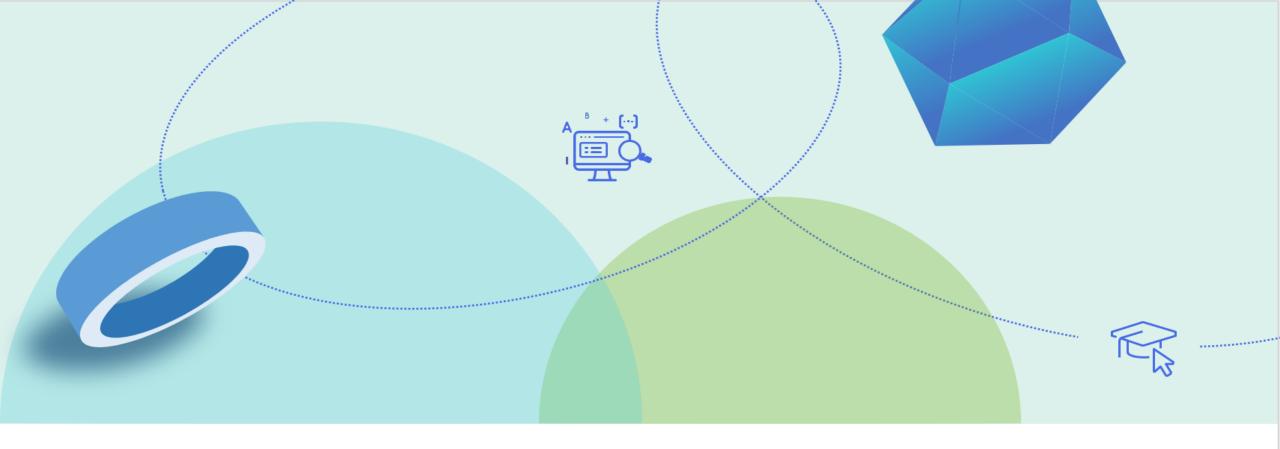
 Turn ON Saved Search and enable Saved
 Search Types



Save your Settings!







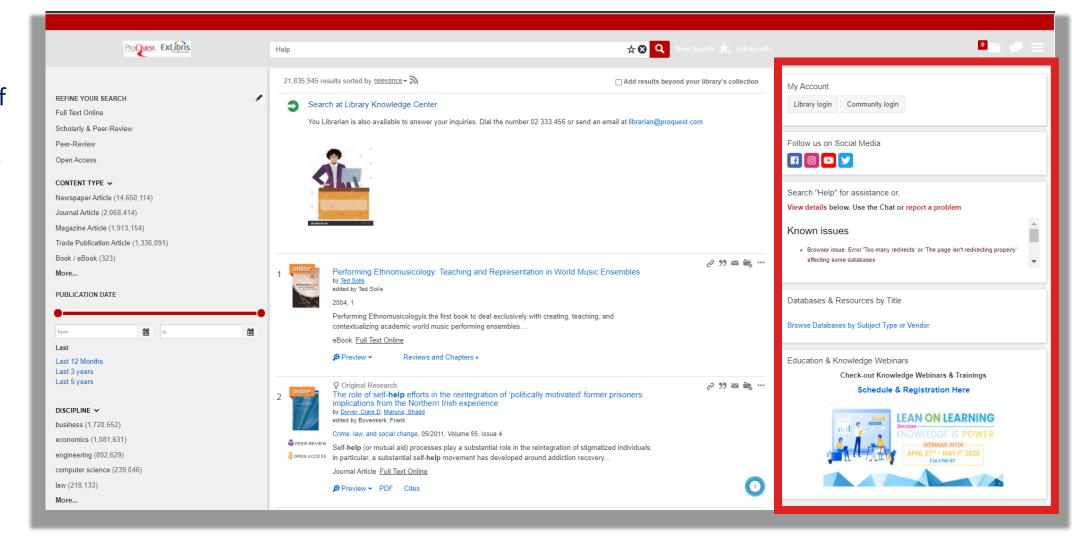
Custom Panels Sections



Summon: Custom Panels

Summon allows you to create custom blocks of text that display on the right side of the Summon results page.

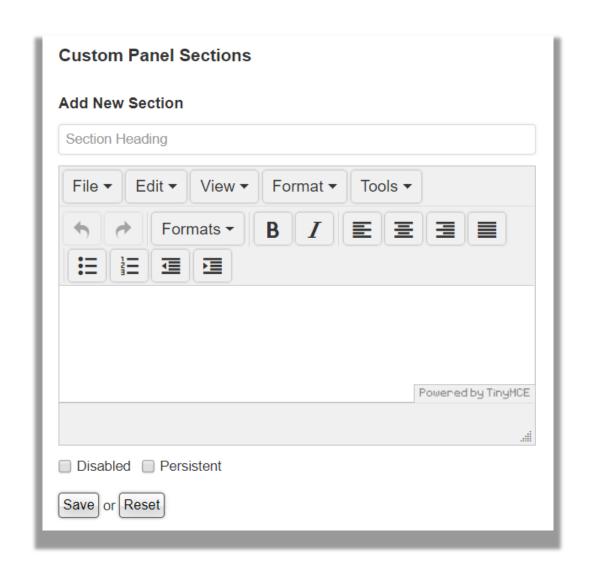
You can use these panels to display "any library-specific information."





How to create Custom Panel?

- Go to Summon Admin Console/Pages/ Custom Panel Sections
- Create and Save your Custom Panels!
- Administration Console: Custom Panel Sections
- What kinds of things can a library put in Summon Custom Panels?





Data Optimization Checklist for Discovery

 Use the <u>Data Optimization Checklist for Discovery</u> to optimize your library's data. By completing these four checklist tasks, you will provide your patrons with a positive research experience using your Summon Discovery Service.

- Review Database and Title Selections
- Update Database Details and Optimize Links
- Configure Library Settings and External Tools
- Stay Informed and Get Help



Thank You!

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