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SPEAKERS

Cristina Ochoa

👤 **00:02**

Hi everyone, and welcome to collectors and connectors supporting the scholarly study of religion and theology. This webcast is brought to you by Library Journal and sponsored by Atla and EBSCO. I'm Joshua bean with Library Journal, and I'll be your moderator today. But before we begin, let's go over a few housekeeping items. Your screen is completely customizable, and you can resize any of the windows and move them around. So feel free to adjust as needed to get the most out of your desktop space. If you accidentally close any of your Windows, you can bring them back up by clicking on the appropriate widget down at the bottom of your screen. A copy of today's slide deck is available in the resource list window, and you'll be able to download your CPE certificate from the certification window. Once you've met the viewing requirements. You can tweet us at library journal with the hashtag hashtag, LJ EBSCO Atla. And if you experience any technical difficulties, you can click on the Help widget down at the bottom of your screen. And you can find system requirements and FAQs. And if that doesn't resolve your issue, you can send a note through the q&a window. And just a reminder for this webcast, we do have closed captioning enabled. So you can get to that. If you hover your mouse over the the webcam area window, you'll see a CC button at the lower right hand of that webcam window and you can click on that and that will enable the closed captioning. Now I'd like to introduce our speakers for today. First up from Atla we'll have Christina Ochoa, she's a product specialist at Atla. And then we also have Editorial Manager, Jill Nieto. And also joining us is Phil, bad key Associate Librarian for associated Canadian theological schools and information but information literacy at Trinity Western University. Okay, so with all that said, I will hand things off to Christina Ochoa, to begin the presentation.

🅒 **Cristina Ochoa** 02:17

Thank you, Josh. And I just want to say thank you again to everyone at library journal and EBSCO for helping us and working with Atla inviting us to participate in this series. We're really excited to be with you all today. As Josh mentioned, our topic for today is connectors and connectors, how Atla supports the scholarly study of religion and theology. So I wanted to just jump right in and give a brief overview of what our discussion will be. Today, we're going to have about 40 to 45 minutes of discussion, mostly amongst Joe and Bill. And I'll be adding information in as appropriate. And then we're going to leave some time at the end for q&a. So please put all of your questions in that q&a box. I'll be looking at it throughout the session. So if there are any that I can quickly answer, I'll go ahead and type in an answer there. But if there are ones that I think we should discuss out loud, I'll save those for the end. So what we'll be discussing in our 40 to 45 minutes, starting first with Bill are some of the unique research challenges that exists in the field of religion and theology and touch, you know, librarians, faculty, researchers, undergraduates, alumni, you name it, then from there, that's when we'll get into a very dynamic conversation style between the three of us in terms of how Atla is working to enhance and expand our research tools through content search, format, and access to help address and mitigate some of those challenges and difficulties that exists for researchers in religion and theology. And lastly, before we get into the q&a, I'll just share a few housekeeping notes with you all how you guys can stay up to date with that law, keep in touch with us and a note on our annual conference coming up in June as well. So, without further ado, I'm going to pass it to bill so he can share some of the unique challenges that exist in religion in theology, though,

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👤 **04:21**

religion theology is really very specialized, and people are often amazed of how complex things can get. It's not surprising considering that most religions have had centuries of development. So their knowledge base is pretty huge. And even newer religious movements generally develop complexity fairly quickly. And so there's a lot to know for example, a student may come to me and say, What's one que es and I need to be able to respond with that. I could look it up in Atla Religion Database and get 283 results. That detail Everything you should know about one Qs. It's it's the manual of discipline or community rule of the Dead Sea Scrolls. And there's a related document called the domesticus document, which isn't the same. And so you

can see that just even on a very narrow kind of topic, there's there's a lot to acquire. And so students are often navigating through a sea of information that is complex, detailed and historically dense. A second thing that we find is that many topics are kind of obscure, they're not really all that understandable. And they can have long histories of discussion that have defined them, for example, discussions of the Atonement, as expiation, or propitiation, that's a big debate, Calvinism versus Arminianism. denominational distinctions in many areas of theology and practice, the nature of biblical inspiration and revelation. And many interpretations of the meaning of baptism. Those are just a few examples. Other religions have similar kinds of discussions and debates about many things. A third problem has to do with students themselves, they tend to search pretty broadly, I'll find a student that is looking for material on atonement in the book of Romans, and will search on atonement. And in a database as big as Apple Religion Database, they end up with this enormous results set. And they have to try to figure out how to sift through it. And of course, their means of doing that. But students tend to struggle with basic information literacy with understanding how to do research effectively. And these broad searches really require that the database be able to hone down from what they've initially found, to what they're actually seeking. And finally, there's there's a lot of technical language to search with. But a lot of the concepts in religious studies don't lend themselves well to technical language. For example, to what extent is the kingdom of God both present and future? How do you had nail that down search terminology, characteristics of a parental role in child moral development? What's the language that you use for that, and the death and resurrection theme in our interpretation of baptism? Once again, it's a struggle just to kind of conceptualize what needs to be done with those kinds of topics.

Cristina Ochoa 07:32

Thank you, Bill. I'm just going to share really quickly this slide as a visual reference point. So that as we talk through all of Atlas, research tools, and the enhancements and expansions we've been making, you all are familiar and and remember the names of the tools that we're talking about. So of course, our premier index is, is Atla, Religion Database. And then our two premier full text tools are Atlas and Atlas plus. So as I mentioned, now, we're going to go through and have a dynamic conversation on each of those four unique challenges that bill just outlined for us and share what Atla is doing to help enhance search support scholars, because our top priority is always to ensure that our users, whoever you may be, have the highest quality experience possible so that you can do the work that you need to do, whether that's you doing the research directly or you supporting or instructing someone who is doing that research. So we'll talk about the first point that they'll mention first, which is a lot of specialized knowledge is required, and all that Gillian yoodo weigh in on this.

08:45

Hi, everyone. So as the Editorial Manager, I supervise the the metadata team, the metadata team is responsible for indexing almost 1200 current journals and we're also responsible for maintaining the vocabulary, which we'll talk about in a bit. So when it comes to specialized knowledge, the metadata team has 10 indexers, or metadata analysts editors, with graduate degrees in theology, religious studies, history, anthropology, philosophy, literature, languages, and social sciences. Four of the 10 also have library science degrees and maybe someday we'll, we'll get the other six to come over to the dark side and become librarians along with the rest of us. But this also doesn't include personal research and and personal interests of a lot of the indexers which includes FM FM you ethnomusicology or sacred music. So, you know when it comes to these, the 10 individual indexers we have the ability to index you know, not just our core philosophy, religion and theology, but also art, music and literature.

Cristina Ochoa 10:13

Yes, our team of indexers are the best, and they have such a wealth of knowledge. The second topic here, how many topics search topics that people might be researching can often be here and have long, very complex histories of discussions that have defined them, as Bill said. So I'll let both Joe and Bill weigh in on this and some of the examples.

10:47

So one of the things that, you know, I mentioned the vocabulary, and I think something that maybe researchers and as librarians we haven't seen in a long time is the ability to browse subjects. A lot of library catalogs, have either disabled or they don't make it very clear to users how to browse subjects, like you've maybe were able to 10 to 10 years ago. But there is an option in EBSCO along the top toolbar, which is probably the toolbar that none of us really look at. And it says the source. If you click in there, you're able to search by subject. So using Bill's example of atonement, if you were to type in the word atonement, you would see that expiation, and I haven't written down expiation and propitiation are both variants of atonement. So if someone were to search in there first, because they don't really know where to get started, they don't know what broader terms are a broader term would be sacrifice, they don't know what an hour term would be. It's a great place to start. And I think sometimes we we kind of forget about it. Because we're used to doing a more google eyes more keyword search, right in the EBSCO search bar. And, you know, we also talk about these denominational distinctions. And we'll talk about the changes to the Atla vocabulary in a bit. But one of the things that we didn't maintain was the the denominational

and faith tradition. Subheadings, when it comes to things like baptism, and a Baptist, or death, religious aspects, Hinduism, or Jesus Christ, seek interpretations. So those are just some things that I think maybe we don't really think about. And using the the subject browse can be a great place to start. And that's just for subjects. If you were looking for other kinds of indexes, there is underneath the More tab at the very top, you'll see indexes, and then there's a long list from a drop down that users can choose. You can do a sacred text indexed search, you can do an author search, you can do a genre search, and so on and so forth. And I'll turn it over to Bill if he has anything to add there.

Cristina Ochoa 13:36

Oh, you're still on mute, I believe.

13:42

I can committed the great crime of being muted. The problem with many keyword searches is they'll they lack context, the word is there. But where does it belong? In what category does it belong? And subject headings really benefit everyone by pulling everything into the same context. So for looking at atonement, if we're looking at propitiation, we're talking about the same thing. And it's not the word used in this setting that setting, the setting is kind of predefined. And that is that is really advantageous. And as well having other kinds of ways of searching by author or by future text is really beneficial to students because they can nail things down a lot more quickly that way of muddling through a long process starting with keyword.

Cristina Ochoa 14:37

I'll just quickly mention here though I will talk about it a little bit more later that these are a lot of the topics and features of Atlas research tools that we are demonstrating in our new series of tutorial videos. The first one was already out at the end of last year on our Scripture search tool, and we have a few more coming and how to search and use subject headings in your search. To help make sure you're in the right context or to broaden your search, if you've narrowed it down too much, or to continue to narrow it if you need to, all of all of that is going to be in an upcoming tutorial video as well that you can share with your researchers. Move on to the next challenge. So same topic, how students tend to search broadly again, as Jill mentioned, everyone is very much not everyone, but a lot of researchers are still in the culture in the habit of using search boxes like a Google search box and just typing something in. So there's the to pass it and hone down into the topic. And to Bill's point, the context in which that topic should be placed on the subject that they're actually searching for. So I'll let Joe talk a little bit more here about the Atla, the source, and then also the updates that we've made to our vocabulary.

16:00

Sure, so if you're going to use a search box, and why wouldn't you it's right there. It's very convenient. You know, we all know that there's the on the left hand side of the screen, we've got the filters, and we use filters for all kinds of search. Even outside of our you know, academic searching, if you use Amazon, the left hand side has all of your, your filters, if you're grocery shopping online, same thing. So I think that users, students, professors, I think they're used to using facets and they're used to having cleaner, broader topics. In the last year and a half, Atla has spent a lot of time faceting its vocabulary. And by that I mean, separating topical from non topical information, for instance, splitting off geographic subheadings for temporal chronological sub headings from topics, we were really careful that we didn't want to really break down new ones, especially for high use terms, terms that our users are used to finding on on articles that they're looking for. So I'm going to give you an example. This isn't a live change yet. You'll probably see it late May, early June. So now we're working on name headings. And we have name headings that are also subjects, mainly st names. So we have a lot of headings that were married, bless of virgin saints, and then a lot of sub headings. Well, we have a very high use term which is married plus a virgin Saint shines. Its high use and it's a powerful heading because, you know, if someone's looking specifically for shrines for marry, having a broken out by Gio is really going to scatter that indexing. So what we did was we took the geo sub sub sub headings off of those, those named headings so that all of the bibliographic records that belong under Meri blesseth version, St. trines, also have a geo but they're on a separate line. So now if someone clicks on the subject heading, the shrine's subject heading, they're going to get four or 500 hits, then on the left hand side, then they can filter it down by Geo, they can filter it by, you know, whatever other topical headings are most often seen on the bibliographic records that are in the search results by having shrines broken out by 50 US states, by continent, by country by major European city, you're really index yearly scattering that in the indexing and you're not really doing a service to your users. The other thing that we've really done is what I like to call the rolling headings up into their common denominators. And we have a lot of language terms. For instance, something like Coptic language morphology, it's very specific, you know exactly what that heading does. Unfortunately, it's only used about five times out of 3 million records. That's not great. But if we split that out into their components, Coptic language that's pretty important. and grammar comparative in general morphology, also really important, both of those terms now can be used more. So think of it as you know, you don't have a different pair of shoes for every outfit, right? You buy one or two pairs, and you can use them for everything. It's the same thing with the headings. So now Coptic language and the

morphology heading are both used more than 200 times each. But both of those terms are on those five records that had the original heading, or giving a lot more power to those individual components. Well, maintaining the the keywords, at least on the records. We don't want to lose nuance when it comes to actual language terms.

Users of our databases will know that we have a lot of terms that are you know, Hebrew language term, and then the word in Hebrew, those headings have remained the same for, for the main reason that without that heading, you wouldn't find those articles. And we understand that for scholars using our product that's really important. So we've maintained those headings. Capillary also reflects the material that we index, the the index has changed over our 75 years. And in the last couple years, we've taken on a lot more material on non Christian Asian studies such as Jainism and Confucianism, we have a lot more Islam material, and more material on indigenous groups and small state GIOS. And we want to maintain, we want to make sure that those groups are represented, and those faith traditions are represented. So when we create headings, we make sure that we are putting variants so that our users can find them. We're putting broader in our terms, when it comes to, you know, smaller geographic areas or indigenous groups that may be subsets of larger indigenous groups. And we want to make sure that our terms are also reviewed, and that was part of the cleanup process last year is looking at material that might need to be updated, moving towards more people forward. Heading such as, should we keep people with autism or, or rather keep autistic people or change it to people with autism? You know, updating outdated or inappropriate headings, we recently updated the Armenian massacres heading to Armenian Genocide. We also have been looking at our headings dealing with gender identity and sexuality headings referring to incarcerated persons. And as Bill mentioned earlier about new religious movements, the use of the term cults, especially within the religion database. And all of this is so that when users are looking up terms in our database, they may not be putting in the exact term that we use, but we want to make sure that we have variants and broader and our returns and the context, like Phil had mentioned, on these records are in our authority records. So when you search in EBSCO, all of that material is, is searchable, and will point users in the right direction. And I've already mentioned that we do keep the the denominational and faith tradition distinctions on topical headings. So unless Phil has something else to add, that's, that's all I

just say that. This is just to say that this is a wonderful movement. The traditional subject heading strings came from card catalogs, print catalogs, where we couldn't separate out some headings from headings. And now with this, we have additional flexibility, that's terrific. too, this is this is something that can really enable students to do some dramatically better work with with subject headings.

Cristina Ochoa 24:24

Wonderful, that's always good to hear. We'll go ahead and move on to the last unique challenge that Bill had mentioned about technical language and a lot of these deeper concepts, as he said, are often hard to pin down or use very specific search terminology to find appropriate results. Um, so I know that both Bill and Jill had some examples here, but I'll I'll send it to bill first.

Okay, with this technical language, it's It's great if we can find a subject heading that that defines what we want. Otherwise, we're stuck with keyword searches, and then hope that subject headings will bring up what we need. And sometimes it's a bit of a hidden miss. One example that I gave was the death and resurrection theme in baptism. And that doesn't really reveal too many things unless you choose other terminology like dying and rising instead of death and resurrection. But the scripture search can be terrific here. If you search on Romans six, verses 1245, which actually details a theology of the dying and rising theme in in baptism. And so here, the advantage of having a scripture search reveals itself right away. And it's it's a great way to go.

Yeah, and example of the parental role in child moral development. This is a good example of being able to look for the, I guess, the the easier subject term, which would be moral development. And I did this search a couple of different ways in the past week, and I found that by searching for moral development, you can find the heading and click on it, now you have everything for moral development. And it's something about 2500 records. And then I'm in the search bar underneath it, using the operator and I typed in the word parents with an asterisk. And I got about 16, hits some more books, some more periodicals, but most for academic journals. And it got me exactly what I wanted. It got me the parental role in child moral development. And I thought, Oh, I only got 26 hits. But then I thought, well, what's wrong with 26 hits? I think we're so used to

seeing 25 million hits on Google that only 26 seems not enough. But the reality is, if you're doing a paper on this 26, when really only about 10, are going to be articles that you can cite in your paper, that's pretty good. And it's pretty good that they are spread across, you know, a decade or two of research. So you can really show how the field or trends in that field have changed over the years. So I think, you know, we also need to get past if I don't get a million hits, then you know, I'm doing something wrong. 25 is pretty good. And then you can also narrow it down from there. And if you just want full text, then you can, you can make it even easier for yourself. But yeah, so I think that's a good example of using the controls vocabulary and some truncated keyword searching using Boolean operators.

28:09

I keep telling my students that you don't want a million results, what are you going to do with a million results?

28:16

Take the top three and hope they're full text and then move on. Yeah,

28:21

tell them to aim for 100 or fewer, as a good way to do this, which requires pacity. And, of course, you can't do that with Google.

Cristina Ochoa 28:32

Right. And I think it's it's important to reiterate here, what Joe said that, yes, you know, you might only see 26. And people might have sort of a sticker shock, ironically to that thinking, Oh, only 26. But that's 26 highly curated very accurate, high quality search results. And you won't have to sift through 20 pages on Google or worry that it's a credible source that you can cite. And it's in the format that you need it because all of those filters are in place and are available to you to use to further curate what you need. That's actually a perfect segue into again, the tutorial videos that I had briefly mentioned earlier, because all of these tips and tricks and features within our research tools in on the EBSCO Host platform are what we are explaining and showcasing and walking through in these tutorial videos. So as I mentioned, this first one came out last year, and it is exactly about the Scripture search feature for the Bible. And it's one of the five indexes I believe that we have for religions we also have one on the Quran, the the Book of Mormon above the Babylonian Talmud and the mission. So, this first one featured how to use that how to search by, by books in the Bible chapter down to the verse As Bill mentioned, Earlier, I did want to point out for those of you that haven't gotten a chance to see this video already, it was translated into Spanish, French, Italian, German, and Korean. And all subsequent tutorial videos will at the very least be translated into these languages as well, we might end up adding on more languages to for this topic, of course, we wanted to do this because we believe that it's a great feature. But this was also something that we got a lot of requests from our users from. So we definitely pay attention and want as many suggestions from you as possible on topics like this. And once we get a little bit further along, I'll share our contact information, how you can best send us those suggestions. But the other two tutorial videos that are going to be on the way in a few months are more general search tips. And a lot of what we've been discussing, you know how to use and search with subject headings how to filter if you only want full text, how to filter by search results in a particular language, how to use that Boolean AND connector in the search, as Joe mentioned how to use truncation as Joe mentioned, you know, if you want to include or search on a topic, for example, that might involve Hindu Hinduism. And any other variation that might come from that you can use that asterisk to both broaden your search in the sense that you'll make sure that you include everything, but also make sure that you get what you're looking for. And the other tutorial video will be a sort of now you found all of the journal articles or books or essay collections that you want. Now, what do you do with them? Now? How do you organize your sources, cite them, export them, share them, create a running list, that sort of thing. So those will be on the way in a few months as well. And they will be translated to I did actually want to be mentioned, because I saw something come through the q&a from Julia, which I answered, but what we're discussing today in terms of enhancements, all of those enhancements are being done to our three premier research tools Atla Religion Database, the index, and then Atlas an atlas plus, that's that's the shorthand for Atlas serial plus an atlas serials, those are our full text tools. And these tutorial videos are applicable to those three. But I will say that the example that's used in the tutorial videos is Atla cereals plus with the index worked in. Okay, so now we're gonna move on and discuss a little bit more about how we, the Atla team has worked to expand the content that we include in our research tools and how we are intentionally doing that to try to welcome new audiences both in terms of contributors, but then also researchers who are searching on topics that are outside of the of the Christian and Western contexts. So I will let Joe start off and share a little bit more about this.

33:14

Sure. So you know, the majority of Atlas, current index titles are on Christianity. And for those researchers that are interested mainly in Christian, the Biblical studies, you know, this expansion of geographic coverage and language expansion, it's good

news for everyone. In the areas of Christianity, Biblical studies, we have added titles on these topics from Asia and Pacific. We have, we were talking about specialized knowledge. We have one metadata analyst, who is Korean, and she indexes all of our Korean material, most of which is Christianity, and an app and material from Africa, which is both in English and French, with more added each year. So we really make concerted efforts to look at titles, not just where they're published, but also the geographic coverage of what is being published. I'll turn it over to build here.

34:33

Yeah, theological education is becoming more and more internationalized. Especially in the last 2030 years. We have students from from many countries in the world. We also have a lot of students who are going from the west into various countries doing development work or mission work. And very often the concern is how do I engage with that culture in such a way that I am understand what's happening there, and what I can do with it. And so having an increased number of journals that cover other religions, other regions of the world, or journals that are in other languages for many of our second language students, at our own seminary, we have Korean and Mandarin, Cantonese speaking, students who welcome new journals in their own language. And so it really is an opportunity to internationalize all that we're doing. And it reflects what's happening in seminaries. And in, in religious knowledge, generally, things are opening up the world is at our doorstep. And we're moving into it. And this is great.

35:48

Yeah, and then, beyond Christianity, Biblical Studies, content outside the Abrahamic traditions, this is good news. Not just for scholars of these areas, but even within you know, researchers within Christianity in Biblical Studies, because inter religious dialogue, trans cultural perspectives, and a diversity of perspectives and interpretations. Makes research stronger. So I mentioned earlier, we have headings, you know, Jesus Christ, dash dash, seek interpretations, Buddha's interpretations. And, you know, we're constantly adding material, you know, expanding faith traditions, and I can also turn this over to Bill if he has anything to add here.

36:46

It's wonderful to see the the connections among the various religions, as far as dialogue and understanding is concerned. I mean, students may stay with their religious belief, but having a much deeper understanding of other beliefs, and how those beliefs interpret us as Christians, I think it's terrific. And the more we can see of this, through things like the Apple IDs and databases, the better.

Cristina Ochoa 37:15

Yes, I agree. Jill, and I actually are going to go a little bit more in depth now on a lot of the expanded capabilities that we have. So across all of our content, we, I should say, across our research tools, we now have content from about 76 countries, many of which are listed here. And our in house team of metadata editors and analysts that geo referenced earlier now have indexing capabilities in more than 40 languages. And of course, those very long list of area specializations, too. You'll see just a few of the languages that they have capabilities and listed here. I'll let Gil expand a little bit more on again, some of the faith tradition and areas of specialty specialization that we have going on as well.

38:08

Sure, so one of our goals this year was to bring on more titles on non Christian Asian Studies. And since the beginning of the academic year, we've brought on two new titles on Jainism and two new titles on Sikhism. One title on Hinduism 10 new titles, moving a little bit beyond non Christian Asian Studies, 10 new titles on Judaism and new religious movements. We were constantly expanding in the area of philosophy, addition of more Eastern philosophy Taoism, Confucianism, an expansion in literature. And I'd mentioned ethnography, really indigenous peoples tradition, myth, folklore ritual. Our our indexers are always on the lookout for new material. So, you know, as they're indexing one journal, there may be an advertisement for another similar journal, and we do monthly evaluations. So, you know, we're always keeping our eyes open for new material or, you know, topics that we've been indexing for a while but with a new perspective. So I'll turn to Christina Shindo.

Cristina Ochoa 39:42

Yeah, just saw that subjects of languages. Again, I wanted to point out a few of the newer additions that we have had, and those are we've had constant new content in Turkish or do and Persian. And of course, you know, we've had a pretty wide range of Western European language besides English included for a while now Spanish, French, German, Italian, the likes. But

we've also greatly expanded our content inclusion in Korean because of our our metadata analyst that we have that Joe mentioned, as well as Chinese and Arabic. Again, all because of the internal authority in our metadata editors and analysts have. There is, of course, we know one search challenge when it comes to non Roman scripts and names. So I'll let Gil explain a little bit more about how we're working to help support that.

40:34

Sure, so many of the titles that we index that are in Chinese, Korean, Arabic, Russian, Ukrainian, the our indexers will Romanized, all author names, we use the LA Romanization tables, we also in the variance for our authorized name, headings, we will put the the original the name in the original script, as well as any other variant of a transliteration, whether it's the transliteration that the journal has provided, or transliteration that they might find through VI, F, or fiber of Congress. So, you know, we do our best, a lot of the folks on our staff who also do research themselves, will Google a name, a non Romanized name, and see what other options come up when they do their own research. So then they will plug that in, and they're usually pretty successful when they use our database, and they'll they're able to find articles by that person. Um, one of the things that I want to really stress is that we will provide a transliterated and a translated title for generally non western language, article records. And, and I would, I would say that lay journals in languages that perhaps users are not familiar with, they shouldn't discount them. For instance, a lot of our Korean language journals have very good English abstracts. A lot of them also publish English language articles. And a lot of times they will publish an English language article immediately after the Korean language article. Oh, there's a lot of really good information out there. And, and, you know, I'm hoping that when, when the participants that are here, a, you know, go back to their, their researchers, they can let them know that, especially for, and especially for our Korean and Chinese journals, the English language abstracts are very, very good. And, of course, never discount the power of Google. If you can copy and paste the full text, you know, just to get a little bit of an idea of what a an article is about. There's always that option to an alternative, Christina.

Cristina Ochoa 43:26

I just wanted to quickly mention to at the end that when it comes to the countries, to Joe's point from which we are including content, we have some some newer additions as well that have greatly expanded the number, the total number, and I'll just list off a few we have Iran on the list Hong Kong, but the mullah Ghana, Fiji, Croatia, Jamaica, Lithuania, Serbia, Thailand, Ukraine, you can see there's a really wide range across several continents. And that is to be the continued goal and strategy moving forward.

44:09

And it's important to keep in mind too, that, you know, we're always adding new titles. And something else to keep in mind also, sometimes even those titles that have ceased, sometimes they are picked up again, whether we we stopped indexing them for for whatever reason, 1015 20 years ago, we will take titles back or those that have ceased, you know, sometimes they restart and then we sort of pick up where we left off. So, um, and if, again, participants of this webinar, if there's a title that we have indexed, and it's, you know, we have it in our records that it sees and it's now extant, please let us know. We're happy

Cristina Ochoa 44:59

to do that again. Yeah, that's a perfect segue. Because this next section, I want to talk briefly about how we are expanding a lot of the format of the content that we're in. And I don't necessarily need full text, a journal article versus book versus essay collection. This is more about is it open access? Is it an essay collection is it? Is it a cease journal. And again, we're doing this in the hopes of broadening access not only broadening access to more users, but also broaden access to more to more content and the creators of that content. So these are a few of the content forums that we have had as a priority in terms of our expansion efforts. Of course, open access has been in this has also helped us increase our geographic coverage around the world as well, because in many countries outside of North America, sometimes the only platform available for them for their journal is an open access one. So the more that we're able to do that, the more we are able to both expand the content covered, but also the geographic perspectives included as well. You know, we are adding to our full text tools about 30 to 40 new full text titles per year. And as Phil said, we have a major commitment to bring those titles all the way back to volume one, issue one, wherever possible, wherever we can, wherever those issues are available for us to do. So. The overarching goal of all of this is to try to fill in any content gaps that exist that we are able to fill in. So that includes you know, trying to go back to volume one issue one that also includes that also involves including sees journal titles that are no longer being published, but still have lasting scholarly significance, making sure that these these pieces on this great scholarship is still discoverable for audiences, because just because their publication ended, for whatever reason, it could be institutional, financial, personal, that doesn't mean that that scholarships so can be used, and so isn't useful for for a wide range of researchers. And I know that Bill has shared a little bit with us on how this helps support student work as well. So I'll let him chime in here.

You know, the advantage of, especially if having open access content, is that it is now indexed with proper metadata and dusted is revealed to people. A lot of the journals serve labor in obscurity, nobody finds them unless they chanced upon them on Google Scholar or something like that. And having them within Atla gives them credibility, and also enables people to find material that they need to find. And so it's just a terrific way of increasing the resources available to our students.

Cristina Ochoa 48:01

I wanted to mention to another audience that we try to cater to is as anyone who's not really affiliated with a university any longer meaning not an enrolled student. So that could mean that you are an alumni and alumnae, it could mean that, you know, you are doing postural work or research or something like that. We do have a long versions of our three premier research tools, which have all the same content, nothing has changed. It's just a different access point. And again, we do this expansion so that we can try to make sure that as many people who need and want access to our research tools can get them. Was there anything you wanted to share with that to Bill?

Just that it's once again, a great option. I often get requests from online alumni and pastors, you know, where can I find good resources now, and this is one avenue that is available, which is great.

Cristina Ochoa 49:07

All right, well, I wanted to go ahead and switch very briefly. So we have some time for q&a to a few of those housekeeping items that I mentioned, we want to make sure that you all are able to both stay up to date with Atla. But also keep in touch with Atla. So one of the main ways is through our blog. So of course, we want to make sure that your libraries, websites, and all of the tools that you want to provide both for your institution and your faculty and students is updated. So all of our action figures relating to our research tools are available on our website. That never changes, but you'll get alerts about when the most recent update has occurred through our blog, so you can actually sign up for personalized blog updates. If you just go to our blog page here, there'll be a little icon that says Sign up for alerts. And what's great is that you can make them personalized. So if you only want updates on our products, you can do that. If you also want updates on our association news for members, you can do that too. Or you can subscribe to everything. Also, again, we've done this in multiple, multiple occasions during this session, but we want to keep in touch with you. And we want you to keep in touch with us. So if you have questions, if you have content, suggestions or concerns, this is how to get in touch with us. So if you have any content suggestions, whether that's for a tutorial, video, or journal that needs to be included a cease title that you know of an essay collection, send that to content@outlook.com. And if it's anything more general, again, question issue, something like that, you can email us at connect@atla.com. If you're already on the website, for whatever reason, we do have a contact us form. And that will get filtered directly to us as well. But if you want to just reach out to us directly, we have our in house team that monitors that connect@atla.com inbox. And then lastly, our conference. So our conference is happening again this year, it will be online just as it was in 2020. Registration is open, it will be from June 16 to the 18th. That's a Wednesday through Friday. And I posted the link here, if you want quick access to go to the event page. But again, that's on our website, you can easily navigate to it there as well. Okay, we're gonna go and switch over to q&a now. You know, we had a few in the chat, I'm just gonna scroll down to make sure I see all of the questions we have. Alright, so one of the first questions we got was from Eileen, I'll just read what she shared out loud. One challenge for any search discovery system for me is getting students to use it. They're so used to Google ask a question type searching, that it's hard to convince them that anything else is actually a shortcut to your point. That's a good point, Eileen. And then she added a little bit to her question. Faculty versus students do their searching differently, and they are teaching the students more often than she is a librarian is. So I think that's a really good point to bring up Eileen and, and that is actually another area that we are trying to work on, as well as figure out how we as Atla can also give you some instructional design and provide you with materials that you can send along or share with your faculty or students so that they know, here is a better way to search and it will actually make your life easier. So it seems like something like this might be useful in terms of a resource, or maybe even a guide. I had that on my list of things to do. So I'll make sure that my team knows that this is definitely a useful thing are wouldn't be something useful to have. But I am curious to hear a little bit from you, Bill, as a librarian.

There's something I deal with all the time is the brand. Yeah, Google is the grand answer machine. It's It's simple. It's easy to use, or it appears to be when students get into Academic Search, and particularly theological searching. Google is really inefficient in finding good stuff. Students will use the Atla Religion Database box, whichever version you've got, as kind of a Google and they'll throw a few words in, they'll take whatever results they get. And they they feel it's it's inefficient in some

way, to start figuring out how to use filters and all of that. The way in which to deal with that is simply by demonstration. So you want to find something very specific, do your keyword search, see what you get. But let me show you what you can get with a couple more clicks that actually narrow down your 2000 results to 95. And students are quite amazed when they see how relevance grows dramatically as they use the filters. And so I say to students, if you want to waste time, use Google or get a large search result and have to work through all of these citations. If you want to save time, take the extra effort, use some filters. And it really does work very well. The students that I work with, well, all of our seminary students have to take my credit research course. So they all learn how to do this. And they do it pretty effectively and very often using using all of the facets that are available to them.

C Cristina Ochoa 54:54
Yeah, no, that's great. Um, we had another question here. Believe it was a question bear with me, I'm going to make sure I understand from Karen. Karen said as part of the university's Interlibrary Loan staff, I frequently request theology books and articles for patrons. Sometimes I figure out through searching that the citation provided is different from what's in WorldCat. I also end up finding it in our own library under a different title. I guess I would need to provide examples to better explain it. But my advice to others is to do some citation verification, before canceling requests, what the patron wants might be closer to you than at first glance. So Karen, correct me if I'm wrong, this seems like it might be advice to your fellow attendees. But if there is something else, probably bill that you think you could add or share here, feel free to otherwise I can move on to another question.

○ 55:49
Yeah, I'm not quite sure what the variance in the citations would be exactly. Right. I'd have to probably see an example to be able to determine that.

C Cristina Ochoa 55:59
Okay, no worries. But I appreciate you sharing that Karen.

○ 56:06
Christina, there was a question about alumni access.

C Cristina Ochoa 56:09
Yes, question. Oh, I see. Yeah. For clarity is alumni access given to alumni of the university, seminary or divinity school? Yes. So the institution for which you are an alum would need to subscribe to the suite of alumni tools, just like they subscribe to Atla Religion Database Atlas and Atlas plus while you were a student, and so it is through your alma mater where you would be able to gain access to that alumni subscription. I hope that answers your question. But there's there's no restriction on the type of school that can have an alumni subscription and provide that access to you. See there's one more here from Tonya says it is. But it is so broad. I would love for other teachers to implement other sources for research. I suggest that when they Google quote the source, they have the hardest time trying that since the first reference is there for information is with you. Yeah, I That's true. I think that's a common, a common difficulty for a lot of people.

○ 57:40
And there's a good question about open access. Question number 18.

C Cristina Ochoa 57:47
Oh, yes. Yes. So from March when you talked about open access and Atla. But in order to access the Open Access articles of Open Access Journals, you first need commercial access to Atla rd a paradox? Very good question. We've gotten this question a lot. And it's sort of a well, is that a good enough reason not to because at least for for all of our users, and we are constantly, you know, trying to expand accessibility in terms of, you know, technology, finances, the likes to as many users as possible, including, as I mentioned earlier, open access content, does give a platform and expand the audiences for a lot of journals around the world that might not otherwise have that opportunity. Or it might be more difficult for them to share their scholarship and research with a wider audience, not for any other reason than, again, maybe an infrastructure or a financial barrier. So that is a big reason why the Atla team works to include those resources. And he sees

59:07

his Martin's comments about meeting rd, or whatever, to access the Open Access articles, you don't need the database to access the by indexing the articles, we're making it easier to find them. So instead of going to Google and trying to find Open Access articles on a specific topic, and you could be there potentially all day, you know, what an index does is it points you in the right direction, in the direction that RDB Atlas and Atlas plus does is it points you in the direction of relevant articles, whether they are licensed or full text or not, or open access?

Cristina Ochoa 59:53

Right. Thank you for that note to Joe. I believe we are out of time so I'm going to pass Back to Josh at library journal because I know he has a few final wrap up announcements, but I wanted to thank everyone for being here with us today and for letting us share this with you.

1:00:13

Awesome, thanks, Christina. Yeah, so everyone, thanks for attending today. This webcast will be archived and you'll get an email tomorrow, letting you know when the on demand version is available. You can find this webcast and other archive and upcoming webcast in the events and PD section at library journal.com. And that will say thanks, everybody and see you next time.

Cristina Ochoa 1:00:40

Thank you, everyone.