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Teaching the PAC

Minnesota III User Group

Macalester College | Oct. 24 2003

A New World User

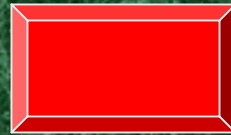
- The Need
 - a copy of the Bible in Italian
- The Question
 - where do I **want** to start?
- The Perception
 - catalog is now just another site
- An Attempt:

Google



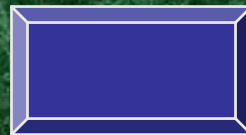
Search: bibles in italian. Results: a hand list of Italian Bibles and a site to download one.

www.bn.com



Search as title: bibles in italian. Results: at least two Italian Bibles.

CLICnet



Search as 'superkeyword': One item, a false hit.

The Brave New World

CLICnet	Google	Mass Marketers
<ul style="list-style-type: none">• Controlled vocabulary• Enriched records• Local holdings	<ul style="list-style-type: none">• Web-Wide• Ranked• Simple	<ul style="list-style-type: none">• Ease of use• Displays• Evaluative
<ul style="list-style-type: none">• Controlled vocabulary• Enriched records• Local holdings	<ul style="list-style-type: none">• Un-Controlled• Un-Classifiable• In-Discriminate	<ul style="list-style-type: none">• Commerce-Driven• Limited scope• Un-Controlled

23 Oct 2003

Link to Amazon. Performs as promised.

NB: 120 000 books is less than 3 years US production

amazon.com.

Dear Amazon.com Customers,

Starting today, you can find books at Amazon.com based on *every word* inside them, not just on matches to author or title keywords. Search Inside the Book -- the name of this new feature -- searches the complete inside text of more than 120,000 books -- all 33 million pages of them. And since we've integrated Search Inside the Book into our standard search, using it is as easy as entering a search term in our regular search box.

As just one example, by searching on the term "Resistojet" I've been able to find books that I could not have found otherwise. I encourage you to try Search Inside the Book for yourself to see how powerful this new feature is.

We'd love to hear about your experiences using Search Inside the Book. We're running a contest where we'll award our grand prize winner a Segway Human Transporter. Ten additional customers will each win a \$100 Amazon.com gift certificate. Visit our [How It Works](#) page to enter the contest, learn more about this new feature, and see more sample searches.

We're working hard to make your shopping experience better and to make Amazon.com the best place on the planet to find, discover and buy books. Thank you very much for being a customer.

On behalf of Amazon.com,



PAC at a Disadvantage

- Not conceived for users
- Not designed for users
- Not organized for users
- Not simplified for users
- Not clear to users

PAC at an Advantage

- Local for users
- Directional for users
- Flexible for users
- Value added for users
- Integrated for users

How To Teach the PAC

- Who ?
- What ?
- Where ?
- When ?
- How ?

How to Teach the PAC

Teaching Models



<http://carbon.cudenver.edu/~mryder/itc/idmodels.html>

Teaching Methods



<http://www.lib.uoguelph.ca/pathfinders/teaching-methods/TeachingMethods.pdf>

Teaching Styles



<http://web.indstate.edu/ctl/styles/tstyle.html>

Thinking about the User

- Answers, not data, are what count
- Know what patron is looking for
- Provide several ways to get an answer
- Help them narrow the field
- Need meaningful results now

The Brave New World Revisited

- Catalogs changing slowly
- Competitors on the prowl
- Resources under pressure
- Expectations increasing
- Skills decreasing
- Demand ramping up

Our User in the PAC?

- Driven by need
- Task-oriented
- Measuring success easily
- Turning elsewhere readily as recourse
 - PAC is not a “catalog of record”
 - PAC is a mine, not a shrine

User Need and Task Approach

Let's say he or she needs to:

Find a specific book

Look up a particular composer

Gather resources for an assigned topic

With sometimes deficient information:

“My Biology professor said to go to the library
and get Oranges & Peaches”

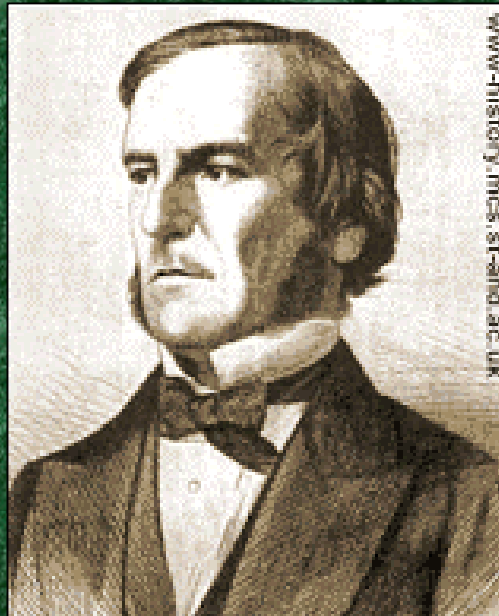
The PAC

- Addressing the Catalog

“Computer....Computer?” Technician hands Scotty the mouse. He uses it as a microphone “Hello, computer.” Technician: “Just use the keyboard!” Scotty: The keyboard? How quaint!”

- A Teachable Moment in the Universe

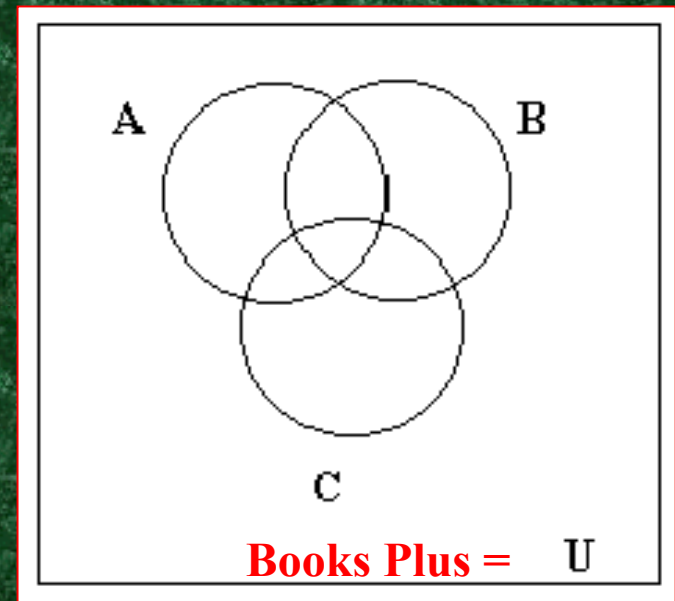
– Georges Boole and Venn Diagrams or not



George Boole (1815-1864), père fondateur de la logique moderne.

AND OR NOT

Universe = U = Holdings & ...



Desired Masteries

- Command searches and refinement
 - title | author | subject
- Keyword searches and refinement
 - title | author | subject
- *Interpreting what is found*
- *Locating what is found*
- *Finding what is found*

Desired Methods

- Title
intuitive command
- Author
intuitive command
- Topic:
 - traditional byzantine command protocols
Link to LC headings changes/additions
 - user need omnipresent web methodology
Link to Google “help” page

Basics of Designing a Keyword Search

- Briefly describe search
 - with familiar words and short phrases
- Identify key words
 - and phrases in topic
- List key concepts
 - synonyms and related, broader, and narrower terms
- Choose basic keyword searches
- Input searches

Italian Bible *Redux*



CLICnet search using command T: to examine uniform titles

Uniform Titles as Value Added Trouble

Up & Down the Ladder

- Direct ascent:
au | ti | su
- Exploratory:
keywords
- Boolean operators:
and | or | not
- Lateral searches:
subject mining
- Related terms
- Subject hierarchies
- Refinements:
based on results
- Jump: a new approach

Less Than Happy Outcomes

After an exhaustive (to users) search, they:

- Often don't find what they need
- Feel frustrated by the experience
- Go elsewhere to find “something, anything”
- Learn little about value-added systems
- Often don't ask us for help

Problem-Based Approach

- Clearly define a problem or failure
- Develop alternative hypotheses
- Access, evaluate, and utilize data from sources
- Alter hypotheses given new information
- Develop clearly stated solutions to fit problem based upon information and clear reasoning

Problem-Based Self-Query

- What do I know already about this problem or question?
- What do I need to know to address effectively this problem or question?
- What resources can I access to determine a proposed solution?

Model for Teaching the PAC?

- Real problems to tackle
 - PBL is widely used in medicine, science and engineering
- Students can explore excitement & disappointment of discovery
- Taps into the different abilities and skills

A PBL Proposal

- Be frank upfront
 - searches often fail
- Work “live“ & without a net
 - avoid canned searches!
- Use real assignments
 - don’t seem over-prepared!
- Engineer a train wreck
 - go “online outside” if needed
 - solicit to solve problem

“Them” and the Italian Bible

- Explore with them tools and strategies
- Help them to discover:
 - General keyword command searches
 - Uniform titles as collocations
 - Exploring weaknesses
 - Language limit’s limits
 - Lateral searches
 - PAC “scopes” as strategy
 - Seeking other methods