

Libraries in the Age of Amazoogle & Web 2.0

Stellenbosch University Library Service Eighth Annual Symposium 27 - 28 October 2005

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In the age of Google, Amazon and Yahoo!, why is library content so difficult and expensive to discover, access and share?



The User Experience with Google, Amazon and Yahoo!

- Immediate
- Without Walls
- Personalized
- Participative
- All Encompassing (Global)
- Self-service

How does this compare to the user experience with library OPACs?



Users are a product of their environment

Baby Boomers

- TV generation
- Typewriters
- Telephone
- Memos
- Family focus

Generation X

- Video games
- PC
- Email
- CDs
 - Individualist

- Net Gen
- Web
- Cell phone
- IM
- MP3s
- Online communities

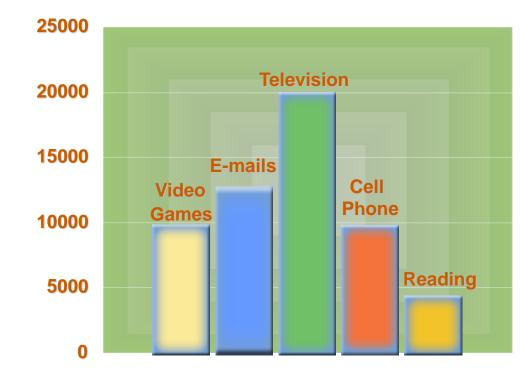
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Media exposure

By age 21, the average person will have spent

- 10,000 hours video games
- 200,000 emails
- 20,000 hours TV
- 10,000 hours cell phone
- Under 5,000 hours reading



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- Prensky, 2003



A Web 2.0 World

- The Web is the information space
- Amazoogle defines what is "on-web"
- Focus on the lines between services as opposed to the features of a service

Reduced friction in workflows

A digital platform

- Network workflows emerging to help manage time spent in network
- The library has to be in those workflows
- Streamlined logistics and supply chain

Distributed global, deep collaboration & sourcing

- Pool uncertainty
- Libraries do less on their own
- Influenced by social networks

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Convergence of Societal Shifts and Enabling Technologies

<u>Old</u>

- Formal
- Hierachical
- Professional
- Paid
- Centralized
- Autocratic

<u>New</u>

- Casual
- Flat
- Amateur
- Free
- Distributed
- Democratic



Are Libraries Ready for Web 2.0?

<u>Web 1.0</u>

- Search & browse
- Collection of content & e-commerce sites
- Web as a network

Web 2.0

- Feeds, streams, subscriptions & relationships
- Web as a vast, global operating system with both human- and computer-mediated applications
- No service is the sole focus of user attention
- Gather, create, share, re-use, analyze, chunk



Last Generation Library Systems

- Libraries have done an admirable job of automating legacy applications
- OPACs are wonderful card catalogs
- Integrated library systems did not appreciably change workflow practices
- For most users, libraries are primarily still places with books and comfortable chairs

- Roy Tennant, California Digital Library



The Look and Feel of Web 2.0 Library Services

- A comprehensive discovery experience
- Predictable, often immediate fulfillment
- Data works hard
- Open to other applications
- Co-created with users
- Lightweight Web services replace complex industry protocols



OCLC's Response to Web 2.0

Web 2.0 Services	Library	OCLC Response
A comprehensive discovery experience	Fragmented	 Open WorldCat Group Catalog Massively aggregated metadata
Predictable, often immediate fulfillment	Intermittent	 Expose services in Open WorldCat "Buy-it" & rapid e-document sharing
Data works hard	Passive	Collection AnalysisFRBR
Open to other applications	Monolithic	 Service-oriented architecture
Co-created with users	Monolithic	 WorldCat User-contributed Content Registries & Directories
Lightweight Web services	Complex protocols	 SRU/SRW (Zing Update) Directory Maintenance



Distributed Global, Deep Collaboration & Sourcing

Historical examples:

- Cataloging
- ILL

Future possibilities:

- Ratings & recommendations
- Digital preservation
- Exposing to search engines
- Data mining
- Metadata & content aggregation
- Digitization/storage of print collections
- Registries & directories



What is Open WorldCat?

A cooperative approach to:

- Help libraries mobilize their collective resources
- Expose data to search engines
- Act as a discovery engine and service router



Current Partners in Open WorldCat





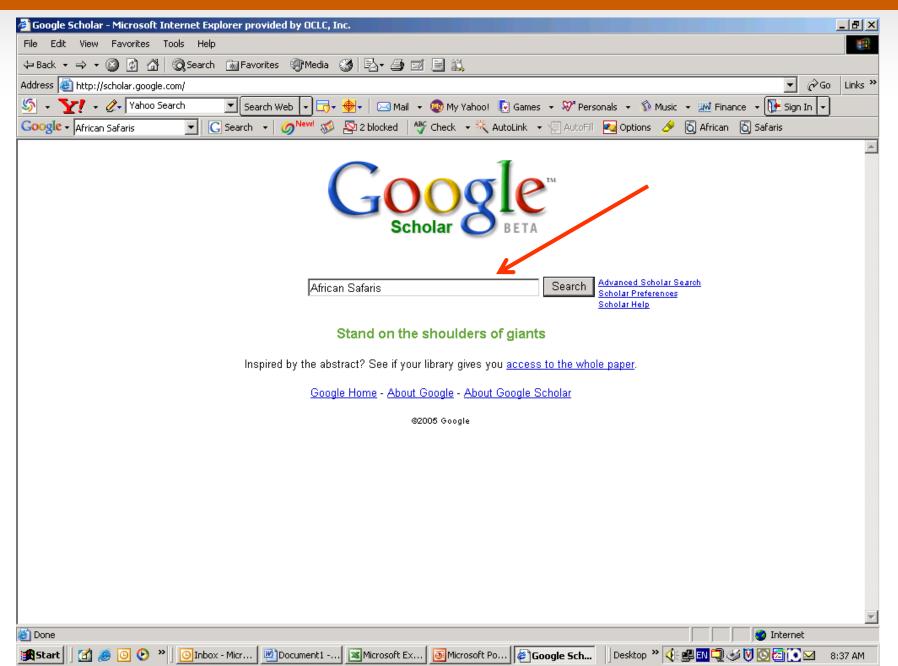
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- 3. Google Scholar
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- **11.** Overture
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Over 800 sites send searches to Open WorldCat







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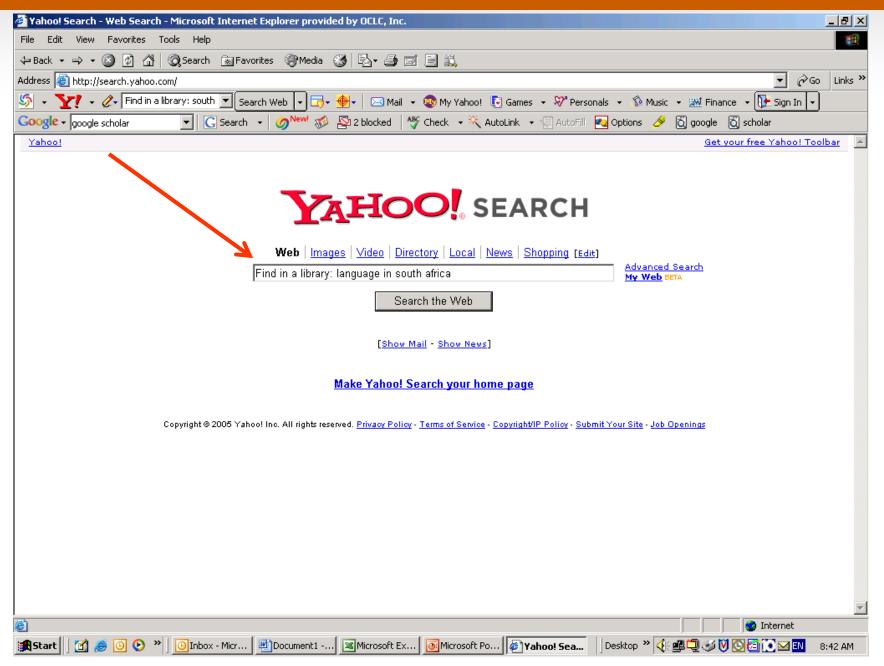
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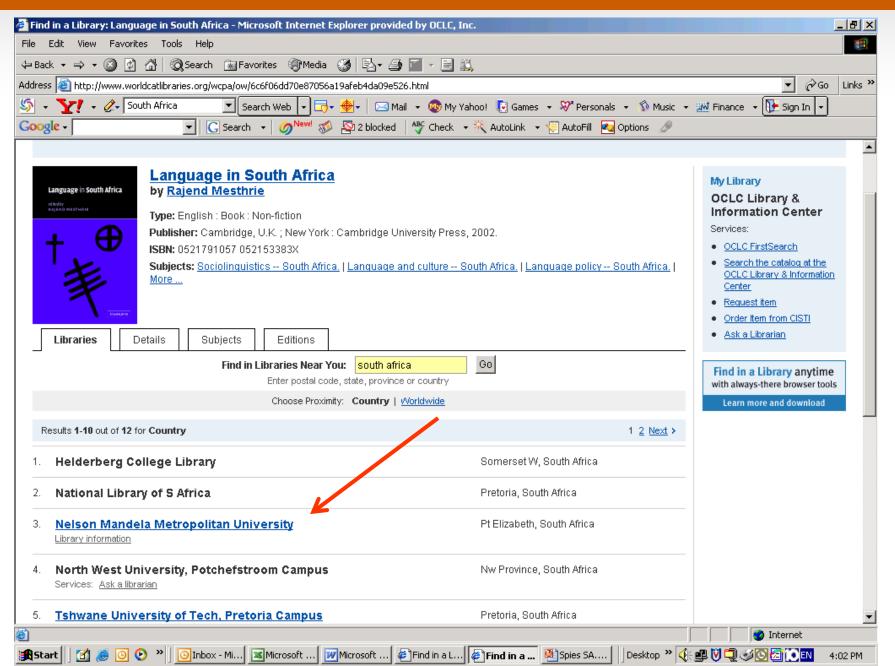
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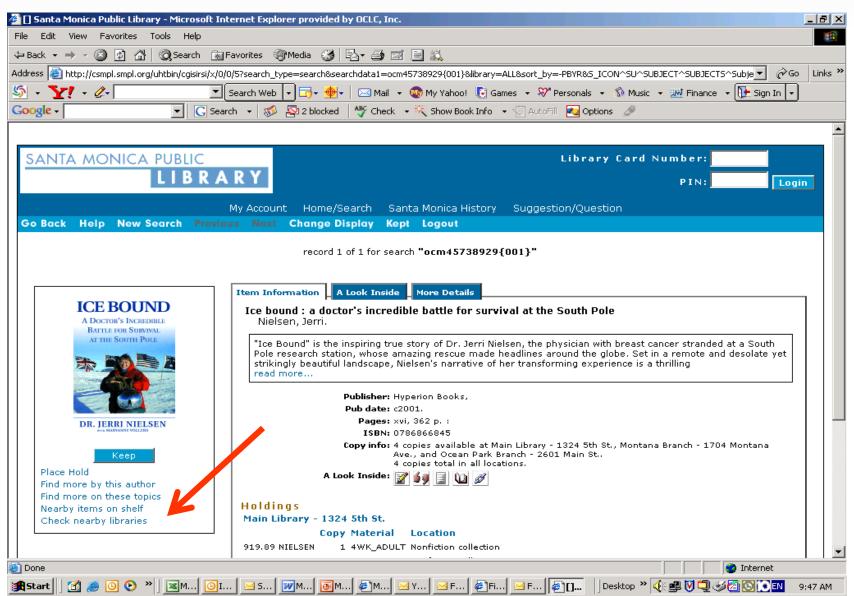
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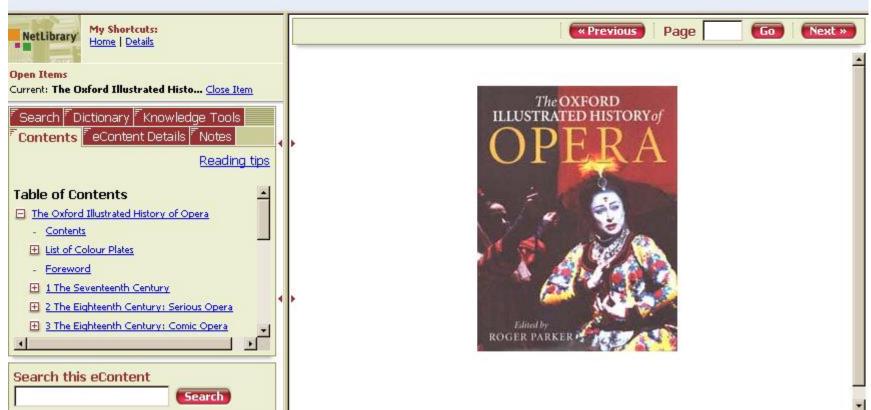


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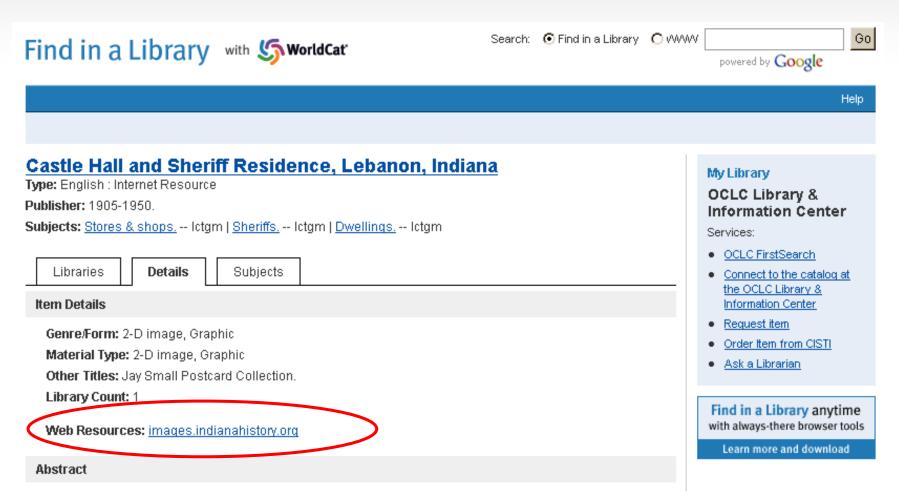




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Castle Hall is a three-story building with small towers and turrets along the roof. Scott's Cash Store occupies the first floor. The sheriff's residence is a separate red brick building next door.



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Castle Hall and Sheriff Residence, Lebanon, Indiana



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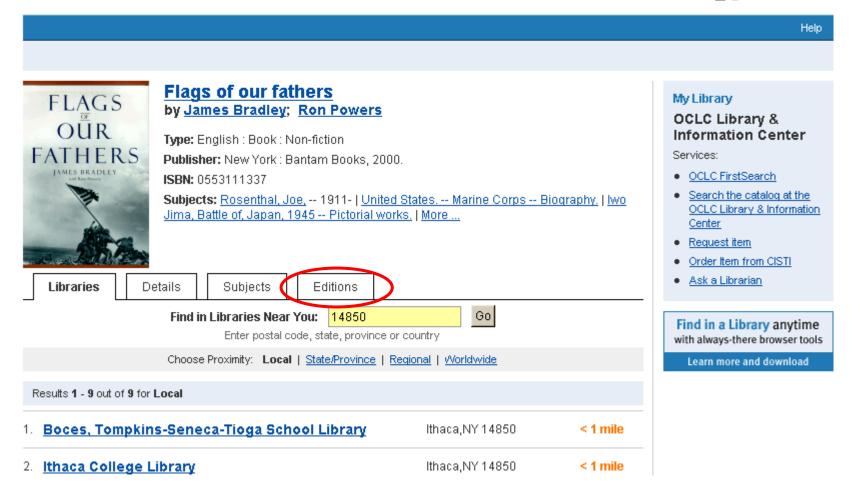
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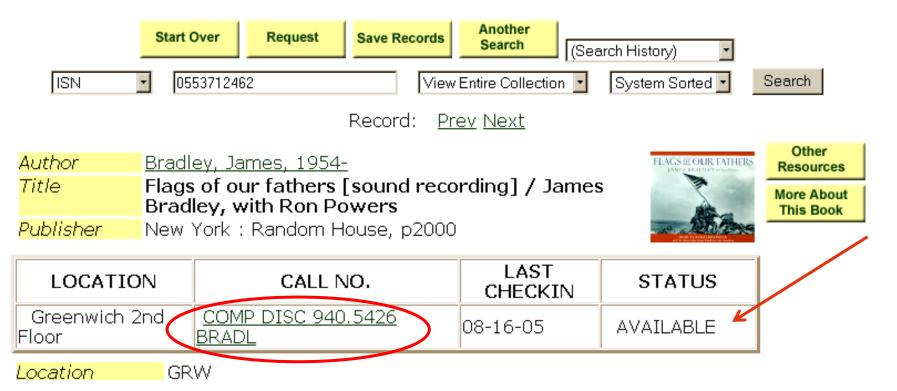
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Book Buying and Open WorldCat

Motivation

- Book buying and borrowing are mutually reinforcing
- Libraries have begun offering both options in response to user demand



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The Da Vinci Code: A Novel by Dan Brown

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Publisher: New York : Doubleday, 2003. ISBN: 0385504209 List Price: \$24.95 Your Price: \$14.97

Discount: 30%

Description

While in Paris on business, Harvard symbologist Robert Langdon receives an urgent late-night phone call: the elderly curator of the Louvre has been murdered inside the museum. Near the body, police have found a baffling cipher. While working to solve the enigmatic riddle, Langdon is stunned to discover it leads to a trail of clues hidden in the works of Da Vinci -- clues visible for all to see -- yet ingeniously disguised by the painter.

Langdon joins forces with a gifted French cryptologist, Sophie Neveu, and learns the late curator was involved in the Priory of Sion -- an actual secret society whose members included Sir Isaac Newton, Botticelli, Victor Hugo, and Da Vinci, among others.





User-contributed Content

Phase 1: October 2005

- Users can <u>add and edit</u> evaluative content through Open WorldCat
- Users can <u>add</u> reviews associated with a WorldCat record through Open WorldCat
- Libraries can embed links to Open WorldCat into local services

Phase 2: March 2006

 Add the user-contributed content functionality to other OCLC Services

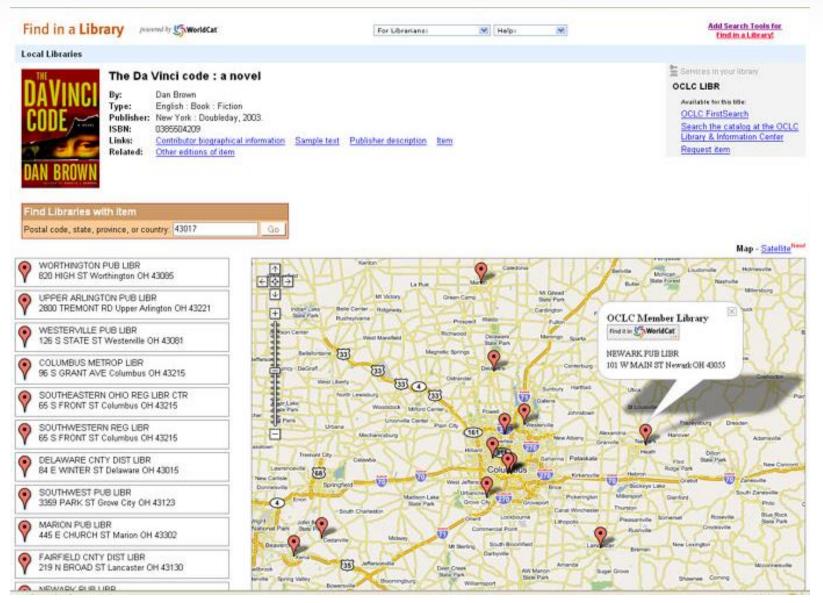


User-contributed content example

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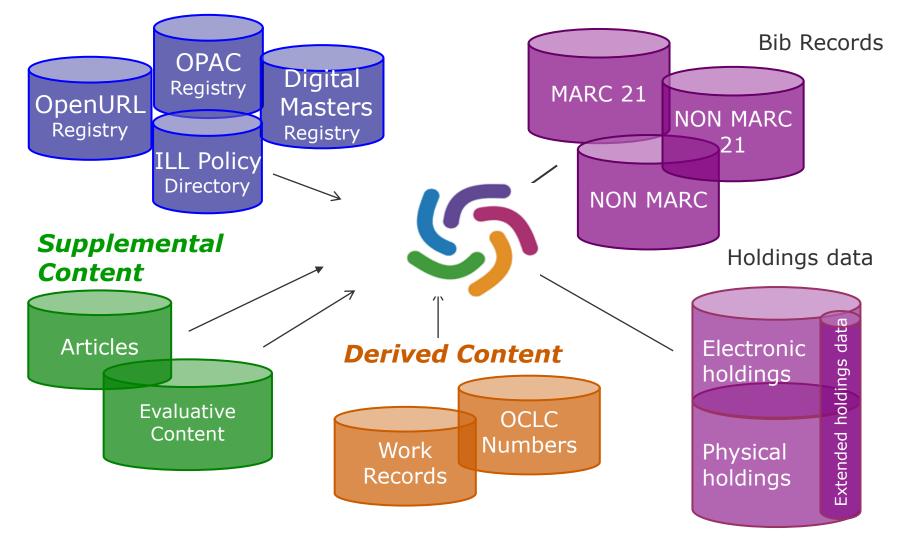




A Broader, Deeper, Global WorldCat

Supporting Registries & Directories

Contributed Content





Making WorldCat the Premier Pointer to Collections

- The "bought" collections
- The "licensed" collections
- The local "digitized" collections
- The managed "institutional research and learning" output



WorldCat has Growing Global Representation

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- Brazil
- Canada
- Chile
- Czech Republic
- Denmark
- Finland
- Hong Kong
- Mexico
- Netherlands
- Singapore
- South Africa
- United Kingdom
- United States

Discussions Under Way

- Australia
- China
- Croatia
- France
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- Korea
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- Poland
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- Switzerland
- Taiwan



Getting Users to Digital Content: OpenURL Registry and Open WorldCat

Problem

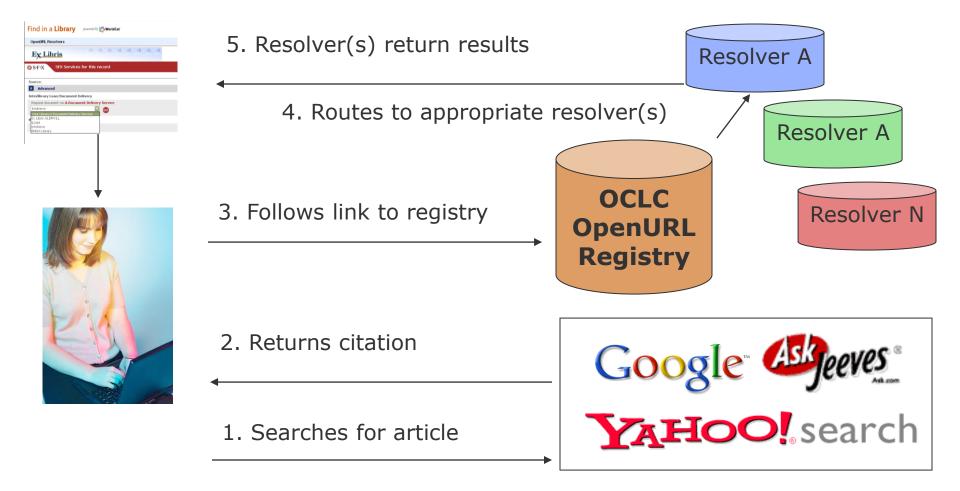
 Need for resolver access through multiple open/authenticated Web sites

Solution

- Centralized registry of links to, and profiles for, OpenURL resolvers
- A gateway that routes service requests to the appropriate resolver(s)



User Experience with Open URLs



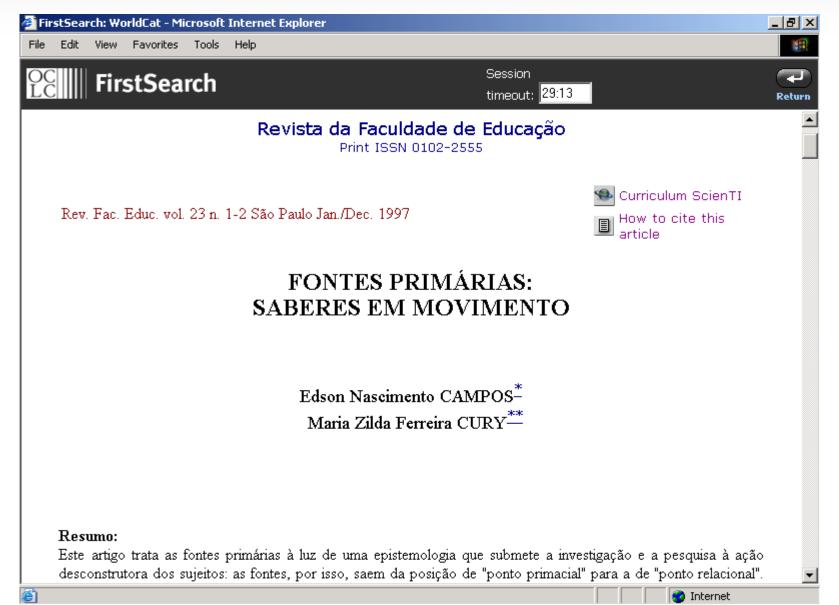


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WorldCat as a Data Mining Tool



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- Think streams, not documents
- Think platforms
- Think open
- Think people-power
- Think services, not products
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Questions & Answers



Thank you!