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## Hunting the Humanities With Artemis: Gale's New Platform

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**Abstract:** Artemis is the name of the new platform introduced in 2013 by Gale, part of Cengage Learning. It rolled out to cover two humanities topic areas of Gale databases: history and literature. At its Web site, Gale explains that it chose the name Artemis because Artemis was the Greek goddess "who symbolizes new ideas, discovery, power, and 'the hunt.'" Searching the databases via the Artemis platform is straightforward. There is a Basic search and an Advanced search. Basic search gives you one search box, with autocomplete suggestions -- Gale calls this search assist -- based on indexing and thesaurus terms. The searching and viewing of results are clean and well-suited to the underlying database structures, but there's nothing particularly innovative going on. Where Gale's innovation shows up is in the analysis of results. The data mining capabilities of Artemis suggest that Gale might have to look at additional mythological gods or goddesses for future product naming, but it's difficult to identify an appropriate choice as the deity of data mining.

**Full text:** Artemis is the name of the new platform introduced in 2013 by Gale, part of Cengage Learning. It rolled out to cover two humanities topic areas of Gale databases: history and literature. Artemis: Primary Sources combines Eighteenth Century Collections Online (ECCO) and Nineteenth Century Collections Online (NCCO). Artemis: Literary Sources integrates Literature Resources From Gale and Literature Criticism Online. Literature Resources From Gale includes Literature Resource Center, LitFinder, Scribner Writers Online, Twayne's Authors Online, MLA International Bibliography, and Gale Virtual Reference Library. What is available through Artemis depends on which databases the library subscribes to.

At its website, Gale explains that it chose the name Artemis because Artemis was the Greek goddess "who symbolizes new ideas, discovery, power, and 'the hunt.'" Most reference sources for mythology agree that Artemis was the goddess of the hunt and identify Diana as (roughly) the Roman equivalent. They also generally add goddess of the moon and virginity to her attributes, something Gale doesn't mention. The notion of new ideas, discovery, and power is apparently an extrapolation and the beginning of Gale's own mythological interpretation of the goddess.

### SEARCHING ARTEMIS

Searching the databases via the Artemis platform is straightforward. There is a Basic search and an Advanced search. Basic search gives you one search box, with autocomplete suggestions-Gale calls this search assist-based on indexing and thesaurus terms. Advanced provides options for field searching and lets you add rows for more complex queries using the Boolean AND, OR, and NOT operators. The fields derive from the underlying database structures, so Artemis: Literary Sources lets you choose more fields than Artemis: Primary Sources does. For example, you can select "Person-By or About," "Person-About," or "Name ofWork," among others.

The Advanced search option provides for limiting possibilities, also designed around database structure. The limits for both Artemis: Literary Sources and Artemis: Primary Sources include content type, date, document type, language, publication title, and source library or product. Artemis: Literary Sources also lets you limit to peer-reviewed documents and those with full text. Since the primary sources in Artemis: Primary Sources are all full text and none are peer reviewed, these limits would not be sensible to include.

Since primary materials, particularly older ones, are frequently idiosyncratic in structure, Gale has tried to normalize the documents for easier search and retrieval, adding extensive indexing and metadata. As Susana Boylston points out in her blog post for Little Reflections, the Davidson College E.H. Little Library Blog, "digital archives require more sophisticated search algorithms to assist the researching, and indexing plays a part in

how these algorithms function" ([sites.davidson.edu/littlereflexions/artemis-beyond-huntingandgathering](http://sites.davidson.edu/littlereflexions/artemis-beyond-huntingandgathering)). The initial results list is as straightforward as the search function. The list is organized by format-monographs, manuscripts, newspapers & periodicals, and maps for Primary Sources and literature criticism; biographies, topic & work overviews, reviews & news, primary sources & literary works, multimedia, and MLA International Bibliography for Literary Sources. You also have several limit options on the left-hand side of the results screen. You can search within results, select a particular database within Artemis, or choose a subject indexing term. Limit by date using sliders under the publication date graphic. Sorting results by dates is not available. You can save the results that interest you to your research folder by clicking on the folder icon, a feature that is becoming commonplace in newer platforms and very helpful to students and other researchers. You can add tags and annotations to articles saved in your Artemis research folder.

#### ANALYZING RESULTS

The searching and viewing of results are clean and well-suited to the underlying database structures, but there's nothing particularly innovative going on. Where Gale's innovation shows up is in the analysis of results. When you look at your results, pay attention to the lefthand side of the screen. As already noted, several limiting facets appear there. Not listed under "Limit Search By" is content type, which appears as the first option. Much more important is the second option, "Analyze Results." It's a bit confusing to place the analysis options between two limiting options, since most people will see choosing a content type as a limiting factor to narrow search results. A better placement would have been the analysis option first, then the limiting options. You have two choices for analysis: term clusters and term frequency. Both involve lexical analysis. Term clusters reveals hierarchical relationships among words occurring within 100 words of your search terms for the first, presumably the most relevant, 100 documents. Note that the clusters do not reveal relationships among all the words in the retrieved documents, nor are all the retrieved articles covered, unless they number fewer than 100.

Artemis displays these relationships in the form of a sunburst chart with a list of articles beside it. This visual results display can reveal interesting connections and provide terms for further exploration. You can also drill down more deeply into the research topic. Click on one of the words displayed in the inner concentric circle to narrow your search to more-focused information. The outer circle narrows the search further. This display is particularly effective when you start with a very broad topic, as the related terms suggest narrower search possibilities.

#### SUBJECTS OR TERM CLUSTERS?

The differences between limiting by subject or drilling down through the rings in the cluster analysis show the power and perils of controlled vocabulary versus full text. Source documents in Artemis are scanned copies, which can induce some errors. For example, searches in Artemis: Primary Sources can show "Thb" as a term cluster. When you look at the actual document, "Thb" is a misinterpretation of "The"-which explains why it shows up frequently enough to be viewed as an important term. Unfortunately, students are unlikely to ask an information professional about this strange "Thb" and may assume that the search is flawed.

Gale introduced its visual search results almost simultaneously with EBSCO's elimination of its visual search. Longtime EBSCO host users will recall that EBSCO first introduced visual search results in 2006 through an arrangement with Groxis to use its Grokker product as what EBSCO called "Visual Search"-its third search option, along with basic and advanced. The circular bubbles arrangement of results functioned somewhat similarly to Artemis' term clustering chart and was also limited to the first 100 documents. Groxis went out of business in 2009, and EBSCO switched to an internally developed visual search that displayed results in block format. EBSCO discontinued its visual search in July 2013.

Although the idea of enhancing discovery through visual representations is not new, Gale's implementation is noteworthy. Using what amounts to a digital discovery dashboard that is increasingly familiar to people, Gale may succeed where EBSCO did not. However, the cluster is currently limited to only two rings, and you can

very quickly end up with only one or two results. For many students, particularly undergraduates, that is ideal. Faculty and graduate students may find it's too few. If Artemis expands the number of sources, adding more Gale databases to the searchable results, it may need to expand the number of rings in its cluster analysis.

#### TERM FREQUENCY

Term frequency, the second analysis option, shows a graph of how often your search terms show up in results over time. With this tool, you can compare usage of "influenza" versus "flu" or "Samuel Clemens" versus "Mark Twain." You can be going to answer questions such as which concept, war or peace, garnered more interest in a specific time period. You can take a search concept and compare it across countries or other criteria. You can choose to graph by frequency or by popularity. Click on any point on the graph to see exactly which documents represent your exact results.

Term frequency does not, by itself, provide definitive answers. It suggests trends and leads searchers to ask why the graph's peaks and valleys occur. If there's a sudden spike for a term in 1839, for example, what was going on that would have caused that spike?

As with other analytical tools, a term frequency graph becomes more valuable the greater the amount of information it can analyze. Knowing the nature of the underlying source material is also important when interpreting the graphs.

#### CROSS SEARCHABILITY

The Artemis platform was created to encourage cross searching of Gale databases. However, Artemis: Literary Sources and Artemis: Primary Sources are two separate products: You can't currently search them simultaneously to find out, for example, what the primary sources were saying at the time a book was written, assuming the book was published in the time period covered by ECCO and NCCO or was about the 18th or 19th centuries. Also not included are other digitized news and archival Gale databases. Artemis would be an even more powerful platform if it could incorporate non-Gale digitized archives.

Gale promises that it will add more source material and unify the two Artemis platforms it currently sells. When source material is added, it will automatically show up in Artemis if your library already subscribes to the newly added database.

As it seeks to unify collections, the Artemis platform holds great promise for digital humanities research. The analysis functionality is not, perhaps, as intuitive as Gale believes. It requires a different way of looking at information searching. Its relatively rudimentary text mining capabilities can be exploited by scholars if they understand how to effectively employ the tools. Moreover, if Gale truly wants to leverage the power of integration to unlock and unify research resources, then it needs a greater abundance of data.

The data mining capabilities of Artemis suggest that Gale might have to look at additional mythological gods or goddesses for future product naming, but it's difficult to identify an appropriate choice as the deity of data mining. Pluto is considered the god of mining, but whether Gale would want a "Plutonian" platform is questionable.

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