

Renovating Descriptive Practices: A Presentation for the ARL Fellows

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OCLC™

The world's libraries.
Connected.

Deconstruction AND Reinvention



Phoenix detail
from Aberdeen
Bestiary
(public domain)

“Within the next five years ...



... a large number of libraries will no longer have local OPACs. Instead, we will have entered a new age of data consolidation (either shared catalogs or catalogs that are integrated into discovery tools), both of our catalogs and our collections.”

Provocative Statement #5,

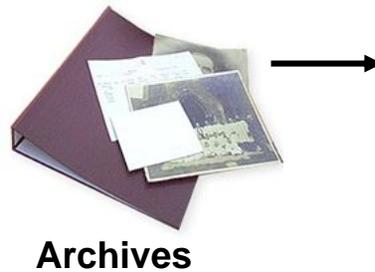
<http://www.taigaforum.org/docs/ProvocativeStatements.pdf>

The Way We Worked

Books
Journals
Newspapers
Gov docs
Maps
Scores
AV
Dissertations



Special collections
Manuscripts
Papers
Univ records

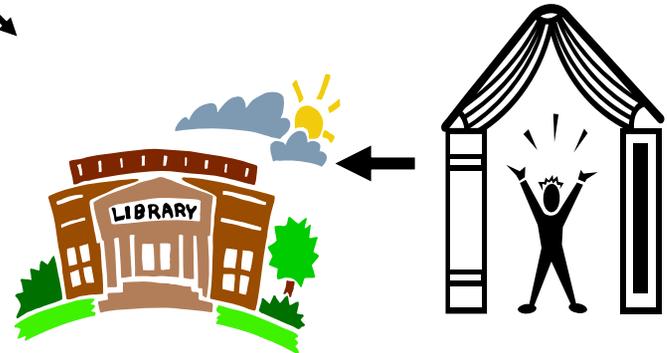


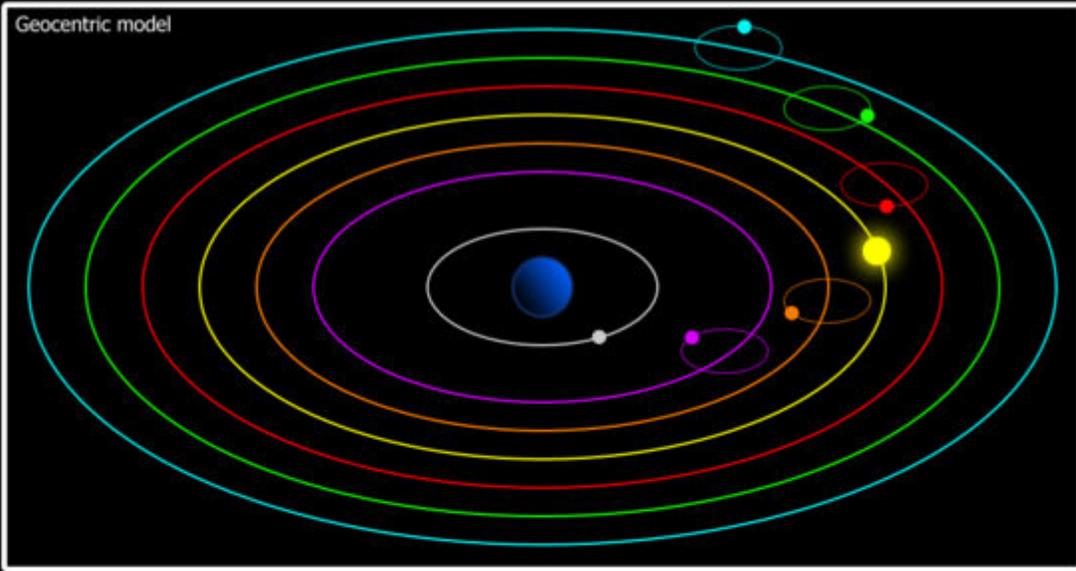
Journal articles
Conference proceedings
Etc.



Sample print indexes in the Reference Area, 1st floor, Main Library

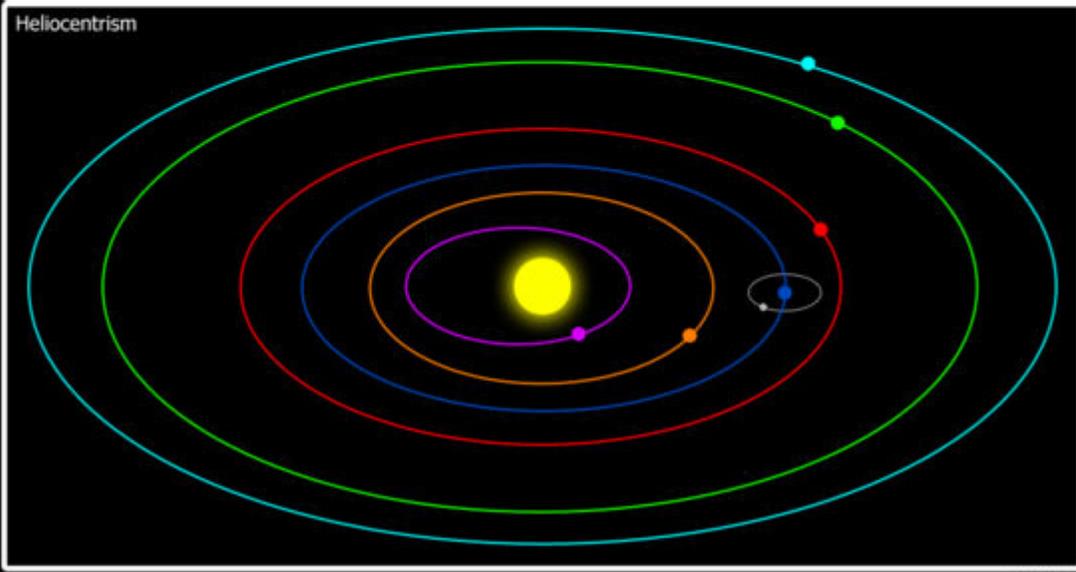
**Abstracting &
Indexing services**





Earth
Moon
Mercury
Venus
Sun
Mars
Jupiter
Saturn

**Geocentric/
Aristotelian view:
The local
catalog is the
sun**



**Heliocentric/
Copernican view:
The local catalog
is a planet**

A New Kind of Library



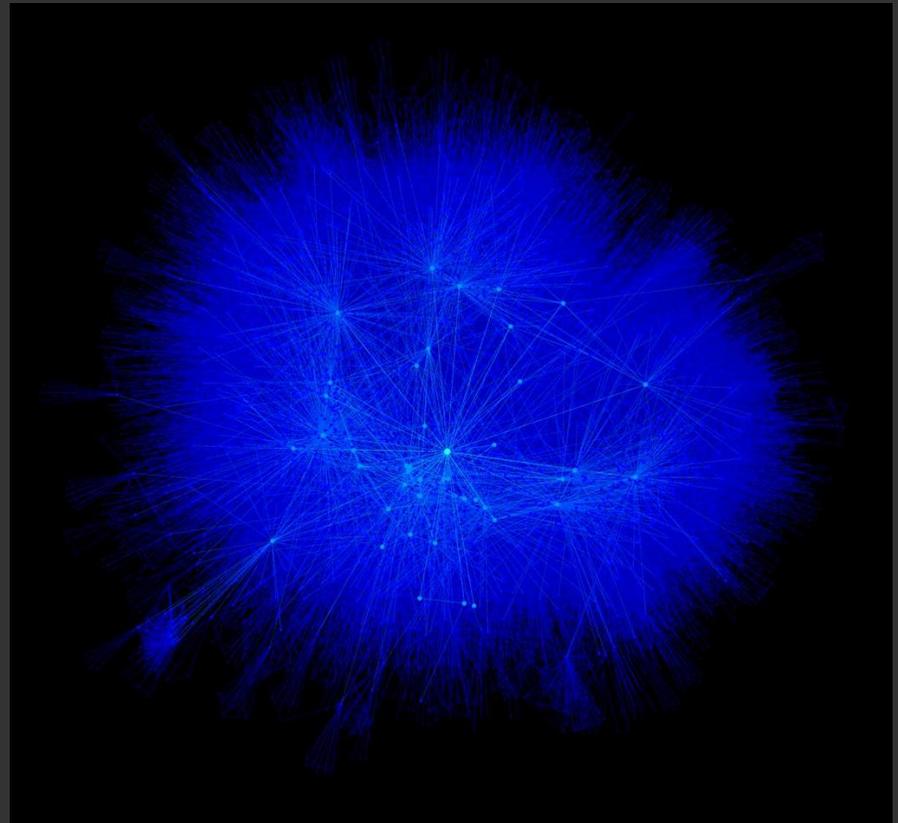
Build a vision of a new kind of library

Examine assumptions

Be more involved with research and learning materials and systems

Move to next generation systems and services

Make library collections and librarians more visible



An online social network

Bicentennial Conference on Bibliographic Control for the New Millennium

*Confronting the Challenges of
Networked Resources and the Web*

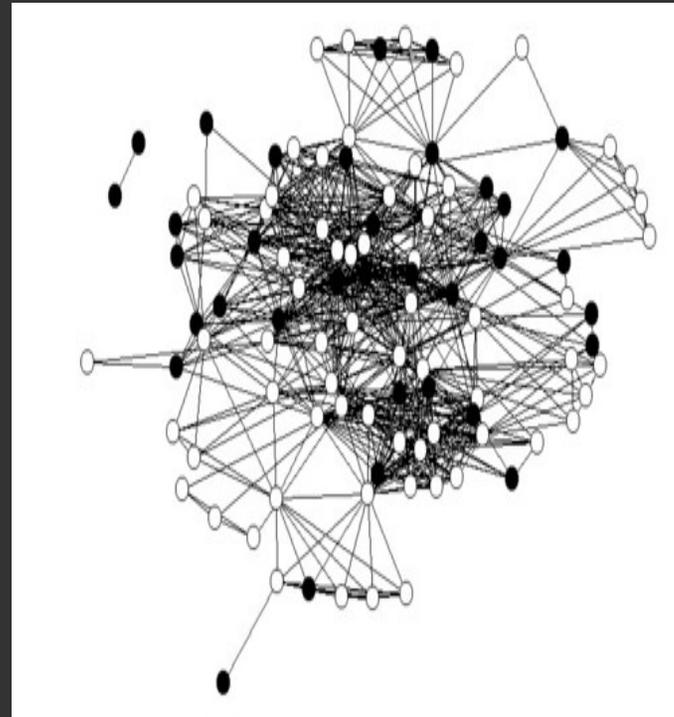


LC Action Item 6.4: “Support research and development on the changing nature of the catalog to include consideration of a framework for its integration with other discovery tools.”

Calhoun, Karen. [The Changing Nature of the Catalog and Its Integration with Other Discovery Tools](http://www.loc.gov/catdir/calhoun-report-final.pdf). Washington, DC: Library of Congress, 17 March 2006. <http://www.loc.gov/catdir/calhoun-report-final.pdf>

The Catalog in Context, 1

**Online catalogs
represent one
node in the
scholar's
information
universe**



The Catalog in Context, 2



**As information systems, catalogs are
hard to use**

**How OPACs Suck, Part 3:
The Big Picture**

Posted on 05/20/2006
at 10:57:26 AM

by Karen G. Schneider

[http://www.techsource.ala.org/blog/2006/05/
how-opacs-suck-part-3-the-big-picture.html](http://www.techsource.ala.org/blog/2006/05/how-opacs-suck-part-3-the-big-picture.html)

The Catalog in Context, 3

**Traditional
bibliographic
control practices
are slow, costly,
and do not scale**



The Catalog in Context, 4

**New initiatives
vie for resources
(both human and
financial) devoted
to producing
catalogs**



What To Do About It



Revitalize:

- 1. Innovate and reduce costs**
- 2. Develop new uses for catalog data**
- 3. Find new users for catalog data**

Innovations and Cost Reductions

- **Much better linkages: ingest, convert, extract, transfer**
- **Simplify & exploit all sources of catalog data**
- **Eliminate custom practices**
- **Automate and streamline workflows**
- **Explore automatic classification, subject analysis; reengineer and automate LCSH practice**
- **Mine catalog data for new uses**

How OCLC Can Help with Technical Services Budget Pressures



- Enable streamlined, re-engineered workflows starting with selection and extending to shelf ready
 - WorldCat Selection
 - WorldCat Cataloging Partners
- Catalog for you
 - Contract Cataloging (with re-engineered workflows)
 - Cataloging for Publishers/Vendors
 - Language Sets

New Uses and Users for Catalog Data: Outward Integration



"Integration should be outward rather than inward, with libraries seeking to use their components in new ways"

--Interviewee for LC report on future of the catalog

It should be as easy to borrow a book on the Web as it is to buy a book on the Web



DISCOVER

- Easy
- Fast
- Lots of starting points

REQUEST

- Easy
- No hassles
- Seamless

DELIVER

- Easy
- Fast
- Lots of formats

Find It on Google,* Get It from My Library



Open WorldCat,
WorldCat.org

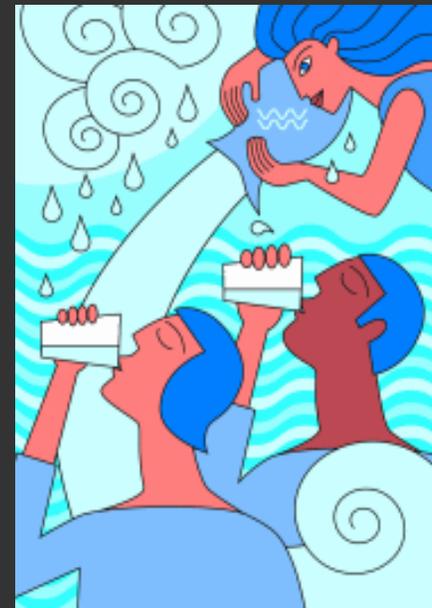
Google Scholar

Google Book Search

Microsoft Live Search Books

Million Book Project

Open Content Alliance, Open
Library



*The word "google" was first used in the 1927 Little Rascals silent film "Dog Heaven", used to refer to a having a drink of water.

[en.wikipedia.org/wiki/Google_\(verb\)](https://en.wikipedia.org/wiki/Google_(verb))

The Warren Report



Warren, Jenny. 2007. Directors' views on the future of cataloguing in Australia/New Zealand, 2007: a survey. Presented at the Australian Committee on Cataloguing annual meeting, September 2007. Available from:

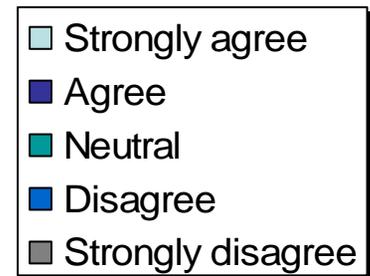
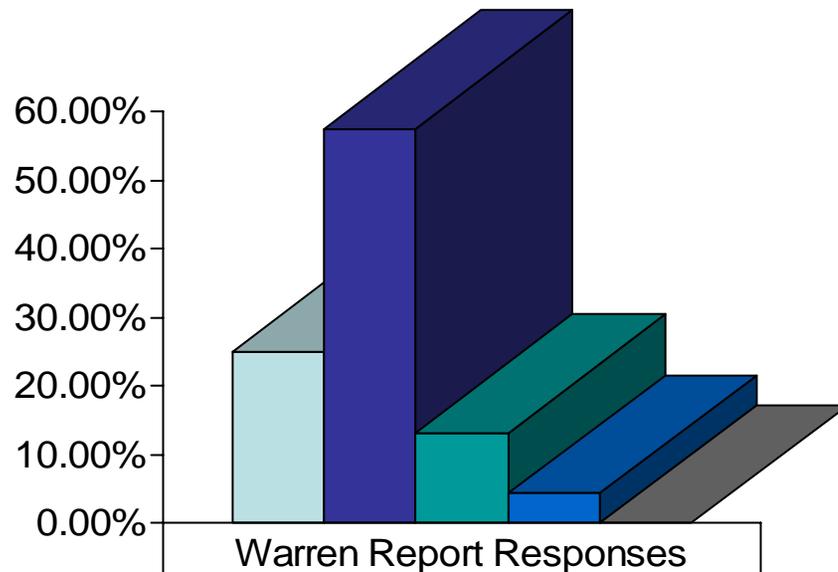
<http://www.nla.gov.au/lis/stndrds/grps/acoc/papers2007.html>

Metadata Re-Use and Interoperability

“Traditional cataloging practice is problematic because many communities outside librarianship use metadata—metadata that can and should be reused.”

Calhoun, Karen. 2007. “Being a librarian: metadata and metadata specialists in the twenty-first century.” *Library Hi Tech* 25:2, p. 174-196.

The challenge for cataloging is to emerge from silos which are already becoming untenable. We must engage with partners in publishing, commerce and rights management to realize the “bibliographic continuum” so that we can reuse metadata created by other constituencies.



Strongly agree	25.00%
Agree	57.40%
Neutral	13.20%
Disagree	4.40%
Strongly disagree	0.00%

Next Generation Cataloging

- Ingest publisher metadata in ONIX
- Crosswalk to MARC (poss. to other formats)
- Enhance publisher metadata by mining WorldCat
- Output MARC records (available early in the publishing life-cycle)
- Output enhanced ONIX data to publishers/other partners

PILOT PLANNING UNDER WAY

The “Quality” Debate



Specialist's view:

- Fullness and detail
- Review every record

Pragmatist's view:

- Speed and efficiency

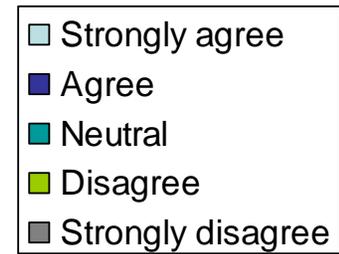
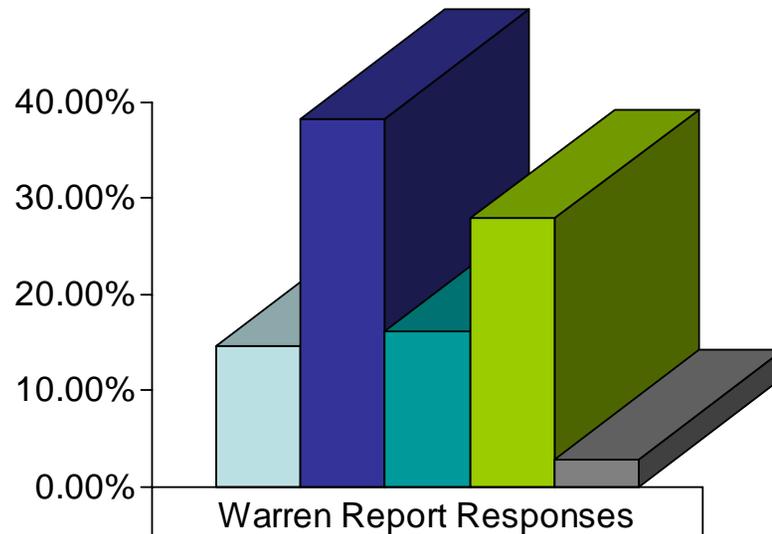
User's view:

- Easy, fast and convenient

Polarization: The Canyon Separating TS Practitioners (Experts) from TS Leaders (Pragmatists)



[We should] identify local customization (e.g., for call numbers) and record editing practices and eliminate them in favor of accepting as much cataloging copy as possible without review or modification (Calhoun report recommendation 4.1.5).



Strongly agree	14.70%
Agree	38.20%
Neutral	16.20%
Disagree	27.90%
Strongly disagree	2.90%

Assumptions and Mindsets: Evaluating Local Customization



“Approximately 55 percent of all editing changes could be identified as ‘cosmetic.’”

--Walter High, “How catalogers really edit OCLC records.” *North Carolina Libraries* (Fall 1991): 163.

OCLC Catalogers' Editing Practices

Research conducted at OCLC in 1992

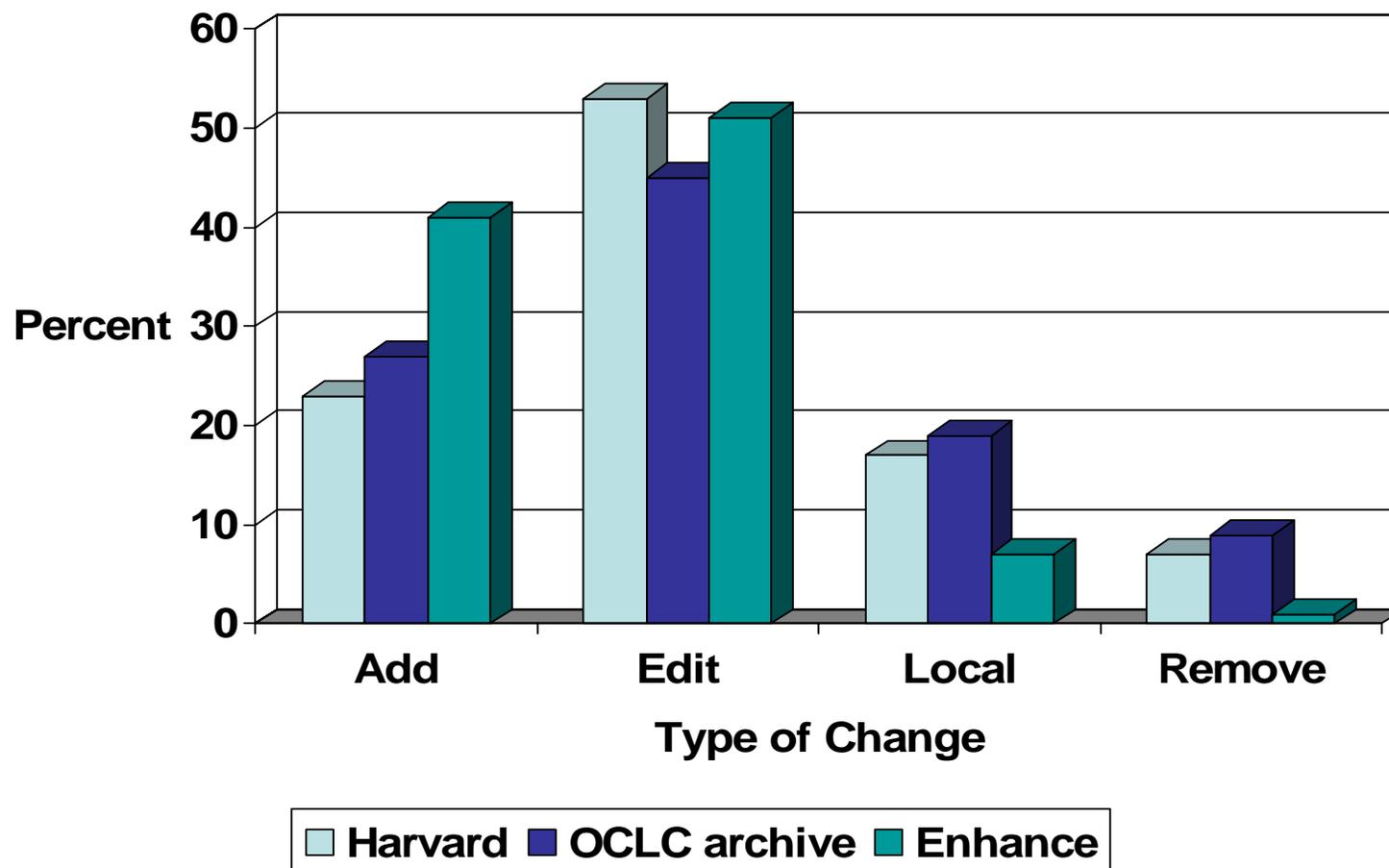
Data analysis by Carol Denehy, report by Karen Calhoun

Sample of about 7,000 changes

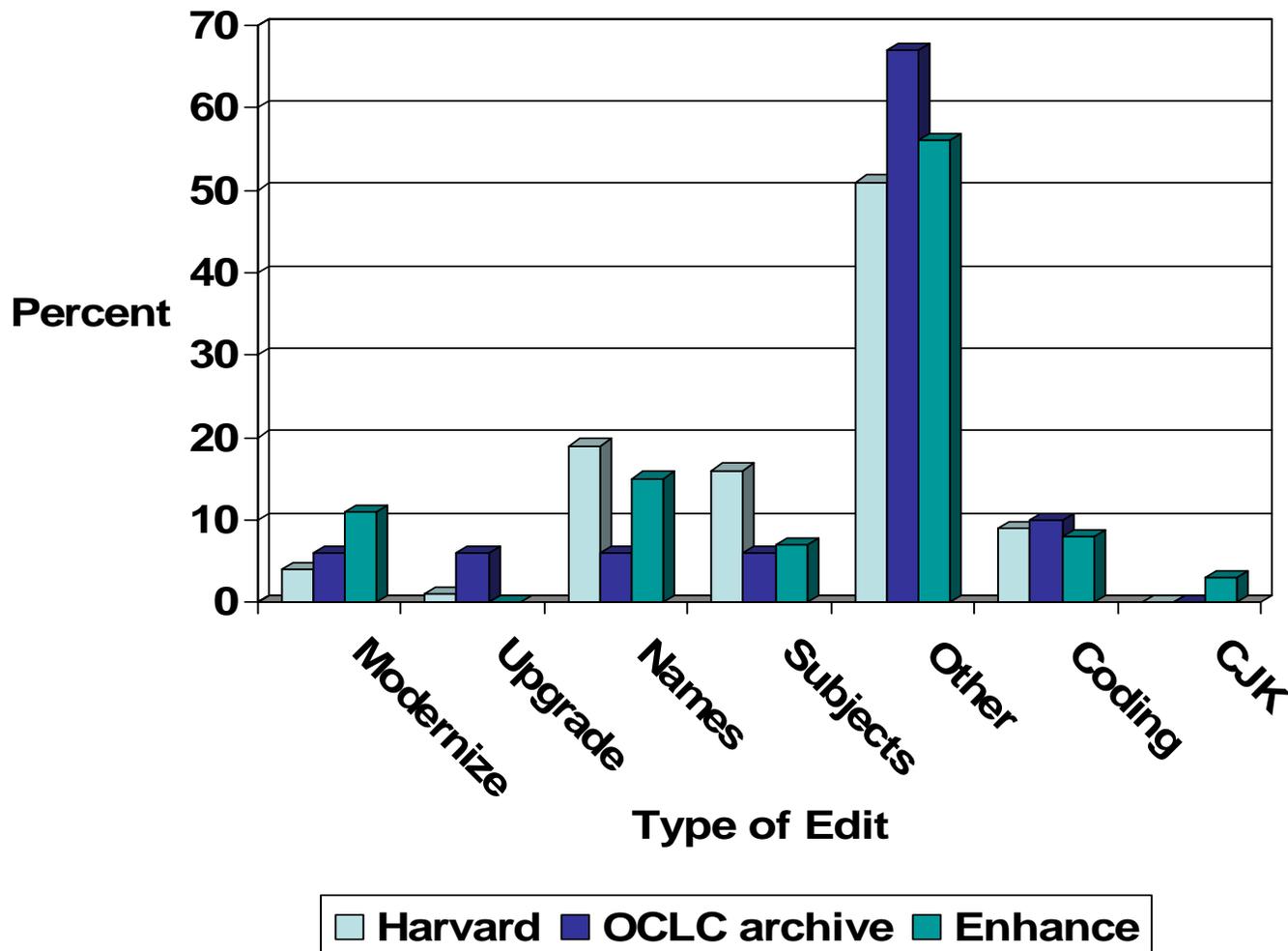
Objectives

- Determine if archives could be mined to enrich OCLC records
- Compare quality of locally-edited records to OCLC master records
- Analyze impact of Enhance program

Record Changes by Type and Source



Editorial Changes by Type and Source



“Other Editorial Changes”

- Well over half of the edits were insignificant changes that add nothing to discovery or identification of the item
 - Punctuation, capitalization, spacing
 - Minor editing of title, imprint, collation (no impact on retrieval)
 - Editing and addition of minor notes
 - Minute editing of content notes, changing the order of notes, etc.
 - Adding notes for data already represented in the record

Conclusions of the OCLC 1992 Study



- OCLC archives could be usefully mined to add call numbers to master records
- The difference in quality between locally-edited and master OCLC records is a wash
- Enhance is a valuable program; these libraries enrich records, but they also waste a good deal of time tweaking records

Conclusion: A New Vision for WorldCat Metadata Management



- Offer new or re-engineered services to help libraries capture significant savings in selection, acquisitions, and cataloging for redeployment to new initiatives to serve their communities
- Use WorldCat to help libraries expose their rich collections on the network
- Make the “world” in WorldCat real

Thank You!



Discussion, comments, questions?

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