On the Air! Making the Content of a Consumer Health Radio Show Accessible Using a Blog Platform

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Introduction

- YOUR HEALTH® Radio (yourhealthradio.org)
- Health Sciences Library (HSL) collaborated with show for a website and resources
  - WordPress.com blog/website – basic installation is free, easy to use
  - Librarians provide resources
  - Librarian does indexing

WordPress.com Navigation Tools

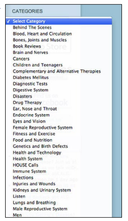
- Search Box – searches posts except comments
- Categories and tags
  - Categories – drop-down; display at bottom
  - Category or tag clouds
- Tabs at top – organize additional content
- Calendar

Categories and Tags

- Categories – broad
  - Explore related content
- Tags – narrower
  - Find specific content
- Display in alphabetical order at bottom of each post
  - Hard to read when there are lots of them
- Clickable - finds other posts with the same category or tag
- More than 15 on a post – WordPress.com omits from topic pages
- Show typically covers around 12-15 different topics

YOUR HEALTH® Radio Blog

search results



categories dropdown menu

calendar

Controlled Vocabulary

- Requirement - consumer-friendly from a reliable source
- MedlinePlus® used for majority of topics – broad terms, good for categories
- Library of Congress Subject Headings used to supplement MedlinePlus®
  - e.g. Telecommunication in medicine
- WebMD®, cataloger judgment
  - e.g. Health and Technology (WebMD®)
- Different vocabularies and liberal use of cataloger judgment
- Authority control much more challenging

WordPress.com Indexing and Display

- Simple structure to just add topics
- Clickable categories and tags allows for straightforward discoverability
- Cross-references (see references) – hard to use effectively
  - Add all? Only certain ones?
- Can't see topic relationships – alphabetical display
  - What tag is related to what category?
  - Which tags, if any, are synonyms?
- Search results only list post title and date posted
  - Title is for the main topic of the show
  - Why did I get these results?

Conclusions

- WordPress.com – has basic indexing/navigation options
  - Quick and easy to provide good basic search and navigation
- Effective indexing is a bigger challenge for blogs covering MANY topics
- Indexing decisions and maintenance can be more problematic as blog grows
- Blog content authors and indexers need good communication
  - Effective use of keywords in text can augment categories and tags
- Bigger challenge without usability tools – what do people put in the search box?
- WordPress.org – cost but more powerful features and tools; may need more staff skills and resources to maintain. Currently under consideration for next iteration of website.

UNC HEALTH SCIENCES LIBRARY

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