The ‘long tail’: implications and opportunities for union catalogues and resource sharing

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Outline

• Context
• Libraries Australia and the long tail
  – Future of the Catalogue
  – Exposing our content
• Rethinking Resource Sharing
Strategic directions
NATIONAL LIBRARY OF AUSTRALIA

DIRECTIONS
FOR 2006-2008

Our major undertaking in 2006-2008 will be to enhance learning and knowledge creation by further simplifying and integrating services that allow our users to find and get material, and by establishing new ways of collecting, sharing, recording, disseminating and preserving knowledge.
NATIONAL LIBRARY OF AUSTRALIA

DIRECTIONS
FOR 2006-2008

DESired outcome 2

To meet the needs of our users for rapid and easy access to our collections and other resources.
Libraries Australia

- Australian National Bibliographic Database – built by Australian libraries over 25 years
- 42 million items held by about 800 Australian libraries

Collection analysis using the ANBD


• 2002. *Australia university libraries: Collections overlap study*. NLA

• 2007. CAVAL project. CARM centre plus all CAVAL member holdings
Under-used catalogues?

“1% of Americans (2% of college students) start an electronic information search at a library web site” *Perceptions of libraries and information resources (OCLC, 2005). Appendix A*

“Today, a large and growing number of students and scholars routinely bypass library catalogs in favor of other discovery tools”

“The catalog is in decline, its processes and structures are unsustainable, and change needs to be swift”

*The changing nature of the catalog and its integration with other discovery tools (Karen Calhoun for the Library of Congress, 2006)*
The long tail

• Unlimited selection is revealing truths about what consumers want .... People are going deep into the catalog … and the more they find, the more they like. As they wander further from the beaten path, they discover their taste is not as mainstream as they thought

Libraries and the long tail

- 80% of people want just 20% of any collection
- 80% of the collection requested rarely
  - The long tail of sporadic usage
  - Represents a new business model
  - Fewer, larger resources => Union Catalogues
  - Project library services into Web 2.0 world

"Fewer but larger pools of metadata to support discovery would help"
Lorcan Dempsey, D-Lib, April 2006
Catalogues are hard to use

- Known item searching works pretty well but …
- Lots of topical searches and poor subject access
  - keyword searches often give too many or too few results – leads to general distrust among users
  - authority searching is under-utilized and misunderstood

- No relevance ranking = system sort order
- Often difficult to browse the catalogue
- Unforgiving of spelling errors, no stemming
- Response time doesn’t meet google generation expectations
A user-friendly catalogue

• Markey, D-Lib, 2007: ‘… requires a paradigm shift in library cataloging and in the design and development of online library catalogs that heed catalog users’ longtime demands for improvements to the searching experience’

• ‘The World-Wide Web has become the people's encyclopedia of choice … searching for information generally, conforms to the principle of least effort, … If an organization desires to have a high quality of information used, it must make ease of use of primary importance’
The solution?

citation links

annotation

rank the results

FRBR

integration

cluster

'did you mean?'
Ranking of bibliographic records

• We have good content to leverage: the catalogue record
  – Exact matches are more important than phrases
  – Matches in the main MARC fields (e.g. 245, 100) are more important than in the 700s or 800s
  – Matches in several fields are more important than single
    – Title, author and subject matches most important.

• We could also try using:
  – Is it a collection level record?
  – What sort of item is it?
  – How many libraries hold the item?
Australian Library Collections - Results 1-20 of 2022


Summary

For selected records: View Print Email

Australian Library Collections - first 10 of 2022


Library labs prototype

http://ll01.nla.gov.au/
Search for "bay of pgs"

Did you mean: bay of pigs?

Nothing found

Version 0.02 Prototype service with stale data; this is not a production service


5. The Bay of Pigs: the invasion of Cuba by Brigade 2506 / by Haynes Johnson ; with Manuel Artiune ... [et al.]. Johnson, Haynes. New York: Norton, [1964]. 1 v. score 871, held by 1 library.


8. The Bay of Pigs / Christine Fischman, book editor. San Diego: Greenhaven Press; Thomson Gale, c2004. 11 p.; ill., maps; 24 cm. score 376, held by 8 libraries.


Related subjects: Show facets

- United States [56]
- Foreign relations
  - Cuba [8]
  - 1961-1963 [8]
  - 1989 [2]
- Central Intelligence Agency [10]
- History [4]
- Biography [2]
- Social policy [2]
- Florida [3]
- Cuba [8]
- History
  - Invasion, 1961 [1]
  - Personal narratives [4]
- Aerial operations [7]
  - 1959 [4]
- Foreign relations -- United States [7]
- Print [3]
- Talking books [3]
- Australia [3]
- New Zealand [7]
- Cuban Missile Crisis, 1962 [3]
- Adventure stories [1]
- Castro, Fidel -- 1927 [7]
- Oral history [5]
From prototype to production

• Resource discovery services:
  – relevance ranking, clustering, annotation
  – new software platform
  – roll out from 2008

=> Better, more integrated discovery services with shared functionality
Exposing our content

- OCLC’s WorldCat
- Google
- Google scholar
- Google book search

More pathways => more users
| **Author:** | Colagiuri, Stephen |
| **Title:** | National Diabetes Strategy and Implementation Plan / [authors: Stephen Colagiuri, Ruth Colagiuri, Jeanette Ward] |
| **Publisher:** | Canberra : Diabetes Australia, 1998. |
| **Description:** | xxviii, 281 : ill., 30 cm. |
| **ISBN:** | 0642247161 |
| **Notes:** | "An initiative of the Ministerial Advisory Committee on Diabetes." Bibliography: p. 216-230. |
| **Subjects:** | Diabetes--Australia--Prevention.  
Diabetes--Australia--Treatment. |
| **Other Authors:** | Ward, Jeanette.  
Colagiuri, Ruth, 1945-  
Diabetes Australia. |
| **Bib ID:** | 573236 |

**Collect from:** Main Reading Room [Australian Collection]  
**Call Number:** Nq 616.462 C683  
**Status:** Available  
**Items/Issues Held:** pbk NLR JB0
Record Id: 10800477 (Australian Library Collections)
Author: Winton, Tim, 1960-
Title: The riders / Tim Winton.
Description: 377 p.; 24 cm.
ISBN: 073220780X
0500566567 (pbk)
036338419 (Ficador)
0280337066 (Ficador: pbk)
Language: English

Libraries that have this item:
Academy Library, University of NSW QDIEA (ADEF) 72395 main PR 9819.8 JAY588 R52 1994
ACT Library and Information Services, ACT Public Library (APL) F WIN
Australian Catholic University, Aquinas Campus, Callinan Library (VACUA) 000726628 A923.3 WIN <000726628>
Australian Catholic University, Banko Library (GACU) 001066532 A923.3 WIN <001066532>
Australian Catholic University, The Lawins Library (CALU) 001066532 A923.3 WIN <001066532>
Bayview Library Service, Bayview Library Service (BAY) HELD
Bland Shire Council, Bland Shire Library (BRLA) F WIN
Botany Bay City Council, Central Library, Eastgardens (NBEN) F WIN
Brimbank Library and Information Service, Sunshine Branch Library (WBRKB) FIC WINTO
Record Id: 3426404 (Australian Library Collections)


Published: Melbourne : Robertson & Mullen's, 1942.

Description: 213 p. : 22 cm.

LC Call Number: PR9610

Subjects: Australian poetry -- 19th century -- History and criticism

Language: English

Want to contact your library about this item?: Find contact details

Libraries that have this item:
- Academy Library, University of NSW, Australia (ADFA) 84019 main FR 9610.2 M6 1942
- Avondale College Library (AVO), 300615359 829.109 M78 +006615359
- Bond University Library (BONU), 131849 PR8610.5 M66 1942 +131849
- Central West Libraries, Orange Library (CWL), ME821.2 M60 RDF.ONLY
- Deakin University Library (DU), 3321700631866 QLG +3321700631866
- Edith Cowan University, Central Library (FWJ), 144036 CENTRAL - BOOKS A821.09 M824
- Geelong Grammar School Library (GGS), 819.109 M60
- Monash University Library (MUL), 842714049 MA821 M824 +ME426404
- Murdoch University Library (MUL), 829.141101 M60 1942 +ME
- National Library of Australia, National Library of Australia (NLA), 2320600 HNP 145 N A 821.09 MOO PAL 820.9P178 M624s NL A 821.09 MOO
- Southern Cross University Library (SCU), 820.915399 A821.09 MOO <800615399>
- Southern Tablelands Regional Library, Goulburn City Library (SNOT) held
- State Library of Queensland, State Library of Queensland (QSL), G 820.0109 1942
- State Library of South Australia (SLS) held
- State Library of Tasmania (TSL), 820.0109A M60
- State Library of Victoria (VSL), LT 819.51 A111 M819.5109 M7055 LD held
- University of Adelaide, Barr Smith Library (UAA), 621.09A M82
- University of Canberra, University of Canberra Library (UCC), 8405886 PR8610.4 M67 +8405886
- University of Melbourne, The University Library (UOM), 454 SPC4M1 LK4-MOORE held
- University of Newcastle, Auchmuty Library (UNCS), 8297932 LK4-MOORE <8297932>
New ways of searching

• Libraries Australia search box
• Support for OpenSearch
Resource Sharing - Supply

● Lorcan Dempsey's ILL stats
  - ILLs account for 1.7% of overall circulations

  “What this suggests is that we are not doing a very good job of aggregating supply (making it easy to find and obtain materials of interest wherever they are). The flow of materials from one library to another is very low when compared to the overall flow of materials within libraries.”

● Australian ILL stats
  - 2002-3 loans: ~200m (Public Lib & CAUL)
  - ILL: ~800k in total
  - of these CAUL supplied 93K original items, 212K photocopy/electronic items
  - ILLs account for 0.4% of overall circulations excluding school libraries
Resource Sharing - Demand

• “The concept of self-sufficiency has long been abandoned by University libraries.”
  – Schmidt, National Interlending and Document Delivery Summit in 1995

• Dempsey:
  “We have done some work looking at circulation data in two research libraries across several years. In each case, about 20% of books (we limited the investigation to English books) accounted for about 90% of circulations. What does this say about the aggregation of demand. Materials are not being united with users who might be interested in them. 'Just-in-case' collection development policies, at individual institutions, do not lead to optimal system wide allocation of resources.”
Rethinking resource sharing

• US-based group:
  – Specifications and prototypes
  – Universal “Get-It” button

• Australian group:
  – Reference Group established late 2006
  – Goal: To provide interlibrary loan services aimed at end users with primary participation, in the first instance, envisaged by the Public, State and National library sectors
Rethinking resource sharing

• Terms of Reference:
  – Contribute to the “Rethinking resource sharing” discussions occurring mainly in the United States; and
  – Develop high-level requirements for and investigate the feasibility of an end user focussed service for easy access to loans and copies in Australian Library Collections.
Rethinking resource sharing

• Members:
  – Tony Boston, NLA
  – Debbie Campbell, NLA
  – Christine Cother, University of South Australia
  – Lynn Fletcher, TAFE
  – Kent Fitch, NLA
  – Margaret Hyland, ACT Public Library Service
  – Kate Irvine, SLV
  – Roxanne Missingham, Australian Parliamentary Library
  – Margarita Moreno, NLA
  – Alison Sutherland, SLWA
  – Rob Walls, NLA
Pilot project

- Libraries Australia:
  - end user requesting, home delivery of items
- Pilot: selected libraries and NLA
Pilot project

Principles

• To build on existing systems
• Should be simple to use
• Should incur the least effort for users and participating libraries
• Be affordable to users and libraries.
Pilot project

Assumptions:

1. Libraries Australia Search is the interface used to access the home delivery option.
2. Registration is not required until the user places an order. Register only once. (tbd)
3. Credit card details can be securely stored on the registration system. (tbd)
4. Registration system will allow for encrypted/secure storage of personal and financial information.
5. Home Delivery button only shows if Loan is requested and item is available for Home Delivery.
Pilot project

User requesting process

1. User searches LA for item
2. LA results are displayed preferably by:
   - format
   - availability
   - edition etc.
3. Display editions with:
   - A list of holding libraries
   - status of the item
   - options:
     - Home Delivery
     - Copies Direct
     - Publisher etc.
4. User selects Home Delivery

Issues:
- options for user registration system to keep or not keep credit card details
- amount of fund to be committed
- lost book fee
- charge after supply
- refund
- cancel committed fund due to non-supply
- credit card become invalid after book is lent

User fills Home Delivery request form

User fills registration form if it is the first time to use Home Delivery service

Credit card facility
Pilot project

Issues:

• E-commerce
• Register users
• Availability information
• Delivery costs
• Changes to Libraries Australia
• Lost/damaged items
Conclusion

• Large aggregations of metadata, eg Union Catalogues are key information sources in the “long tail” environment

• The challenge for libraries: to make our services easier to use, more integrated with fewer barriers to finding and getting resources