New Thinking on Metadata Management, Exposure & Quality

Ted Fons
Director, WorldCat Global Metadata Network
The Four Seasons of Metadata At OCLC

Summer: New ways of thinking about Metadata Access & Quality
Fall: What Users and Librarians Want from Metadata
Winter: Challenging how we think about Metadata Management
Spring: New ways of using Metadata
And Then There’s Today’s (and Tomorrow’s) Student

No, you weren’t downloaded. You were born.”
Discovery and delivery are mediated by large information hubs.
A Globally Coordinated System of Metadata Sharing

Data Flows, Syndication, Synchronization, Linking

Outward Integration, Exposure, And Linking Of Collections (e.g., Google, WorldCat, Other aggregators, national libraries, consortia)

Local/Group Authentication, Discovery And Delivery Services
Data Flows, Syndication, Synchronization, Linking
Create system-wide efficiencies in library management

Next Generation Cataloging Services Pilot

Establish partnerships with publishers
Ingest publisher and vendor metadata in ONIX
Enhance publisher metadata
Enrich WorldCat with publisher metadata
Output enhanced ONIX data to publishers/other partners

http://www.oclc.org/partnerships/material/nexgen/nextgencataloging.htm

On the Record

Report of
The Library of Congress Working Group on the Future of Bibliographic Control

January 9, 2008
Getting the Metadata to End Users
Create a compelling user environment

WorldCat Mobile Pilot

Introducing a pilot service

WorldCat Mobile

- Search for library materials—Enter search terms such as keywords, author or title
- Find a WorldCat library near you—Enter your ZIP, postal code or location in the Libraries Locator
- Call a library—Highlight and click the phone number in a library listing to place a call
- Map a route—Find the fastest way to a WorldCat library using the mapping software already on your device

Type this URL into your phone’s Web browser:

www.worldcat.org/m/

Available only in the United States and Canada

Now you can use your mobile phone to find materials in libraries near you—and help us test this new pilot service. Available to people in the United States and Canada, the six-month pilot lets you try out mobile search of WorldCat libraries and suggest improvements or additional features.

WorldCat has partnered with mobile-technology leader Boopsie and joined its growing array of search "channels" that let you quickly access popular Web applications including Google, Wikipedia and Facebook; look up retail locations such as Starbucks and FedEx; and check news, weather, traffic reports and much more!

When you download the Boopsie application to your phone, you get library search plus these additional channels, as well as its "smart prefix" feature that allows you to type only the first few letters of search keywords and view results instantly as you type.
Make OCLC Web Services a valued part of library operations

**WorldCat API**

10-15 developers from cataloging institutions in North America and Europe

Search of WorldCat and retrieval of holdings

Developers build applications that will drive people back to library services

**OCLC Web services**

xISBN, xISSN, xOCLCNUM

WorldCat Identities

Registries including institution, reviews, citations (lists), tagging

Terminologies

Metadata Crosswalk
Make OCLC Web Services a valued part of library operations

WorldCat API and the iPhone
Humboldt, Alexander von 1769-1859

Overview
- Works: 2,620 works in 4,839 publications in 26 languages and 48,889 library holdings
- Subject Headings: Scientists—Germany, Naturalists—Germany, Explorers—Germany
- Roles: Honoree, Signature, Editor, Dedicator, Other, Illustrator, Recipient
- Classifications: 12216, 917.2

Publication Timeline

Key:
- Publications about Alexander von Humboldt
- Publications by Alexander von Humboldt
- Publications by Alexander von Humboldt, published posthumously
Shift effort to unique collections of value to local communities

“The function of searching across collections is a dream frequently discussed but seldom realized at a robust level. This paper ... discusses how we might move from isolated digital collections to interoperable digital libraries.”
—Howard Besser [3]

Digital visibility creates use: uncover those hidden resources! [4]
A Globally Coordinated System of Metadata Sharing

Data Flows, Syndication, Synchronization, Linking
Autumn & Thoughts of What Users Want
End-Users expect online catalogs:
  - to look like popular Web sites
  - to have summaries, abstracts, tables of contents
  - to help find needed information

Librarians expect online catalogs:
  - to serve end users’ information needs
  - to help staff carry out work responsibilities
  - to have accurate, structured data
  - to exhibit classical principles of organization

Where does an end user’s definition of “quality” come from?

“Users bring expectations developed through Internet use into library environments.”—Alison Dellit and Tony Boston, National Library of Australia

“Due to the popularity of web search engines … users think they can find everything on a topic with a few well-chosen words.”—Roy Tennant

“More and more, users want, expect, and pursue full text.”—Norm Medeiros
What factors influence an end user’s definition of “catalog quality” today?

“Dewey arranged books by subject, but Amazon tries to find every way we might want to get from the A of a book we know to the B, C, and Z of books we don’t know, including the fact that lots of other people bought Z.”

--David Weinberger, Everything is Miscellaneous, p. 62.
“What is needed now is to integrate the best of both worlds in new, expanded definitions of what “quality” means in library online catalogs.”—*Online Catalogs* report

How can what technical services does better reflect what end users want?
Objectives of our metadata quality research

• Start over with a blank page
• Identify and compare metadata expectations
  • End users
  • Librarians
• Compare expectations of types of librarians
• Determine end-user satisfaction with WorldCat.org
• Define a new WorldCat quality program
  • Considering the perspectives of all constituencies of WorldCat
    • End users (and subgroups of end users)
    • Librarians (and subgroups of librarians)
Research methodologies and demographics

- **Focus groups**
  - Conducted by Blue Bear, LLC
  - Three sessions: College students, general public, scholars

- **Pop-up survey on WorldCat.org**
  - Conducted by ForeSee Results
  - 11,000+ responses: Students (28%), educators (22%), business professionals (19%), other; mix of ages; 44% from outside U.S.

- **Librarian survey**
  - Conducted by Marketing Backup
  - 1,397 responses; North America (64%) and outside North America (36%); academic, public, special libraries; staff with roles in technical and public services, ILL, directors
What did we learn?
End-user focus group results

Key observations:

- Delivery is as important, if not more important, than discovery
  - Seamless, easy flow from discovery through delivery is critical
- Summaries and tables of contents are key elements of a description
- Improved search relevance is necessary
What did we learn?

The Importance of Delivery

What Will Be Done with the Information

*What will you do based on the information you found?*

Base: End-user pop-up survey respondents

- Request the item from a library: 30%
- Visit a library listed here: 21%
- Cite the item: 12%
- I did not find the item I was looking for: 8%
- Other: 7%
- Save to my favorites: 6%
- Nothing: 5%
- Share the item with a friend: 4%
- Purchase the item: 4%
- Write a review: 3%
What did we learn?

Pop-up survey suggestions

Changes to help identify an item?
End users (n=7535)

- More links to online content/full text: 36%
- More subject information: 32%
- Add summaries/abstracts: 18%
- Add tables of contents: 18%
- More information in the “details” tab*: 16%
• Improve search relevance
• Add more links to online full text (and make linking easy)
• Add more summaries/abstracts: Make summaries more prominent
• Add more details in the search results (e.g., cover art and summaries)
Librarian/staff survey results

Recommended enhancements to WorldCat
Total librarian responses

- Merge duplicate records: 52%
- Add tables of contents to records: 40%
- Add summaries to records: 28%
- Fix typos: 27%
- Upgrade brief records: 25%
- Add cover art to results: 25%
- Make it easier to correct records: 25%
- Fix MARC coding errors: 24%
- Add summaries to results: 24%
- Increase accuracy of library holding information: 24%
- More records for online resources: 22%
- Add more formats: 22%
- More records for non-English materials: 21%
- More clickable links to online content: 18%
- Enable more libraries to make corrections: 15%
- Add excerpts to the records: 11%
- Add support for multilingual searching/record displays: 10%
- Greater exposure of holdings on the Web: 8%
End-User Results: Recommended Enhancements

- More links to online content/full text: 36%
- More subject information: 32%
- More tables of contents: 18%
- Add summaries/abstracts: 18%
- More information in the “details” tab: 16%
- More author information: 14%
- Add sample text/excerpts: 12%
- Remove duplicate records: 12%
- More edition information: 11%
- More selection of non-English language items: 10%
- More cover art: 10%
- More reader reviews: 9%
- More citation information: 9%
- Add recommendations: 7%
- Add editorial reviews from popular publications: 7%
- More publisher information: 7%
- Increase accuracy (e.g., name, subject headings): 7%
- More format/type information: 6%
- Add ratings: 5%
- Other: 5%
What did we learn?
Librarians’ Perceptions Compared to End-users

Recommended enhancements to WorldCat

- More subject information: 32%
- Add tables of contents: 18%
- Add summaries/abstracts: 18%
- More information in the “details” tab: 16%
- Add cover art to results: 48%
- Add tables of contents to records: 44%
- Add summaries to results: 43%
- Add summaries to records: 39%

End-user pop-up survey respondents
Librarians’ perceptions of end users’ view
What did we learn?
Librarians’ Perceptions Compared to End-users

Recommended enhancements to WorldCat

- More links to online content/full text: 36%
- More clickable links to online content: 31%
- Increase accuracy of library holding information: 21%
What did we learn?
Librarian survey results

Respondents Who Reported Roles in Cataloging:

- Upgrade Brief Records
- Recommended enhancements to WorldCat

![Bar chart showing responses]

- Cataloging: 37%
- Acquisitions: 30%
- Director: 18%
- Reference: 19%
- Collection Development: 23%
- Resource Sharing: 16%
What did we learn?
Librarian survey results

Respondents Who Reported Roles as Library Directors:

More Clickable Links to Online Content
Recommended enhancements to WorldCat
Recommendations from librarian survey

- Merge duplicates - New Duplication Detection and Resolution software in final testing phase
- Make it easier to make corrections to records (fix typos; do upgrades); Expert Community Experiment began Feb. 15
- More emphasis on accuracy/currency of library holdings
- Enrichment—TOCs, summaries, cover art—work with content suppliers, use APIs, etc.
- More communication about what users say they want
Winter: Challenging how we think about Metadata Management
Matching Up What Technical Services Does to What End Users Want

“A persistent shortcoming in the decision-making process that needs to be addressed is the lack of serious research into user needs and benefits, and the actual impact on users of database quality decisions.”—Janet Swan Hill

Two Starting Points

1. Paying attention to what’s important about records

2. Aligning technical services priorities with end user priorities
   - E-resources, books, media, unique digital collections
   - Redesigning workflows
“[Catalogers] need to practice evidence-based cataloging. They need to catalog based on the evidence that they can find for the effectiveness of particular practices, and they need to judge their output according to this evidence.”

Top Ten Elements for Identification and Selection at NLB, Compared to SLV OCLC Ratings for Those Elements

Data Source: Hilder and Tan, p. 358.
Most Serious Errors by Field/Subfield (NLB)

Data Source: Hilder and Tan, p. 354-5.
What are we doing to improve WorldCat quality?

With thanks to Karen Calhoun
With thanks to David Lankes:
http://quartz.syr.edu/rdlankes/Presentations/2007/ALCTS.pdf
Duplicate Detection and Resolution (DDR)

More functionality/More flexibility

• Handles all formats
• Not limited -- running through the entire database

Initial use of the new software coming soon using small, controlled sets of records
• Full run begins in June
Create system-wide efficiencies in library management

WorldCat: May 2009

106.3m Books
4.9m Serials
3.9m Visual materials
1.9m Maps

3.9m Sound recordings
2.6m Scores
.9m Computer files
.9m Archival collections

137 million records
1.4 billion holdings
Expert Community Experiment

Experiment to test “social cataloging” with OCLC’s expert community (modeled on Wikipedia)

Interest and motivation from WorldCat Local pilot sites that want to use WorldCat Local as their “database of record”
Expert Community Experiment

Allows member libraries with full-level Cataloging authos to make additions and changes to almost all fields in almost all records

- PCC records (both BIBCO and CONSER) are excluded
- LC records not coded as PCC are included

As with Enhance, the first rule is

Do no harm!
Expert Community Experiment

Experiment began February 15th and will last 6 months

Experiment replaces counted under a new product code: ONT6390

Activity is reported in OCLC Product Code Detail Usage Report

No credit associated with the new product code ...

- OCLC will monitor new activity and determine a lump sum credit adjustment later in the experiment
Web site for specific documentation during the experiment


- Recorded version of the webinar available
- Working on additional FAQs

Huge response to the webinars - more than 900 attending sites!
## Statistics from the First Month

<table>
<thead>
<tr>
<th></th>
<th>First Month Totals</th>
<th>March 2009</th>
<th>April 2009</th>
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<tbody>
<tr>
<td>Expert Community</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Experiment</td>
<td>5,816</td>
<td>18,910</td>
<td>19,489</td>
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<tr>
<td>Database Enrichment</td>
<td>7,824</td>
<td>18,235</td>
<td>19,250</td>
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<td>Minimal-Level Upgrade</td>
<td>6,045</td>
<td>14,791</td>
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<tr>
<td>Enhance Regular</td>
<td>6,681</td>
<td>15,052</td>
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<td>Enhance National</td>
<td>1,657</td>
<td>3,583</td>
<td>3,323</td>
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<td>CONSER</td>
<td></td>
<td></td>
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<tr>
<td>Authentication</td>
<td>635</td>
<td>1,929</td>
<td>1,547</td>
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<tr>
<td>CONSER Maintenance</td>
<td>2,741</td>
<td>6,183</td>
<td>6,010</td>
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<tr>
<td>Total unique institutions</td>
<td>702</td>
<td>1,001</td>
<td>1,025</td>
</tr>
</tbody>
</table>
No one understands parallel records!

Lots of users didn’t know what they could already do.

Lots of cases of fixing a minimal-level record but not changing the Encoding Level.

Users are using the ASKQC@OCLC.ORG address to ask general cataloging questions.
What can you do to rethink metadata management?

With thanks to Karen Calhoun
Examples of What Other Technical Services Leaders and Librarians Have Done (1)

- Adopt evidence-based cataloging
  - Don’t sweat the small stuff (and figure out what the “small stuff” is)
  - Let go of the perfect on behalf of the good
  - Accept that fast and convenient availability are *essential aspects* of quality

- Redeploy, re-skill, and refocus human efforts on (1) organizing the materials your end user communities use or want the most AND (2) what cannot be automated
  - E-resources
  - Media
  - Digital collections
Examples of What Other Technical Services Leaders and Librarians Have Done (2) - Workflow Redesign for Print

- Study your processes with workflow maps starting with selection and ending with access (for e-) or on the shelf
- Outsource or automate the ordinary (e.g., obtain MARC record sets for e-journals)
- Maximize use of approval plans and/or vendor or OCLC record supply services (e.g., WorldCat Cataloging Partners)
- Receive as much as possible shelf-ready (and spot check only)
- Do as much processing (FastCat) as possible in acquisitions; save copy and original catalogers for the work *only they can do*
- Stop editing CIP copy; examine and adopt automated tools (e.g., OCLC Bibliographic Notification) to capture upgrades
- Stop special cutting practices; close the shelflist card catalog
- Consolidate multiple tech services departments (where it makes sense to do so)
- Reduce the number of times materials are handled, moved, searched
- Seek out and eliminate as many workflow “exceptions” as possible
- Seek out and eliminate routines or subprocesses that take time but don’t add value
- Get rid of multiple processes that accomplish the same thing
- What else?
A Globally Coordinated System of Metadata Sharing

Data Flows, Syndication, Synchronization, Linking
Examples of What Other Technical Services Leaders and Librarians Have Done (3) - Not Going It Alone

- Commit to and invest in collective action with
  - other libraries and consortia
  - other OCLC members
  - like organizations (local museums, archives, historical societies, cultural organizations)
  - vendors
  - other metadata communities
  - end users (your local communities)
Spring & New Thinking about Discovery and Works
The movie

The novel

Expression
- Original Text
- Translation
- Critical Edition
- Original Version

Manifestation
- Paper
- PDF
- HTML

Item
- Copy 1 Autographed
- Copy 2

Based on a graphic in Tillett, Barbara "AACR2's Strategic Plan and IFLA Work towards an International Cataloguing Code" (2002)
Provides a FRBR-based view of the data

1. Records clustered into works using author and title fields from bibliographic and authority records

2. Author names and titles normalized to construct a work key

3. All records with the same key are grouped together in a work set or cluster
<table>
<thead>
<tr>
<th>FRBR Work Set Count</th>
<th></th>
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<tbody>
<tr>
<td>Cover Art</td>
<td>2,365,961</td>
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<tr>
<td>Summary/Abstract</td>
<td>6,278,014</td>
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<tr>
<td>Table of Contents</td>
<td>4,714,103</td>
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<tr>
<td>Total works sets</td>
<td>12,169,454</td>
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<tr>
<td>Single record sets</td>
<td>9,535,415</td>
</tr>
<tr>
<td>Multi-record sets</td>
<td>2,634,039</td>
</tr>
</tbody>
</table>

4.87 records/work set for multi-record sets
Share data elements across a FRBR Work Set

- Work: The novel
- Expression:
  - Original Text
  - Translation
  - Critical Edition
- Manifestation:
  - Summary
  - Cover Art
  - Subject Terms
Provides a rich context from cataloging data
I am legend

Matheson, Richard.

64 edition(s), in 13 language(s), held by 2971 institution(s)

Table of Contents
- I am legend
- The near departed
- The near departed
- Prey
- Witch war
- Dance of the dead
- Dress of white silk
- Mad house
- The funeral
- From shadowed places
- Person to person

View All Summaries, Tables of Contents and Abstracts (21)

Find Any Edition In A Library
**Blade runner**

25 edition(s), in English, held by 760 institution(s)

**Summary**
Los Angeles, 2019: Deckard, an expert “blade runner,” must identify and execute four replicants, (genetically engineered beings virtually identical to humans) which have illegally returned to earth from their off-world slave duty.

View All Summaries, Tables of Contents and Abstracts (20)

Find Any Edition In A Library

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**Genres:**
- Action and adventure films
- Adventure films
- Drama
- Fiction films
- Film adaptations
- Science fiction films
- Science fiction films
- Suspense films
- Thrillers
  
  (Motion pictures, television, etc.)

**Subjects:**
- Adventure films
- Androids
- California--Los Angeles
- Criminal behavior
- Cyborgs
- Dick, Philip K
- Do androids dream of electric sheep? (Dick, Philip K.)
- Film
- Filmmakers
- Los Angeles (Calif.)--Police Dept.
- Man-woman relationships
- Police
- Science fiction films
- Twenty-first century

**Derived Terms:**
- Betty
- Blade Runner
- Deckard
- Earth
- Hampton Ford
- LAPD
- Los Angeles
- Off-World Colony
- Rachael
- Rick Deckard

**Related Names:**
- Cassidy, Joanna, 1944-
- Cassoey, Joanna, 1944- (Actress)
- Cronenweth, Jordan
- Deeley, Michael
- Deeley, Michael (Producer)
- Dick, Philip K
- Fancher, Hampton
- Fancher, Hampton (Author of screenplay)
- Ford, Harrison, 1942-
- Ford, Harrison, 1942- (Actor)
- Fox, Harrison, 1942- (Actor)
- Hannah, Daryl
- Hammett, Daryl
- Hauer, Rutger, 1944-
- Hauer, Rutger, 1944- (Actor)
- James, Brian, 1845-1999
- James, Brian, 1845-1999 (Actor)
- Ladd Company
- Olmos, Edward James
- Olmos, Edward James (Actor)
- Peoples, David Webb
- Peoples, David Webb (Author of screenplay)
- Peppich, Scott
- Ridley Scott
- Ridley Scott (Director)
- Scott, Ridley
- Sir Run Run Shaw (Firm)
- Trumbull, Douglas, 1942-+9
- Turkel, Joe, 1927-
- Turkel, Joe, 1927- (Actor)
- Vangells
- Walsh, M. Emmet, 1906-1968 (Actor)
- Warner Bros.
- Warner Bros.
- Warner Bros.
- Yorkin, Bud, 1926-
Blade runner

25 edition(s), in English, held by 760 Institution(s)

Summary
Los Angeles, 2019; Deckard, an expert "blade runner," must identify and execute four replicants, (genetically engineered beings virtually identical to humans) which have illegally returned to earth from their off-world slave duty.

View All Summaries, Tables of Contents and Abstracts (20)

Find Any Edition In A Library

<table>
<thead>
<tr>
<th>Title/Author</th>
<th>Date</th>
<th>Lang</th>
<th>Format</th>
<th>Libraries</th>
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<tr>
<td>Blade runner Warner Bros. ; a Ladd Company release ; produced, Michael Deeley ; screenplay, Peoples.</td>
<td>1991</td>
<td>English</td>
<td>223</td>
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<td>2007</td>
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<td>2007</td>
<td>English</td>
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<td>Blade runner a Ladd Company released in association with Warner Bros. ; Jerry Perenchio and Bud Yorkin present a</td>
<td>2007</td>
<td>English</td>
<td>49</td>
<td></td>
</tr>
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</table>

Table of Contents
In defense of food: an eater's manifesto

Pollan, Michael

13 edition(s), in English, held by 3410 institution(s)

Summary

"Eat food. Not too much. Mostly plants." These simple words go to the heart of food journalist Pollan's thesis. Humans used to know how to eat well, he argues, but the balanced dietary lessons that were once passed down through generations have been confused and distorted by food industry marketers, nutritional scientists, and journalists. As a result, we face today a complex culinary landscape dense with bad advice and foods that are not "real." Indeed, plain old eating is being replaced by an obsession with nutrition that is, paradoxically, ruining our health, not to mention our meals. Pollan's advice is: "Don't eat anything that your great-great grandmother would not recognize as food." Looking at what science does and does not know about diet and health, he proposes a new way to think about what to eat, informed by ecology and tradition rather than by the nutrient-by-nutrient approach.—From publisher description.

Table of Contents

pt. 1. The age of nutritionism. -- From foods to nutrients -- Nutritionism defined -- Nutritionism comes to market -- Food science's golden age -- The melting of the lipid hypothesis -- Eat right, get fatter -- Beyond the pleasure principle -- The proof in the low-fat pudding -- Bad science -- Nutritionism's children -- pt. 2. The Western diet and the diseases of civilization. -- The Aborigine in all of us -- The elephant in the room -- The industrialization of eating -- what we do know: From whole foods to refined; From complexity to simplicity; From quality to quantity; From leaves to seeds; From food culture to food science -- pt. 3. Getting over nutritionism. -- Escape from the Western diet -- Eat food: food defined - - Mostly plants: what to eat -- Not too much: how to eat.

View All Summaries, Tables of Contents and Abstracts (9)
Fast food nation: the dark side of the all-American meal

Schlosser, Eric.

51 edition(s), in 13 language(s), held by 7007 institution(s)

Table of Contents
Introduction -- I. American way -- Founding fathers -- Your trusted friends -- Behind the counter -- Success -- II. Meat and potatoes -- Why the fries taste good -- On the range -- Cogs in the great machine -- Most dangerous job -- What's in the meat -- Global realization -- Epilogue: Have it your way -- Photo credits -- Notes.

View All Summaries, Tables of Contents and Abstracts (12)

Find Any Edition In A Library
Girl, interrupted

Kaysen, Susanna.

29 edition(s), in 10 language(s), held by 4290 institution(s)

Summary
In 1967, after a session with a psychiatrist she’d never seen before, eighteen-year-old Susanna Kaysen was put in a taxi and sent to McLean Hospital. She spent most of the next two years on the ward for teenage girls in a psychiatric hospital as renowned for its famous clientele--Sylvia Plath, Robert Lowell, James Taylor, and Ray Charles—as for its progressive methods of treating those who could afford its sanctuary. Kaysen’s memoir encompasses horror and razor-edged perception while providing vivid portraits of her fellow patients and their keepers. It is a brilliant evocation of a “parallel universe” set within the kaleidoscopically shifting landscape of the late sixties. Girl, Interrupted is a clear-sighted, unflinching document that gives lasting and specific dimension to our definitions of sane and insane, mental illness and recovery.

View All Summaries, Tables of Contents and Abstracts

Find Any Edition In A Library
Team of rivals : the political genius of Abraham Lincoln

Goodwin, Doris Kearns.

17 edition(s), in English, held by 5000 institution(s)

Summary
This multiple biography is centered on Lincoln's mastery of men and how it shaped the most significant presidency in the nation's history. Historian Goodwin illuminates Lincoln's political genius, as the one-term congressman rises from obscurity to prevail over three gifted rivals to become president. When Lincoln emerged as the victor at the Republican National Convention, his rivals were dismayed. Throughout the turbulent 1850s, each had energetically sought the presidency as the conflict over slavery led inexorably to civil war. That Lincoln succeeded, Goodwin demonstrates, was because of his extraordinary ability to put himself in the place of other men, to experience what they were feeling, to understand their motives and desires. It was this that enabled Lincoln to bring his disgruntled opponents together, create the most unusual cabinet in history, and marshal their talents to the task of preserving the Union.

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Ted Fons
Director, WorldCat Global Metadata Network