# Social Networking & WorldCat.org

**Jasmine de Gaia**
**Product Management**
**WorldCat Consumer Discovery**

OCLC™ The world's libraries. Connected.

# 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!

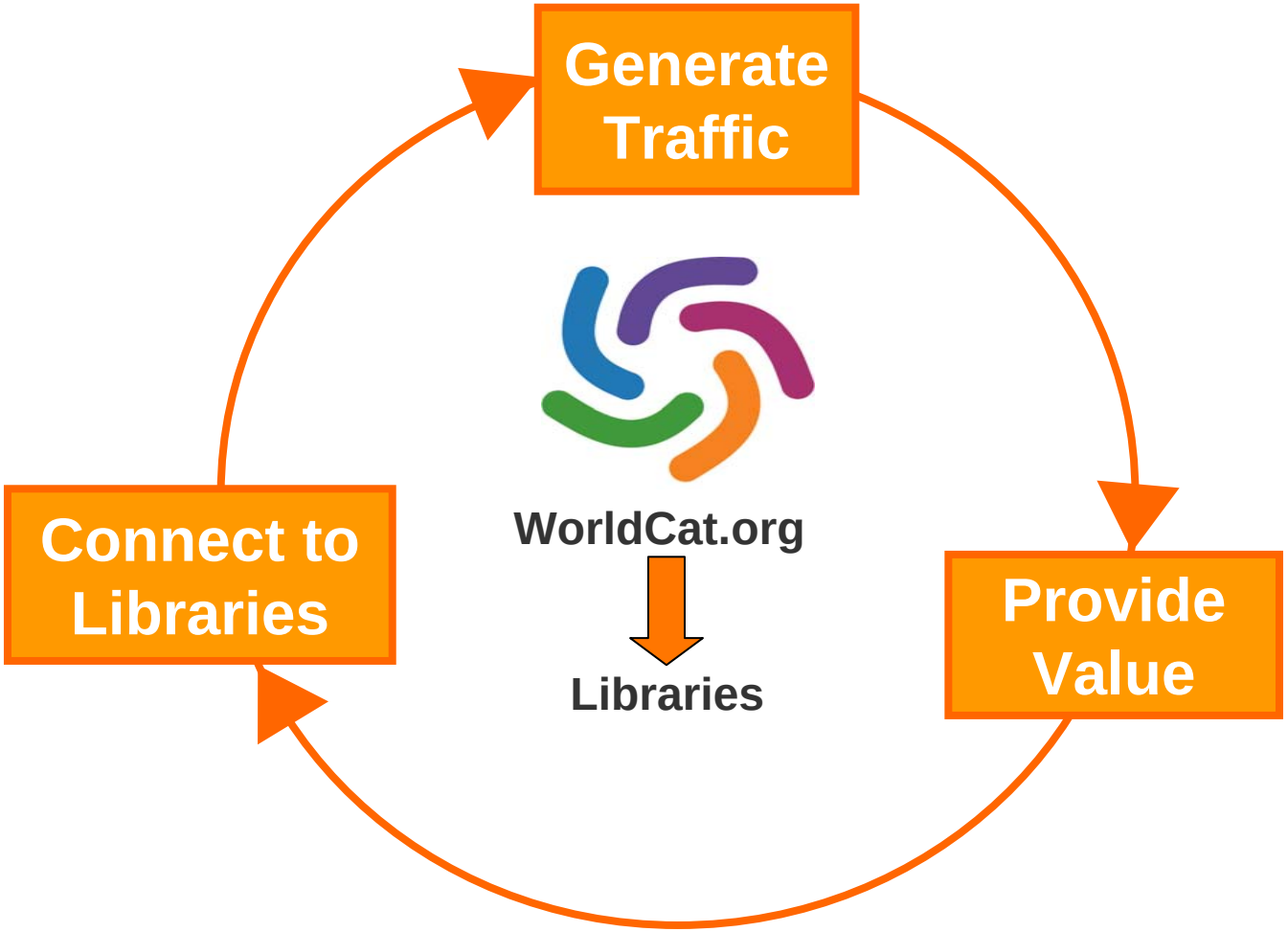
# WorldCat.org Strategy

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



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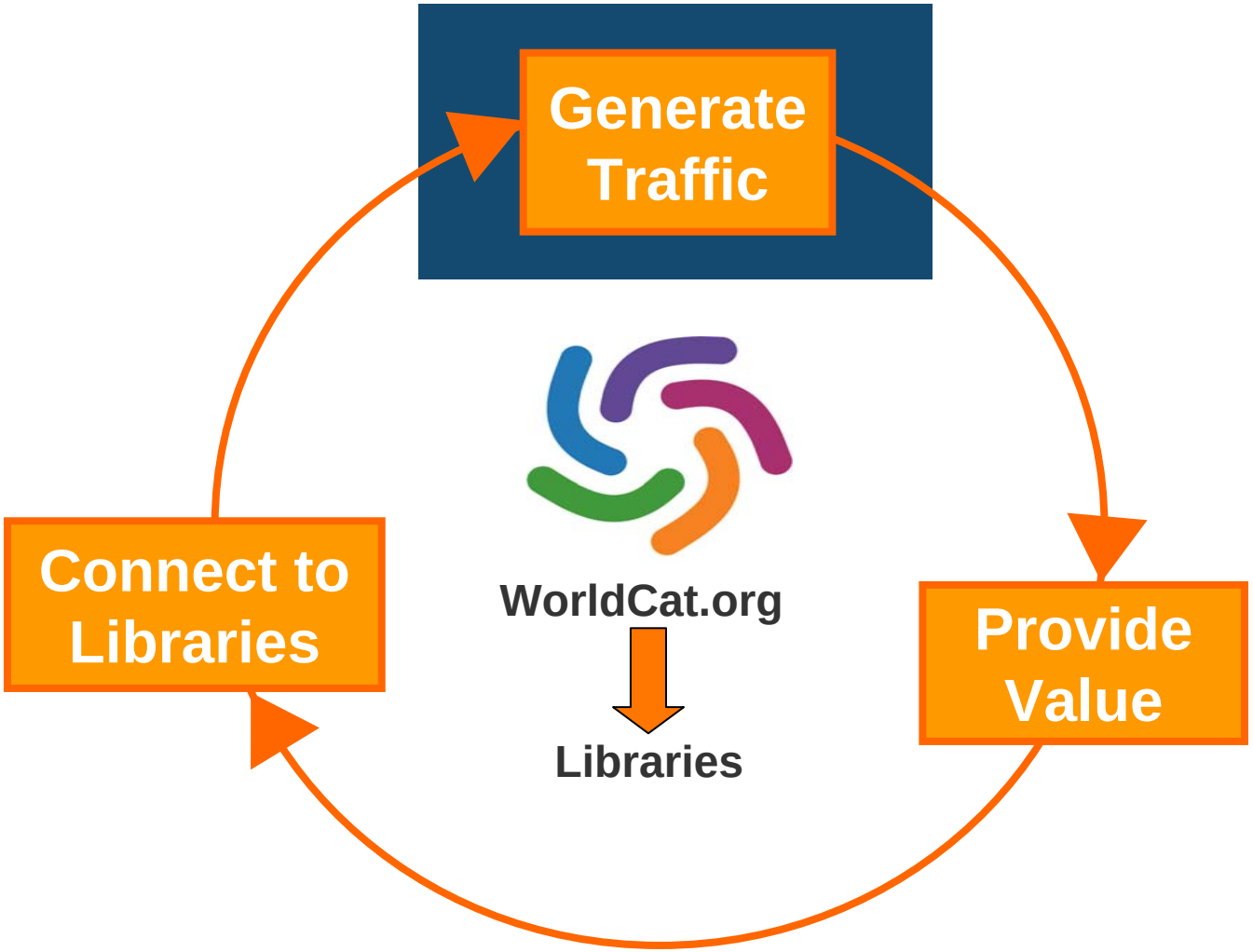


# People are twittering about us!

twitter

Home Profile Find People Settings Help Sign out

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

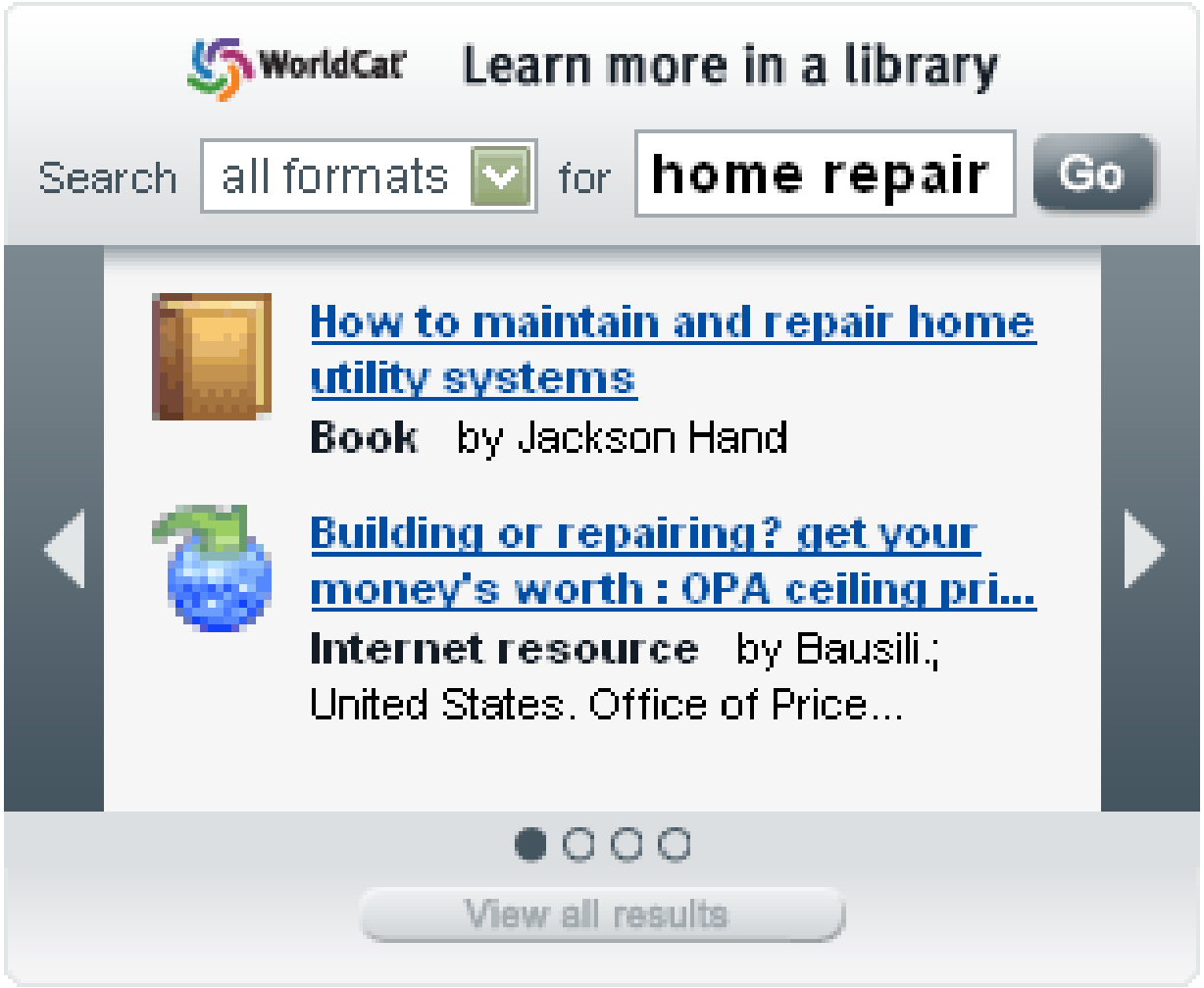
*about 12 hours ago from BeTwittered*

sir_yessir

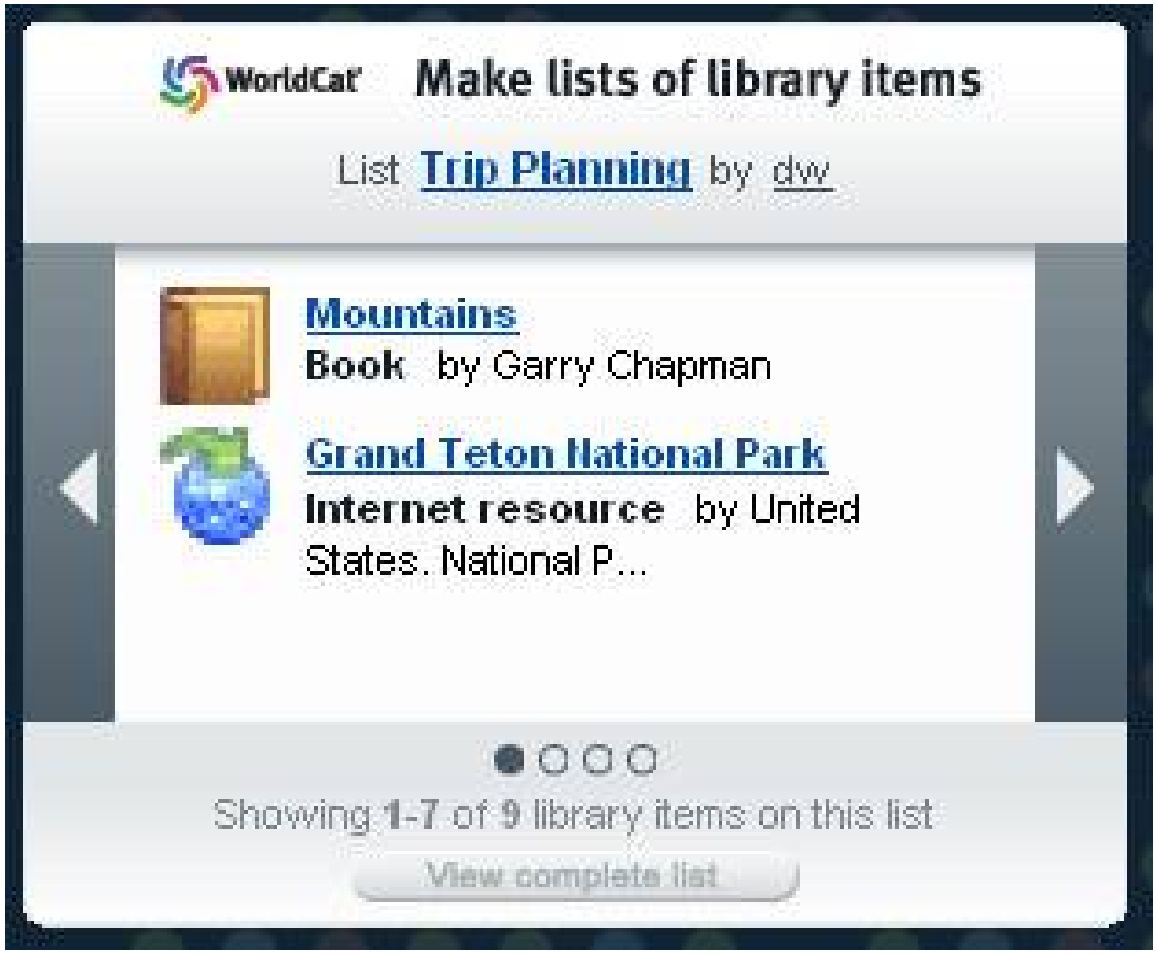
Jeremy

# WorldCat Downloadable Widgets – Search Box

# WorldCat Downloadable Widgets – Keyword Search



# 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

Google 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

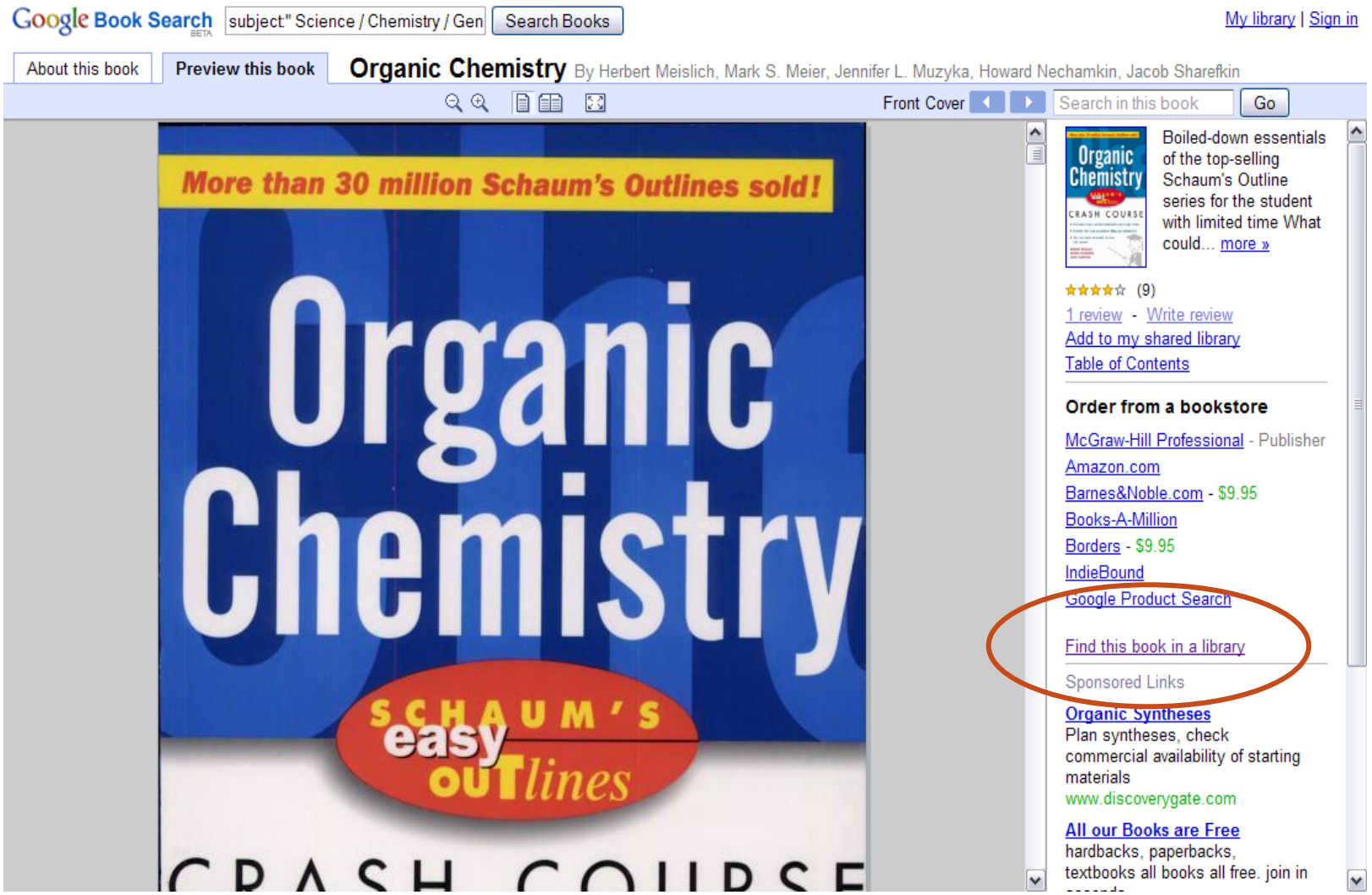
**Agatha Christie**: Home
"Why not make my **detective** a Belgian?...I could see him as a tidy little man, ... **Agatha Christie** said she never knew where the ideas for a new **novel** would ...
www.**agathachristie**.com/ - 25k - Cached - Similar pages

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 Books



# Facebook Ad Campaigns

# YouTube Videos

Citations Tool – over 16,000 downloads!

Hackathon

List creation

Videos created by others

Why I love WorldCat – coming soon!

# Search

Photos Groups People

wheresworldcat 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

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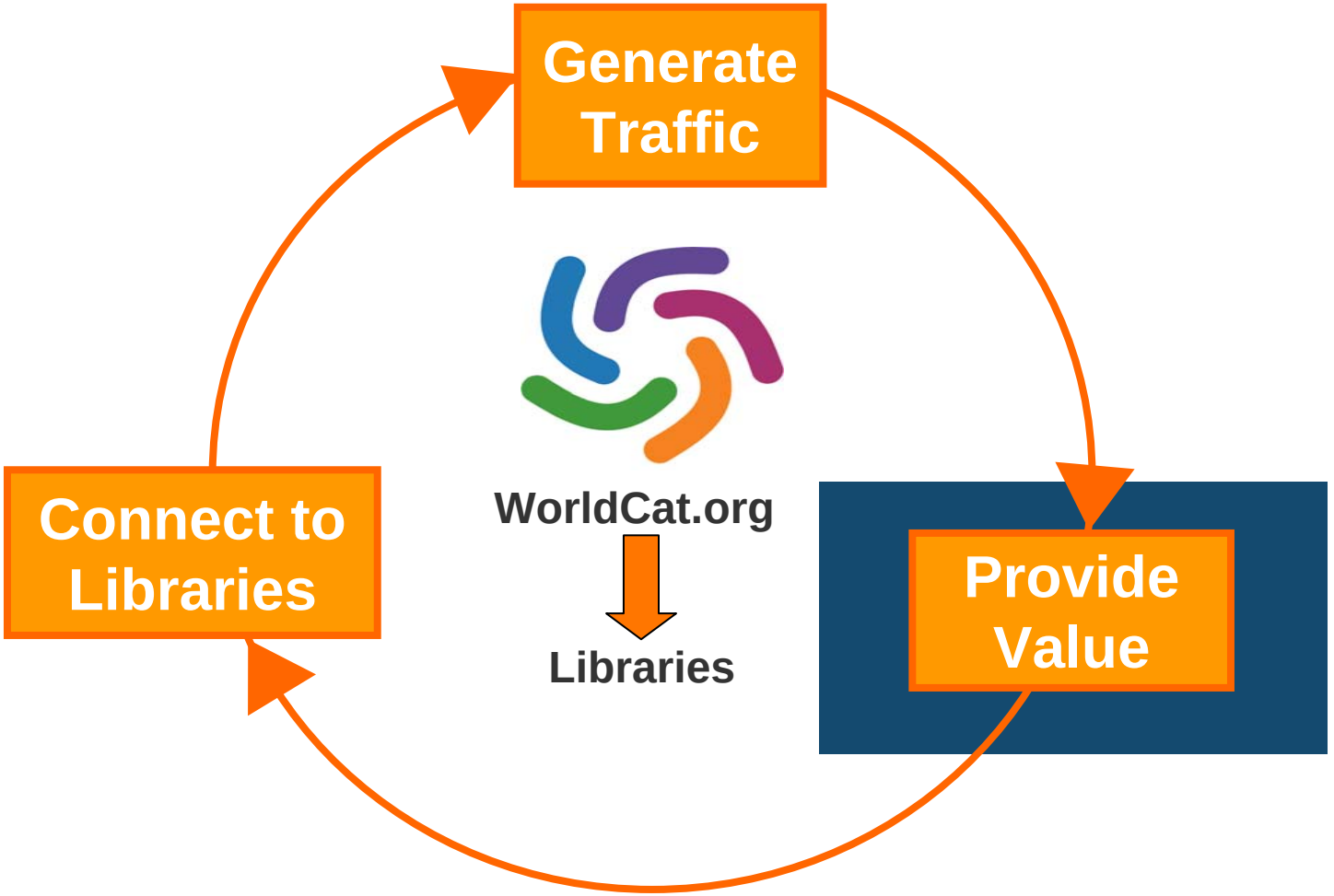


# Demo

Detailed record redesign

Reviews & Ratings

Lists

List watching

Saved search

Tags

www.worldcat.org

# WorldCat Hackathon

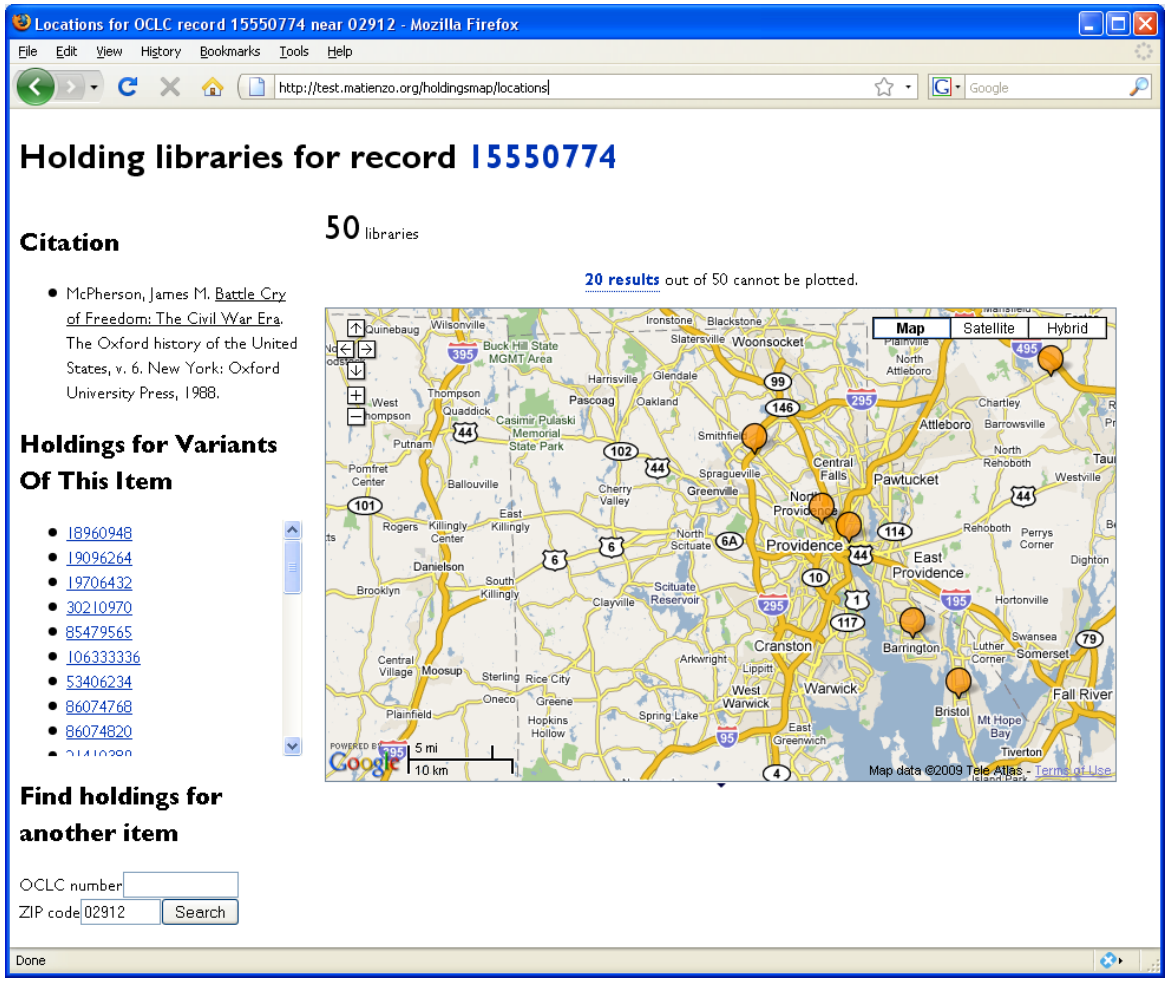
Held at NYC Public Library, Nov. 7-8, 2008

Over 35 participants

2nd session held in Amsterdam last week

Generated lots of creative ideas & helped inform our product plans

# Visualizing WorldCat Holdings




Created by Mark Matienzo at NYPL

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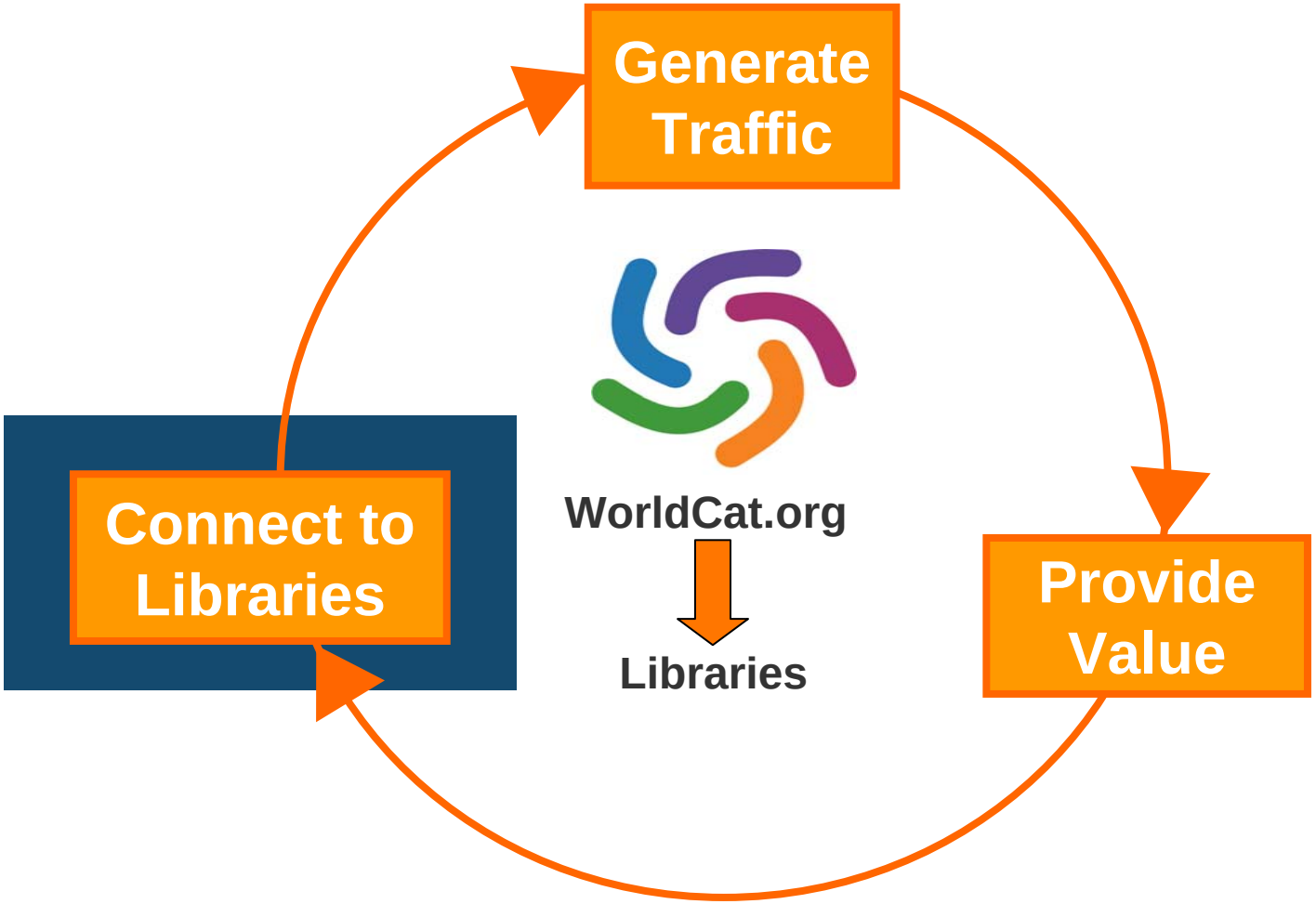


# Demo

**Library affiliation**

**Library profile page – new!**

# Find in a Library through your Android Phone

## 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/**

# 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®

# WorldCat.org numbers – Good news for libraries

Traffic continues to grow at an impressive rate!

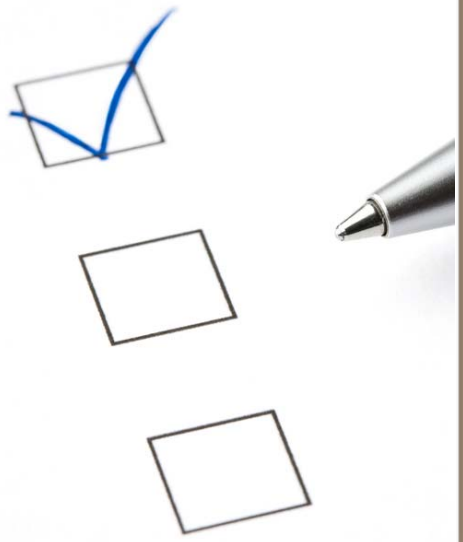
Over 500 million click-throughs to WorldCat.org

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!