

# Transitioning Users to the New ADS

*Kelly Lockhart & the ADS Team*

*kelly.lockhart@cfa.harvard.edu*

ADS Users Group Meeting - 11/28/2018



# Original Timeline (November 2017)

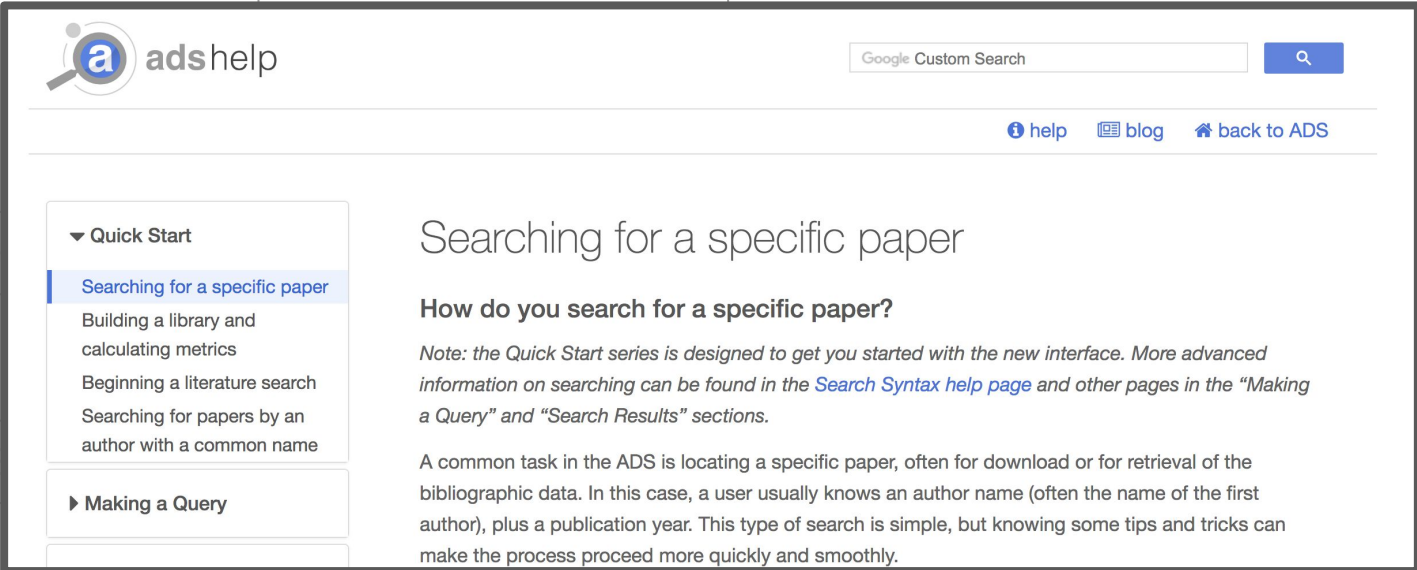
<b>Milestone</b>	<b>Month (tentative)</b>	<b>Actions</b>
Pre-go live	Through March 2018	Post new documentation, prepare transition-related blog posts and outside posts, recruit testing volunteers
Go-live	April 2018	Email user accounts, post transition-related blog posts and on social media and outside sites, enable banner notifications and first level of redirection
Go-live + 6 months	October 2018	Second level redirection, email user accounts
EOL - (1 - 3) months	Jan - Mar 2019	Email active Classic users, post on Astronomers Facebook group
Classic EOL	April 2019	Social media posts, prep for user support

# Current progress

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The screenshot shows the ADS help website interface. At the top left is the 'ads help' logo. A search bar with 'Google Custom Search' and a magnifying glass icon is on the top right. Below the search bar are navigation links for 'help', 'blog', and 'back to ADS'. A left sidebar contains a 'Quick Start' menu with the following items: 'Searching for a specific paper' (highlighted), 'Building a library and calculating metrics', 'Beginning a literature search', and 'Searching for papers by an author with a common name'. Below this is a 'Making a Query' section. The main content area features the title 'Searching for a specific paper' and a sub-heading 'How do you search for a specific paper?'. A note states: 'Note: the Quick Start series is designed to get you started with the new interface. More advanced information on searching can be found in the [Search Syntax help page](#) and other pages in the "Making a Query" and "Search Results" sections.' The main text begins with: 'A common task in the ADS is locating a specific paper, often for download or for retrieval of the bibliographic data. In this case, a user usually knows an author name (often the name of the first author), plus a publication year. This type of search is simple, but knowing some tips and tricks can make the process proceed more quickly and smoothly.'

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## Classic ADS and the New ADS: A Look Under the Hood

ADS Team, ADS

24 May 2018

In this post, we  
ADS service.

Go-live + 6 months

EOL - (1 - 3) months

Classic EOL

prepare  
and outside posts,

## The New ADS Loses Its Beta Label

ADS Team, ADS

24 May 2018

ADS is excited to announce that the [new ADS interface](#), codenamed Bumblebee, is leaving its beta label behind! The service, under development since 2015, has reached parity with ADS Classic. In addition, it provides a modern interface and new search features.

# AstroBetter

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## Welcome to the New ADS

by **Guest** on *May 28, 2018*

*Kelly Lockhart is a back-end software engineer for the NASA Astrophysics Data System, based at the Harvard-Smithsonian Center for Astrophysics.*

The Astrophysics Data System (ADS) is pleased to announce that our **new interface** beta phase! It has reached nearly full parity with the Classic system, and provides more search fields, and a more modern interface than ever before.

Classic Form **Modern Form** Paper Form

Watch later Share

QUICK FIELD: Author First Author Abstract Year Fulltext All Search Terms

author author:"tuchus, jeh" database:author:"tuchus, jeh"  
first author author:"tuchus, jeh" references:reference:author:"tuchus, jeh"  
abstract + title abstr:"dark energy" reviews:reviewed:"gamma-ray bursts"  
year year:2000  
year range year:2000-2005 refereed:property:refereed  
full text full:"gravitational waves" astronomy:database:astronomy  
publication bibstem:Apu OR site:planet:CR star

Classic EOL

April

Search

To search, type and hit enter

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### RECENT POSTS

**2019 Membership Renewal Reminders on Their Way to Your Mailbox!**  
14 Nov 2018

**Recruiters: Find Your Next Hire at AAS 233 in Seattle**  
12 Nov 2018

**JWST Observer News Roundup Delivers Webb to Your Inbox**

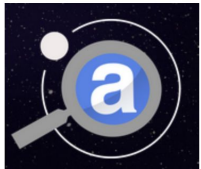
## The New ADS Loses Its Beta Label

Tuesday, June 19, 2018 - 09:51

The NASA Astrophysics Data System (ADS), the digital library portal for researchers in astronomy and physics, is pleased to announce the official removal of the beta label from our **new search interface**! The new ADS has been under development since 2015 and has officially reached parity with ADS Classic, which has been in service since 1994.

The new interface is built upon modern search engine technology while also providing new features, such as full text search, and the inclusion of new searchable fields, such as author affiliations.

With the new ADS up to speed, ADS Classic will be slowly phased out over the coming year and will be retired in the second quarter of 2019. For more information, check out [our blog post on the transition](#) and, for those interested in the technical aspects, [our blog post on the technology stacks](#) behind both systems.



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<del>Classic EOL</del>

[SAO/NASA ADS](#) Astronomy Query Form for Fri Nov 16 15:55:38 2018

[Sitemap](#) [What's New](#) [Feedback](#) [Basic Search](#) [Preferences](#) [FAQ](#) [HELP](#)

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Read about [the ADS search transition](#) and [Classic search translator](#)

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Databases to query:  [Astronomy](#)  [Physics](#)  [arXiv e-prints](#)

**Authors:** (Last, First M, one per line)  [SIMBAD](#)  [NED](#)  [ADS Objects](#)

[Exact name matching](#)  [Object name/position search](#)

Require author for selection  Require object for selection

(  OR  AND  [simple logic](#) ) (Combine with:  OR  AND )

**Publication Date** between   and    
(MM) (YYYY) (MM) (YYYY)

Enter [Title Words](#)  Require title for selection  
(Combine with:  OR  AND  [simple logic](#)  [boolean logic](#))

Enter [Abstract Words/Keywords](#)  Require text for selection  
(Combine with:  OR  AND  [simple logic](#)  [boolean logic](#))

Return  items starting with number

Search within articles using [the new ADS UI](#)

[myADS](#): Personalized notification service

[Private Library](#) and [Recently read articles](#) for 5bec8e0830

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<del>prepare posts and outside posts,</del>
<b>transition-related blog a and outside sites, ns and first level of</b>
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# Current progress

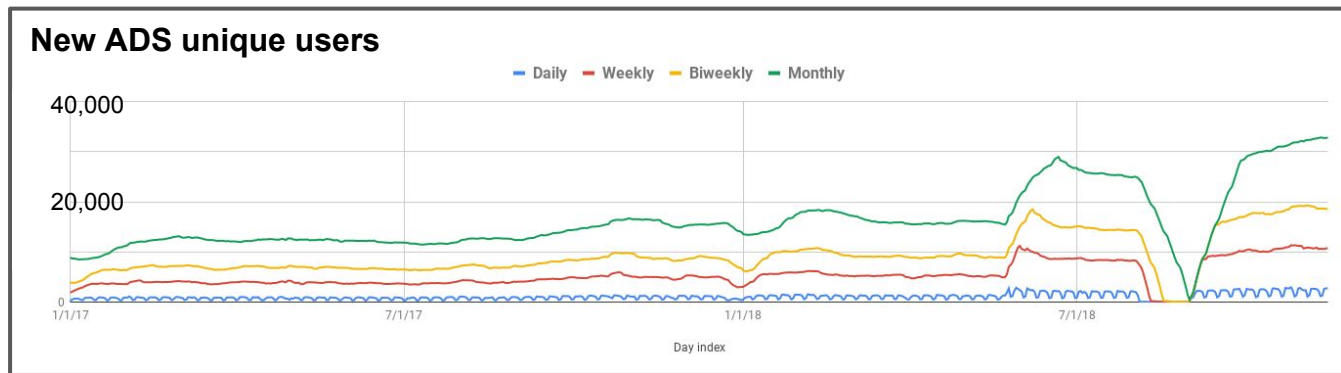
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# New ADS: Adoption Rates

- Overall, making good progress but have a ways to go
- Classic traffic:

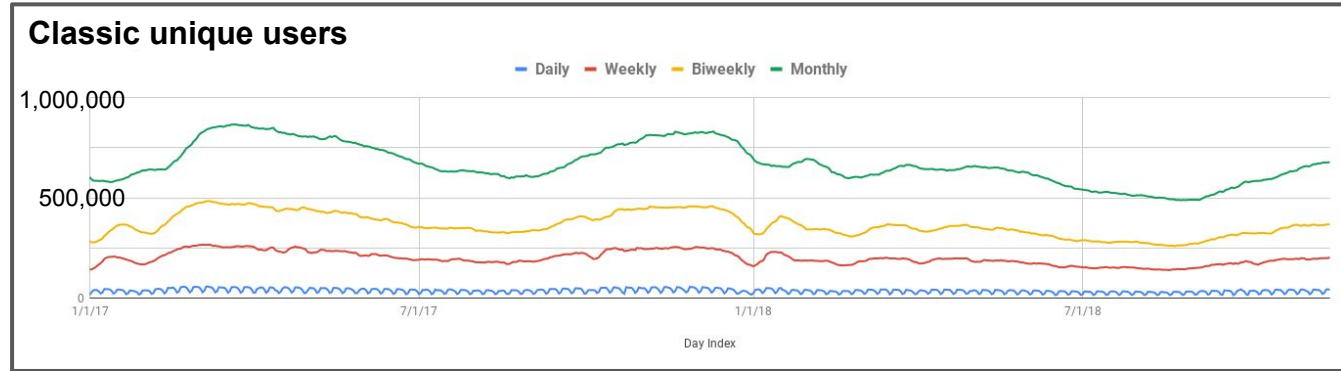


- New ADS traffic:

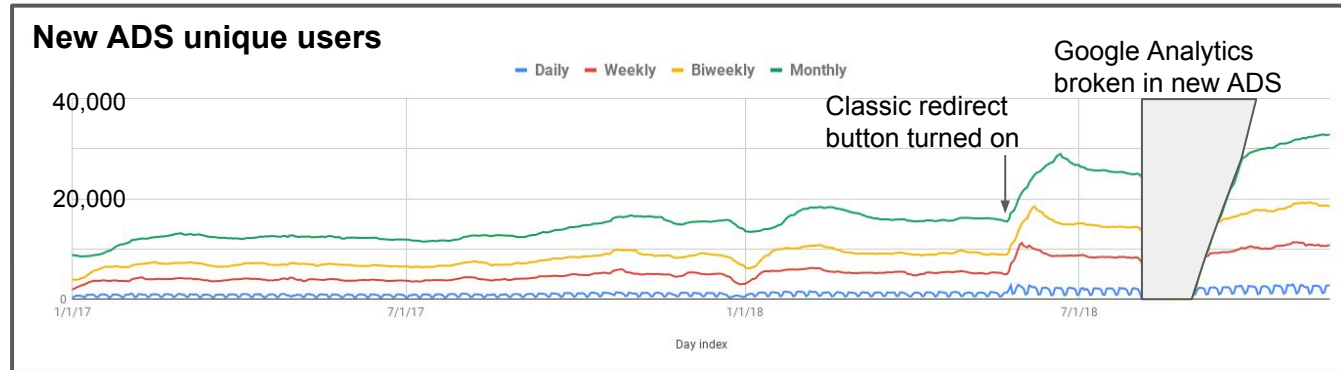


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- New ADS traffic:



# Usage from regular users

Number of read events from regular users over a 3-month period

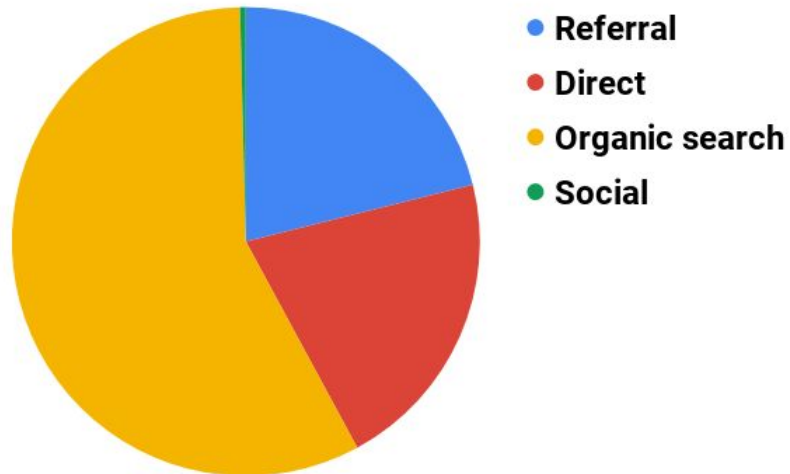
- Cleaned to remove bots and one-time users
- Mid-August to mid-November 2018

**Classic:** ~3,900,000 separate read events

**New ADS:** ~305,000 separate read events

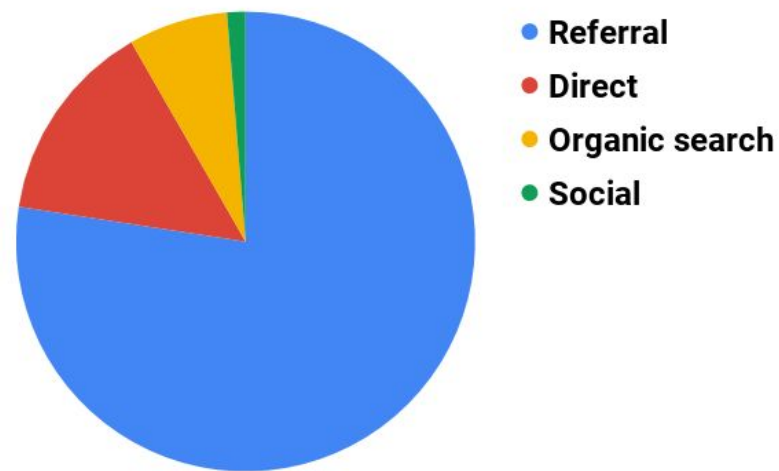
# How are users getting to ADS?

- Classic (October 2018):



Average session duration: 1m29s

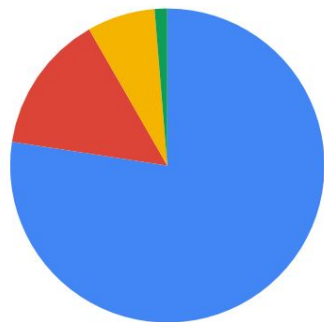
- New ADS (October 2018):



Average session duration: 5m31s

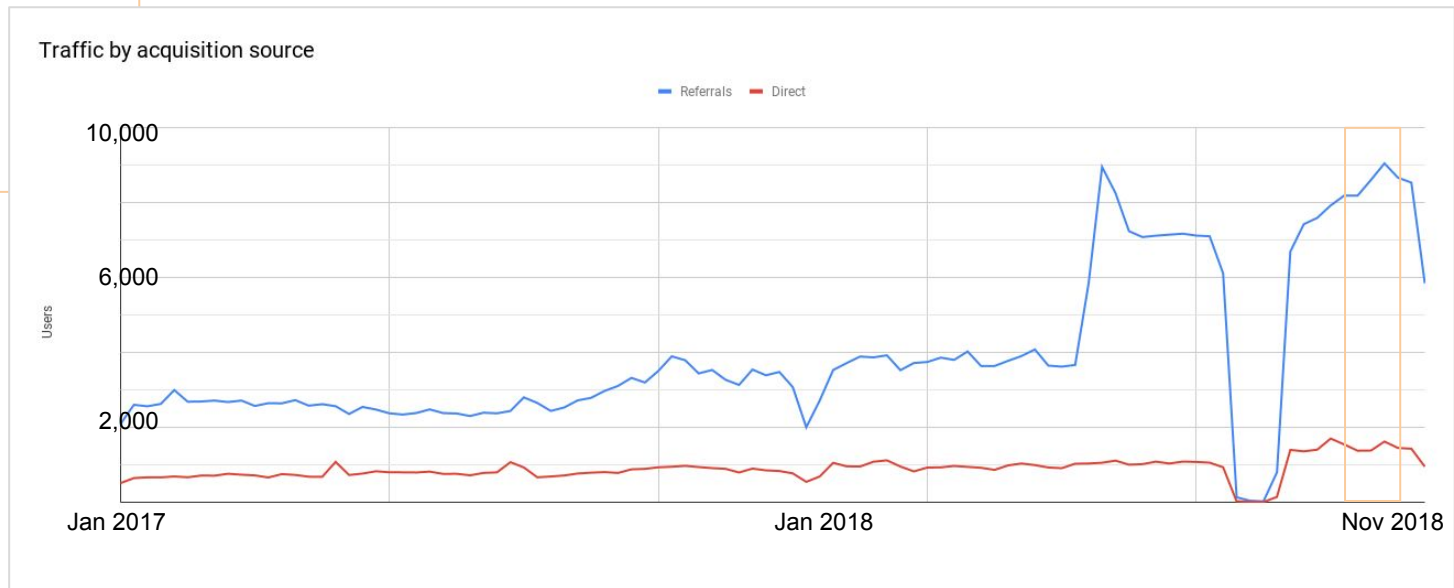
# How are users getting to the new ADS?

- New ADS:



- Referral
- Direct
- Organic search
- Social

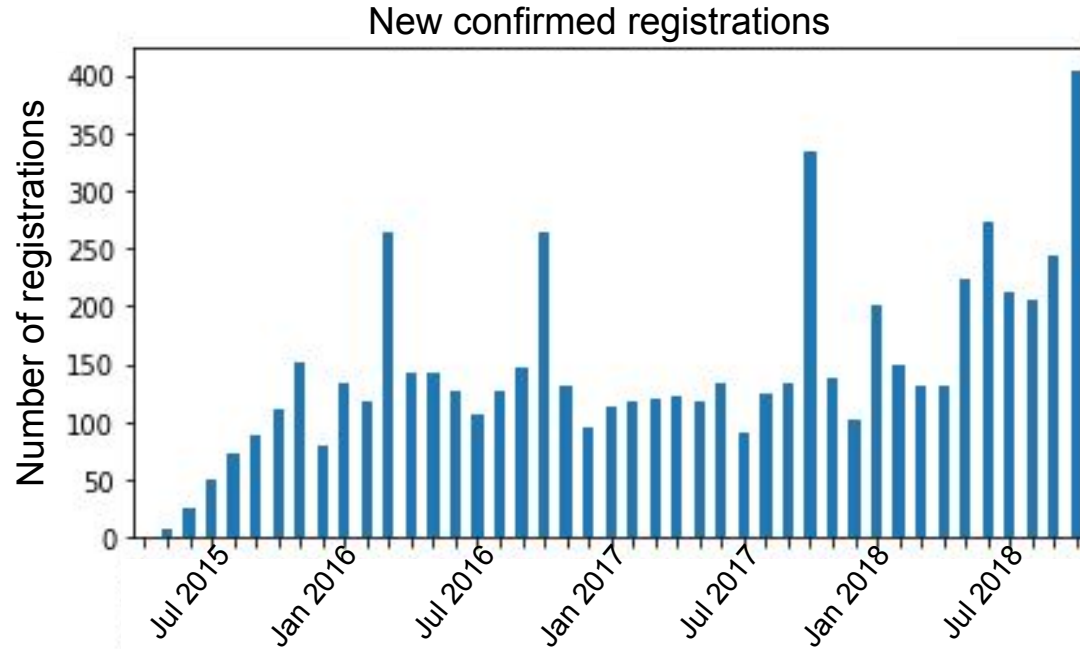
October 2018



# Expected traffic increases

- Referral:
  - Second-level Classic redirect
  - Redirect option from Classic one-box search
- Direct:
  - arXiv overlay extension
  - arXiv links
  - myADS email links
- Organic search:
  - Search engine indexing

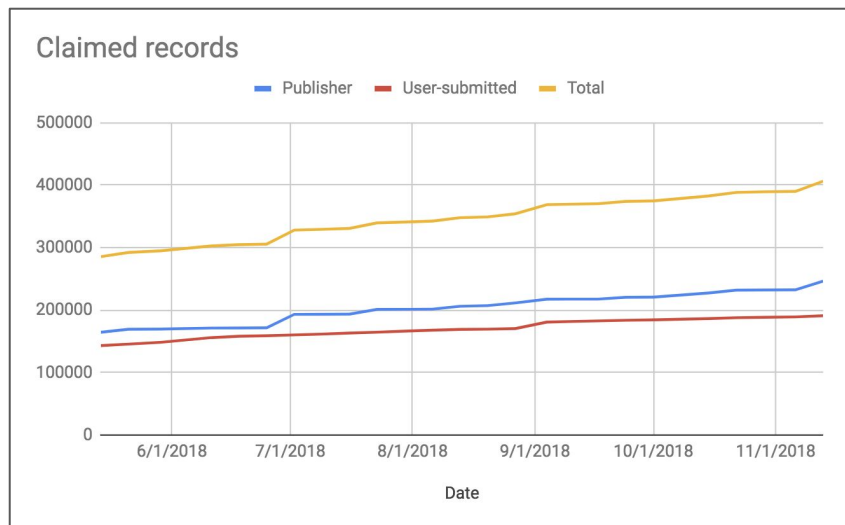
# New ADS account registrations



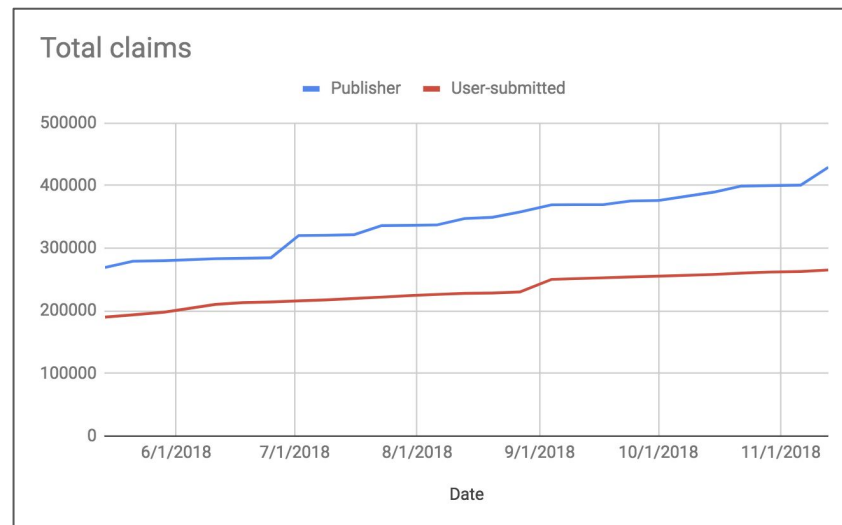


# ORCID users

- ADS records with at least one associated ORCID ID



- Total number of ORCID IDs in ADS (one record can have multiple ORCID IDs)



# Challenges

- Missing features (a.k.a. feature parity)
  - To be discussed later today
- User survey - lessons learned from Classic holdouts:
  - Speed still an issue
  - Some users have an outdated perception of speed/features in the new ADS
  - Old habits die hard