Catalogers and metadata librarians try to communicate with reference and instructional librarians. I would suggest that this is a vital and indispensable part of what catalogers and metadata librarians do, and it should take place in libraries of all different sizes. A classic article in this field is Kornegay, Buchanan, & Morgan, "Amazing, Magic Searches" published in *Library Journal* in 2005.

In this talk, I will update this classic with special reference to libraries such as mine that use OCLC WorldCat Discovery as their library catalog (or in lieu of a library catalog, if you prefer to put it that way). This talk belongs to a genre of research that could be called "XYZ Revisited."

**Background**

I wanted to begin with a quotation from their article:

"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."

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

What is a subject subdivision, or subject heading subdivision? My informal definition (given on the slide) is that it's an element tacked on to a subject heading after a dash -- concatenated after the beginning element of a subject heading, if you will. My reference to the dash is somewhat old-fashioned since the dash was eliminated from the MARC display (being replaced in MARC by a subfield delimiter and a subfield code). The dash has often been retained in the public display of bibliographic information in library catalogs, but there is no standard requiring or recommending its retention, that I am aware of. It is a long shot for it to be restandardized in the world after MARC, but I certainly favor the dash as a public marker or delimiter for the elements of information present in long Library of Congress subject headings.

Kornegay, Buchanan, and Morgan 2005 point out that words from Library of Congress subdivisions, like other words from subject headings, work really well when you are keyword searching in online library catalogs.

The next screen shows a couple of their examples. In the subject heading *College sports -- Economic aspects*, the subdivision is *Economic aspects*. Likewise, in the subject heading *Agoraphobia -- Personal narratives*, the subdivision is *Personal narratives*. 
"Amazing, Magic Searches" in OCLC WorldCat Discovery -- Newton -- 4-7-2017

<table>
<thead>
<tr>
<th>LC Subject Heading</th>
<th>Keyword search recommended by KBM 2005</th>
<th>Recommended keyword search in 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>College sports -- Economic aspects</td>
<td>college sports and economic aspects</td>
<td>college sports economic aspects</td>
</tr>
<tr>
<td>Anger -- Physiological aspects</td>
<td>anger and physiological aspects</td>
<td>anger physiological aspects</td>
</tr>
<tr>
<td>Agoraphobia -- Personal narratives</td>
<td>agoraphobia and personal narratives</td>
<td>agoraphobia personal narratives</td>
</tr>
</tbody>
</table>

In 2009, they expanded their article into a book, *Magic Search: Getting the Best Results from Your Catalog and Beyond* (published by the American Library Association). In this talk, however, we will limit ourselves to searches using the 25 subdivisions introduced in their earlier article.

Now I will switch gears for a minute. On July 1st, 2015 we at Gardner-Webb University switched our library catalog to OCLC WorldShare Management Services' WorldCat Discovery Service. I will show how the searches recommended by Kornegay, Buchanan and Morgan work in this new online library catalog environment, but first I will briefly introduce what we at Gardner-Webb now call our library catalog.

First, what is OCLC WorldShare Management Services? OCLC defines it as "An integrated suite of cloud-based library management applications." Si it's an integrated library system, and it's cloud-based. Its acronym is WMS (the S of WorldShare is not part of the acronym).

How many of you are using WMS at your library?

I don't find the name of WorldShare Management Services to be very transparent. "Manage" has many meanings, but "management" or "manager" usually indicates a relationship between two or more human beings, in which one supervises the other or the others. But the "Management" in "WorldShare Management Services" does not mean "library leaders" or "library supervisors." This suite of cloud-based applications is designed for use by everybody who works in a library, not just library managers. The "Management" in "WorldShare Management Services" appears to draw on the sense of "manage" we find in "Manage your work, instead of letting your work manage you" -- which to my ear makes it sound like we're all managers. So this is one of those rare cases where the acronym is better than the full name, because the acronym disguises the inappropriateness of the full name. We just call it WMS, and if your library purchases it, I predict you'll call it WMS, too.

Second, what is WorldCat Discovery? OCLC defines it as "the user-facing interface to WorldShare Management Services." In other words, it is the public catalog and discovery service part of WMS. Currently, we don't use it as our discovery service (which is a little bit confusing for us when we have to refer to it by its OCLC name), but we do use it for our library catalog. More specifically [see next screen], we use it as our library catalog, or in lieu of a library catalog, when we put a checkmark on the left-hand side of the search screen beside "Gardner-Webb University Library John R. Dover Memorial Library." If you put the checkmark
in the box above that instead, then you're searching all of WorldCat, which is something you want to do sometimes, but it's a different step in the research process, and whenever we do that, we can no longer say we're searching our library catalog.

Last point in the Background section -- In WorldCat Discovery, where are the Library of Congress subject headings? To see them, first click on your title of interest, then click on "Description," and then scroll down. I just wanted to prove to you they're still there in WorldCat Discovery!

Results

With this background, let's look at the results I came up with. I re-searched the sample searches of Kornegay, Buchanan & Morgan 2005 (or KBM) using their 25 subject subdivisions in our OCLC WorldCat Discovery catalog, and here's what I found.

First, the 25 subject subdivisions were searched again in the Library of Congress authority file via OCLC, and the finding was that LC hasn’t changed any of them. Twelve years later, all 25 are still valid subject subdivisions, and their words can still be used successfully in keyword searches. This slide shows four examples. (The right column shows the unique identifier of the subject authority record, which is not important for our discussion. It only proves that I really did check, and this really is still valid LC subject heading terminology.)

The next slide shows KBM's first example -- this is what you get in our library catalog when you run the keyword search on college sports and economic aspects.

Second, the word and is no longer required in the keyword search. I found that searches in my library catalog omitting the word and work just as well. For example, wiring amateurs manuals works just the same as wiring and amateurs’ manuals. Likewise, Everglades description travel works just the same as Everglades and description and travel.

There is an exception. If you put quotation marks around the words that form a string in the subject heading, and that string includes the word and, then you still can't leave out the and. For example, if you put quotation marks around "description and travel", then you can't leave out that and. But in general, you don't need to put quotation marks around words that are adjacent in the original subject heading, anyway.

Third, singular and plural endings, and possessive endings, are no longer crucial to the success of the keyword search. The concept of "stemming", which goes back at least to Lovins 1968, seems to be partly implemented in OCLC WorldCat Discovery. So, amateurs’ manuals can be shortened to amateur manual. And in the subdivision wording teachers diaries, not only can teachers be shortened to teacher without wiping out the search results, but also the -ies of diaries can be shortened to the -y of diary without wiping out the search results. But with teachers diaries and teacher diary, you’ll notice that the results are not identical. That is a topic for further research. But I do need to water down what I wrote in my program description. I wrote "Singular vs. plural, important 12 years ago, no longer matter." Please get out your pen and water that down to "Singular and plural are less important than they were 12 years ago."
Reflections

Kornegay, Buchanan, and Morgan 2005 is an example of catalogers and reference librarians communicating with each other, and I would like to take a couple of moments to reflect on their article as a mini-case study of this communication.

Of the three authors, the first two were reference librarians (Buchanan still is) at Western Carolina University's Hunter Library, and the third was a cataloger at the same Library. In their article they indicate that the idea for the article began with the two reference librarians. They write, “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).

In a telephone interview 4-1-2017, Kornegay told me the culture at Hunter Library was perfect for this collaboration. Catalogers took part in the rotation of librarians at the Reference desk, and Becky Kornegay noted that in 2005 and before, two librarians worked side by side at the same time on Reference. When two librarians work Reference simultaneously, they have the opportunity to observe each other's question-answering tactics -- each other's reference style or personality. Becky commented that in working with Hiddy (or Hildegard), she was impressed by the latter's habit of integrating the wording of subject subdivisions into keyword searching in the online catalog.

So communication between reference librarians and catalogers is a two-way street. But I want to push this reflection further. I would suggest to you that all catalogers should be communicating with reference librarians! A saying I learned in library school is that catalogers hide stuff in the catalog, and reference librarians find stuff in the catalog. The two-way street of communication means that catalogers should tell reference librarians where they hid stuff! That, in part, is what Kornegay, Buchanan and Morgan 2005, and 2009, are all about.

What if you're a one-man band or a one-woman band at your library? You don't have a cataloger to communicate with in person on the job. Then I recommend you get yourself a copy of KBM 2005 and when you have looked at it, set aside a little time to review your cheat sheet about searching techniques for your catalog, and add a few examples from KBM 2005 to your cheat sheet.

A second reflection. The library catalog we had before we switched to OCLC WorldCat Discovery had something called subject heading index displays -- alphabetical lists of subject headings which actually pull up stuff in your library catalog. An example of what a subject index display looks like can be seen on this slide.

In WorldCat Discovery, we no longer have subject heading index displays. OCLC WorldCat Discovery is a work in progress. OCLC is constantly making improvements and adding refinements. I would hope that access to subject heading index displays can be introduced into WorldCat Discovery in the future. Here I am speaking in support of a 2013 article by Kornegay in the periodical Against the Grain. Subject heading index displays allow you to check if the
words you use in your keyword searches are actually hitting on the terminology used in LC subject headings. That gives you feedback -- it makes it possible for you to tinker with the wording of your keyword searches.

**Conclusions (Practice Implications)**

In conclusion:

In WorldCat Discovery, LC subject headings are still present, but sort of behind the scenes.

Having a handy list of Library of Congress subdivision terms 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.

As you look through 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.

Finally, if you get yourself a copy of Kornegay, Buchanan & Morgan 2005, I recommend you make yourself a second copy -- just in case a co-worker borrows your first copy!

**Acknowledgments**

I would like to thank Becky Kornegay, first author of the original article, for agreeing to a telephone interview with me. It 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**


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


McCutcheon, Sevim. "Keyword vs controlled vocabulary searching: the one with the most tools wins." *Indexer*, vol. 27 no. 2 (June 2009), pp. 62-65.
