

EBSCO Discovery Service



Presented By:

Shaji John

Discovery Innovations and FOLIO

Africa, Southeast Asia, South Asia & South Korea

AGENDA

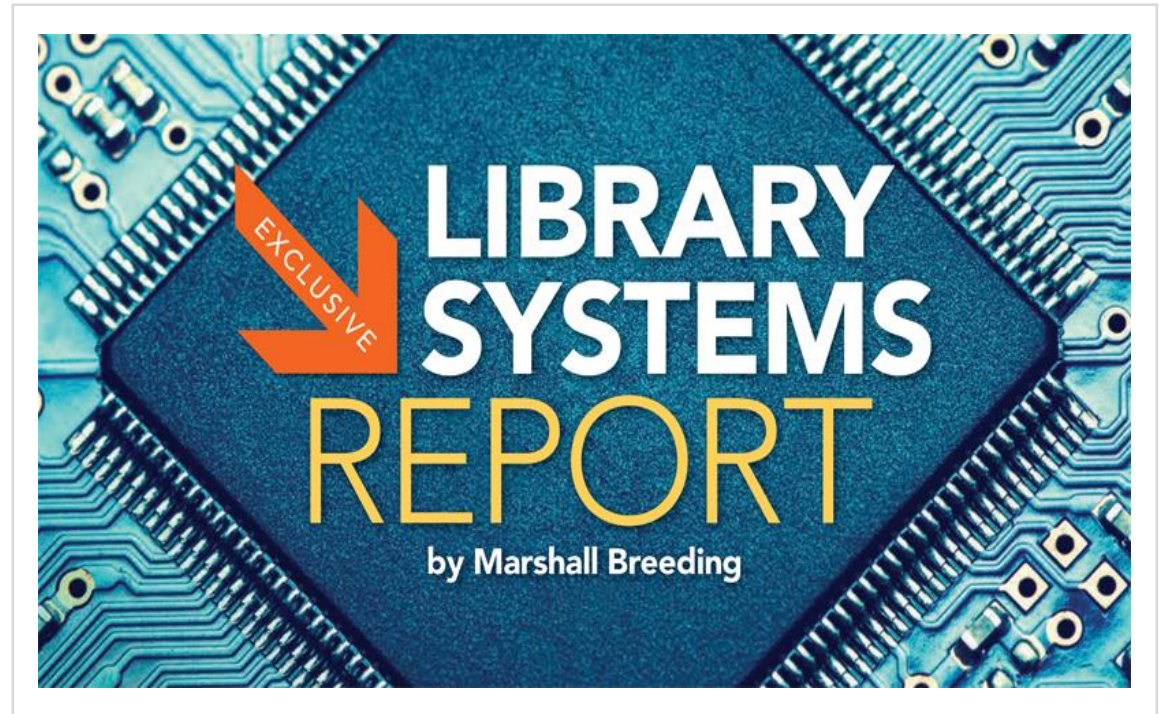
- What is Discovery Service
- Features & Functionalities
- Client Lists
- Customized Interfaces
- Demonstration
- Questions

Discovery Service Adoption Worldwide

EBSCO Discovery Service (EDS)
8,246 installations

Primo Central
1,529 installations

Summon
697 installations



Search Engines



User Experience





Empower Users

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U B E R



zomato

Open Relevance Ranking

Openness About Relevance Algorithm

- EDS relevance details are open for all customers, potential customers and content providers
- Truly sophisticated relevance algorithms are not easy to duplicate



Relevance Ranking

Google Search

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Search tools

About 47,200,000 results (0.25 seconds)

Discovery Relevancy Ranking | EBSCO Discovery Service

www.ebscohost.com/.../relevancy-ranking ▾ EBSCO Information Services ▾

How a field is used by a search engine determines the **relevance ranking**, and thus how high on the search results, any given record appears for a search.

EBSCO Support: How is relevance ranking determined in ...

support.epnet.com/knowledge_base/detail.php?id=3971 ▾

EBSCO Discovery Service (EDS) employs a comprehensive **relevance ranking** strategy that utilizes numerous criteria, including term frequency, field weighting, ...

Relevance (information retrieval) - Wikipedia, the free ...

[en.wikipedia.org/wiki/Relevance_\(information_retrieval\)](http://en.wikipedia.org/wiki/Relevance_(information_retrieval)) ▾ Wikipedia ▾

In information science and information retrieval, **relevance** denotes how well a ... factor to **rank** output and thus base **relevance** on expert evaluations.

[History](#) - [Evaluation](#) - [Clustering and relevance](#) - [Epistemological issues](#)

The first two results provide detailed information about how relevance ranking / value ranking works in EDS...

Relevance Ranking: Quality & Openness

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

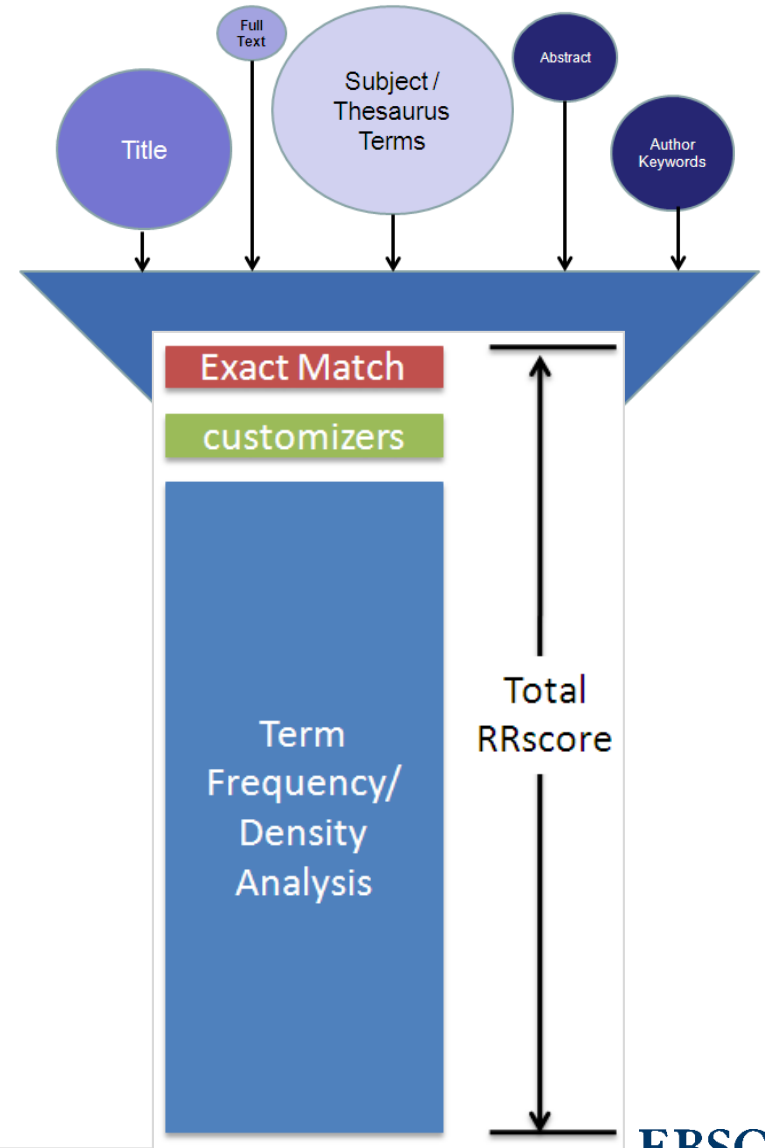
1. **Match on subject headings**
from controlled vocabularies
2. Match on article titles
3. Match on author keywords
4. Match on keywords within abstracts
5. Match on keywords within full text

Exact Matches: Exact matches are favored over partial matches – considering also the field in which those words appear (abstract vs. full text vs. title, etc.)

Density: Matches across multiple metadata fields are favored for relevance scoring (more is better). The scoring influence of repeat terms within individual metadata fields is minimized.

Relevance Ranking – Layered Calculations

- Term freq / density, scaled fields calc
 - Eg. Weights: **Subjects**: 15, Title: 10, Keyword: 5, Abstract: 2, Full Text: 1
- Tie-breakers / customizers
 - Date recency, article length, publication types (e.g. a peer-reviewed article > book review), etc
- Exact match boost
 - Score boosted an exact match in a specific field (e.g. Title, of a book)
- Customer influence, preference
 - Catalog and Institutional Repositories (IRs)
 - Raise or lower relevancy of your specific content



Value Ranking: Quality & Openness

After conducting an
**unprecedented number
of usability studies**
with undergraduate students, graduate
students,
and faculty, the following additional
emphases were put in place to improve the
value of the results for the end user:

Value Ranking: Quality & Openness

RECENCY

Recently published content is
scored higher for relevance
than older content

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

Value Ranking: Quality & Openness

LENGTH

Articles of a more substantial length
have a heavier weighting
(e.g., a $\frac{1}{4}$ **page article is considered**
less valuable than a 4 page article)

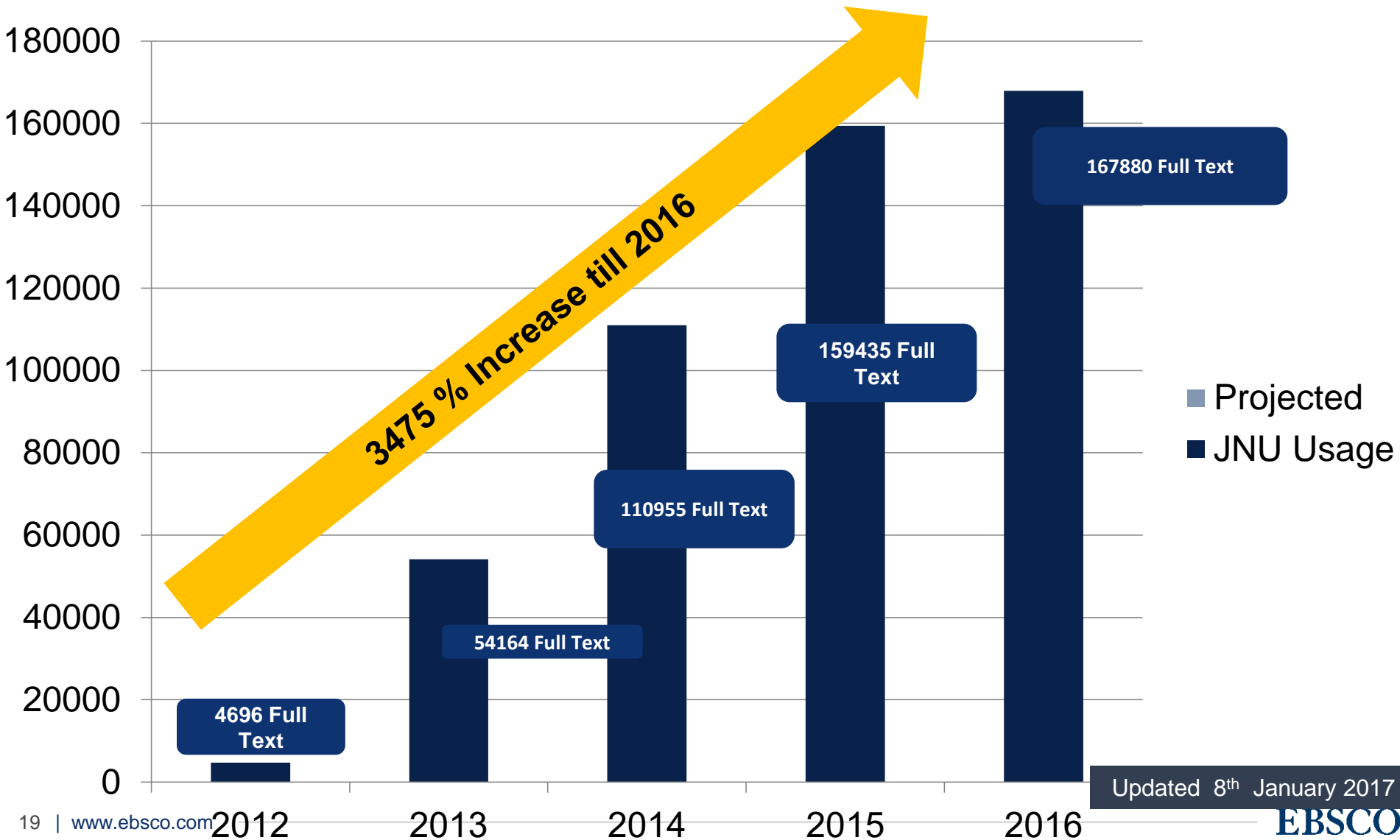
Problem: Missed Connections

TOPICAL QUERY	Subject Indexing in EDS
adhd	Attention-deficit hyperactivity disorder Attention deficit disorder with hyperactivity
pheromones	Ectohormones Allelochemicals Semiochemicals Allomones
PET scan	Positron Emission Tomography Tomography, Emission-Computed Emission Tomography
gambling addiction	Compulsive gambling Pathological Gambling

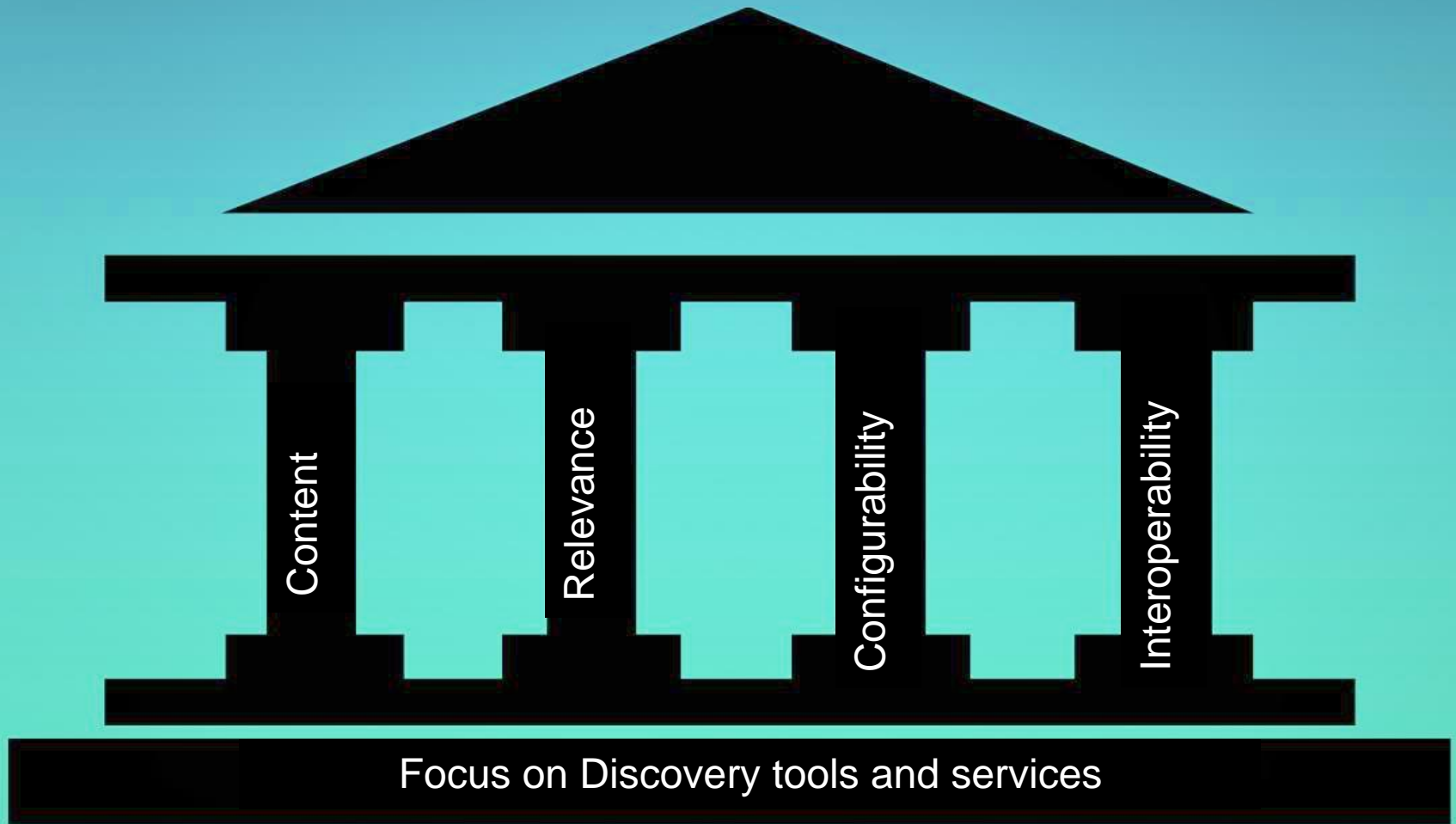
User queries and subject indexing not always aligned.

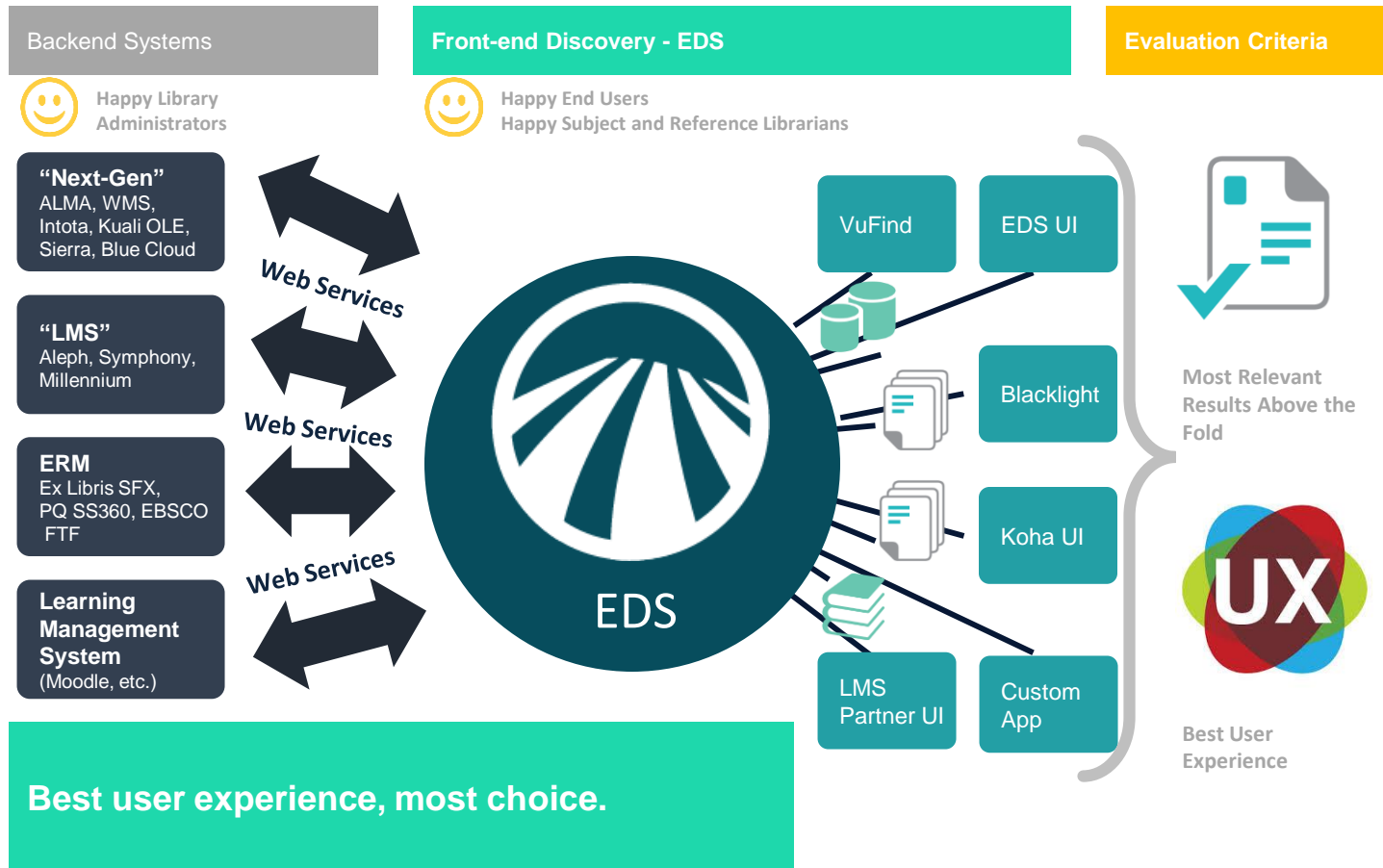
Different vocabularies often use different terminology for the same concept.

JNU Full Text Downloads has increased after implementation of Discovery



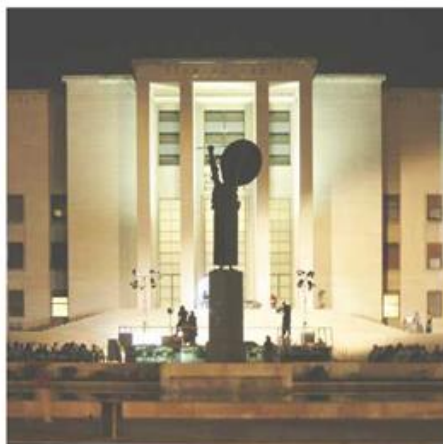
Key criteria for Discovery decision making





Thai EDS clients





EDS Interface Customizations





The Indian Law Institute (Deemed University)



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1974 Publication Date 2016



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Relevance

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1. Book Review: Manoj Kumar Sinha, Business and Human Rights.



Academic Journal

By: Narayana, C.N.. *Global Business Review*, Sep2014, Vol. 15 Issue 3, p631-636, 6p. Publisher: Sage India.

[Full Text from Sage Journals Online](#)

2. Multiplex dipstick technologies for rapid and simultaneous screening of analytes of importance in agri-food-nutrition and health care: a review



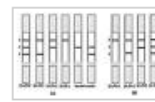
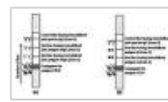
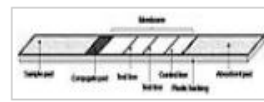
Academic Journal

By: Kumar, Rajesh; Sinha, Rajeshwar P.; Singh, Manoj; Rajendran, Subin R.C.K; Kumar, Anil. In: *Journal of AOAC International*. March-April, 2016, Vol. 99 Issue 2, p512, 8 p.; AOAC International Language: English, Database: Academic OneFile

The dipstick immunoassay has frequently been used as a common tool for detection of analytes for the past few decades. The assay is also known as lateral flow technology, lateral [...]

Subjects: Technology application; Immunoassay -- Methods; Immunoassay -- Technology application; Antigens -- Health aspects; Toxins -- Health aspects

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3. Coumarin-chalcones as anticancer agents



By: Sashidhara, Koneni Venkata; Kumar, Abdhesh; Kumar, Manoj; Sarkar, Jayanta; Sinha, Sudhir Kumar. US Patent: 8,815,940. Filed: August 05, 2011. Issued: August 26, 2014. , Database: USPTO Patent Grants

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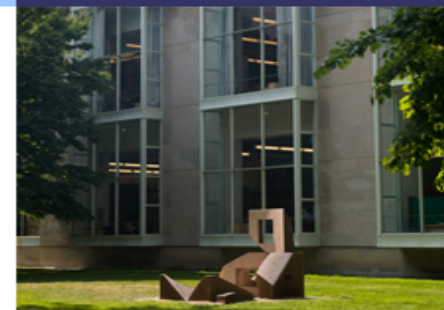
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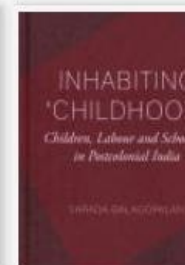
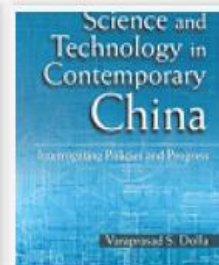
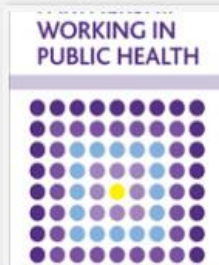
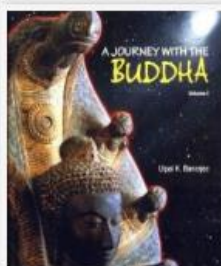
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