



# Social Networking & WorldCat.org

Jasmine de Gaia  
Product Management  
WorldCat Consumer Discovery

# Social networking is now mainstream



Widespread adoption of social networking!

## Library of Congress

- Expanded on its successful 15.7M views [Flickr experiment](#) and is now posting material at iTunes and YouTube.

## Museums / Special Libraries

- Conversations with curators and content providers

## National Science Foundation

- \$15M grant program for social computational systems

Fastest growing demographic on Facebook? Women over 55!

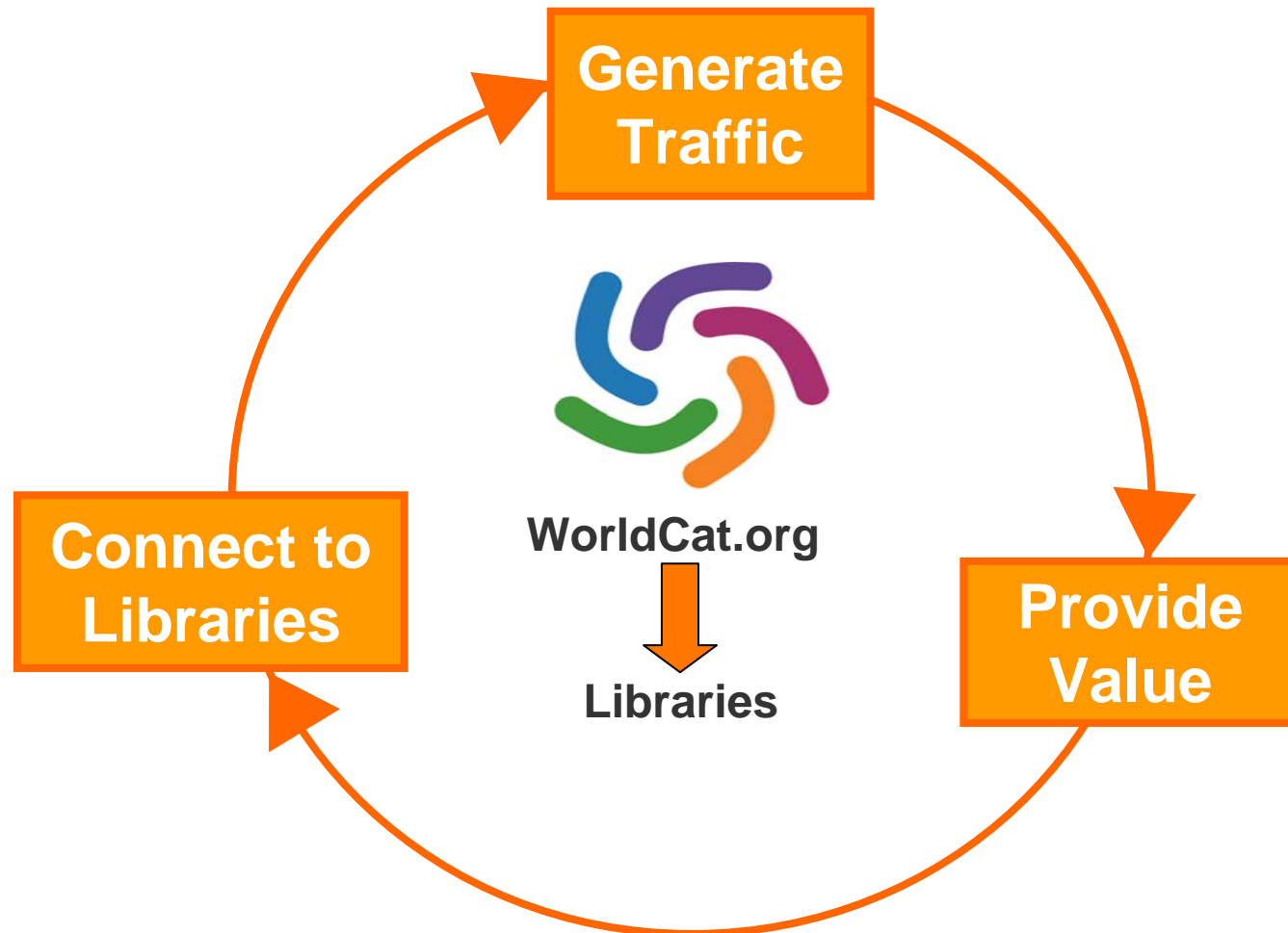
## WorldCat.org Strategy

Create a **worldwide web-scale, end-user centered** presence for libraries driven by three key objectives:

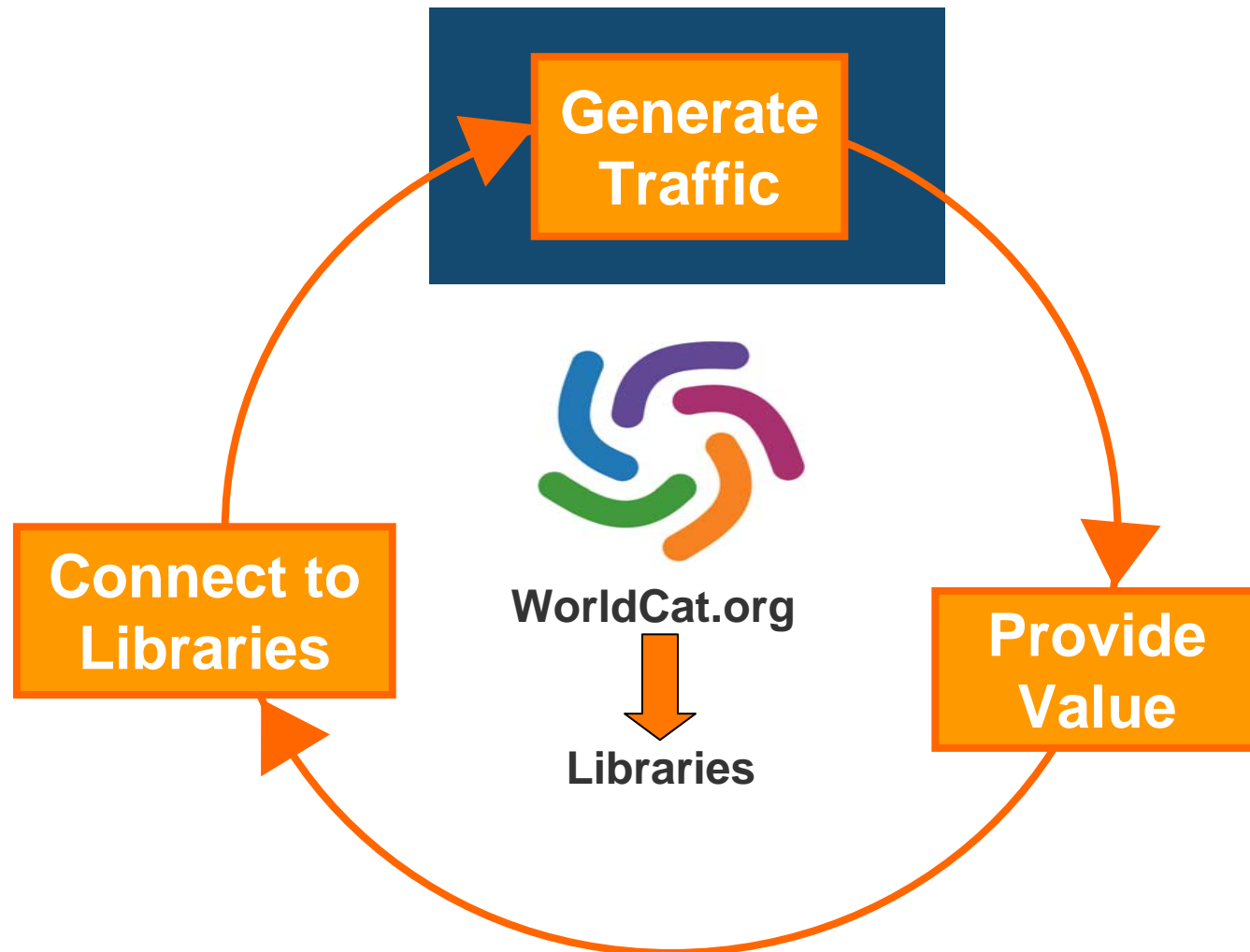
1. Raising global awareness and find-ability of libraries
2. Increasing library relevancy by providing more access, content and value
3. Connecting users, both physically & online, to libraries & library services



# Driving Usage of Libraries via WorldCat.org



# Driving Usage of Libraries via WorldCat.org



People are twittering about us!



twitter

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)

Worldcat.org is my BESTEST FRIEND.  
They cite things FOR ME. Eeeeehehehe.

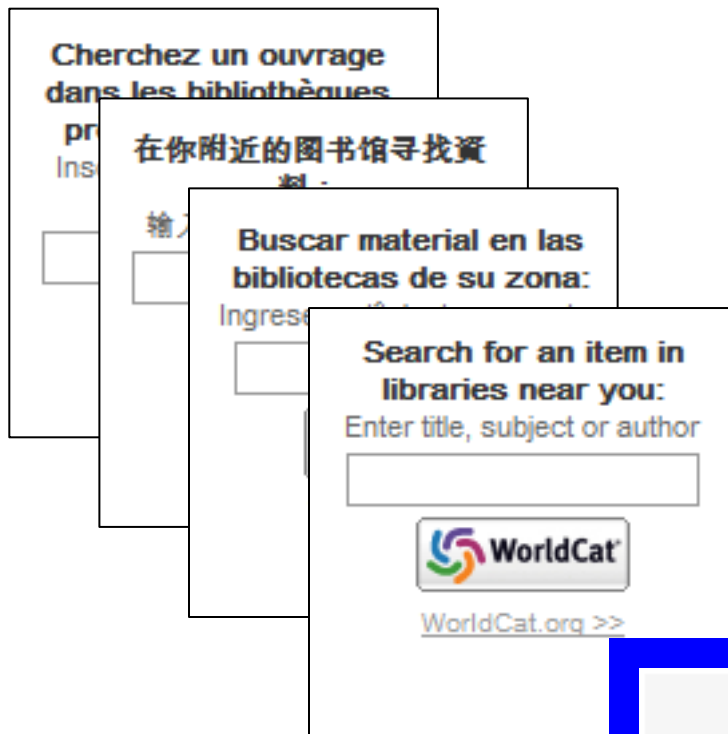
*about 12 hours ago from BeTwittered*



sir\_yessir

Jeremy

# WorldCat Downloadable Widgets - Search Box




Find items in libraries near you

Everything Books DVDs CDs Articles


Go

[Advanced Search](#)


Search with  WorldCat®

# WorldCat Downloadable Widgets - Keyword Search




 WorldCat Learn more in a library



Search  for







[How to maintain and repair home utility systems](#)  
Book by Jackson Hand




[Building or repairing? get your money's worth : OPA ceiling pri...](#)  
Internet resource by Bausili.;  
United States. Office of Price...









# List Widget

 **WorldCat** **Make lists of library items**

List [Trip Planning](#) by [dw](#)



[Mountains](#)  
**Book** by Garry Chapman



[Grand Teton National Park](#)  
**Internet resource** by United States. National P...

● ○ ○ ○ ○

Showing 1-7 of 9 library items on this list

[View complete list](#)



detective novels of agatha christie

Search

[Advanced Search](#)  
[Preferences](#)

Web [Show options...](#)

Results 1 - 10 of about 106,000 for [detective novels](#) of [agatha christie](#). (0.25 seconds)

### [Agatha Christie - Wikipedia, the free encyclopedia](#)

**Agatha Christie's first novel** The Mysterious Affair at Styles was published in 1920 and introduced the long-running character **detective** Hercule Poirot. ...

[en.wikipedia.org/wiki/Agatha\\_Christie](#) - 139k - [Cached](#) - [Similar pages](#)

### [The \*\*detective novels of Agatha Christie\*\* : a reader's guide ...](#)

Get this at a library near you! -- Author: [James Zemboy] -- Related Subjects: [Christie, Agatha, 1890-1976 Stories, plots, etc. Handbooks, manuals, etc.

[www.worldcat.org/oclc/191732538](#) - 100k - [Cached](#) - [Similar pages](#)

### [Agatha Christie](#)

**Agatha Christie**, Grand Dame of Mystery. ... working in a hospital during the war that Christie first came up with the idea of writing a **detective novel**. ...

[christie.mysterynet.com/](#) - 23k - [Cached](#) - [Similar pages](#)

### [Agatha Christie Mystery Novels: Agatha Christie](#)

**Christie** wrote more than 70 **detective novels** under the surname of her first husband, ...

**Agatha Christie** was born in Torquay, in the county of Devon, ...

[www.topmystery.com/agatha.htm](#) - 25k - [Cached](#) - [Similar pages](#)

### [The \*\*detective novels of Agatha Christie\*\*; a reader's guide.\(Brief ...](#)

Zemboy, who taught French and Spanish at a community college, provides a reader's guide to the 66 **detective novels of Agatha Christie**. ...

[www.encyclopedia.com/doc/1G1-183481662.html](#) - 51k - [Cached](#) - [Similar pages](#)

### [Agatha Christie: Home](#)

"Why not make my **detective** a Belgian?...I could see him as a tidy little man, ... **Agatha Christie** said she never knew where the ideas for a new **novel** would ...

[www.agathachristie.com/](#) - 25k - [Cached](#) - [Similar pages](#)

### [Amazon.com: The \*\*Detective Novels Of Agatha Christie\*\*: A Reader's ...](#)

Amazon.com: The **Detective Novels Of Agatha Christie**: A Reader's Guide: ... All of **Agatha Christie's 66 detective novels** are covered here in great detail.

Sponsored Links

[Get This Book For \\$35.01](#)

Rent **Detective novels of agatha christie**

Fast Delivery And Easy Returns

[www.Chegg.com](#)

Google Book Search BETA

[My library](#) | [Sign in](#)

[About this book](#)

[Preview this book](#)

**Organic Chemistry** By Herbert Meislich, Mark S. Meier, Jennifer L. Muzyka, Howard Nechamkin, Jacob Sharefkin



Front Cover

Search in this book

More than 30 million Schaum's Outlines sold!

# Organic Chemistry

SCHAUM'S  
easy  
OUTlines

CRASH COURSE



Boiled-down essentials of the top-selling Schaum's Outline series for the student with limited time What could... [more »](#)

★★★★☆ (9)

[1 review](#) - [Write review](#)

[Add to my shared library](#)

[Table of Contents](#)

## Order from a bookstore

[McGraw-Hill Professional](#) - Publisher

[Amazon.com](#)

[Barnes&Noble.com](#) - \$9.95

[Books-A-Million](#)

[Borders](#) - \$9.95

[IndieBound](#)

[Google Product Search](#)

[Find this book in a library](#)

## Sponsored Links

[Organic Syntheses](#)

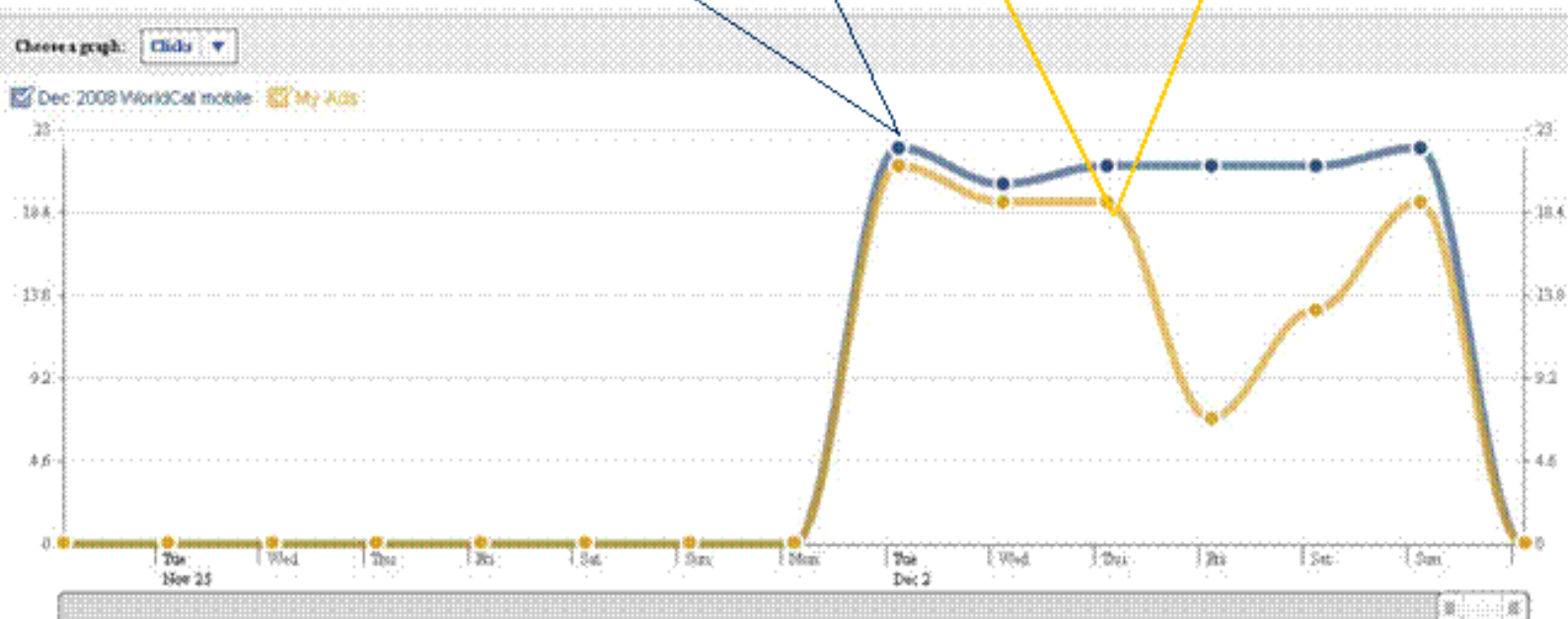
Plan syntheses, check commercial availability of starting materials

[www.discoverygate.com](#)

[All our Books are Free](#)

hardbacks, paperbacks, textbooks all books all free. join in

# Facebook Ad Campaigns



[Citations Tool](#) - over 16,000 downloads!

[Hackathon](#)

[List creation](#)

[Videos created by others](#)

Why I love WorldCat - coming soon!

# Search

[Photos](#)[Groups](#)[People](#)[SEARCH](#)[Advanced Search](#)[Search by Camera](#)☒ Full text ☐ Tags only

✓ We found **126 results** matching **wheresworldcat**.

[Slideshow](#) [View: Most relevant](#) • [Most recent](#) • [Most interesting](#)[Show: Details](#) • [Thumbnails](#)

From [bobrobboy](#)



From [bobrobboy](#)



From [Alice Sneary](#)



From [Glenn ...](#)



From [Alice Sneary](#)



From [Alice Sneary](#)



From [Alice Sneary](#)



From [editdave43](#)



From [Alice Sneary](#)



From [Alice Sneary](#)

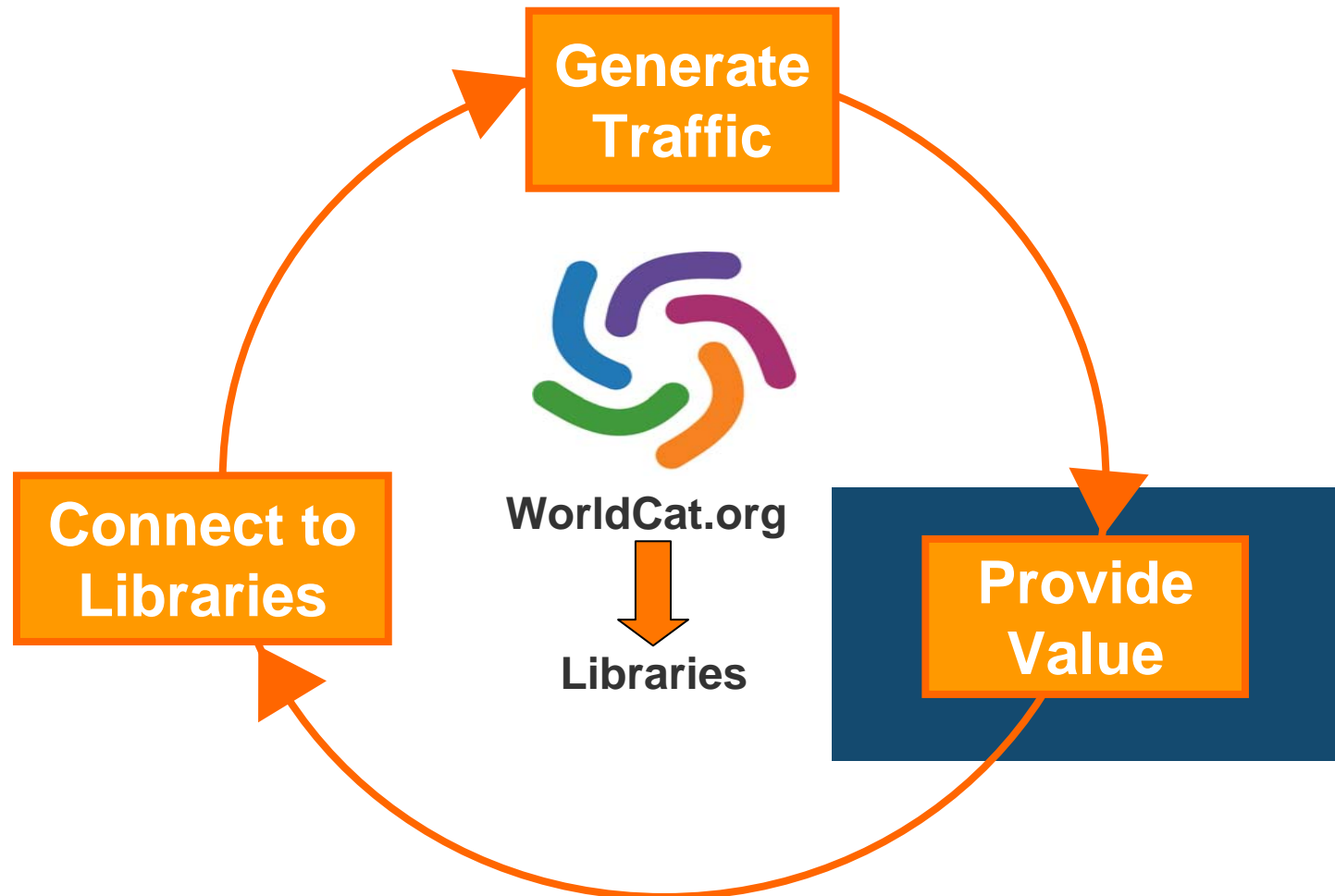


From [bobrobboy](#)



From [Alice Sneary](#)

# Driving Usage of Libraries via WorldCat.org



Detailed record redesign

Reviews & Ratings

Lists

List watching

Saved search

Tags

[www.worldcat.org](http://www.worldcat.org)



# WorldCat Hackathon



Held at NYC Public Library, Nov. 7-8, 2008

Over 35 participants

2<sup>nd</sup> session held in Amsterdam last week

Generated lots of creative ideas & helped inform our product plans

# Visualizing WorldCat Holdings

Locations for OCLC record 15550774 near 02912 - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://test.matienzo.org/holdingsmap/locations/

## Holding libraries for record 15550774

Citation 50 libraries

20 results out of 50 cannot be plotted.

● McPherson, James M. Battle Cry of Freedom: The Civil War Era. The Oxford history of the United States, v. 6. New York: Oxford University Press, 1988.

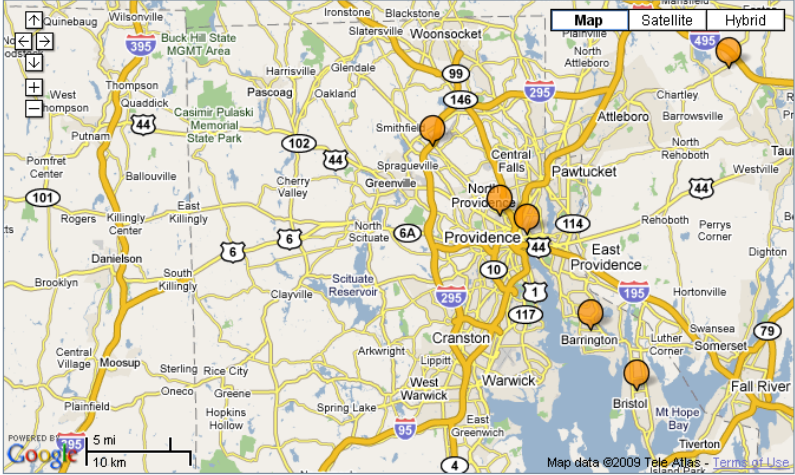
### Holdings for Variants Of This Item

- [18960948](#)
- [19096264](#)
- [19706432](#)
- [30210970](#)
- [85479565](#)
- [106333336](#)
- [53406234](#)
- [86074768](#)
- [86074820](#)
- [21410290](#)

### Find holdings for another item

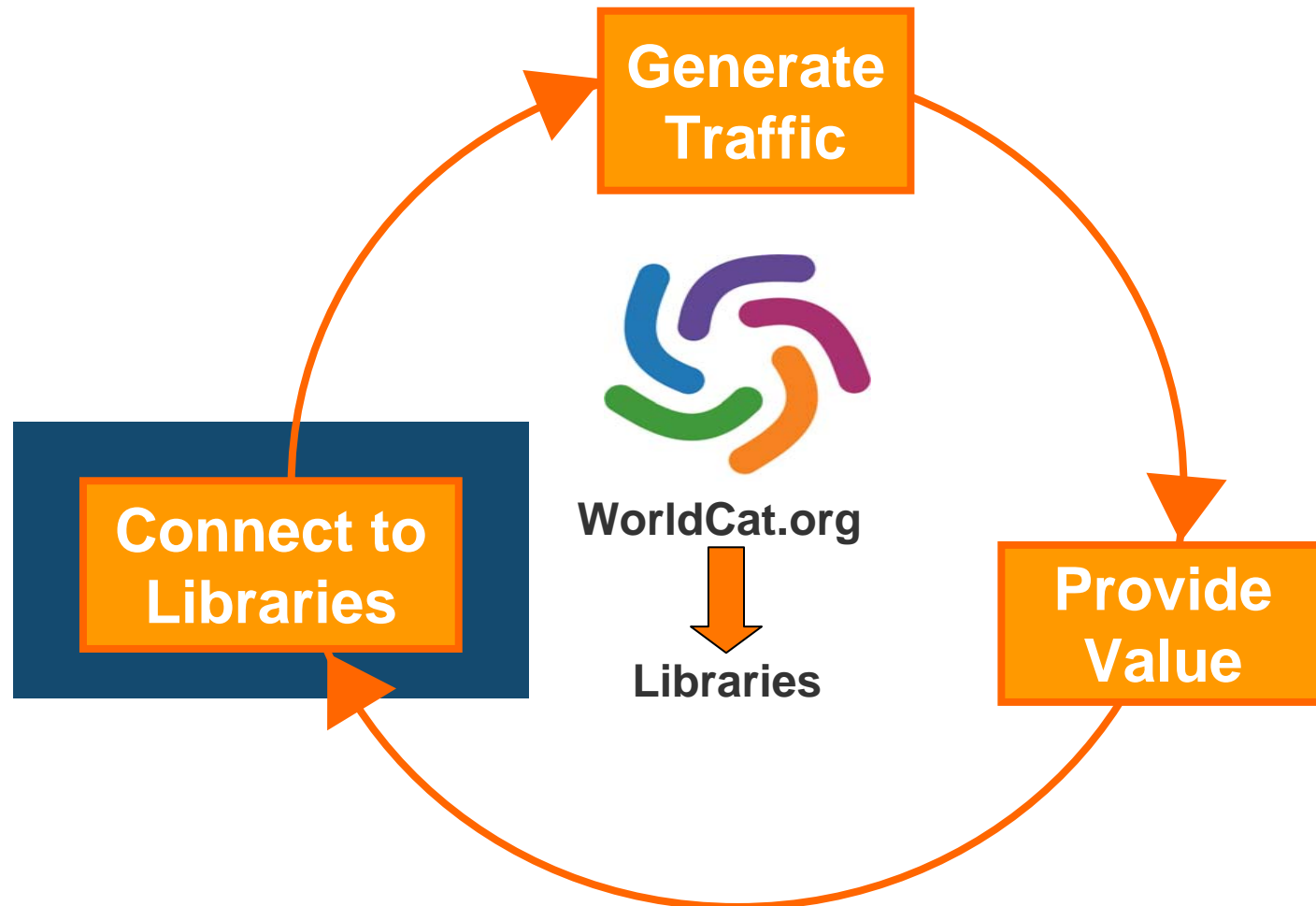
OCLC number

ZIP code



Created by Mark Matienzo at NYPL

# Driving Usage of Libraries via WorldCat.org



Library affiliation

Library profile page - new!

# Find in a Library through your Android Phone

A decorative graphic on the left side of the slide. It features several stylized columns of varying heights and colors (green, blue, purple, orange) that resemble a barcode. From the top of these columns, colorful swirls and flourishes extend upwards and to the right, framing the main title.

## Compare Everywhere

SHOP SMARTER USING YOUR PHONE

**CompareEverywhere** is a [Google Android](#) app that will change the way you shop forever.

- Scan any barcode and **instantly search dozens of online and local stores**, finding out if that "sale price" really is a good deal.
- Read **product reviews**, listen to music clips, and watch movie trailers with a single tap.
- Easily **connect with stores in your area** using driving directions or a phone call.
- Quickly **build shopping lists**, wish lists, and share them with friends.

# Mobile Web Applications



<http://mobileworldcat.org>

# WorldCat Mobile pilot



Over 14,000  
downloads since  
Jan. 2009!

Download at  
[www.worldcat.org/m/](http://www.worldcat.org/m/)



# Using WorldCat.org to Build Web-scale for Libraries



WorldCat.org aims to provide unique value by:

1. Embedding libraries in the internet on your behalf
2. Providing unique & aggregated content for all library users
3. Driving more usage of libraries (local, regional & global)





# WorldCat.org numbers - Good news for libraries



Traffic continues to grow at an impressive rate!

Over 500 million click-throughs to WorldCat.org

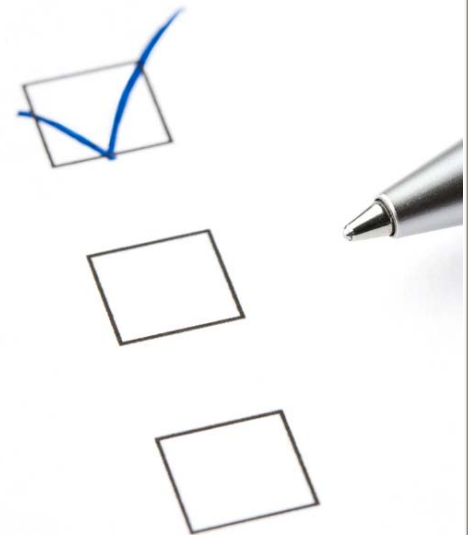
16 million page views per month

Over 27 million click-throughs to library services  
(OPAC, ILL, OpenURL, etc.)

# What's Next?



- Enhanced digital material search & access
- Library search
- Further internationalization efforts
- Authoritative content
- More widgets
- Additional strategic partnerships



# Open Discussion



Are we on the right track?

What do you like / dislike?

What other features would you like to see?

What are your patrons asking for?

Thoughts on emerging trends or mashups?

Thanks for your feedback!