

Using the Primo Popular Searches Report in Alma Analytics to Gain Insight into User Search Behaviors and Better Respond to Their Needs

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How Do Our Users Search?

- What kinds of search terms are they using?
- Known item searches or subject searches?
- Advanced search?
- What kind of results are these search terms yielding?
- Are users finding what they're looking for?
- What can we do to make this process more successful?

Primo Analytics

Primo Popular Searches

“A search is considered popular if it has been performed at least 10 times within a month. Up to 500 popular searches are saved per month, and at least 200 searches are saved even if they are not considered popular.”

https://knowledge.exlibrisgroup.com/Primo/Product_Documentation/Primo/Analytics/Primo_Analytics_Subject_Areas/Primo_Popular_Searches

Primo Zero Results

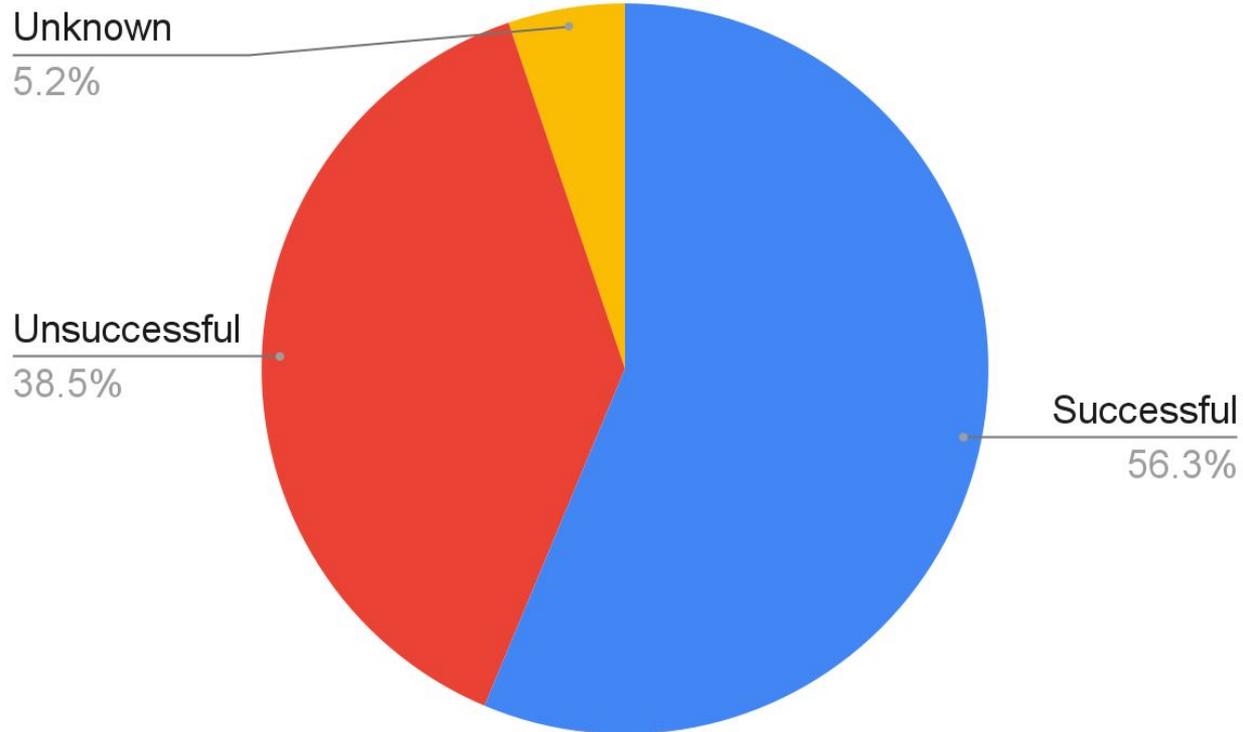
“The Zero Result Search table is a fact table that stores information (such as the search string, search scope, and view) about the top 100 searches that had zero results. Results are based on the top 100 results for all keys, not each key individually. “

https://knowledge.exlibrisgroup.com/Primo/Product_Documentation/Primo/Analytics/Primo_Analytics_Subject_Areas/Primo_Zero_Result_Searches

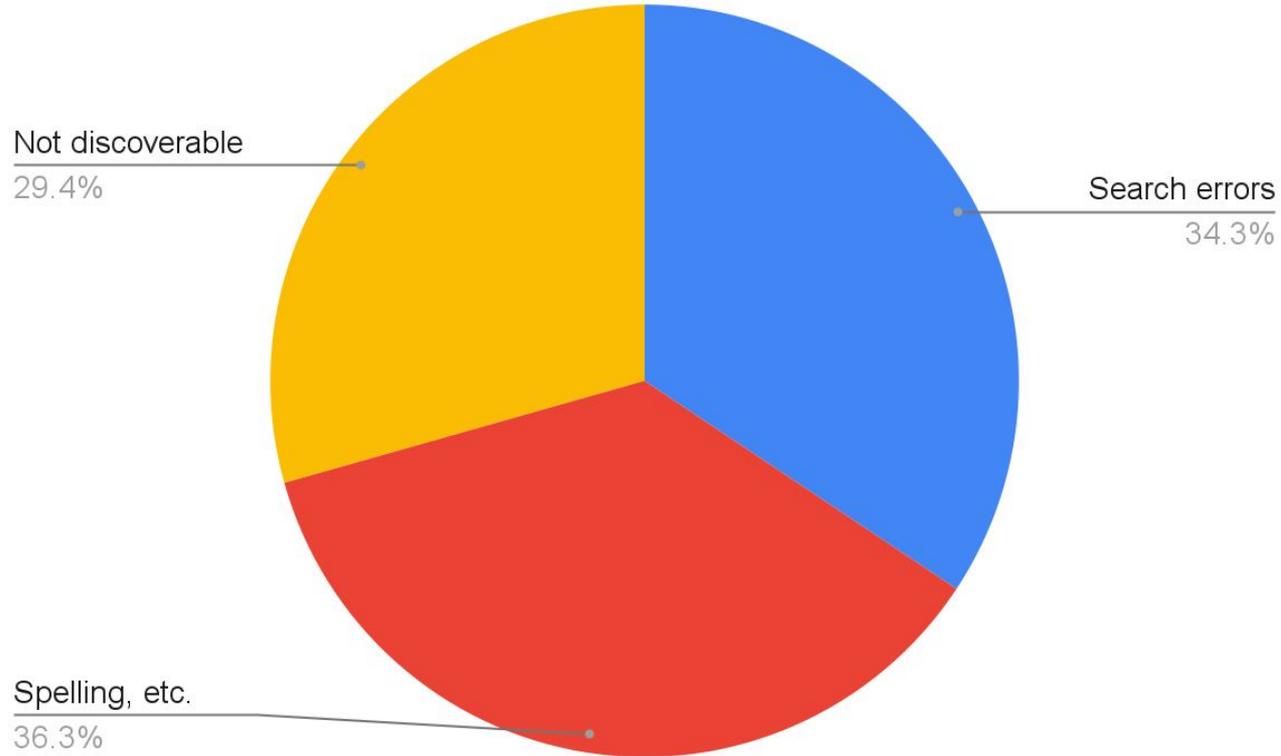
Sifting through the data

- Focused on Known Item searches
- Was the search successful?
- If the search was not successful, why?
- What could be done to turn an unsuccessful search into a successful one?

Successful vs. Unsuccessful searches



Why was the search unsuccessful?



Non Discoverable

“Countering the challenges of presbyopia”

Sorry!

There are no results matching your search ““Countering the challenges of presbyopia””.

From a small optometric publication - not indexed in the CDI, however it IS discoverable elsewhere (Google Scholar as well as VisionCite)

Spelling, punctuation, etc.

visual snow: a thalmo-cortical dysrhythmia of the visual pathway

Sorry!

There are no results matching your search "visual snow: a thalmo-cortical dysrhythmia of the visual pathway".

Spelling, punctuation, etc.

defocus incorporated multiple segments spectacle lenses changed the relative peripheral refraction: a 2-year randomized clinical trial

1ARTICLE↓✉🔗

Defocus Incorporated Multiple Segments Spectacle Lenses Changed the Relative Peripheral Refraction: A 2-Year Randomized Clinical Trial

Zhang, Han Yu ; Lam, Carly Siu Yin ; Tang, Wing Chun ; Leung, Myra ; To, Chi Ho
Investigative ophthalmology & visual science, 2020-05-11, Vol.61 (5), p.53-53

“ To compare changes in relative peripheral refraction (RPR) associated with myopia progression in myopic children wearing Defocus Incorporated Multiple Segments (DIMS... ”

 PEER REVIEWED

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Spelling, punctuation, etc.

outer retinal tubulations in central serous chorioretinopathy associated with choroidal neovascularization

2



ARTICLE

[Outer retinal tubulations in central serous chorioretinopathy associated with choroidal neovascularisation](#)

Mandadi, Spoorti Krishna Reddy ; Iovino, Claudio ; Sacconi, Riccardo ; Querques, Giuseppe ; Peiretti, Enrico ; Singh, Sumit Randhir ; Chhablani, Jay

European journal of ophthalmology, 2020-05-06, p.1120672120921369

“ To report the prevalence and characteristics of outer retinal tubulations in eyes with choroidal neovascularisation associated with chronic central serous chorioretinopathy... ”

 PEER REVIEWED

 [Read Article](#) 

 [Get It](#) >

Spelling, punctuation, etc.

Scatter retinal photocoagulation for proliferative sickle cell retinopathy

Sorry!

There are no results matching your search "Scatter retinal photocoagulation for proliferative sickle cell retinopathy".

Phase I dose-escalation study of SGN-75 in patients with CD70-positive relapsed/refractory non-Hodgkin lymphoma or metastatic renal cell carcinoma

0 selected PAGE 1 660 Results Personalize

1



ARTICLE

A phase 1 dose-escalation study of XmAb[®]2513 in patients with relapsed or refractory Hodgkin lymphoma

Kumar, Anita ; Blum, Kristie A ; Fung, Henry C ; Smith, Mitchell R ; Foster, Paul A ; Younes, Anas



Spelling, punctuation, etc.

adeformable model for fingerprint matching

Sorry!

There are no results matching your search "adeformable model for fingerprint matching".

Spelling, punctuation, etc.

IgG marker of optic spinal multiple sclerosis to the aquaporin-4 water channel

1  ARTICLE 

IgG marker of optic-spinal multiple sclerosis binds to the aquaporin-4 water channel

Lennon, Vanda A ; Kryzer, Thomas J ; Pittock, Sean J ; Verkman, A S ; Hinson, Shannon R
The Journal of experimental medicine, 2005-08-15, Vol.202 (4), p.473-477

“ ... A serum immunoglobulin G autoantibody (NMO-IgG) serves as a specific marker for NMO. Here we show that NMO-IgG binds selectively to the aquaporin-4 water channel... ”

 PEER REVIEWED

 [Read Article](#)  [Get It](#) >

Retinal layer segmentation in multiple sclerosis: A systematic review and meta-analysis

1  ARTICLE 

Retinal layer segmentation in multiple sclerosis: a systematic review and meta-analysis

Petzold, Axel ; Balcer, Laura J ; Calabresi, Peter A ; Costello, Fiona ; Frohman, Teresa C ; Frohman, Elliot M ; Martinez-Lapiscina, Elena H ; Green, Ari J ; Kardon, Randy ; Outteryck, Olivier ; Paul, Friedemann ; Schippling, Sven ; Vermersch, Patrik ; Villoslada, Pablo ; Balk, Lisanne J ; Aktas, Orhan ; Albrecht, Philipp ; Ashworth, Jane ; Asgari, Nasrin ; Balcer, Laura ; Balk, Lisanne ; Black, Graeme ; Boehringer, Daniel ; Behbehani, Raed ; Benson, Leslie ; ...
Lancet neurology, 2017-10, Vol.16 (10), p.797-812

“ ... In this systematic review and meta-analysis, we searched for studies in which SD-OCT was used to look at the retina in people with multiple sclerosis with or without optic neuritis in PubMed Web ... ”

Spelling, punctuation, etc.

Rpsychology

Did you intend to search for: [psychology](#) ?

choroidal melanoma metasasis

Did you intend to search for: [choroidal melanoma metastasis](#) ?

degnerative myopia and keratoconus

Sorry!

There are no results matching your search "degnerative myopia and keratoconus".

[https://knowledge.exlibrisgroup.com/Primo/Product_Documentation/020Primo_VE/Primo_VE_\(English\)/160Linguistic_Features_for_Primo_VE](https://knowledge.exlibrisgroup.com/Primo/Product_Documentation/020Primo_VE/Primo_VE_(English)/160Linguistic_Features_for_Primo_VE)

Search Errors

journal of glaucoma 2018 aug: 27(8); 657

Wright Ophthalmic Physiological Optics 40:364-375

PMID: 7569402

Search Errors

Sometimes full citations are successful - BUT not always (more opportunities for errors)

Marinoff R. "Referral Patterns in Low Vision: A Survey of Mid-South Tri-State Eye Care Providers." *Journal of Behavioral Optometry* 2012; 23:1; 13-23.

The Berkeley study guide : preparation for the optometry national boards. Part I Applied basic science 12th ed. written at the UC Berkeley School of Optometry

Effect of initial management with aflibercept vs laser photocoagulation vs observation on vision loss among patients with diabetic macular edema involving the center of the macula and good visual acuity: a randomized clinical trial. *JAMA*. 2019;321(19):1880-1894

Solutions

Edit No Results Found Screen

- Highlight spelling and punctuation
- Include link out to Google Scholar, etc

Sorry!

There are no results matching your search ""Countering the challenges of presbyopia"".

What went wrong?

Typos are common so **check your spelling and punctuation.**

No errors there? **Check Google Scholar.**

Additional Suggestions:

- Try different keywords.
- Try more general keywords.
- Try fewer keywords.
- Ask a librarian for help.

Solutions

Library instruction/How-Tos

- More clarity in instructional sessions about the capabilities of Primo
- Stress that Primo is not Google

More communication with Ex Libris?