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DEMPSEY, Lorcan

OCLC (Online Computer Library Center)

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# The inside out library: libraries in the age of Amazoogole

**Lorcan Dempsey**

**OCLC**

**LIBER pre-conference:  
Converging and dissolving the  
University library.**

**University Library of Groningen,  
the Netherlands**

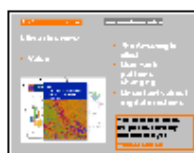
**5 July 2005**



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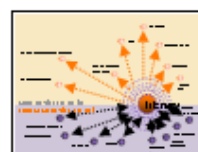
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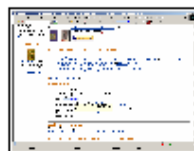
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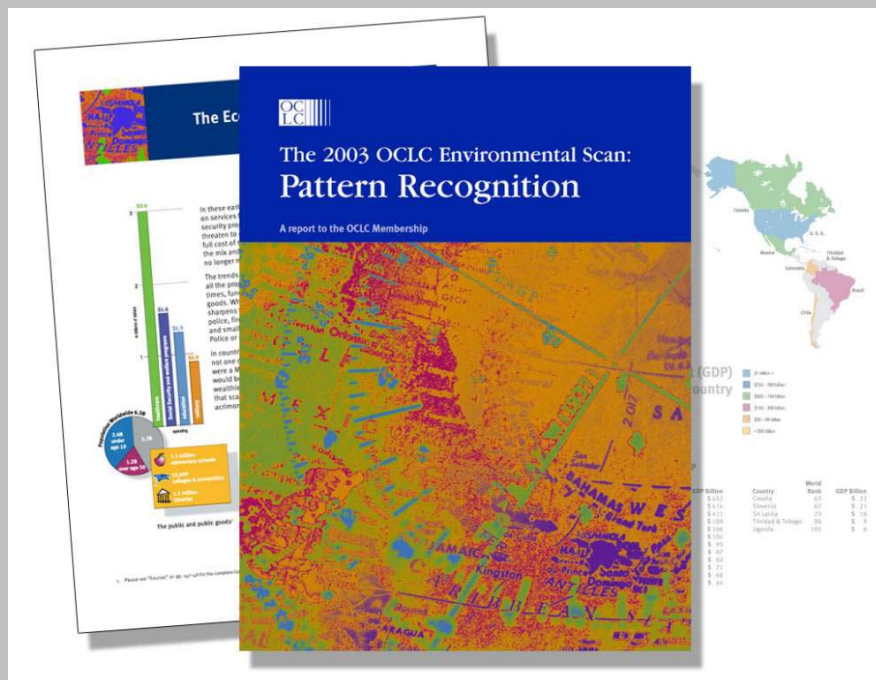
# Overview

- Beginning
- Amazoogole
- Libraries
- End

# Libraries now

- Value

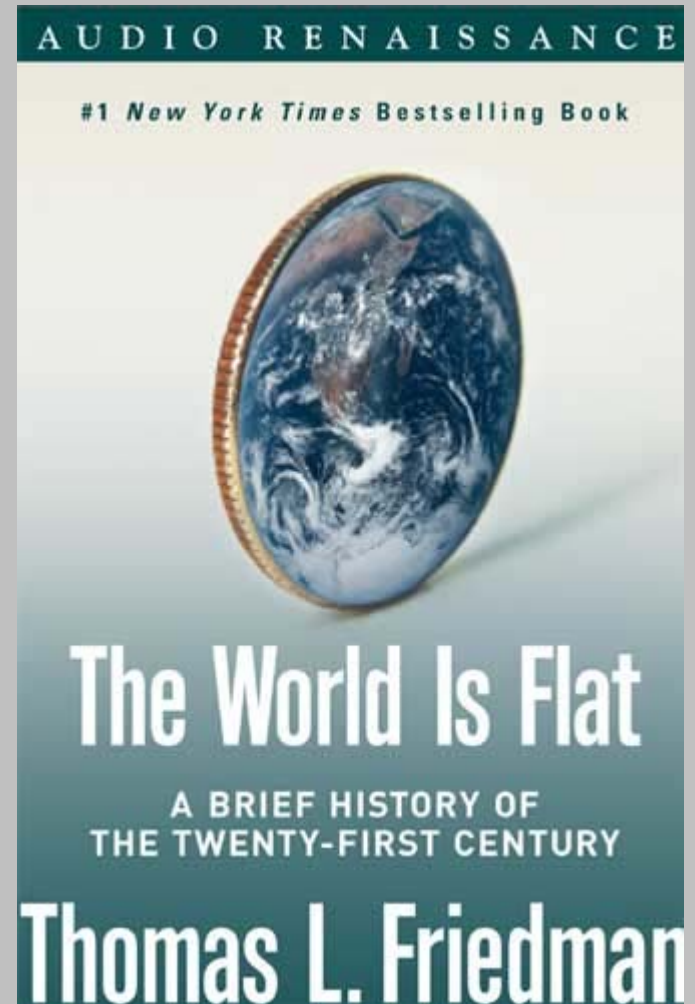
- The Amazoogole effect
- User work patterns changing
- Uncertainty about digital directions



**'The future is here.  
It's just not evenly  
distributed yet'**

**William Gibson**

Beginning



# A flat world: coordinates adapted from Friedman

- A digital platform
- Computation and communication
- Reduced friction in workflows
- 'Web services' – communicating applications
- Streamlined logistics and supply chain
- Distributed global deep collaboration and sourcing
- Processes assembled based on cost and efficiency
  - Vertical intra-organizational assembly
  - horizontal interorganizational assembly

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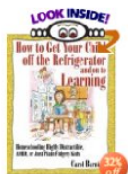
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Amazoogle

## Web hub services

## Library

A comprehensive discovery experience

Predictable, often immediate, fulfilment

Data works hard

Machine interfaces  
Stitch into user environments

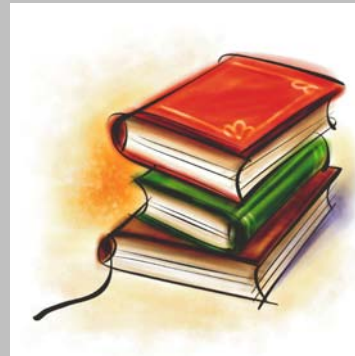
Co-created with users





# Libraries

- Some book data
- Zero sum game
- Flattening and flow
- OCLC



# Looking at Library Print Book Collections ... Systematically

OCLC/Ithaka collaboration: Use WorldCat to characterize the “system-wide” print book collection – i.e., aggregate print book holdings in WorldCat



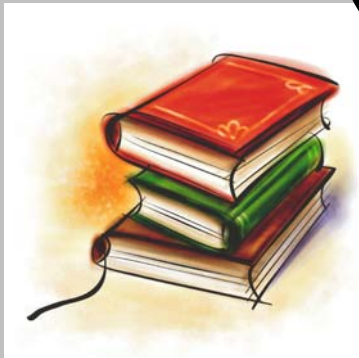
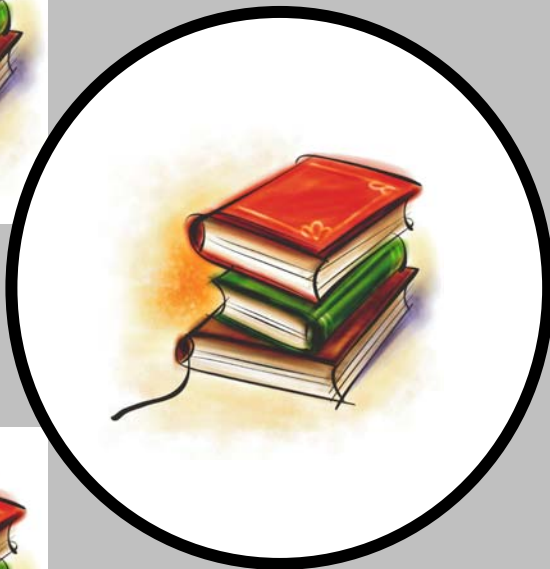
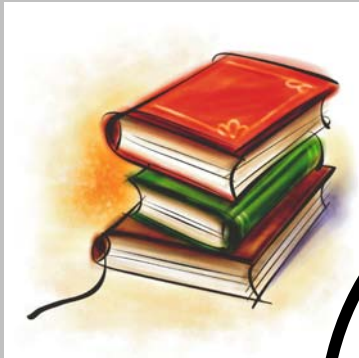
32 million print books, representing  
26 million distinct works

Only about 120,000 works had both  
print book and e-book manifestations

Half of print books published after  
1977; more than 80% still “in copyright”

Rareness is common! Only a third of print  
books have more than five holdings; half have  
two or less

# GooglePrintLibraries



Potentially covers about one third of print books in WorldCat

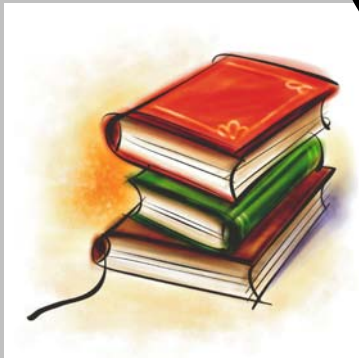
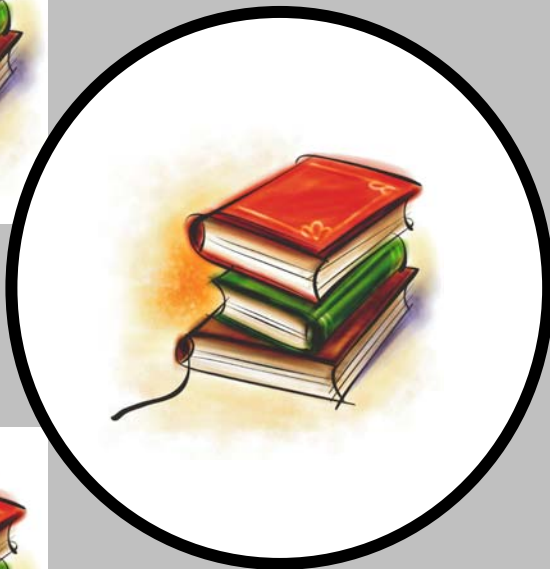
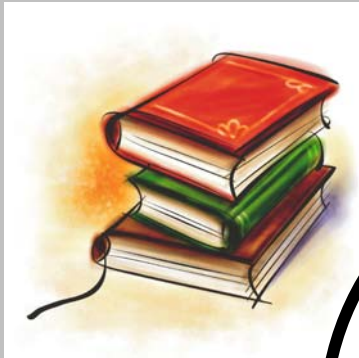
~60 percent of total G5 books held by only one of the Google 5

Less than 5 percent held by all of the Google 5

~20 percent of total G5 print books out of copyright

*Paper forthcoming ...*

# GooglePrintLibraries



## Unique titles

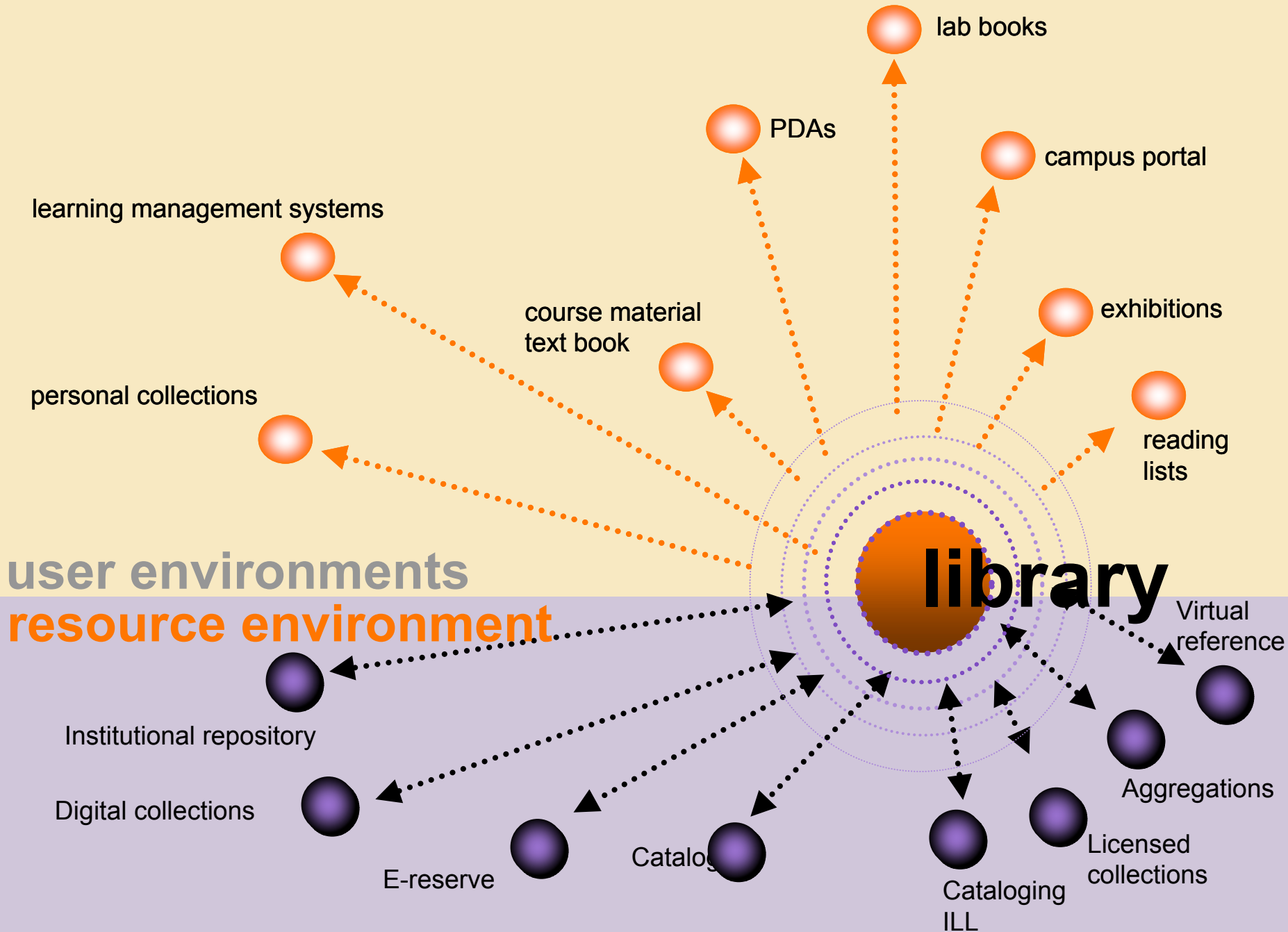
- \* ~49% English language Materials.
- \* ~23% French/ German/Spanish
- \* Balance distributed over 400 languages.

'Potential contribution study' shows large metropolitan library with most additional unique material to add.

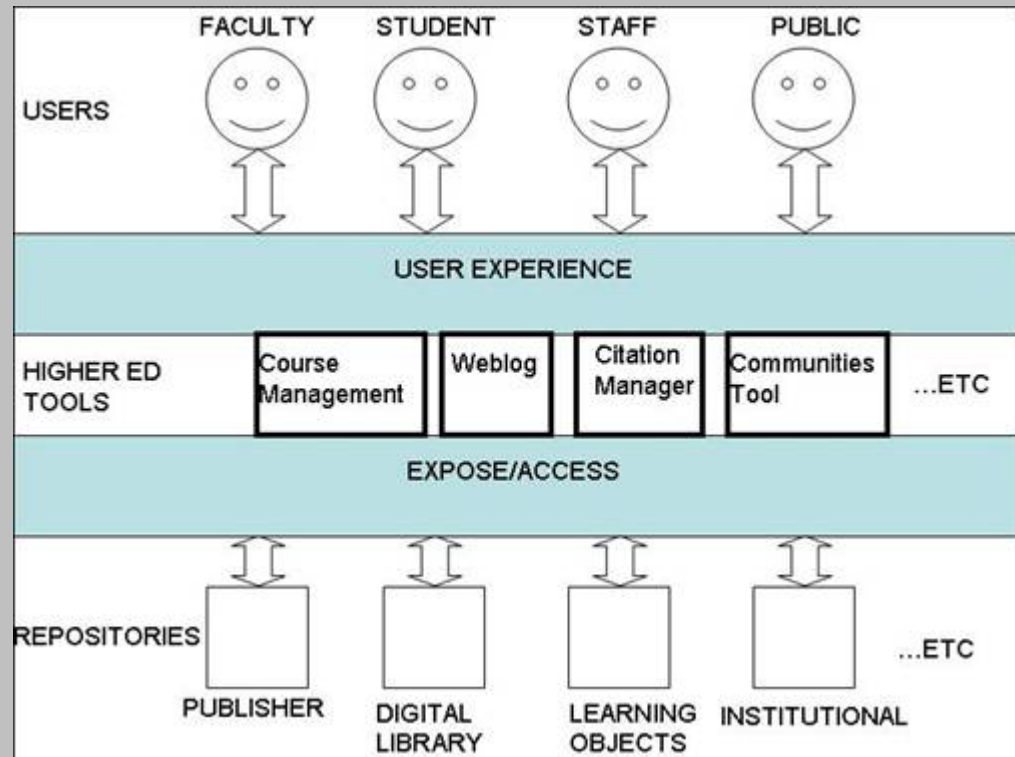
Overlap less among out of copyright materials



... flow and flattening ...

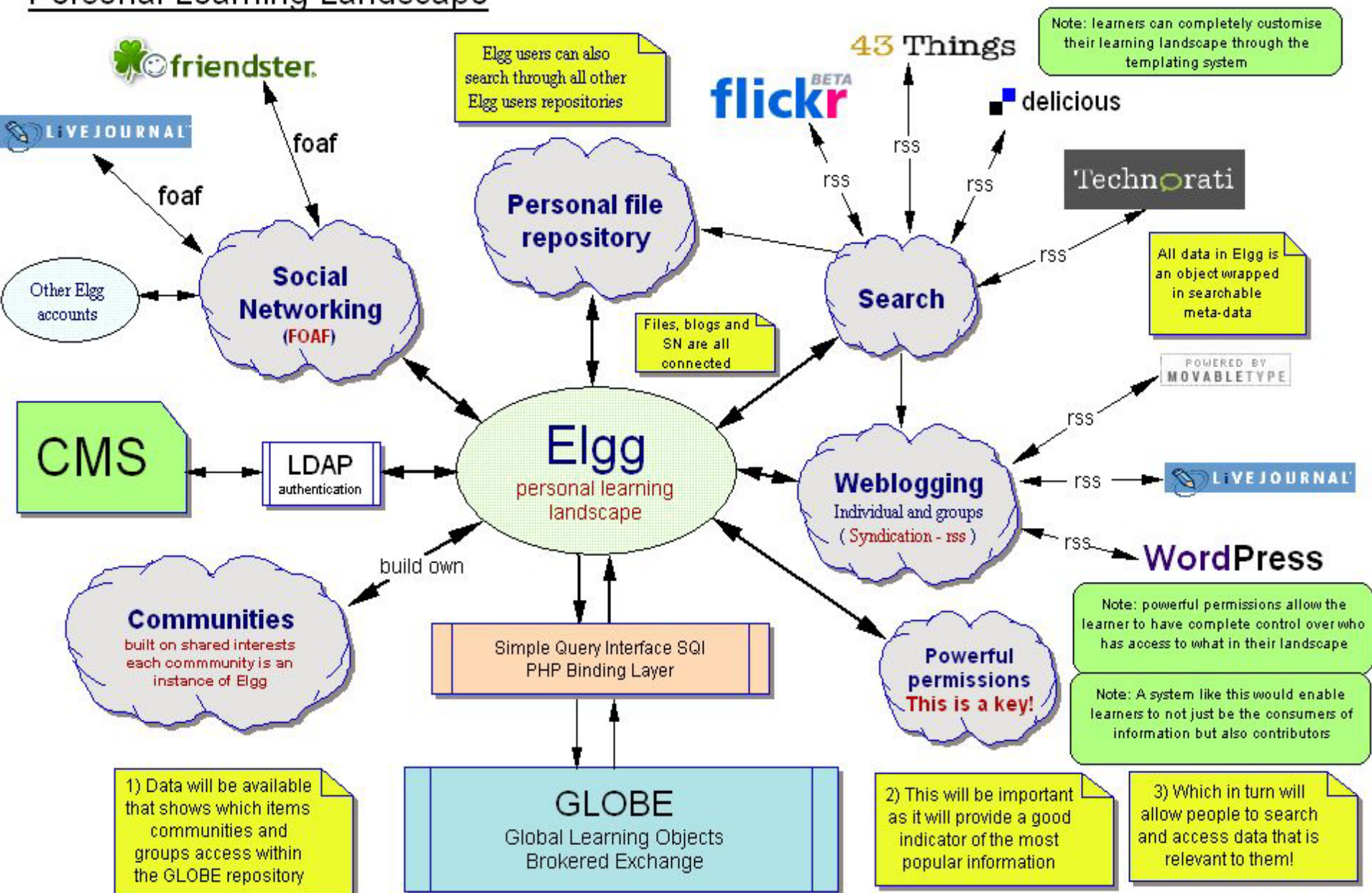


Think  
about libraries  
and the  
environment  
of learning ....



Gather -- create -- share

# Personal Learning Landscape



I suggest that the key strategic challenge for information professionals is that many involved in shaping the future of e-learning do not see the relevance of our content and services to their endeavours. Rebranding is needed to transform “library” and “published” content into “learning tools”.

Alicia Wise, CEO, Publishers Licensing Society

# Imperative is to release value in the user environment: reduce friction

1. In the user workflow
  - Workflow as 'intermediate' consumer
  - Search engine, CMS, RSS, toolbar, extensions, ...

---
2. Integration: resource integration supports integration into user environment
  - No service is the sole focus of user attention
  - Plug into multiple channels for discovery, location, fulfillment, ... web services

---
3. Liquid linkable content
  - Gather, create, share
    - Search, link, reuse, analyse, chunk, create,

# In the user \*-flow

- Workflow
- Learnflow
- Commuteflow
- Lifeflow
- Research flow e.g.
  - Personal collections and citation chaining
  - Integration of data and literature

## Gamers as Metaphor

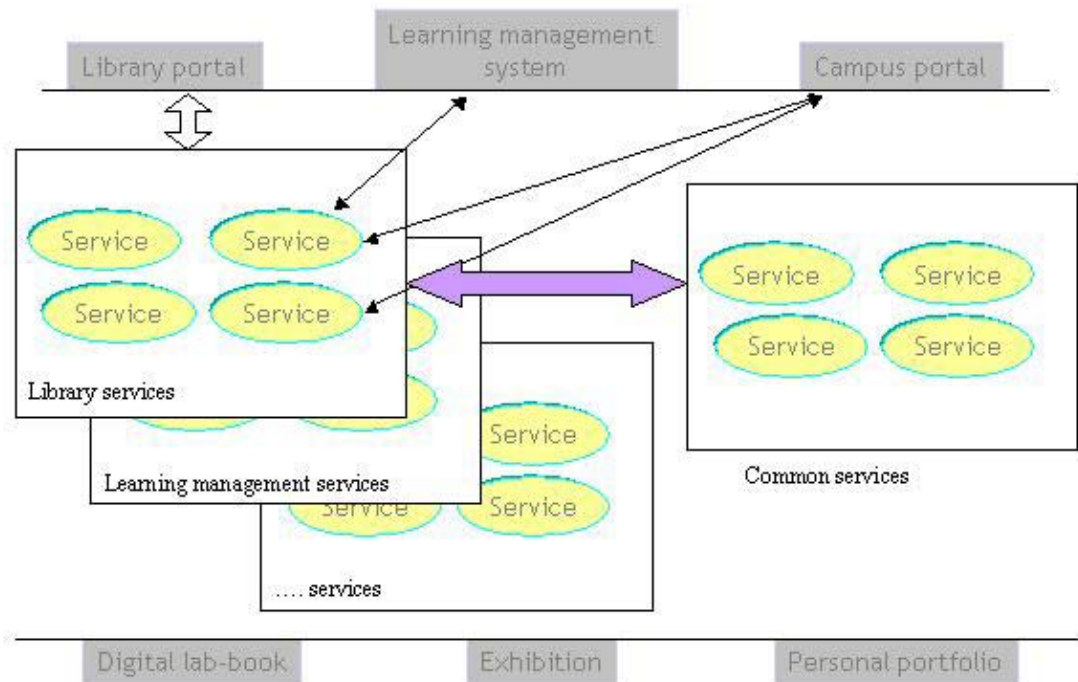
- Compete
- Collaborate
- Create



# A more modular institutional approach

Requires  
**institutional**  
business  
modelling  
and  
architectural  
perspective

Figure 11



# Sourcing services

- History of cooperative and third party sourcing:
  - Cataloging
  - ILL
  - A&I
- What about:
  - Ratings and recommendation
  - Digital preservation
  - Exposing to search engines
  - Knowledge base for e-resource management
  - Digitization/storage of print collections
  - Metadata and content aggregation
  - Data analysis
  - Repository
  - ...

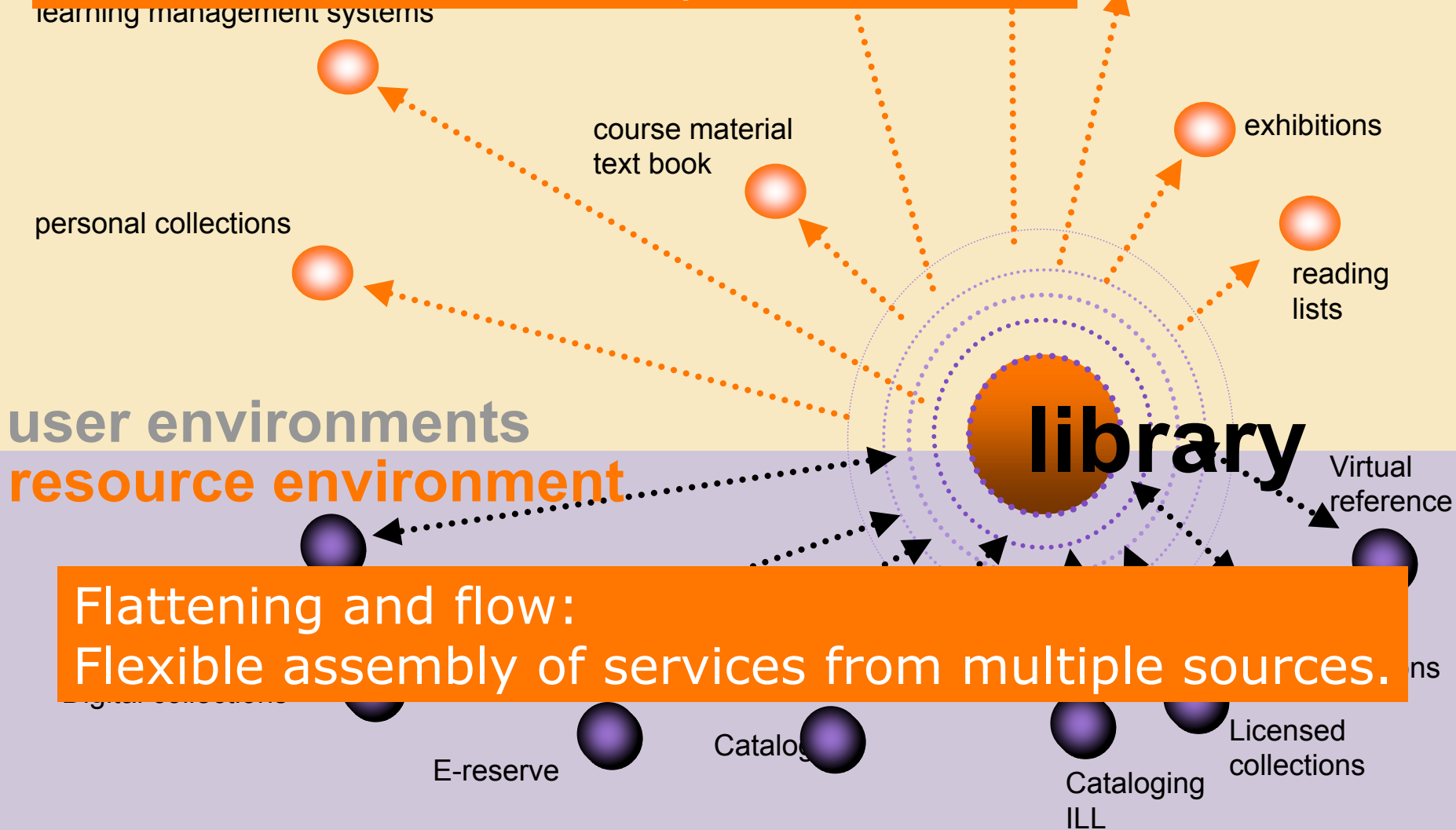
# Sourcing options

- Deep resource sharing
- Develop 'horizontal' shared services – remove redundancies and build capacity
- Institutional
  - Enterprise systems
  - Research and learning infrastructure
  - Cultural institutions
- Jurisdictional
  - California Digital Library
  - DEFF
  - JISC, SURF?
- Third party
  - Consortial
  - Vendor

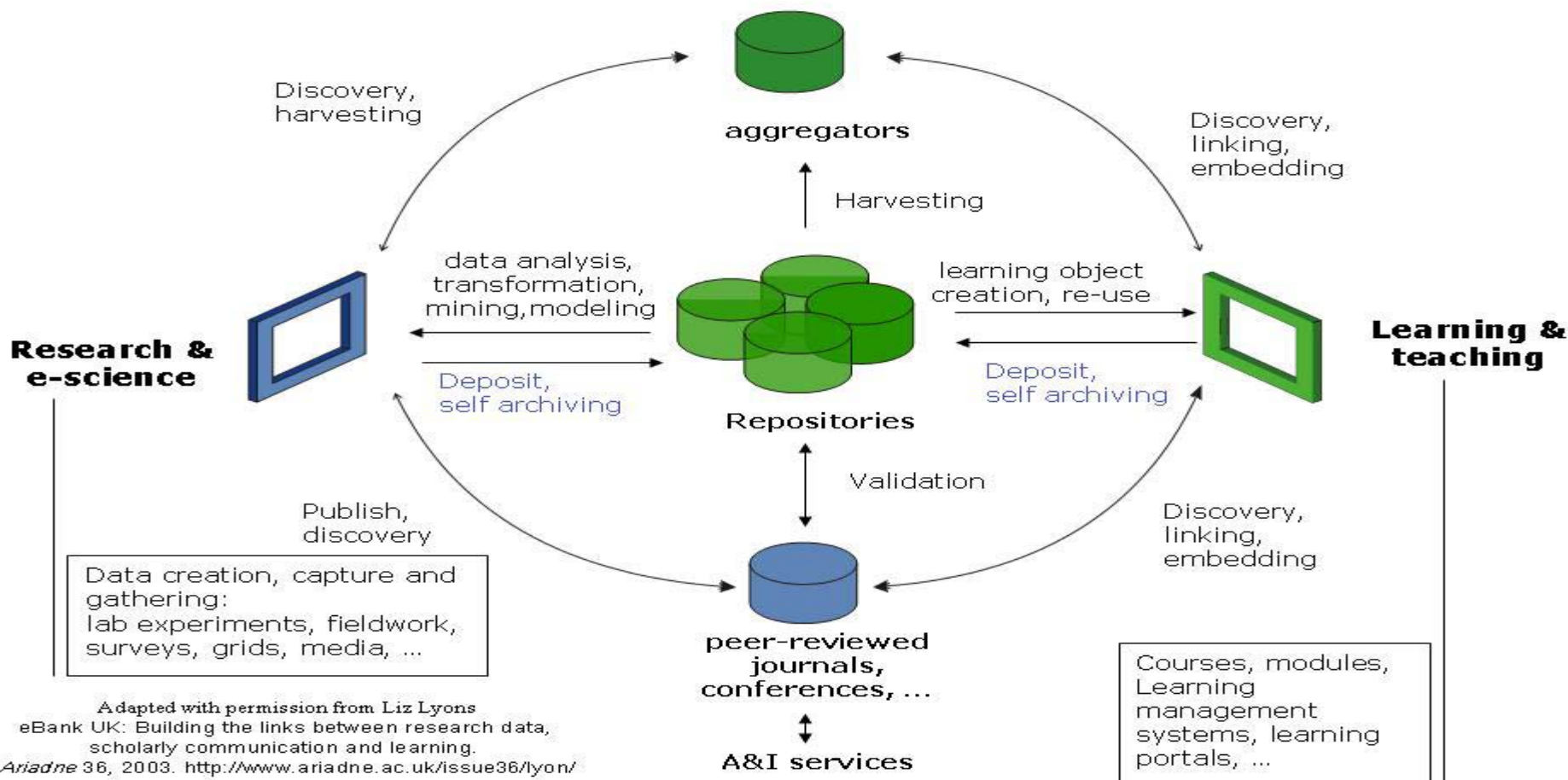


- Issues
  - New processes not well enough defined
  - Third party services underdeveloped
  - Project mentality
  - 'Vertical' structures entrenched – within and between institutions
  - Lack of architecture/business model

Flow and flattening:  
the library in the user environment,  
Not the user in the library environment.



# A developing responsibility: Institutional intellectual asset management



# Convergence and dissolving of boundaries

- It is not enough just making resources available on the network
  - Have to be integrated into workflows
    - User workflow
    - Library workflow
- A library will source services within multiple deep collaborative and third-party arrangements
  - Need to standardize processes
  - Shared services – institution, interinstitution
  - More hosted services?
  - Organizational structures lacking.
- Approaches to management and disclosure of institutional intellectual assets posing new requirements

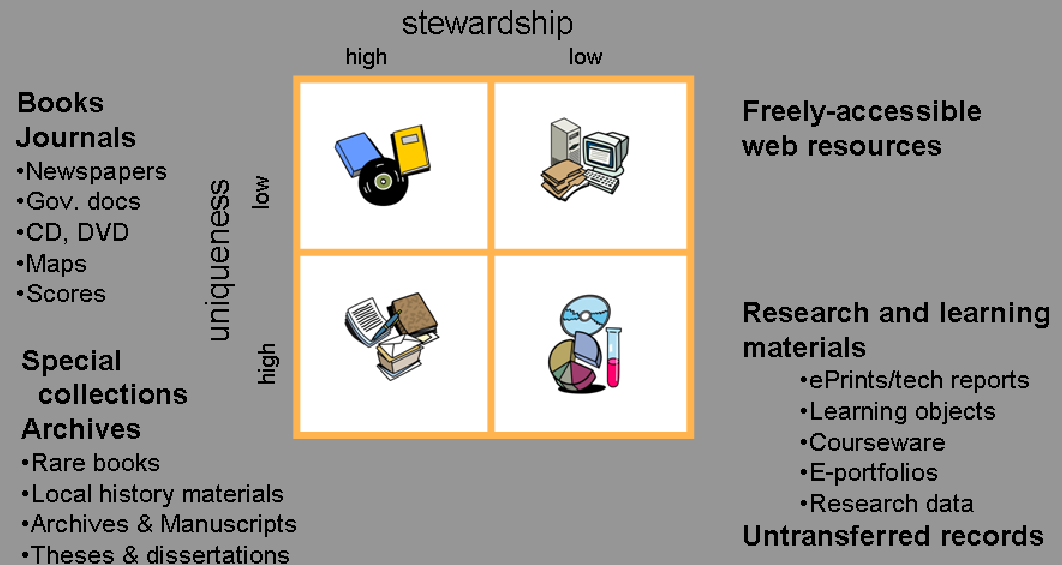
# Zero sum game: library spend

- Within institutions
- An evolving research and learning infrastructure
- Management and disclosure of institutional assets
- The library and ... ?
- Evolving roles and architectures

# Zero sum game collections

- Balance of investment?
- Money follows use
- Value
- Structure of costs reflects print heritage
  - Rising costs of managing books?
  - Costs of managing digital?

## Collections grid



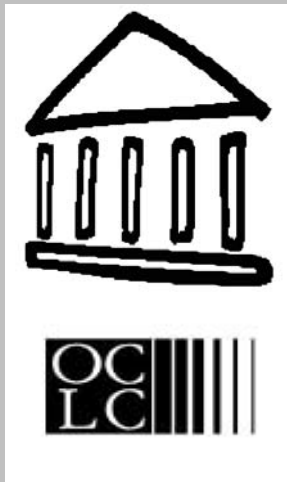
- Newer developments grant-funded?
  - Digitizing special collections
  - Institutional repositories

## Zero sum game 3: library systems market

- Vertical players
- Little growth
- Chasing incremental sales – metasearch, resolver, repository, ... but no 'new' money
- Difficult to standardize new processes in absence of dominant players (e.g. repositories)

# Zero sum game

- Challenge:
  - User behaviours changing
  - Diversifying requirements
  - Value in age of Amazoogole
  - Level resourcing
  
- Must:
  - Find efficiencies in routine operations
  - Find ways to avoid redundancies within and between institution
  - Innovate system-wide.



# OCLC

- Help libraries mobilize their collective resources
- Open WorldCat
- Service discovery and routing on the web
- Group catalogue
- A service destination
- E-Resource management
- E-serials holdings service

Web hub services	Library	OCLC response	
A comprehensive discovery experience	Fragmented	OpenWorldCat, Group catalog	
Predictable, often immediate, fulfilment	Intermittent	Expose services in OWC	
Data works hard	Passive	FRBR, exploit data, Collection analysis	
Open to other applications	Monolithic	Key objective to introduce web services	
Co-created with users	Monolithic	WorldCat WIKI	

# Open WorldCat

- Help libraries mobilize their collective resources
- Expose data to search engines
- Act as a discovery engine and service router



United States

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WorldCat : Open WorldCat program : Open WorldCat-enabled search tools

## Open WorldCat-enabled Web tools

Open WorldCat offers the convenience of locating library-owned materials on the Web—and the tools below give you the added convenience of performing your search from handy locations on your PC desktop.

### Yahoo! Toolbar with WorldCat searching



This special edition on the Yahoo! Toolbar provides always-there access to Open WorldCat records via Yahoo! Search, plus the full complement of Yahoo! services.

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### Google Toolbar Autolink feature



The newest version of Google Toolbar enables always-there access to Open WorldCat records through its Autolink feature. Autolink detects the presence of specific kinds of information on the current Web page and—by pressing the Autolink button on the Toolbar—links to related or lookup information for that item.

The presence of ISBN numbers in Web content changes the title of the Autolink button to "Show Book Info." Clicking the button in this state triggers a link to Open WorldCat when "WorldCat"

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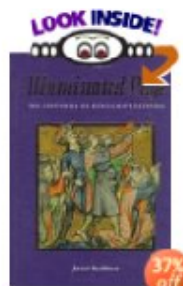
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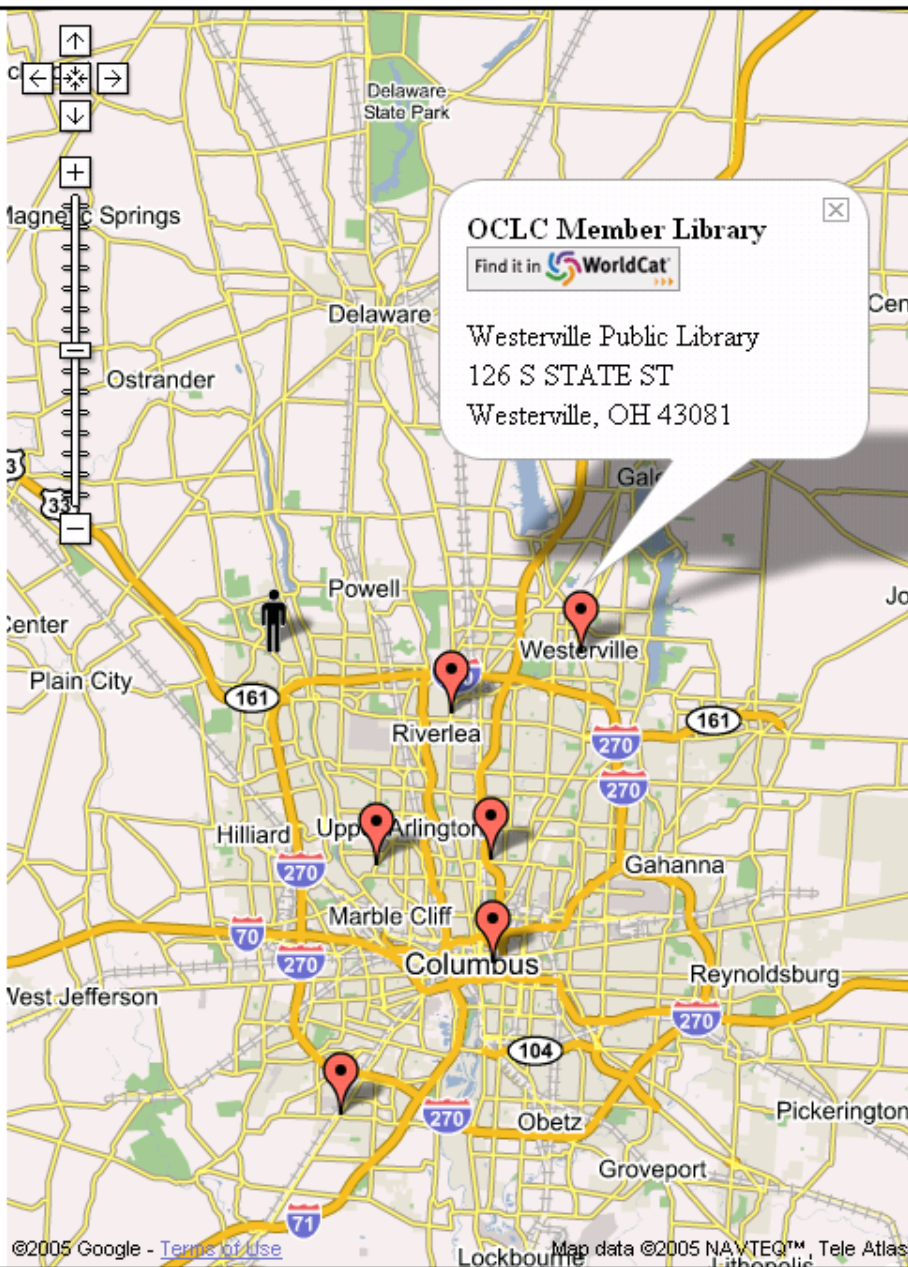
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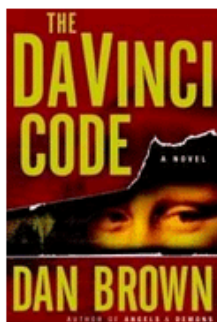
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## The Da Vinci Code: A Novel

by Dan Brown

Type: English : Book : Fiction

Publisher: New York : Doubleday, 2003

ISBN: 0385504209

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The end

- Amazoogole shows benefits of:
  - Centralization
  - Distribution
- Libraries need to overcome fragmentation caused by vertical silos
  - Applications: Disintegrate to better integrate (biblioacid)
  - Data: Aggregate
- Partnership based on an articulation of the value of the library

- A growing focus on value
- The value of the library is released in the user workflow – the inside out library
- Zero-sum game – a growing focus on systemwide efficiencies
- Can only be achieved through deep collaborations within institution, between institutions and with third-party providers. Current development path is unsustainable.
- Dissolving and convergence
- With entities both inside and outside the institution

# Thank you!

**Lorcan**

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