

## METADATA EVERYWHERE

### FRENCH BREAD

Purchased at: Jeanette's Bakery.  
Weight: 220 grams.  
Length 24" (60.96 cm)



### BELL PEPPERS

Spicy scale: zero, due to null capsaicin content.



### EGGS

70 calories each.  
From free range chickens.  
Expire June 4.



### SPINACH

Type: savoy

### PARSLEY

Type: Italian flat leaf. Native to the Mediterranean region of Southern Europe.



### MICROWAVE OVEN

700 watts.

### DISHWASHER



### ARTICHOKE

Genus: Cynara. Species: C. cardunculus. Grown in Monterey, CA.

### REUSABLE TOTE BAG

Capacity: 44 lbs.  
Fabric: washable cotton.



### TOMATOES

Contain lycopene (antioxidant). Picked locally last Thursday (22 miles from market)

### 2% MILK

2% milk fat, pH of 6.4 (slightly acidic). From Maryland, USA Holstein cows.



pH scale



## Managing the collective collection

### 1.9 billion items and growing

OCLC is extending WorldCat to represent the collective collection of members of the OCLC cooperative, including physical holdings such as books and journals, licensed digital content and the growing array of local content that is being digitized.



Physical holdings in WorldCat

**185 million**  
bibliographic records

**3.6 million**  
digital items

**1.5 billion**  
holdings



Licensed digital content in library collections

**397 million**  
e-journals, article-level metadata



Local library content being digitized

**30 million**  
items  
*(Google Books, HathiTrust, OAlster, CONTENTdm)*



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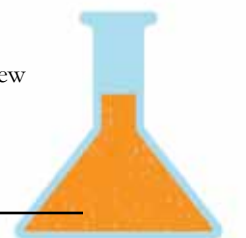


QuestionPoint

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To speed the adoption of new ideas, new methods and new policies, the OCLC cooperative has launched the OCLC Innovation Lab.



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# Stay in touch with your cooperative!

OCLC members—libraries, archives and museums around the world—are all owners of the OCLC cooperative.

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## NextSPACE

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**Editor**  
Tom Storey

**Managing Editor**  
Andy Havens

**Contributing Writers**  
Dr. Klaus Ceynowa, Phil Schieber,  
Karen Smith-Yoshimura

**Design**  
Origo Branding Company

**Photography**  
Bavarian State Library  
Rich Skopin, OCLC  
Temple University



NextSpace MC235  
6565 Kilgour Place  
Dublin, Ohio 43017-3395 USA  
1-800-848-5878

Send questions, comments, subscription requests and address/contact updates to: [nextspace@oclc.org](mailto:nextspace@oclc.org)

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## PRESIDENT'S REPORT A word from Jay Jordan

# Keeping WorldCat on the leading edge



With more than 180 million records and 1.5 billion location listings from libraries around the world, the scope and content of WorldCat are well-known.

Less well-known is the ongoing investment that libraries and OCLC make to ensure that WorldCat stays on the leading edge as a metadata resource.

Since 1971, OCLC has continuously upgraded and enhanced WorldCat and its cataloging service. Most recently, OCLC completed the migration of libraries to an entirely new cataloging platform in 2006, after a five-year development program. The current platform is based on open architectural models and supports not only MARC, but FRBR concepts, Dublin Core, ONIX and other standards, ensuring the vitality of this service for the future.

### Quality and maintenance

Records that go into WorldCat are subject to continuous enhancement and conformance to changes in cataloging rules and standards. Responsibility for maintenance and enhancement of records in WorldCat is shared by the membership.

In fiscal 2009, for example, catalogers in 1,690 libraries, acting voluntarily, edited and replaced 108,766 records in WorldCat. Since 1983, catalogers in the 226 libraries in the Enhance program have voluntarily invested their time and expertise to make nearly three million improvements to records in WorldCat.

OCLC also invests in human and machine resources to monitor and enhance quality of WorldCat. In fiscal 2009, for example, WorldCat quality management staff enhanced 6,878,659 bibliographic records, added 1,106 new authority records and updated 1,123,925 authority records.

More recently, on February 2, OCLC installed a new version of its duplicate detection and resolution software that identifies and merges duplicate records in the database. The software detected and resolved 598,277 duplicate records in its first two months of operation.

### Program for Cooperative Cataloging

OCLC also supports and participates in the Program for Cooperative Cataloging (PCC), a chiefly North American collaborative effort coordinated by the Library of Congress that includes CONSER (cooperative online serials), NACO (name authorities), SACO (subject authorities) and BIBCO (monographic bibliographic records). The CONSER database, a valued source of high-quality records for serials, has resided in WorldCat since 1974. OCLC members that are NACO library contributors do their work at no charge through the NACO contribution service, which is part of WorldCat cataloging. In 2009, OCLC's NACO libraries contributed over half of the new records to LC's Name Authorities file. Nearly all of the approximately 500 libraries in all PCC programs do their work through WorldCat cataloging.

### Virtual International Authority File

OCLC Research participates in the Virtual International Authority File (VIAF) project, whose long-term goal is to include authoritative names from many libraries in a new global service that will be freely available via the Web to users worldwide. Current participants, in addition to OCLC, are: Bibliotheca Alexandrina (Egypt), Bibliothèque nationale de France, Deutsche Nationalbibliothek (Germany), ICCU (Italy), Library of Congress, Narodni Knihovna (Czech Republic), National Library of Australia, National Library of Israel, National Library of Portugal, National Library of Spain, National Library of Sweden, Swiss National Library and the Vatican Library.

### Tomorrow's cataloging platform

In the longer term, OCLC is building next-generation cataloging and collections management on a service-neutral data platform. The platform will permit not only integration with WorldCat Local and Web-scale Management Services, but will also support use by other, external applications for collections and metadata management. Whichever approach the member library chooses, WorldCat data will be a central asset that supports further efficiencies in library workflows, reduces library costs and improves the library user's experience with discovery and delivery.

OCLC's next-generation cataloging includes:

- an open cataloging and metadata platform that supports the organization, discovery, delivery and management of the myriad collections now delivered by libraries to their communities—not only physical collections housed in library buildings or storage facilities, but also licensed electronic and digital collections (both digitized and born-digital)
- functionality to efficiently create, manage and share metadata both at the collection level and at the level of a single information object
- shared metadata creation and management not only for individual titles and works, but also for people, places, concepts and other types of information objects
- easy, fast ways to ingest an OCLC cataloging subscriber's data and keep member holdings synchronized with WorldCat
- a vibrant, worldwide Expert Community working with OCLC to extend and improve WorldCat
- continuous improvement in quality of WorldCat data for catalogers, end-users and a variety of other constituencies.

Over the last 39 years, WorldCat has evolved from an aggregation of bibliographic records and holdings into a dynamic network that creates new connections and opportunities for libraries and their users.

We at OCLC remain committed to keeping WorldCat on the leading edge as we pursue our mission of furthering access to the world's information and reducing library costs. ■



BY ANDY HAVENS AND TOM STOREY

For hundreds of years, metadata was kept in a box. Literally. A wooden box, filled with paper cards. Libraries cataloged for one reason: to be able to find resources on a shelf. Today, though, we're seeing a growing importance placed on metadata management activities. In an increasingly information-driven world, good metadata is the key to more than finding the right item.

Data-about-data is now used to track materials, assess needs, compare collections, inform research, manage workflows, plan budgets and even make friends. Catalogers have been joined by publishers, retail outlets, shipping companies, researchers, faculty, Web programmers, search engine optimizers and end users in the flow of metadata creation and modification. This puts libraries, and catalogers, right in the middle of a revolution in how we think about representing and describing information. And the more partners we can involve in these processes, the more chances libraries have to add value up and down a variety of data supply chains.

“Metadata has become a stand-in for place.”

So says Richard Amelung, Associate Director at the Saint Louis University Law Library. When asked to expand on that idea he explains, “Law is almost entirely jurisdictional. You need to know where a decision occurred or a law was changed to understand if it has any relevance to your subject.

“In the old days, you would walk the stacks in the law library and look at the sections for U.S. law, international law, various state law publications, etc. Online? Without metadata, you may have no idea where something is from. Good cataloging isn't just a ‘nice-to-have’ for legal reference online. It's a requirement.”

Richard's point is one example of a trend that is being felt across all aspects of information services, both on and off the Web: the increasing importance and ubiquity of metadata. In a world where more and more people, systems, places and even objects are digitally connected, the ability to differentiate “signal from noise” is fast becoming a core competency for many businesses and institutions.

Librarians—and catalogers more specifically—are deeply familiar with the role good metadata creation plays in any information system.

As part of this revolution, industries are increasing the value they place on talents and the ways in which librarians work, extending the ever-growing sphere of interested players.

Whether we are tracing connections on LinkedIn, getting recommendations from Netflix, trying to find the right medical specialist in a particular city or monitoring a shipment online, metadata has become the structure on which we're building information services. And no one has more experience with those structures than catalogers.

#### The value of metadata in medicine

Preventing blindness is Dr. John Michon's passion. As a practicing ophthalmologist and a medical researcher, he has studied and seen firsthand the devastating effects of eye disease.

And he knows that to eradicate vision loss, the clinical record of patient care must be linked online with the huge datasets emerging from gene-mapping projects and other research activities in order to create new associations and new knowledge that doctors can act upon.

That's where librarians come in, he says.

“The role of library and other information scientists is crucial to the success of this effort,” Dr. Michon says. “Physicians, allied health workers and researchers are generally naïve when it comes to classification and categorization issues. We're too busy with our primary duties. Creating, implementing and testing knowledge models for the large and diverse number of biomedical domains will be a cooperative process between librarians and domain experts.”

Dr. Michon's thoughts highlight a trend sweeping across the information community as people and communities are deluged with digital data: the growing importance of metadata and the critical role librarians are playing in making information systems better.

Of course, the importance of knowledge organization models and standardized description are nothing new to our profession. Librarians have long been leaders in designing classification systems, dating back to 1876, when Melvil Dewey first published the Dewey Decimal Classification system.

“There are a lot of partnerships being formed and people are looking to librarians for information standards and how to manage data.”



Nowhere does this take on the magnitude of importance as it does in the medical field, where new information could be used to treat disease and advance life-saving research.

With a grant from the National Science Foundation, Dr. Michon built a prototype biomedical information infrastructure for visual sciences to help doctors integrate research data with clinical data in order to better predict disease risk and make recommendations for specific therapies. During the project, he found out how critical a librarian's expertise is to the effort.

In order to make the rapidly growing amount of information accessible and meaningful, medical experts needed to agree on naming conventions and relationships of essential concepts—essentially content value standards—and commit to categories representing the information system's architecture—the equivalent of data structure standards.

"Information organization, storage and retrieval are facilitated through the use of metadata and the ability to make 'computable' statements," Dr. Michon says. "As librarians become more involved with biomedical information, it is important for them—particularly catalogers—to be part of the teams that organize and improve the utility of our data and develop a high level of interoperable biomedical infrastructure.

"Understanding the principles of knowledge modeling, the tool sets available for this work, and codifying expert knowledge will challenge librarians and information scientists and demand that they learn a fair amount of biomedicine language.

"However, the results will justify the efforts if we can capture more of the value inherent in biomedical information and use it to improve human welfare."

#### Using metadata to drive scientific data integration and analysis

Jane Greenberg, Professor and Director, Metadata Research Center, School of Information and Library Science, University of North Carolina at Chapel Hill, says it's a very exciting time to be involved with cataloging and metadata.



“As librarians become more involved with biomedical information, it is important for them—particularly catalogers—to be part of the teams that organize and improve the utility of our data.”

"People are getting wind of the fact that librarians are the experts," she says. "There are a lot of partnerships being formed and people are looking to librarians for information standards and how to manage data. Never in our time has there been a more universal interest in producing structured, standardized information."

Jane was approached by researchers from evolutionary biology who were building a digital repository called Dryad to archive data and publish findings in evolutionary biology, ecology and related fields. The repository allows scientists to access and build on each other's findings.

"They asked me if I knew anything about the MARC format and Dublin Core," she says. "In fact, they said they needed bibliographic control. These biologists actually used the words bibliographic control. It was pretty amazing!

"Their depth of knowledge and command of detail at the scientific level was extremely impressive and they realized at the top level they needed some kind of information standards. This is happening across the board."

Dryad is a repository for digital data in evolutionary biology that seeks to ensure long-term preservation and promote resource discovery and reuse of the data. The focus is on published datasets, with links to major evolutionary biology journals and domain-specific community databases.

Jane, her colleagues at the Metadata Research Center and NESCent (the National Evolutionary Synthesis Center) are also working on a system called HIVE that allows users to annotate Dryad content with subject headings from multiple controlled vocabularies.

The system is being designed to generate subject metadata using automatic metadata generation techniques that pull concepts and terminology from a range of subject thesauri. "An interdisciplinary subject such as evolutionary biology cannot be represented by a single vocabulary," Jane says. "We want to create a usable and functional system that draws descriptors from several controlled vocabularies to aid catalogers and authors who are creating subject metadata.

"We hope to provide efficient, affordable, interoperable and user-friendly access to controlled vocabularies during metadata creation activities."

#### Tracking economically important innovations with book metadata

For Michelle Alexopoulos, Associate Professor, Department of Economics, University of Toronto, metadata isn't just a way to find particular materials, it's the key to unlocking entire trends in economics.

Economists believe technical change is responsible for economic growth and a major cause of business cycles. As Michelle says, "Without good measures, we can't test theories or determine what areas of technology are growing rapidly and where we should invest R&D funds."

“What we found is that book-based indicators much more closely track the date of commercialization of innovations.”

Previously, direct measures of technological change in economics included the tracking of patents and R&D expenditures. And while those methods are helpful, there can be ambiguities. The number of patents, for example, can be affected by changes in patent law. Also, filing a patent is no guarantee that commercial innovation—which is closely linked to economic change—will follow. Even if a new patent does produce significant change, it can be years between the patent filing and the economic impact.

"An ideal indicator of economic change," Michelle says, "would be available at least yearly, would not be subjective, would be related to the introduction of the new good or process, would weigh technologies according to their importance and would cover all new technologies across industries."

To meet that challenge, Michelle has turned to book-based indicators of technological change.

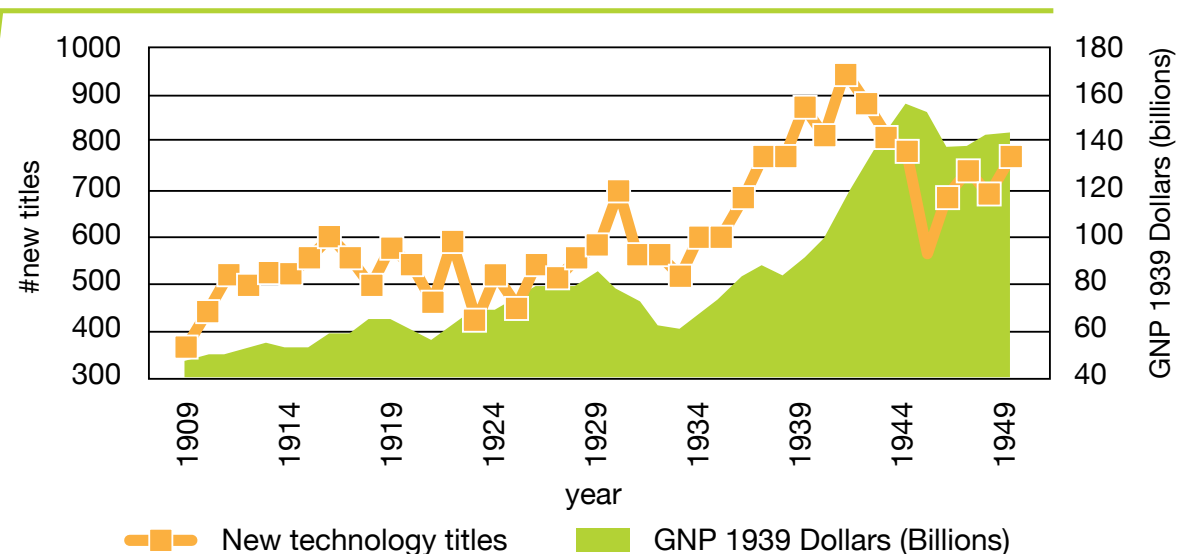
"Because new books are required with new technologies, producers first release manuals with initial product shipments. Afterward, publishers release additional 'how-to' books as well as those that comment on the new technology. Secondary markets then get into the act in order to maximize profit."

Luckily, existing classification systems for books already exist and allow for the objective groupings necessary to adequately track innovation. Michelle's team got catalog metadata from the Library of Congress and WorldCat, and publishing data from publishers lists such as Books In Print, and from booksellers such as Amazon.

"What we found," she explains, "is that book-based indicators much more closely track the date of commercialization of innovations." For example, insulin was invented in 1889. It wasn't commercialized, however, until 1922. The date of publication of books on insulin? You guessed it: 1922.



## All new technology titles



The same holds true for more modern innovations, such as the personal computer. While the first commercial transistor computers were released in the late 1950s, the real change in the economy due to distributed computing occurred simultaneously to the growth in books on the subject—in the 1980s.

Michelle concludes, **“These new indicators don’t simply track the diffusion of a product or process. Instead they help explain observed changes in productivity as well as economic activity as measured by GDP.** Metadata like this can help us track important waves of innovation, measure the relationship of different technologies to one another, perform cross-country studies and explore quantitative links between science and technology.”

All of which makes the creation and maintenance of metadata even more important. Good cataloging structures don’t just meet today’s information needs, but will be increasingly used as a way of understanding larger trends and developments.

### A bridge between library metadata and the rest of the world

Jean Godby, OCLC Research Scientist, has been involved in several projects that seek to bridge the gap between library metadata and that of other systems. She manages the Metadata Schema Transformations project that seeks to insert interoperability into the management of digital resources.

“The situation we are attempting to deal with,” Jean says, “is defined as ‘schema-level interoperability,’ because we are trying to identify common ground among formally defined metadata schemas.”

Metadata crosswalk services exist already between MARC and Dublin Core, ONIX and MARC, ONIX and Dublin Core, MODS and MARC, and MODS and Dublin Core. These allow, among other things, for better workflows between libraries, publishers and book jobbers. And while easy correspondences between metadata systems are good enough for much of the day-to-day work in libraries, even the slightest incompatibilities can produce backlogs that translate into unfulfilled queries from users.

“The goal,” Jean says, “is a framework that will make the creation and upkeep of metadata and associated workflows easier for all parties. Library metadata can be leveraged in a variety of ways that benefit our users and systems, and provide value to outside agencies as well. Ideally, what we want are library solutions that can be used in a variety of environments.”

As more and more industries and organizations rely on quality metadata, opportunities for libraries to leverage their catalog data will increase. Being able to ‘crosswalk’ metadata from one system to another is one key to libraries’ success in these endeavors.

“Library metadata can be leveraged in a variety of ways that benefit our users and systems, and provide value to outside agencies as well.”



“It is clear that metadata is ubiquitous.”

### Metadata ubiquity

For many years, metadata—in the form of shared, structured standards—was important only to librarians, who sought to make the materials in their library collections findable and discoverable to the public. But today, you can hardly talk about digital libraries, data repositories and Web 2.0 without the mention of metadata.

The acknowledgment that metadata is an essential element in the information infrastructure is rewarding.

“The range of metadata activities over this last decade is both extensive and astonishing,” Jane Greenberg says, “and presents an unprecedented opportunity to share information and knowledge as we move forward.”

“It is clear that metadata is ubiquitous,” Jane continues. “Education, the arts, science, industry, government and the many humanistic, scientific and social pursuits that comprise our world have rallied to develop, implement and adhere to some form of metadata practice.”

“What is important is that librarians are the experts in developing information standards, and we have the most sophisticated skills and experience in knowledge representation.”

Those skills are being put to good use not only in the library, but in nearly every discipline and societal sector coming into contact with information. ■

### A metadata renaissance for libraries

In her paper “Time Horizon 2020: Library Renaissance,” Susan Gibbons, Vice Provost and Dean, River Campus Libraries, University of Rochester, talks about how the coming decade will mark the renaissance of technical services and a complete transformation of collection development.

Among the changes she sees:

- The emphasis of technical services will change from the acquisition of content to the user’s discovery of content. A library’s success will be defined by whether its users are finding the best materials easily and quickly, rather than by collection metrics. A myriad of services, customized to the library’s local needs, will emerge that will sit on top of a library’s broad print and electronic collections. The success of these services will be dependent upon the availability and quality of metadata.
- The need for all content to have some online manifestation, whether a full-text scan or a metadata record, will force all of a library’s hidden collections into the light, including manuscripts, images and other special collections.
- Dissertations, articles, books, working papers, technical reports and other such content will flood into the campus libraries for curation, description and distribution. Technical service staff will find an increasing percentage of their work shifted away from the procurement of external content to the care and distribution of locally created content.
- The Google Book Project will cause a resurgence in the use of the print collections. As books are rediscovered, there will be a shift of resources toward identifying, preserving and republishing books held uniquely by each library.

“The year 2020 will still find libraries creating, collecting, organizing, delivering and preserving information resources; the fundamental “what” of technical services and library collections will not change,” Susan says. “However, we must be ready for a radical transformation in the ‘how’ and ‘why’ of these activities. I believe the focus will shift from external to internal content, from just-in-case to just-in-time collection development, and from disparate silos of information resources to a mandated expectation that those silos can communicate and interact in ways that meet the expectations of library users.”

## Connecting libraries: Bavarian State Library, Germany

BY DR. KLAUS CEYNOWA



Located in Munich, Bayerische Staatsbibliothek—the Bavarian State Library—is the central library of the German state of Bavaria and one of the largest libraries in the German-speaking world. Founded in 1558, we have many unique collections, including the largest number of German-printed books of the 16th century and the largest collection of incunables in the world.

We were honored with the national “Library of the Year 2008” award for our innovative services by the German Library Association and the Ebelin and Gerd Bucerius Foundation. We have been an OCLC member since 2006 and use WorldCat cataloging and resource sharing.

We are a member of OCLC because we want to open up our rich, historical collections by making them digitally available through our Web site and WorldCat.org.

WorldCat is indeed an extremely powerful resource. When it comes to bibliographic metadata, I believe it is one of the most important resources available worldwide and, with WorldCat.org, it is the best way that the library community can achieve a truly international, unified presence on the Web.

Furthermore, WorldCat is excellent at integrating its content with the major search engines and aggregators, such as Google and Yahoo!, while also offering an abundance of personalized services, such as the “Find items in libraries near you” function that guides users to local holdings.

Because of all of this, I believe that WorldCat presents an excellent opportunity for libraries to improve their Internet visibility significantly.

“We are a member of OCLC because we want to open up our rich, historical collections by making them digitally available through our Web site and WorldCat.org.”

“We can provide WorldCat with much more than additional holdings—we can offer unique content.”

Something else that I feel is extremely important is that OCLC consistently seeks to integrate WorldCat into state-of-the-art Internet technologies. The most recent evidence of this is the specially adapted WorldCat interface for mobile devices, particularly the iPhone, which will benefit OCLC members significantly.

Our rich collections have been developed over 450 years. We can provide WorldCat with much more than additional holdings—we can offer unique content. About half of the titles we have loaded into WorldCat are new records. This not only enhances WorldCat, but it is also important for research and education that we expose these valuable resources and share our collection with the world.

The quality of our holdings can currently be seen in the usage of another OCLC service. From July to December 2009, we used WorldCat Resource Sharing on a trial basis. During that six-month period, we averaged about 2,000 interlibrary loan requests per month. The majority came from the U.S., but in all we received requests from libraries in 25 countries. Because we can now share our collections with the world, we will continue using this service.

To help OCLC become more of a global cooperative, I have worked on developing the new governance structure along with many other delegates. This was necessary since, over the years, OCLC had added thousands of member libraries around the world and needed to broaden its perspective.

The new governance structure is designed to extend participation around the world. OCLC’s three Regional Councils—the Americas, including the U.S., Canada, Latin America and the Caribbean; Asia Pacific, which



includes countries in the Asia Pacific region; and EMEA, which includes Europe, the Middle East and Africa—represent the localization component of this new global endeavor. It is important to note that in these regions, OCLC operates in business areas that differ greatly.

In the Americas, the focus is WorldCat and related services. In the European region, the focus is Integrated Library Services (ILS), while in Asia-Pacific, it is a broad range of diverse products. The Regional Councils will help bring together these diverse interests into a single organization that represents its members.

The Regional Councils channel specific requests from the various regions to the Global Council and to OCLC management and the Board of Trustees. The regional influence of member libraries in Germany, and, consequently, our opportunities for participation, will increase significantly.

Of course, one should not forget that “our” region, EMEA, in turn represents a conglomeration of highly differing customer groups and product foci in an extremely geographically diversified structure.

The changes to OCLC governance strengthen the OCLC cooperative and turn it into a truly global one, with local connections and local touch through the regional councils. I look forward to working with OCLC and my colleagues in this new structure for the benefit of users worldwide. ■



Dr. Klaus Ceynowa,  
Deputy Director General, Bayerische Staatsbibliothek

For more information, visit  
[www.bsb-muenchen.de](http://www.bsb-muenchen.de)

# The value of library cooperation

As Chair of the OCLC Board of Trustees, Larry Alford, Dean of Libraries, Temple University, is committed to enhancing direct communication with the membership to bring the cooperative closer to libraries. NextSpace talked with Larry following the February 7–8 OCLC board meeting in Dublin, Ohio.

## What is special about our library cooperative?

The relationship and interaction among members and OCLC is both unique and extraordinary. And we are enlarging this dialogue with a new global governance structure, which includes regional councils around the world to amplify cooperation and make it easier for libraries, archives and museums to have a voice and be involved.

## How has the cooperative stayed vibrant for so long?

OCLC and member libraries have been united by a strong sense of public purpose and a fervent belief in access to information for all. The values of cooperation, sharing and working together for the common good have shaped our existence and guided our path through momentous changes in society and technology. Those values are as relevant today as they were in 1967.

“Today, WorldCat is becoming a premier discovery tool on the Web.”



## Can you give a recent example of how the membership helped direct the path of the cooperative?

One issue that comes to mind immediately is the WorldCat record use policy. The OCLC board and management promulgated what we thought was a policy that would help protect WorldCat and continue to enable it to be a vital resource for libraries. The membership very clearly said to us that they disagreed. The board listened and appointed a new group representing librarians from Asia and Europe as well as the Americas to grapple with the issues surrounding a record use policy. Their recommendations are now being shared with every member library. So I think that is an area where clearly members had a very direct impact on the direction of the organization and will continue to have a direct impact.

## What advice would you offer libraries today about getting through these difficult times?

Almost every librarian with whom I speak talks about budget cuts that their libraries have faced and the need to make some really hard choices. We need to make those decisions thinking about the long term. At Temple University, my staff and I thought very carefully about how our decisions would affect what we're building for the future to make sure we were preserving what is most important. The cooperative and WorldCat are vital to the future. I hope that as librarians make what I know are very difficult decisions, they will consider that OCLC is the one organization that is governed by librarians, owned by librarians and dedicated to strengthening libraries—not out of a profit motive but because it is important for people to have access to information.

## What does the future hold for the cooperative?

Tough times present opportunities, and some very bright people in libraries and at OCLC are working in partnership to provide new solutions to some of the problems that exist in libraries.

## What are some of the new solutions?

They all start with WorldCat. Many of us who have been involved in the cooperative for many years are well-versed in how much WorldCat has saved libraries by streamlining staff workflows in cataloging and resource sharing.

Today, WorldCat is becoming a premier discovery tool on the Web. Through WorldCat.org, we are integrating the collections and services of libraries into the consumer Web space to reach Web users who are now more likely to turn first to their Web browser—not their library—for information. We are partnering with Google, Yahoo! and other Internet companies to put library records and holdings in the results lists of search engines, online bibliographies and online booksellers in order to drive traffic to libraries.

In addition, new partnerships are under way with cellular phone providers and others to help grow the reach of library services and increase the impact of mobile devices.

WorldCat Local is the latest example of how members benefit from their combined investment in WorldCat. WorldCat Local allows users to search their library collection with one search, as well as see options for accessing resources their library doesn't own. WorldCat Local is also the first step toward Web-scale management services that will bring new opportunities to increase efficiencies in collection management and reduce costs for libraries.

## Can you explain what you mean by Web-scale?

Our vision of Web-scale is to bring the power of cloud computing to library management activities. These network-level tools are being built with new technologies and platforms that allow libraries to customize workflows based on the changing nature of their collections, their users and their business processes. OCLC is working closely with a Library Advisory Council and four pilot library groups to develop and test these Web-scale services. We are confident that they will bring additional cost savings and efficiencies to library workflows.

## What do we need to do to keep the vision alive?

Librarians need to continue to work together to share our intellectual effort and resources through WorldCat. At least four generations of librarians have worked hard to build this incomparable resource. It's our responsibility to continue to build a strong WorldCat to provide access to the collections in libraries to the users of libraries around the world who need information. ■

“The establishment of three regional councils around the world will amplify cooperation and make it easier for libraries, archives and museums to have a voice and be involved.”

# Social metadata

Social media enables a broader range of contributions and sources for metadata creation

BY KAREN SMITH-YOSHIMURA



Library metadata helps users locate resources that meet their specific needs. But metadata also helps us understand the materials we find and evaluate what we should spend our time on.

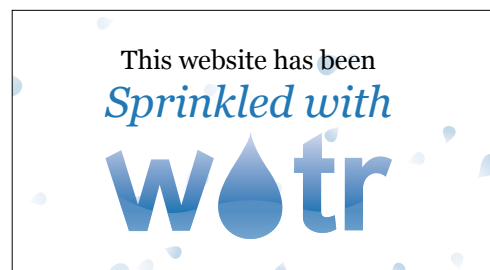
The creation of social metadata is driven by the passion people have to share their interests with others of like mind. Online destinations for these activities tend to be sites where people define themselves by their passion, such as a discipline-specific Web site run by a scholarly society or a fan club. Or the destination may have a very large user base where even a small percentage who share interests can find a sufficient number of compatible enthusiasts, such as Flickr groups or national archives sites for genealogists. Library catalogs are traditionally not where people share their interests. People take catalog references to library assets and share them where other enthusiasts gather.

The cultural heritage organizations in the RLG Partnership are eager to take advantage of user contributions to enrich the descriptive metadata created by libraries, archives and museums and expand their reach into their user communities. For the past year, a 21-member RLG Partner Social Metadata Working Group from five countries has been reviewing social metadata sites, analyzing the results of a survey sent to social metadata site managers, and discussing the factors that contribute to successful—and not so successful—social metadata sites of most relevance to libraries, archives and museums. The working group reviewed 73 sites with social metadata features.

Social metadata takes many forms: tagging, comments, reviews, images, videos, ratings, recommendations, lists, links to related articles, etc. Success depends on the site's objective. Increasing traffic is not necessarily the prime driver. Some sites are looking to connect with a new audience, while others want to gather user contributions. A number of cultural heritage organizations have successfully used the Flickr community to identify "mystery photos" or the source of illuminated manuscript pages. The National Library of Australia's Historic Australian Newspapers, 1803 to 1954,

< **The Minnesota Historical Society**  
([www.mnhs.org](http://www.mnhs.org))

Invites citizens to provide biographical details to very brief death records using Write on the Record (wotr), a free tool for users to add comments and metadata to content.



is an example of harnessing the passion of genealogists. Within its first year, with no publicity, enthusiasts edited more than five million lines of OCRd text.

We received responses from 42 site managers to our survey, conducted in October–November 2009. We were pleased that 40 percent of the respondents were from outside the U.S.; 24 percent were from Australia and New Zealand. Ten of the sites originate from academic libraries and archives, followed by national libraries or archives, nonprofit organizations not affiliated with any institution, museums, historical societies, consortia, other cultural institutions, public libraries, plus one botanical garden and one special library.

The respondents confirmed what we had already suspected: offering social metadata features is a recent development. Sixty-two percent of the sites had been offering social metadata features for two years or less, and 10 percent were not even public yet. The key objectives among these respondents were to build user communities and increase traffic and access to their content; more than half also wanted to enhance the descriptions of their resources. These objectives differed a bit depending on the site's affiliation. A surprisingly high 75 percent of the sites moderate user contributions. A majority responded that neither spam nor users adding inappropriate contributions were a problem. A very high percentage—over 90 percent—considered their sites successful because they received good feedback and expanded their audiences. The unsuccessful sites had few contributors.

The working group is preparing three reports to be released in the coming months:

- Reviews of social metadata sites relevant to libraries, archives and museums
- Results of the social metadata site managers survey
- Recommendations on social metadata features most relevant to libraries, archives and museums

Attracting user contributions is key to success. The working group, through its survey, readings and interviews, has identified several factors that drive user contributions, including: leveraging a sense of community; tapping into existing communities of fellow enthusiasts; and giving users a sense that they are contributing to the "brand" of the institution or community. We hope that our recommendations will enable cultural heritage institutions to leverage users' enthusiasm while enhancing their own resource descriptions and extending their reach to new communities. ■

For more information, visit [www.oclc.org/research/activities/aggregating](http://www.oclc.org/research/activities/aggregating)



Open Context ([www.opencontext.org](http://www.opencontext.org))

Is an example of a discipline-based site inviting archeologists to share and comment on excavation site discoveries.

**RLG Partner Social Metadata Working Group**  
Staffed by: Jean Godby, John MacColl, Karen Smith-Yoshimura (OCLC)

- Drew Bourn, Stanford University
- Douglas Campbell, National Library of New Zealand
- Kevin Clair, Pennsylvania State University
- Christopher Cronin, University of Chicago
- Christine DeZelar-Tiedman, University of Minnesota
- Mary Elings, University of California, Berkeley
- Steven Galbraith, Folger Shakespeare Library
- Cheryl Gowing, University of Miami
- Rose Holley, National Library of Australia
- Rebekah Irwin, Yale University
- Lesley Kadish, Minnesota Historical Society
- Helice Koffler, University of Washington
- Daniel Lovins, Yale University
- John Lowery, British Library
- Marja Musson, International Institute of Social History
- Henry Raine, New-York Historical Society
- Cyndi Shein, Getty Research Institute
- Ken Varnum, University of Michigan
- Melanie Wacker, Columbia University
- Kayla Willey, Brigham Young University
- Beth Yakel, University of Michigan School of Information

## QuestionPoint on the go

The cooperative virtual reference service now provides more channels to connect with users where they are, at the point of need

BY TOM STOREY

The mobile Web will bring waves of new virtual users to the library. And the OCLC QuestionPoint service is making sure reference librarians are there to help them.

Developed by the Library of Congress and OCLC, QuestionPoint is a network of reference librarians that serves users via the Web 24 hours a day, seven days a week. It brings professional librarianship to the Web and helps you move one of your traditional strengths—the one-to-one reference service—into the digital age.

QuestionPoint is a complete reference management system that offers your users multiple avenues to get reference assistance—including e-mail Web forms, live chat and chat widgets (the “Qwidget”). Libraries use QuestionPoint’s knowledge bases to build additional resources, while referral and administrative tools enable effective management of your complete virtual reference operation.

The QuestionPoint service is now accessible through supported mobile devices and social networking sites. Users can also send text messages to QuestionPoint librarians via a collaboration with Mosio.

“Texting and social networks are two more doors to reference services,” says Susan McGlamery, QuestionPoint Senior Product Manager. “Our members suggested we look at Mosio’s Text a Librarian. This combined service offers users more options to reach the librarians and provides libraries with increased efficiencies in managing their user inquiries in a single place.”

Susan says that the collaboration with Mosio represents a new approach for QuestionPoint: APIs. “Rather than build a texting component inside QuestionPoint, we are instead developing an API to work with aggregators, such as Text a Librarian. Thus QuestionPoint continues to build on its core competency of providing integrated reference management—seamless referral, reporting and knowledge management, regardless of the communication mode: chat, e-mail, SMS text—while Text a Librarian manages the relationships with cell phone providers and transmission issues.”

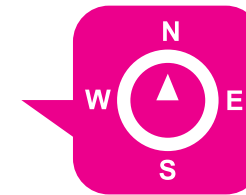


Texting and social networks are new avenues to reach users when they need library assistance.

Meet your users through text messaging, Facebook or mobile devices:



**Texting/SMS.** If you subscribe to the Text a Librarian text messaging service from Mosio, you can now receive text questions through QuestionPoint. This allows you to integrate all of your methods for receiving questions—e-mail, chat, SMS text—into one interface for answering, referring, tracking and reporting. Telephone and in-person questions can also be added through the Add-Question feature.



**Mobile Qwidget.** Qwidget, QuestionPoint’s chat widget, is accessible on the iPhone—no special programming is required. People with compatible devices can access your Qwidget at your library site then bookmark it to their home screen for convenient access. This will allow users to chat with a librarian directly from their iPhone, without needing to navigate first to the library Web site.



**Qwidget in Facebook.** Facebook users can now add the QuestionPoint Qwidget to their Facebook pages and ask questions of a librarian while using Facebook.



**Chat widget displays in WorldCat Local.** If you use the QuestionPoint Qwidget or another chat client, you can provide your users the opportunity to chat directly with your reference librarians from within WorldCat Local.



**Custom Qwidget skins and formatting.** QuestionPoint now offers your Web team the ability to create a custom Cascading Style Sheets (CSS) file for the Qwidget, enabling them to match the color of the Qwidget with the rest of your Web site.



**Knowledge bases offered as a Web service.** QuestionPoint knowledge bases can now be accessed via other interfaces by using a Web service. Searches can be posted and limited by any of the parameters listed on the QuestionPoint advanced search page, while search results can be formatted in XML or HTML for flexible implementation by various search engines.

Susan says the latest round of enhancements is part of OCLC’s continuing efforts to integrate the latest technologies in QuestionPoint.

“We are looking at other spaces where librarians can assist users in their information quest, such as social spaces and other content-rich sites. Wherever users are, that’s where we want QuestionPoint to be.” ■

For more information, visit [www.oclc.org/questionpoint](http://www.oclc.org/questionpoint)

## A change in service offerings—NetLibrary and FirstSearch

In March, OCLC made some announcements regarding a significant shift in the scope of services we deliver to members. Specifically, we will increase our focus on and investment in WorldCat, metadata services and Web-scale library management services, and transition out of the role of reseller of eBooks, eAudiobooks and other eContent provided by vendors.

As part of this shift, EBSCO Publishing has acquired the assets of the NetLibrary division. The purchase includes the NetLibrary eBook and eAudiobook platform as well as operations and infrastructure in Boulder, Colorado. NetLibrary eBook content and eAudiobook subscriptions will continue to be available on the NetLibrary platform. EBSCO plans to provide access to the NetLibrary eBook content on the EBSCOhost platform, one of the most used eContent platforms, creating a comprehensive integrated eBook and database service. NetLibrary eBooks will also continue to be discoverable through WorldCat.org.

Proceeds from the transaction will be invested directly back into the operations of the cooperative and into future service development for members.

OCLC also has signed agreements with EBSCO and H.W. Wilson to transition out of reselling selected FirstSearch databases. EBSCO has purchased the rights to license 15 vendor databases provided by OCLC through the FirstSearch service.

OCLC and H.W. Wilson will work together to transition library subscriptions for H.W. Wilson databases provided on the FirstSearch service to the WilsonWeb platform over the next 14 months. Wilson will continue to index many of its databases in WorldCat.org and WorldCat Local, a program that began in 2008. ■

For more information, visit

- [www.oclc.org/services/content/lettertomembers2010.htm](http://www.oclc.org/services/content/lettertomembers2010.htm)
- [community.oclc.org/cooperative/2010/03/a-world-of-information-online.html](http://community.oclc.org/cooperative/2010/03/a-world-of-information-online.html)
- [www.oclc.org/news/releases/2010/201015.htm](http://www.oclc.org/news/releases/2010/201015.htm)
- [www.oclc.org/news/releases/2010/201016.htm](http://www.oclc.org/news/releases/2010/201016.htm)

## Scan a barcode, find a library

iPhone users can now download two updated applications that will scan a barcode on a book and find that book in a nearby library using data from WorldCat. Available through Apple's iTunes apps store, the RedLaser and Pic2Shop apps use WorldCat APIs to deliver localized library results based on the user's geolocation—providing library holdings, library location, contact and mapping information. RedLaser is available for U.S. audiences for US \$1.99, and Pic2Shop works worldwide as a free download. ■

For more information, visit

- [www.oclc.org/news/releases/2010/20101.htm](http://www.oclc.org/news/releases/2010/20101.htm)
- [www.oclc.org/news/releases/2010/201018.htm](http://www.oclc.org/news/releases/2010/201018.htm)

YouTube videos that demonstrate both apps  
[www.youtube.com/user/WorldCatUser](http://www.youtube.com/user/WorldCatUser)



## Records from everywhere loaded into WorldCat

### Integrating discovery and delivery

OCLC and Gale will index Gale's flagship, full-text periodical databases in WorldCat Local to provide single-search access to users who subscribe to both services.

Gale's Academic OneFile and General OneFile databases will be added to a central index to provide WorldCat Local users a direct link to the abstracts and articles in these popular, authoritative resources. The two databases contain some 100 million records each that connect to millions of full-text articles in both HTML and PDF from peer-reviewed journals, newspapers and magazines, as well as thousands of podcasts and transcripts.

The result is that Gale's high-quality content, which is among the most popular in libraries, will be more visible to your users through WorldCat Local, and searchers no longer will need to log in to multiple interfaces or navigate numerous results sets to find and get to the information they need. ■

For more information, visit

- [www.oclc.org/news/releases/2010/201014.htm](http://www.oclc.org/news/releases/2010/201014.htm)

### French records enrich WorldCat

With the completion of the batch-loading of records from the Bibliothèque nationale de France (BnF), Système Universitaire de documentation (Sudoc) and the public library of Lyon, the French content in WorldCat has undergone a major increase.

There are now more than 16.3 million French-language records in WorldCat, and the percentage of French-language records has also increased from 6.2 percent in 2007 to 9.6 percent in January 2010. ■

For more information, visit

- [www.oclc.org/news/releases/2010/201020.htm](http://www.oclc.org/news/releases/2010/201020.htm)

### swissbib launches next-generation meta-catalogue

Users now have the ability to search 14 million titles from 740 libraries via a simple and intuitive interface. The catalogue was delivered one year after the initial contract was signed with OCLC and brings to a close the opening phase of the development: providing quick, easy and comprehensive access to the combined collections of swissbib libraries. ■

For more information, visit

- [www.oclc.org/news/releases/2010/20105.htm](http://www.oclc.org/news/releases/2010/20105.htm)

### Maximizing the visibility, value of library collections

OCLC is adding records to WorldCat that represent digitized books from the Google Books Library Project and the HathiTrust Digital Library to provide greater access to and increased visibility of these rich, digitized collections. WorldCat searchers will be able to locate digitized books from these collections and link to the associated book landing pages, and in some cases access the full text of eBooks available through these significant initiatives. OCLC will add records for these collections on an ongoing basis.

OCLC is working with libraries, Google and the HathiTrust to derive new MARC records that represent these digital collections based on the rich collection of print records contributed to WorldCat by the OCLC membership over the last 40 years. Searchers will begin seeing these records in WorldCat immediately. ■

For more information, visit

- [www.oclc.org/news/releases/2010/201019.htm](http://www.oclc.org/news/releases/2010/201019.htm)

# OCLC launches Innovation Lab

BY TOM STOREY

To speed the adoption of new ideas, new methods and new policies, the OCLC cooperative has launched the OCLC Innovation Lab. The purpose of the new lab, which will be a division in OCLC Research, will be to generate new services, test existing services in new markets, and explore new ways to deliver existing services to the cooperative.

The lab will provide new opportunities for libraries and library developer communities to work directly with OCLC developers and OCLC data and services.

"Given the critical importance of accelerated innovation to the future of the library community, the Innovation Lab will help our membership cooperative become more agile and responsive to library needs," says Michael A. Teets, Vice President, Innovation. "We want to infuse innovation into all aspects of the OCLC cooperative, whether these are rapid innovation projects or more mature production processes. The result will be faster speed to market by building prototypes and putting them into production much quicker."

Mike said that the new unit will maintain a close connection with product management and engineering. It will work with OCLC Research, providing a bridge between research, product management and engineering, and will also benefit from working with RLG Program Officers to develop links into the research library community. In addition, the lab will work closely with OCLC business development as new opportunities and partnerships are assessed.

Mike said he is particularly excited about reaching out to librarians around the world to find some of the best ideas and, in some cases, bringing those librarians to Dublin, Ohio, or to other OCLC offices to work with them to develop those ideas.

There are some very bright and creative people in the library community, Mike says. And working with them, the Innovation Lab can explore ideas and develop systems to assure that libraries are well-equipped to extend the value of library services into the digital, networked environment.

The lab will focus its initial efforts on three areas:

- **Analytics:** Making library data work harder by understanding its usage and influence on purchasing workflows and the movement from print to electronic.
- **Mobile technology:** Accelerating our mobile deployment, plus testing new mobile gadgets as they are introduced, including the slate/iPad space. We want to put libraries in all of the places users may be.
- **Data Innovations:** Investigating policy and methods for speeding the path of data innovation in WorldCat and related data sets. As the cooperative needs move beyond simple record supply, the community must explore new ways to involve end users and domain experts, and include rapid integration of research work into a widely available platform.

The lab is already making connections in the standards community. Recently, Mike became a founding board member of the Open Identity Exchange (OIX), an organization that seeks to develop a set of technical, operational and legal requirements and enforcement mechanisms for parties exchanging identity information.

"We opted to participate in OIX to make sure the identity management needs of libraries are met," Mike says. "A framework that includes libraries could broaden awareness of online access to library materials, and make it easier for libraries to connect citizens to the knowledge they seek in any format, be it purchased, licensed or created. In essence, OIX will put a key piece of the infrastructure puzzle in place and in the process help libraries further reduce access barriers to content." ■



"We want to infuse innovation into all aspects of the OCLC cooperative."

## BY THE NUMBERS Statistics to think about



20,000,000

User-generated tags in Flickr  
[blog.flickr.net/en/2008/01/16/many-hands-make-light-work/](http://blog.flickr.net/en/2008/01/16/many-hands-make-light-work/)

20,000

Tags added in two days by the Flickr community to 3,150 photographs from the Library of Congress

[www.archimuse.com/mw2008/papers/oates/oates.html](http://www.archimuse.com/mw2008/papers/oates/oates.html)



52,216,703,165

ATM transactions per year worldwide, each of which produces metadata automatically

[www.atmia.com/](http://www.atmia.com/)

1,000,000

Customer transactions per hour at Wal-Mart, feeding databases estimated at more than 2.5 petabytes

[www.economist.com/specialreports/displaystory.cfm?story\\_id=15557443](http://www.economist.com/specialreports/displaystory.cfm?story_id=15557443)



34

Gigabytes of data delivered to a typical person on a typical day in the United States via computers, television, radio, telephones, mobile devices, print materials

[hmi.ucsd.edu/howmuchinfo\\_research\\_report\\_consum.php](http://hmi.ucsd.edu/howmuchinfo_research_report_consum.php)

180,000,000

Unique social bookmarks saved in delicious

[blog.delicious.com/blog/2008/11/delicious-is-5.html](http://blog.delicious.com/blog/2008/11/delicious-is-5.html)



90%

Documents that have no useful metadata, which costs organizations \$5,251 per worker per year in wasted time looking for information

[www.networkworld.com/news/2007/012307-wasted-searches.html](http://www.networkworld.com/news/2007/012307-wasted-searches.html)



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## Get together with OCLC Online and in person

### OCLC events

#### IS&T Archiving Conference

June 1–4, 2010

The Hague, Netherlands

#### Canadian Library Association

June 2–5, 2010

Edmonton, Alberta, Canada

#### ACURIL XL

June 6–12, 2010

Santo Domingo, Dominican Republic

#### ELAG 2010

June 8–11, 2010

Helsinki, Finland

#### Special Libraries Association

June 13–15, 2010

New Orleans, Louisiana, USA

#### OCLC Informationstag

June 16, 2010

Frankfurt, Germany

#### ALA Annual 2010

June 24–29, 2010

Washington, D.C., USA

#### 39th LIBER General Conference

June 29–July 2, 2010

Aarhus, Denmark

Check the OCLC Web site for upcoming conferences and events:

[www.oclc.org/news/events/](http://www.oclc.org/news/events/)

### OCLC blog listings

#### Lorcan Dempsey's Weblog

[orweblog.oclc.org](http://orweblog.oclc.org)

#### Metalogue

[community.oclc.org/metalogue](http://community.oclc.org/metalogue)

#### WorldCat Blog

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

#### Hectic Pace

[community.oclc.org/hecticpace](http://community.oclc.org/hecticpace)

#### It's all good

[scanblog.blogspot.com](http://scanblog.blogspot.com)

#### Weibel Lines

[weibel-lines.typepad.com](http://weibel-lines.typepad.com)

#### Hanging Together

[hangingtogether.org](http://hangingtogether.org)

#### The Dewey Blog

[ddc.typepad.com](http://ddc.typepad.com)

#### Outgoing

[outgoing.typepad.com/outgoing](http://outgoing.typepad.com/outgoing)

#### BlogJunction

[blog.webjunctionworks.org](http://blog.webjunctionworks.org)

#### Designing the Future

[community.oclc.org/engineering](http://community.oclc.org/engineering)

#### A View of South America

[community.oclc.org/aviewofsouthamerica/](http://community.oclc.org/aviewofsouthamerica/)

#### The OCLC Cooperative Blog

[community.oclc.org/cooperative/](http://community.oclc.org/cooperative/)

#### Follow us on Twitter

[twitter.com/OCLC](http://twitter.com/OCLC)

#### Subscribe

[www.oclc.org/rss/](http://www.oclc.org/rss/)

#### Become a fan of WorldCat on Facebook

[www.facebook.com/pages/WorldCatorg/81565002545](http://www.facebook.com/pages/WorldCatorg/81565002545)

