Designing Data for Discovery: OCLC’s Linked Data Strategy

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Member Relations Liaison, OCLC Membership and Research Division
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@InfoFav
Today’s session

• A little linked data background
• OCLC’s interest in linked data
• Examples of the work that we’ve been doing
• A couple experimental projects
• Discussion
What is linked data?

“The term Linked Data refers to a set of best practices for publishing and connecting structured data on the Web.”

Linked data benefits

- Data in context with a web address allowing for annotation and referencing
- Data is linked, allowing information to be combined across silos and enhanced by combination with third party data sources
- Data is accessible at a granular level over the web enabling applications to run from live data
encounter both a magic ring and a frightening creature known as Gollum.

* Read more
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... Information: Modern Language; Philosophy ... Vice-President of Human Resources, 4620 Fairmont Parkway, Pasadena, TX 77504.

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... have access to a computer kiosk are available in the lobby of the San Jacinto College District building, 4620 Fairmont Parkway, Suite A-212, Pasadena, TX ...

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San Jacinto College is a community college in the Greater Houston area in the U.S. state of Texas. Established in 1961, San Jacinto College originally consisted of the areas of Channelview BSO, Deer ...

Wikipedia
Address: 8060 Spencer Hwy, Pasadena, TX 77505
Phone: (281) 476-1501
Mascot: Raven
Total enrollment: 28,540 (2016)
Chancellor: Brenda Hefley
Undergraduate tuition and fees: Out-of-state tuition: 2,982 USD (2011), In-state tuition: 1,762 USD (2011)
Colors: Blue, Gold

Suggest an edit

Profiles
Facebook
LinkedIn
Twitter
Google+
Instagram

Notable alumni
View 30+ more
Roger Clemens
Andy Pettitte
Patrick Swayze
Sam Cassell
Nick Stavinoha
Linked data is not...

- A structured set of procedures and standards...there's no one agreed on manual
- A library-only thing
- A replacement for MARC
- Fully developed
- Turned on with a switch
- Going to solve EVERYTHING
Linked data is…

- Evolving in the library world
- Used to link related information across the Web
- A tool/methodology that will someday help to make library data more accessible by the greater Web
- Happening in many places today
- Agenda-free
It's a library, honey--kind of an early version of the World Wide Web.
The classic bib record

• A collection of statements…
• Taken from the piece itself…
• Sometimes “enhanced” with inferred parentheticals (e.g., [1975] )…
• Or additional statements not on the piece (e.g., subject headings)
• Where punctuation, which may or may not be present, is used (inconsistently) for structure
• *Mostly uncontrolled and only loosely connected to anything else*
336 [0] . [1$a] text [2$b] txt [29$s] rdaccontent
337 [0] . [1$a] unmediated [2$b] n [29$s] rdamedia
504 [0] . [1$a] Includes bibliographical references (pages [287]-296) and index.
505 [0] 0. [1$a] Introduction: The Roseto mystery -- Opportunity. The Matthew effect (Matthew 25:29) ; The 10,000 B.C. mystery of Kentucky ; The ethnic theory of plane crashes ; Rice paddies and math tests ; Marita’s bargain ; A Jamaican story.
520 [0] . [1$a] The best-selling author of The Tipping Point and Blink identifies the qualities of successful people, providing a resource that covers such topics as the secrets of software billionaires, why certain cultures are associated with specific diseases, and the role of the small world phenomenon in making us more likely to foster positive change.
520 [0] 1. "In this provocative and inspiring book, Malcolm Gladwell examines everyone from business giants to pop culture icons to sporting heroes to ground-breaking scientists and asks a new question: how do outliers - people who live outside the normal range of events, actions, and outcomes - come about? The answers can change the way we live our lives and understand our world." -- [3$c] Book jacket.
650 [0] 0. [1$a] Successful people.
650 [0] 0. [1$a] Success.
650 [0] 7. [1$a] Erfolg. [29$s] idsbb
650 [0] 7. [1$a] Success. [29$s] sears
650 [0] 7. [1$a] Success. [29$s] fast [27$0] (OCoLC)fst01137041
650 [0] 7. [1$a] Successful people. [29$s] fast [27$0] (OCoLC)fst01137079
650 [0] 2. [1$a] Achievement.
650 [0] 2. [1$a] Health Behavior.
“Sometimes I just use Google and that will get me started... Sometimes I’ll do a more extensive search through library databases like PsychINFO, things like that, or Academic Premier...”

(Digital Visitors and Residents, USF5, Experiencing, Male, Age 51, Theater)
THE PROBLEM
Actually, a number of problems

- Identification Problems:
  - “The Hamlet Problem” (titles aren’t enough)
  - “The John Rock” (names aren’t enough)

- Linkage Problems:
  - “The Web Problem” (records aren’t enough, you need links)
  - “The Language Problem” (surfacing the right translation for a given user)

- Quality Problems:
  - “The Legacy Problem” (strings are not controlled terms; often, they cannot be turned into them)
<table>
<thead>
<tr>
<th>Num</th>
<th>Mark</th>
<th>TITLES (1-12 of 18)</th>
<th>Year</th>
<th>Entries Found</th>
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<td>Hamlet Prince Of Denmark</td>
<td></td>
<td>5</td>
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<tr>
<td>2</td>
<td></td>
<td>Hamlet Prince Of Denmark A Tragedy As It Is Acted At The Theatres Royal In Drury Lane And Covent Garden By William Shakespeare : Shakespeare, William,</td>
<td>1776</td>
<td>1</td>
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<tr>
<td>3</td>
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<td>1779</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Hamlet Prince Of Denmark A Tragedy As It Is Now Acted At The Theatres Royal In Drury Lane And Covent Garden Written By Willia</td>
<td>1734</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Hamlet Prince Of Denmark A Tragedy As It Is Now Acted By His Majestys Servants : Shakespeare, William,</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Hamlet Prince Of Denmark A Tragedy As It Is Now Acted By His Majestys Servants Written By William Shakespeare</td>
<td>1720</td>
<td>1</td>
</tr>
<tr>
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<td></td>
<td>Hamlet Prince Of Denmark A Tragedy By Mr Wm Shakespear : Shakespeare, William,</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Hamlet Prince Of Denmark A Tragedy By Shakespeare As Performed At The Theatre Royal Covent Garden Regulated From The Prompt B : Shakespeare, William,</td>
<td>1777</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Hamlet Prince Of Denmark A Tragedy By Shakespeare As Performed At The Theatres Royal Regulated From The Prompt Book By Permis : Shakespeare, William,</td>
<td>1800</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>Hamlet Prince Of Denmark A Tragedy By W Shakespeare : Shakespeare, William,</td>
<td>1770</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td></td>
<td>Hamlet Prince Of Denmark A Tragedy By William Shakespeare Coliated With The Best Editions : Shakespeare, William,</td>
<td>1750</td>
<td>1</td>
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<tr>
<td>12</td>
<td></td>
<td>Hamlet Prince Of Denmark A Tragedy By William Shakespeare</td>
<td>1768</td>
<td>1</td>
</tr>
</tbody>
</table>
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First, define ALL THE THINGS

“Now! ... That should clear up A few things around here!”
entity
/ˈɛntɪti/
noun
a thing with distinct and independent existence.

relationship
/riˈleɪʃ(ə)nʃɪp/
noun
the way in which two or more people or things are connected
Title: "War and Peace"
Author: "Leo Tolstoy 1828-1910"
ISBN: 0307266931

Entity (http://worldcat.org/entity/work/id/115206288)
Type: Work
Name: "War and Peace"
Author: http://worldcat.org/entity/person/id/1234

Entity (http://worldcat.org/entity/person/id/1234)
Type: Person
Name: "Leo Tolstoy"
Born: 1828
Died: 1910
Birthplace: http://worldcat.org/entity/place/id/8976

Entity (http://worldcat.org/entity/place/id/8976)
Type: Place
Name: "Yasnaya Polyana"
SameAs: http://geonames.org/468686
Relationships between entities are established
“Shredding”
LINKED DATA AND OCLC
OCLC-wide effort

- OCLC RESEARCH
- PRODUCT MANAGEMENT
- WORLDCAT & DATA INFRASTRUCTURE
Why we’re doing it

• The end goal of metadata is discovery-delivery-fulfillment; getting stuff in users’ hands!
• Making things more Web-search ready
• Recognize that search begins outside of the library
• Life after MARC
• Leverage rich WorldCat data
Needs of early adopters

- To convert text into identifiers
- To disambiguate similar names or labels
- To create global identifiers for local names
- To cooperatively manage new forms of metadata
- Have OCLC act as hub for this metadata
- Have OCLC commit to production-level services instead of experiments
Improving the discovery experience
Linking Translations Appropriately

**Title:** Journey to the West
**Language:** English
**Translator:** Anthony C. Yu
**Date:** 1977

**Title:** West遊記
**Language:** Chinese
**Author:** 吳承恩
**Created:** 1592

**Title:** Pilgerfahrt
**Language:** German
**Translator:** Georgette Boner
**Date:** 1983

**Title:** Tây du ký bình khả
**Language:** Vietnamese
**Translator:** Phan Quân
**Date:** 1980

**Title:** 西遊記
**Language:** Japanese
**Translator:** 中野美代子
**Date:** 1986
Finding new efficiencies for linked data
Collaborating on BIBFRAME

• Working with the Library of Congress and others to finalize the BIBFRAME standard
• Beginning to explore what working with it at scale will mean
• Early 2014 BIBFRAME Implementation Testbed established
• BIBFRAME Editor
Convergence of two projects/goals

• BIBFRAME
  – Data exchange in a linked data environment
  – Taking into account existing formats for resource description as well as interactions with search engines
  – Designed as a persistent standard for library description

• OCLC Linked Data
  – Linked data models optimized descriptions for library resources for discovery on Web beyond libraries
  – Vocabulary designed for consumption by general purpose search engines
  – Increased click through rates, greater visibility for libraries on the Web
Common Ground: Exploring Compatibilities Between the Linked Data Models of the Library of Congress and OCLC

#ldmodels

Carol Jean Godby
OCLC Research

Ray Denenberg
Library of Congress
OCLC working with the web

- Modeling bibliographic data using Schema.org
- Collaborating on expanding the Schema.org with additional bibliographic elements at bib.schema.org
- Syndicating WorldCat data to search engines using Schema.org markup
Entities of Initial Focus

- person
- place
- object
- concept
- organization
- work
OCLC releases WorldCat Works as linked data

DUBLIN, Ohio, 28 April 2014—OCLC has made 197 million bibliographic work descriptions—WorldCat Works—available as linked data, a format native to the Web that will improve discovery of library collections through a variety of popular sites and Web services.

Release of this data marks another step toward providing interconnected linked data views of WorldCat. By making this linked data available, library collections can be exposed to the wider Web community, integrating these collections and making them more easily discoverable through websites and services that library users visit daily, such as Google, Wikipedia and social networks.

"Bibliographic data stored in traditional record formats has reached its limits of efficiency and utility," said Richard Wallis, OCLC Technology Evangelist. "New technologies, influenced by the Web, now enable us to move toward managing WorldCat data as entities—such as 'Works,' 'People,' 'Places' and more—as part of the global Web of data."

OCLC has created authoritative work descriptions for bibliographic resources found in WorldCat,
Producing entities at scale

- **Works**: released 197 million work IDs for items in WorldCat
- **People**: 18 million entities now in progress
From records to entities: Works

The tipping point: how little things can make a big difference

An introduction to the Tipping Point theory explains how minor changes in ideas and products can increase their popularity and how small adjustments in an individual's immediate environment can alter group behavior.

http://worldcat.org/entity/work/id/7456279
Virtual International Authority File (VIAF) viaf.org
Personal Entity Lookup Service pilot

• Challenge
  – Many identifiers lack statements about relationships
  – How to determine that a dozen different identifiers all represent same person

• Outcomes
  – Developed APIs to create identifiers and search using text strings

• 7 members in pilot
WorldCat Identities  www.worldcat.org/identities
How to bake
by: Hollywood, Paul
At last, the star of BBC's The Great British Bake Off reveals all the secrets of his craft in How to Bake. The son of a baker, Paul Hollywood is passionate about busting the myths that surround baking, sharing his finely honed skills, and showing that with the right guidance, anybody can achieve success time after time. With this in mind, he has filled this book with easy-to-follow, clearly explained, utterly delicious recipes. Having taken you through the basic techniques, Paul explains how to make an abundance of breads, pastries, cakes and biscuits including wholemeal loaf, tin bread, ciabatta, focaccia, sour cherry and chocolate loaf, Roquefort and almond bread, fresh croissants, miles feuilletés, quiche, classic Victoria sponge, lemon drizzle cake, chocolate fondant, lemon meringue cake, buttery shortbread and fiery ginger biscuits.
Editions: 6 Date: 2012 - 2014 Genre(s): Cookbooks, Cookbooks

Mary Berry: Queen of British baking : the biography
by: Dagnall, A. S.

Mary Berry is one of Britain's most respected and well-loved gurus of the kitchen. The undisputed 'Queen of the Aga' has been the focus of many television shows and regularly contributes her expertise on Woman's Hour. The recent hit BBC show The Great British Bake Off has once again put Mary back into the limelight and has reignited a passion for baking across the nation. Inspired by domestic science classes at school, Mary took a catering course at her local college before gaining a qualification from the Cordouan Blau school in Paris. After a stint working for the Electricity Board where she demonstrated to new owners of electric cookers how to operate them by cooking a Victoria sponge, and then as editor of Housewife and Ideal Home magazine, Mary published her first cookbook, The Hamlyn All Colour Cookbook, in 1979 and hasn't looked back since. As well as cookery books, Mary has collaborated with her daughter Annabel to produce their own range of dressings and sauces which are now sold worldwide. But her personal life has also been touched by tragedy, as her son William was killed in a car accident at the age of just 15. With over 70 cookery books under her belt, there is no doubt that Mary Berry is one of Britain's most successful cookery writers. Awarded the CBE in 2012, her gentle personality and classic 'family' cooking style are a remarkable contrast to some of the more outspoken celebrity television chefs - just one of the reasons why, even after over forty years in the industry, she is so well loved. This is her fascinating story..." — Publisher's website.
Editions: 5 Date: 2013 Genre(s): Biography

Cake
by: Allen, Rachel, 1971-

Whether it's classic cakes, tiered cakes or small cakes, free-from cakes or wedding and birthday cakes Rachel has the perfect, foolproof recipe. Rachel Allen knows home baking. It's her fail-safe recipes, with easy-to-follow methods, thoughtful tips and advice that have been helping her readers to make the perfect cakes and bread that work every time. Some
Kindred Works is an experimental recommender service that helps you discover books, movies, and music similar to a sample work of your choice. You can begin using Kindred Works by entering a title or ISBN in the search box or by selecting one of the samples on this page.

The software uses various characteristics of the sample work, such as classification numbers, subject headings, and genre terms, to provide a list of related works found in WorldCat. The list of recommendations may include books, ebooks, audiobooks, music, and video.

You can save or email information about a related work by using the Your List feature found at the bottom of your screen.

http://experimental.worldcat.org/kindredworks/
Search for "Victoria Sponge" results:

1. **Goodbye, Jimmy Choo**
   - By: Sanders, Annie
   - Brief: Behemoth living Izzie Stack and privileged Maddy Houze are about as different as you can get. However, both have just moved to the English countryside, due to their respective husband’s careers. After meeting at a local luncheon, both women realize their shared longing for roaming city streets. A brewing tragedy will bring them even closer.
   - Genre: Domestic fiction

2. **Mariella mystery investigates a cupcake conundrum**
   - By: Pankhurst, Kate
   - Brief: Mariella Mystery Investigates who is trying to sabotage the Puddletit bird baking contest.
   - Type: Juvenile
   - Genre: Detective and mystery fiction

3. **The travelling tea shop**
   - By: Jones, Belinda (Belinda C.)
   - Brief: "Love isn't always a piece of cake..." Laurie Davis has always followed her passion. After escaping family drama to start a new life in New York City, she's up for whatever challenges life brings. So when an opportunity arises for her to use her travel industry expertise and serve as an assistant and tour guide for her idol, Pamela Lambert-Leigh, star of television's Tea-Time with Pamela, she jumps at the chance. But Laurie's exciting adventure ends up entailing a lot more than scouting locations for the cake queen’s new cookbook when Pamela's sassy mother and sullen, rebellious daughter tag along for the trip. As they cruise around bakeries in New England and enjoy local delights like Red Velvet Cake and Whoopie Pies for British specialties such as Victoria Sponge and Bakewell Tarts, more secrets than recipes are revealed. Now, it’s between rediscovering romance, learning to forgive family, and finding the best dessert on the East Coast. Laurie, Pamela, and the gang might find there's nothing a nice cup of tea, a sweet treat, and a little bit of friendship can't heal..."
   - Editions: 7 (2013 - 2014)
   - Genre: Domestic fiction, Domestic fiction

4. **De taarten van Marie**
   - By: Sandy, Claire
   - Brief: Een druk bezette vrouwelijke tandarts probeert grip op haar leven te krijgen door perfecte taarten te leren bakken.
   - Editions: 3 (2014)
OCLC’s linked data resources

WorldCat Works: 5 billion RDF triples

WorldCat Catalog: 15 billion triples

FAST: 23 million triples

ISNI: 10-50 million triples

VIAF: 2 billion triples
WHAT WE'RE WORKING ON NOW
Person
Pres. U.S. Abraham Lincoln, 1797 - 1806
Mrs. Mary (Todd) Lincoln, 1810 - 1878
Lincoln Kirstein, 1907 - 1996.
Robert Todd Lincoln, 1843 - 1926
Lincoln family.
Tad Lincoln, 1853 - 1943
Nancy Hanks Lincoln, 1784 - 1818
Lincoln Steffens, 1866 - 1936,
Levi Lincoln, 1782 - 1868
George Lincoln Burr, 1857 - 1938

Organization
William E. Barton Collection of Lincolnia
(University of Chicago)
Abraham Lincoln Presidential Library and Museum.
Chamber Music Society of Lincoln Center.
Jazz at Lincoln Center (Organization)
United States, President (1861-1865; Lincoln).
Lincoln Center Jazz Orchestra.
McLellan Lincoln Collection (Brown University)
Lincoln Memorial University
Lincoln University (Pa.)
Ford Motor Company. Lincoln-Mercury Division.

Place
Nebraska–Lincoln.
Massachusetts–Lincoln.
Maine–Lincolnville.
Illinois–Lincoln.

Event
Lincoln-Douglas Debates (Illinois : 1858)
Lincoln Center Festival.
Lincoln Center Festival.
Lincoln Center Festival.

Work
Gettysburg address (Lincoln, Abraham)
Emancipation Proclamation (United States.
President (1861-1865 : Lincoln))
Lincoln Truck Rental photographs, 1947 Feb. 17-
1958 April 19 : 73 Gilbert Street
Lincoln, Robert Todd, 1843-1926

About
Born: Aug 1, 1843
Died: Jul 26, 1926
Robert Todd Lincoln (August 1, 1843 – July 26, 1926) was an American lawyer and Secretary of War, and the first son of President Abraham Lincoln and Mary Todd Lincoln. Born in Springfield, Illinois, United States, he was one of two of Lincoln’s four sons to live to adulthood, and the only one to survive into the 1900s.

Father: Abraham Lincoln
Mother: Mary Todd Lincoln
Spouse: Mary Eunice Harlan

Related Works
As a Creator
Letter 1911 April 26 to Mr. Starrett
Autograph letter signed from Robert Todd Lincoln, Chicago, to Miss Post 1901 January 29.
Autograph signature of Robert Lincoln to a typewritten letter: Chicago, to Mr. Morgan, 1908 Jan. 28.
Letter: Chicago, to Belle F. Keyes, Boston, 1885 Dec. 16.
Letter: Chicago, to Clinton L. Conkling,

Related Media

Related People
Abraham Lincoln
Mary Todd Lincoln
William Eleazar Barton

Related Organizations
William E. Barton Collection of Lincolniana (University of Chicago)
Republican Party (U.S.: 1854- )
United States Supreme Court

Related Places
United States
Illinois
Illinois–Chicago.
STAY INFORMED
For more information
Putting linked data to work

Roy Tennant  •  21 April 2016  •  Linked Data

OCLC has been working a lot with linked data in recent years, and we have described some of that work at a very high level in this space before. That work continues, but now we are also adding an educational component to that work. Since we want our member libraries to be able to take advantage of all of the linked data that is becoming available—both from us and from the world at large—we want to help library software developers understand the tools and strategies for consuming linked data.
Presentations
Souvenirs from Selected Road Trips

2015

Jean Godby and Karen Smith-Yoshimura
How You Can Make the Transition from MARC to Linked Data Easier
OCLC Research TAI CHI Webinar, 5 November 2015
Download the presentation (pdf)
View on SlideShare

Lynn Silipigni Connaway
Findings from the Visitors and Residents Project
OCLC Research Library Partners, The Library in the Life of the User, 22 October 2015, Chicago, Illinois (USA)
Download the presentation (pdf)
View on SlideShare

Lynn Silipigni Connaway and William Harvey
Visitors and Residents: A Mapping Exercise
OCLC Research Library Partners, The Library in the Life of the User, 22 October 2015, Chicago, Illinois (USA)
Download the presentation (pdf)
View on SlideShare

Lorcan Dempsey
The Library in the Life of the User: Some Contextual Remarks
OCLC Research Library Partners, The Library in the Life of the User, 21 October 2015, Chicago, Illinois (USA)
Download the presentation (pdf)
View on SlideShare

Eric Childress
RDA, Linked Data, BIBFRAME
University of Puerto Rico, Graduate School of Information Sciences and Technologies, 21 October, 2015,
All Publications

A comprehensive bibliography of all reports, white papers, journal articles and books written by OCLC Research staff.

This page includes reports published by OCLC Research, as well as our work that was published by others.

2015


Linked Data Caution

Posted on November 23, 2015

I have been seeing an enormous amount of momentum in the library industry toward “linked data”, often in the form of a fairly ambitious collective project to rebuild much of our infrastructure around data formats built on linked data.

I think linked data technology is interesting and can be useful. But I have some concerns about how it appears to me it’s being approached. I worry that “linked data” is being approached as a goal in and of itself, and what it is meant to accomplish (and how it will or