HUMAN-CENTERED DESIGN

Constructing library resources for the real-world needs of faculty and students

Tuesday, July 23, 2019 1:00 pm
Central Daylight Time (Chicago, GMT-05:00)
We all know that learning and teaching strategies have become dynamic elements, changing with technology and current research. Join ProQuest Director of Product Management Brie Pegum as she takes us through an interactive, fascinating journey into how ProQuest is reinventing yesterday’s linear databases into interactive research, teaching and learning experiences that reflect and respond to the user.

You’ll learn about how digging deep into the challenges faced by faculty, students and librarians spurred the creation of the world’s largest multidisciplinary research resource, ProQuest One Academic. Along the way, Brie will share compelling market research on multidisciplinary versus discipline-specific resources and give librarians insights into what will keep them ahead of the curve – today and in the future.
Brie Pegum

• Lead product and marketing strategy within ProQuest’s Information Solutions unit
• Based in Cambridge, UK
• Responsible for enabling customer discovery and developing digital products that support and delight students, faculty and librarians
• BA (Environmental Sciences), University of California Berkeley
• MBA, Oxford University
At nearly every moment, we are surrounded by innovations that promise to improve our lives...
WHAT DOES THAT MEAN FOR RESEARCH, TEACHING, AND LEARNING?
Academic research is changing...
All Users Work With a Variety Of Content Types

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<thead>
<tr>
<th>Faculty Use for Research</th>
<th>Faculty Recommend in Teaching...</th>
<th>...Students Use</th>
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<tbody>
<tr>
<td>1 Scholarly Journals</td>
<td>1 Scholarly Journals</td>
<td>1 Books (electronic)</td>
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<td>2 Books (print)</td>
<td>2 Books (print)</td>
<td>2 Scholarly Journals</td>
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<tr>
<td>3 Dissertations or Theses</td>
<td>3 Books (electronic)</td>
<td>3 Books (print)</td>
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<td>4 Books (electronic)</td>
<td>4 Dissertations or Theses</td>
<td>4 Dissertations or Theses</td>
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<td>5 Conference Proceedings</td>
<td>5 Case Studies</td>
<td>5 Case studies</td>
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<td>7 Statistics</td>
<td>7 Videos</td>
<td>7 Government Documents</td>
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<td>8 Historical Books</td>
<td>8 Statistics</td>
<td>8 Working Papers</td>
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<td>9 Working Papers</td>
<td>9 Historical Books</td>
<td>9 News &amp; Newspapers (current)</td>
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<td>10 Historical Periodicals</td>
<td>10 Conference Proceedings</td>
<td>10 Conference Proceedings</td>
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</tbody>
</table>

Source: 2018 Faculty & Student Survey (N=1,353)
WHY DOES IT MATTER?
Faculty believe that varied content is essential to student success

- **Achieve a better grade on their course**: 72%
- **Produce better quality assignments**: 91%
- **Conduct more thorough lit. reviews**: 93%
- **Understand concepts and ideas more fully**: 96%

Source: In response to the prompt: “Using a wide variety of different types of information allows students to...” from the 2017 ProQuest global survey of graduate-level through faculty researchers (N=410)
“It is important for students to seek a variety of viewpoints often published in different formats, so they can draw their own conclusions and build critical thinking skills.”

Source: 2019 Librarian survey (N=611)
HOW CAN WE HELP?
Integrating content on to a single platform

FROM CONTENT DATABASE SILOS...  ...TO MULTI-FORMAT CROSS-SEARCHING

Reference Materials  Journal Articles
Videos  Newspapers
Ebooks  Reference Materials
Newspapers  Ebooks
Journal Articles  Videos
Grey Literature  Grey Literature
Primary Sources  Primary Sources
Dissertations  Dissertations
Integrating **search** into a single starting point
Integrating results into a single, filterable list
The Largest, Most Varied Academic Content Collection in the World

ProQuest Central

Academic Complete

PQDT Global

AVON
Providing benefits to the entire academic community

Extraordinary content...
- 175+ subject areas
- Authoritative and diverse content types and sources, including:
  - 21K+ periodical titles
  - 66K+ videos
  - 200K+ dissertations & theses
  - 150,000+ ebooks
  - 2,500+ news sources

..on a unified platform...
- Authoritative resources in all disciplines, with sources used most in research and learning
- Easily discoverable through Discovery and Google Scholar
- Award-winning interface for students and researchers of all skill levels

...helping librarians
- Integrated with Primo, Summon and other discovery services for better discovery, better usage, better insights
- Content for researchers at every level
- Customer experience and support in change management
- Dedicated, experienced account team
- Ease of set-up and promotion

UNIFIED SEARCH

INTERACTIVE E-READER

VIRTUAL REALITY VIDEO

NEWS IN CONTEXT
“Single source to access content across all of our major disciplines”

“CHC has an active research culture, and a resource like ProQuest One Academic has been long-awaited by both our faculty and students,” said Stephen Morton, Senior Librarian at CHC. “All our users may now turn to this single source to access content across all of our major disciplines, including business, education, humanities, liberal arts, social sciences and ministries.”
“Deliver access to a **wealth of new high-quality** journal, ebook, video, dissertation and news content to our user community”

“As an institution supporting undergraduate and post-graduate study as well as research, LJMU strives to provide an exceptional experience to its users,” said **Sarah Robbins**, Digital Content Services Team Leader at LJMU. “Maximizing the visibility and usability of our collections has been a key driver for our library services. ProQuest One Academic will give us the opportunity to consolidate existing resources and deliver access to a wealth of new high-quality journal, ebook, video, dissertation and news content to our user community in a cost-effective way.”
ARE WE DONE?
How strongly do you agree or disagree with the following statement: Access to multidisciplinary, multi-format research database would help library users to discover and use the most relevant and reliable content.

Source: Academic Research: The Librarian’s Point of View On the Need for Varied Content Types, Librarian Journal 2019 (N=611)
Conflict or coexistence?
How strongly do you agree or disagree with the following statement: Having all of your library databases and content on one platform would simplify the administration of electronic resources at your library.

Source: Academic Research: The Librarian’s Point of View On the Need for Varied Content Types, Librarian Journal 2019 (N=611)
ARE YOU ASKING FOR THE IMPOSSIBLE?
"All religions, arts, and sciences are branches from the same tree"

-Albert Einstein
Narrower Disciplinary Education Preventing the Development of Critical, Lifelong Learning Skills

“Ironically, as this movement toward narrower, disciplinary education has progressed inexorably, many employers—even, and, in fact, especially in “high tech” areas—have emphasized that learning outcomes associated with integrated education, such as critical thinking, communication, teamwork, and abilities for lifelong learning, are more, not less, desirable.”

Source: National Academies of Sciences, Engineering, and Medicine, The Integration of the Humanities and Arts with Sciences, Engineering, and Medicine in Higher Education: Branches from the Same Tree (National Academies Press, Washington, DC, 2018)
Students, Higher Ed, and Companies are Contributing to a Fundamental Change in Our Economy

“Moved away from an information era where knowledge is the main capital to a thinking economy where integration, innovation, and unstructured collaborative problem solving are key skills”

Where do we see examples of researchers alternating between breadth and depth?
“Big projects like the Event Horizon Telescope are successful due to all the interdisciplinary expertise different people bring to the table. We’re a melting pot of astronomers, physicists, mathematicians and engineers and this is what will make it soon possible to achieve something once thought impossible.”

Katie Bouman
Assistant Professor, Computer Science
California Institute of Technology

Source: “How to take a picture of a black hole” @ TEDxBeaconStreet, November 2016
“I imagined what would it be like to be a[n Ebola] patient, to not see a person’s face for days on end. I found myself almost saying out loud, “Why don’t they put photos on the outside? Why don’t they just put photos on?” And finally I thought, “Maybe I’m the one who’s meant to do that.”

Mary Beth Heffernan
Professor and Artist
Occidental College

SO, WHAT’S NEXT?
How strongly do you agree or disagree with the following statement: Access to multidisciplinary, multi-format research database would help library users to discover and use the most relevant and reliable content.

Source: Academic Research: The Librarian’s Point of View On the Need for Varied Content Types, Librarian Journal 2019 (N=611)
...What about specialist deep dives?

Coming soon... ProQuest One discipline-based solutions that will offer rich, discipline-specific user experiences to explore and access unique specialist content.

Source: Academic Research: The Librarian’s Point of View On the Need for Varied Content Types, Librarian Journal 2019 (N=611)
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Thank You!