

EBSCO

Increasing Usage for EBSCO Platforms

Presenter EBSCO PM-team
For ESSUG-members

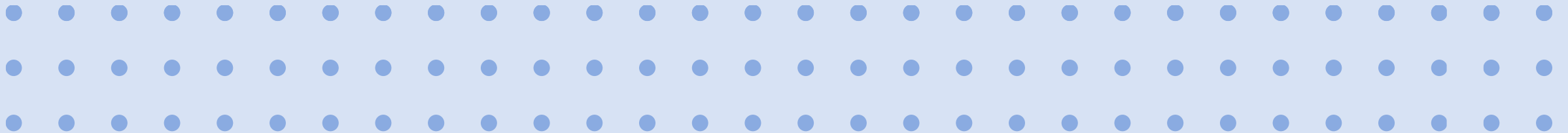
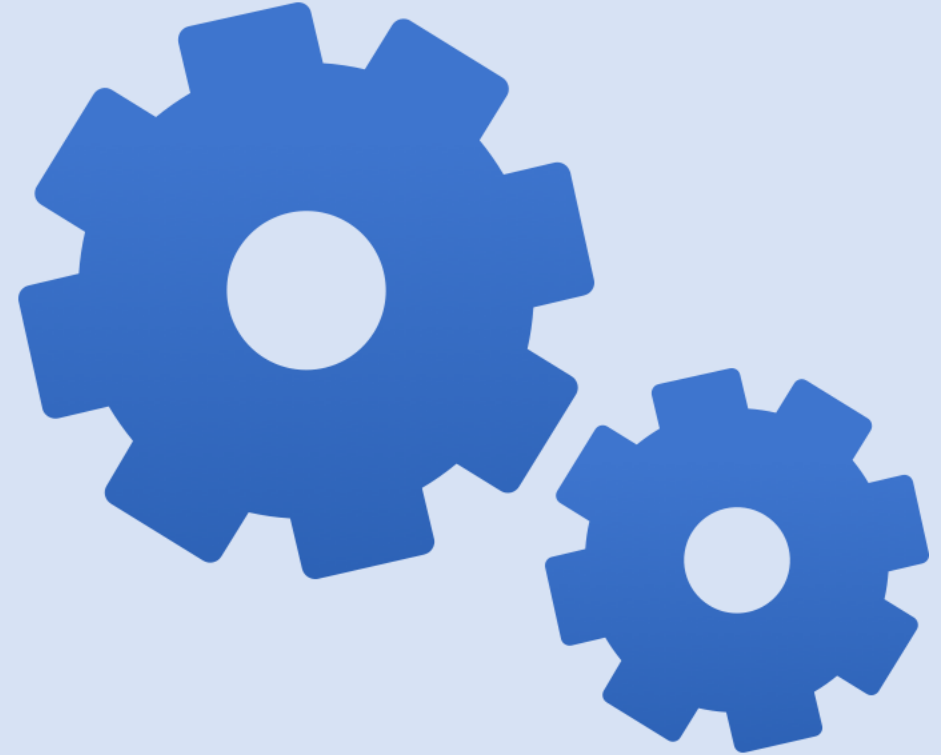


EBSCO as a Partner in your Platform Usage

We are proactively creating strategies and developing features within EBSCO Discovery Service and EBSCOhost to help users get to your full text.

- Optimizing Product Settings
- Enabling More Traffic to the Library Through the Open Web
- Integration with Learning Management Systems
- Implementing a New User Interface
- Providing Support, Expertise and Education to Improve Usage

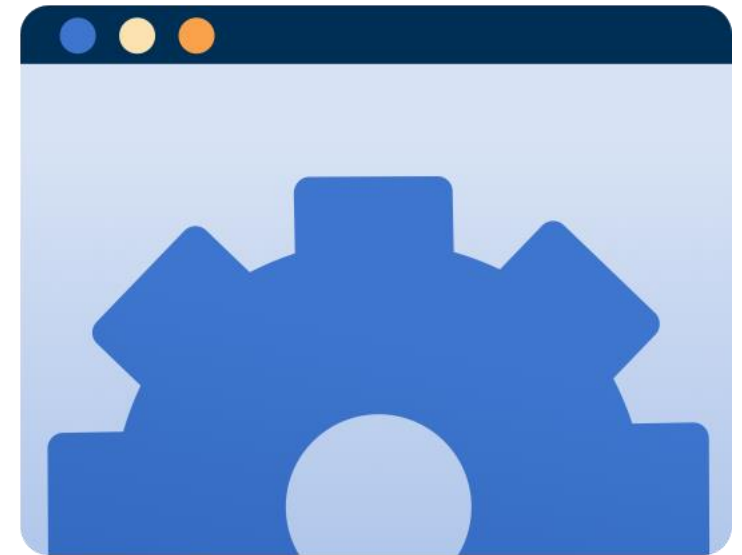
Optimizing Product Settings



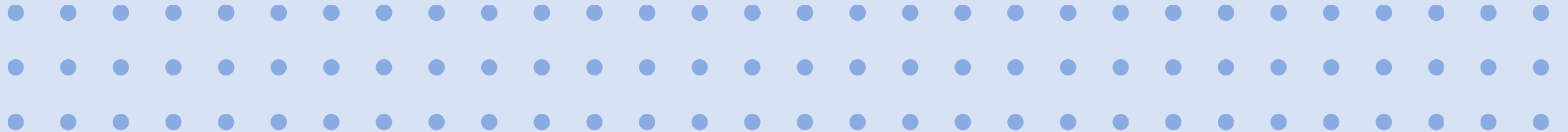
Optimizing Product Settings

Improving product settings to ensure that end-users can optimally access, search, choose and use information via EBSCO's services.

- Full-text link ranking (increase full-text access)
- Inclusion/exclusion of subscribed databases in profiles to optimize experience (increase chances for full-text discovery)
- Linking settings (optimize the user experience, and increase link-out and link-in requests)
- Authentication settings and user interfaces (including updated EBSCO login screen, improved “Find My Organization” experience, remote authentication settings to best suit library preferred authentication)



Meeting Users on the Web



Meeting Users on the Web

We offer several tools and services to increase discoverability of your library's resources through the open web.

- Increased discoverability and user access flows of EBSCO content on Google and Google Scholar (We do this by search engine optimization improvements, implementing a universal content-item URL to support end-user viewing and search-engine crawling, and increasing crawlable content.)
- Tools to meet users on the open web such as EBSCO Essentials, EBSCO Mobile App, and EBSCOhost Passport
- BiblioGraph for catalog discovery on open web



Meeting Users on the Web

EBSCO Essentials

Open access content

Anyone can search for open access content without creating an account

Library-subscribed content

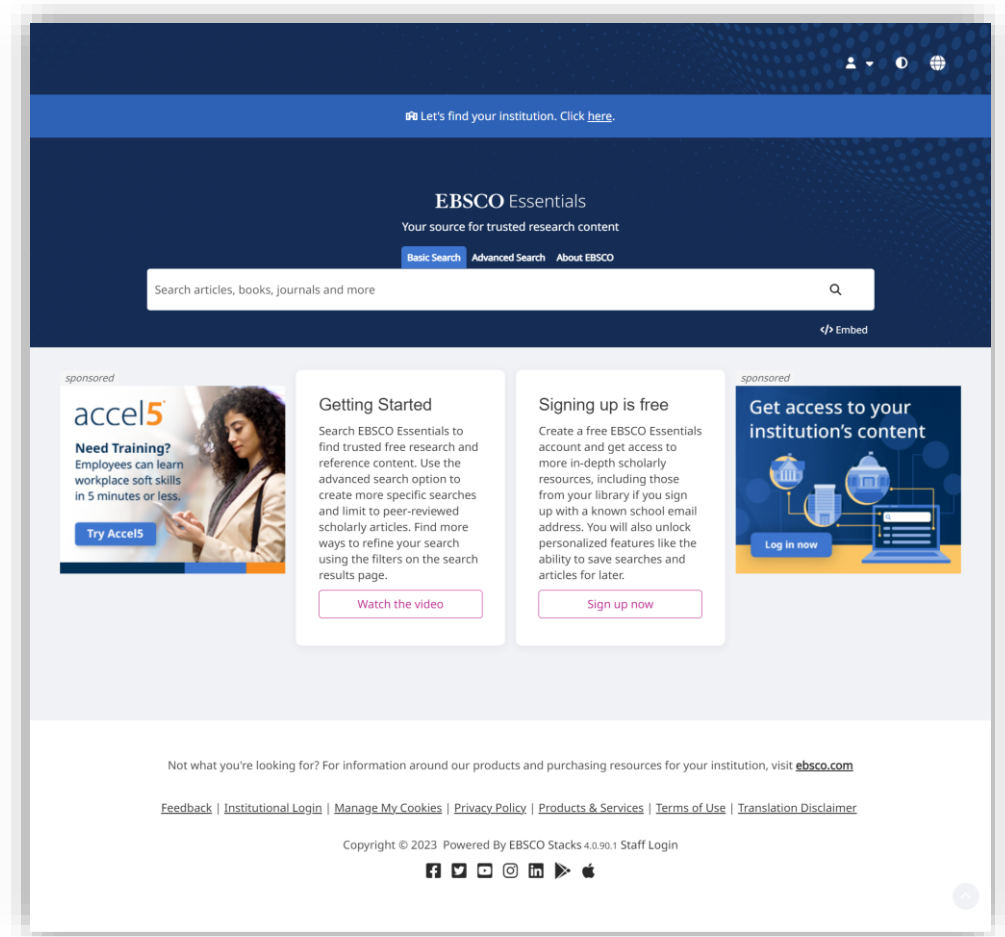
Users can search for and access content from their library by “finding my organization”

Features

EBSCO Essentials includes familiar features: single search box, basic filters, create an account, save for later

Counter stats

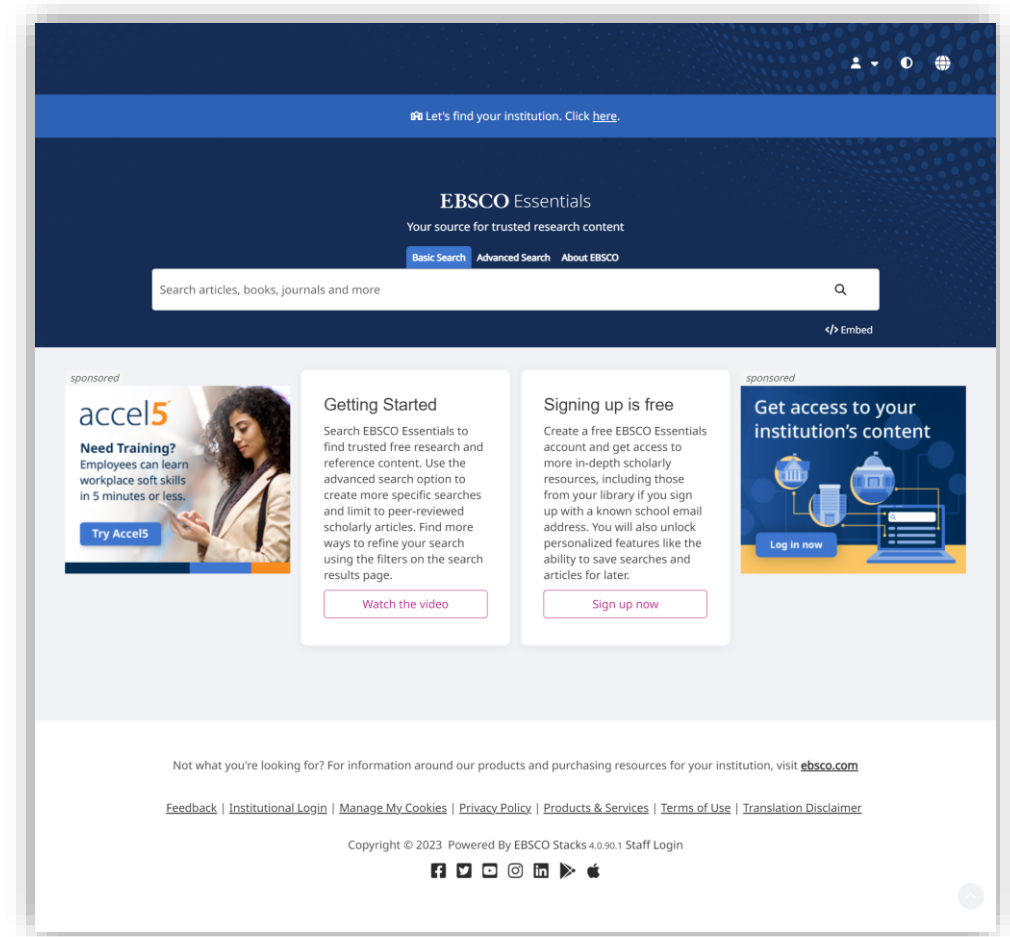
Counter stats for affiliated content goes to the library



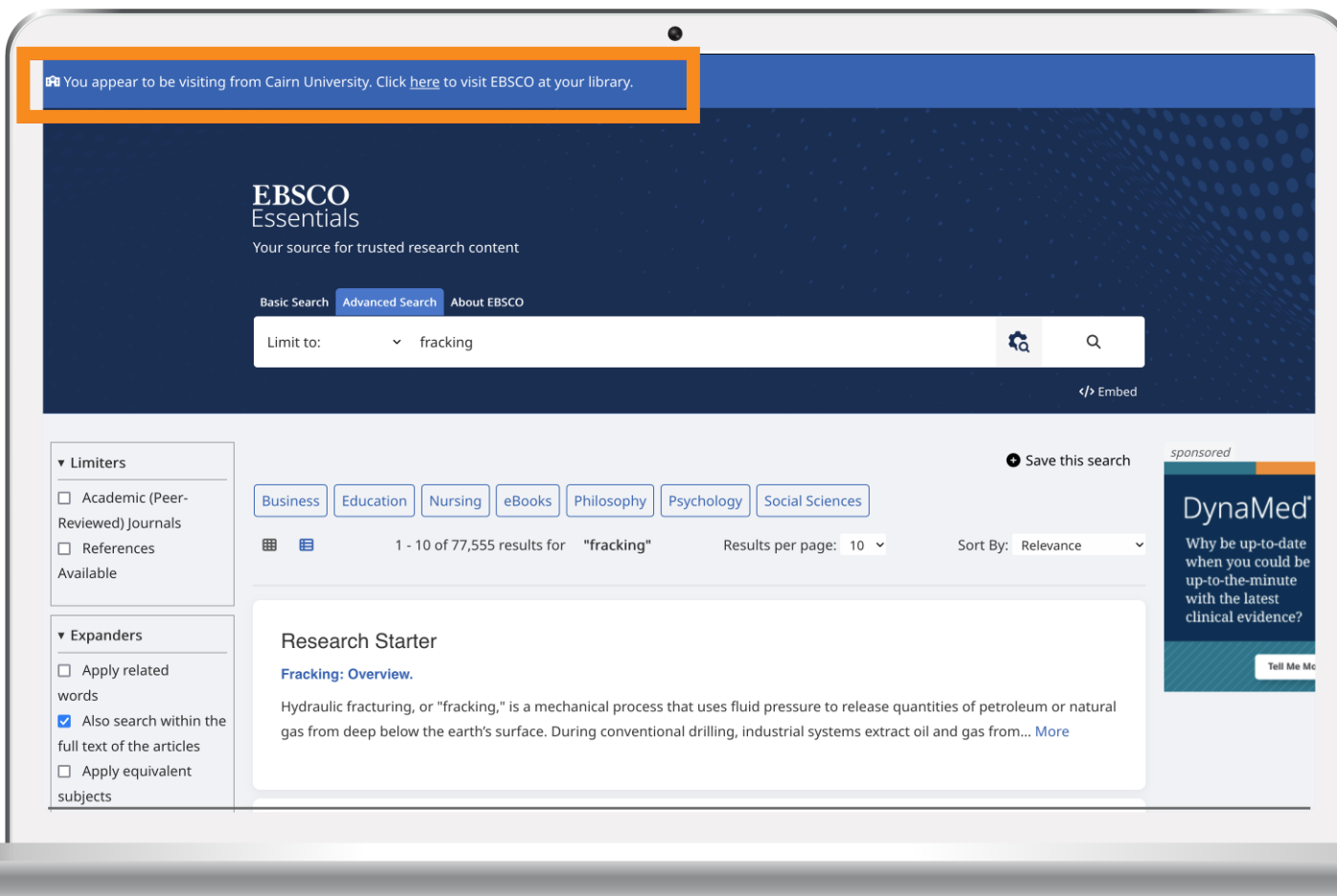
Meeting Users on the Web

EBSCO Essentials

- Open Access Full-Text access
- Personalized features like saving searches and search results prompt for user login/registration
- Access also granted via IP-recognition and recognized email



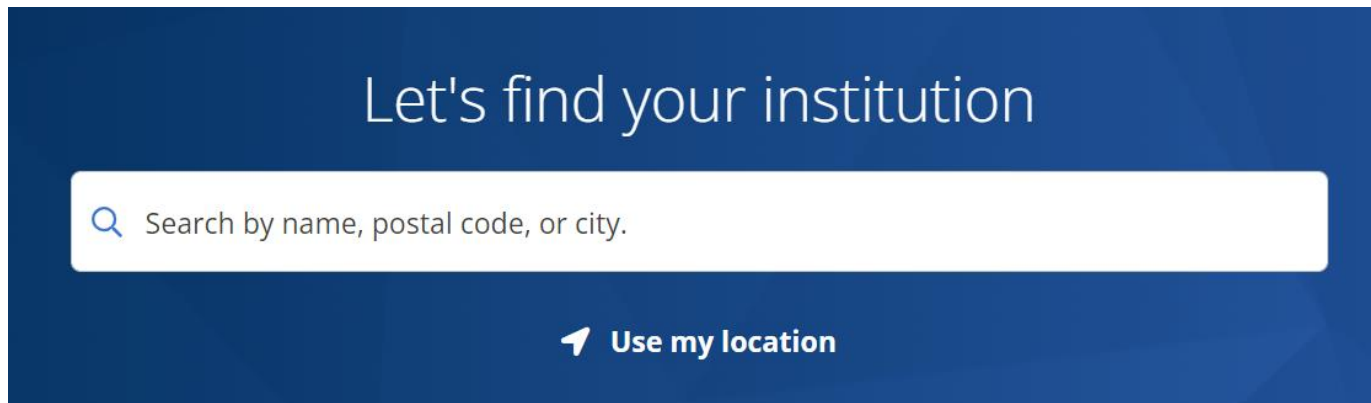
From the Open Web to Your Library




Meeting Users on the Web


Find My Organization

- Users are increasingly starting their research on the open web which presents them with the challenge of knowing how to authenticate to library resources
- Find My Organization directs them to an EBSCO Login page helping them easily connect to your EBSCO content



Let's find your institution

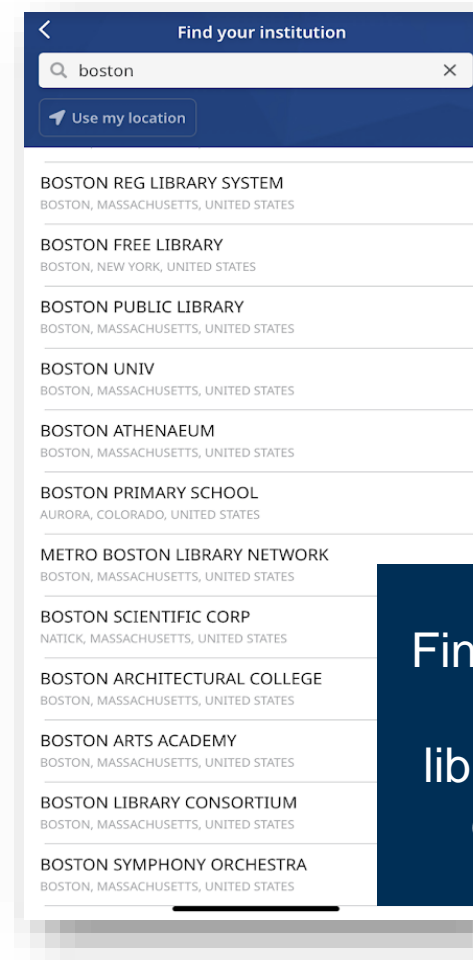
 Search by name, postal code, or city.

 Use my location

Meeting Users on the Web

EBSCO Mobile

- Users today are increasingly using their mobile devices to research and write papers
- Personalization options enable seamless transfer of saved items across devices
- Upon return, users are pre-authenticated and previous activity is visible (viewed items, recent searches)
- Download and read EBSCO e-books from the EBSCO mobile app

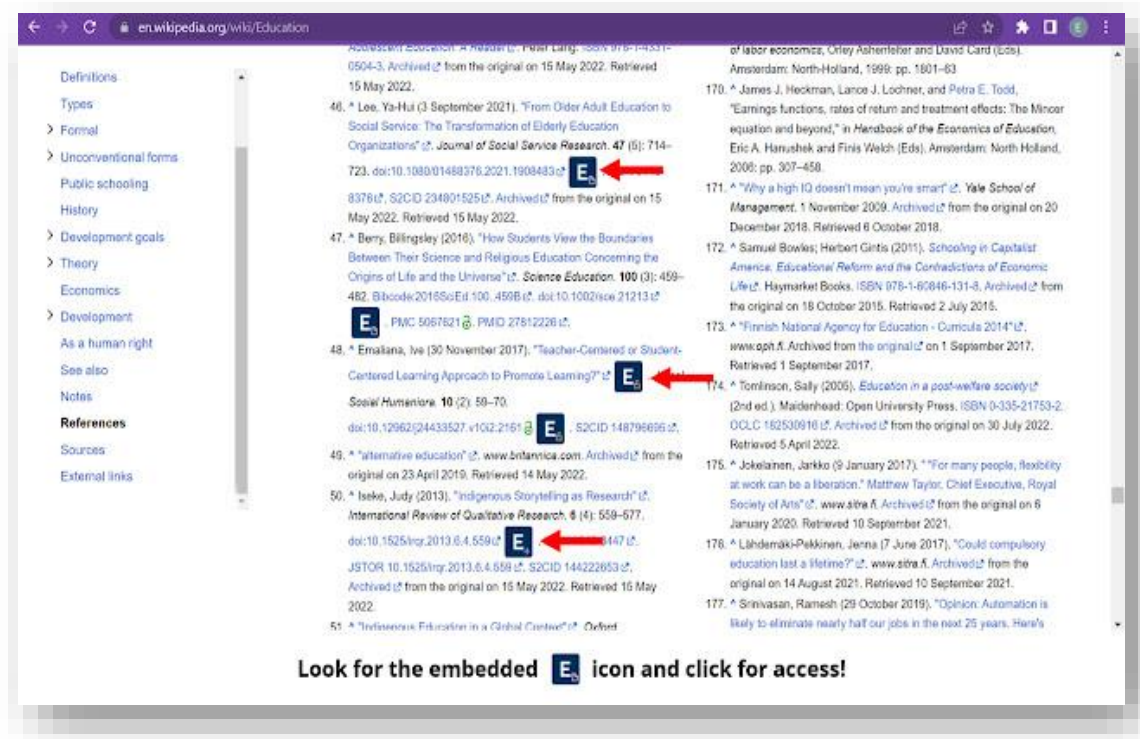


Find and connect
with your
library, including
geo-location

Meeting Users on the Web

EBSCOhost Passport – Browser Extension

- Users install extension
- Can pick their institution and then can find quick access to articles on the sites visited most (e.g., Wikipedia, PubMed, Google Scholar)
- Look for the “E” icon, in-context on the page, or on the right-hand side to indicate access is available through your institution or freely available as Open Access



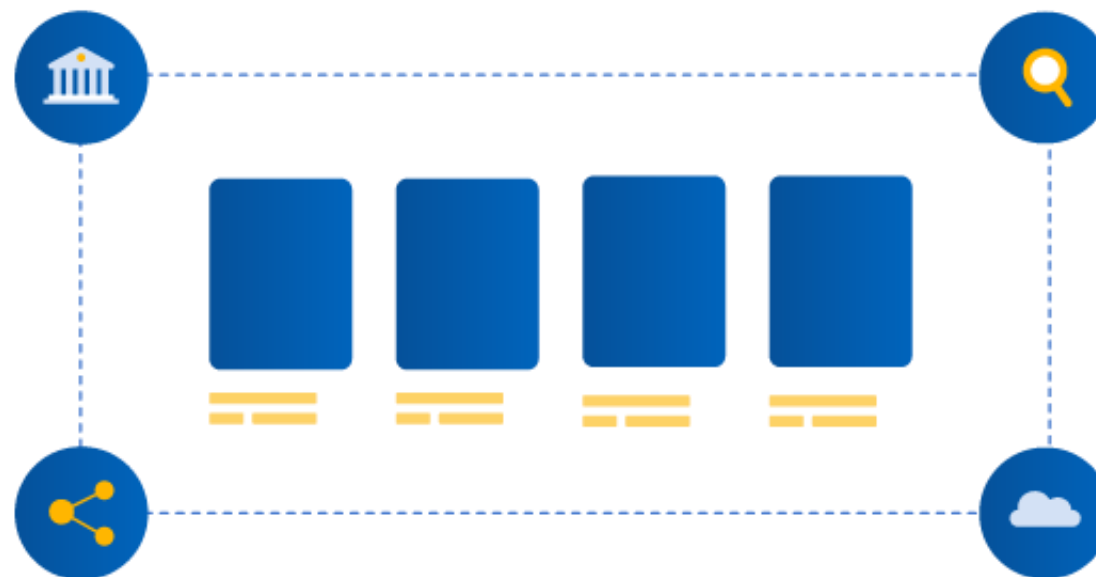
Meeting Users on the Web

BiblioGraph – Catalog Discovery on the Web

BiblioGraph* transforms, enriches and publishes your data to the growing Library.Link Network (Open Data Platform):

- 2,000+ libraries
- 6,000+ library locations
- 11 countries
- More libraries joining daily

**Additional cost*



Meeting Users on the Web

BiblioGraph*

Where it Can Be Leveraged

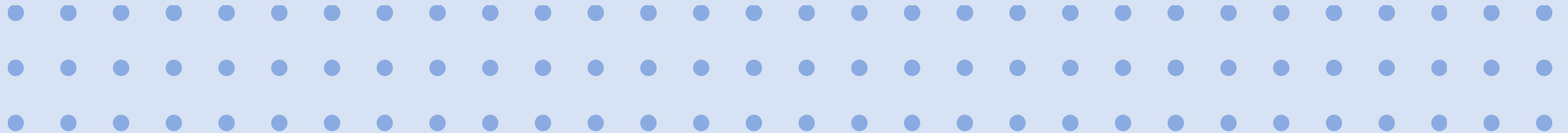
- Google (US, Canada, Australia, UK with more coming)
- Internet Archive's openlibrary.org
- Library websites and event pages
- Course/Learning Management Systems
- Institutional Repositories
- Department websites/subject guides
- Blogs/social media

How it Increases Usage

- Exposes valuable collection to people searching the web
- Enriches your catalog, unifying information
- Modernizes interaction with your catalog content
- Allows for peer-to-peer comparison
- Measures the impact of these interactions

**Additional cost*

Learning Management System Integrations



Learning Management System Integrations

- Seamless, authenticated access to library content from within any LTI 1.3-compliant LMS (Canvas, Blackboard, Moodle, Desire2Learn, etc.)
- Faculty can easily find and use library content to support curriculum
- Students get direct links to selected content from within the LMS
- Integration works with any LTI 1.3-compliant products (not just LMS)

Example LMS Integration with Canvas

Overview
Saved items
Searches
Viewed
Research tools
General search
Concept map

MRNA

All filters (0)

Online full text

Peer reviewed

All time

Source type

Advanced search

Results: 654,119

Relevance

Peer reviewed | Article

Transcriptome-wide mapping reveals a diverse dihydrouridine landscape including *mRNA*.

Dihydrouridine is a modified nucleotide universally present in tRNAs, but the complete dihydrouridine landscape is unknown in any organism. We introduce dihydrouridine sequencing (D-seq) for transcriptome-wide mapping of D ...

Subjects: [NON-coding RNA](#); [MESSENGER RNA](#); [RNA modification & restriction](#); [HAIRPIN \(Genetics\)](#); [TRANSCRIPTOMES](#); [TRANSFER RNA](#); [+1 more](#)

Published in: PLoS Biology, 5/24/2022, [Academic Search Ultimate](#)

By: [Draycott, Austin S.](#); [Schaening-Burgos, Cassandra](#); [Rojas-Duran, Maria F.](#); [Wilson, Loren](#); [Schärffen, Leonard](#); [Neugebauer, Karla M.](#); [+2 more](#)

Access now

Add item

View details

Online full text

PDF full text

Integrated *mRNA* and miRNA Transcriptome Analysis Suggests a Regulatory Network for UV-B-Controlled Terpenoid Synthesis in Fragrant Woodfern (*Dryopteris fragrans*).

Fragrant woodfern (*Dryopteris fragrans*) is a medicinal plant rich in terpenoids. Ultraviolet-B (UV-B) light could increase concentration of terpenoids. The aim of this study was to analyze how UV-B regulates the terpenoid synthesis of the ...

Subjects: [TRANSCRIPTOMES](#); [MESSENGER RNA](#); [NON-coding RNA](#); [MICRORNA](#); [PLANT hormones](#); [TERPENES](#);

Full search
experience lets
faculty refine and
select the best items
for course use

EDS and EBSCOhost Integrates into Learning Management Systems

- Blackboard
- Canvas
- D2L
- Moodle
- Schoology



Blackboard



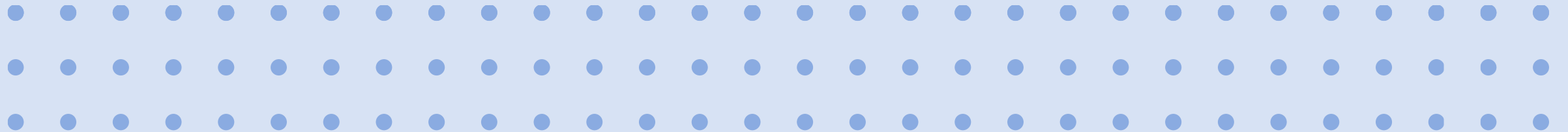
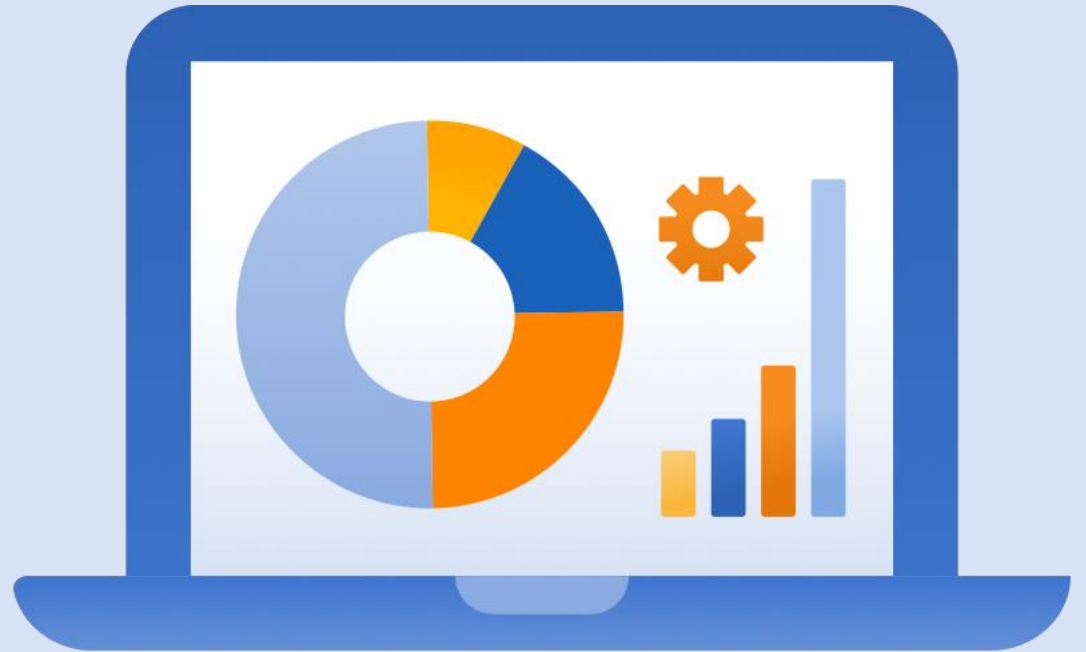
schoology®



canvas



Enhanced User Interface



EBSCOhost and EDS New UI

We've Been Listening to You.

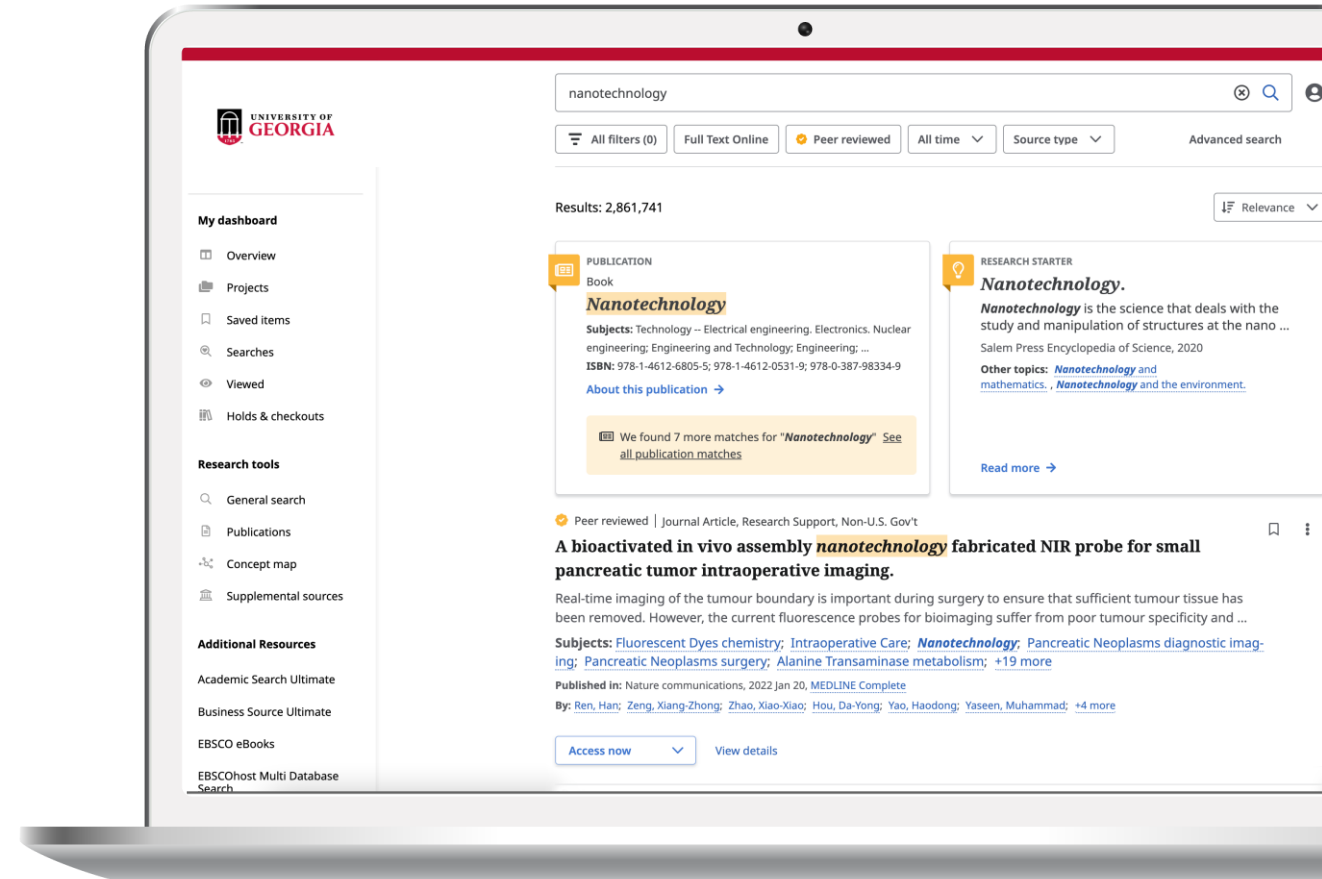
We've Been Studying End Users.

We're Learning from User Behavior Data.

We're Making
Evidence-Based
Decisions.

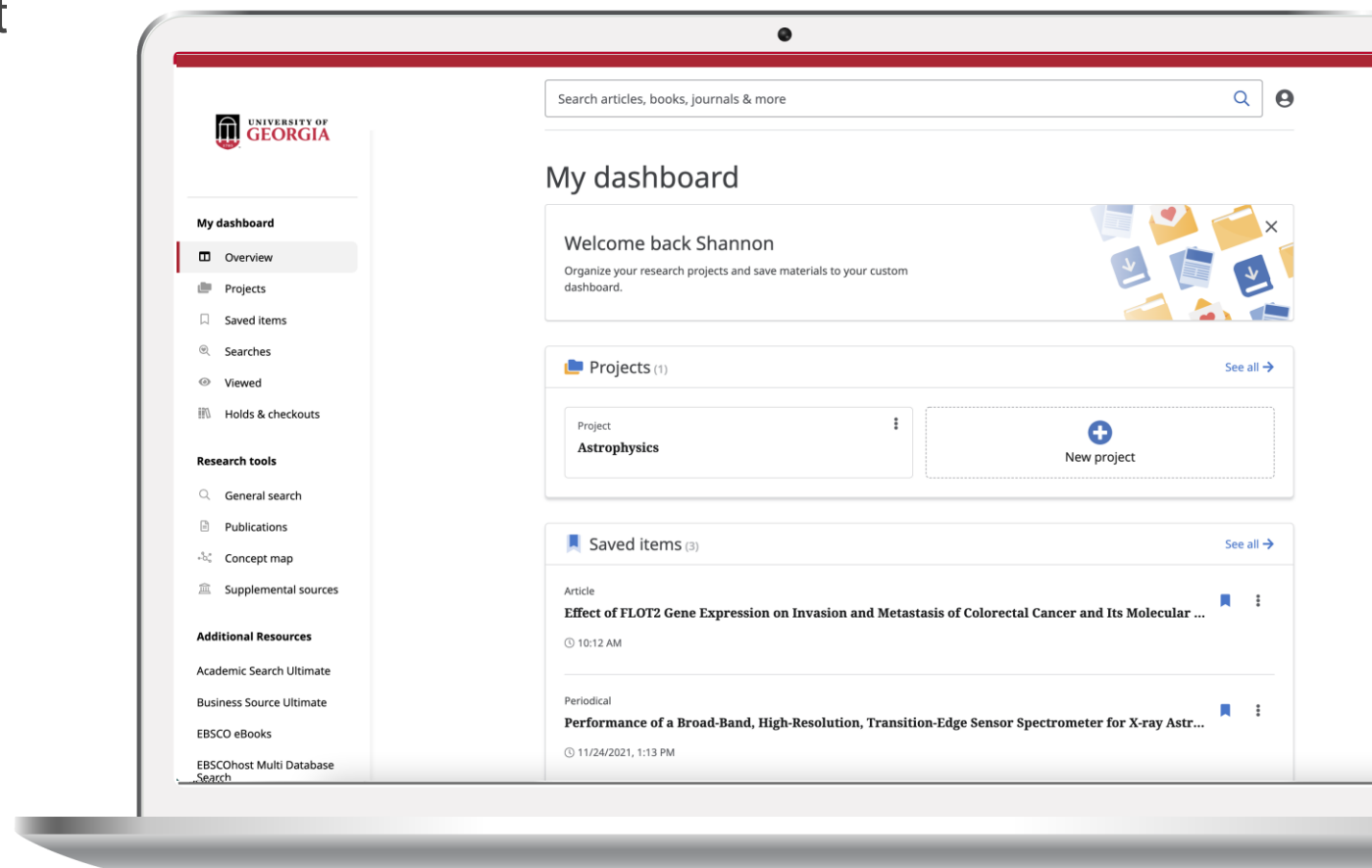
Enhanced User Interface

- We modernized and redesigned the discovery experience and user interface to meet ever-evolving user expectations for accessing, searching, choosing and using the library's resources.
- The design of the user interface (UI) based on customer feedback, usage data, user research and usability studies.
- The redesigned UI presents users with new, intuitive ways to refine, navigate, like and share search results.

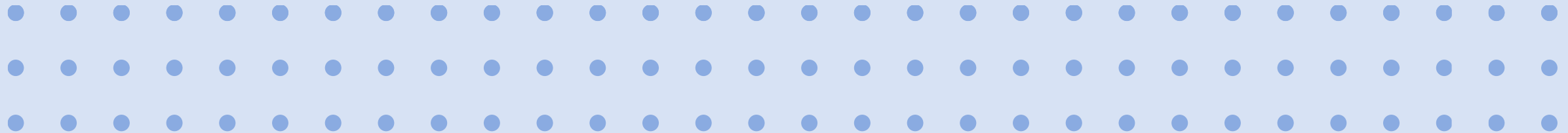


Enhanced User Interface

- Personalized dashboard shows recent activity such as past searches, liked items, and projects created
- See all items saved to an individual project and recent search history
- Allows library users to easily return to their research easily



Support to Increase Usage



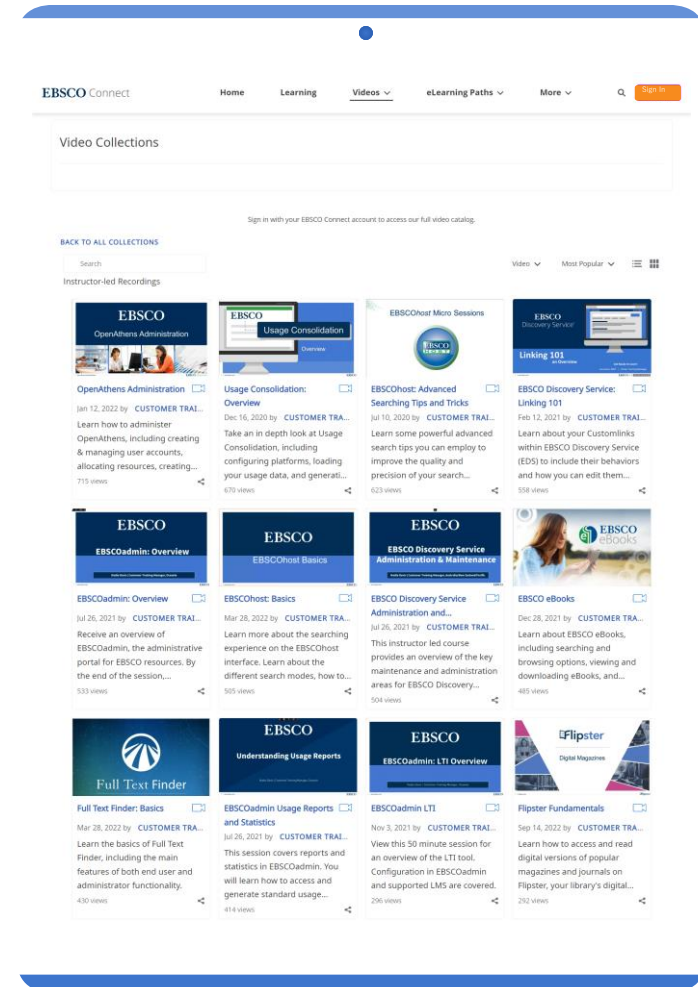
Support to Increase Usage

EBSCO Academy

EBSCO Academy is a centralized learning portal in EBSCO Connect and offers a variety of ways to access information about platforms and products:

- Short Training Videos
- Self-Paced Course Series
- Live Instructor Courses and Recordings

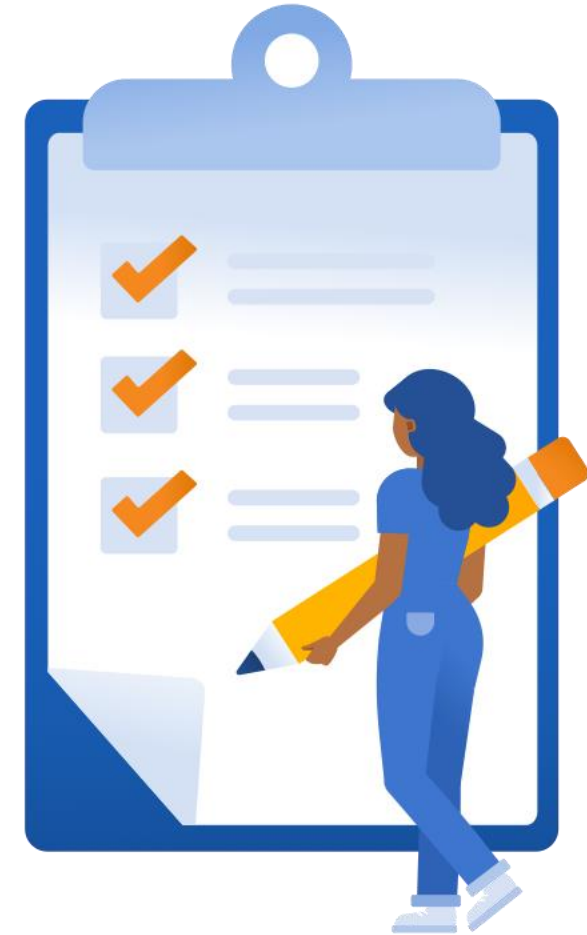
Content covers both EDS and EBSCOhost and covers a range of topics



Support to Increase Usage

Health Checks

We offer self-service health checks through EBSCO Academy. If you are looking to work 1:1 with our Customer Support team, open a case on EBSCO Connect to schedule an in-person session or reach out to your sales representative.



Support to Increase Usage

Promote your Resources

EBSCO Connect offers dozens of free and customizable tools to use in marketing and promoting your EBSCO products. Including database / product-specific promotional kits.

Create an EBSCO Connect Account to access.



Support to Increase Usage

Leverage Complementary Resources

Utilize our complementary products and services to meet your users wherever they are starting their research, whether on the open web or from their phone.

- EBSCO Mobile
- EBSCOhost Passport
- EBSCO Essentials
- Find My Organization
- LTI in EBSCOhost/EDS
- Search Alerts
- Journal Alerts
- URL Builder
- Integrating LibGuides in EDS

Customer Support

Highly qualified technical librarians dedicated to guiding customers to optimization of EBSCO Discovery Service:

- General help / questions
- Troubleshoot and resolve specific product related issues
- Branding
- Authentication
- Content inquiries
- Access solutions
- Explanation of product features, installation, configuration, and deployment

Customer Support

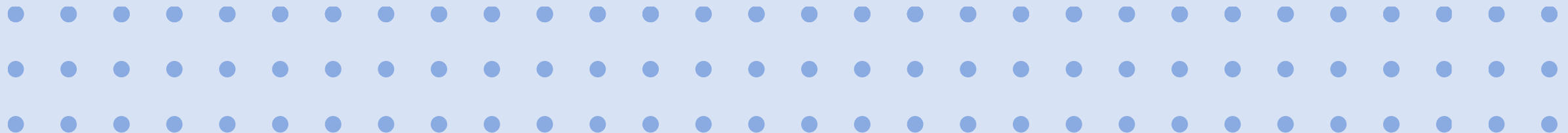
Provided in

31

Languages

- Arabic
- Bosnian
- Chinese, Mandarin, Taiwanese
- Croatian
- Czech
- Dutch
- English
- French
- Finnish
- German
- Hebrew
- Hindi
- Italian
- Japanese
- Korean
- Malay
- Marathi
- Norwegian
- Odia
- Polish
- Portuguese
- Russian
- Serbian
- Spanish
- Swedish
- Tamil
- Thai
- Turkish
- Xhosa

- **EBSCO will work with you to optimize the implementations of EBSCO services.** This includes assisting libraries in changing product settings to ensure that end-users can optimally access.
- We are **actively working to enable more traffic** to your EBSCO resources from the open web.
- We offer a **new User Interface** (UI) for EBSCOhost and EBSCO Discovery Service (EDS), enabling users to find and use relevant information through an intuitive search experience.
- Access **support information** on EBSCO Connect, **learning opportunities** on EBSCO Academy, and **Customer Support** for specific recommendations to enhance usage as well as periodic **usage checks at your request.**



EBSCO

Thank You

Questions?

