

The changing nature of web design and user expectations, and how libraries can respond

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2014-2015 President, Library & Information Technology Association

Houston Area Law Librarians Meeting | 4.8.2015 | slideshare.net/vacekrae

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Web Services @ UH Libraries

Rachel, Robert, Sean, J, Keith

We specialize in web and software development, user research, usability testing, interaction design, graphic design, system administration, system integration, content strategy, and digital project management.

Overview

Web design trends

User expectations

How libraries can respond

Web design trends

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Best practices in 2011

Table 5: A Prototype of a “Best Practice” in Academic Research Library Website Design

The screenshot displays a prototype of an academic research library website. At the top, a navigation bar includes links for University Home, University Press, Institutional Repository, Information Commons Partners, Contact Us, and User Comments. A search bar labeled "Search Library Website" is positioned at the top right. Below the navigation, a large banner features a photograph of a person sitting on the floor between bookshelves, reading a book. The banner includes tabs for Books, Articles, Audio / Video, and Everything, with a search input field and a "Search" button. To the left, a sidebar titled "About the Libraries" lists sections for Campus Libraries (Main Library, Engineering, West Campus, Middle-East Campus), Professional School Libraries (Business Library, Law Library, Medicine Library), Staff Directory, Library Employment, Library Locations and Directions, Friends of the Libraries, and Exhibits. Another sidebar titled "Library Hours" lists Main Library Hours and Other Library Hours. On the right, a "ask a librarian" box offers various communication methods: chat, text, email, phone, or in person. A "Library News" section highlights a "Color Scanner" feature, noting it's free and environmentally friendly, with a small icon of a scanner. Below this, a list of scanner features is provided, along with a "More" link.

http://digitalcommons.uconn.edu/libr_pubs/40

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Web design trends

Responsive

More emphasis on typography

Simple, flat icons

Large background images

Large and unobtrusive video

Scrolling instead of clicking

More and larger touch targets

Flat, material design

Micro-interactions

Personalized storytelling

Personalized user experience

Grid style layouts

Personal portraits

Scalable vector graphics

Font customization within CSS

Customized image galleries

Mega navigation menus

Expanding search bars

Responsive

The screenshot shows the desktop version of the library's website. At the top, there is a dark header bar with the library's logo and navigation links: VU HOME, PEOPLE FINDER, and EMAIL. Below the header is a large banner featuring a photograph of red flowers and green leaves. To the left of the banner, a teal sidebar contains the text "EXHIBIT From A to B An installation depicting native flowering plants, beehives, and honey at the Library's Food for Thought Café". Below this, there are two buttons: "Learn More" and "Food for Thought Café". The main content area is divided into four sections: "Use the Library" (with icons for Ask a Librarian, Interlibrary Loan, OAK, Research Guides, and Study Rooms/Carrels), "Library Services" (with a thumbnail of two people at a computer), "Latest News" (with a thumbnail of a stack of papers), and "Special Collections" (with a thumbnail of a golden bull statue). At the bottom of the page, there is a footer with the text "The Jean and Alexander Heard Library".

The screenshot shows the mobile version of the library's website. The top navigation bar includes "VU HOME", "LIBRARY", and "VANDERBILT". Below the header are two buttons: "Hours" and "Locations". A search bar with a "Go" button is present. A large white box contains the heading "Use the Library" and a grid of six service icons: "Ask a Librarian", "Interlibrary Loan", "OAK", "Research Guides", "Study Rooms/Carrels", and "Technology". Below this section is another titled "Library Services" with a thumbnail image of people in a library setting. At the bottom of the page, there is a footer with the URL "www.library.vanderbilt.edu/services/index.php".

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The image displays six screenshots of the BYU Harold B. Lee Library website, illustrating its responsive design across various devices. The screenshots are arranged in two rows of three. Each screenshot shows a different view of the library's homepage or service pages, with varying levels of content visibility and sidebar expansion.

- Top Row (Large Screen):** Shows the full sidebar menu on the left, including categories like Materials, Guides, Databases, Journals, Collections, Articles, Books, Audio, Video, and More. The main content area features large, colorful buttons for Research Guides, Databases, Journals, Collections, and various formats (Articles, Audio, Books & E-books, Music Scores, Theses & Dissertations, Video). A central search bar is at the top.
- Middle Row (Medium Screen):** Shows the sidebar partially collapsed. The main content area is more compact, with the same large buttons and search bar.
- Bottom Row (Small Screen):** Shows the sidebar fully collapsed. The main content area is very compact, with only the large buttons and search bar visible.

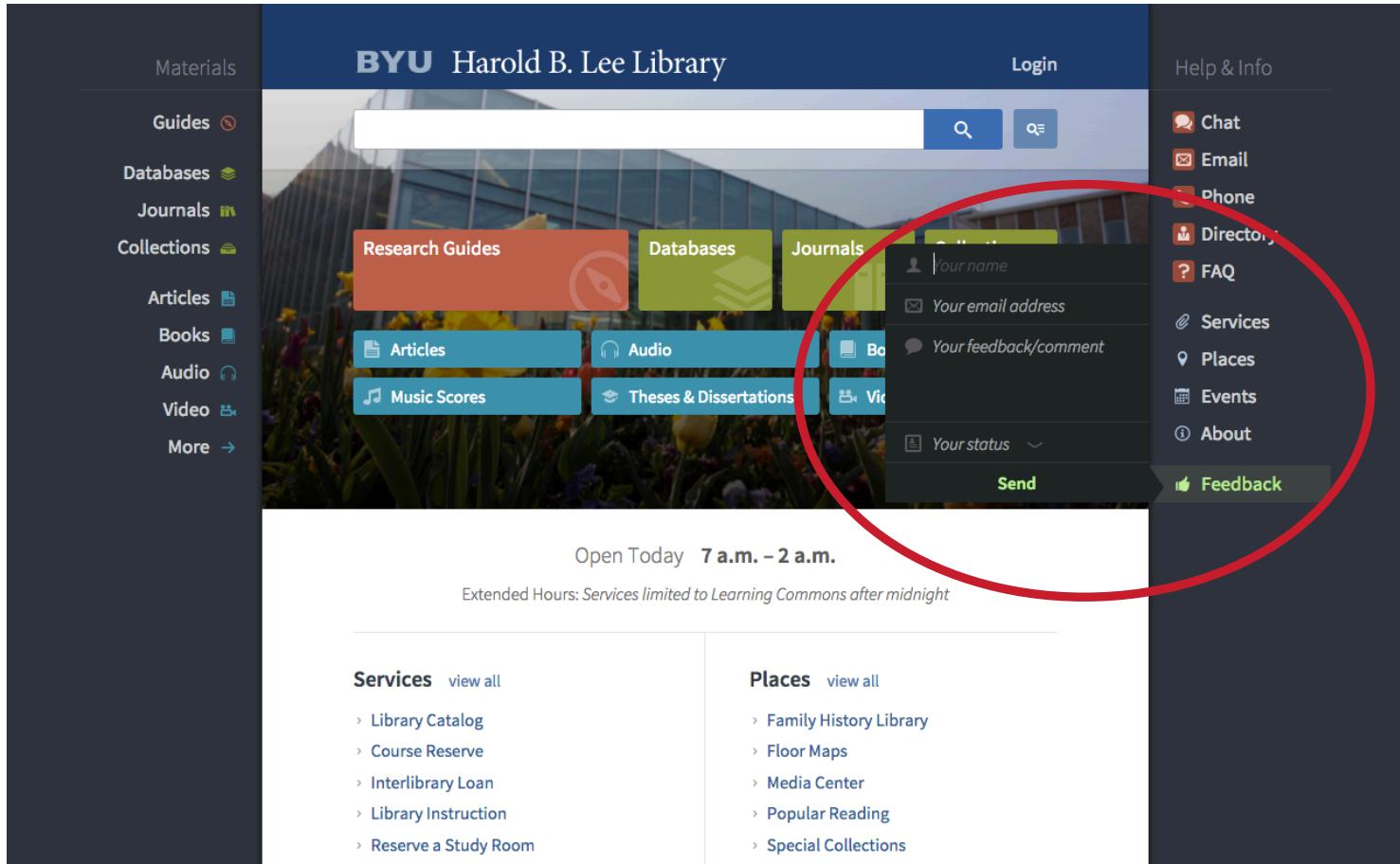
Bottom Right: A red footer bar with the text "@vacekrae".

5 different responsive sizes for BYU's library website

Micro-interaction

Large touch targets

Large background image



Large background image

Large touch targets

Grid style layout

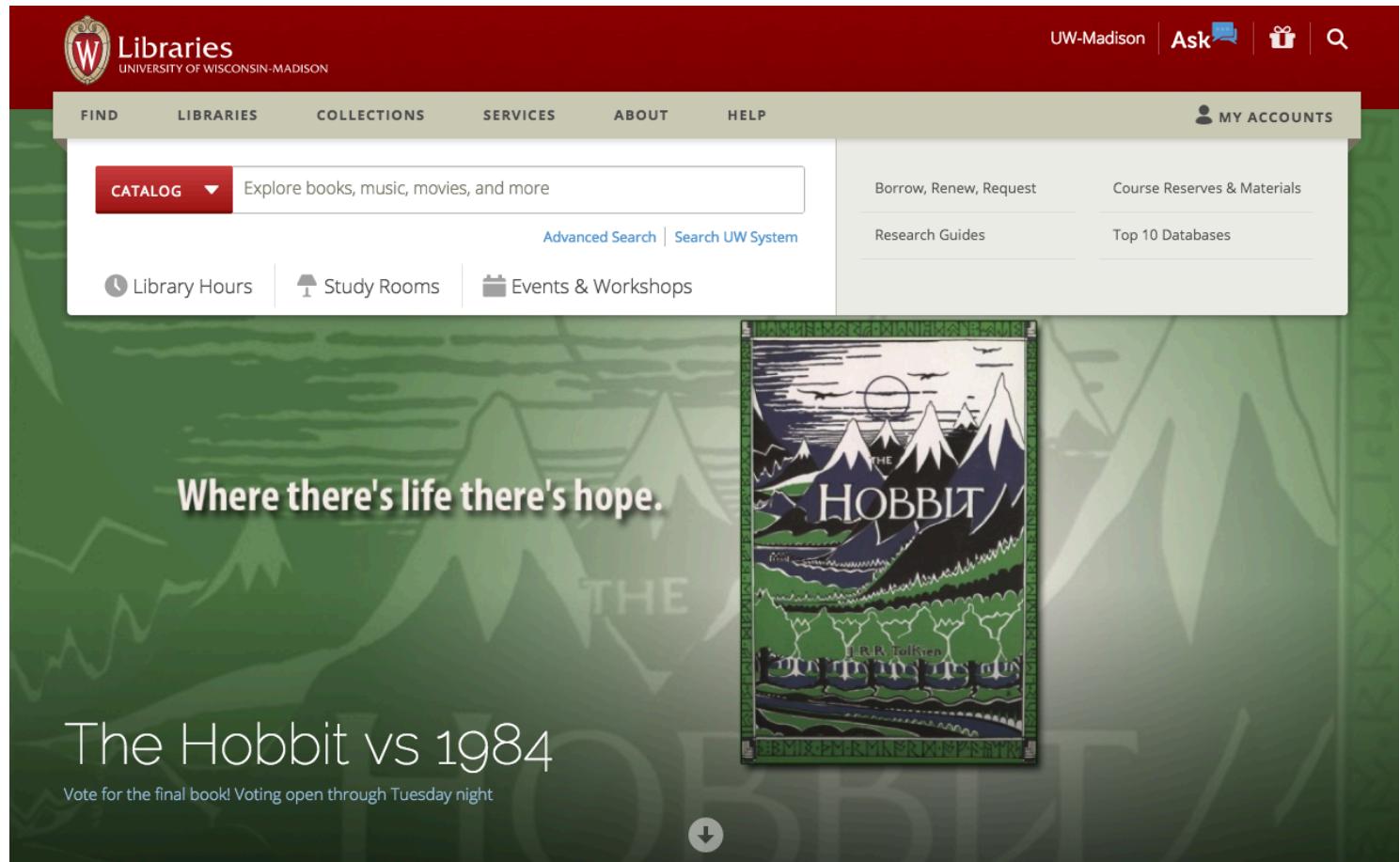
The screenshot shows the homepage of the University Libraries website. At the top, there is a large yellow square containing a white 'W' logo. To its right, the text "UNIVERSITY LIBRARIES" and "UNIVERSITY of WASHINGTON" is displayed. A navigation bar below the logo includes links for "UW WorldCat", "UW Libraries Search (beta)", and "Site Search". A search bar contains the placeholder "Articles, Books + More - UW WorldCat" and a "Search" button. Below the search bar are links for "Advanced Search" and "Help". A dark banner with a blurred background image of people in a library setting runs across the middle of the page. A secondary navigation bar below the banner includes links for "use the libraries", "help & support", and "about the libraries". On the right side of this bar is a "ask us!" button with a speech bubble icon. The main content area features a section titled "Start Your Research" with a grid of research-related links. To the right, there is a grid of six cards with images and text: "Libraries & HOURS" (clock image), "Reserve a SPACE" (person at desk), "Computers & PRINTING" (hands on keyboard), "Your Library ACCOUNT" (date due stamp), "Graduate Students", and "Citation Management". At the bottom left, the URL "www.lib.washington.edu" is visible.

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Large
background
image

Parallax
scrolling

Flat design



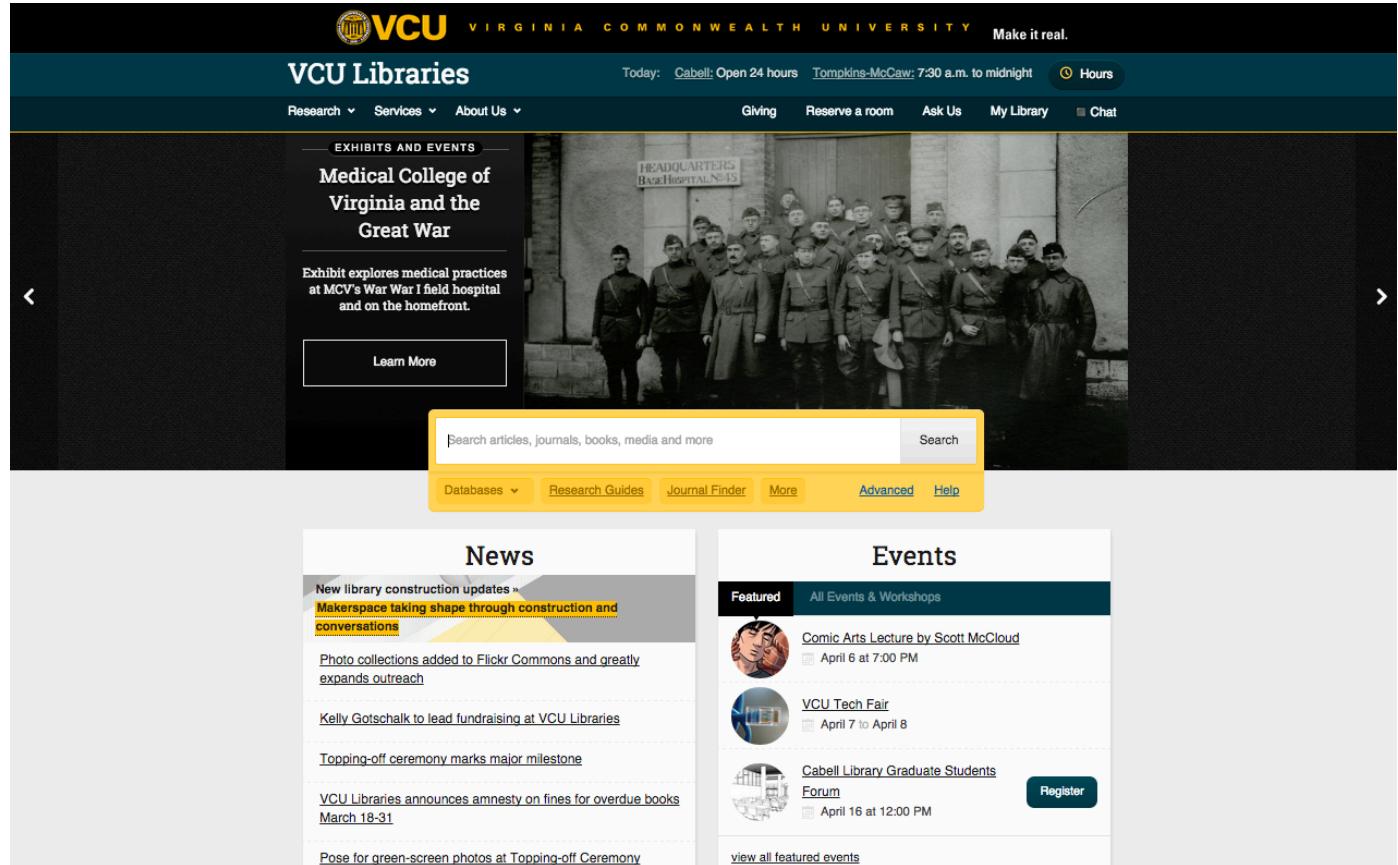
@vacekrae

Large
background
image

Long pages
that scroll

Scalable vector
graphics

Flat design

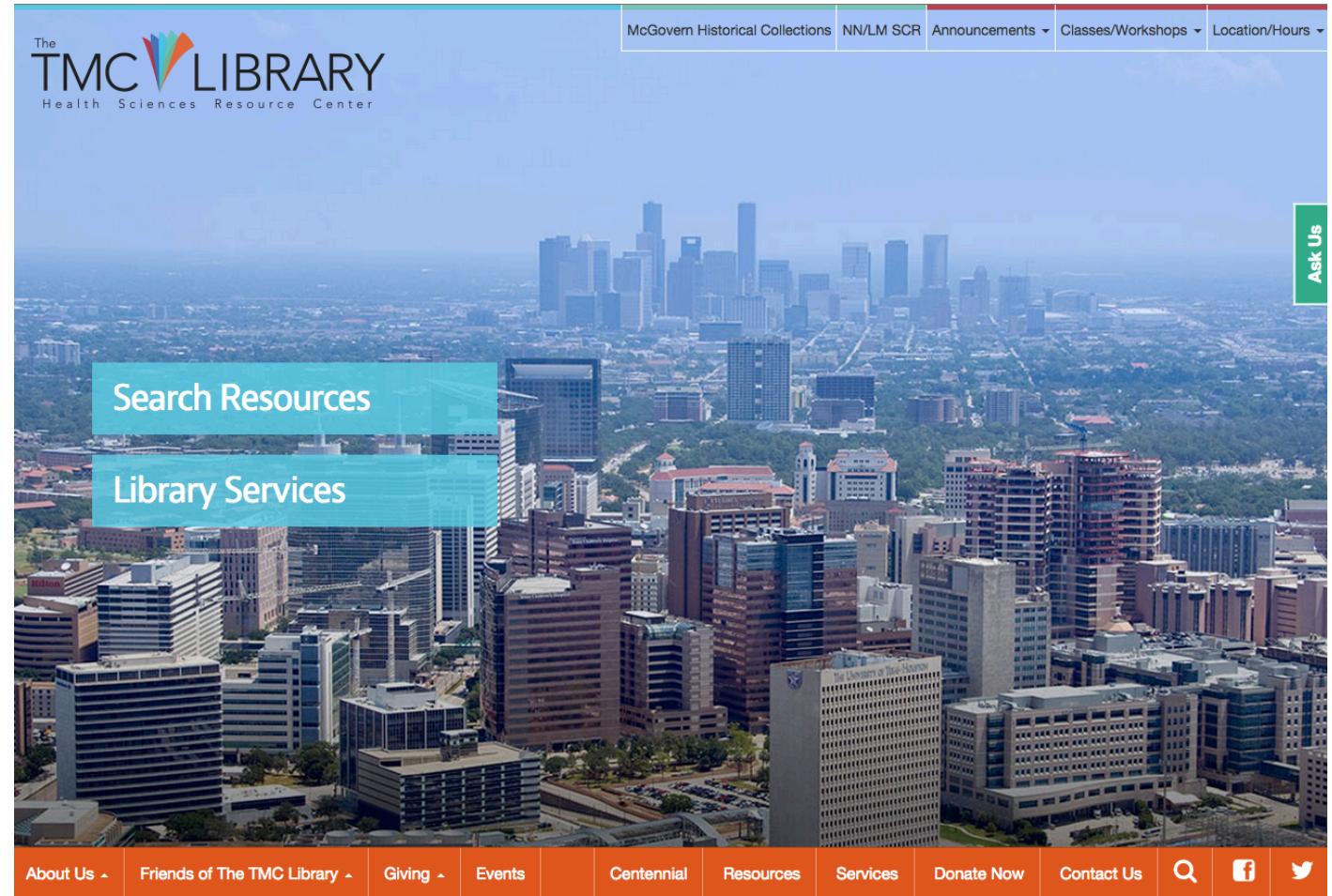


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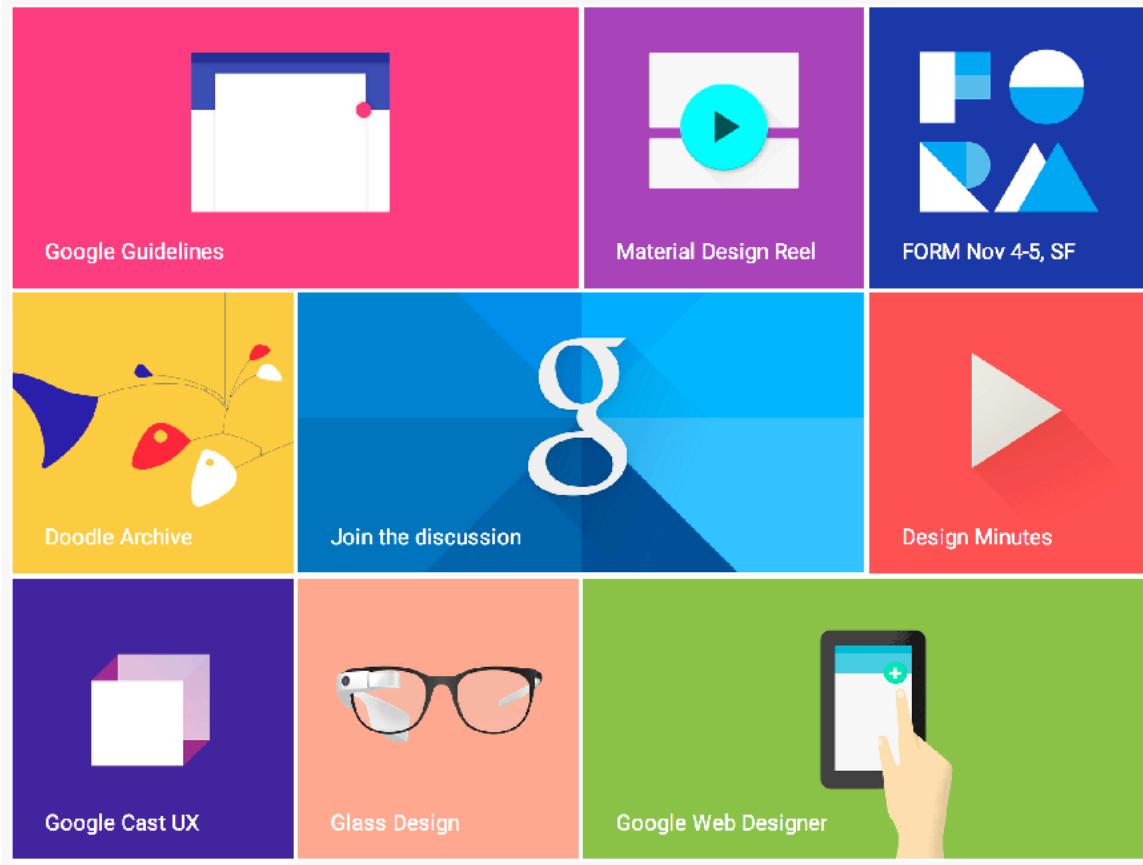
Large
background
image

Long pages
that scroll

Scalable
vector
graphics



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Flat material design

Mostly flat design that uses very subtle gradients, layering, and animation to retain a sense of the tangible world

<http://www.google.com/design/>

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Join Us Jobs Culture Organization Strategic Directions Houston FAQ

Strategic Directions Document (PDF)

HOUSTON

Houston, the fourth largest city in America, is an intellectual hub with 19 world class museums, a thriving performing arts scene, and is the most dynamic food city in the United States all while offering no local and state income tax as well as a low cost of living.



4th Largest City In The Country



19 World Class Museums



Thriving Performing Arts Scene



Most Dynamic Food City In The Country



No State Or Local Income Tax

Learn More:

Greater Houston Partnership
Culture Map Houston
Houston Association of Realtors
Houstonia Magazine

FAQ

 [How do I apply?](#)

<http://info.lib.uh.edu/about/employment>

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Grid or tile layout

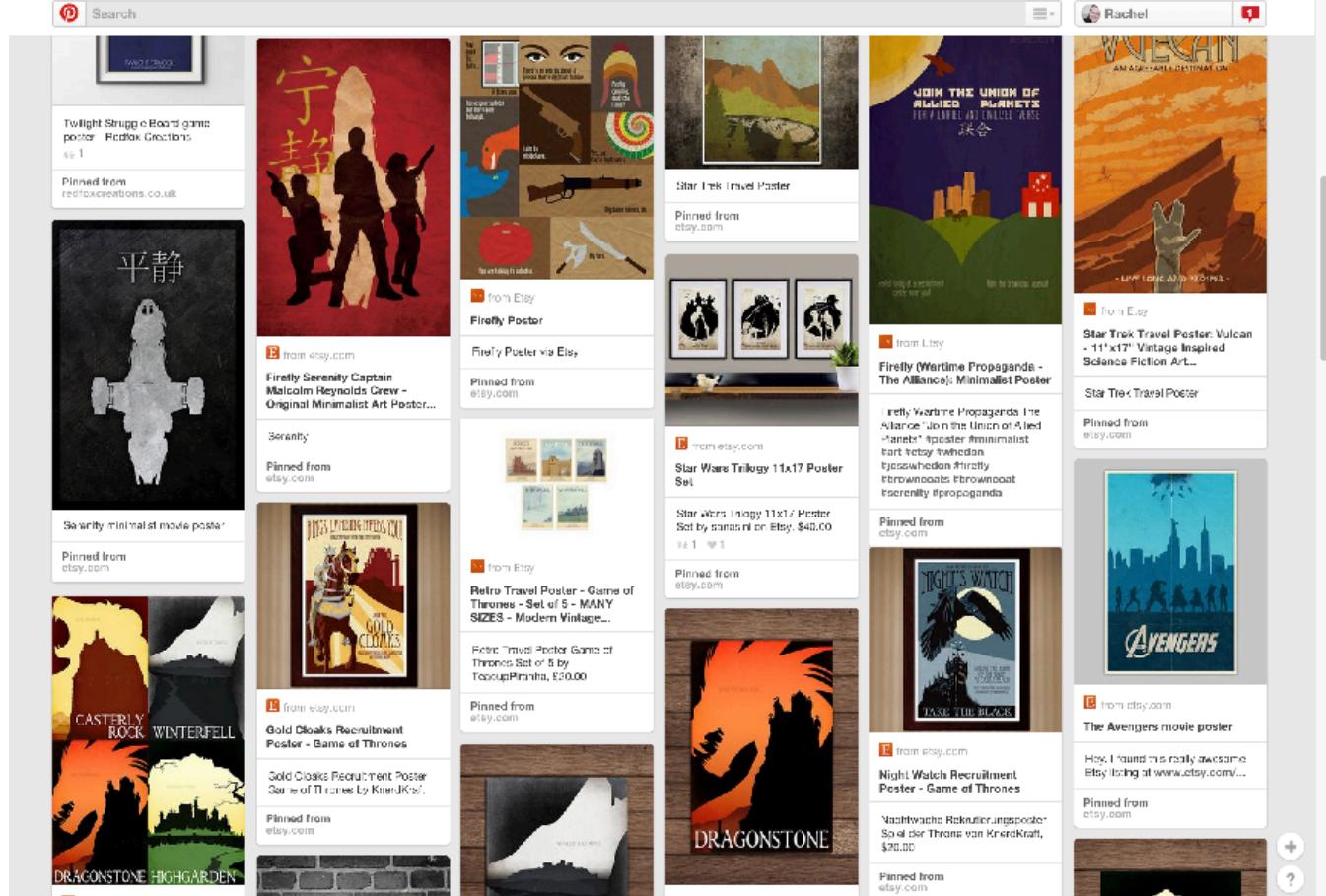
Personalized user experience

The screenshot shows a YouTube interface with a grid layout of video thumbnails. At the top, there's a navigation bar with the YouTube logo, a search bar, and account-related icons (Upload, Bell, Profile). Below the navigation bar, the main content area is divided into sections:

- What to Watch**: A section with three tabs: "What to Watch" (which is underlined), "My Subscriptions", and "Music".
- Recommended**: A grid of 10 video thumbnails. The first thumbnail is for "Spellsingers: Bag Reel" by Geek & Sundry. Other thumbnails include "TableTop PANDEMIC EXTENDED", "Love Letter Review - with Tom Vasel", "Acquisitions Incorporated PAX Prime 2014", "Monty Python - Cheese Shop", "Nothing Bundt Cakes", "The Co-Optional Podcast Ep. 55 FT Dodger, Jesse,...", "Teddy, the talking porcupine, wishes you a...", "Texas A&M - Shake it off", and "Korrigans overview — Spiel 2014" by boardgamegeektv.
- boardgamegeektv Recent uploads**: A grid of five video thumbnails from the channel "boardgamegeektv", showing game reviews for "Korrigans", "Sun Tzu", "ZhanGuo", "Elysium", and "Helvetia Cup".

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Grid or tile layout



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Inspired by Your Wish List

You wished for



Guardians of the Galaxy
Chris Pratt, Zoe Saldana, Dave...
Blu-ray
★★★★★ (231)
\$20.99 \$24.96 Prime

Customers who viewed this also viewed



How to Train Your Dragon 2
Cate Blanchett, Gerard Butler, ...
Blu-ray
★★★★★ (375)
\$20.99 \$18.99 Prime



X-Men: Days of Future Past [Blu-ray]
Hugh Jackman, James McAvoy, ...
Blu-ray
★★★★★ (1,529)
\$39.99 \$14.99 Prime



Hobbit: The Desolation of Smaug
Richard Armitage, Benedict...
Blu-ray
★★★★★ (3,335)
\$20.99 \$19.96 Prime

> View or edit your Wish List

Recommendations for You in Toys & Games



Forbidden Island
Gamewright
★★★★★ (726)
\$17.99 \$15.05 Prime
Why recommended?



No Thanks
Z-Man Games
★★★★★ (93)
\$9.99 Prime
Why recommended?



Saboteur Card Game
Z-Man Games
★★★★★ (155)
\$14.99 \$12.54 Prime
Why recommended?



Turo: The Game of the Path
Calliope Games
★★★★★ (300)
\$20.99 \$23.17 Prime
Why recommended?

Gift Ideas for Outdoors Lovers

Christmas Store

> Shop across Amazon

Treat Yourself



Explore the untold story of Disney's most iconic villain in this wickedly fun twist on the... [Read more](#)
\$26.99 \$19.99

Prime

> View or edit your Wish List



KitchenAid
Baking is just
the beginning
> Shop now

Best Sellers

[Watches : Luxury Watches](#)

Updated hourly

1. Baume & Mercier Men's B731
Classima Automatic Strap Watch
Baume & Mercier
\$1,445.00 \$1,089.00

2. Baume & Mercier Men's B791
Classima Automatic Leather Strap...
Baume & Mercier
\$1,499.00 \$1,139.00

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Grid layout at NCSU

Long pages
that scroll

soft Outlook



Naming Opportunities

Powered By

CONTACT

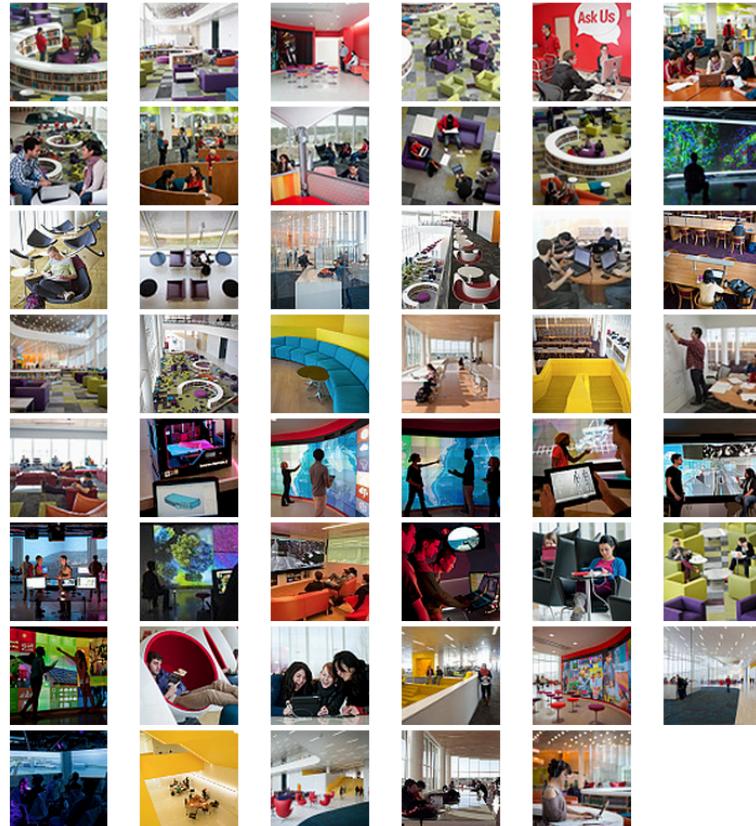
Contact Us

1070 Partners Way
Campus Box 7132
Raleigh, NC 27606

919-515-7110

hunlibrary@ncsu.edu

Interior Photos

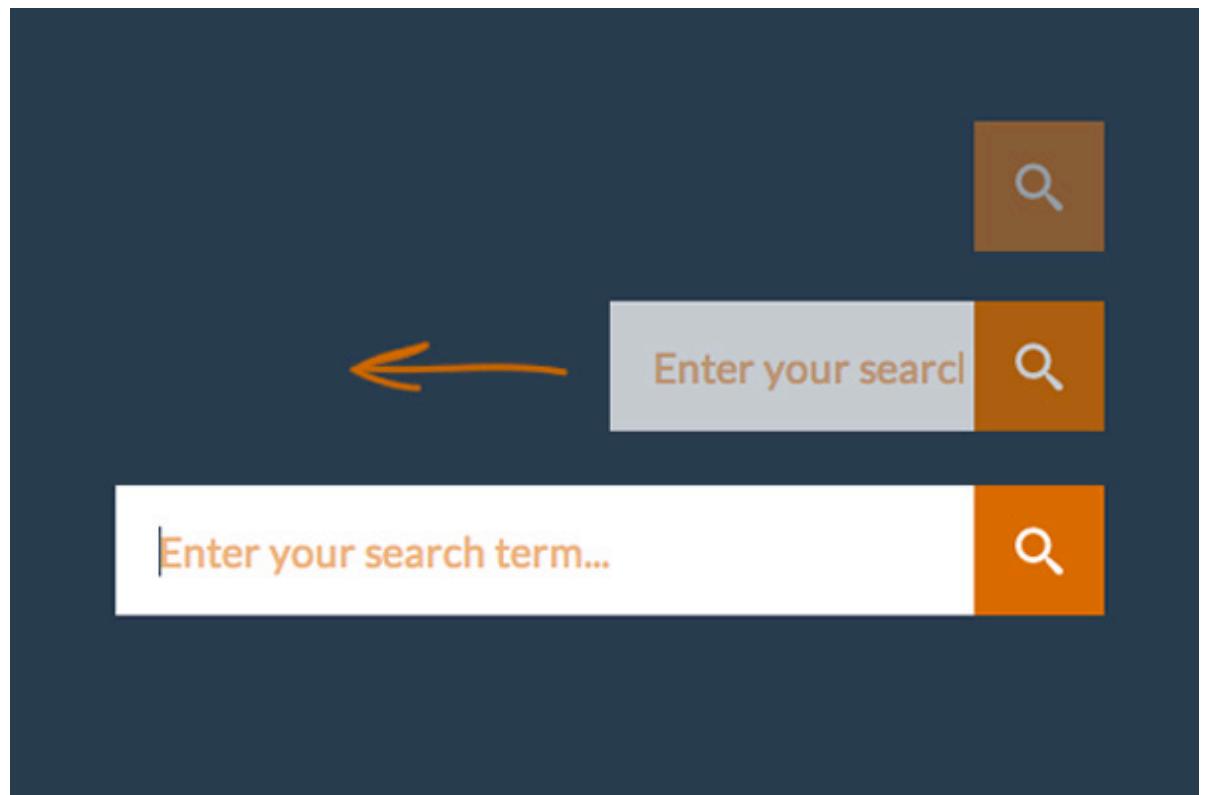


Exterior Photos

X Give us feedback

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Expanding search box



Mega navigation menus

The screenshot shows the Virginia Tech University Libraries website with a complex navigation menu. At the top, there's a header with the Virginia Tech logo and "University Libraries". Below the header is a navigation bar with links for "QUICKLINKS", "Ask a Librarian", and "How do I...". To the right of the navigation bar are links for "Library web" (radio button selected), "Summon" (radio button unselected), "Enter keyword search" (with a "GO" button), "A to Z Index", and "Library staff".

The main content area features a grid of six student portraits. Below the portraits is a search bar with the placeholder "Search for books, articles, and more" and options for "only books" and "only articles". There are also links for "Addison", "Databases", and "Course reserves".

The page includes several dropdown menus and sections:

- Information for...** dropdown:
 - Undergrad students
 - Graduate students
 - Access resources
 - Help using the library
 - Intro to academic research
 - Library spaces
 - Faculty
 - Distance learners
 - Access resources
 - Help using the library
 - Intro to academic research
 - Publishing services
 - International students
 - Visitors/alumni
- Search...** input field and "Search Summon" button.
- Forms** section with the number "540-231-8170".
- Off Campus Sign In** link.
- Announcements** section with the text "Registration open for 2015 Data Management Bootcamp".
- Social media icons for RSS, Facebook, Twitter, Pinterest, and YouTube.
- A "What is Summon?" link.
- A footer with the URL "www.lib.vt.edu/info/index.html".
- A sidebar with links: "» Features", "» More", "» Borrowing privileges", "» Citation and style guides", "» ILLiad (Interlibrary Loan)", and "» Subject guides".

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Mega navigation menus



◀ NC State Home

RESOURCES  search ncsu.edu 

FIND GET HELP SERVICES LIBRARIES ABOUT

TODAY'S HOURS D. H. Hill: 24 hours James B. Hunt Jr.: 7:00am - midnight ASK US MY ACCOUNT HOURS FAQ LOG OUT CHAT NOW 

All Articles Books & Media

Tripsaver
Borrow, Renew, Request
Computing
Create Digital Media
Disability Services
Distance Learning

Makerspace
GroupFinder
Reserve A Room
Print, Copy, Scan
Suggest A Purchase
Technology Lending

Faculty/Instructors
Graduate Students
Research Support

Search books, articles, library websites... 

More Research Tools: [Databases](#) | [Journal Titles](#) | [Citation Builder](#)

Technology Studying Courses

› [Create Digital Media](#) › [Reserve a Room](#) › [Course Tools](#)
› [Makerspace](#) › [GroupFinder](#) › [Course Reserves](#)
› [Textbooks](#)

RED, WHITE & BLACK WALKING TOUR
THURSDAY, APRIL 9 AT 3 P.M.

Available Now [Reserve a Room](#) | [Borrow Technology](#)

D. H. Hill Library Study Rooms 3 Laptops 40 Tablets 24
James B. Hunt Jr. Library


www.lib.ncsu.edu/services

Featured Library Story 

News
Technology, innovative spaces, new library resources, and more... 

Events 

✓ Give us feedback 

Storytelling

Personal portraits

My Account ★ Favorites Log in

MGet It Search Tools Catalog (Mirlyn)

Get Help Ask a Librarian Using the Library

Services Libraries & Departments About

Search MLibrary ArticlesPlus Catalog

Browse Recommended Resources by Subject

Home > Ken Varnum

Ken Varnum



Web Systems Manager

About

I manage [Library Web Systems](#), the department responsible for the library's [web site](#), including [ArticlesPlus](#) (our Drupal implementation of Serials Solutions' Summon using its API), Library Favorites, [Search Tools](#), and the library's proxy server. Our group provides Drupal for other parts of the U-M Library, as well.

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I serve on a number of library committees and working groups, including the Library Web Committee, PARC (Public Access Resources Committee), and Senior Managers. Beyond the library, I am a member of the NISO [Open Discovery Initiative](#)'s Standing Committee, serve on the LITA Forum Planning Committee, and am a member of the editorial board for [Information Technology and Libraries \(ITAL\)](#). My blog about libraries and technology is [RSS4Lib](#).

Background

I received Masters' degrees in [Library Studies](#) (with a concentration in archives) and [Russian & East European Studies](#) from the [University of Michigan](#). Before that, I received Bachelor of Arts degrees in History and Russian from [Grinnell College](#). I have previously worked at Tufts University (Boston), Ford Motor Company (Dearborn, MI), and the Open Media Research Institute (Prague, Czech Republic).

Recent Publications and Presentations

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User expectations

Contextual Inquiry @ UH Libraries

A research study that involves in-depth interviews where users walk through common tasks in the physical environment in which they typically perform

Used to better understand the intents and motivations behind user behaviors

Ethnographic data

User expectations

Full library discovery

Personalized user experience

Get to resources and info quickly - not buried in site

Find resources library has through Google

DRM free resources

E-resources are printer-friendly

Simple, clean design

Subtle, large background images

Point of need assistance

Mobile friendly

Image gallery gets ignored because it looks like an advertisement

UNIVERSITYof **HOUSTON** LIBRARIES

Search Services About Help

M.D. Anderson Library
Today's Hours 7:00am - 1:45am

OneSearch
e-Journal Titles
Databases
Catalog
Research Guides
Site Search

Research Guides
Search for subject or course number
Browse All | Browse by Class

Browse by Subjects
Please make a selection...

PAWS & RELAX
Therapy dogs at UH Libraries
May 4-7

Services »
• [Interlibrary Loan](#)
• [View & Renew](#)
• [Library Technology](#)
• [For Faculty & Grad Students](#)
• [Suggest a Purchase](#)
• [Course Reserves](#)
• [More...](#)

About »
• [Hours](#)
• [Campus Libraries & Collections](#)
• [Maps & Directions](#)
• [Staff Directory](#)
• [Employment](#)
• [More...](#)

Help »
• [Contact Us](#)
• [Live Chat](#)
• [Research Guides](#)
• [Electronic Resources Help](#)
• [Frequently Asked Questions](#)
• [Find Study Spaces](#)
• [More...](#)

News & Events »
• [Libraries' News](#)
• [Event Calendar](#)
• [Social Media](#)
• [Newsletter](#)
• [E-Newsletter Archive](#)
• [Library Exhibits](#)
• [Digital Library](#)

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[Website Feedback](#) | [Policies](#) | [Giving to the Libraries](#) | [Contact Us](#) | [Maps & Directions](#) | [Site Map](#) | [Mobile Site](#)
[UH Home](#) | [UH System](#) | [State of Texas](#) | [Emergency Site](#)

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Too many options for most users

Home >

Databases for Chemistry

(More Info) Full Text Images Audio Video

Core

Title	Information
ScienceDirect	(i) (d)
Web of Science (1955-)	(i)
Wiley Online Library	(i) (d)
ACS Publications	(i) (d)
CRC Handbook of Chemistry and Physics	(i) (d)
Reaxys (1772-)	(i) (d)
SciFinder (1907-)	(i) (d)

Engineering and Technology

Title	Information
Kirk-Othmer Encyclopedia of Chemical Technology	(i) (d) (g)
Knovel	(i) (d)

General Resources

Title	Information
WorldCat (1000 BC-)	(i)

General Science

Title	Information
Nature.com	(i) (d)
Science	(i) (d)
Science & Technology Collection (1900-)	(i) (d)
Scientific American Archive Online (1993-)	(i) (d)

Multidisciplinary

Title	Information
Journal Citation Reports (2000-)	(i) (d)
ProceedingsFirst (1993-)	(i) (d)

Related Links

- [Electronic Resources Help](#)
- [Terms of Use for Electronic Resources](#)
- [Off-Campus Access](#)
- [Access for Alumni and Visitors](#)

Still Need Help?

- [Electronic Resources FAQ](#)
- [Use a Research Guide](#)
- [Contact your Subject Librarian](#)
- [Ask a Librarian - chat, email, phone](#)
- [Report a Problem](#)

Databases

1 2 A B C D E F G H I J K L
M N O P R S T U V W

[New Databases](#) | [Browse by Subject](#) | [Browse by Type](#)

Too many options for most users

Chemistry Resources

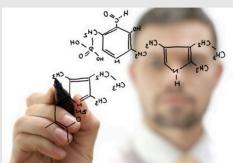
Last Updated: Dec 10, 2014 URL: <http://guides.lib.uh.edu/chemistry> Print Guide RSS Updates

Chemistry Home Books and eBooks Web Resources Property Data Writing and Citations Chemistry Class Pages Careers in Chemistry

Chemistry News TMC Library Cards

Chemistry Home Print Page Search: This Guide Search

Welcome!



UH Chemistry Department

This guide has been created to make finding library and Web Chemistry-related resources easier for you. You can link to databases and other resources directly from this guide, which can be bookmarked on your computer for easy access. If there is a resource that you feel should be included on this guide, please let me know!

Related Guides

Here are some guides on related topics.

- Chemical Engineering Resources** by Cherie Turner - Last Updated Aug 26, 2014
721 views this year
- Pharmacy Resources** by Cherie Turner - Last Updated Dec 10, 2014
3,360 views this year
- Biomedical Engineering Resources** by Cherie Turner - Last Updated Aug 14, 2014
104 views this year
- Biology & Biochemistry Resources**

New Resources

Here are some chemistry or science databases that are new to UH Libraries!

- JOVE - Journal of visualized experiments** Unique journal including peer reviewed papers with videos on the experimental procedure

Core Science Databases

Below, you will find a few of the more commonly used scientific databases that UH subscribes to. For more databases see our listing of [databases by subject](#). You can also see an [A-Z listing of databases](#) or view [new databases](#).

- ACS Publications** The American Chemical Society is the leading publisher of peer-reviewed research journals in the chemical and related sciences.
- CRC Handbook** This classic Chemistry resource provides broad coverage of all types of physical science data commonly encountered by scientists and engineers.
- Inorganic Crystal Structure Database** Find crystal structure data on inorganic compounds.
- Knovel** Knovel provides access to reference materials in the fields of engineering and applied sciences. Subject areas covered include: chemistry and chemical engineering, plastics and rubbers, semiconductors, advanced materials, and safety, health and hygiene.
- Reaxys** Search in Reaxys for articles, or by structure for information about a chemical or reaction
- Science** In addition to providing full-text access to the journal Science, this database offers the latest in science-related news items and a job searching tool!
- Science Direct** Full text from Elsevier journals!
- SciFinder Scholar** Provides access to Chemical Abstracts including a substructure module searching mechanism and links to the full-text articles.
- SCOPUS**

Contact your Librarian



Cherie Turner

Cherie is currently unavailable.

Please see the [Library Help](#) page for additional information.

Contact Info
email: ckturner2@uh.edu
phone: (713) 743-9768
office: 117U M.D. Anderson Library
[Send Email](#)

Links:
[Profile & Guides](#)

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Users look
for PDF icon
to download
or print



The screenshot shows a ScienceDirect journal article page for 'Aquaculture'. The page includes a sidebar with an 'Article outline' and 'Figures and tables' section. The main content area displays the journal title 'Aquaculture', volume information 'Volume 240, Issues 1–4, 27 October 2004, Pages 575–587', and the abstract of the article. The abstract discusses a test to estimate salinity resistance for two fish species, *O. niloticus* and *S. melanotheron*. The page also features a sidebar with recommended articles, citation counts, and related book content.

Full library discovery ≠ Discovery system

Discoverability

Libraries contain:

- People and expertise
- Subject and course guides
- Unique collections and digital exhibits
- Specialized services
- Articles, books, journals, DVDs, music scores, maps, other catalog content
- Library website content, videos, images
- Materials that are not held by the library, but which are available to users
- Potentially available materials to support demand driven acquisition



Search Articles+ Books+

X

Advanced Search
Browse Search
e-Shelf

Show only

Peer-reviewed Journals (2,292,098)
Full Text Online (3,585,881)

Resource Type

Articles (3,312,305)
Newspaper Articles (98,015)
Text Resources (77,799)
Conference Proceedings (72,645)
Reviews (53,614)
More options ▾

Library

Anderson (13,819)
Clear Lake Campus (3,442)
Downtown Campus (1,244)
Optometry (26)
Paul Martin Law Library (35)
More options ▾

Creation Date

Before 1953 (112,558)
1953 To 1967 (153,135)
1968 To 1982 (337,422)
1983 To 1998 (639,995)
After 1998 (2,453,216)
More options ▾

Subject

Chemistry (450,043)

Results 1 - 10 of 3,599,752 for Everything

Sorted by: Relevance ▾

1 2 3 4 5 ▾

Show only Peer-reviewed Journals (2,292,098) Full Text Online (3,585,881)

Request Locations Details

Chemistry

 Ann. Newmark 2005
 London : New York : DK

Request
Locations
Details

Check holdings at UHCL/JUVENILE 540 New 2005(updating...)

Chemistry

 Michael Donovan -1876. 1832
 London: Longman, Rees, Orme, Brown, Green, & Longman

Request
Locations
Details

Check holdings at ANDERSON/SPEC COLL QD28 .D65 1832(updating...)

Chemistry

 David E. Newton 1999
 Phoenix, Ariz. : Oryx Press

Request
Locations
Details

Check holdings at UHCL/GENERAL STACKS QD31.2 .N49 1999(updating...)

Chemistry

 Eugene H. Cordes Riley Schaeffer joint author. 1973
 New York: Harper & Row

Request
Locations
Details

Check holdings at ANDERSON/GENERAL COLLECTION QD31.2.C66(updating...)

Chemistry

 James V. Quagliano (James Vincent), 1915- 1958
 Englewood Cliffs, N.J.: Prentice-Hall

View 3 versions

Check holdings at ANDERSON/GENERAL COLLECTION QD31.Q2 1962x(updating...)

chat with librarian

Search
results
presented by
different
formats

Book results
include
images

NC State Home SEARCH ncsu.edu

NCSU LIBRARIES

FIND GET HELP SERVICES LIBRARIES ABOUT

ASK US | MY ACCOUNT | HOURS | FAQ | LOG OUT | CHAT NOW

[About this search tool](#)

Search All

chemistry Search

Articles Books & Media Journals Databases Databases by Subject Frequently Asked Questions Our Website

Articles

Chemistry 1962
Chemistry.
Journal

Chemistry 1962
Chemistry.
Journal

Chemistry 2013
Michigan Academician, Vol. 41, Issue 2, p. 127.
Journal Article [Full Text Online](#)

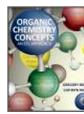
> See all 9,554,305 article results

Books & Media

Water chemistry 2015.
Benjamin, Mark M., author.
Book
✓ D.H. Hill Library GB855 .B46 2015

Understanding basic chemistry : the learner's approach [2015]
Chan, Kim Seng, author.
Book
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Organic chemistry concepts : an AFL approach [2015]
Roos, Gregory, author.
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London : Laurence King, 2002.

✓ Fine Arts Library (Rand Hall) NC997.F65 2002

Chemistry 1971

Sienko, Michell.
New York, McGraw-Hill [1971].

✓ Library Annex Cornelliana 5572 1971

Chemistry c2004

McMurtry, John
Upper Saddle River, NJ. : Pearson/Prentice Hall, c2004.

✓ Multiple locations

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Journals

Chemistry

Unesco, Science Cooperation Office for Latin America
Montevideo.

Journal Articles

Chemistry 2013

Michigan Academician, Volume 41, Issue 2, p. 127.

Chemistry 2013

Michigan Academician, Volume 41, Issue 2, p. 127.

Chemistry 2013

Anonymous

Michigan Academician, Volume 41, Issue 2, p. 127.

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Computer Files

Green chemistry expert system

1998
[Washington, D.C.] : U.S. Environmental Protection Agency, Pollution Prevention and Toxics, 1998.

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English

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Chemistry

The central science

Book

Upper Saddle River, N.J: Pearson Prentice Hall, 2008. xxiv, 1117, [79] p.

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Provides full-text access to scholarly books published by the Royal Society of Chemistry from 1968 to present.

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In the news

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 CNET - 17 hours ago
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Apple CEO who fired Steve Jobs: 'I wish I had hired him back' - Feb. 6, 2015
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More news for steve jobs

Apple - Remembering Steve Jobs
<https://www.apple.com/stevejobs/> Apple Inc.
 Over a million people from all over the world have shared their memories, thoughts, and feelings about Steve. One thing they all have in common — from ...

In-depth articles

The Real Leadership Lessons of Steve Jobs - HBR
 Harvard Business Review

 **Steve Jobs**
 Entrepreneur
 Steven Paul Jobs was an American entrepreneur, marketer, and inventor, who was the cofounder, chairman, and CEO of Apple Inc. [Wikipedia](#)
Born: February 24, 1955, San Francisco, CA
Died: October 5, 2011, Palo Alto, CA
Spouse: Laurene Powell Jobs (m. 1991–2011)
Children: Lisa Brennan-Jobs, Erin Siena Jobs, Eve Jobs, Reed Jobs
Education: Reed College (1972–1974), [More](#)
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How libraries can respond

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Offer full library discovery,
not just content

'Discoverability' might be interpreted in the context of how well those systems served their users.

- Lorcan Dempsey, Vice President, Research, and Chief Strategist, OCLC

Conduct more user testing

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Add or highlight personalization
options

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Embrace current and upcoming
web design trends seen primarily
outside libraries

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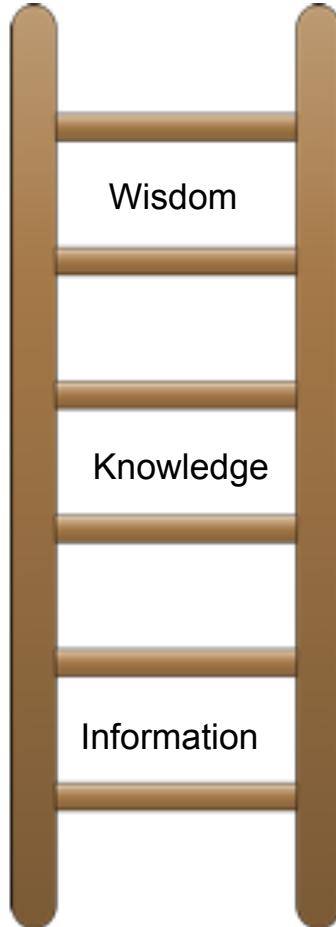
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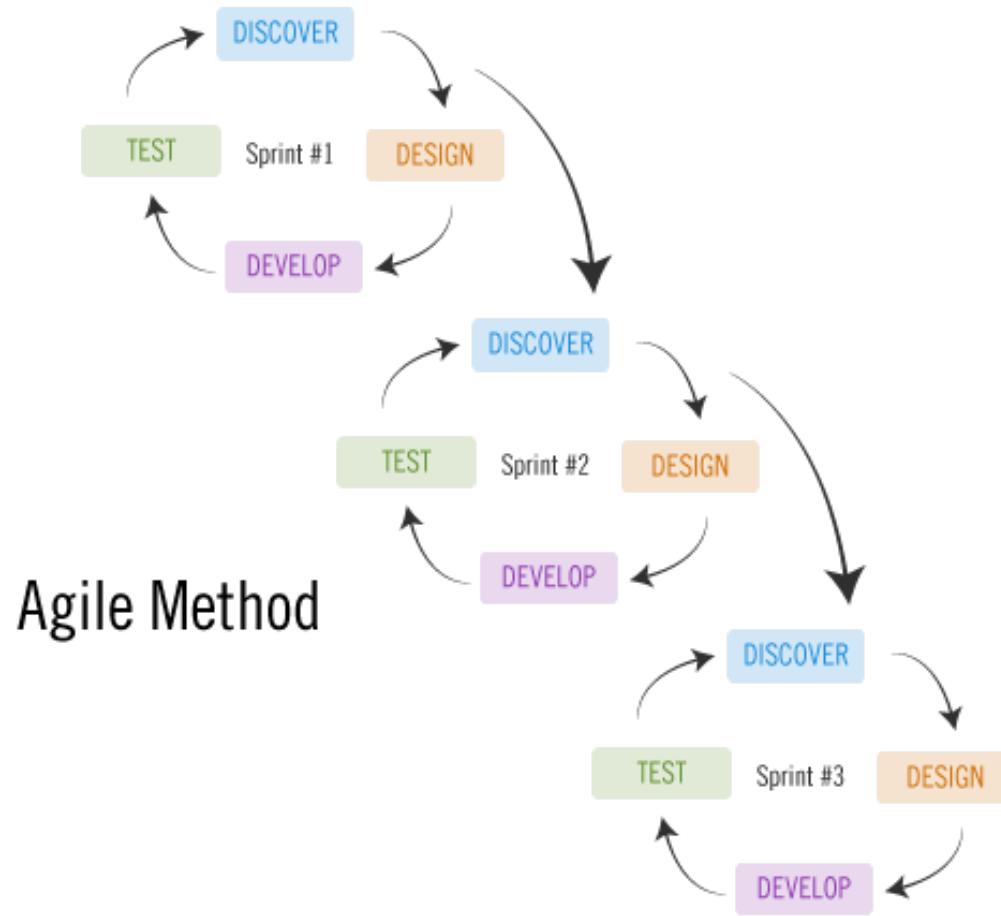
Storytelling can help us cultivate true wisdom and help us to make sense of an increasingly complex world.

Maria Popova, *Wisdom in the Age of Information and the Importance of Storytelling in Making Sense of the World*, 2014 Future of Storytelling Summit

License resources that have
the least restrictions on printing
and that have good user interfaces

Follow agile development practices

- Make gradual improvements that make it easier to assess and roll back if necessary
- Stop doing major redesign projects
- Users don't like change, so small incremental changes make it less of a shock to the system



Agile Method

Typically, a fresh design will be a worse design simply because it's new and thus breaks user expectations.

A better strategy is to **play up familiarity** and **build on users' existing knowledge** of how a system works.

-Jakob Nielsen, Usability Expert



http://www.uie.com/articles/death_of_relaunch/

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Closing thoughts

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Web design trends
User expectations
How libraries can respond

Connect users to resources and services **in their own workflows** by making those resources and services more familiar, discoverable, modern, usable, desirable.

The resources and services we provide
and the **way in which we present them**
need to be meaningful.

Thanks!

Rachel Vacek
Head of Web Services
University of Houston
Libraries

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Web Design Trends To Look Out For In 2015

<http://www.elegantthemes.com/blog/resources/web-design-trends-to-look-out-for-in-2015>

Dempsey, Lorcan, Constance Malpas, and Brian Lavoie. 2014. "Collection Directions: The Evolution of Library Collections and Collecting" portal: Libraries and the Academy 14,3 (July 2014): 393-423.

<http://www.oclc.org/content/dam/research/publications/library/2014/oclcresearch-collection-directions-preprint-2014.pdf>

Thirteen Ways of Looking at Libraries, Discovery, and the Catalog: Scale, Workflow, Attention

<http://www.educause.edu/ero/article/thirteen-ways-looking-libraries-discovery-and-catalog-scale-workflow-attention>

Varnum, K.J. "Library Discovery From Ponds to Streams." [The Top Technologies Every Librarian Needs to Know](#). A LITA Guide, Chicago, IL: ALA Techsource (2014): 57-65.

Stop Redesigning And Start Tuning Your Site Instead

<http://www.smashingmagazine.com/2012/05/16/stop-redesigning-start-tuning-your-site/>

The Redesign Must Die talk, by Lou Rosenfeld

http://louisrosenfeld.com/home/bloug_archive/2008/04/the_redesign_must_die_talk.html

Thinking about Technology ... Differently, by Locan Dempsey

<http://www.slideshare.net/lisld/thinking-about-technology-differently>

New Media Consortium Horizon Report; 2014 Library Edition

<http://redarchive.nmc.org/publications/2014-horizon-report-library>

Does Discovery Still Happen in the Library? Roles and Strategies for a Shifting Reality, by Roger Schonfeld,

<http://www.sr.ithaka.org/blog-individual/does-discovery-still-happen-library-roles-and-strategies-shifting-reality>

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