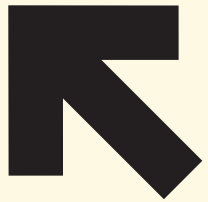




**Yoo Young Lee & Allison Smith  
Bibliothèque uOttawa Library**



# **From Google to Generative AI: Rethinking the Role of Library Research Guides**



Bibliothèque  
Library



**The University of Ottawa was established on the traditional, unceded territory of the Omamiwini Anishnàbeg (Algonquin)**

# Agenda

**Context**

**uOttawa research guides**

**Discussion**

**Conclusion**



**Looking things up in the era of Gen AI**

# **Context**



uOttawa

Bibliothèque  
Library

ARTIFICIAL INTELLIGENCE

# Developers turn to ChatGPT not Stack Overflow

Joe Green November 12, 2024



The Stack Overflow logo seen displayed on a smartphone screen (Thomas Fuller/Getty Images)

**ISN'T IT AIRONIC?**

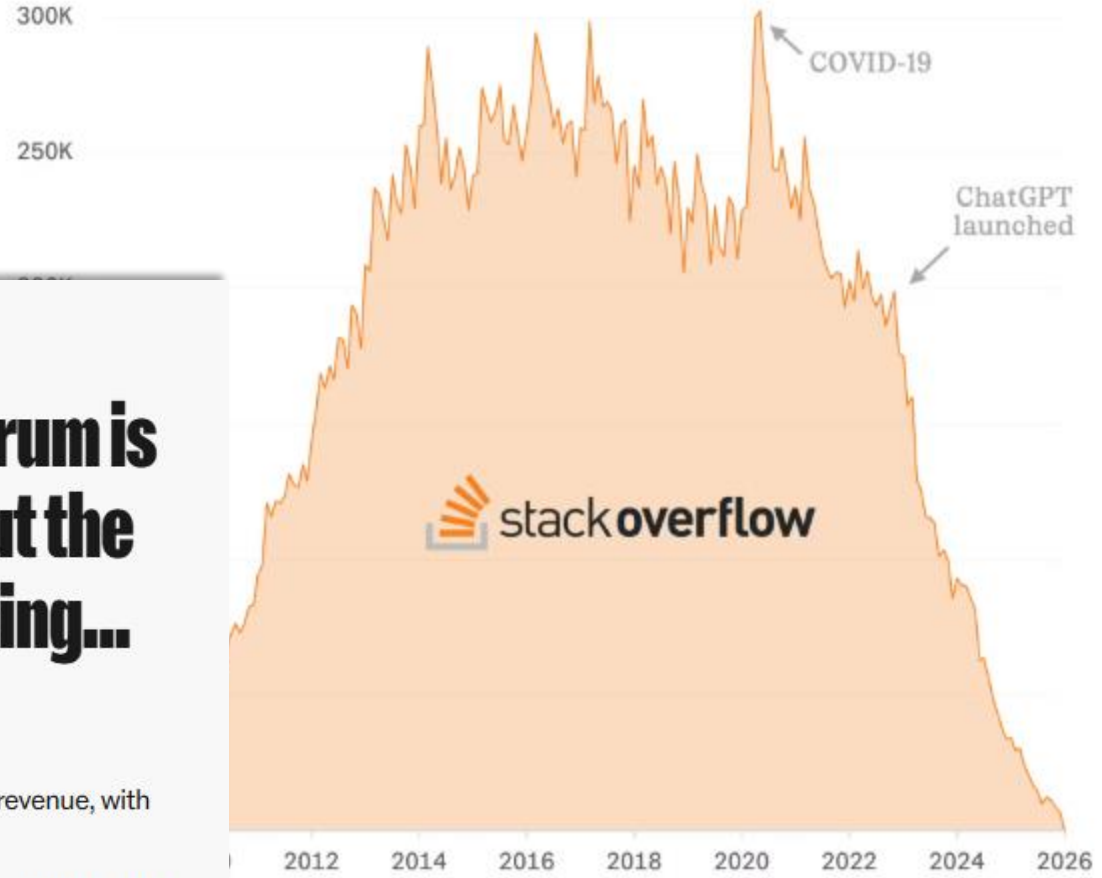
## Stack Overflow's forum is dead thanks to AI, but the company's still kicking... thanks to AI

The platform is raking in millions of dollars in revenue, with AI an ironic new source of revenue.

Claire Yubin Oh

## Stack Overflow's Forum's Decline Started Years Ago, But AI Killed The Platform For Good

Number Of Questions Asked [Monthly, including deleted questions]



Source: Stack Overflow via StackExchange

1/7/26 7:22AM

# Chegg Embraced AI. ChatGPT Ate Its Lunch Anyway

The education company is a case study in generative AI's disruptive power. Now it's trying to prove it can beat back ChatGPT with an in-house chatbot.

want help answering their homework the rise free ings ultz, logy ame th of p of d by hers runs soft-

Translation services have been hit by AI, too. In the six months to March RWS's revenue fell by 4%, year on year, while profits fell by 16%. Investors, fearful of AI's impact, have sent its share price down by 57% since the launch of ChatGPT in November 2022.



ling off events from history. There is a long tail of things that, with further tailoring, an AI tool could potentially do, such as planning and booking holidays or finding and liaising with job candidates. But for now, travel agents and recruiters look safe.

A final lesson is that, if your company is squarely in the AI firing line, using the technology to develop an original product may help shield you. Chegg is working with Scale AI, a startup, to offer students machine-generated answers to questions that would have previously been written by humans. RWS has an AI-powered translation tool. Stack Overflow now helps users perform an advanced search of its website, among other things.

The problem is that these applications are rather uninspired. But consider Duolingo, a language-learning app. ChatGPT can imitate a half-decent French tutor and the

Business | Death by LLM

# What ChatGPT's corporate victims have in common

The first casualties of generative AI offer lessons for other businesses

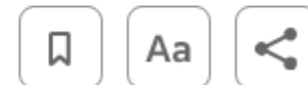


World Business Markets Sustainability Legal More

# Chegg to lay off 22% of workforce as AI tools shake up edtech industry

By Reuters

May 12, 2025 2:27 PM EDT · Updated May 12, 2025



an AI-induced error is low. shareholders are starting to Duolingo as an AI winner. In unveiled a video-chat feature users practise their language AI-generated character called ember 6th this sarcastic, avatar joined the firm's earn- esented its results. Analysts swooned; the firm's share % over the next few days. As e industries, clever innova- way for would-be victims to te. ■

# Wikipedia blames ChatGPT for traffic — and claims bots do hard work

By Ben Cost

Published Oct. 20, 2025, 9:56 a.m. ET



# ChatGPT Is Stealing Readers From Wikipedia

• 3 Minute Read

New Columbia Business School research shows Wikipedia's most "ChatGPT-like" articles are drawing fewer visitors, a trend that could weaken the encyclopedia and the AI models that rely on it.

Based on Research by

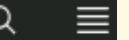
Liang Lyu, James Siderius, Hannah Li, Daron Acemoglu, Daniel Huttenlocher, Asuman Ozdaglar

AITRENDS

# Wikipedia Traffic Drops 8% as AI Chatbots Repackage Content, Threatening Quality

Wikipedia's human traffic has declined 8% due to AI chatbots repackage its content without crediting users, threatening fewer edits, donations, and quality. AI scraping surges costs and risks errors. Wikipedia advocates ethical AI practices to credit sources and preserve the collaborative knowledge model.

TE



Wikipedia says traffic is falling due to AI search summaries and social video

Anthony Ha — 12:00 PM PDT · October 18, 2025



# What's happening here?

## **Rise of the “zero-click search”**

- Users getting answers directly within AI interfaces
- Less likely to click on cited sources or links

## **Paradigm shift in information retrieval**

- Conversational AI is fundamentally transforming how users perform tasks and make decisions
- Implications for app design and useability

## **Changes are being observed in information-seeking behaviour in the era of generative AI**

(Amer & Elbohjdady, 2024; Chapekis et al., 2025; Frenkel et al., 2024; Patel & Kamboya, 2025; Sebastian, 2025)

**So, what might this  
mean for our research  
guides?**



uOttawa

Bibliothèque  
Library



# Research guides

- Facilitate user access to information.
  - by connecting them with relevant resources through curated list of references and bibliographies.
- Google era: UX methods to simplify research guides.
  - LibGuides: easy for librarians to create web-based guides.





**uOttawa research guides**

# **Analysis**



uOttawa

Bibliothèque  
Library



# Methodology

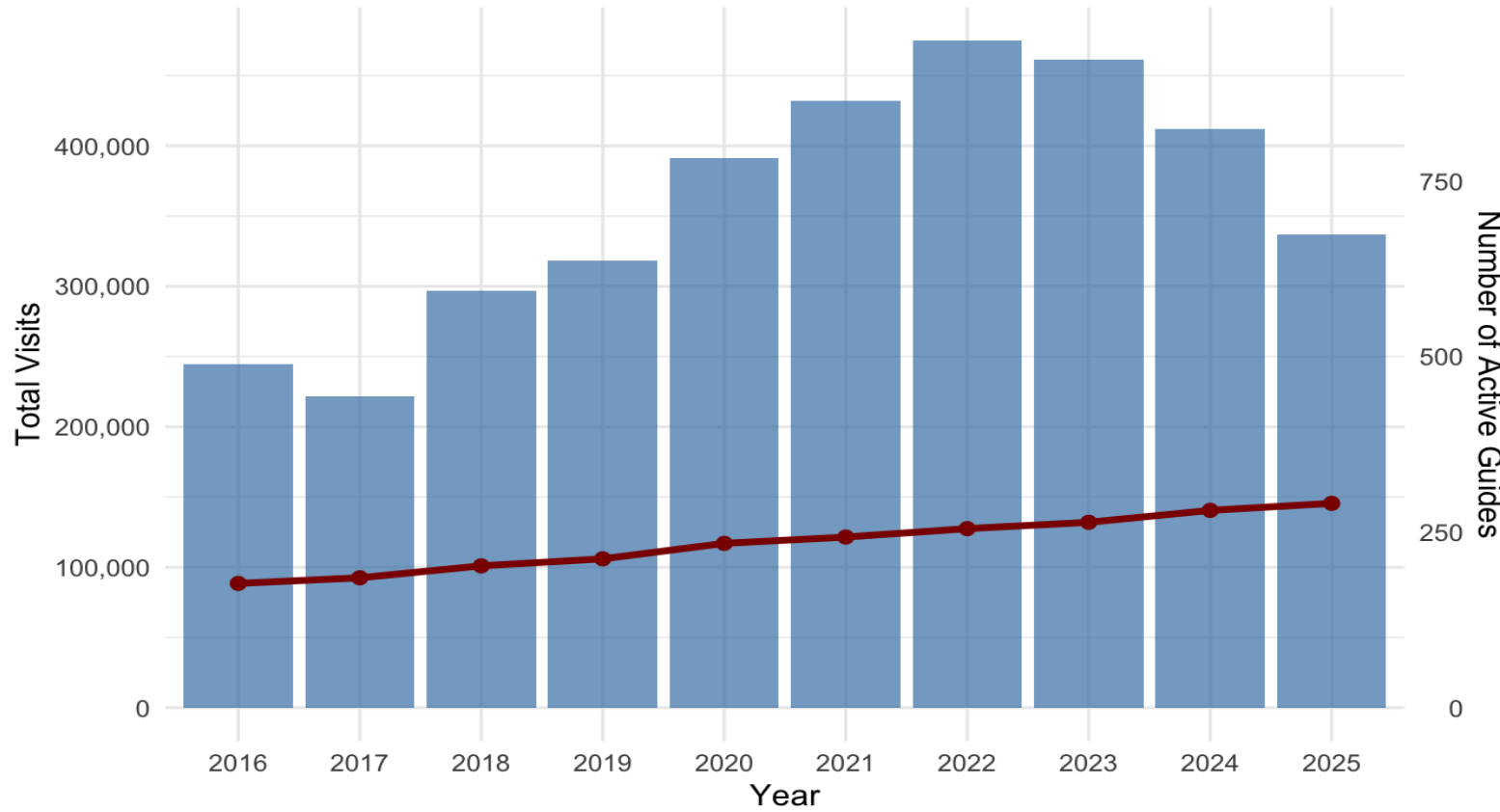
- Web traffic data from LibGuides and Google Analytics
- R and RStudio
- First: January 2016 to May 2025 in June 2025
- Second: January 2016 to December 2025 in January 2026
- Before and after ChatGPT comparison
  - 29 months in 2025
  - 37 months in 2026





# Overall traffic trends

Total Research Guide Visits vs. Active Guides by Year



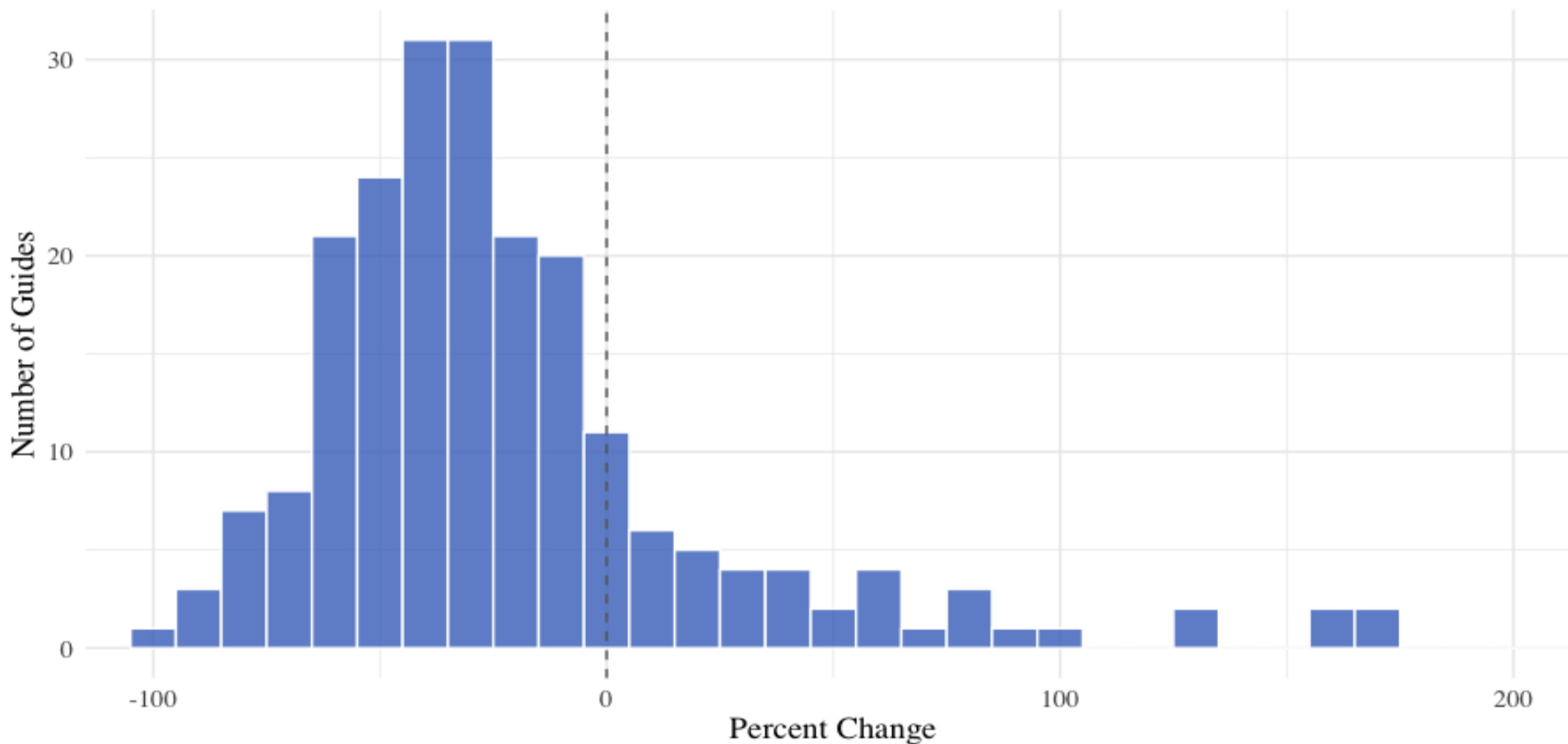
uOttawa

Bibliothèque  
Library



# Before and After ChatGPT

Distribution of Percent Change in Guide Traffic (Before vs. After ChatGPT)



Note: Axis capped at  $\pm 200\%$  for clarity. A small number of guides experienced larger increases beyond this range.





## Overall traffic sources

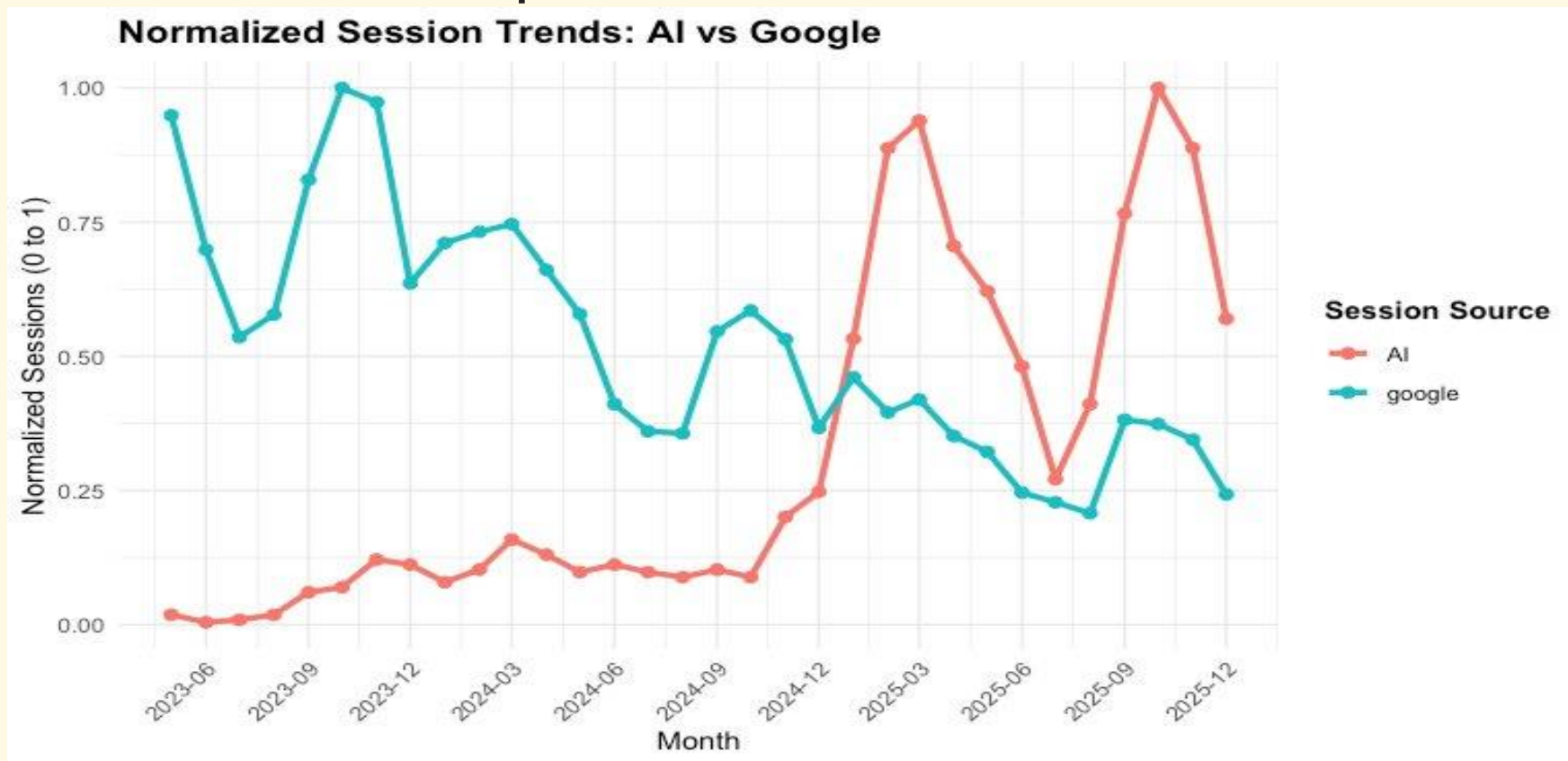
- Increase from the following when we compared between September 2023 and September 2025
  - AI
  - Omni
  - Reddit
  - Telfer School of Management: uOttawa
  - Brightspace: uOttawa course management system





# Overall traffic sources

- Decrease from the following when we compared between September 2023 and September 2025
  - Google
  - Bing
  - Ecosia
  - uOttawa website





# Discussion



uOttawa

Bibliothèque  
Library



## Discussion

- Declining research guide visits since 2022 suggest that even well-established library tools are affected by broader shifts in how users seek information online.
- Changing student expectations?
- Increased reliance on AI-generated responses?
- Reduced engagement with traditional web-based pathways?



## Discussion

- Reflect on library adaptation to early 21<sup>st</sup>-century technological disruption.
- Findings highlight the importance of reassessing how such tools are discovered, accessed, and integrated into emerging information-seeking behaviour.





## Next steps?

- What factors make guides more widely used in the era of AI?
  - Are they more pedagogical in nature?
  - Are they more tailored to student needs?
  - Do they focus more on instructional, "how-to" content rather than primarily listing resources?
- Are you interested in partnering with us on this work?



# Thank you

**Yoo Young Lee, Head, Metadata and Cataloguing**  
[yooyoung.lee@uottawa.ca](mailto:yooyoung.lee@uottawa.ca)

**Allison Smith, Research Librarian**  
[allison.smith@uottawa.ca](mailto:allison.smith@uottawa.ca)



Bibliothèque  
Library