User Assumptions and Information Seeking Patterns of Electronic Information

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User Assumptions and Information Seeking Patterns of Electronic Information

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http://www.uky.edu/~lhjeng00/h-comm
Personal Information Infrastructure (Marchionini, 1995)

- Dictionaries, phonebooks
- Trusted friends and coworkers
- TV, radio, news
- Books, magazines
- The Internet
Resources on the Internet

- Web directories, Clearinghouses, Hot lists
- Search Engines
- Databases
- The Hidden Internet
Web Directories

- Extensive list of web sites organized by categories
- Sites filtered by experts
- Summaries of content
- Searchable categories
- Frequently updated
Internet Search Engines

- Full text indexing
- Statistically ranked results
- Continually updated
- Unfiltered
Basic Internet Searching

- Keywords

- Full text searching

- Relevancy = number of keywords + number of times the keyword appears

- Document with highest number of frequency of occurrences displayed first
Refining Features

- Boolean: AND & OR | NOT ! ()
- Uppercase sensitivity
- Phrase search “ ”
- Truncation * Must + Exclusion -
- Qualifiers
- Segment searching
(hospice OR "palliative care") AND (cost OR expense) AND (medicare OR medicaid) AND (benefit OR payment)
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Health Care Financing Administration (HCFA)

The Health Care Financing Administration (HCFA) is a governmental agency providing fast access to large amounts of federal and state data at a reasonable cost. We are not a government agency.

Information about the Health Care Financing Administration available from GPO Electronic Publishing.

Visit the Health Care Financing Administration page on the Internet.

- About Health Care Financing Administration
- Health Care Financing Administration Data Available from GPO.
Searching Alta Vista Hits

library of congress 925,990
Library of Congress 848,720
Library and Congress 848,720
“Library of Congress” 60,455
“Library of Congress”
and domain:gov 18,490
title:”Library of Congress”
and domain:gov 507
Common Problems of Internet Search Engines

- Disorganization, fragmentation
  - A page, a graph, a picture
  - Home v. linked pages

- Unfiltered, false drops

- Keywords, concepts, natural language
  - All v. any
  - "More Like This"
  - "Save My Settings"
  - Word appearance v. concept analysis
Common Problems of Internet Search Engines (Cont.)

- Self-serving nature

- No search engine is complete
  - When hot links are cold
  - 2 weeks to 3 months out of date
  - 50 millions is too limited
Databases

- Constructed by subject experts
- Indexing and abstracting quality
- Controlled vocabulary
- Specialized query language
Where are the Databases?

- On the web
- Campus library systems
- Database producers
- Online commercial vendor systems
- CD-ROMs
Electronic Information: Comparison

- Web directories
  - General topics
  - Browsing
  - Searching for Web sites

- Internet Search Engines
  - Specific topics
  - Free text searching in full text
  - Knowledge of special search features
Electronic Information: Comparison (Cont.)

- Databases
  - bibliographic information
  - Subject specific data
  - Better recall & precision
  - Search query sophistication

- The Hidden Internet (Notess, 1997)
  - Current information
  - News groups
  - Gopher, FTP Log On Sites
  - Institution specific information
Who are Health Information Users?

- Health science researchers
  
  Need: Bibliographic information
  
  Demand: High relevancy, minimum false drops
  
  Skills: Willing to learn basic commands

- Health science clinical practitioners
  
  Need: Specific, factual information
  
  Demand: Speed and accuracy
  
  Skills: Not interested in learning except for fun
Who are Health Information Users?

- **Consumers of health information**

  Need: Basic, educational, referral information

  Demand: Low. Less concern of quantity
  Skills: Varied but mostly minimum

- **Health information specialists**

  Need: Wide range

  Demand: Low tolerance for poor quality
  Skills: Professionally trained sophistication. Organization, personalized service, customized system design.
References


