

### **What is Grokker?**

Grokker is an innovative research and information management tool that simultaneously searches many data sources, and presents results in a topically organized, visual map.

Grokker is the flagship product of Groxis, Inc.; a privately held company backed by leading investors, founded in 2001.

### **Where does the name Grokker come from?**

The name is a derivative of the term "grok", which comes from Robert Heinlein's classic *A Stranger in a Strange Land*. To grok is to understand something so deeply that it is fully absorbed into oneself. Grokker allows users to make discoveries and see how information is related, thus enabling them to truly "grok" their research topic.

### **What is so special about Grokker?**

Grokker does 2 things that we (SULAIR) have been looking for:

- Grokker provides "federated" or "broadcast" search ability; that is, it provides the ability to send a search query to several resources simultaneously.
- Grokker also returns search results in a way that is more useful, and much easier to navigate than the usual list format. Grokker groups the results topically, and presents them in an interactive visual map. The Grokker map is easy to navigate and allows users to quickly get to relevant results.

### **What is Stanford Grokker?**

The Stanford Grokker is a special version of Grokker available exclusively to Stanford faculty, students and staff. Stanford Grokker provides a single point of access to Socrates, HighWire Press, Expanded Academic ASAP, Academic Search Premier, the Library of Congress, and the web. SULAIR and Groxis continue to work together to add new features to Grokker and to expand the number of research sources that Grokker accesses.

### **What is Stanford's relationship to Grokker?**

The Stanford University Libraries & Academic Information Resources (SULAIR) have entered into a 1-year (AY 04-05) co-development partnership with Groxis to develop a Stanford version of Grokker tailored for the academic environment.

### **What is the advantage to Stanford?**

SULAIR is in the business of helping scholars find and use information; so we are always on the look-out for the best and most useful information products and services. Partnering with Groxis to develop Stanford Grokker allows SULAIR to offer an exciting new research tool to its users; and allows SULAIR staff to have a hand in developing and shaping Grokker based on our understanding of the needs of scholars at Stanford.

### **What is the advantage to Grokker?**

The Groxis staff can gain a foothold in the academic market by working with Stanford and getting feedback on Grokker from the highly skilled staff of the Stanford University Libraries & Academic Information Resources and from Stanford students and faculty.

### **What have SULAIR and Grokker done to introduce Grokker to Stanford?**

The Grokker awareness campaign at Stanford has consisted mainly of a series of workshops and training events, combined with an innovative awareness campaign to introduce the term "grok" to the Stanford community.

Workshops and training opportunities have included numerous workshops for library and residential computing staff, who frequently make recommendations to students and faculty on research technology and tools. Grokker has also been presented in open workshops for the Stanford community and in presentations as part of student and faculty orientations.

The "grok" awareness campaign has consisted of daily "you grok?" puzzles in the Stanford Daily (the student newspaper), as well as handouts of "grok" buttons and stickers. The "you grok" puzzles present a mock-up of part of a Grokker result map, with the user challenged to come up with the missing subject terms. The answers are available at [www.yougrok.com](http://www.yougrok.com); which also redirects users to the Stanford Grokker page (<http://grokker.stanford.edu>) where you can learn about and download the Stanford Grokker.

### **How has Grokker been received?**

As of 12/10/04, Grokker had been downloaded onto 1274 Stanford faculty, student, and staff home and office machines.

The Stanford Grokker start page is being viewed an average of 44 times per day.

Feedback from training sessions, and the Grokker on-line survey indicate that Stanford students like the single search capability of Grokker and the visual display of results. Stanford users are anxious to have even more Stanford resources made available through the Grokker research tool.

### **What is next for Stanford Grokker?**

SULAIR and Groxis will continue to collaborate to improve the Stanford Grokker. We are currently working to increase the number of SULAIR's licensed resources available through Grokker. Improvements and additions to the user interface are also being made, based on feedback from the Stanford community.

### **For more information:**

<http://library.stanford.edu>

Chris Bourg, [mchris@stanford.edu](mailto:mchris@stanford.edu), 650-724-9899

Wynn Hausser, [wynnh@stanford.edu](mailto:wynnh@stanford.edu), 650-725-9743