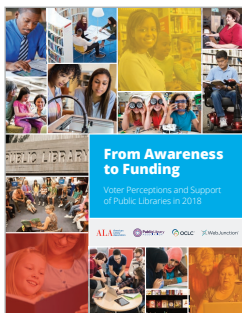


# OCLC Research Update

March–May 2018

## New national study by OCLC, ALA, PLA reveals voter perceptions of libraries

In 2008, OCLC® published *From Awareness to Funding: A Study of Library Support in America*, a national study of the awareness, attitudes, and underlying motivations among US voters for supporting library funding. The research, which was led by OCLC with funding by the Bill & Melinda Gates Foundation and conducted by Leo Burnett USA, dispelled long-held assumptions and provided eye-opening insights about who supports public library funding and for what reasons.



A decade later, OCLC has partnered with the American Library Association (ALA) and its Public Library Association (PLA) division to investigate current behaviors, perceptions, and support among US voters and how they may have shifted in recent years. The partners reengaged Leo Burnett USA and

revisited the survey instrument used in the original research. To allow for comparisons across segments and time, the new study is based largely on the original survey instrument, yet expands queries into new types of library services, community impact, perceptions of funding sources other than taxes, and attitudes toward federal taxation.

The analysis shows that libraries remain valued institutions that most voters have a positive association

with and find useful. Stalwart support for library funding continues in many communities as evidenced by the fact that the majority of local library ballot measures in recent years have passed. This new national voter data, however, indicates a softening in committed support for libraries over the past decade.

### Public libraries are essential to communities



**55%**

view the public library as an essential local institution



**58%**

believe public libraries advance education for any community

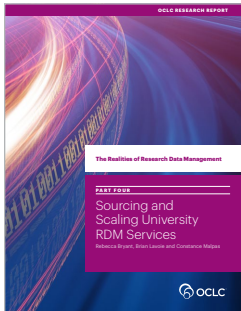


**44%**

view the library as a gathering place for community members

Download the summary report and access additional resources such as an infographic, the full data set, advocacy information, and more at [oclc.org/awareness2018](http://oclc.org/awareness2018).

## Incentives for building, sourcing, and scaling university RDM services explored in new reports



*The Realities of Research Data Management* is a series of four reports looking at the context, influences, and choices research universities face in building or acquiring RDM capacity. The findings are derived from detailed case studies by OCLC researchers Rebecca Bryant, Brian Lavoie, and Constance

Malpas of four research universities: the University of Edinburgh (UK), the University of Illinois at Urbana–Champaign (US), Monash University (Australia), and Wageningen University & Research (the Netherlands).

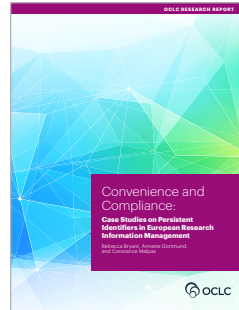
The first report, *A Tour of the Research Data Management (RDM) Service Space*, provided background context and a framework for subsequent reports. The second report, *Scoping the University RDM Service Bundle*, closely examined how each institution scoped its local RDM services. In the third report, *Incentives for Building University RDM Services*, the authors explore the incentives that inspired the acquisition of RDM capacity on the part of the four research universities, and describe both the general patterns and context-dependent circumstances that shaped these incentives.

Available in April, part four, *Sourcing and Scaling University RDM Services*, examines institutional choices for sourcing the provision, and scaling the deployment, of RDM services. Download the series at [oclc.org/rdm](https://oclc.org/rdm).

## Evaluate and share your library's impact

WebJunction® is hosting a free, three-part webinar series that will help public, academic, and research library staff ensure that library programs and services are meeting patrons' needs by using evaluation techniques that demonstrate results. Focused on user-centered assessment and evaluation, the series will help libraries go from gut instinct to data-supported proof. Learn more and register for the webinars at [oclc.org/assessmentwebinars](https://oclc.org/assessmentwebinars).

## Publications examine research information management practices



An emerging scholarly communications practice in many university libraries, research information management (RIM) is the aggregation, curation, and utilization of information about research. RIM intersects with many aspects of traditional library services and offers

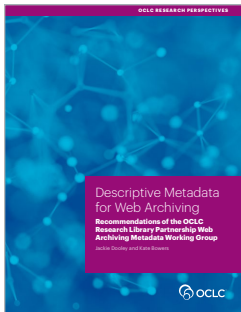
libraries new opportunities to support institutional and researcher goals. To better understand RIM, read the new OCLC Position, Paper *Research Information Management: Defining RIM and the Library's Role*.

Also available for download, OCLC Research Report *Convenience and Compliance: Case Studies on Persistent Identifiers in European Research Information Management* by Rebecca Bryant, Annette Dortmund, and Constance Malpas is the result of a collaboration with LIBER (Ligue des Bibliothèques Européennes de Recherche – Association of European Research Libraries) to explore the adoption and integration of persistent identifiers in European RIM infrastructures in Finland, Germany, and the Netherlands. Download the publications and learn more at [oclc.org/rim](https://oclc.org/rim).

## OCLC Research and Ithaka S+R team up for University Futures, Library Futures project

OCLC Research has partnered with Ithaka S+R on the project University Futures, Library Futures to examine the impact of increased institutional differentiation in universities on the organization of academic libraries and the services they provide. Supported in part by the Andrew W. Mellon Foundation, the project includes a survey of 1,500 US academic library directors and a literature review, and, ultimately, will result in a new framework for understanding the fit between emerging library service paradigms and university types. Visit the project page at [oclc.org/libfutures](https://oclc.org/libfutures) for updates, the literature review, and the data set and scoring formula.

## Web Archiving Metadata Working Group publishes research, recommendations



Web archiving has become imperative to ensure that our digital heritage does not disappear forever, yet many institutions have not begun this work. In addition, archived websites are not easily discoverable, which severely limits their use. To address this challenge, OCLC Research and

the Web Archiving Metadata Working Group have developed three publications now available on the OCLC Research website. The publications present user needs and behaviors, an evaluation of web archiving tools, and recommendations for descriptive metadata. The approach is tailored to the unique characteristics of archived websites, with an eye to helping institutions improve the consistency and efficiency of their metadata practices in this emerging area. Download the publications at [oclc.org/wam](https://oclc.org/wam).

## Leveraging Wikipedia book now available



Edited by OCLC Research's Merrilee Proffitt, *Leveraging Wikipedia: Connecting Communities of Knowledge* is now available from ALA Editions. Proffitt brings together contributors from academia, archives, libraries, and members of the volunteer Wikipedia community who together point toward connecting these

communities of knowledge.

Authors of the 15 chapters include OCLC Wikipedian-in-Residence Monika Sengul-Jones, who writes about US public librarianship with Wikipedia. This book will inspire libraries to get involved in the Wikipedia community through programs and activities. It also describes how libraries can partner with Wikipedia to improve content quality while simultaneously ensuring that library services and collections are more visible on the open web. Learn more at [oclc.org/wikipediabook](https://oclc.org/wikipediabook).

## Many Faces of Digital Visitors & Residents challenges digital natives paradigm



Written by Lynn Silipigni Connaway, Vanessa Kitzie, Erin M. Hood, and William Harvey, *The Many Faces of Digital Visitors and Residents: Facets of Online Engagement* challenges the digital natives vs. digital immigrants paradigm; that is, the common assumption that younger people prefer to

conduct research in a digital space while older people rely on physical sources for information.

Using a mapping tool to identify what technology students and faculty use as visitors or as residents, along with semi-structured individual interviews, diaries, and online surveys, the researchers analyzed the technology engagement of undergraduate students, graduate students, and faculty members in the United States, the United Kingdom, Spain, and Italy at a range of educational institutions. Download the report at [oclc.org/manyfaces](https://oclc.org/manyfaces) for the full findings and methods, and how to replicate a similar analysis of student and faculty engagement with technology at your institution.

## Save the date: ARC18

The 2018 OCLC Americas Regional Council Meeting will be held in Chicago, Illinois, October 25–26, 2018, at The Drake hotel. Stay tuned for the call for participation and registration.



## Next Steps for FAST

A FAST working group comprising representatives from five research libraries (Brown, Columbia, Cornell, Harvard, and Yale) collaborated with the OCLC Technical Research Team, OCLC Research Library Partnership's Karen Smith-Yoshimura, and OCLC Global Product Management to conduct a survey in November–December 2017 to assess usage of FAST (Faceted Application of Subject Terminology), its perceived benefits, and a ranking of current and potential future features. The survey received 586 responses. They indicate there is already considerable use of, and interest in, a production version of FAST. The two highest-ranked benefits: more subject access and improved discovery in faceted environments. Stay tuned to [www.oclc.org/research](http://www.oclc.org/research) for results from the survey.

## RLP institutions share equity, diversity, inclusion initiatives

The OCLC Research Library Partnership (RLP) surveyed partner institutions to find out to what extent and in what ways they are modifying library and archival collections, practices, and services through the lens of equity, diversity, and inclusion (EDI). A snapshot of efforts across the partnership, the survey, and resulting summary are intended as starting points for the RLP to facilitate a community-wide conversation about EDI issues. Read the results and access additional resources at [oclc.org/edi](http://oclc.org/edi).

## Partnership creates Linked Data Wikibase Prototype

At OCLC, we have been working with linked data for many years, exploring ways to leverage the scale of WorldCat® to drive efficiency and visibility for libraries. We have been pioneers in linked data research, and have developed pilot programs and business relationships that continue to inform our work as we integrate library linked data into key products and services.

Most recently, OCLC has been working closely with three partners—Cornell University, The University of California at Davis, and the Montana State Library—to prototype a new suite of linked data services, including

- a reconciliation service to connect legacy bibliographic information with linked data entities;
- a service to create and edit new linked data entity descriptions; and
- a service to create and edit relationships between entities.

Visit [oclc.org/linkeddatawikibase](http://oclc.org/linkeddatawikibase) to learn more about the resulting Linked Data Wikibase Prototype.

### ABOUT OCLC RESEARCH

OCLC Research is one of the world's leading centers devoted exclusively to the challenges facing libraries, archives, and museums in a rapidly changing information technology environment. We work to activate communities of practice to produce knowledge, evidence, and models that help libraries plan with confidence, position with effect, and make an impact.

**More information:** [www.oclc.org/research](http://www.oclc.org/research)

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