

Creating Article Links

Finding Persistent URLs (PURLs) and Proxifying Links for Off-Campus Access

- [Tutorial](#) (With voice - A step-by-step Jing guide)

Subject Guide: [Faculty Resources - Adding Library Resources to eLearning Modules](#)

STEP 1. Finding the persistent URL (PURL)

Often online resources have persistent URLs (web addresses). You can provide direct links in your eLearning course module to online articles found in many licensed library resources. A persistent URL (PURL) is a direct permanent web address (URL) to a specific article in a library database or electronic journal. The link doesn't change over time and so it stays functional over a long period of time. Not all library databases or electronic journals offer the ability to deep-link directly to the article using persistent or durable URLs. Some licensed library resources do not have durable or persistent URLs, and some of those that do offer the feature have set expiration dates for the URLs. When students click on the article link, they are taken directly to the article. Students enter the library resource but instead of starting at an opening screen they are taken directly to the online article. Linking to articles found in licensed library resources takes the issue out of copyright and places it in the realm of licensing. For the most part there should not be problems with deep-linking to articles found in licensed resources.

Finding the persistent URL for an article can be complicated since databases are developed by different companies and there is not an industry wide standard for persistent URLs. Often there is a field located in the database record called "persistent URL". The field may have another name such as durable link, permanent link, or bookmark. Click on the title of the article to bring up the database record and then scroll down the record looking for a persistent URL field. If you find a persistent URL field, copy this link and paste it into a plain text program such as Notepad. By doing this you will get rid of any unwanted formatting.

STEP 2. Proxifying the Persistent URL (PURL) so that Off-Campus Students can Access the Article

Article links must be proxified so that off-campus students will be routed to a library computer server where they are authenticated and passed into the resource. If the link is not proxified, then the off-campus student won't be able to access the database or article. Proxifying an article PURL located in a licensed library database allows off-campus students to access the article by routing them to a library computer server where they are authenticated. Off-campus students should receive a screen requesting their university CatID information. If the PURL is not proxified, then the off-campus student, faculty, or staff is routed to the database company and the vendor has no method for identifying the individual.

DIRECTIONS - How to Proxify a Persistent URL (PURL):

The following text should be added to the beginning of all stable URLs for articles and databases:

<https://login.proxy.lib.uni.edu/login?url=>

Example - Article Link

[Article -- Welch, Michael. (2002) "Moral Panic Over Youth Violence." Youth & Society, vol.34, no.3, pp. 3-30.]

- **Step 1.** Finding the persistent article URL (PURL) from a Rod Library database

Persistent article URL = <http://yas.sagepub.com/cgi/reprint/34/1/3.pdf>

- **Step 2.** Proxifying the link: Add beginning text

Proxified article link =

<https://login.proxy.lib.uni.edu/login?url=http://yas.sagepub.com/cgi/reprint/34/1/3.pdf>

OTHER OPTIONS

I. [Linking to Databases - Owl List](#)

If the library database doesn't support persistent article URLs, you can place the proxified link to the database (instead of the specific article) in your eLearning module. Students will be taken directly to the database where they will have to then search for the article. Often students can enter the title of the article to quickly find it in the database. The library has developed a list of proxified links to databases that you can use. The Owl URL is a local redirect that keeps you pointed to the most recent URL for the listed database. If the database URL changes, we update the Owl redirect behind the scenes.

II. Fair Use

If the article is not available full text in a library resource, you can possibly use the [fair use](#) part of the U.S. Copyright law. Fair use involves four factors: 1. Purpose and character of use, 2. Nature of the copyrighted work, 3. Amount and substantiality of the portion taken, and 4. Effect on the use upon the potential market. For more information about copyright see the [UNI Copyright Committee, Office of Sponsored Programs](#) website.

III. [Electronic Course Reserves](#)

You can use Rod Library's Electronic Reserves Service to place articles on course reserves. The library's reserve service will create article links for you. Library staff will find the persistent article link and proxify it for you. If there is no persistent link for the article, they may be able to place the article on course reserves using the fair use portion of the copyright law. If using fair use, most articles will be placed on course reserves for one semester.

Questions? Contact Ellen Neuhaus

- Email: ellen.neuhaus@uni.edu
- Office Phone: (319) 237-3739

Last updated EN/ 8/26/2012