

Customer-Focused Thesauri

Computers in Libraries Conference

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Arlington, VA

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Outline

- Introduction to thesauri
- Keyword search default trend
- User behavior and possible user expectations
- Finding the thesaurus/subject search
- Types of subjects
- Subjects for refining searches
- Keyword vs. thesaurus subject search comparison example demo

Introduction to Thesauri

- Thesaurus: A type of controlled vocabulary (authoritative list of terms), having:
 1. An approved preferred term for each concept, and synonyms/variants/nonpreferred terms redirecting to the preferred term name
 - To support consistent indexing and high precision and recall in retrieval
 2. Structured relationships between preferred terms, both hierarchical and associative/related.
 - To support browsing and finding the preferred subject
- Designed in accordance with standards: ANSI/NISO Z.39.19 2005 (R2010) *Guidelines for the Construction of Monolingual Vocabularies*
- The same used in both indexing and retrieval.
- Support both print and online information retrieval.

Introduction to Thesauri

Indexers of database records can browse or search a thesaurus, with cross-references to other terms:

- Broader terms
- Narrower terms
- Related terms (See also)
- See/Seen from (use preferred term)

D - Subject Descriptors

D ▼ Data encryption

all xRef from xRef no xRef

Data encryption

- BROADER TERM:** Cryptography
- BROADER TERM:** Data processing
- NARROWER TERM:** Public key encryption
- SEE ALSO:** Cryptographic equipment
- SEE ALSO:** Data encryption standards
- SEE ALSO:** Data security
- SEE ALSO:** Data security devices
- SEE ALSO:** Decryption
- SEE ALSO:** Digital rights (Intellectual property)
- SEE ALSO:** Encryption software
- SEE ALSO:** Entropy (Information theory)
- SEE ALSO:** Online transaction processing
- SEE ALSO:** RSA algorithm

Data encryption devices -

- SEE:** Data security devices

Data Encryption Standard

- SEE ALSO:** Advanced Encryption Standard
- SEEN FROM:** DES (Data encryption)

Data encryption standards

- BROADER TERM:** Technical standards
- NARROWER TERM:** Advanced Encryption Standard
- SEE ALSO:** Data encryption

Add

H
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S

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▼

Introduction to Thesauri

Thesaurus Benefits

A thesaurus gathers synonyms, acronyms, variant spellings, etc.

- Documents not missed due to use of different words (e.g. **Automobiles**, instead of **Cars**)
- Users do not need to guess the spelling of unusual or foreign names (e.g. **Muammar Gaddafi**)

A search restricted on the thesaurus retrieves concepts not just words.

- Documents excluded for mere text-string matches (e.g. **monitors** for computers, not the verb “observes”)

Keyword Search Default Trend

- Subscription periodical/reference databases offer both Subject thesaurus and keyword search.
- User interfaces present keyword search as default; thesaurus access is in Advanced Search or other less obvious place
- Mimics familiar simple Google search experience
- Previously (before Google's existence), thesaurus search or browse was the default.

Examples of simple search box and default keyword search



Search All

Search

Advanced Search

Welcome to Inspire Indiana's Virtual Library! To get started, begin your search in the box above.



Testing & Education Reference Center

Whether it's preparing admission materials or getting a heads-up on preparatory tests, the *Testing & Education Reference Center (TERC)* is INSPIRE's online tool designed to help students — from high school to graduate school to specialty school and beyond — prepare to make their further education decisions easier. [Click to begin!](#)

Search

Sources

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News

Company

Industry

Country Profiles

Biographical

Public Records

Legal

Related Searches▸ **News**

▸ Images

My Favorite Search Forms ▾

News

Power Search

Company Profiles

Industry Reports

Countries Search

Biographical

Useful Links

Help me search news

View tutorials**News**

Anywhere in the text

[Tips for using search connectors](#)- [Add another search term](#)

All available dates ▾

\$ All News, All Languages ▾ ⓘ

⊕ [More sources](#)⊕ [Add Index Terms](#)

- Group duplicates
- Exclude Newswires
- Exclude Non-business news (obituaries, sports, reports, etc.)
- Exclude Websites
- Exclude documents with fewer than 500 words

Find

Find books, articles, videos, and more... **GO**

all | articles | books | journal titles | videos



Quick Tools

- [All Databases A - Z](#)
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More Tools



Discover

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Create

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Searching: [Academic Search Premier](#), [Show all](#) | [Choose Databases](#)

Search



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Full text Peer reviewed 

[Advanced search](#) [Search tips](#)

ProQuest Central

This database serves as the central resource for researchers at all levels. Covering more than 160 subjects areas, ProQuest Central is the largest aggregated database of periodical content. This award-winning online reference resource features a highly-respected, diversified mix of content including scholarly journals, trade publications, magazines, books, newspapers, reports and videos.

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Subject coverage

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- Discover answers to common questions at ProQuest's Product Support Center.
- Contact Support if you need further assistance.

Search tip

By default, we will look for documents with all the terms entered.

Use "quotation marks" to search for exact phrases.
Separate terms with OR to find any of the words entered.



DISCOVER A COMPREHENSIVE COLLECTION OF BUSINESS, TRADE, AND INTERNATIONAL PUBLICATIONS

Search...

Basic Search



SUBJECT GUIDE SEARCH

PUBLICATION SEARCH

TOPIC FINDER



Use the Topic Finder to discover the context of your search term and uncover hidden connections.

TOP SEARCHES

Business Innovation

Business Strategy

Microfinance

Real Estate

Social Marketing

User Behavior and Possible Expectations

- Users tend to use the default search.
- Users may not understand what a “Thesaurus” is.
- Users may expect the availability of “Subjects” in library databases:
 - OPACs offer Subject search.
 - Subscription databases are supposed to be “better” than the web and Google search.
- Users may be familiar with faceted subjects in ecommerce sites.
- Different users (students, researchers, professionals, nonprofessionals) may have different levels of interest in searching Subjects.

Where to Find Subjects

No default standard location for Subjects in subscription database user interface
Could be:

- On the advanced search page
- From the top menu
- Drop-down next to the search box
- Subject Guide (not on menu; not default)

And also after getting search results:

- In the margin of search results, to limit the results
- In the margin of a selected record, to show its indexed Subjects



Business & Industry

Basic Search | **Advanced** | Command Line | Pricing

Advanced search

Full text

Include medical synonyms

Business & Industry

Business & Industry™ coverage concentrates on leading trade magazines and newsletters, the general business press, regional newspapers and international business dailies. The database includes abstracts and full text of relevant articles, and is enhanced with rich indexing that enables highly specific retrieval of relevant articles.

Coverage: 1994 - current

Subjects not accessible on the default start page, only on the Advanced Search page



Want to Learn More?

Try one of these options:

- Search the online Help.
- Sign up for a training webinar.
- Discover answers to common questions at ProQuest's Product Support Center.
- Got an uncommon question? [Contact our Customer Support Team.](#)

Search tip

By default, we will look for documents with all the terms entered.

Use "quotation marks" to search for exact phrases. Separate terms with OR to find any of the words entered.



Business & Industry

Basic Search | Advanced | Command Line | Pricing

Advanced Search

Look Up Citation

Field codes | Search tips

<input type="text"/>	in	<input type="text" value="All fields + text"/>
AND <input type="text"/>	in	<input type="text" value="All fields + text"/>
AND <input type="text"/>	in	<input type="text" value="All fields + text"/>

Add a row | Remove a row | Include medical synonyms

Preview result counts Search Clear form

Search options 0 Recent searches

Limit to: Full text

Publication date:

Updated:

Show less

Subject: Look up Subjects

Company/organization: Look up Companies/organizations

Person: Look up People

Location: Look up Locations

Search tips

- nurs* finds up to 10 characters (e.g., nurse, nurses, nursing) with unlimited word variations. [Learn more](#)
- Use quotation marks (e.g., "DNA testing") to search for a phrase.
- diabetes NEAR/3 treatment: NEAR/n looks for documents that contain two search terms within a specified number of words.



Business & Industry

Basic Search | Advanced | Command Line | Pricing

Advanced Search

Look Up Citation

Field codes | Search tips

in

All fields + text

AND

in

All fields + text

AND

in

- All fields + text
- All fields (no full text) — ALL
- Abstract — AB
- Author — AU
- Document text — TX
- Document title — TI
 - Alternate title — OTI
- Publication title — PUB
- Subject — SU**
- Company/organization — ORG
- Identifier (keyword) — IF
- Location — LOC
- Person — PER

Add a row | Remove a row | Include medical synonyms

Search options

0 Recent searches

Limit to:

Full text

Publication date:

All dates

Updated:

All dates

Show less

Subject:

Look up Subjects

Company/organization:

Look up Companies/organizations

Person:

Look up People

Location:

Look up Locations

- More options**
- Accession number — AN
 - Classification — CC
 - Product classification — PRCC

diabetes NEAR/3 treatment:
NEAR/n looks for documents that contain two search terms within a specified number of words.



Searching: **Academic Search Premier**, Show all | Choose Databases

Enter any words to find books, journals and more

Search



[Search Options](#) Basic Search [Advanced Search](#) [Search History](#)

Subjects or Thesaurus
accessible from the top menu

DISCOVER A COLLECTION OF AUTHORITATIVE PERIODICALS, SCHOLARLY JOURNALS, NEWSPAPERS, AND REFERENCE CONTENT

 Search...

Basic Search 

- Basic Search
- Subject**
- Publication
- Entire Document

SUBJECT GUIDE SEARCH

PUBLICATION

TOPIC FINDER



Use the Topic Finder to discover the context of your search term and uncover hidden connections.

Subjects accessible from
default search drop-down

[Advanced Search](#)[Subject Guide Search](#)[Publication Search](#)[Topic Finder](#)

Advanced Search

Search for

in

Basic Search

And

in

Basic Search

Keyword

Entire Document

And

in

Subject

Abstract

Author

Brand Name

Company Name

Document Number

Document Title

Document Type

Edition

ISBN

ISSN

Issue Number

Name Of Work

Person - About

Place Name

Publication Country

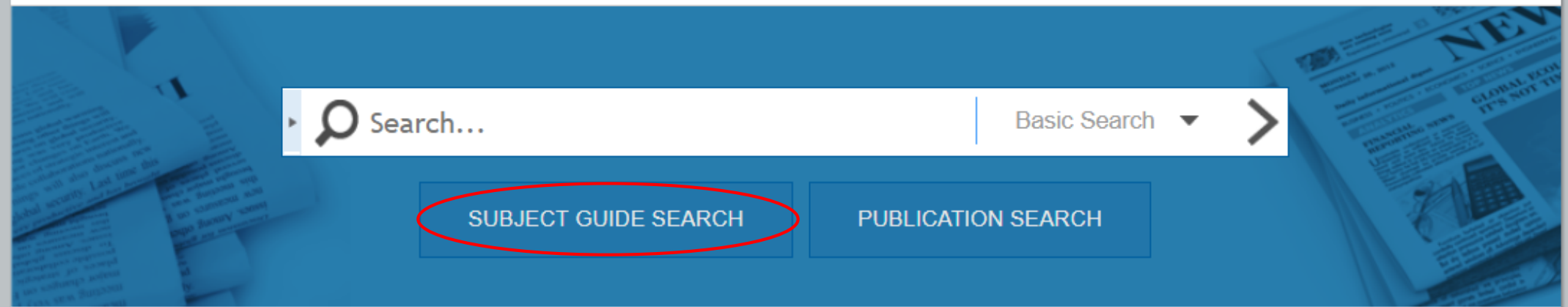
Publication Language

Add a Row

More Options

- Full Text Documents
- Peer-Reviewed Journals
- Contains Images


**DISCOVER A COLLECTION OF AUTHORITATIVE PERIODICALS,
SCHOLARLY JOURNALS, NEWSPAPERS, AND REFERENCE CONTENT**



Search... Basic Search >

SUBJECT GUIDE SEARCH PUBLICATION SEARCH

TOPIC FINDER

 Use the Topic Finder to discover the context of your search term and uncover hidden connections.

Subjects also accessible on default start page via "Subject Guide Search"

[Advanced Search](#)[Subject Guide Search](#)[Publication Search](#)[Topic Finder](#)

Subject Guide Search

Security systems industry

Security guards

Security management

Security services industry

Security devices

Security measures



Security classification (Government documents)

Security consultants

Security Pacific Corp.

[Logout](#)[My Library Links](#)




English ▾

 [Sign in with Google](#) [Sign in with Microsoft](#)

GALE

PowerSearch

Search...

Basic
Search ▾
Advanced
Bookmark
More[Back to previous page](#)

Subject Terms

Results

[Security devices](#)

38100

[Subdivisions](#) [Related subjects](#)[Barracuda Security Devices](#)


10

[Barracuda Security Devices Barracuda Security Device \(Computer supply\)](#)

2

[Data security devices](#)

21365

[Subdivisions](#) [Related subjects](#)[Locks \(Security devices\)](#)

3809

[Subdivisions](#) [Related subjects](#)

Refine Results

limit to:

- Full Text
- Peer-Reviewed Journals

Subject Terms

Related Subjects for : [Subject Guide Search](#)

Subject Terms	Show Related Subjects By: <input type="text" value="All"/>	Results
Alarms Related Subjects	Narrower Term	17048
Antitheft devices Related Subjects	Narrower Term	554
Data security devices Related Subjects	Narrower Term	21365
Handcuffs Related Subjects	Narrower Term	96
Intruder detection equipment Related Subjects	Narrower Term	143
Locks (Security devices) Related Subjects	Narrower Term	3809
Motion detectors Related Subjects	Narrower Term	310
Safes Related Subjects	Narrower Term	6748
Equipment Related Subjects	Broader Term	2374
Retinal scanners Related Subjects	Related Term	85
Security measures Related Subjects	Related Term	10507
Security systems industry Related Subjects	Related Term	64684

Refine Results

limit to:

- Full Text
- Peer-Reviewed Journals

Browse by Discipline

Academic Journals (4,407)

Search Terms: Basic Search ("cybersecurity")

Sort by: Relevance

Also Try: [Data security](#)

Full-text: *ARTICLE*

Cybersecurity and Employee Benefit Plans: What Prudent Steps Should a Fiduciary Take?


Amy Gordon, Joseph Adams, and Sheryl Falk.

Benefits Law Journal.

31.1 (Spring 2018) p55+. Word Count: 1828. Read

Many issues keep fiduciaries of employee benefit plans reasons. Employee benefit plans face significant cybers

ILL

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Also, if matching a *USE* cross-reference in the thesaurus, the cross-reference is displayed as "Also Try."

Content Types

Academic Journals (4,407)

Magazines (5,792)

Books (232)

News (63,718)

Images (9)

Videos (78)

Search within results



Limit Search by:

Full Text

Sub-types of Subjects

- In addition to the subject thesaurus, controlled lists of names/proper nouns might also be available.
- These may appear as sub-types of Subjects.

Sub-types of Subjects

Advanced Search

Search for in **Basic Search**

And in **Basic Search**

And in **Basic Search**

Add a Row +

More Options

Full Text Documents

- Basic Search**
- Keyword
- Entire Document
- Subject**
- Abstract
- Author
- Brand Name**
- Company Name**
- Document Number
- Document Title
- Document Type
- ISBN
- ISSN
- Issue Number
- Name Of Work**
- Person - About**
- Place Name**

Gale InfoTrac Advanced Search

Sub-types of Subjects

Advanced Search

Look Up Citation

Field codes | Search tips

in All fields + text

in All fields + text

in All fields + text

in All fields (no full text) — ALL

in Abstract — AB

in Author — AU

in Document text — TX

in Document title — TI

in Alternate title — OTI

in Publication title — PUB

in Subject — SU

in Company/organization — ORG

in Identifier (keyword) — IF

in Location — LOC

in Person — PER

More options

Search options 0 Recent searches

Limit to: Full text

Publication date: All dates

Updated: All dates

Add a row | Remove a row | Include medical synonyms

ProQuest Advanced Search

Subjects for Refining Search Results

Subjects are not just for initial searching but for refining and discovering

- **Refining:** Subjects common in search result are listed on search result set margin
- **Discovering:** Subjects for a specific record are indicated, to allow exploring the Subjects

20060101-20161231

Limit To

- Full Text
- References Available
- Scholarly (Peer Reviewed) Journals

2006 Publication Date 2016

Show More

Source Types

- All Results
- Journals (145)
- Academic Journals (145)

Subject: Thesaurus Term

Subject: Major Heading

Subject

Publication

Publisher

2. Pitfalls in the Use of Time Series Methods to Study **Deterrence** and **Capital Punishment**.



Academic Journal

By: Charles, Kerwin; Durlauf, Steven. Journal of Quantitative Criminology. Mar2013, Vol. 29 Issue 1, p45-66. 22p. DOI: 10.1007/s10940-012-9169-7. , Database: Criminal Justice Abstracts with Full Text

Subjects: CAPITAL punishment; CRIMINAL law; PUNISHMENT in crime deterrence; CRUELTY; CRIMINAL investigation; DECISION theory



PDF Full Text



Save PDF to Cloud (288KB)

3. **Deterrence** and the death penalty: Why the statistics should be ignored.



Academic Journal

By: Nagin, Daniel. Significance. Apr2014, Vol. 11 Issue 2, p9-13. 5p. DOI: 10.1111/j.1740-9713.2014.00733.x. , Database: Academic Search Complete

Subjects: Punishment in crime deterrence; Capital punishment; Murder -- Law & legislation; Statistics; National Research Council (U.S.); Nagin, Daniel



PDF Full Text



Save PDF to Cloud (851KB)

4. **Deterrence** and the Death Penalty: Partial Identification Analysis Using Repeated Cross Sections.



Academic Journal

By: Manski, Charles; Pepper, John. Journal of Quantitative Criminology. Mar2013, Vol. 29 Issue 1, p123-141. 19p. DOI: 10.1007/s10940-012-9172-z. , Database: Criminal Justice Abstracts with Full Text

Subjects: CAPITAL punishment; CRIMINAL law; PUNISHMENT; EXECUTIONS & executioners; HOMICIDE; CRIMINOLOGY

Show all 6 images

Table 1: Descriptive statistics for 100,000 randomly selected observations from the 1970-1980 period.

Year	Group	Total
1970	00	801
1971	00	97
1972	00	88

Table 2: Descriptive statistics for the 100,000 randomly selected observations from the 1970-1980 period.

Year	Total
1970	100,000
1971	100,000
1972	100,000

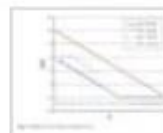


Table 3: Descriptive statistics for the 100,000 randomly selected observations from the 1970-1980 period.

Year	Total
1970	100,000
1971	100,000
1972	100,000



PDF Full Text



Save PDF to Cloud (439KB)



Browse by Discipline

Magazines (3,776)

Search Terms: *Basic Search* ("Internet of things")

Sort by: Relevance

Citation: *ARTICLE*

NO BATTERIES INCLUDED: New forms of energy harvesting and low-powered sensors promise to eliminate batteries and enable the Internet of Things

Amit Katwala.

Professional Engineering Magazine.

30.9 (Oct. 2017) p24+. *Word Count: 1990.* Reading Level (Lexile): 1360.[Link to CDL Materials Catalog](#) [ILL](#) [My Library](#) [OpenURL Link](#)

Save

Citation: *BRIEF ARTICLE***INTERNET OF THINGS IS 'COMING OF AGE'**

Amit Katwala.

Professional Engineering Magazine.

30.9 (Oct. 2017) p6. *Word Count: 217.* Reading Level (Lexile): 1110.[Link to CDL Materials Catalog](#) [ILL](#) [My Library](#) [OpenURL Link](#)

Save

Gale InfoTrac Search Results

The internet of things that can be hacked

Modern Healthcare.

48.4 (Jan. 22, 2018) p0022. *Word Count: 1493.* Reading Level (Lexile): 1290.

Byline: Rachel Z. Arndt When doctors replaced then-Vice President Dick Cheney's pacemaker in 2007, they asked the

Content Types

Academic Journals (6,397)

Magazines (3,776)

Books (24)

News (38,942)

Images (2)

Videos (4)

Search within results

Limit Search by:

- Full Text
 Contains Images

Publication Dates:

- Past Week
Past Month
Past Year
Custom Date Range

Subjects

- Internet of things (724)
Software industry (197)
Semiconductor indust... (120)

NO BATTERIES INCLUDED: New forms of energy harvesting and low-powered sensors promise to eliminate batteries and enable the Internet of Things

Amit Katwala

Professional Engineering Magazine. 30.9 (Oct. 2017): p24+.

Source Citation (MLA 8th Edition)

Katwala, Amit. "NO BATTERIES INCLUDED: New forms of energy harvesting and low-powered sensors promise to eliminate batteries and enable the Internet of Things." *Professional Engineering Magazine*, Oct. 2017, p. 24+. *Academic OneFile*, <http://link.galegroup.com/apps/doc/A514405340/AONE?u=gale&sid=AONE&xid=61541bac>. Accessed 15 Mar. 2018.

Gale Document Number: GALE|A514405340

RELATED RESOURCES










Studies Conducted at Zhongy...


Energy Weekly News. (Mar. 16, 2018)
p155. Word Count: 391.


Global AI Market in Agricultur...

PR Newswire. (Mar. 9, 2018)
Word Count: 924.

Tools

-  Citation Tools
-  Send to Google Drive™
-  Send to OneDrive™
-  Print
-  E-mail
-  Download
-  Save to My Folder
-  Share 

Translate Article 

within publication 

limit to this issue

Related Subjects 

Electric power generation

Internet of things

Renewable energy

Sensors

Comparing results of basic (keyword) and subject searches

Demo from Gale Academic OneFile

Conclusions

- Customer-focused thesauri are those that are made available in multiple places (not just advanced search).
- Subscription database have the same UI for all customers, despite different customer needs.
- If not used initially in search, Subjects are effective in limiting searches or providing discovery.
- Subjects combined with second-level subdivisions can provide effective topic refinement.
- Cross-product searches
 - reduce the availability of multiple Subject/name types and
 - can introduce inconsistencies from third-party subjects or thesauri

Questions/Contact

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blog.gale.com/subject-searching

accidental-taxonomist.blogspot.com