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WorldCat Discovery: making libraries more visible and incresing global resources sharing and discovery

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WorldCat Discovery – making libraries more visible

Janet Lees
LIBER, Uppsala 2006



OCLC PICA

At the heart of your information

Today's Issue

“People know libraries contain large quantities of authoritative information, but ease of access and convenience trump such qualities in a heartbeat”

Eric Lease Morgan : “Top Tech Trends for ALA 2006” – LITA blog 18 06 2006

Perceptions of Libraries and Information Resources



*A report to the
OCLC Membership*

College Students' Perceptions of Libraries and Information Resources



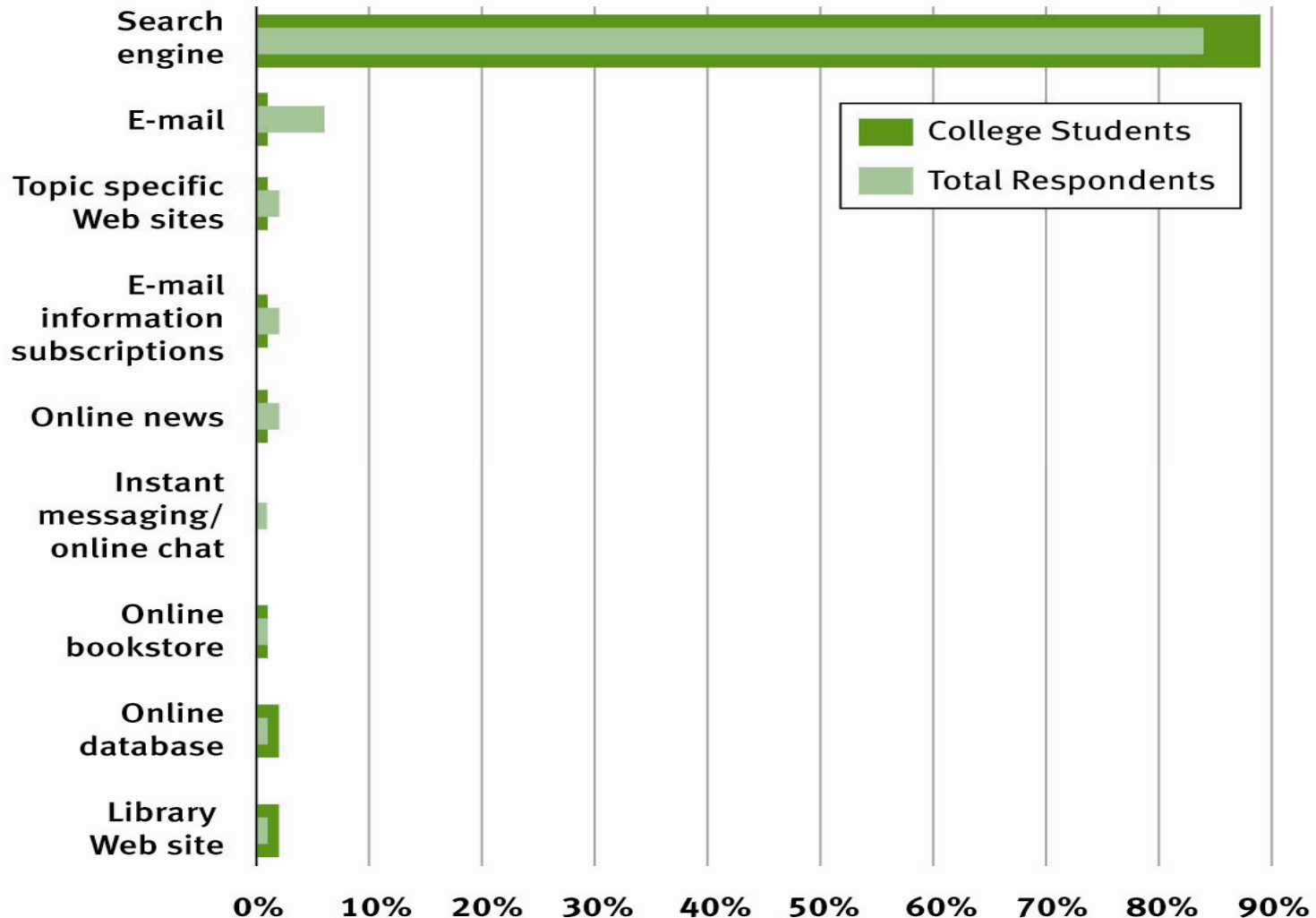
College Students' Perceptions of Libraries and Information Resources

A Report to the OCLC Membership

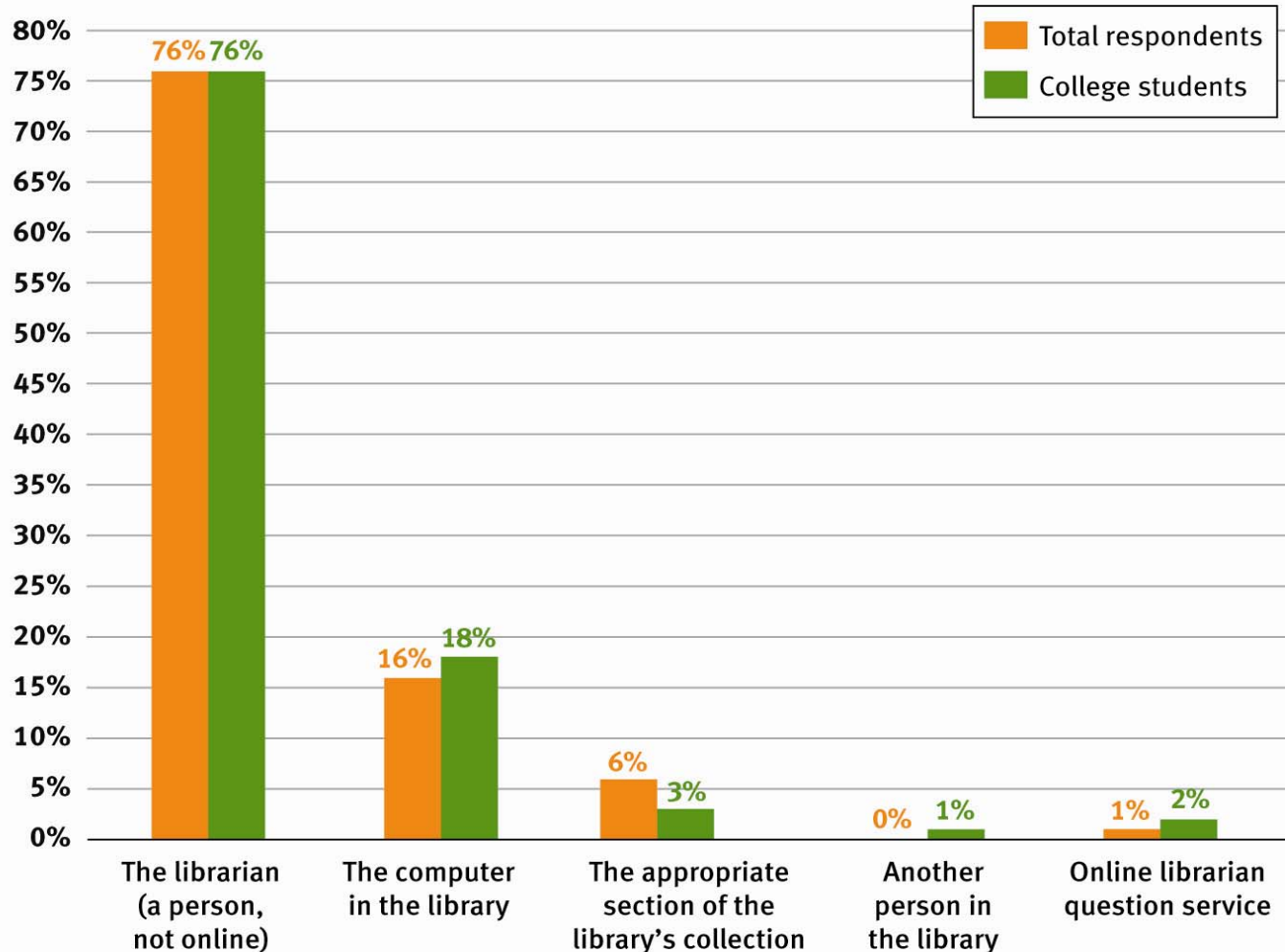


*A report to the
OCLC Membership*

Where Electronic Information Searches Begin – by College Students and Total Respondents



First Source of Help at the Library – by College Students and Total Respondents



College students' decreased activities due to Internet use...



Report findings .. on students perceptions and habits

- College students use search engines to begin information search (89%) Only 2% begin an information search on a library web site
- College students like using search engines 93% were satisfied or very satisfied with the overall experience
- College students like to self serve. Many do not seek assistance when using library resources (54%) – although more students sought assistance than respondents overall
- College students indicate a higher level of use of electronic resources than respondents overall

Report findings ... on Libraries

- College students have the highest rate of library use and broadest use of both p and e resources
- College students use the library but they use it less and read less since they began to use the internet
- The most frequent use of the library by college students is as a place to study
- “Books” is the library brand There is no runner up
- Only 10% of college students indicated that their library’s collection fulfilled their information needs

Report findings ... on Alternatives to Libraries

- College students use personal knowledge and common sense and cross referencing other sites to judge if electronic information is trustworthy
- 50% of college students learn about electronic information sources from their teachers, 36% from a library web site and 33% from a librarian
- Search engines fit college students' lifestyles better than physical or online libraries. The majority of college students see search engines as a perfect lifestyle fit

Open WorldCat – raising the library brand in search engines

- 2004 pilot with Google and Yahoo now extended to further partners
- Partners harvest limited fields in OCLC WorldCat records
- Search engine displays results as “Find in a Library”
- Link to library holdings
- Deep linking to OPAC and full text

WorldCat Discovery: Benefits

- For libraries
 - **Visibility of library names, collections and services in major search engines and other sites on the open Web**
- For Web Searchers
 - **Find and access library materials and services as part of their normal search engine workflow**
 - **Reveals a portion of the hidden Web at point of need**

Current Partners

YAHOO!search

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At the heart of your information

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Sources of the Grail : an anthology

by [John Matthews](#)

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Type: English :  Book

Publisher: Edinburgh : Floris, 1997.

ISBN: 086315249X OCLC: 38923924

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Sources of the Grail : an anthology

by John Matthews

ISBN: 086315249X

Quick find on **OLIS** ...

Bibliographic record

Title	Sources of the Grail : an anthology / selected and introduced by John Matthews.
Other Names	Matthews, John, 1948-
Publisher	Edinburgh : Floris Books ; New York : Lindisfarne Press, 1996.
Description	575 p. : ill. ; 25 cm.
ISBN	0863152333 094026286X (US)
Subjects	Grail.

Library Holdings

Location	Call Number	Status
Bodleian BOD Bookstack	M98.E02748	In place

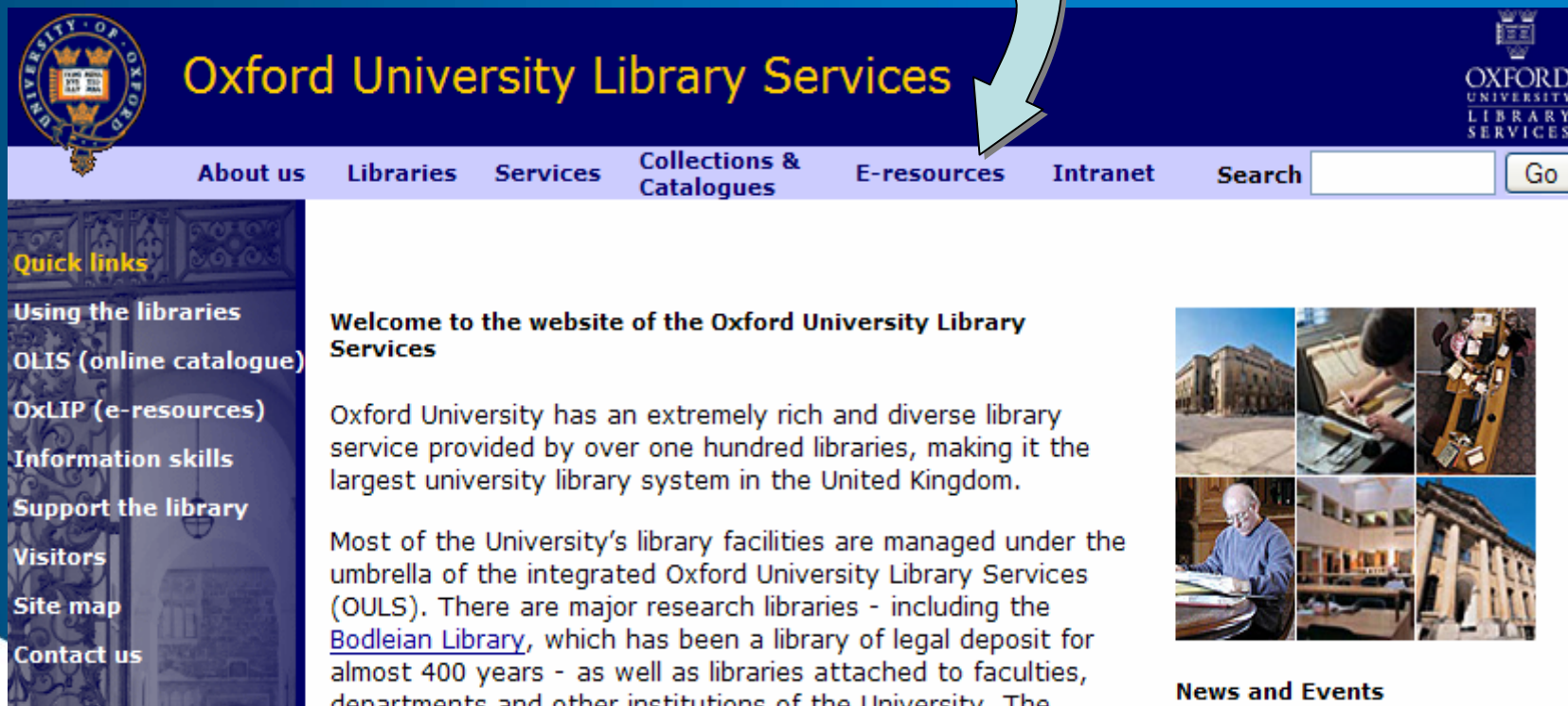

Further information about the OLIS library catalogue is given on the OLIS homepage.

Library Info

1. [University of Oxford](#) Oxford, OX1 3LU United Kingdom



Services: [Ask a librarian](#)



Quick links

- Using the libraries
- OLIS (online catalogue)
- OxLIP (e-resources)
- Information skills
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Welcome to the website of the Oxford University Library Services

Oxford University has an extremely rich and diverse library service provided by over one hundred libraries, making it the largest university library system in the United Kingdom.

Most of the University's library facilities are managed under the umbrella of the integrated Oxford University Library Services (OULS). There are major research libraries - including the [Bodleian Library](#), which has been a library of legal deposit for almost 400 years - as well as libraries attached to faculties, departments and other institutions of the University. The

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<http://worldcatlibraries.org/wcpa/oclc/46811570>

Find in a Library with  WorldCat

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BATTLE FOR SURVIVAL
AT THE SOUTH POLE



DR. JERRI NIELSEN

Ice bound : a doctor's incredible b: at the South Pole

by Jerri Nielsen; Maryanne Vollers

Type: English :  Book

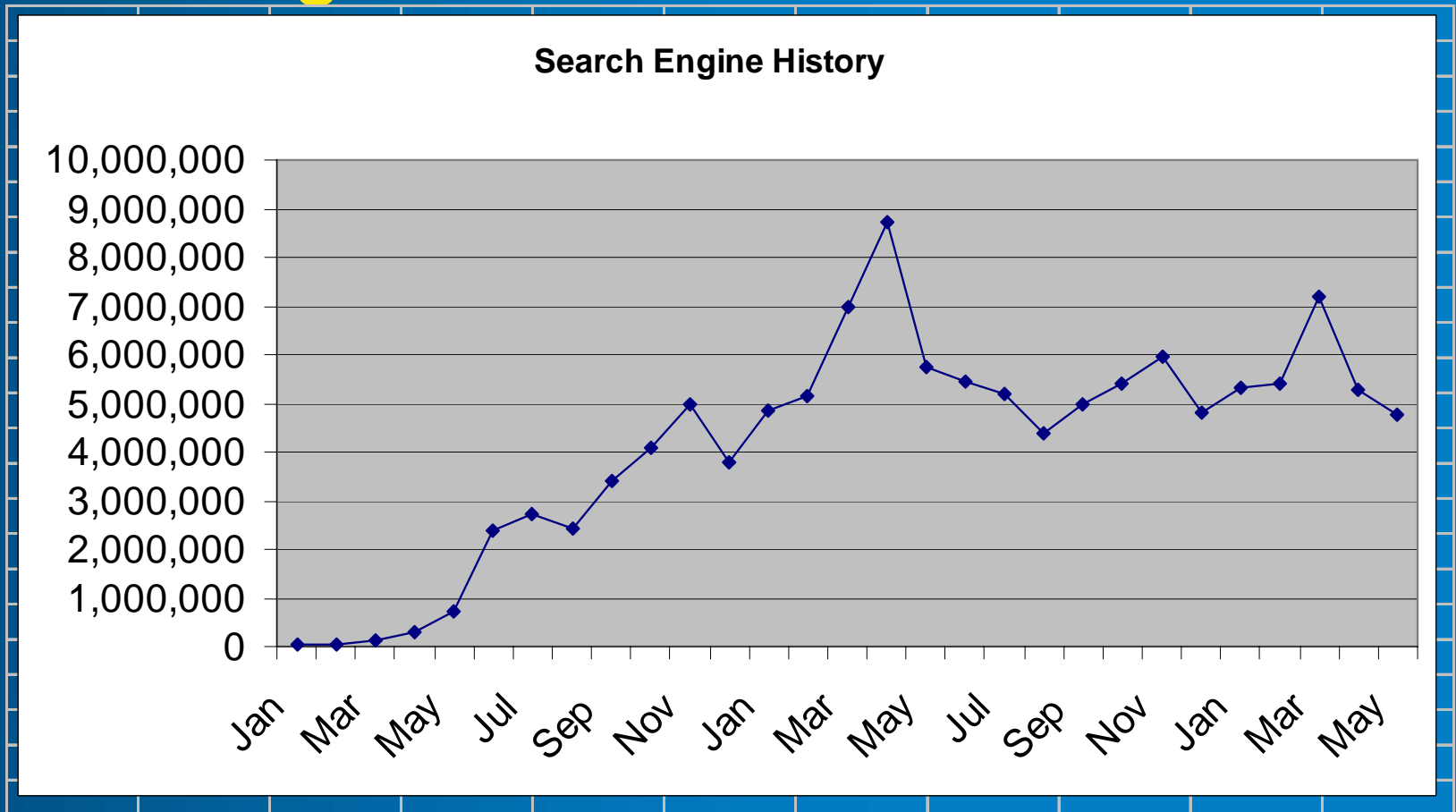
Publisher: New York : Talk Miramax Books/Hyperion, ©

ISBN: 0786866845 OCLC: 46811570

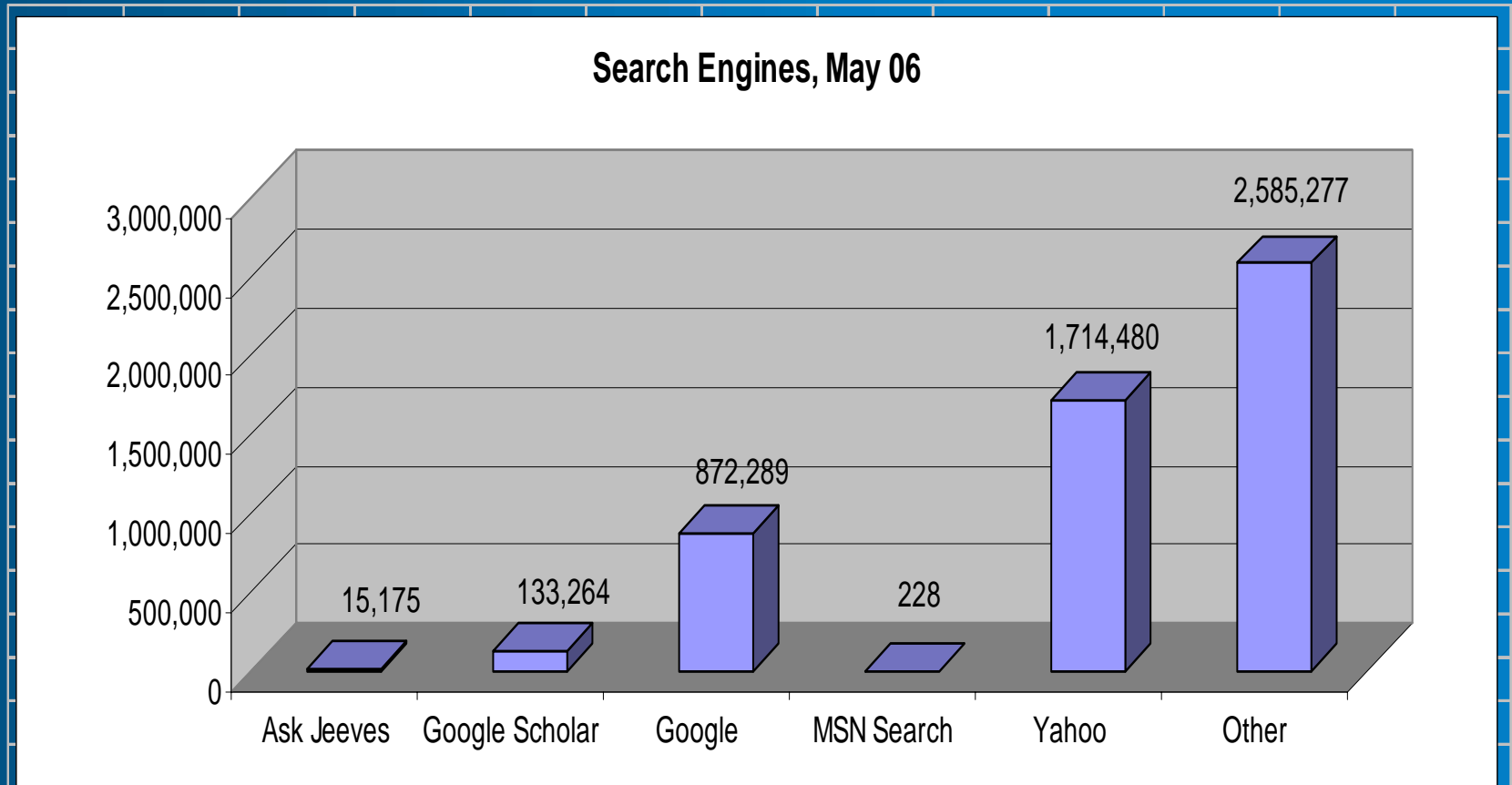
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Open WorldCat - Search Engine Tracking



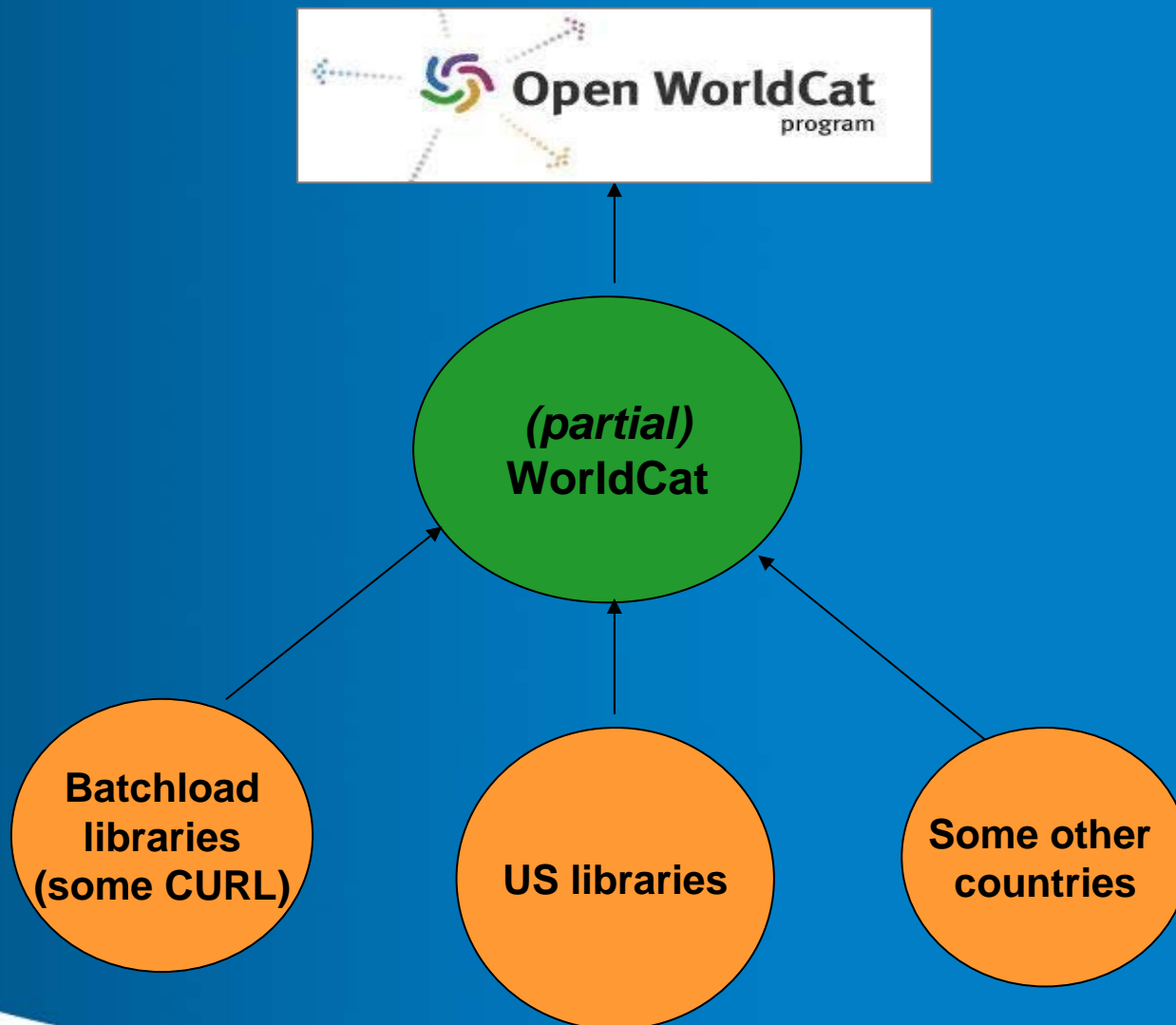
Referrals by Search Engine



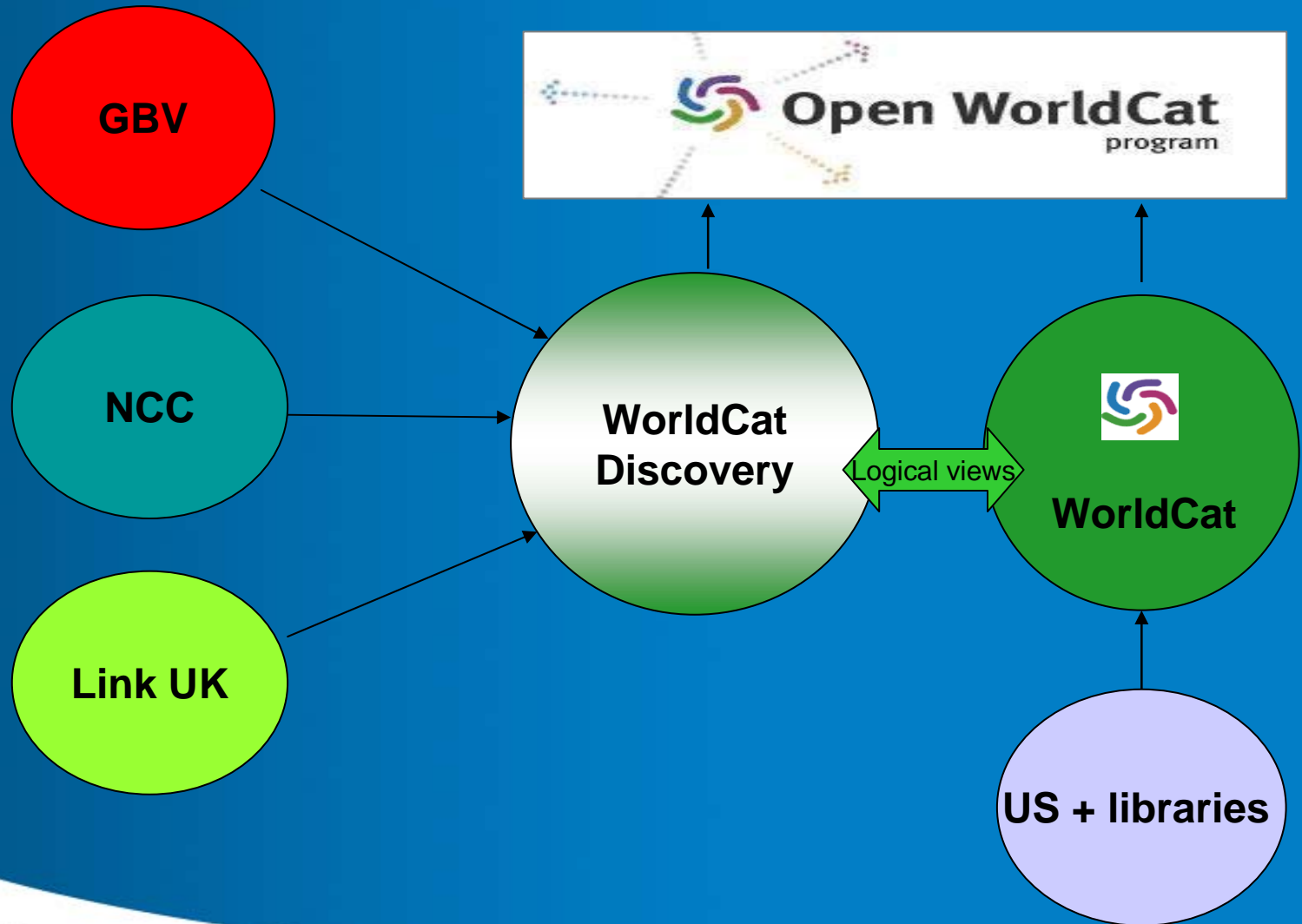
Links to Libraries

- 17,000 libraries participate in OWC
- 143,961 referrals to libraries in May 06
- 120 million referrals since project began
- 83% users who arrive at “Find in a Library” end up at the Library OPAC

How it works in OCLC environment

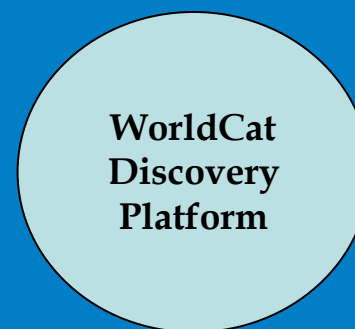
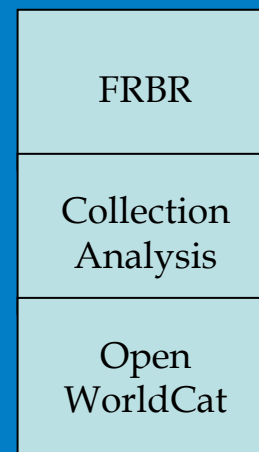


European Model – WorldCat Discovery



Model for European Union Catalogues

- Records and holdings added from European Union Catalogues
- Libraries continue to primarily focus on national union catalogue
- Libraries additionally become members of the OCLC global cooperative
- OCLC services such as OWC, Collection Analysis, FRBR, and resource sharing become available to them



OCLC / OCLC PICA joint working group

- Load **LinkUK** and **NCC** databases in WorldCat Discovery for European pilot of OWC
- Implement **ZING Update** to synchronise union catalogue holdings
- Collaborate on use of **FRBR** in displays
- Add European enhancements to OWC – **geographic, language, “buy it”**, fulfilment options
- Test with European libraries and users

Next steps

- Add more European union catalogues into WorldCat Discovery
- Extend post code mapping
- Provide more delivery options
- Launch WorldCat.org – A WorldCat search box that librarians and other web site owners can add to their sites to connect users to library resources