What to Know About Search Queries

The starting (and potential ending) point of a user’s research is with their initial query of your library’s resources. How they search and build connections is a make or break in resource usage and library expectations.

Search

Search is more than just articles and journal titles. Users expect to access a range of information when searching. Search is the starting point of a user’s research. They want to access a range of information when searching.

Different people. Different query strategies.

Users expect to access a range of information when searching. Queries can often resemble questions asked at the reference desk with the same expectation of the “human” expertise in the search results. By 2021, there will be almost as many voice-activated assistants on the planet as people. This could influence the way in which people search query via natural language querying.

EBSCO’s search technology utilizes subject experts to handcraft a search experience to build better connections between the user and content. Accurate indexing is a craft.

Sources


Many students are new to disciplines and do not know the “correct” words to use to search. If the user doesn’t know the synonyms of the words they query, they will miss important and grade-effecting content or discover content that is the incorrect context for their discipline.

Query expansion takes an amateur search and translates it into the appropriate academic terminology so they do not miss out on relevant results.

For example, Taxonomy has a different meaning in English vs. Library Sciences vs. e-Commerce.

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