Fugitives from the Discovery Layer:
Business Sources, Primo and Library Instruction

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You're telling me

I have to search in more than one place?
Ex Libris Primo: Discovery Layer

Library System

Local Repositories

Primo Central Index

OAI-PMH

Open Archives Initiative Protocol for Metadata Harvesting

Adapted from Marshall Breeding, 2015
What discovery layers can do:

- Promote high quality sources to inexperienced researchers (Azadbakht)
- Promote interdisciplinary and cross-genre findings
What they can’t do:

- Primo
- Library Catalog
- Articles
- Data
Limitations of Discovery Layers:

- Restricted Resources
- Proprietary Indexing
- Reliance on pre-existing standards
- Dataset indexing
The problem with Business:

- Proprietary Restrictions
- No Financial Incentive
- Datasets not indexed

NPD Morningstar Simmons ...

First Research Morningstar Simmons ...

Morningstar Simmons MRI+ ...

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Business Assignments
Business Assignments

• Example: Situation Analysis
  – Company history
  – Competitor analysis
  – Industry variables/forecast
  – Consumer demographics
  – Branding history
  – Product performance
Dispositions of Business Researchers

Both faculty and students:

- use of internet

Students:

- Quick and shallow searching

(Dubicki)
Teaching the problem
Outcomes based planning

• In general: determining when to switch to subject specific databases (Azadbakht)
Outcomes based planning

• For business: understanding the role that the format and proprietary nature of information play in research
Threshold Concepts

“...passageways or portals to enlarged understanding...”

Framework for Information Literacy in Higher Educations (2015)
Threshold Concepts

- Transformative
- Irreversible
- Integrative
- Bounded*
- Troublesome*

-Jan Meyer and Ray Land
Information creation as process

“...information resources originate from different needs, motivations, values, conventions, and practices, and result in different formats...”

-Amanda Hovious
Information has value

“Information possesses several dimensions of value, including as a commodity, as a means of education, as a means to influence, and as a means of negotiating and understanding the world.”

- Framework for Information Literacy in Higher Educations (2015)
Information has value

- Public or free
- For fee or licensed (proprietary)
- Private, as in trade secret (proprietary)
Searching as Strategic Exploration

- Nonlinear, iterative approach
- Understanding how information systems are organized
Searching as Strategic Exploration
Backward Design
Model for (fuzzy) understanding

Primo
Databases

Reporting
Analysis
Data

The Power of AND
#uwec
The Lesson
The Lesson – 15 minutes

- Paired discussion: what information are students seeking?

- Plot info needs into categories

- Demonstrate overlap using Hoovers & Primo
The Lesson – Issues

- Not enough time to address “free” resources
- Goal is strategic searching, but organization of information is variable


Hovious, Amanda (2105). Threshold concepts. *Designer Librarian* [Blog].

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