

Have you considered using Google as the search engine for your repository?

Yes	25.0 %
No	66.7 %
Don't know	8.3 %

Comments:

- It is interesting to consider additional search engine functionalities for teachers
- not yet
We want to rebuild our repository and then we do consider using Google as one possible search engine.
- We considered it, but we didn't implement it.
- We already have a search engine, developed by us.
- Actually, its good idea to let Google to index the content and metadata of repository.
- All content is according to Google standards. A large percentage of all entries to the repository come through Google
- We use adwords. Also done some other SEO tactics.

Do you know the percentage of visitors to your repository that are referred from a Google search?

Yes	41.7 %
No	8.3 %
Don't know	50.0 %

Comments:

(for example on the Google search strings that most frequently refer to your repository)

- a majority of searches
 - Google does not find the repository unless the repository name is used in the search.
 - We have not the possibility to identify where visitors come from
 - google.com
google.se
google.co.uk
http://mu-in-f104.google.com/
http://lm-in-f104.google.com/
- We can only identify the search strings from the service itself.
- about 50%
- They type in
the name of the repository
"worksheet"

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"lesson plan"
"learning resource"

- 67000 pages out of totally 487 271 came from Google in Nov 2007.
- This information is obtained through Google analytics.
- Approx 50-60% come from Google.
For example:
"open education resources" gives OER Commons as first link
"open teaching resources" we come us as third link
"open math resources" comes up as fourth

Are individual browse categories / metadata records in your repository indexed by Google?

Yes	25.0 %
No	33.3 %
Don't know	41.7 %

Comments:

- We often get results from the link library in Google which implies that we are indexed in some way.
- Overhead of Google indexing all possible search queries of the repository
- I have someone who is tracking this--I'd need to find out and get back--we have a whole list of keywords that we use.

Have you considered including (parts of) your repository content in Google Scholar / Google Book Search?

Yes	0.0 %
No	41.7 %
Irrelevant	33.3 %
Don't know	25.0 %

Comments:

- It depends on the individual content providers
Content providers are not always sure of giving Google an access to the full contents.
- I suppose it could be interesting for page based content not for multimedia interactive LOs, due the actual features of Google Book Search.
Maybe could be interesting to submit a pdf description of LOs but as I know I do not think this is a goal for Google Book Search service.
I do not know exactly which are the rules to participate to Google Scholar so I do not have specific recommendations
- Not relevant when the target audience is pupils up to age of 15
- Not clear to me what information will be presented in Google Scholar search result. Searched terms in content or in metadata record.
- Working with ccLearn on these issues for OER specifically.

Do you use Google AdWords to market your repository?

Yes	16.7 %
No	75.0 %
Don't know	0.0 %
Not answered	8.3 %

Comments:

- It may interest some stakeholders to use it as an additional marketing service
- We will try to.
- Maybe we will next year.
- I'm afraid our institution does not have money for that.
- Have long list of words, which we optimize over time. Very small budget for this--Around \$3,500 a year. Very productive.

Name the top three things (or more) your repository does better than Google to serve your primary target audience:

- advertising excluded
searches relative to curriculum
searches relative to area of interest
- 1. Control over the search fields
2. Better segmentation of the information.
3. Accuracy.
- Star ratings
Quality Checking
Only educational content
More information is given in the search result than in Google
- - specialized content
- the content is certificated by specialists
- educational metadata
- search by subject category
- curriculum mapping
- 1. All our content items are quality tested.
2. We tailor to the needs of the Swedish target audience.
3. You get fewer but better answers. The results are more accurate due to controlled vocabulary. And it saves time!
- filtered search results
quality of the data
content developed by teachers
- specific targeted promotion
user support and training
specific detailed search (discipline, age range, didactical use)
- 1. educational classification
2. selection and quality of LO

Extracts from the Google survey

3. non commercial environment

- We sort away pages with unsuitable ads for kids
We serve quality assessed pages for school
We makes searches available for different ages
- Actually our repository is only database. Search engine is the functionality of learning portal interface.

Usually Google search is always better than any searching function in portal. Maybe the catalogue of content is advantage of portal. Teacher can find content by browsing.

- 1. Browsing facility in educational categories
2. Relevant articles and featured content/recommendations
3. Relevant search results-all learning resources
- Curation is more accurate
We have much more detailed information than Google would ever use/index
Produce targeted queries via apps to third parties

Name the top Google technologies / features you would like to implement in your repository:

- most aspects of Google are available otherwise too in other products.
The compilation is of interest, but then the actual repository should be redesigned or rather maintained with updates.
- Speed.
Word approximation.
Brand recognition.
- None
- - Google Analytics
- Google Image Search
- We consider implementing search-within-search feature.
iGoogle might be interesting because of the possibility to personalise information feeds.
- indexing the content
speed
simplicity
"brand identity"
search engine learning from previous searches
- image labelling
- Not in LOR but in learning portal that is connected with LOR. ... I don't know. Just too many of them there. Maybe Boodle Book Search for searching the text based content.
- We are 'Googlefying' all our content so it will be more easily found. Possibly Google maps but there are similar map providers available.
- maps (geolocation), customized search

Do you think that Google and searching is soooo old-school? Comment on what other technologies might prove more important to educational repositories in the next 2-3 years:

- I feel that web 2.0 is more state of art than something new.
This means that blogging and social tagging will have a role although they also bring some

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problems along with them.

Old-fashioned location of resources and access to data is of lasting interest.

- Profiling the user (through his or her search, or preferences, like/dislikes, etc) and then suggest the next couple of resources that he or she may use or need :-)

- Syndication

Personalisation: content is delivered to people based on their profile.

- - Mapping between repositories using ontologies
- - Multilingual search engine
- - Curriculum and competencies mapping (cross-curricula criteria)
- - Guidelines / authoring tools for content producers to create well-structured content to be reused in different educational context
- Using Google is definitely not old-school. It is "basic computer-literacy" concerning search for information.
Other technologies: the semantic web, RSS-feeds
implementation of repository search by using webservices on external sites
RSS feeds
recommendations of a community of teachers for good resources
- blogs
widgets
community reviews
- there many new ideas (tagging) but searching is not so old-school.
- Semantic web is going to be the next thing I guess. Google have to do something to filter away really bad hits
- Google and searching is not old school.

Maybe in the future the semantic web technology will be more implemented. e.g. search result will contain results based on synonyms and relations between different search terms.

Also the visualization of search results should improve. e.g. <http://www.visualthesaurus.com/>.
User can start searching with keywords and continue by browsing

- Delicious provides collaborative book marking facility a repository could use this technology to bookmark resources as part of an online community. The system could also link people together with similar profiles.

Repositories can make data that is buried in databases available unlike Google.

Repositories can recommend resources 'you might be interested in this.....'

- Google still has the best search engine. But they haven't really shown interest in "data" even though they eventually will. I believe they have done a lot to optimize their search, but that they have hit a ceiling. It is much more likely that semantic web tactics will prevail for search strategies in the next 2-3 years.