

GALILEO: Tips, Tricks and Talking Points

First off, what is GALILEO?

GALILEO stands for Georgia Library Learning Online, and is a collection of information resources provided to the citizens of Georgia by the Board of Regents of the University System of Georgia.

It is a credible, authoritative source for research. It also provides a variety of informational resources for public library patrons.

Why should our patrons/students use it?

The open Web today is the Wild Wild West (pun intended) of information. With no threshold to publication, credibility becomes a severe concern for researchers. What's more, the Internet is beyond overwhelmingly large. According to IBM, over 90% of all the data in existence was created in the last two years alone. Just imagine how much more information will find its way online in the next five years!

GALILEO provides a solution to the key pitfalls of the open Web. With scholarly databases, vetted information, and an effective search tool equally as simple as today's popular search engines, GALILEO provides the right information for the right person at the right time.

OK, so what is included in GALILEO?

GALILEO is comprised of over 100 databases, indexing thousands of publication and millions of articles. But GALILEO isn't just journal and magazine articles. Content includes images, graphs, charts, videos, reports, legal documents, primary source documents, and so much more. A full list of included resources is available on GALILEO's website: http://about.galileo.usg.edu/institutions/database_listing

Great! Now how do I get my patrons/students to actually use it?

We're happy you asked. Below are some great starting points – tips and tricks to get the most out of this valuable resource.

1

Understand what is covered, and what isn't

GALILEO is great for students conducting research for a project, or library patrons looking for information in fields like medical information, historical knowledge, U.S. government documents, legal information, technology, language learning, test preparation, and a wide variety of other fields.

It won't cover up-to-the-minute current events and news. It doesn't include reviews, hours or the phone number for the pizza place down the street. It probably does not contain too many cat videos. It definitely does not include ads or commercials.

2

Set the default homepage on your library's public computers to the GALILEO homepage

Or, create a prominent link on your website.

3

Direct people to GALILEO for their information and research needs

If you see someone struggling to find what they're looking for with a commercial search engine, let them know – GALILEO can help them find what they really need!



4 Explain what they're getting

GALILEO features over 100 databases, but one simple search. Just like their favorite search engine, users simply enter their keywords and click search. If they need more advanced search options, GALILEO has that as well.

5 Promote your library and GALILEO wherever you can

GALILEO provides a variety of flyers and handouts on its website: http://about.galileo.usg.edu/site/PR_handouts_and_flyers

Many of the vendors included in GALILEO also offer promotional materials on their websites, if there's a particular resource you want to highlight. Flyers, bookmarks and posters all make simple promotions easy for increasing awareness.

6 Remember that GALILEO is here for everyone... and remind your users

Sometimes it's easy to forget something if it's not part of your everyday experience. Users may be aware that they have access to online resources, but in the moment they don't think to use them. Keep reminders around your public access computers so researchers get a reminder right when they need it most.

This is perfect, but what should I say?

Here are a few good talking points to introduce your patrons to GALILEO:

1 GALILEO is just as easy as Google, and in fact, it's better

Searching GALILEO is just as simple, intuitive, and powerful as searching any commercial search engine, even Google. The difference is that GALILEO provides information you can trust, without bias, advertising, scams or viruses.

2 If we have access to it, GALILEO can find it

GALILEO searches much more than just scholarly databases. It searches your library's catalog, Georgia state government documents and records, resources like Consumer Reports, and a huge collection of Georgia-specific resources.

3 GALILEO can do a lot more than just find it for you

With GALILEO, users can save, print or email results. GALILEO also provides citation information and resources to make citing your research easy.

4 GALILEO has been around for 20 years, pretty much since the start of the Internet

GALILEO has an established history of providing the best resources available to the citizens of Georgia, and has grown steadily in terms of materials as well as population covered. Every citizen of the state has access to GALILEO.

5 GALILEO has been around for 20 years, and isn't going anywhere

Surviving 20 years in the Internet age is an accomplishment. GALILEO has shown it can adapt with the times and technology, and will continue to serve Georgia for many more years to come. You don't have to worry about GALILEO going away.

6 GALILEO goes with you

Through their schools and libraries, anybody in Georgia can access GALILEO, from anywhere. GALILEO doesn't just work in the library, it's available from home and on all your mobile devices as well.

7 GALILEO is free for you

GALILEO is a program provided by a mix of state and federal funds, but costs nothing for the end user.

