

### EBSCO Health



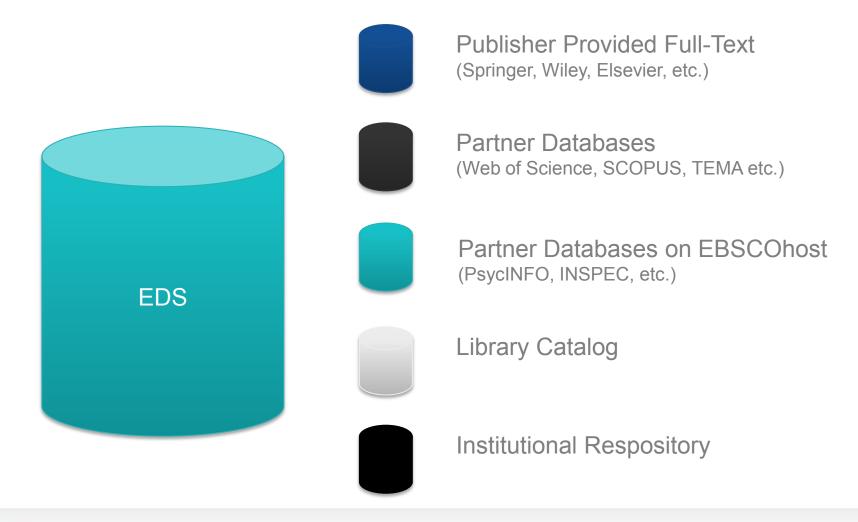
## Medical Subject Heading in Discovery Searching

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EBSCO Health for Nordic Reagion

### What is Discovery?

- Eg.
- One search-box approach to the library content
- Locally hosted index
- Knowledge base on your holdings

### **EBSCO Discovery Service Content**



### Discovery in the Medical libraries

 Strong position of native databases and medical subject headings

### What is Discovery needed for?

### Helps users, increases usage:

Case:

Central Manchester University Hospitals NHS Foundation Trust

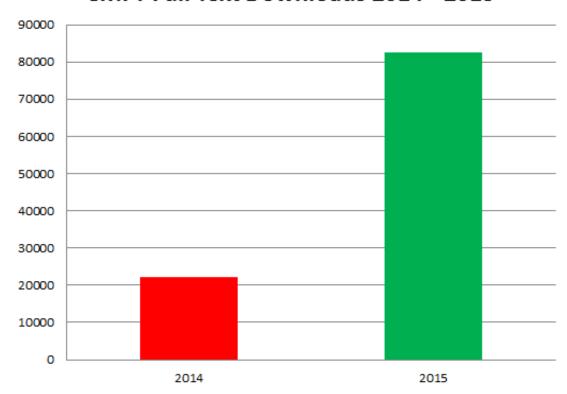
### Increase in full text downloads



2014= 22,278

2015= 82,664

#### CMFT Full Text Downloads 2014 - 2015



# If you choose a Discovery service that matches your needs...

- The service makes use of the subject indexes
- Users find needed information timely
- The tool can guide users to use the native databases

#### How does EBSCO do this?

- 1. Using metadata that includes subject headings
- 2. A relevance ranking that makes use of these subject headings
- 3. Mapping subject terms

#### **EBSCO** Relevance Ranking

The system has the following priorities and has no bias toward content from any provider:

- Match on subject headings from controlled vocabularies
- Match on article titles
- 3. Match on author keywords
- 4. Match on keywords within abstracts
- 5. Match on keywords within full text

### Value Ranking: Quality & Openness

#### RECENCY

Recently published content is scored higher for relevance than older content

### Value Ranking: Quality & Openness

#### LENGTH

Articles of a more substantial length have a heavier weighting (e.g. a ¼ page article is considered less valuable than a four page article)

### Value Ranking: Quality & Openness

#### DOCUMENT TYPE

Certain document types are weighted higher than others for relevance scoring. For example, when the word "book" or "review" is not searched, there is a bias against book reviews, so these don't dominate results

### **Enhanced Subject Precision**

Mapping terms from different databases

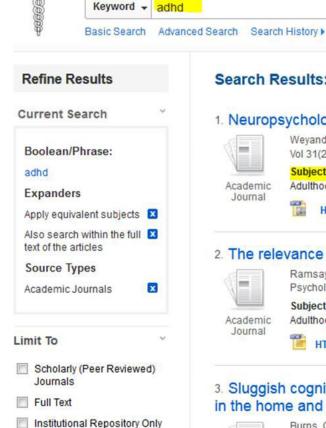
### **Examples**

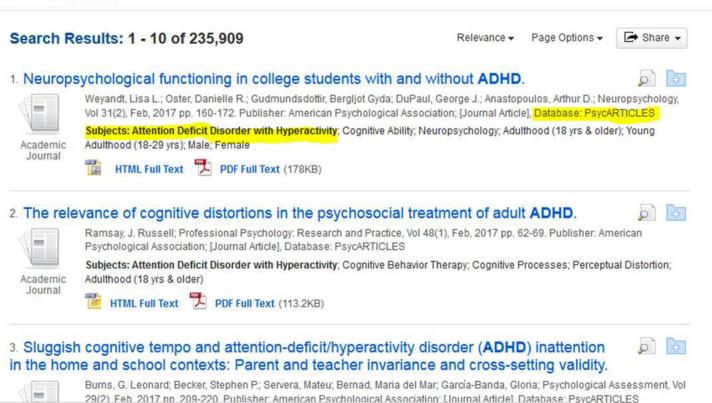
#### **Search term ADHD**

Search

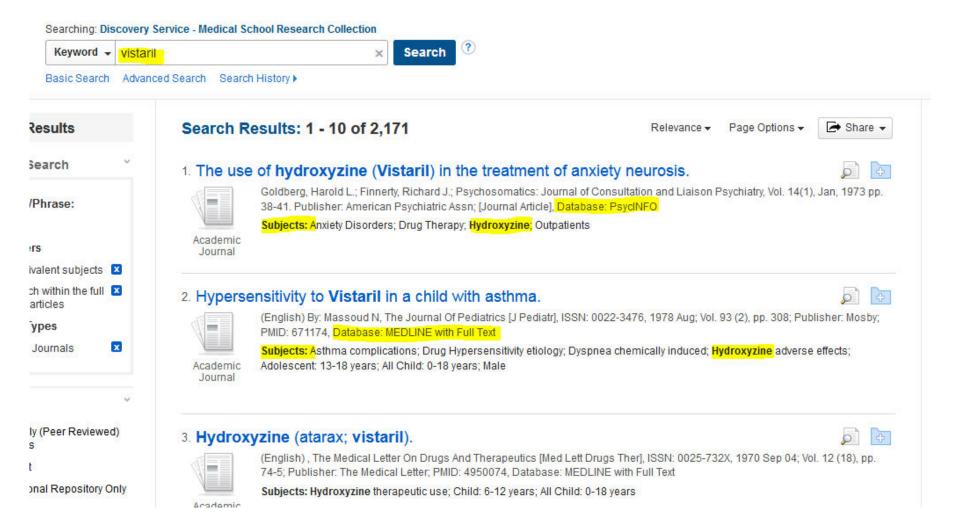
a.ebscohost.com/eds/results?sid=e47c825a-aada-446e-baf3-9a46637bf012@sessionmgr4008&vid=3&hid=4211&bguery=adhd&hdata=InR5cGLI9MC7zaXRIPWVkcv1saX7I#...

Searching: Discovery Service - Medical School Research Collection

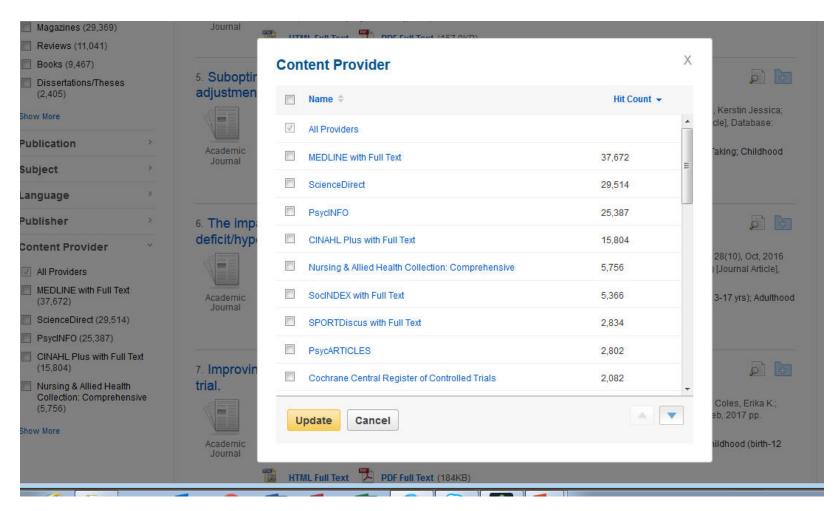




### **Searching Vistaril or Atarax**



### Users see where the results come from



### Need for more sopihisticated saerching?

 Continue searching in a database and with the discovered search term

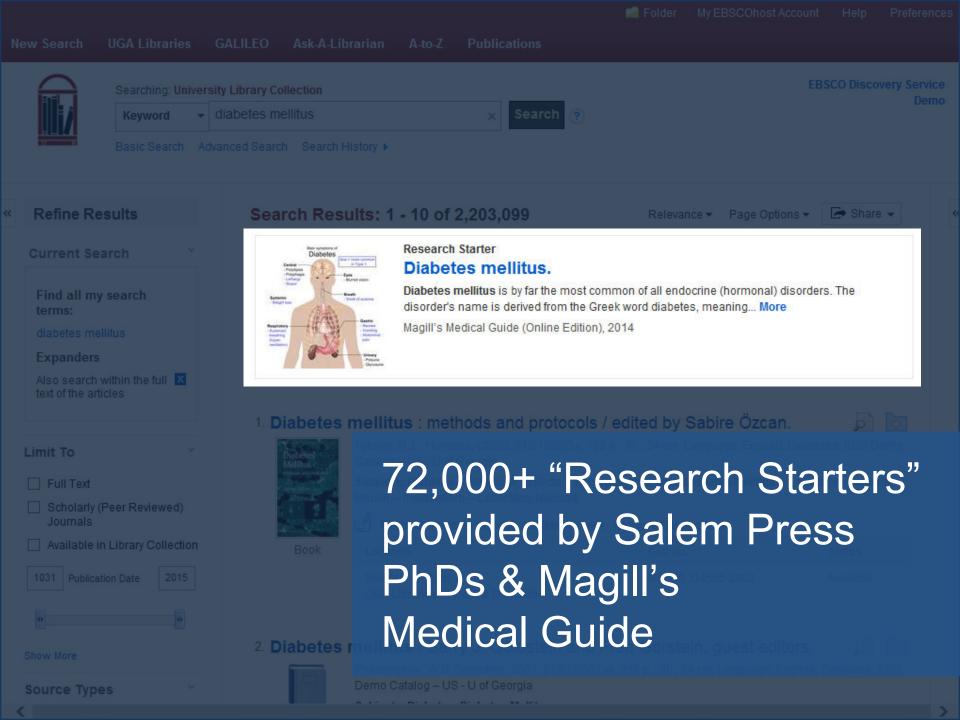
#### **Databases Supported for Mapping**

- MEDLINE (full product line)
- CINAHL (full product line)
- PsycINFO
- PsycARTICLES
- Academic Search
- Business Source
- Dentistry & Oral Sciences
   Source
- AgeLine
- psycBOOKS

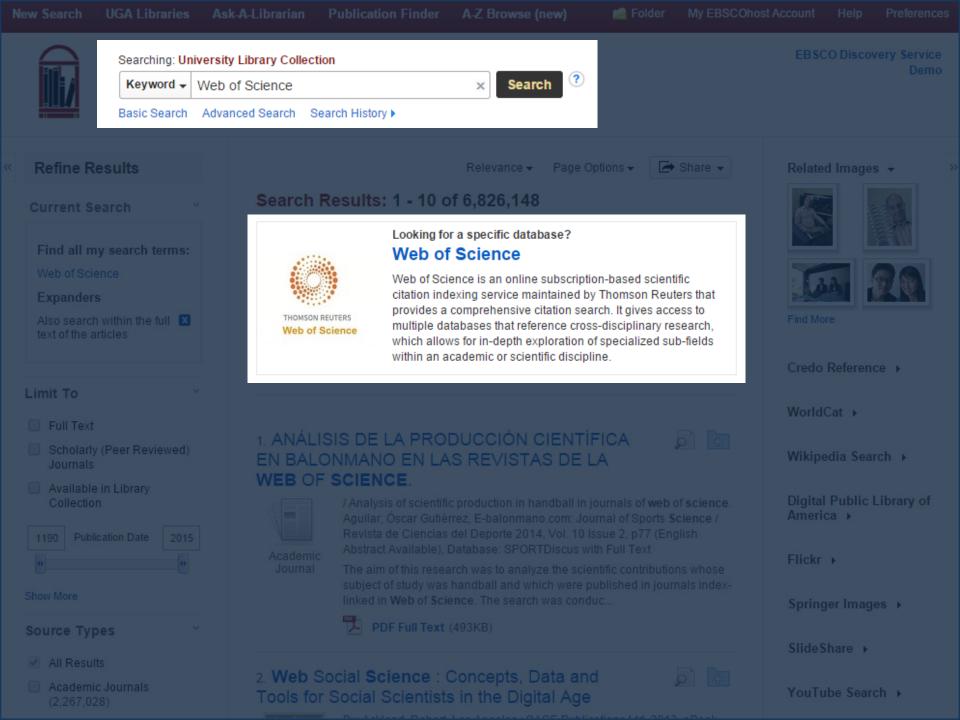
- Social Work Abstracts
- SocINDEX
- AGRICOLA
- HeinOnline
- Abstracts in Social Gerontology
- Food Science & Technology Abstracts
- Library Literature & Information Science

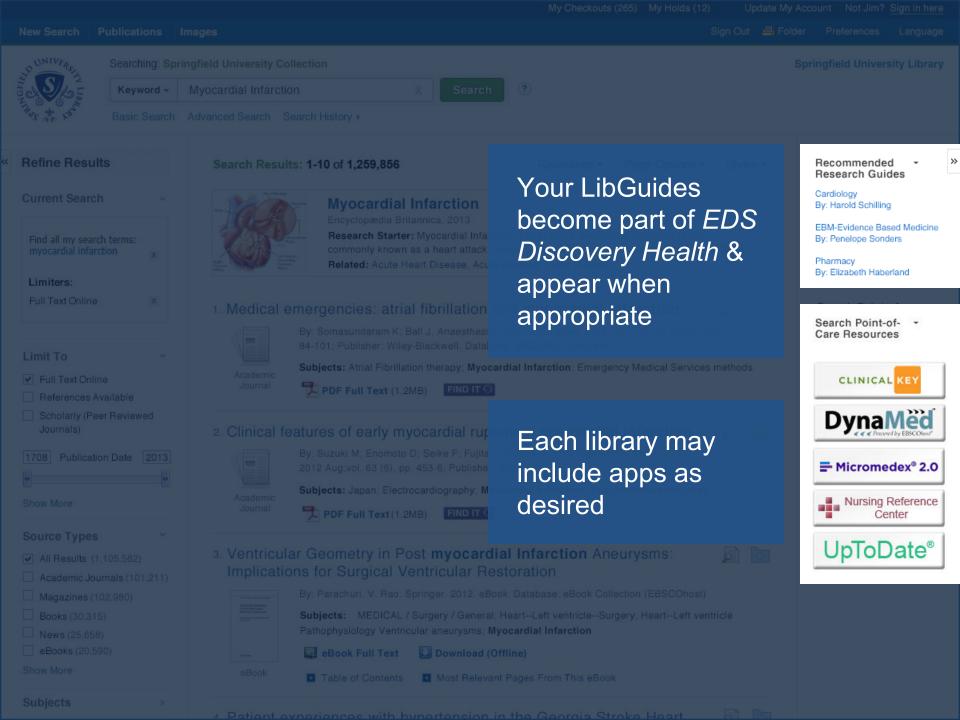
#### **Other features**

Examples









#### **Questions?**

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