Library as Place, Place as Library: A Dialogue on Duality and the Power of Cooperation

Karen Calhoun
Vice President, WorldCat & Metadata Services, OCLC
Everywhere, the Library

Library as Place

Place as Library

Auckland Public Library, by kdt
http://www.flickr.com/photos/hmkdt/2276242427/
This talk explores the turbulent conditions in which libraries are evolving as both places and virtual spaces on the Web. How are these conditions driving change in library collections, catalogues, and cooperative systems? What are OCLC's strategies for helping today's libraries gain visibility and impact through cooperation and data sharing? If we were building a system for library cooperation today, what would it look like?
TURBULENT CONDITIONS FOR LIBRARIES, COLLECTIONS, AND CATALOGUES

Photo: Quite Adept
http://www.flickr.com/photos/quiteadept/4082692761/
Trends in Librarianship and Libraries

- Pressure on budgets, personnel, and space
- Changing, complex information landscape
- Re-examination of the value of libraries and librarianship
Competition for Resources to Assign to New Initiatives in Libraries

- Engage with institutional or community-based repositories
- Scholarly publishing expertise/communications
- Support for digital asset management in the communities served
- New services for [fill in the blank]
- Develop new alliances, partnerships
- Reveal “hidden collections”
- Integrate library into learning management systems, teaching and research, portals, scholar’s workstation, personal productivity tools
- 24/7 access
- Major space renovation
- Offsite storage
- Next generation systems
Percentage Change in Median Resources Per Student at ARL Libraries, 2000-2008 (Compared to 2000)

Change in Staff, Volumes Added, Monographs Purchased Per Student

Data source: ARL Statistics 2007-2008
http://www.arl.org/bm~doc/arlstat08.pdf

Change in E-Serials Expenditures Per Student
Expenditure on E-Resources: ARL (Average) and University of Auckland Library (Actual), 2008

**ARL**
- All other: 49%
- E-mtls: 51%

**U Auckland Library**
- All other: 33%
- E-mtls: 67%
What’s the Value of the Print Collections?

$108 million
Renovation of Ohio State University Library:
“The books had come to clutter the library”

http://chronicle.com/blogPost/Library-Renovation-at Ohio/4700
What’s the Value of the Print Collections and Collection-Centered Services?


Data source: ARL Statistics 2007-2008
http://www.arl.org/bm~doc/arlstat08.pdf
University of Auckland Information Commons

By: Margaret Cavendish

http://www.flickr.com/photos/margaret_cavendish/4207644612/
Offsite Storage ... Full to Overflowing?

By: Watson Library

http://www.flickr.com/photos/watsonlibrary/1336894299/
What Types of Collections Do Catalogues Generally Describe?

Types of Materials Described in the WorldCat Cataloguing Database, 1999-2008
An Early Earthquake: Where Do You Begin an Online Search for Information on a Topic?

Starting an Information Search

![Bar chart showing where search begins](chart.png)

THE CATALOGUE IN TRANSITION
Key findings:

• End users bring their expectations from popular Web sites to online catalogs

• The end user’s *delivery* experience is as important, if not more important than the *discovery* experience

• Most important for analog materials: summaries, tables of contents, etc.

• Most important for e-content: linking to the content itself
The end user perspective: a fragmented, confusing library landscape

- Full Text DBs
- Citation DBs
- Digital collections
- E-books
- Institutional Repository
- Online Catalog Records

Web Lists

Printed Books & Serials, AV, Maps, Etc.
Single-search access through WorldCat Local

Find it
Local catalog
Group catalog
WorldCat
Electronic resources
Digital collections
3rd party databases

One search

Get it
Local systems
Group availability
Resource Sharing
Electronic delivery

One result set
Today's libraries exist in physical and virtual space. A library is thus both a manifest place and an experience of real, but intangible, "cyberspace" for those who interact with it. One may describe a library system in terms of the relationships between users, collections, library staff, and space, with "space" defined both as buildings and as virtual space.


Another Type of Space: The Virtual Library (Embedded, on the Web)
Users are discovering relevant resources outside library systems

Users expect discovery and delivery to coincide

Usage of portable devices is expanding

Discovery increasingly happens through recommending

Users increasingly rely on emerging nontraditional information objects

Trends
The University of Oxford on iTunes U

Oxford had a double celebration in early August: the millionth download from its iTunes U site and Marianne Talbot occupying the number 1 spot in the iTunes U chart with her “Romp through the history of philosophy”.

DISCOVERING RESOURCES OUTSIDE LIBRARY SYSTEMS
Data Synchronization and Syndication

WorldCat & WorldCat Partners...

NATIONAL LIBRARY OF NEW ZEALAND
TE PUNA MĀTAURANGA O AOTEAROA

Other partners

Flickr Commons

New Zealand Libraries' Catalogue
What is Syndication?

For news features like comics, *syndication* publishes the feature in multiple newspapers simultaneously.

*Web syndication* makes website material available to multiple other sites.
WorldCat Partners

Google, Google Books, Google Scholar

Yahoo! search

Goodreads

ERIC Education Resources Information Center

Greenwood Publishing Group

Alibris

Abebooks.com

Biblio

BookPage America's Book Review

Antiquarian Booksellers' Association of America

http://www.oclc.org/worldcatorg/overview/partnersites/default.htm
Looking for a book on Kate Sheppard
Start at Google Book Search ...
Use “Find in a library” link
Kate Sheppard

Author: Kevin Boon
Series: Famous New Zealand women
Edition/Format: Book: Biography: Juvenile audience: English
Summary: The life and work of the woman who played a key role in the campaign to obtain voting rights for New Zealand women. Suggested level: intermediate, junior secondary.
Rating: ★★★★★ (not yet rated)

Find a copy in the library

3. Auckland City Library
   Auckland, 1015 New Zealand
<table>
<thead>
<tr>
<th>Location</th>
<th>Status</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central</td>
<td>Available</td>
<td></td>
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<tr>
<td>Central</td>
<td>Available</td>
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<tr>
<td>Central</td>
<td>Available</td>
<td></td>
</tr>
<tr>
<td>Central</td>
<td>Available</td>
<td>LIB USE ONLY</td>
</tr>
<tr>
<td>Central</td>
<td>Available</td>
<td>IN TRANSIT</td>
</tr>
</tbody>
</table>

Pushing metadata out, pulling users in: It’s all about linking metadata
WorldCat.org aggregates Web searches, sending traffic back to libraries

595,310,617

32,674,282
The WorldCat Registry:

- Provides direct linking to local library services over a variety of OCLC products including WorldCat.org and WorldCat Local
- Creates and manages a profile that centralizes and automates information sharing with vendors and OCLC
- Enables greater visibility and connectivity to your regional and local collections
- Provided that ... your entry contains accurate linking data and syntax! And ... OCLC numbers in your records really help with this.
DISCOVERY AND DELIVERY OF A WIDER RANGE OF INFORMATION OBJECTS
Rising Interest in Digital Collections on the BnF and LC Web Sites

Where do people go on bnf.fr and loc.gov?

**BnF:**
- Expositions: 30%
- Catalogue: 26%
- Gallica: 26%

**LC:**
- American Memory: 41%
- Catalog: 17%
- Legislative information (THOMAS): 6%

Source: Alexa.com, 15 Nov 2009
17% of the traffic to natlib.govt.nz goes here
More info: http://www.oclc.org/oaister/default.htm
The Use of Blogs, Wikis and RSS in Education: A Conversation of Possibilities


Abstract

In a 'socially mobile learning environment', it is no longer sufficient to use online learning and teaching technologies simply for the delivery of content to students. A 'digital literacy' exists where flexible and mobile technologies must be explored for collaborative and (co)creative purposes, as well as for the critical assessment and evaluation of information. This paper will focus on the educational possibilities of blogs, wikis and RSS feeds. Blogs and wikis are two new content development and management technologies that enable an interactive and intercreative engagement amongst students and between students and teachers. RSS is a technology for syndicating information such as the content of websites. These technologies enable desirable practices such as collaborative content creation, peer assessment, formative evaluation of student work, individual as well as group reflection on learning experiences, and up-to-date information regarding changes in collaborative spaces, and can be used in the development of authentic learning tasks. An overview of each technology will be presented with pragmatic suggestions for their incorporation into the student learning experience.

ID Code: 5398
Item Type: Conference Paper
Additional URLs: https://olt.qut.edu.au/udf/OLT2006/
Open Access Repositories Gaining Visibility and Impact

2008-2009 Traffic Compared:

* Social Science Research Network
* arXiv.org
* Research Papers in Economics
* British Library (bl.uk)

Sources: Alexa.com 15 Nov 2009 and the Cybermetrics Lab’s ranking of top Repositories (disciplinary and institutional) at http://repositories.webometrics.info/about.html
A Web-based, self-service tool to contribute digital repository metadata to WorldCat (the WorldCat bibliographic and holdings database)

Currently available for CONTENTdm users only

By summer 2010, the Gateway will support any OAI (Open Archives Initiative) compliant repository

Two paths to WorldCat:

- self-use of the Gateway
- OCLC may also proactively harvest metadata from open access digital repositories or aggregators
CONFRONTING OUR CHALLENGES COLLECTIVELY
Network effects: The more libraries participate, the more valuable the network becomes for everyone.

To achieve this, make a large network of shared library content and services, global in scope.
WorldCat Growth since 1998

31 December 2009: 170 million records, 1.5 billion holding locations
## Putting the World in WorldCat: Progress the first half of FY10 (July - December 2009)

<table>
<thead>
<tr>
<th>Files Loaded</th>
<th>No. of Records Processed into WorldCat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biblioteca Nacional de España</td>
<td>3 million</td>
</tr>
<tr>
<td>IZUM (union catalog of Slovenia)</td>
<td>3 million</td>
</tr>
<tr>
<td>ABES (French university libraries)</td>
<td>9 million</td>
</tr>
<tr>
<td>Bibliothèque nationale de France</td>
<td>15 million</td>
</tr>
<tr>
<td>Danish National Library Authority</td>
<td>10 million</td>
</tr>
</tbody>
</table>
Language Coverage of WorldCat

Language Composition of WorldCat

- English: 46.2%
- non-English: 53.8%

June 30, 2009
Where do WorldCat records come from?

- OCLC Member Libraries: 74.73%
- National Libraries: 17.27%
- Library of Congress: 6.19%
- Vendors/Publishers: 1.81%

The cooperative provides the content.
The cooperative activity provides the value.
Holdings representing 70,000+ libraries

Registration of holdings underpins:

- The delivery of library collections: “delivery is as important, if not more important, than discovery” - *Online catalogs study*
- Resource sharing
- Collection analysis

Growth of Location Listings

- Now over 1.5 billion
- 1.45 Billion Location Listings

Location listings are attached to each record to identify libraries that hold the item.
The Value of the Shared WorldCat Network Today

Record supply
- An unparalleled source of library-standard records to support local or group library discovery and collection management.

Registration of holdings
- Bibliographic and holdings data from more than 70,000 libraries, underpinning delivery of library collections, resource sharing, and collection analysis. In effect, the registration of holdings enables Web-based interaction of end users, librarians, and other organizations (like Google) with a global network of libraries.

Knowledge organization
- An infrastructure utilizing library standards for description, name authority control, classification, and terminologies, all of which underpin effective and efficient discovery and delivery of library content.
Cooperative Systems at the Crossroads

Alice:
'Would you tell me, please, which way I ought to go from here?'

'That depends a good deal on where you want to get to,' said the Cat.
Summary of what is in play: OCLC's strategies for helping members gain visibility and impact

<table>
<thead>
<tr>
<th>Strategic direction</th>
<th>Results</th>
</tr>
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<tbody>
<tr>
<td>“Everywhere the library”</td>
<td>• WorldCat.org</td>
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<td></td>
<td>• WorldCat Registry</td>
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<td></td>
<td>• Syndication of your collections on other Web sites</td>
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<td></td>
<td>• Synchronization with WorldCat</td>
</tr>
<tr>
<td>Representing the collection of member collections at Web scale</td>
<td>• Global coverage of WorldCat</td>
</tr>
<tr>
<td></td>
<td>• More, and more up to date holdings information</td>
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<td></td>
<td>• Print + digital collections</td>
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<td></td>
<td>• OAIster in WorldCat</td>
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<td></td>
<td>• Digital Collections Gateway</td>
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<tr>
<td>Revitalizing the library catalog</td>
<td>WorldCat Local</td>
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<td>User-centered design</td>
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<td></td>
<td>Single search access</td>
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</tbody>
</table>
Bringing writers, readers, and libraries together

- Local catalog linked to a chain of services
- Infrastructure to permit global, national or regional, and local discovery and delivery of information among open, loosely-coupled systems
- Web-scale aggregation of licensed & digitized publications, special collections, and born digital materials online
- Many starting points on the Web leading to many types of information objects
- Integrate library-managed collections and online spaces for research and learning into the user’s workflow on the network
If we were building a system for library cooperation today, what would it look like?

By: Kevin H.  

*Construction Zone*
What If ...

... we could collectively take better advantage of

- The metadata we have already produced
- Metadata we can get from other places?
Metadata Sources

Professionally produced:
- Bibliography - cataloging; abstracting and indexing services
- Authority and classification data
- Terminologies
- Publication supply chain data

Author/User contributed:
- Institutional repositories
- Scholarly portals (e.g., arXiv.org)
- Tags, reviews, lists, etc.

Mined:
- WorldCat Identities
- FRBR Work Sets
- Facets
- Full text analysis

Algorithmically produced, re-used, harvested...
Lennon, John 1940-1980

Useful Links
- Library of Congress Authority File (English)
- Deutsche Nationalbibliothek Authority File (German)
- Wikipedia John Lennon

Associated Subjects
- Assassination
- Beatles
- Biography
- Chapman, Mark David
- Comedy films
- Criticism, interpretation, etc.
- Documentary films
- Drama
- England
- Feature films
- Fiction
- Great Britain
- Harrison, George, --1943-2001
- Historical films
- Interviews
- Juvenile works
- Lennon, John, --1940-1980
- Mass media and peace
- McCartney, Paul
- Motion picture music
- Motion picture music--Excerpts
- Murderers
- Music
- Music videos
- New York (State)
- Nonsense literature, English
- Notebooks, sketchbooks, etc.
- Ono, Yōko
- Pictorial works
- Political participation
- Popular culture
- Popular music
- Portraits
- Rock films
- Rock music
- Rock musicians
- Singers
- Social history
- Starr, Ringo
- United States
- United States,--
- Federal Bureau of Investigation
- Video recordings for the hearing impaired
Virtual International Authority File (VIAF)
http://viaf.org/
http://viaf.org/viaf/196844
Re-Using Publisher/Vendor Metadata

Metadata Services for Publishers

Publisher

ONIX Title Metadata

Crosswalk ONIX to MARC

Crosswalk MARC to ONIX

Enriched ONIX Title Metadata

Enrich Metadata
- Subject headings
- Authority control
- Classification
- Dewey No. to BISAC subjects

OCLC WorldCat

WorldCat®
What If ... Libraries could more readily share the effort and costs of collection management?

What might such sharing look like?

What would it take to do it?
What if...
Thank You!

Karen Calhoun

calhounk@oclc.org

http://community.oclc.org/metalogue/