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# "Amazing, Magic Searches" in OCLC WorldCat Discovery: an Update to Kornegay, Buchanan, and Morgan 2005

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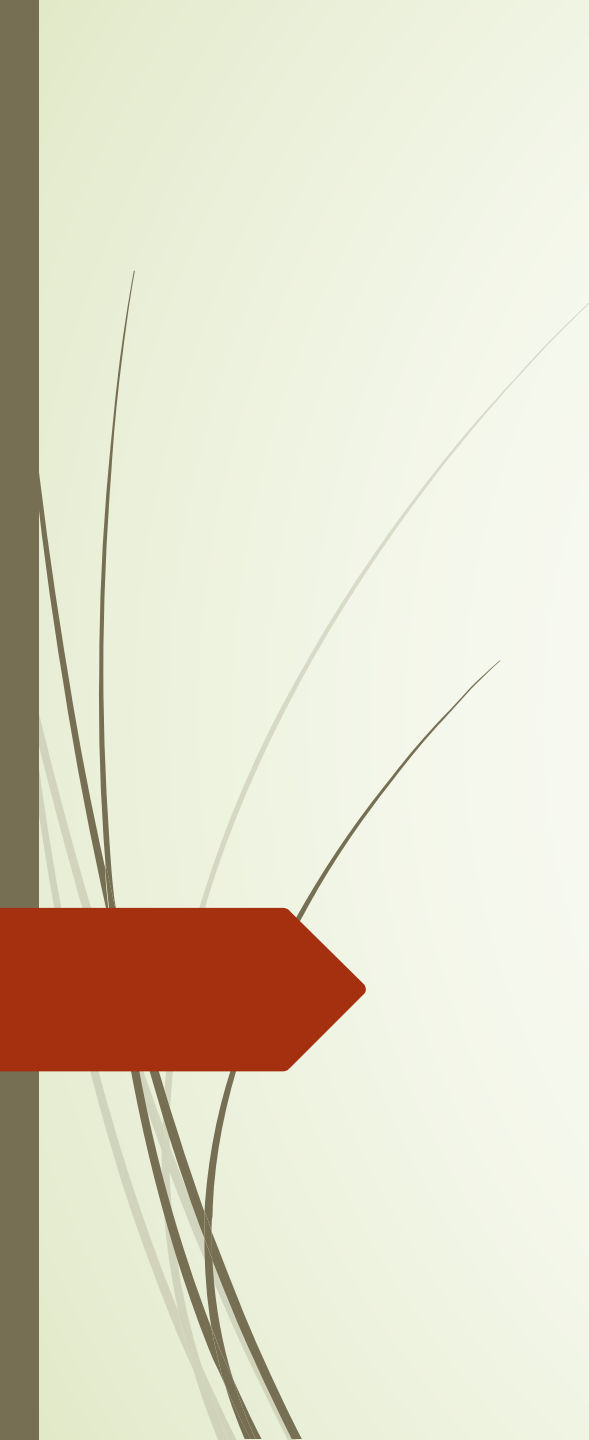
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# "Amazing, Magic Searches" in OCLC WorldCat Discovery: an Update to Kornegay, Buchanan, and Morgan 2005


Frank Newton

Catalog Librarian


Gardner-Webb University, Boiling Springs, North Carolina



## **Background 1: Kornegay, Buchanan, and Morgan 2005**



Kornegay, Becky; Buchanan, Heidi;  
& Morgan, Hiddy. "Amazing,  
Magic Searches." *Library Journal*,  
Nov. 1st, 2005, pp. 44-46.




"Which old library knowledge and conventions do we pass on, which are best abandoned? The question has never been more important. . . . The reference interview, approachability, and empathy still matter. The most surprising keeper on the list is so unassuming that it is in danger of being forgotten altogether: the Library of Congress subject subdivision."

*[emphasis supplied]*

-- Kornegay, Buchanan, and Morgan 2005 p. 44



## Background 2: Subject Heading Subdivisions

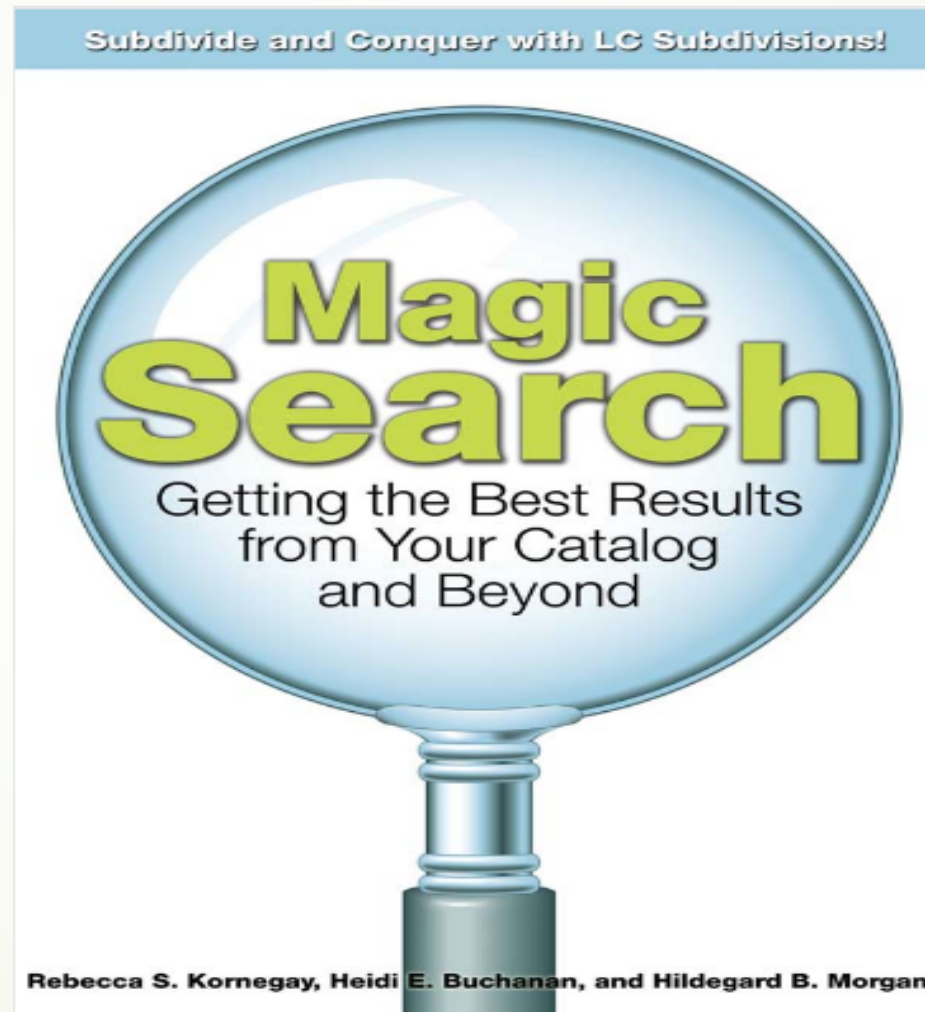
- Before MARC: College sports – Economic aspects.
  - MARC: College sports  $\neq$  Economic aspects.
  - Public display College sports – Economic aspects.  
in newer library OR  
catalogs: College sports Economic aspects.
- 



# Subject Heading Subdivisions (continued)

LC Subject Heading	Keyword search recommended by KBM 2005	Recommended keyword search in 2017
College sports -- Economic aspects	college sports and economic aspects	college sports economic aspects
Anger -- Physiological aspects	anger and physiological aspects	anger physiological aspects
Agoraphobia -- Personal narratives	agoraphobia and personal narratives	agoraphobia personal narratives

# Kornegay, Buchanan, & Morgan 2009





## Background 3a: OCLC WorldShare Management Services (WMS)

WorldShare Management Services

↑      ↑      ↑      ↑

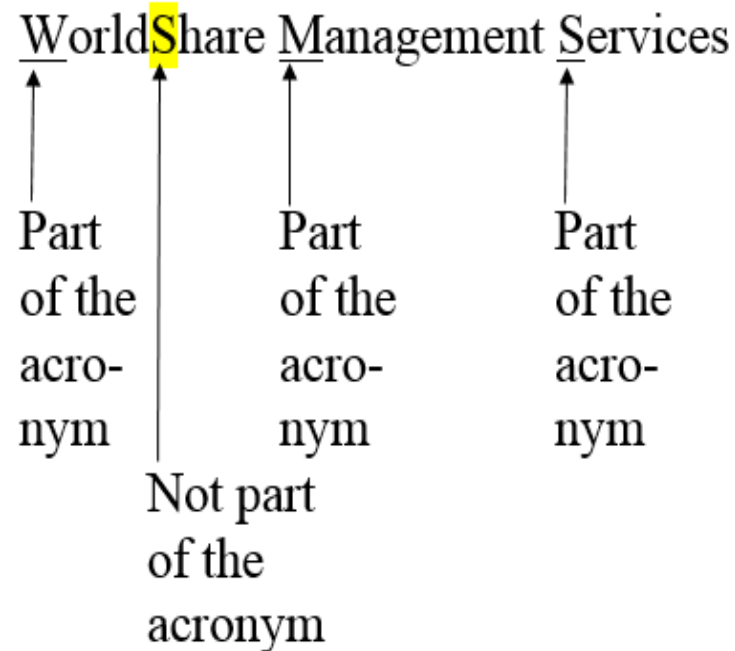
Part      Part      Part

of the      of the      of the

acro-      acro-      acro-

nym      nym      nym

Not part  
of the  
acronym



- WorldShare Management Services is "An integrated suite of cloud-based library management applications." (quotation from OCLC's web page "WorldShare Management Services: An integrated suite of cloud-based library management applications", <http://www.oclc.org/en/worldshare-management-services.html> )



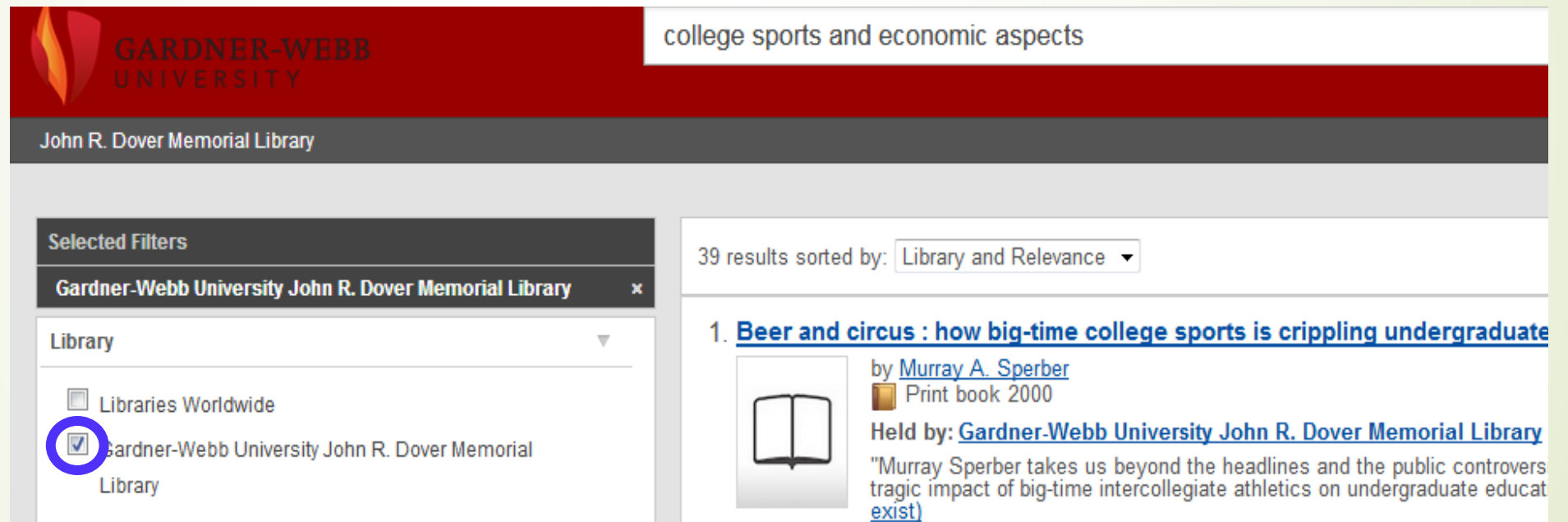



## **Background 3b: OCLC WorldCat Discovery**

"WorldCat Discovery remains the user-facing interface to WorldShare Management Services."

(quotation from OCLC's web page "WorldCat Discovery: Connect your users to the information they need. Connect your library to the world", <http://www.oclc.org/en/worldcat-discovery.html> )

OCLC WorldCat Discovery + a checkmark  
beside “Gardner-Webb University John R.  
Dover Memorial Library” = Our library catalog



 **GARDNER-WEBB UNIVERSITY**

college sports and economic aspects

John R. Dover Memorial Library

**Selected Filters**

Gardner-Webb University John R. Dover Memorial Library x

Library ▾

- ☐ Libraries Worldwide
- ☒ Gardner-Webb University John R. Dover Memorial Library

39 results sorted by: Library and Relevance ▾

- Beer and circus : how big-time college sports is crippling undergraduate**  
by [Murray A. Sperber](#)  
Print book 2000  
Held by: [Gardner-Webb University John R. Dover Memorial Library](#)  
"Murray Sperber takes us beyond the headlines and the public controversies tragic impact of big-time intercollegiate athletics on undergraduate education exist)"

# Background 4: In WorldCat Discovery, Where Are the LC Subject Headings?

The screenshot displays the Gardner-Webb University WorldCat Discovery interface. The top navigation bar includes the university logo, the name 'GARDNER-WEBB UNIVERSITY', and a search bar containing the text 'college sports and economic aspects'. A search button with a magnifying glass icon is located to the right of the search bar. Below the search bar, the text 'Advanced Search' is visible. The main header area shows 'John R. Dover Memorial Library' and a 'Course Reserve' link.

On the left side, there are several filter panels:

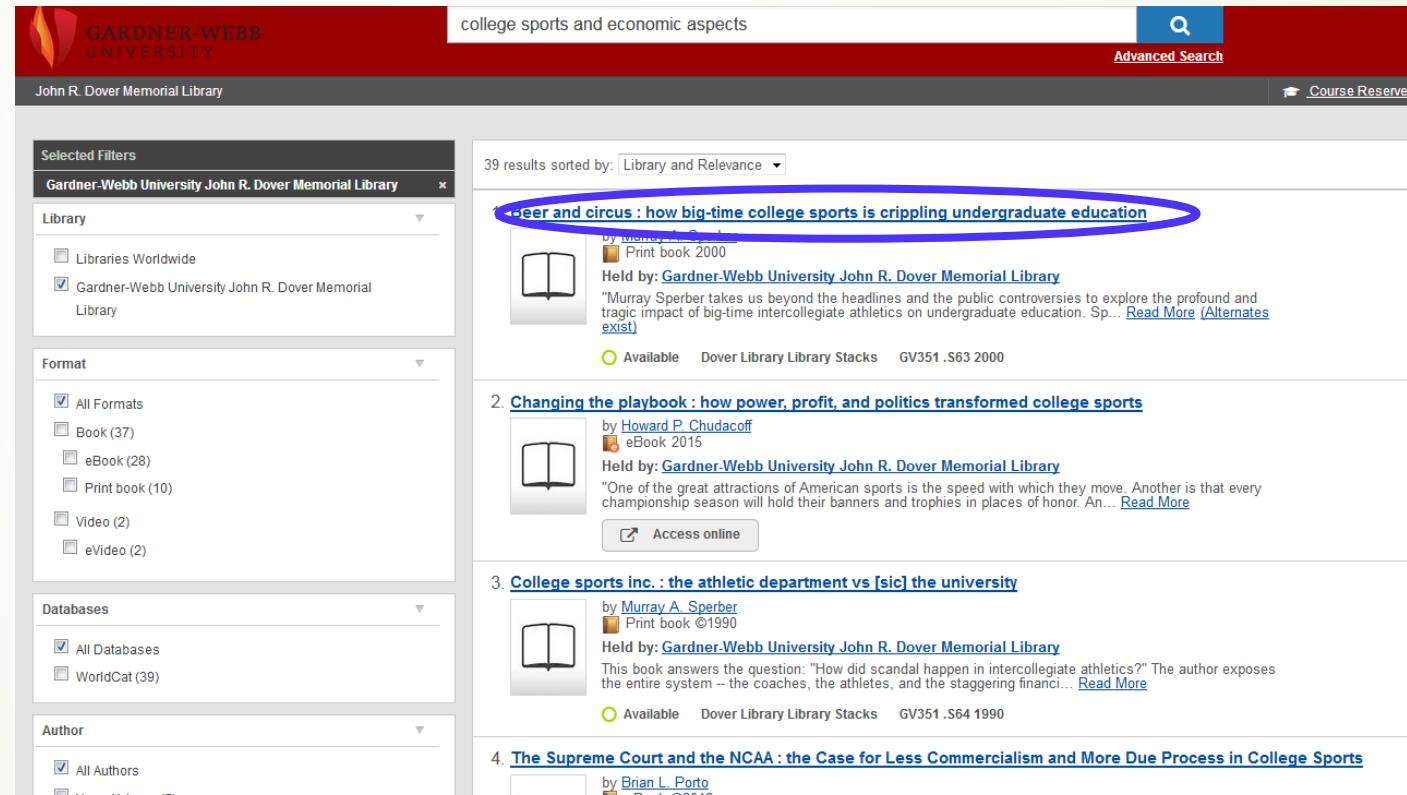
- Selected Filters:** Gardner-Webb University John R. Dover Memorial Library (with a close button 'x').
- Library:** A dropdown menu showing 'Libraries Worldwide' and 'Gardner-Webb University John R. Dover Memorial Library' (selected).
- Format:** A dropdown menu showing 'All Formats' (selected), 'Book (37)', 'eBook (28)', 'Print book (10)', 'Video (2)', and 'eVideo (2)'.
- Databases:** A dropdown menu showing 'All Databases' (selected) and 'WorldCat (39)'.
- Author:** A dropdown menu showing 'All Authors' (selected) and 'Yoon, Yuhang (5)'.

The main content area displays search results for 'college sports and economic aspects'. It shows 39 results sorted by 'Library and Relevance'. The results are listed as follows:

- Beer and circus : how big-time college sports is crippling undergraduate education**  
by Murray A. Sperber  
Print book 2000  
Held by: Gardner-Webb University John R. Dover Memorial Library  
"Murray Sperber takes us beyond the headlines and the public controversies to explore the profound and tragic impact of big-time intercollegiate athletics on undergraduate education. Sp... [Read More](#) [Alternates exist](#)  
Available Dover Library Library Stacks GV351 .S63 2000
- Changing the playbook : how power, profit, and politics transformed college sports**  
by Howard P. Chudacoff  
eBook 2015  
Held by: Gardner-Webb University John R. Dover Memorial Library  
"One of the great attractions of American sports is the speed with which they move. Another is that every championship season will hold their banners and trophies in places of honor. An... [Read More](#)  
[Access online](#)
- College sports inc. : the athletic department vs [sic] the university**  
by Murray A. Sperber  
Print book ©1990  
Held by: Gardner-Webb University John R. Dover Memorial Library  
This book answers the question: "How did scandal happen in intercollegiate athletics?" The author exposes the entire system -- the coaches, the athletes, and the staggering financi... [Read More](#)  
Available Dover Library Library Stacks GV351 .S64 1990
- The Supreme Court and the NCAA : the Case for Less Commercialism and More Due Process in College Sports**  
by Brian L. Porto  
eBook ©2012

# Background 4a:

## Click on a title of interest



**GARDNER-WEBB UNIVERSITY** college sports and economic aspects [Advanced Search](#)

John R. Dover Memorial Library [Course Reserve](#)

**Selected Filters**  
Gardner-Webb University John R. Dover Memorial Library

**Library**  
☐ Libraries Worldwide  
☒ Gardner-Webb University John R. Dover Memorial Library

**Format**  
☒ All Formats  
☐ Book (37)  
☐ eBook (28)  
☐ Print book (10)  
☐ Video (2)  
☐ eVideo (2)

**Databases**  
☒ All Databases  
☐ WorldCat (39)

**Author**  
☒ All Authors  
☐ Vera Zubov (5)

39 results sorted by: Library and Relevance

1. [Peer and circus : how big-time college sports is crippling undergraduate education](#)  
by Murray A. Sperber  
Print book 2000  
Held by: [Gardner-Webb University John R. Dover Memorial Library](#)  
"Murray Sperber takes us beyond the headlines and the public controversies to explore the profound and tragic impact of big-time intercollegiate athletics on undergraduate education. Sp... [Read More](#) ([Alternates exist](#))  
☐ Available Dover Library Library Stacks GV351 .S63 2000

2. [Changing the playbook : how power, profit, and politics transformed college sports](#)  
by Howard P. Chudacoff  
eBook 2015  
Held by: [Gardner-Webb University John R. Dover Memorial Library](#)  
"One of the great attractions of American sports is the speed with which they move. Another is that every championship season will hold their banners and trophies in places of honor. An... [Read More](#)  
[Access online](#)

3. [College sports inc. : the athletic department vs \[sic\] the university](#)  
by Murray A. Sperber  
Print book ©1990  
Held by: [Gardner-Webb University John R. Dover Memorial Library](#)  
This book answers the question: "How did scandal happen in intercollegiate athletics?" The author exposes the entire system -- the coaches, the athletes, and the staggering financi... [Read More](#)  
☐ Available Dover Library Library Stacks GV351 .S64 1990

4. [The Supreme Court and the NCAA : the Case for Less Commercialism and More Due Process in College Sports](#)  
by Brian L. Porto  
eBook ©2012

# Background 4b:

## Click on “Description”

The screenshot displays the Gardner-Webb University library catalog interface. At the top, the university's logo and name are on the left, and a search bar with the text "college sports and economic aspects" is on the right. Below the search bar, there are links for "View Filters", "John R. Dover Memorial Library", and "Course Reser".

The main content area shows a list of search results. The first result is titled "Beer and circus : how big-time college sports is crippling undergraduate education" by Murray A. Sperber, published in 2000. It is held by the Gardner-Webb University John R. Dover Memorial Library. The description mentions that Murray Sperber explores the profound and tragic impact of big-time intercollegiate athletics on undergraduate education. The book is available in the Dover Library Library Stacks (GV351 .S63 2000).


The second result is titled "Changing the playbook : how power, profit, and politics transformed college sports" by Howard P. Chudacoff, published in 2015. It is an eBook held by the same library. The description mentions that it explores the speed with which they move and the public controversies surrounding college sports.

The third result is titled "College sports inc. : the athletic department vs [sic] the university" by Murray A. Sperber.

On the right side of the screen, a detailed view of the first book is shown. The title "Beer and circus : how big-time college sports is crippling undergraduate education" is at the top. Below it, the author "Murray A. Sperber" and the publication year "Print book 2000" are listed. The holding information "Held by: Gardner-Webb University John R. Dover Memorial Library" is also present. A "Google Preview" button is visible. The "Description" tab is highlighted with a red circle. Below it, there are tabs for "Editions & Formats" and "Availability / Holdings". A message states: "Please visit Gardner-Webb University John R. Dover Memorial Library to get t". At the bottom, the library name "Gardner-Webb University John R. Dover Memorial Library" and a "Holding Summary" section are visible.

# Background 4c:

## Scroll down

 **GARDNER-WEBB UNIVERSITY**

college sports and economic aspects

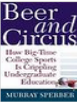
Advanced Search

View Filters

John R. Dover Memorial Library

Course Reserves

1. [Beer and circus : how big-time college sports is crippling undergraduate education](#)



by [Murray A. Sperber](#)  
Print book 2000

Held by:  
[Gardner-Webb University John R. Dover Memorial Library](#)

"Murray Sperber takes us beyond the headlines and the public controversies to explore the profound and tragic impact of big-time intercollegiate athletics on undergraduate education. Sp... [Read More](#) [\(Alternates exist\)](#)


Available    Dover Library Library Stacks  
GV351 .S63 2000

Share

Cite

Save

2. [Changing the playbook : how power, profit, and politics transformed college sports](#)



by [Howard P. Chudacoff](#)  
eBook 2015

Held by:  
[Gardner-Webb University John R. Dover Memorial Library](#)

"One of the great attractions of American sports is the speed with which they move. Another is that every championship season will hold their banners and trophies in places of honor. An... [Read More](#)


[Access online](#)

Share

Cite

Save


3. [College sports inc. : the athletic department vs \[sic\] the university](#)



by [Murray A. Sperber](#)  
Print book ©1990


Share

Cite




by [Murray A. Sperber](#)  
Print book 2000

Held by: [Gardner-Webb University John R. Dover Memorial Library](#)



Description

Publication:	New York : H. Holt, 2000.
Edition:	1st ed.
Physical Description:	xxii, 322 pages ; 25 cm
Language:	English
Staff View:	<a href="#">MARC Record</a>
ISBN:	0805038647 9780805038644
OCLC Number:	43790906
LCCN:	00037021
Contents:	Animal House -- College sports winners and losers -- The NCAA, the beer-and-circus -- Admissions office scams -- The Flutie factor -- Sha researcher = great teacher myth -- New Siwash in red ink -- Student m





# Background 4d: Subject Headings!

(I just wanted to prove to you they're still there in WorldCat Discovery)

The screenshot displays the Gardner-Webb University WorldCat Discovery interface. The search bar at the top contains the text "college sports and economic aspects". The interface shows three search results:

- 1. Beer and circus : how big-time college sports is crippling undergraduate education**  
by Murray A. Sperber  
Print book 2000  
Held by: Gardner-Webb University John R. Dover Memorial Library  
"Murray Sperber takes us beyond the headlines and the public controversies to explore the profound and tragic impact of big-time intercollegiate athletics on undergraduate education. Sp... [Read More](#) ([Alternates exist](#))  
Available Dover Library Library Stacks  
GV351 .S63 2000
- 2. Changing the playbook : how power, profit, and politics transformed college sports**  
by Howard P. Chudacoff  
eBook 2015  
Held by: Gardner-Webb University John R. Dover Memorial Library  
"One of the great attractions of American sports is the speed with which they move. Another is that every championship season will hold their banners and trophies in places of honor. An... [Read More](#)  
[Access online](#)
- 3. College sports inc. : the athletic department vs [sic] the university**  
by Murray A. Sperber  
Print book ©1990

The 'Subjects' section for the first book is circled in blue, showing the following subject headings:

- College sports United States History.
- College sports Economic aspects United States.
- College sports Moral and ethical aspects United States.
- Universities and colleges United States Administration.
- College sports.
- College sports Economic aspects.
- College sports Moral and ethical aspects.
- Universities and colleges Administration.





# Results



I re-searched Kornegay, Buchanan & Morgan's sample searches using their 25 subject subdivisions in our OCLC WorldCat Discovery catalog, and here's what I found:

## Result #1: All the Magic Searches Still Work!

First, the 25 subject subdivisions were re-searched in the Library of Congress authority file via OCLC. LC hasn't changed any of them – all 25 are still valid subject subdivisions.

KBM #	KB&M recommended subdivision for keyword searching	KB&M example search	Subdivision still valid in LC subject headings April 4th, 2017?
7	Amateurs' manuals	wiring and amateurs' manuals ham radio and amateurs' manuals	Yes sh 99001292
25	Antiquities	New York City and antiquities	Yes sh 99002344
15	Attitudes	attitudes and cigarette smokers	Yes sh2002006216
9	Case studies	[courage and case studies]	Yes sh 99001484

Etc.

## Result #2: \_And\_ No Longer Matters

wiring and amateurs manuals  
wiring amateurs manuals

8 results  
same 8

Everglades and description and travel  
Everglades description travel

5 results  
same 5 results

## Except That “And” Still Matters If It's in Quotation Marks

Vatican and "description and travel"	7 results
Vatican "description and travel"	7 results
Vatican "description travel"	no results found

prisons "law and legislation"	53 results
prisons "law legislation"	1 result



## Result #3: Singular and Plural Are Partly Interchangeable (And Possessive Endings Can Be Dropped)

wiring and amateurs manuals	8 results
wiring amateur manual	same 8

teachers diaries	64 results
teacher diaries	64 results
teachers diary	85 results
teacher diary	80 results

# Reflection #1: Catalogers and Reference Librarians Communicating with Each Other


Kornegay, Buchanan, & Morgan were two reference librarians and one cataloger at Western Carolina University's Hunter Library (Buchanan is still there). The idea for the article began with the two reference librarians.







## Catalogers and Reference Librarians continued



“Realizing our lack of technical expertise, we [Kornegay & Buchanan] turned to Hiddy Morgan, an experienced cataloger who also works at the reference desk . . .” --  
Kornegay, Buchanan, & Morgan 2005 p. 45



## Reflection #2: A Recommended Addition to WorldCat Discovery: The Subject Index Display


➤ SUBJECT = college sports

Number	SUBJECTS	Entries Found
1	College sports	9
2	College sports -- Administration SEE College sports -- Management	1
3	College sports -- Corrupt practices	4
4	College sports -- Economic aspects	5
5	College sports -- Finance	1
6	College sports -- History	4
7	College sports -- Law and legislation -- United States	1
8	College sports -- Management	7




# Conclusions (Practice Implications)

- In WorldCat Discovery, LC subject headings are still present, but sort of behind the scenes.
- Having a handy list of common subject heading subdivisions like *Economic aspects* and *Diaries* and *Public opinion* and *Attitudes* can improve your keyword searching.
- The specific terms recommended in Kornegay, Buchanan, and Morgan 2005 are still an excellent starting point.



## Conclusions (continued)

- 
- As you read over KBM 2005, think of *and* as a word you can leave out.
  - In my observation, young people are pronouncing the plural ending -s less and less, and it's affecting their spelling. If you let it affect your spelling in WorldCat Discovery, the system may not behave completely predictably, but mostly, it should be fairly forgiving. This is a partial change from 2005.



# Acknowledgements

- I would like to thank Becky Kornegay, first author of the original article, for agreeing to a telephone interview with me. She was a terrific source of supplementary information and helped me with additional bibliography.
  - I would also like to thank the other librarians at Gardner-Webb for their comments on an earlier version of this talk.
- 



# *Bibliography part 1*

Kornegay, Becky; Buchanan, Heidi; & Morgan, Hiddy. "Amazing, Magic Searches." *Library Journal*, Nov. 1st, 2005, pp. 44-46.

Kornegay, Rebecca; Buchanan, Heidi E.; & Morgan, Hildegard B. *Magic Search: Getting the Best Results from Your Catalog and Beyond*. Chicago: American Library Association, 2009.

Kornegay, Rebecca. "Op Ed -- The Subject Heading Browse Display: Another Essential Component of Information Discovery: A Response to Donald Hawkins on Indexing and Indices." *Against the Grain* vol. 25 no. 2 (2013), pp. 38-40. DOI: <http://dx.doi.org/10.7771/2380-176X.6474>



# Bibliography part 2

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McCutcheon, Sevim. "Keyword vs controlled vocabulary searching: the one with the most tools wins." *Indexer*, vol. 27 issue 2 (June 2009), pp. 62-65.

Newton, Frank. "Library of Congress Subject Headings in a Brave New World." Poster presentation at Metrolina Information Literacy Conference, June 13th, 2013. Available from the author (Dover Memorial Library, Gardner-Webb University) (LCSH Metrolina Poster 1).





# *Bibliography part 3*



Newton, Frank. "Traditional Subject Searching Techniques Are No Longer Limited to Library Catalogs: They Also Work in Many Ebsco Databases, Which Use an Ebsco Controlled Vocabulary Remarkably Similar to Library of Congress Subject Headings!!" Supplement to poster presentation at Metrolina Information Literacy Conference, June 13th, 2013. Available from the author (Dover Memorial Library, Gardner-Webb University) (LCSH Metrolina Poster 2).