Today’s Information Consumer
Tapping into International Library Services

Making it a Reality

By Janifer Gatenby
• Changing environment
• Maximizing Exposure
• Enrich and Organize
• International Discovery to Delivery
Modern users

- Use Google, Yahoo, MSN ++
- Amazon, eBay, Netflix
- Search & find themselves
- Register & order
  - Internationally
  - Request home delivery
Major Players in Info Space
(not so new)

• Google, Yahoo, Microsoft
  – Harvest records from publishers
  – Massive digitisation plans – Google Print, Open Content Alliance

• Amazon & online Bookshops
  – Easy searching
  – Attractive sites
  – Evaluative content
Main Role of Libraries Now

• Connect users with resources
  – Owned / licensed / recommended
  – Physical / digital

• Synthesize, Specialize, Mobilize
  – (Gather, Enrich & Organize, Expose)
  – Robin Murray
    (http://www.ariadne.ac.uk/issue48/murray/)

• Discovery role
  – Less so / shared; later in the process

To play these roles, the catalogues must be readily accessible from the points that are most widely used - Mobilize
Exposure

ONCE
- Simple URLs
- Search bars
- Local catalogues and portals

NOW
- Available for harvesting
- Web browser plug ins
- Improved UIs
  - Multiple points of entry
Open WorldCat

Limitations on loading imposed by harvesters – Google only interested in titles with many holdings

Exposure
<table>
<thead>
<tr>
<th>Bibliotheken</th>
<th>Details</th>
<th>Onderwerpen</th>
<th>Edities</th>
<th>Recensies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WorldCat.org</strong></td>
<td></td>
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</table>

*All 70+ million, representing 1,000+ million holdings, 40,000+ libraries*
<table>
<thead>
<tr>
<th>Record number</th>
<th>Institution name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>70 million</td>
<td>Biblioteca Regional de Medicina, Brazil</td>
<td>7 June 2006</td>
</tr>
<tr>
<td>69 million</td>
<td>Radboud University Nijmegen, The Netherlands</td>
<td>19 May 2006</td>
</tr>
<tr>
<td>68 million</td>
<td>Edinboro University of Pennsylvania</td>
<td>1 May 2006</td>
</tr>
<tr>
<td>66 million</td>
<td>Arnhem Public Library, The Netherlands</td>
<td>9 April 2006</td>
</tr>
<tr>
<td>65 million</td>
<td>Leiden University Libraries, The Netherlands</td>
<td>19 March 2006</td>
</tr>
</tbody>
</table>
Statistics September 2006

327,579 av. day from Google, Yahoo, MSN +

33.2% increase in 1 month

512,310 this mth clicks to libraries

32.1% increase in 1 month
Web browser plug-ins

Touching the Void: The True Story of One Man’s Miraculous Survival (Paperback)
by Joe Simpson

I was lying in my sleeping bag, staring at the light filtering through the red and green fabric of the dome tent... (more)

Key Phrases: belay seat, belay plate, boot snugged, West Face, Siula Grande, Bomb Alley (more...)

List Price: $14.95
Price: $11.16 & eligible for FREE Super Saver Shipping on orders over $25. Details
You Save: $3.79 (26%)

Availability: In Stock. Ships from and sold by Amazon.com.

Want it delivered Tuesday, November 7? Order it in the next 9 hours and 14 minutes, and choose One-Day Shipping at checkout. See details

Exposure
Web browser plug-in

- Downloadable on registration
  - Lead to a library or
  - A union catalogue
- Detects bibliographic details on web pages
- Operates on any web page without prior negotiation or programming
- Encourages checking of library resources
Our online catalogues need to become as attractive and usable as our buildings and physical collections, offering “virtual shelf browsing” and interaction with colleagues.
Improved Displays via Clustering

21. The importance of being earnest: a trivial comedy for serious people
   Wilde, Oscar / van Goor / 1927

22. The importance of being earnest: a trivial comedy for serious people
   Wilde, Oscar / London / 1956

23. The importance of being earnest: a trivial comedy for serious people
   Wilde, Oscar / Project Gutenberg / 199×

24. The importance of being earnest: a trivial comedy for serious people
   Wilde F. O’F. W. / 11th ed / Methuen / 1917

25. The importance of being earnest: a trivial comedy for serious people: original four-act version
   Wilde, Oscar / s.n. / 1957

26. The importance of being earnest: a trivial play for serious people
   Wilde, Oscar / Methuen / 1966

27. The importance of being earnest: a trivial play for serious people
   Wilde, Oscar / 2nd ed., 9th repr / Methuen / 1990

28. The importance of being earnest: a trivial play for serious people
   Wilde, Oscar / Pep / Methuen / 1983

29. The importance of being earnest: An ideal husband ; The complete works of Oscar Wilde
   Wilde, Oscar / Doubleday, Page & Company / 1923
Clustered holdings

Title: A critical commentary on Thomas Hardy's "Far from the madding crowd" / by Ralph W.V. Elliott
Author: Ralph Warren Victor Elliott (1921-)
Year: 1966

Availability information institutes

- Libraries in the Netherlands
  - Amsterdam, Vrije Universiteit Amsterdam Bibliotheek
  - Nijmegen, Radboud Universiteit Nijmegen Universiteitsbibliotheek
Work Identifier Project with OCLC

- Off spin of loading to WorldCat
  - Table work identifiers / OCLC identifiers
  - Loaded to NCC
  - PSI software modified to accommodate the table
Authority Control

- Australian Literature Gateway
  - People Australia
- VIAF
- Dutch authority file
- WorldCat Identities
White, Patrick (a.k.a. Patrick Victor Martindale White) (179 works by all writing names)
Also writes as: Gray, Alex Xenophon Demirjian (1 work)
Born: 23 May 1912 London, England
Died: 30 Sep 1990 Sydney, New South Wales
Gender: Male

Archives: Search for literary archives for White, Patrick

Biography: Patrick White is the first and to date, only Australian writer to receive the Nobel Prize for Literature (1973), was born into a wealthy Australian graziers family with strong ties to England, and received his school education partly in Australia, partly at Cheltenham College, England. He then lived a few years in Australia, working as a jackaroo and preparing for university. At King's College, Cambridge, he studied French and German languages and literatures (1932-1935) and spent considerable time in France and Germany (particularly Hannover, the fictional Hannau of Voss and of Himmelsthrab in Riders in the Chariot). The experience of the Australian landscape on the one hand, and European literature and thought on the other were to become two major sources of influence on White's writing.

Note: Patrick White was included in the Bulletin's '100 Most Influential Australian's list in 2006.

Awards:
- Nobel Prize for Literature, 1973
  Note: for an epic and psychological narrative art which has introduced a new continent into literature!
- Australian Literature Society Gold Medal, 1965: winner for The Burnt Ones
- Miles Franklin Literary Award, 1961: winner for Riders in the Chariot
- W.H. Smith Literary Award (UK), 1959: winner for Voss
- Miles Franklin Literary Award, 1957: winner for Voss
- Australian Literature Society Gold Medal, 1955: winner for The Tree of Man
- Australian Literature Society Gold Medal, 1939: winner for Happy Valley: A Novel

Has influenced: Keneally, Thomas (a.k.a. Keneally, Thomas Michael, Keneally, Mick, Keneally, Tom, Keneally, T.) 7 Oct 1935
Virtual International Authority File

- Project Leader – Thom Hickey, OCLC OR
- Link authority records from national bibliographic agencies
  - Via analysis of linked bibliographic works
- Result
  - Allow national or regional variations in authorized form to co-exist
  - Support needs for variations in preferred language, script, and spelling
Dutch Authority File

- DAI project (RUG & OCLC)
  - Identifier of researchers, assigned from the GGC (Dutch union catalogue) and used in METIS (directory of Dutch researchers) and DARE (National Repository)

- OCLC Office of Research
  - Studying with a view to incorporation in VIAF
WorldCat Identities – OCLC Office of Research

- Project Leader Thom Hickey, OCLC OR
- Nearly 19 million different ‘identities’ in WorldCat
- Create a page for each person in WorldCat
  - Name(s)
  - Works by and about
  - Subjects
  - Dates
  - Fiction/non-fiction
  - Roles
  - Co-authors
- Add links
  - Wikipedia
  - Authority files
Nearly 19 million different ‘identities’ in WorldCat
Welcome to Geograph British Isles

2,854 users have contributed 270,497 images covering 113,911 grid squares, or 43.6% of the total. Recently completed hectares: TL62, SK25, SU10, TA13, YB1, more...
131,062 photographed squares with fewer than 4 photos, add yours now!

The Geograph British Isles project aims to collect geographically representative photographs and information for every square kilometre of the UK and Eire, and you can be part of it.

Getting started...
- browse images on a map
- upload your own pictures
- discuss the site on our forums

Exploring in more depth...
- search images taken by other members
- view statistics of images submitted
- explore geograph images
- view the full list of pages

What is Geographing?
- It's a game - how many grid squares will you contribute?
- It's a geography project for the people
- It's a national photography project
- It's a good excuse to get out more!
- It's a free and open online community project for all

How do I get started?
Registration is free so come and join us and see how many grid squares you can claim first! Read the FAQ, then get submitting - we hope you'll enjoy being a part of this great project

Bradwell Village, by Bob Crook for square TG5003
What is LibraryThing?

Go ahead and take the tour.

Enter what you’re reading or your whole library—it’s an easy, library-quality catalog. LibraryThing also connects you with people who read the same things.

What’s good?

- Searches Amazon, the Library of Congress and 50 other world libraries.
- Get recommendations. Connect to people with similar libraries.
- Tag your books as on Delicious and Flickr (e.g., [www], Victorian, philosophy of science, vampires, theology, dogs).
- Put your books on your blog.
- Export your data. Import from almost anywhere too.
- Enter 200 books for free, as many as you like for $10 (year) or $25 (life).
- Now available in French, German, Spanish, Dutch, Portuguese, Norwegian, Welsh and others.

Check it out

- Go ahead and take the tour.
- Arrange your books on a virtual shelf or as a list.
- See users like syphetta, grharr1 or waffelhouse.
BBC Annotatable audio project

Editing: The News (Tue Oct 18 2005)

Title
A man is arrested at Manchester Airport

Annotations
Manchester International Airport (IATA: MAN, ICAO: EGCC) is an airport in Manchester, England. It is the third-busiest airport in the UK (after Heathrow and Gatwick) in terms of passengers per year. In 2003, the airport handled over 19.5 million passengers and provided direct flights to over 180 destinations worldwide by over 95 airlines. It is owned by the Manchester Airport Group who own several other UK airports including Nottingham East Midlands, Bournemouth and Humberside. Located on the boundary between Cheshire and Greater Manchester in England, the airport, formerly known as Ringway, is the transatlantic hub for bmi, as well as a hub for British Airways and the charter airline MyTravel as well many other British carriers. It has two parallel runways, three adjacent terminals and a railway station. It was once the centre of

Tags
manchesterairport terrorism arrest manchester airport taser gun
‘Giraffe surveys the Sydney skyline’
photo by Ben Harris-Roxas
Figure 3: User contributed photograph
to Picture Australia
Pedigrees of Polperro ...
by Frank Hill Perrycoste

Type: English • Book
Publisher: [Liskeard, Comish Times] 1925.
OCLC: 26501697

Document Type: Book

Notes

For an overview of the contents of this work see: http://www.heritagexpress.polperro.org/perrycoste.html (copyright Jeremy Rowell Johns, Polperro Family History Society 2004)

In 1903 Frank Hill Perrycoste took fingerprints of 865 inhabitants of Polperro and with them made pedigrees of 52 families.

Last edited by: Joeller on 2005-06-09 • Edit notes

Table of Contents

Be the first person to add table of contents for this item
Collaboration – Secrets of Success

- Critical mass

- Look after the contributor
  - Acknowledge / Reward exceptional contribution
  - Respect privacy as appropriate
  - Respect ownership

- Intrigue
  - Challenge with a common goal
  - Report on progress

- Target an audience
  - Retiring cataloguers?
Modern users

- Use Google, Yahoo, MSN ++
- Amazon, eBay, Netflix
- Search & find themselves
- Register & order
  - Online
  - Internationally
  - Request home delivery
Delivery models

**International**
- Amazon
- eBay
- Victoria BDM
- Cumberland lookup exchange

**National**
- Netflix
- Read it swap it

Search, order, pay, receive

There is a lot to do before library delivery services can proudly stand alongside these.....
Gatenby and Goldner (2005)

“We now have a situation in which users may discover items in online indexes or online library catalogues then hit a dead end as far as delivery is concerned. This is a dangerous situation for the role of libraries in general. If libraries collectively do not seek to find ways to get around these dead ends others will.”
“As libraries are making their collections visible on a global scale, so should they provide an international resource delivery system or a service model that combines the strengths of all participating libraries”
Dempsey 2006

- Unsatisfactory “patchwork” nature
- ILL rates are too low
  - 10% books = 90% circulation
- Re-locate underused material to central storage
Get it!!
Levels of Mediation of User’s Request

1. **User request**
   - Authentication, Authorisation
     - Authorised by the library
     - Anonymous
   - Request
     - mediated by the library
     - User or program defines rota
   - Payment
     - By library, no payment
     - By user via e-commerce
   - Delivery
     - To library, user picks up
     - home, office, email, URL +
   - Return
     - Via user’s home library
     - Direct or no return

**Mediated** vs **Unmediated**
Loans

- Transport
  - Cost and time
- Security
  - Argues for mediated delivery
  - RLG & BL – stats – safer internationally
- Payment

Copies

- Copyright
  - May dictate paper
  - Print & re-scan farce (e-journals)
- Cost of digitisation
  - Large OP materials
- Payment

Sweden 1999 – 2005:

- loans ↑ 7%,
- copies ↓ 73%

International Discovery to Delivery
Resolution and Delivery

Wanted Item

- Digital
  - Free
  - Licensed
- Physical
  - In Print
  - Out of Print
  - Access Restricted
    - Rare
    - Common
      - In Copyright
      - Out of Copyright

Link, Resolve, Copy, Loan, Digitize, Index, Authenticate / Authorise, Purchase / Pay, Lookup

International Discovery to Delivery
Digitisation on Demand

- Directory of Digital Masters

- Portion of EDL (European Digital Library) funding €€€€€ for DOD (Digitisation on Demand)
  - eTen DOD (15 countries)

International Discovery to Delivery
Necessary steps

- Change in policies
- Open URL Request Submission Message
- International Policy Directory
- Simplified payment among libraries
- End user payments
- Coordinated resolution

In the rush to link users with licensed digital full text, the physical collection must not be overlooked. It is delivery from the physical collections on a world-wide scale that is the most challenging.
To conclude

- Exposure will increase access to library systems; once in the user will discover:
  - Effective delivery services
  - Powerful browse / navigation – to global riches
  - Evaluative data
  - Community, ability to contribute & belong

- Requirements
  - Cooperation among libraries, union catalogues, system providers (as never before)
  - Sharing data and services – local, regional / national, international