

BREAK YOUR FINGER WALKING INTO A WALL

WHILE TEXTING ON YOUR BLACKBERRY. **GO BACK 2.**

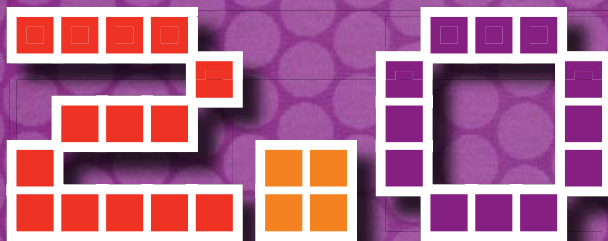


Next SPACE

www.oclc.org/nextspace

No. 10

LIFE



The evolution of our digital DNA



GET 500 FRIENDS ON FACEBOOK. GO FORWARD 3.



GPS TRACKING GETS YOU TO THE WEDDING ON TIME. GO FORWARD 2.



YOUR MOM FRIENDS YOU ON FACEBOOK. GO BACK 1.



MOVE FORWARD ONE SPACE

Arabic:	العربية	Hebrew:	עברית
Bengali:	বাংলা	Japanese:	日本語
Chinese:	中文	Korean:	한국어
Cyrillic:	кириллический	Latin:	Latin
Devanagari:	हिन्दी	Tamil:	தமிழ்
Greek:	Ελληνικά	Thai:	ภาษาไทย

12

Scripts supported in WorldCat:

Arabic, Bengali, Chinese, Cyrillic, Devanagari, Greek, Hebrew, Japanese, Korean, Latin, Tamil, Thai

Records (as of Oct. 2008)

122 million

1.34 billion holdings



National Libraries represented in WorldCat

35 national library catalogs

76.2 million holdings

250 million records to be added this year

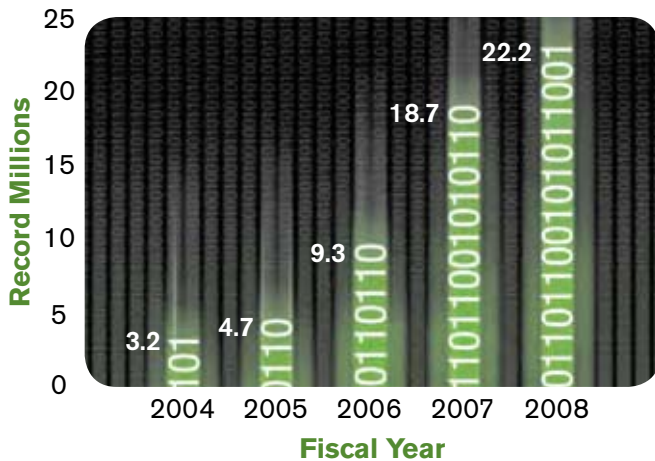


WorldCat.org

13 million monthly page views from partner sites

2.7 million monthly search box displays

Record Growth



LIFE 2.0

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In Life 2.0, people move into a shared network space that drives work, research, education, entertainment, social activities—essentially everything they do. They use digital tools—PDA, MP3, laptop, cell phone, camera, PC—to tell their stories and interact with the world. They are always online, connected to one another and to the Web.

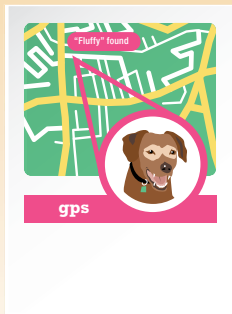
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The new Amsterdam Public Library is an architectural gem that features skylights, terraces, a seven-story atrium, walls of windows, stunning views and an open floor plan that constantly presents new spaces and interesting places. The facility is the foundation of the city's redevelopment for the Oosterdokseiland area—and the heart of the library's new attitude.

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CONTENTdm 5 will fully support Unicode, an industry standard that allows computers to represent and manipulate text expressed in most of the world's writing systems. This ability will greatly expand CONTENTdm's global reach and enable digital collections with Arabic, Chinese, Cyrillic, Greek, Hebrew, Japanese and Korean scripts to be fully searchable.



OCLC Blogs



**Your glimpse
into our minds.**

Lorcan Dempsey's Weblog

orweblog.oclc.org

WorldCat Blog

worldcat.org/blogs

It's all good

scanblog.blogspot.com

Hanging Together

hangingtogether.org

Outgoing

outgoing.typepad.com/outgoing

Metalogue

community.oclc.org/metalogue

Hectic Pace

community.oclc.org/hecticpace

Weibel Lines

weibel-lines.typepad.com

The Dewey blog

ddc.typepad.com

BlogJunction

blog.webjunctionworks.org

Subscribe

www.oclc.org/rss/

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Fiscal 2008: A banner year for library cooperation



I want to share a few numbers with you to put the power of library cooperation in perspective.

The 12 months that ended June 30, 2008 will go down as a banner year for the OCLC cooperative. Libraries from around the world cataloged more items, added more records to WorldCat and arranged more interlibrary loans on OCLC than ever before.

Cataloging

Individual catalogers cataloged 32.4 million items on OCLC during the year. OCLC also batch processed some 165.4 million records previously cataloged by global member institutions, adding their unique records and holdings to WorldCat. Total items cataloged in fiscal 2008 was 197.8 million, which was a 42 percent increase over fiscal 2007.

WorldCat grew by over 22.2 million records, which was another new high in total records. This 19 percent increase over the previous year, however, was not as dramatic as what happened two years ago, when the number of records added to WorldCat leaped from 9.3 million to 18.7, an increase of over 100 percent.

At June 30, 2008, there were approximately 108 million bibliographic records in WorldCat. The 100 millionth record was entered on April 1, 2008 by the University of Washington Libraries.

50 million in six years

It's interesting to note that it took the OCLC cooperative 31 years, from 1971 to 2002, to get to 50 million records. Libraries have since added 50 million more in just six years!

The number of holdings symbols attached to records in WorldCat grew by 150 million, compared to 70.8 million in fiscal 2007. There are now 1.34 billion location listings in the database.

What accounts for this dramatic growth?

First, our new technological platform has Unicode capabilities and supports 12 language scripts, which makes

it practicable for an increasing number of international organizations to merge their national union catalogs or other large files with WorldCat via automated, batch processes.

Second, we have improved our batchloading capabilities. Just two years ago, we were processing about 500,000 records daily. Now, we are handling more than 2 million records a day in such tasks as updating holdings for an individual library so that it can participate in a group catalog or implement WorldCat Local. We are working on even more improvements in batchloading to accommodate increased demand from libraries as we move ahead with new services that will support access to the entire library collection of print, licensed and digital materials.

As a result of this growth, the language composition of WorldCat has changed over the past decade, with the percentage of records in languages other than English going from 38 percent in 1998 to slightly over 50 percent in 2008. WorldCat is truly a global resource!

Interlibrary loans

The number of online interlibrary loans arranged through OCLC Resource Sharing surpassed the 10 million mark in fiscal 2008. Since the system was introduced in 1979, the number of online interlibrary loans has increased annually. Through fiscal 2008, more than 171.1 million interlibrary loans were accomplished. That is a lot of resource sharing!

Going forward

Clearly, library cooperation continues to generate powerful network effects. The more libraries connected, the more records added, the more resources shared—the more value for everyone, especially the library users searching via WorldCat.org or coming into a library collection from the open Web via Google or Yahoo!

You will see us moving ahead over the next year with new services and programs, as we connect more libraries and generate new value for all participants in the OCLC cooperative. ■

A handwritten signature of Jay Jordan in black ink.

Jay Jordan
OCLC President and Chief Executive Officer

Mash up

Mix the world's largest catalog with your systems using Web services

The WorldCat Search API and WorldCat xISSN are software components—called Web services—that can be recombined with library applications on the Internet. The services are available through machine interfaces using emerging Web-based protocols, and they enhance library systems by integrating WorldCat data and functionality with library Web sites, link resolvers, cataloging tools and other services.



WorldCat API

With the WorldCat API, you can query the WorldCat database and all of its indexes using common search protocols, such as SRU and OpenSearch. You also can retrieve records in a number of formats—MARC XML, Dublin Core, RSS, Atom—as well as a geographically sorted list of WorldCat libraries that own the item. Each library listing includes the institution name, location and the URL of the library's Web catalog record for that item.

WorldCat xISSN

The **WorldCat xISSN** supports the management of serials information and holdings. It supplies ISSNs and other information associated with serial publications represented in WorldCat. Submit an ISSN to this service, and it returns a list of related ISSNs and selected metadata. The current xISSN database covers nearly 700,000 ISSNs.

With xISSN, you can find any predecessor, successor and alternate ISSNs and titles, as well as the electronic ISSN for a print title or vice versa. The service includes a graphic display of the history of a serial title.

For more information, visit

www.worldcat.org/wcpa/content/affiliate/

Round-the-clock, round the world



Enquire joins OCLC's 24/7 reference cooperative



Public library users in the United Kingdom now have access to reference librarians 24 hours a day, seven days a week, 365 days a year. **Enquire**, an online reference service for 86 public libraries, recently became a member of the OCLC 24/7 Reference Cooperative, joining 1,400 other libraries around the world that work together to deliver reference assistance to researchers anytime, anywhere.

As a member, an Enquire reference librarian can now answer questions locally and nationally or seamlessly refer their customers to the cooperative, providing users with after-hours support as well as the expertise of a global network of reference librarians. Enquire librarians also will field questions from library users anywhere in the world as part of their participation.

Enquire is one of several groups worldwide that are locally branding a customized version of **QuestionPoint**, the software that powers the service. Developed by the Library of Congress and OCLC, QuestionPoint is bringing the professionalism of librarianship to Web reference assistance and helping librarians move one of their traditional strengths, the face-to-face reference interview, into the digital age.

For more information, visit

www.oclc.org/uk/en/enews/2008/05/en_questionpoint.htm

Next-gen cataloging update

OCLC's Next Generation Cataloging service, which was piloted earlier this year, will streamline cataloging by capturing and enriching ONIX metadata from publishers and material vendors. Capturing metadata earlier in the cataloging process will result in workflow efficiencies and greater 'upstream' availability of metadata for use in library technical processing and end-user interfaces.

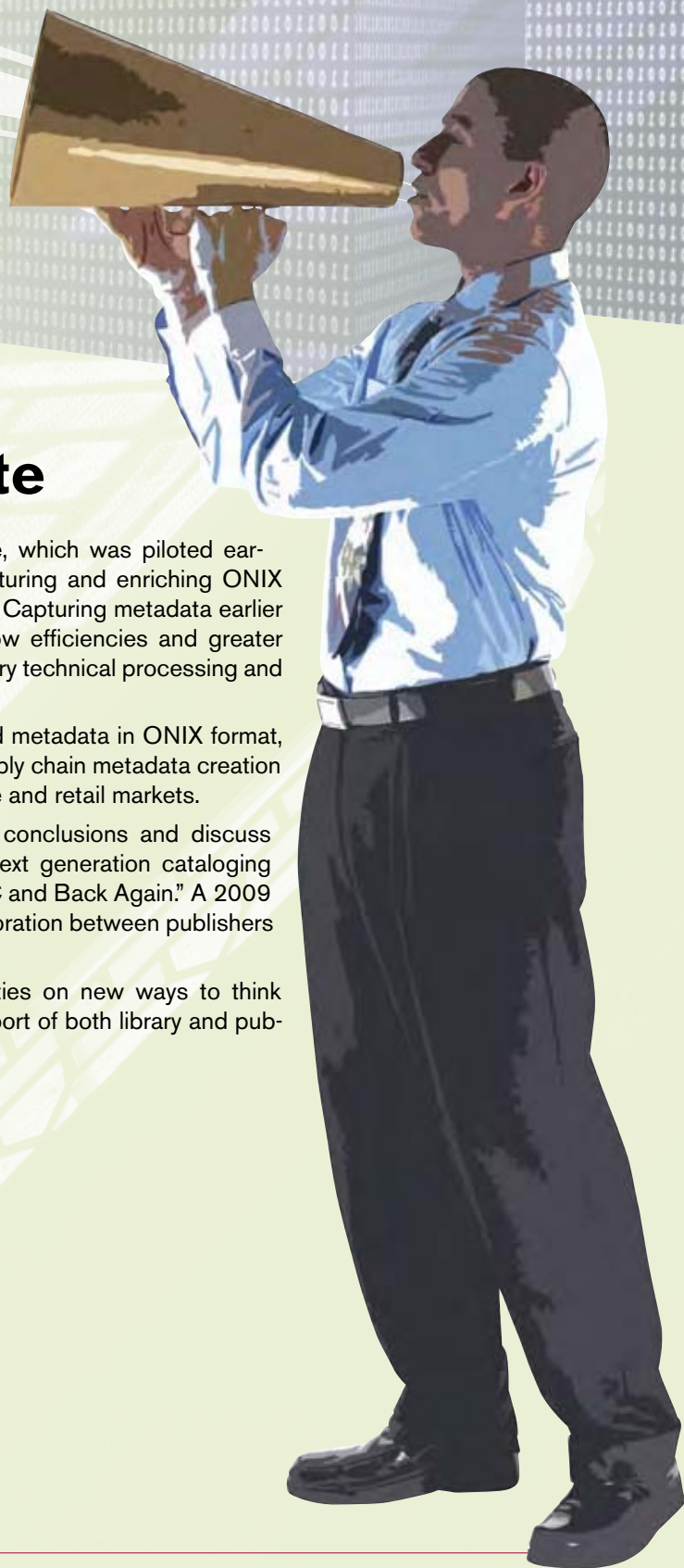
The process also will allow output of enriched metadata in ONIX format, providing value and efficiencies in publisher supply chain metadata creation and maintenance in support of library, wholesale and retail markets.

At ALA Midwinter 2009, OCLC will report conclusions and discuss strategies for continued development of the next generation cataloging service in a presentation called "ONIX to MARC and Back Again." A 2009 publisher/library symposium at OCLC on collaboration between publishers and libraries also is being planned.

OCLC welcomes input from both communities on new ways to think about cataloging and metadata creation in support of both library and publishing needs.

For more information, visit

[www.oclc.org/us/en/partnerships/
material/nexgen/nextgencataloging.htm](http://www.oclc.org/us/en/partnerships/material/nexgen/nextgencataloging.htm)



LIFE

2.0

The evolution of our digital DNA

Start

BY ANDY HAVENS AND TOM STOREY

Sarah Harris is the poster child for the “Google Generation,” those youngsters brought up in the Internet age.

She was born in 1993, the same year as Mosaic, the first Web browser. Sarah communicates through IM and text messaging, sending more than 1,000 texts per week. She listens to music and watches videos on her MP3 player. She’s on YouTube all the time. She finds places and phone numbers using digital maps.

She uploads content from her cell phone to MySpace: video clips, songs, pictures, messages. She keeps in touch with her friends here. She plans parties and outings here. She tells everyone about herself here—her background, her education, her relationships, her dreams.

She studies, works and plays on the Web. She spends more time online than offline. Or, rather, she does not differentiate between the two.

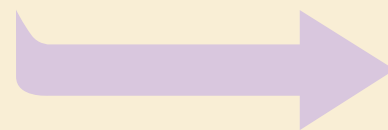
She uploads content from her cell phone to MySpace: video clips, songs, pictures, messages. She keeps in touch with her friends here.

Welcome to Life 2.0, a new digital lifestyle that is changing our culture and challenging the way we think about ourselves and the world. We’ve moved into a shared space that drives how we work, do research, learn, have fun, meet friends and stay in touch—essentially everything we do. We mix the physical world with the digital world. We use digital tools—PDA,

MP3, laptop, cell phone, camera, PC, GPS—to tell our stories and interact. We are connected to one another and to the Web.

While most apparent with today’s 15-year-olds like Sarah—born the year after Sir Tim Berners-Lee released the first set of standards that have evolved into what we call the Web—Life 2.0 increasingly spans demographics. And its impact goes beyond the quantitative—faster travel, more channels, better communications, more convenience.

People are absorbing their digital connections into their DNA.



Beyond perfect copies

Priscilla Caplan, Sarah's mom and Assistant Director for Digital Library Services at the Florida Center for Library Automation, marvels at her daughter's digital habits. "She's so fast at texting it's just amazing," Caplan says. "And often it's with many people at the same time. MySpace is her portal to everything. She is always at the computer, and she has hordes of friends just like her."

Caplan says that Sarah and her friends all want to work in real time. "They hate things that are 'asynchronous' so they don't do e-mail. When Sarah got an Amazon gift certificate she wouldn't order CDs because they have to be mailed, but spent the same amount on downloadable MP3s and then burned a CD.

"If you call Sarah, she'll answer the phone. And of course if call waiting interrupts, she'll put you on hold and answer the phone. But if you leave her voicemail, she won't bother to pick it up. Everything has to be right there at that moment."

So often, when we think of the digital age, it's easy to focus on the conversion of analog materials into digital formats, such as Google's mass book digitization project or the change from storing music on vinyl and tape to CDs and MP3s. Characteristics directly related to the "digital-ness" of

media—easy, perfect copying and nearly free storage and transmission being the most obvious—are certainly important.

Nonetheless, what may be even more important than the convenience aspects of digitization, though, is that their use has become fundamentally different for consumers. The words, music and images may initially be the same. But in the process of being digitized and shared they, and we, are *changed*.

Items are cataloged, described, mapped and tracked more closely than we could have imagined ten years ago. One example: tracking

"She's so fast at texting it's just amazing. And often it's with many people at the same time."

numbers are used by UPS to digitally identify and trace every package as it moves through the UPS system to its destination. Log on to the UPS Web site, fill in the tracking number and click 'Track'. In addition, UPS e-mail tracking is available when the Web isn't. Tracking information can be automatically returned to your e-mail address.

The flow of information about digital objects is more important to many groups—advertisers, governments, authors, and such—than the content. And when we interact with a digital object, we add to its content. We

become part of the bibliography, the liner notes, the audience poll, the reviews, the statistics, the buzz, the flavor.

Our lives are being cataloged. Our culture is being curated. What does it mean for libraries when users create and manipulate vast amounts of data about themselves as they interact with their worlds and the materials they provide?

Unlike previous media evolutions—largely driven by new forces of production—the changes we are seeing now impact us on a personal scale. We use tools that span the globe—but they impact us on the levels of our jobs, families, communities and hobbies. We are adapting to this new digital world, of course. But more importantly, we are changing the world to fit our lives.

Librarians have always dealt with volumes of metadata as a matter of course. Most people, though, don't think of their lives as being cataloged beyond facts such as phone number, address, social security number, etc. Now, however, users create a wealth of both content and information about themselves; some private, much of it public. Call this new catalog of our digital lives "me-tadata."



MOM SELLS
YOUR COMIC
BOOKS ON EBAY.
GO BACK 1.

SELL **BOBBY'S** COMIC BOOK
COLLECTION ON EBAY FOR
\$10,000. GO FORWARD 1.



Evidence of digital life



Two billion thumbs up: In 1992, a consumer might have perused a *New York Times* list or watched *Siskel and Ebert* to get reviews about upcoming books or films. Now, reviews from the audience itself—sometimes by the thousands—are available online. Services like Amazon.com, Rotten

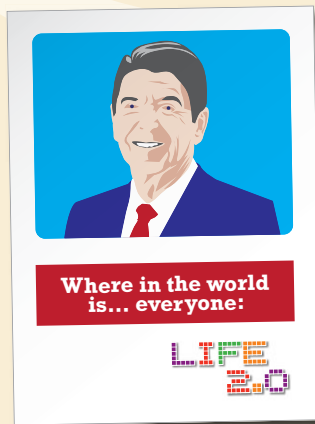
Tomatoes, IMDB, Metacritic.com and more make reviewing a piece of content easy and aggregate the collective opinions of millions. **Life 2.0 factor:** We're talking and listening to each other as well as hearing the opinions of experts.

CrackBerry addiction:

On May 30, 2004, *The New York Times* ran an article in which it described how the BlackBerry phone/text/e-mail devices are: "... referred to as 'CrackBerries' because of their addictive quality. Philippe Reines, a 34-year-old Democrat who works on Capitol Hill ... said he went through severe withdrawal after

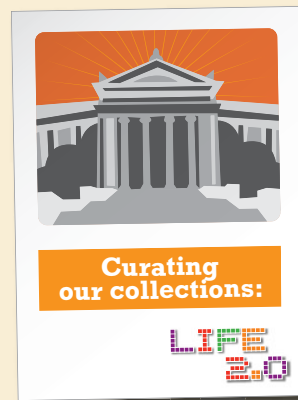


finding that Martha's Vineyard lacked BlackBerry reception." Though the term is used mostly in jest, it is true that "always on" communications change how we stay in touch and with whom. The prevalence of text messaging among younger people has been remarked upon at length. The ability to perform Web searches and other online tasks on mobile devices is combining the "everywhere-ness" of cellular technology with the "everything-ness" of the Web. **Life 2.0 factor:** Are our "real life" relationships improved or degraded by being so constantly, ubiquitously connected?



Where in the world is ... everyone: In 1983, U.S. President Ronald Reagan made the NAVSTAR-GPS system available for civilian use, making GPS the only fully functional global navigation system in the world. An application developed specifically for military use has now become an indispensable consumer tool. Recently, the ability of a GPS receiver to tell you where you are has begun to merge with

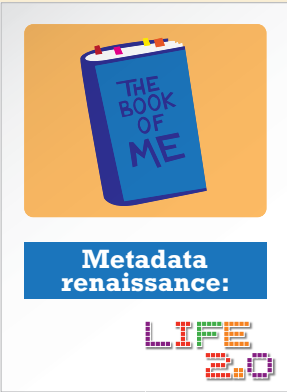
mobile phones and Web applications to provide always-on integration of users' locations with other kinds of data. GPS applications now provide ways to navigate painlessly, track children and pets, get emergency service and find specific products. **Life 2.0 factor:** The ability to know exactly where you are, what you're near, where others are and how to get where you're going enables fundamental changes in behavior.



Curating our collections:

In 1992, the only institutions with thousands of items in a collection would have been museums, libraries and archives. With the advent of cheap digital photography and photo sharing, today's average family may have thousands of images in its collection, and may be publishing hundreds of them for public or group-specific consumption. **Life 2.0 factor:** Users now have collection development, metadata, curation, archiving and publishing issues in common with libraries, museums and other institutions.





Metadata renaissance: Everywhere we look, the availability of contextual information to improve logistics and efficiency is apparent. Data moves invisibly alongside medical information, worldwide package tracking, and RFID tags on everything from library books to military equipment.

In ever more environments, data is attached to items and activities and then looped back to reference still more databases. **Life 2.0 factor:** If my public life is the sum of my metadata, who is responsible for “The Book of Me”?



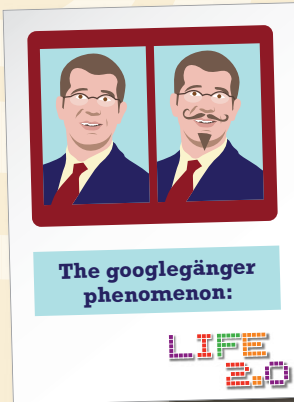
The audience is the content: Cory Doctorow, author and blogger, made a statement on BoingBoing.net about content: “Content isn’t king. If I sent you to a desert island and gave you the choice of taking your friends or your movies, you’d choose your friends... Conversation is king. Content is just something to talk about.”

For many amateur creators, that is surely true—the reason you create is to engage in conversation. A high school junior can now blog, Twitter or post YouTube videos and engage in a conversation with people... anywhere. **Life 2.0 factor:** The ability for millions to participate in a global conversation in which individual creativity takes a central role is an extraordinary shift in how we think about social interaction.



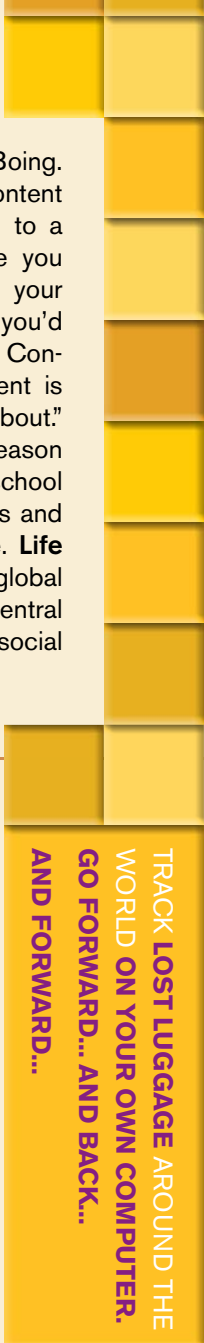
Download some furniture: Fifteen years ago, the idea of having a color printer/scanner/copier in the home would have seemed absurd. Now you can get one at the supermarket for about U.S. \$75. The next wave in home production? 3D printing. Also called “fabbing” (short for “fabrication”)

or “rapid prototyping,” the technology involves the construction of physical objects from digital designs. Engineering and architectural firms have used the technology since the 1980s to create prototype parts and models on 3D printers costing hundreds of thousands of dollars. But cheaper components and widespread use of CAD/CAM software are now bringing 3D printing to the masses. FabAtHome.org has links to models that cost less than U.S. \$4,000, kits and parts lists for building a “fabber” yourself. The RepRap (reprap.org) is an open-source 3D printer that can make copies of itself; kits are available from U.K. £345. Sears sells “CompuCarve,” a 3D wood-carving machine for around U.S. \$2,000. **Life 2.0 factor:** It’s not too difficult to imagine that, within a few years, home fabbing will allow us to design, download, share and “print” jewelry, toys, housewares, mechanical parts and maybe even IKEA-style furniture.



The Googlegänger phenomenon: As reported in *Newsweek* in October 2007, the term “Googlegänger” is now being used to refer to a “virtual double” that exists only on the Internet. Someone with your name who may be found when someone Googles you. If that person has

engaged in risqué or illegal behavior, there is a chance that searchers will mistake these activities as yours. **Life 2.0 factor:** The need to manage our reputation not just in real life, but online, and in the context of others’ overlapping data.



The impact of Life 2.0 on libraries



How can libraries engage with those living the digital life? Joe Janes, Associate Professor, University of Washington iSchool, proposes addressing Life 2.0 the same way a library would treat a new neighborhood or academic department.

"This is new territory but sometimes we get freaked out because we don't think we know anything about these new digital things," Janes says. "That's not librarianship. If a dean called and said there was a new industrial engineering department, or the mayor called and said there was a new neighborhood on the south side, you can bet any librarian worth his

"Technology changes us. It doesn't just change what we do. It changes who we are."

Nicholas Carr, Author, [The Big Switch: Rewiring the World, from Edison to Google](#)

or her salt would quickly have a proposal together on how to serve these new areas. We would get together with the new clientele so they understood us and we understood them and try to adapt our services for them.

"The same is true with the digital lifestyle. You have people living in Second Life, in mobile devices, in Facebook or Twitter. How do you find them and be present with them to serve their information needs? Libraries are trying to figure out what to do." Janes offers these examples of libraries actively working to engage and serve people in Life 2.0.

■ **Helsinki City Library.**

The music branch of this library has a performance stage and digital suites where users rent instruments and record, edit and mix performances—and deposit the result in the library collection. The branch is a vibrant part of the digital music community, Janes says. The library began with the clientele and what they could do to serve them. The place was packed on a Friday afternoon when I was there."

■ **Cornell University Library.**

LibeCast features audio and video recordings (podcasts and

vodcasts) about Cornell University Library and its exhibitions, events, lectures, services and history, offering the world a glimpse of life inside one of the nation's best research libraries. "Their 90-second YouTube videos, Research Minutes, that explain citations and searching are well-done, thoughtful, thorough and fun," says Janes.

■ **Alliance Library System.** This library system was among the first to set up a 'library island' in Second Life, a virtual world that has more than 10 million users. The library island serves the Second Life community and has a number of monthly discussion groups, talks by authors and exhibits based on the information needs of residents. "With Life 2.0, we need to expand our vision beyond the physical library. Get out of the library—and, stay in the library! You really do have to be somewhere and everywhere, as every library should be. It's the concept, the idea of the library leaking out of the building. Somewhere and everywhere—in and out, more and better."

GOOGLE STREET VIEW
MAPS CATCH YOU MOWING
IN YOUR BATHROBE.
GO BACK 1.

RECONNECT WITH HIGH
SCHOOL FRIEND ON
FACEBOOK GO FORWARD 2.



QUIT YOUR DAY GIG AND SELL YOUR OWN FABRICATED JEWELRY LINE ON ETSY. GO FORWARD 1.



This is no longer a choice about how to consume media. It is a new way of living, most obvious in our children, but slowly expanding to encompass all of us.

Libraries really are trying to figure out this Life 2.0 generation and modify their systems and services to appeal to them, says Caplan. "Kids who have grown up with the Web are unique, and librarians understand that this is a real change—these kids do show different behaviors than earlier generations, even if we still don't have a good handle on what they are."

One feature that Caplan thinks will attract the Google generation into digital libraries is GPS. "We have GPS de-

vices in everything now from cars to dog collars, so if your dog gets loose you can find it. It is easy to determine the coordinates of anything and to mash that up with Google Maps. I think in a few years it will be hard to find a digital collection that isn't georeferenced, and that is going to enrich the information content enormously. We'll be able to link information geographically the way we now do topically."

Janes says each one of us is getting more and more like

Sarah and her friends as the digital life continues to unfold and take hold.

"People are embracing digital presences differently and at different levels and paces, but it's more and more part of who we are," he says.

This is no longer a choice about how to consume media. It is a new way of living, most obvious in our children, but slowly expanding to encompass all of us. As Janes says, "We are all leading steadily increasingly digital lives." ■



"Because we can 'personalize' this medium to an extent that wasn't possible with, say, newspapers or radio or TV, we're getting the power to wrap ourselves in our own custom-designed culture, our own tailor-made media cocoon."

Nicholas Carr, Author, *The Big Switch: Rewiring the World, from Edison to Google*



YOUR BLOG IS **BOINGBONGED.** GO FORWARD 2.



Images of Amsterdam Public Library courtesy of Martin Savenije and Stephan van Reisen.



Summer 2007: The new Amsterdam Public Library opens, officially becoming the largest library in Europe. Over the next 12 months, more than 1.6 million people travel through the doors of this architectural gem, which is twice the size of the library's former main building and features skylights, terraces, a seven-story atrium, walls of windows, stunning views and an open floor plan that constantly presents new spaces and interesting places. The new facility is the foundation of the city's redevelopment for the Oosterdokseiland area—and the heart of the library's new attitude.

Before planning began, Library Director Hans van Velzen visited several libraries in other countries and mixed and matched ideas that have proven their value elsewhere. Compared to the old main branch, the new library more than doubled its floor space. And that created space for activities other than the library's core business.

The library feels like the epicenter of cultural Amsterdam. And it is. Visitors who check the library's Web site see a calendar full of activities. New publishings, literature award ceremonies,

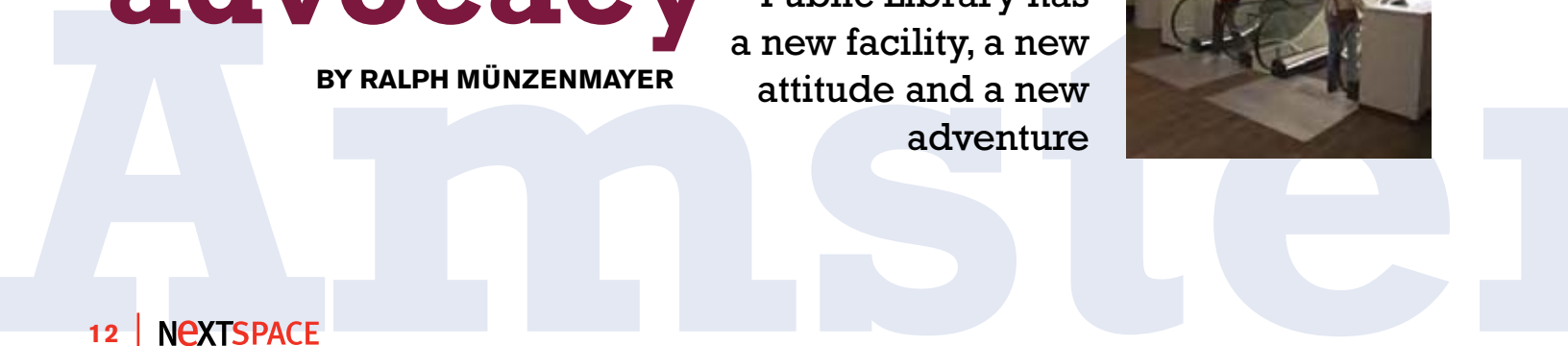
conferences and authors' birthday celebrations all find a place in either the 250-seat theater or in one of the meeting rooms with a magnificent seventh floor view over the city.

The architect seamlessly connected the cultural heritage of the 16th and 17th century city center of Amsterdam with the 21st century architecture, technology and activities of the library. To experience that connection, many cozy corners were created with lavishly designed furniture, right in front of a window, to relax and read a book, with the old city in view.

Architecture as advocacy

BY RALPH MÜNZENMAYER

The Amsterdam Public Library has a new facility, a new attitude and a new adventure





'Cozy' also is the word that comes to mind when seeing the young users on the third floor. On lounge beds they curl up and lose track of time while getting absorbed in a video game, a movie or music. This multimedia floor offers everything that attracts people who would not come to the library in its old central branch location. It means that the library is able to bring in a new audience: in the first year, more than 10,000 new members joined. The library has 175,000 members, who pay a € 24 fee annually to become a member of the library. You must be a member if you want to check out books; anyone is free to use the collections and services free of charge onsite. The fee is waived for those under 20 years old and cut in half for those over 64.

The details of the interior stand out amid the architectural design and stunning views:

- Colorfully lit bookshelves and lamps in all shapes and sizes.
- Hundreds of PC screens.

- Study booths to shut out every disturbance.
- And art wherever the eyes wander.

There's a new surprise around every corner.

However, this is not just a new building in a new location. What makes this new facility particularly impressive is the new attitude it embodies, an attitude devoted to engaging users and meeting their needs.

In its first year, the new library touched 1.6 million visitors, 100 percent more than in its old location—a result that is a reflection of a successful marketing plan. The library uses a range of strategies and tactics: joint promotions, customer service training, designer uniforms, internal communications, an extensive press release regime, longer opening hours (12 hours a day, 7 days a week). And to make sure they stay focused on user needs? They hired a marketer, who keeps an eye on trends and makes sure the library stays ahead.

With the new building and the new attitude, Director van Velzen believes the library has moved “from a lending library to an adventure library.” One of the major drawbacks of the old building, he says, was that there was “no invitation to explore. You came in, you got books from one section of the library and you departed. You never knew what else was in the library. We’ve become a combination information, education and cultural meeting place.”

Indeed, the library quickly has become the meeting place in the Oosterdokseiland area. Not just one where people connect with the information they need, but also one where they meet each other. Partly this is due to the coffee bar in the magazine section and the popular restaurant at the top floor. And partly the set-up with various meeting courts plays a role. Each of these courts has a different identity and allows for

users to have quiet discussions or host small-scale activities open to anybody.



In its first year, the new library touched 1.6 million visitors, 100 percent more than in its old location

Today, some people call the Amsterdam Public Library a unique experience. Some say it is an adventure library. Others see it as a cultural supermarket. None of these is far from the truth.

Operations and logistics use high-end retail technology. Self-service is everywhere. The library uses self-service check-out, renewals and returns almost exclusively. And it has a mechanical sorting system for return books. So don't be amazed that the books at the library are hardly touched by staff. Maybe that's the best proof of how far away this library is from current conventions, as a cross-over between information center, meeting point, hang-out spot and place of leisure. ■



the library has moved “from a lending library to an adventure library.”



Search Engine Optimization basics

BY ALICE SNEARY

Type the letters ‘SEO’ into your favorite search engine and you’re likely to get a wealth of good ideas about how to appear on your favorite search engine. But beware the lure of the quick fix. SEO, or Search Engine Optimization, is something that can take months (if not years) to fully master. But the good news is you can get started today, at no additional expense to your library. Simply put, SEO is the set of tactics you can employ to ensure your library rises to the top of a search.

Search Engine Optimization consists of improving the content and metadata on a Web page in order to increase its relevance ranking for specific terms and keywords on a given search engine. With a higher relevance ranking, the Web page’s listing on a search results page will appear higher and the Web page will attract more traffic and visitors.

Organic search listings (as opposed to paid or sponsored search) are the ones in the main body of the search results page and are always free. In fact, organic listings are never influenced by advertising—although this is a common misconception, according to Matt Cutts of Google, in a recent *USA Today* video interview with Jefferson Graham.

In that interview, he passed along a few key pieces of advice for Web sites:

1. Create good content.

First and foremost, have good content on your pages written for humans—NOT search engines. Think about what people might be typing into the search box in order to find you, and then use that phrase on your home page two or three times. You don’t have to overdo it (called “keyword stuffing”), because after two or three times, an engine has a good idea that your site is about that keyword or keyword phrase.

First and foremost, have good content on your pages written for humans—NOT search engines.

2. Add your tag metadata.

Title tags are important to search engines. Make sure each page on your site gets a unique title if possible. The *description* tag helps give the user a flavor for what’s behind the click when a page appears in a Search Engine Results Page (SERP). Finally, every image on your site needs an *ALT* tag. Search engine spiders cannot crawl images, flash or video content—so you may also want to publish text-only versions of popular instructional materials.

3. Generate link love.

Part of how Google decides whether a site is high-quality or not is by how often it is refreshed and by how many other sites link to it. A great way to get fresh content on your site regularly is to start a blog. You’ll get authoritative links into your site and participate more fully in the community conversation.

4. Submit your sitemap.

There are great tools and advice available from the Google Webmaster and Yahoo Site Explorer resource areas. One of the easiest ways to make sure your site is being crawled is to submit your sitemap at <http://www.google.com/addurl.html> or <https://siteexplorer.search.yahoo.com/submit/>.

5. Benchmark, measure and repeat.

Before you get started with any of the tips above, make sure you capture where you are now, to be able to set measurable goals for your site.

Remember—SEO is a gradual process that is in a constant state of improvement. You will need to be patient to see results, but a commitment to long-term improvement will yield good results for your library. ■



OCLC pilots WorldCat Copyright Evidence Registry

New service is a cooperative effort to gather copyright status information in one union catalog

BY BOB MURPHY

OCLC is piloting a new service for libraries that encourages librarians and other interested parties to discover and share information about the copyright status of books.

The WorldCat Copyright Evidence Registry is a community working together to build a union catalog of copyright evidence based on WorldCat, which contains more than 100 million bibliographic records describing items held in thousands of libraries worldwide. In addition to the WorldCat metadata, the Copyright Evidence Registry uses other data contributed by libraries and other organizations.

Digitization projects continue for books in the public domain, but books whose copyright status is unknown are destined to remain in print and on shelves until their status can be determined. The process to determine copyright status can be lengthy and labor-intensive. The goal of the Copyright Evidence Registry is to encourage a cooperative environment to discover, create and share copyright evidence through a collaboratively created and maintained database,

eliminating duplicate efforts using the same cooperative model that built WorldCat.

“Building and maintaining a registry of copyright evidence is critical to support the promise of mass digitization projects,” said Catherine Tierney, Associate University Librarian for Technical Services, Stanford University. “OCLC can take on a crucial role in this kind of cooperative activity.”

The Copyright Evidence Registry six-month pilot was launched July 1 to test the concept and functionality. Users can search the Copyright Evidence Registry to find information about a book, learn what others have said about its copyright status, and share what they know.

During a later stage of the pilot, OCLC will add a feature enabling pilot libraries to create and run automated copyright rules conforming to standards they define for determining copyright status. The rules will help libraries analyze the information available in the Copyright Evidence Registry and form their own conclusions about copyright status.

“The Copyright Evidence Registry builds on the WorldCat cooperative model envisioned by OCLC founder Frederick Kilgour,” said Chip Nilges, OCLC Vice President, Business Development. “OCLC, and its network of libraries and librarians, is uniquely positioned to take a leadership role in this cooperative effort to build a database of copyright status information for all to share.”

The WorldCat Copyright Evidence Registry Beta can be accessed at www.worldcat.org/copyright-evidence. Catalogers should feel free to use their OCLC Connexion cataloging authorizations to log in. Others are welcome to create or use their current WorldCat.org authorizations.

OCLC is encouraging feedback from the library community on the Web site www.worldcat.org/copyright-evidence/registry/feedback. ■



New life for special collections

CONTENTdm opens global archives with addition of Unicode

BY DAVID M. DUKE

Images courtesy of Simon Fraser University and Vancouver Public Library

No matter what your digital collection contains—from one-of-a-kind historical photographs to manuscripts, newspapers, maps, audio and video files—CONTENTdm provides a set of tools to store, manage and deliver your rare materials to the Web.

But what if your collection contains rare Chinese documents, Hebrew newspapers or films from Greece or Hong Kong? The metadata describing these artifacts may well have been created using scripts that cannot be searched by programs created with Western characters.

The soon-to-be-released CONTENTdm 5 will fully support Unicode, an industry standard that allows computers to consistently represent and manipulate text expressed in most of the world's writing systems. This ability will greatly expand CONTENTdm's global reach and enable additional important collections to be fully searchable.



User-tested at Simon Fraser University

Thanks to a grant from Canada's Department of Heritage Partnership Fund for a Multicultural Canada digitization initiative, early beta testing of CONTENTdm 5 with Unicode began at Simon Fraser University (SFU) in British Columbia, Canada, in October 2007.

"We used a group of Chinese-language newspapers for the tests," says Mark Jordan, Head of Library Systems at W.C.A. Bennett Library at SFU. "The first step was to figure out a way to get the newspapers into CONTENTdm, since the Acquisition Station didn't support importing anything other than ANSI-encoded content."

Jordan and his team worked closely with Craig Yamashita, Lead Developer for CONTENTdm in Seattle. "With help from Craig we were able to load our Unicode content with some custom scripts.

Keep precious collections safe with the Digital Archive



Libraries can store their digital originals in a secure environment with OCLC's Digital Archive. The Digital Archive provides a safe place to easily manage and monitor the health of digital content, and it provides a foundation for digital preservation of all of a library's digital collections.

Because libraries can submit their digital masters directly to OCLC, the Digital Archive

also functions as a stand-alone service. Whether a library uses CONTENTdm or another content management system, the Digital Archive completes the digital project life cycle, merging well into a library's existing workflows.

Learn more about Digital Archive at www.oclc.org/digitalarchive.



Our data was then ready to test with an early version of the Unicode search engine. Initial glitches were quickly resolved by OCLC allowing us to launch our Multicultural Canada site within the timeframe of our grant."

After working with OCLC to test Unicode with CONTENTdm, the end result was a fascinating display of SFU's group of collections known as *Multicultural Canada*, which can be viewed at multiculturalcanada.ca.

According to SFU's Web site:

Included in this Web site are an extensive range of collections, the majority in a language other than English. The geographic coverage is wide, from Franco-Ontarien newspapers to the organizational records of Victoria's Chinese Consolidated Benevolent Association. Material types include audio files, published text such as books and newspapers,

unpublished text such as manuscript documents, photographs, and ephemeral items such as identity cards. While most collections focus on a single ethnic group, the BC Multicultural Photographs collection includes images of most cultural groups found in BC.

What does it all mean? "CONTENTdm can handle pretty much any type of content that a library would like to make available to its users," says Jordan. "And it means that CONTENTdm can serve a broader range of end users. The new Unicode capabilities also 'future proof' CONTENTdm so it will be able to handle new content types as they become common."

Andrew Wang, Vice President of OCLC Asia Pacific, concurs with Jordan and sees great potential for CONTENTdm 5 to facilitate digital collections that serve Asian-speaking populations. "Since Asian cultural heritages are recorded in Asian scripts, such as Chinese, Japanese, Korean, Tamil and Thai," he says, "any computer tool that will be useful in Asia must support Unicode. With CONTENTdm 5, Asian institutions will have the Unicode capability they need to offer fully searchable digital collections to users around the world." ■

Be a part of the CONTENTdm user community

CONTENTdm users from all across the U.S. join together at ALA Annual and ALA Midwinter to receive software updates from the development staff and attend presentations. In addition, there are four user-initiated, OCLC-supported regional groups that meet annually. They are:

- **Eastern user group:** Inaugural meeting held July 2008 at Penn State University. Annual meetings to be held in the fall.
- **Midwest user group:** Annual meeting to be held in the spring. The next user group meeting will be held at Purdue University in March 2009.
- **Southeast user group:** Annual meetings to be held in the winter. Inaugural meeting was held July 2008 at Mississippi State University.
- **Western user group:** Annual meeting to be held in the summer. The second annual meeting was led by OCLC Western and was held in June 2008 at the Claremont University Consortium in Claremont, CA.

If you would like to attend a user group or would like more information, please contact:

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Manager, User Services
OCLC Digital Collection Services


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**LYNN SILIIGNI
CONNAWAY, PH.D.
OCLC PROGRAMS
AND RESEARCH**

Make room for the Millennials

Changes to systems
and services will
appeal to this new
generation

 By 2010, the Millennial generation—those now 14 to 28—will outnumber their Boomer parents. Also known as “Generation Y,” the “Net Generation” or “Echo Boomers,” this group of approximately 76 million people have been described as “... *thinking and processing information fundamentally differently from their predecessors*” (Prensky 2001, np).

Information services that match the information-seeking habits of Millennials, who cannot remember life without computers or mobile phones, will be more relevant to this group. In fact, the term ‘Screenagers’ has been used (Rushkoff 1996) to refer to the youngest segment of this group (14–19 year olds) because of their affinity for communications technology.

What do they want?

Several common themes arise when discussing the information-seeking habits of Millennials. They prefer:

- **Immediacy.** Millennials tend to be impatient, pay less attention to spelling and grammar and have a low tolerance for complex searching. Convenience is key.
- **More choices and selectivity.** Millennials prefer multiple formats and media.
- **Collaboration and teamwork.** Millennials prefer to collaborate virtually and in person as is demonstrated in their participation in social networking sites.
- **Experiential learning.** Millennials tend to be nonlinear thinkers, which may be attributed to surfing the Web.

Millennials tend to prefer **visual orientation** of information and are **multitaskers**. They use their **mobile phones** for information seeking by calling and texting parents, family members and friends. Their familiarity with text messaging may account for their tolerance of nonstandard grammar and punctuation. This group tends to be **results-oriented**; less concerned with format than with **immediate delivery**. Students in this group have been described as “not wanting to learn how to use a library—they want to get their work done!”



“I JUST GO ASK
MY DAD, AND
HE’LL TELL ME”

What have we learned?

During the past five years, while studying the information-seeking behaviors of college and university faculty and students (Dervin, Connaway and Prabha, begun in 2003) and evaluating virtual reference services (VRS) from the perspectives of users, nonusers and librarians (Radford and Connaway, begun in 2005), the behaviors reported by the Millennials were often unique.

The Millennials in our studies preferred independent Internet searching, specifically Google. Why? Speed and convenience: “Google is my first place to find something quickly.” “I wouldn’t really trust my librarian. I trust Google.” “[Google] is user friendly ... [the] library catalog is not.”

Commenting directly on the library catalog, a Millennial undergraduate student explained how she went to Amazon.com to find books and then copy title information and paste it in the library catalog search box.

The Millennials also go to their parents, academic superiors or friends when they need information. A Millennial who participated in a graduate student focus group interview said, “... I just go ask my Dad, and he’ll tell me how to put in a fence, you know? So why sort through all this material when he’ll just tell me.”

Despite negative librarian stereotypes voiced by Screenagers in a VRS nonuser focus group interview, many Millennials preferred the face-to-face mode when interacting with librarians. In a telephone

interview, one explained, “Usually, [librarians are] very helpful, because they, I’ve only interacted with librarians in person, they nearly always seem to be able to answer my question accurately.”

Both graduate student Millennials and Screenagers expressed concerns about privacy using the Web. A Screenager expressed, “I’m not going to go get tutored on the Internet by somebody who I personally don’t know who might be some psycho serial killer out there when I could get personal help from my home and people in my community.” A graduate student articulated a different type of privacy concern: “I always worry that [chat sessions] are being saved ... if the department would get a report about what questions [I asked]...”

Millennials do enjoy being able to multitask in virtual reference and they appreciate the value of the service for last-minute information needs. Depending on the situation, Millennials often will settle for information that is convenient and fast and that is “good enough.”¹

By changing services and systems, libraries can better attract Millennials. We can:

- deliver resources efficiently and quickly at the point of need at the network level
- make our catalogs easier to use
- accommodate different discovery and access preferences
- allow users to personalize the interface
- offer multiple modes of service—virtual, face-to-face and telephone
- provide opportunities for collaboration online and in physical library spaces.



Librarians trained in Millennials’ communication patterns will be able to provide instruction at the time of need in a “show and tell” environment. Marketing our services to Millennials in language they understand may also help dispel librarian stereotypes.

We are no longer the only game in town and currently are not the first to be chosen. With work, we can make our resources, services and spaces inviting to the next generation of college and university students, entrepreneurs, inventors, scholars, teachers and researchers. ■

What should libraries offer to Millennials?

As indicated by the chart below, the traditional library environment and Millennial preferences differ.

Traditional Library Environment	Millennial Preferences
Requires patience	Want it now
Metasearch	Full text
Complexity	Simplicity
Logical, linear learning	Multitasking
Largely text-based	Visual, audio, multimedia
Learn from the expert	Figure it out for myself

Note:

1. For an in-depth discussion on this topic, see Prabha, Chandra, Lynn Silipigni Connaway, Larry Olszewski & Lillie Jenkins. 2007. “What Is Enough? Satisficing Information Needs.” *Journal of Documentation*, 63(1), 74-89. URL: <http://www.oclc.org/research/publications/archive/2007/prabha-satisficing.pdf>.

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BY THE NUMBERS Statistics to think about

10



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http://www.youtube.com/t/fact_sheet



2,000,000

e-mails sent per second

www.ted.com/index.php/talks/kevin_kelly_on_the_next_5_000_days_of_the_web.htm



278

Photo uploads per second to Facebook

<http://www.facebook.com/press/info.php?statistics>



100,000,000,000

Clicks per day on the Web

www.ted.com/index.php/talks/kevin_kelly_on_the_next_5_000_days_of_the_web.html



1,000,000

Instant messages sent per second

www.ted.com/index.php/talks/kevin_kelly_on_the_next_5_000_days_of_the_web.html

55,000,000,000,000

Links between all Web pages

www.ted.com/index.php/talks/kevin_kelly_on_the_next_5_000_days_of_the_web.html



OCLC EVENTS Around the world

Edinburgh's Festival of Libraries 2008

November 8, 2008

Edinburgh, Scotland

15th SNBU (National Seminar of Academic Libraries)

November 10-14, 2008

São Paulo, Brazil

California Library Association

November 14-17, 2008

San Jose, California, USA

Interf@ces Colima

November 26-28, 2008

Colima, Mexico

Scottish Library & Information Council FE Conference

November 28, 2008

Edinburgh, Scotland

Coloquio Internacional de Bibliotecarios

December 1-3, 2008

Guadalajara, Mexico

Online Information Show

December 2, 2008

London, England

Military Libraries Association

December 9-12, 2008

Monterey, California, USA

American Libraries Association Midwinter Meeting

January 23-28, 2009

Denver, Colorado, USA

Ontario Library Association

January 28-31, 2008

Toronto, Ontario, Canada

Check the OCLC Web site for a complete list of upcoming conferences and events:
www.oclc.org/us/en/news/events/ and
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