Finding Everything You Need—
BNA Indexes Ensure Accuracy and Save Time

Full Text Searchers Don’t Know What They’re Missing!

Researchers who rely entirely on text searching are missing information. Some experts estimate as much as 80 percent of significant content is missed by using full text searches to retrieve information.

BNA conducted a Usability Study to detect and quantify any disparity between text searching and research aided by indexes. Its study was conducted at law schools and compared success rates and completion times for text searchers with those of index users. Law students completed a series of research tasks using the online version of United States Law Week. They answered half of the questions using text searches. For the other half they used the online index.

Researchers Find Exactly What They Need Using Indexes

In the BNA Usability Study, index users had an 86 percent success rate while text searchers had only a 23 percent success rate. The study included both single answer and more complex research tasks. Results for the various types of tasks confirmed many limits of text searching. Text searching can be successful in locating proper names or an isolated piece of information involving very specific facts. However, for most legal research tasks, using an index provides more relevant and complete results.

Some BNA Online Indexes

ABA/BNA Lawyers’ Manual on Professional Conduct: Current Reports Index
Accounting Policy & Practice Report Index
Antitrust & Trade Regulation Report Index
Banking Report Index
Bankruptcy Law Reporter Index
Chemical Regulation Reporter: Current Reports Index
Class Action Litigation Report Index
Computer Technology Law Report Index
Construction Labor Report Index
Corporate Accountability Report Index
Criminal Law Reporter Index
Daily Labor Report Index
Daily Report for Executives Index
Daily Tax Report Index
Electronic Commerce & Law Report Index
Employment Discrimination Report Index
Environment Reporter: Current Developments Index
Expert Evidence Report Index
Family Law Reporter Index
Federal Contracts Report Index
Government Relations Index
Health Care Fraud Report Index
Health Care Policy Report Index
Health Law Reporter Index
Health Plan & Provider Report Index
Human Resources Report Index
International Environment Reporter: Current Reports Index
International Trade Reporter: Current Reports Index
Labor Relations Reporter Current Index
Labor Relations Week Index
Medical Research Law & Policy Report Index
Medical Trade Reporter Index
Mergers & Acquisitions Law Report Index
Occupational Safety & Health Reporter: Current Reports Index
Pension, Trademark & Copyright Journal Index
Pharmaceutical Law & Industry Report Index
Privacy & Security Law Report Index
Product Safety & Liability Reporter: Current Report Index
Securities Regulation & Law Report Index
Toxics Law Reporter Index
United States Law Week Index
White Collar Crime Report Index
Workplace Law Report & Index

Ask your librarian which BNA publications and services are available through your school. A full list of all BNA services is located at www.bna.com/lawschool.
Indexes Save Time

In the BNA Usability Study, index users had an average completion time of 57 seconds per research task. Without the index, 77% of text searchers were unable to successfully complete the tasks within the allotted five minutes. The other 23% required an average of 2 minutes and 47 seconds to be successful in completing a task.

Each Index Heading Provides a Subject Overview

In an index related information is grouped together under subject headings, making accidental discovery of useful items a common bonus for index users. You may know exactly what you are trying to find, but there may be more relevant information you did not expect to find or even know to consider. The cross-references and logical structure of an index guide you to what is relevant to your research.

You can browse through index headings or conduct a search of an entire index for specific terms. Unlike text searches, index searches have advantages stemming from a logical structure and consistent terminology. Cross-references from synonyms guide you if you happen to try a term other than a preferred word or term of art.

The following excerpt from a BNA index illustrates these points.

ANTITRUST
Aircraft lessors’ coordinated effort to repossess planes from bankrupt United Airlines not violation (7th Cir.), 1675
College sports. See SCHOOLS, subheading: Athletics Enforcement by federal authorities, ABA report issued, 2453
Farm products. See AGRICULTURE
Immunity
Noerr-Pennington doctrine
Cable television franchises (6th Cir.), In Brief, 1431
Real estate agent suit over defendant’s discovery misconduct barred (9th Cir.), 1771
Tobacco, multistate settlement agreement, state action (N.D. Cal.), In Brief, 1639
Price discrimination, standing, circuit split roundup, 2046
Remedies, state attorney general’s suit seeking divestiture by bankrupt energy firm improperly stayed by court (9th Cir.), 1499
Restrain of trade
Credit card and debit card acceptance by merchants, Visa and MasterCard sued for tying (2d Cir.), In Brief, 1447
Dog breeding club’s refusal to register dogs registered with competitor not group boycott (9th Cir.), 1708
Marketing campaign by toilet partition maker to show safety hazards of rival product not violation (3d Cir.), 1483

Self-training to Use Indexes Is Minimal

Study participants were given no training and no instruction beyond, “Now use the index.” In spite of this limited instruction, 10 second completion times were not unusual for first-time index users.

Issues Presented in Study Tasks

1. Can liquor stores place ads in college newspapers?
2. Is it legal for a company to require me to send my Social Security number over the Internet?
3. When bidding for a defense contract, do companies operated by blind persons get preferential treatment?
4. Are parental consent provisions in state abortion laws constitutional?
5. How many antitrust cases involving college athletes have been reported since July 1, 2004?
6. How many death penalty articles have appeared since July 1, 2004?

Study Results Summary—Text Searching Compared to Using an Index

<table>
<thead>
<tr>
<th></th>
<th>Text Search Success</th>
<th>Average Text Search Time</th>
<th>Index Success</th>
<th>Average Index Search Time</th>
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<td>1:26</td>
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<td>100%</td>
<td>1:10</td>
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<td>Defense Contracts</td>
<td>5%</td>
<td>3:21</td>
<td>86%</td>
<td>1:26</td>
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<td>93%</td>
<td>54 sec.</td>
</tr>
</tbody>
</table>

Why Indexes Work – Human Input

Indexers are subject-matter experts who analyze and classify every piece of information in a publication. BNA indexes work because a person takes the time to consider the context and meaning behind the words in a document. All of the indexing for BNA’s legal publications is done by attorneys.