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Turning the library inside out, 4 au 7 juillet 2006
35e congrès LIBER

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

At the heart of your information

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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

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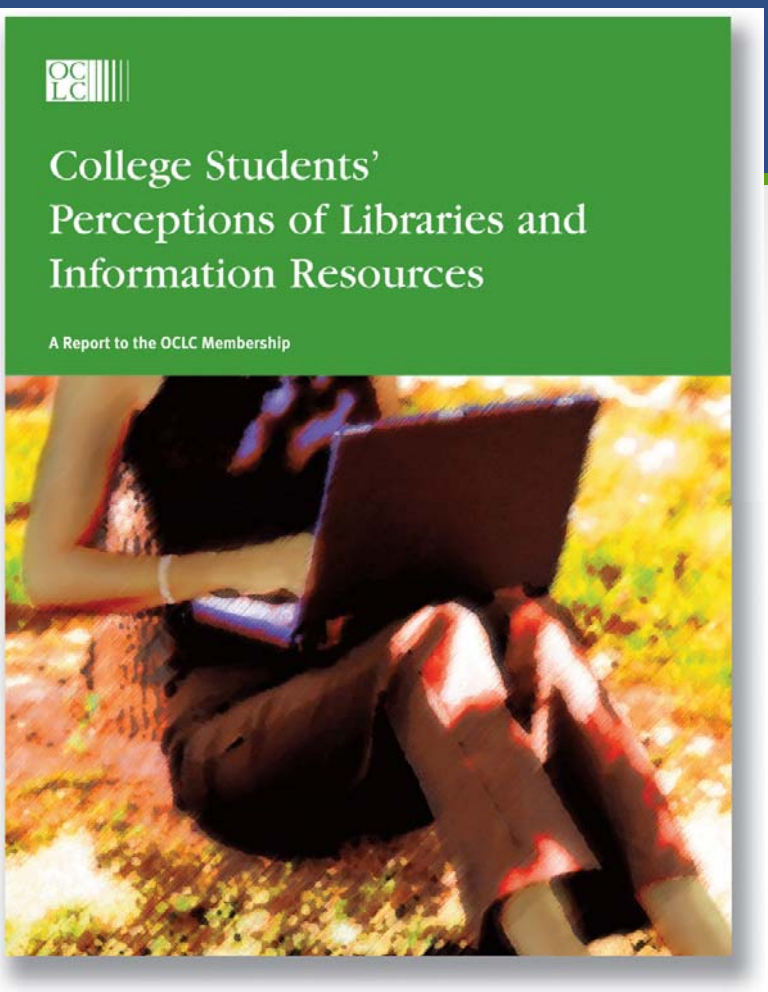
Perceptions of Libraries and Information Resources

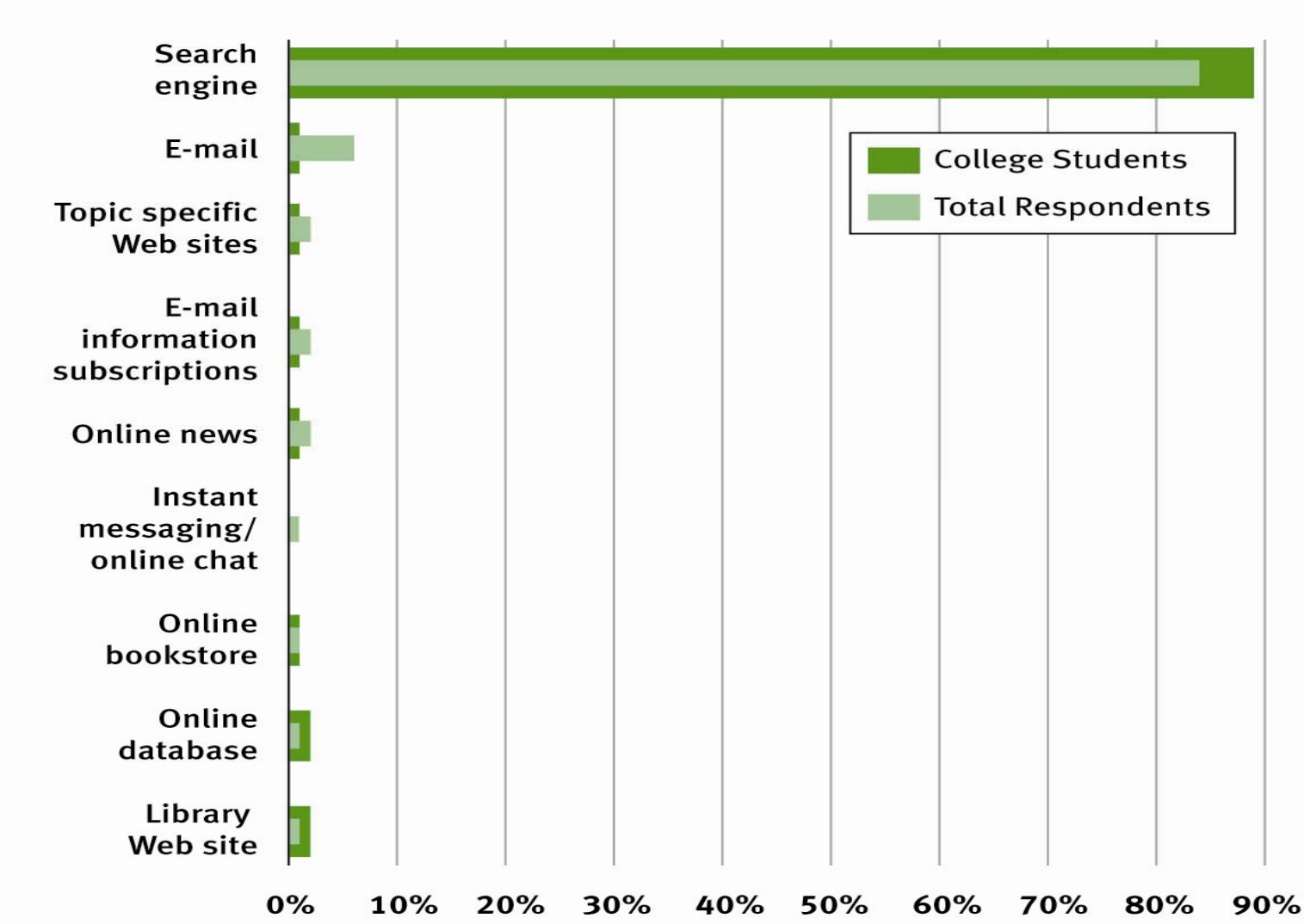
A report to the OCLC Membership

College Students' Perceptions of Libraries and Information Resources

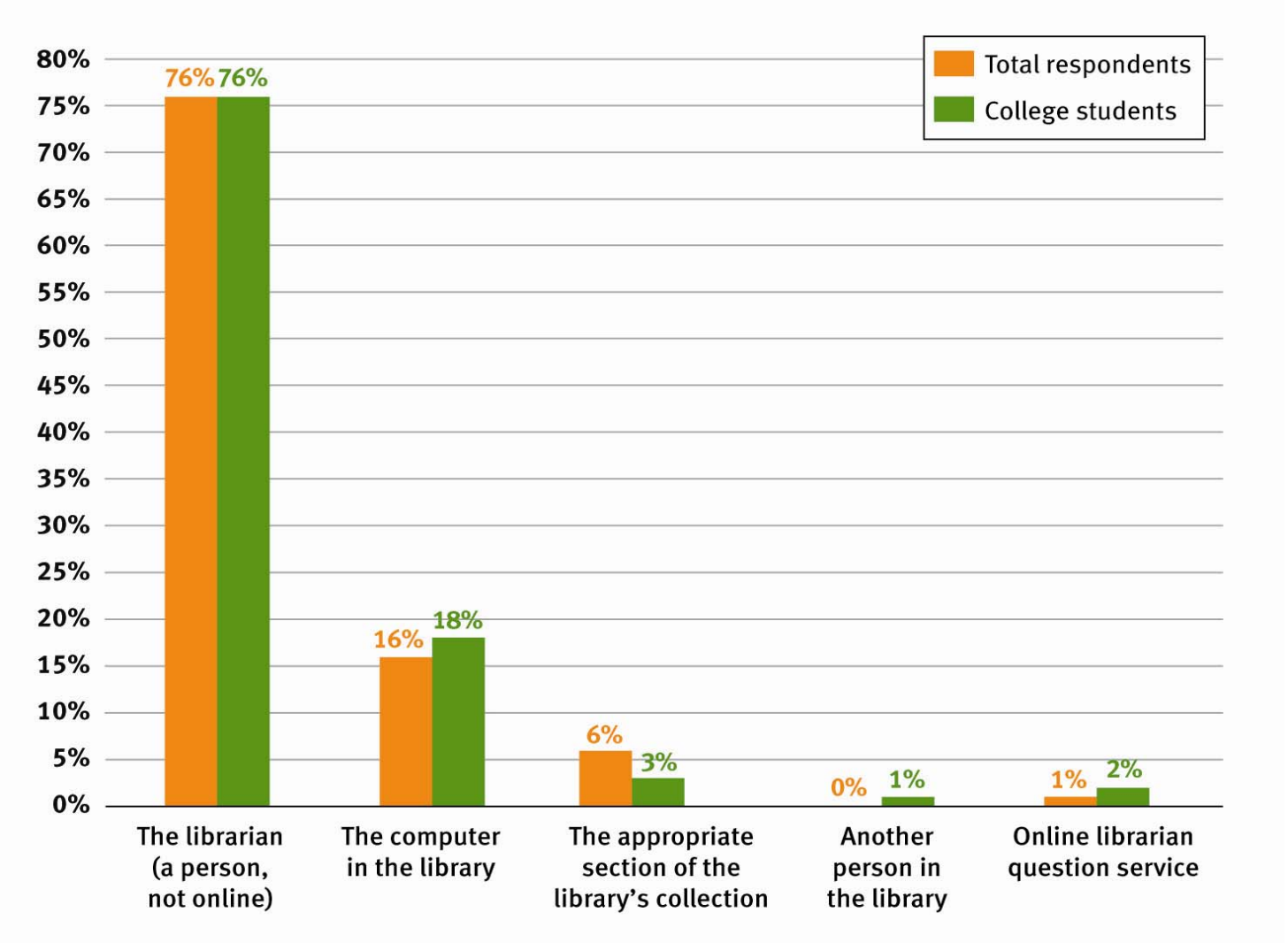


A report to the OCLC Membership

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

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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

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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

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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

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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**

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Current Partners

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Start with an Internet search …

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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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1. **University of Oxford** Oxford, OX1 3LU United Kingdom 39 km

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Sources of the Grail : an anthology
by John Matthews
ISBN: 086315249X

Buy from amazon.co.uk

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.

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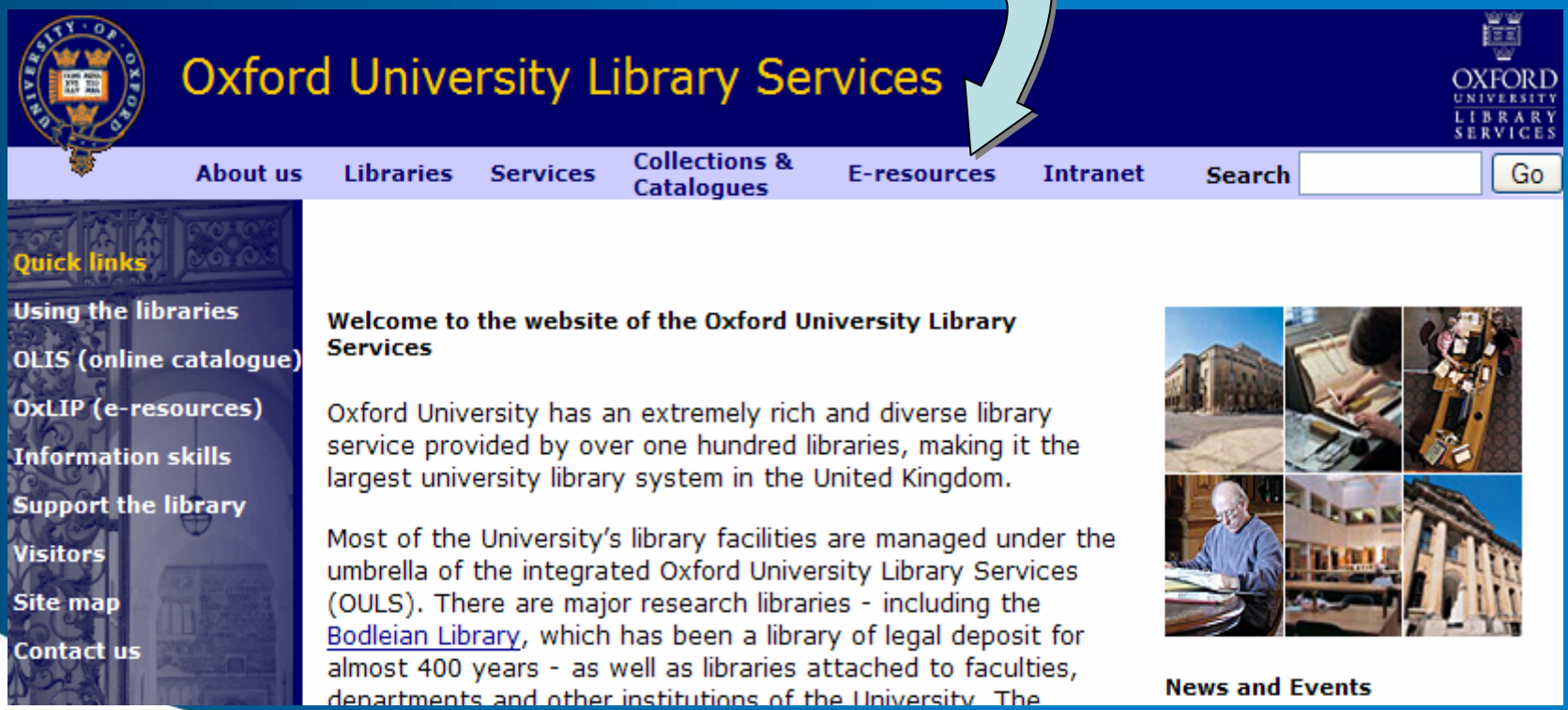
Library Info

1. **University of Oxford** Oxford, OX1 3LU United Kingdom

Book

Services: Ask a librarian



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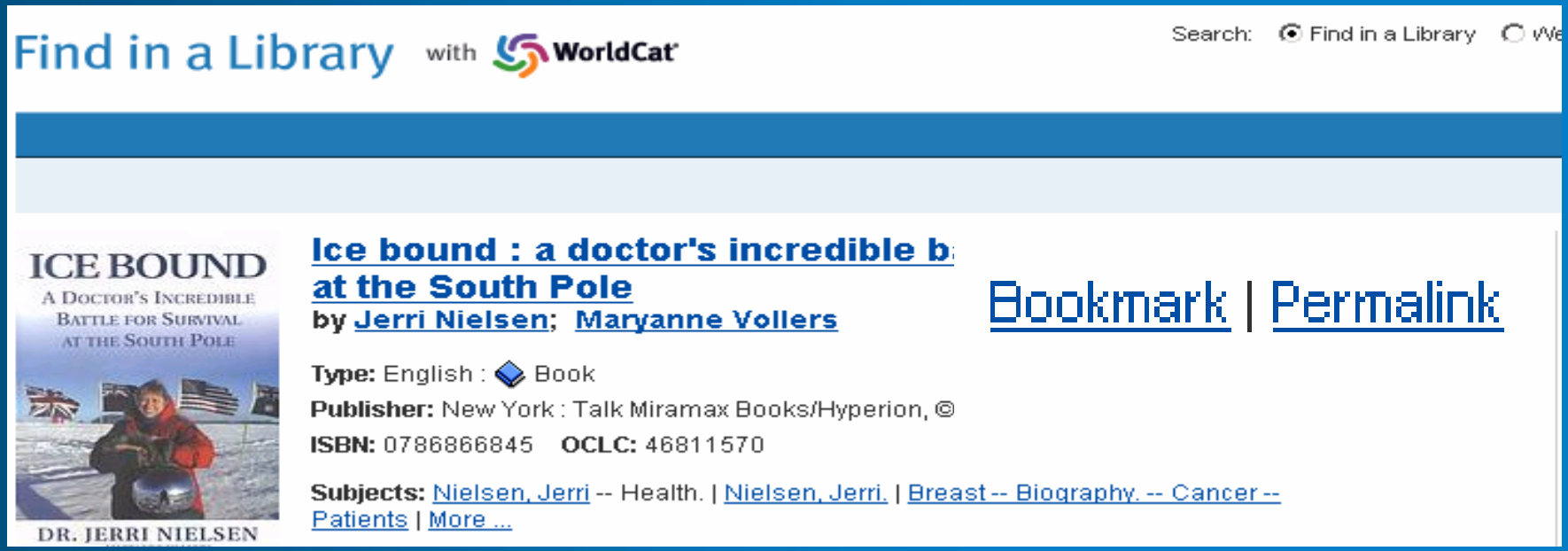
“Permalinks”

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



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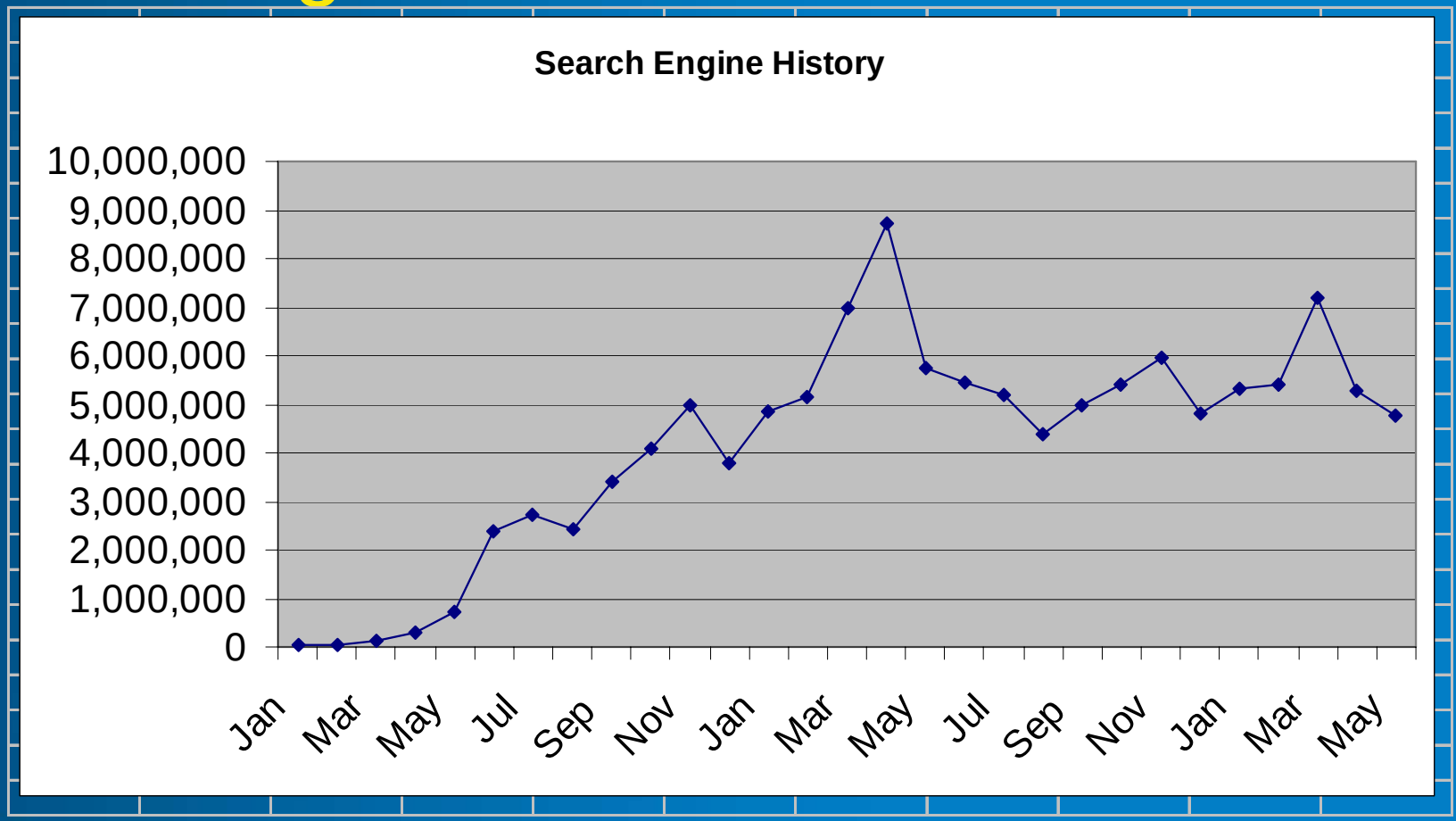
Open WorldCat - Search Engine Tracking



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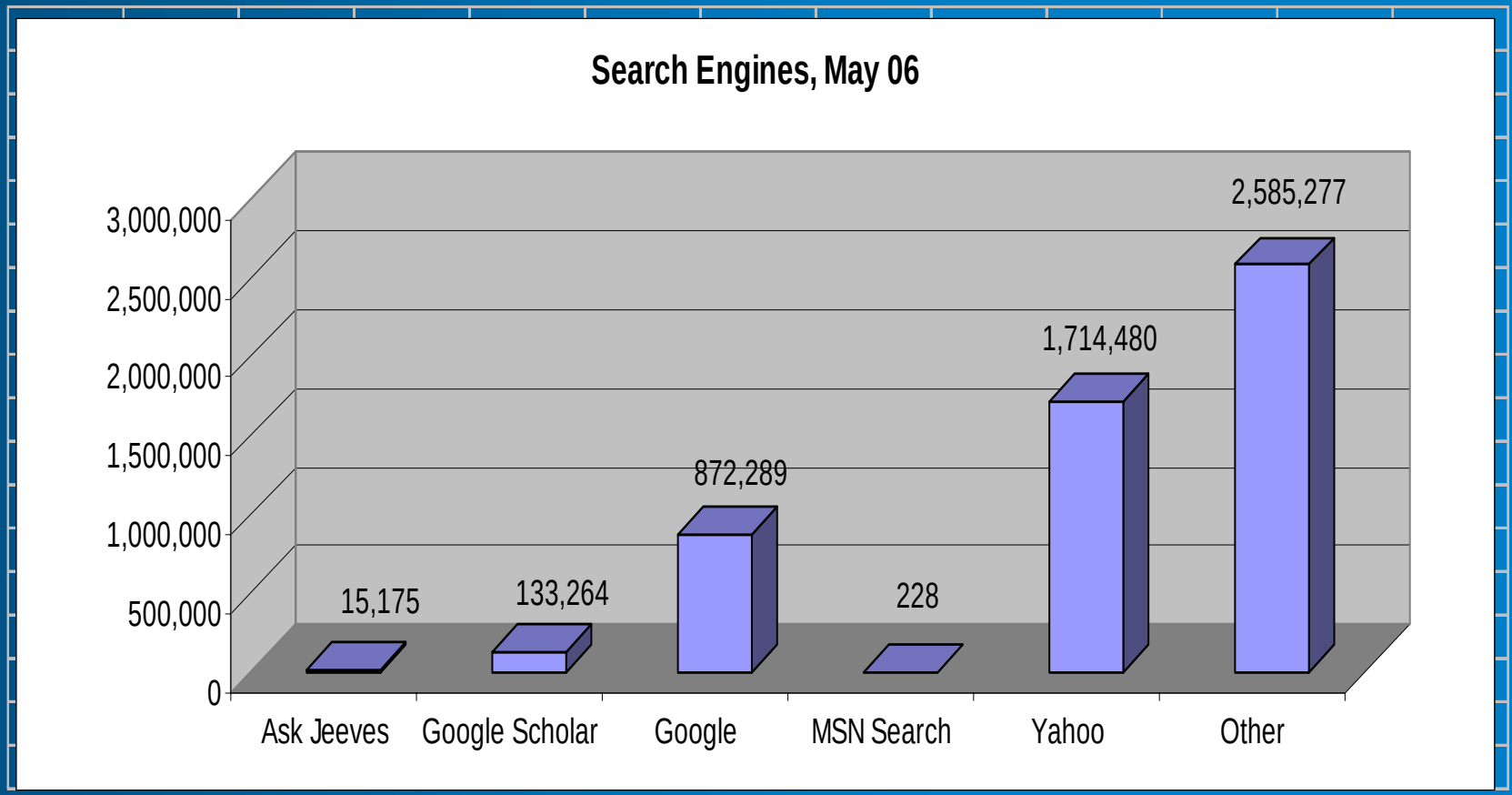
Referrals by Search Engine



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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

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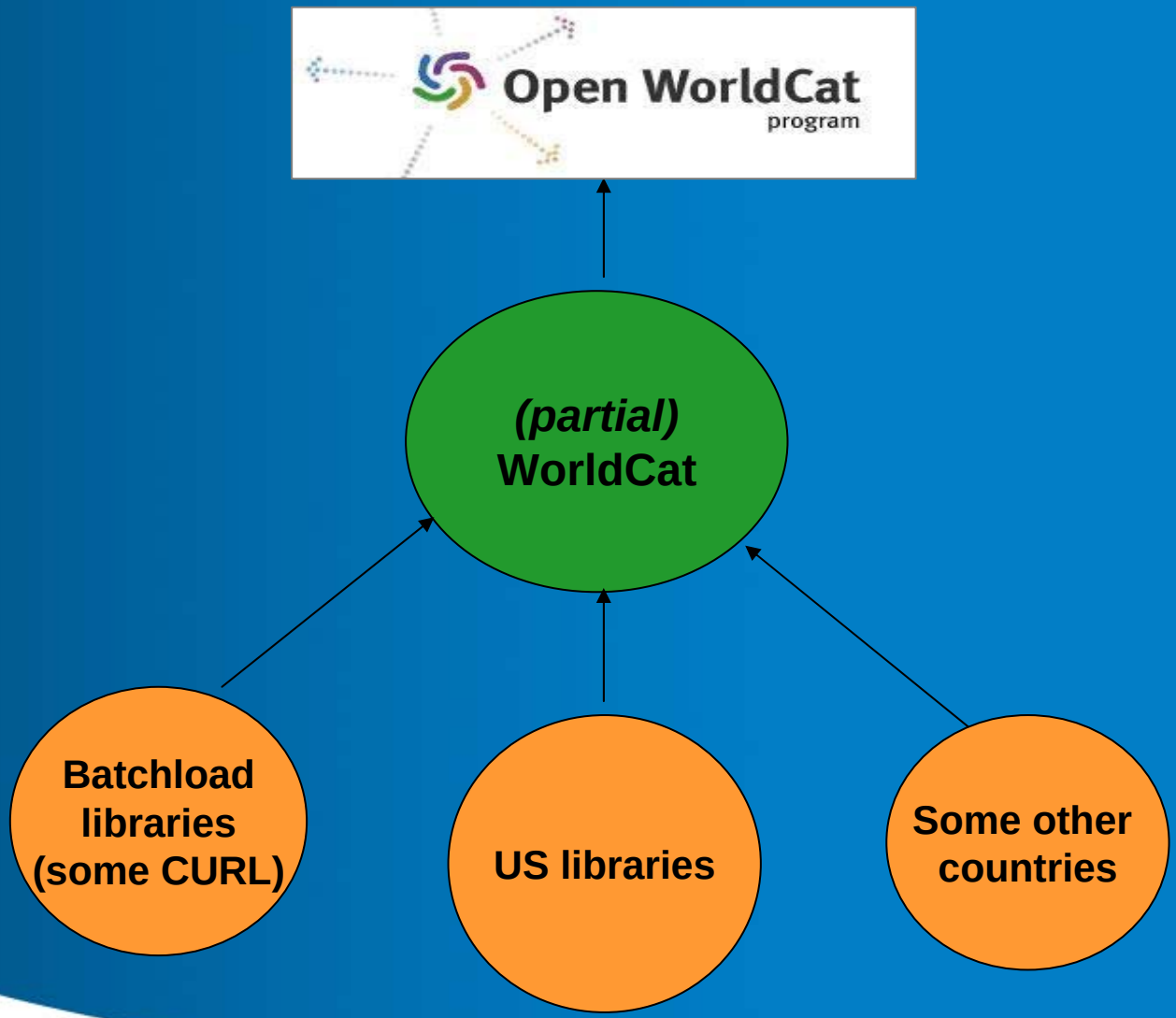
How it works in OCLC environment



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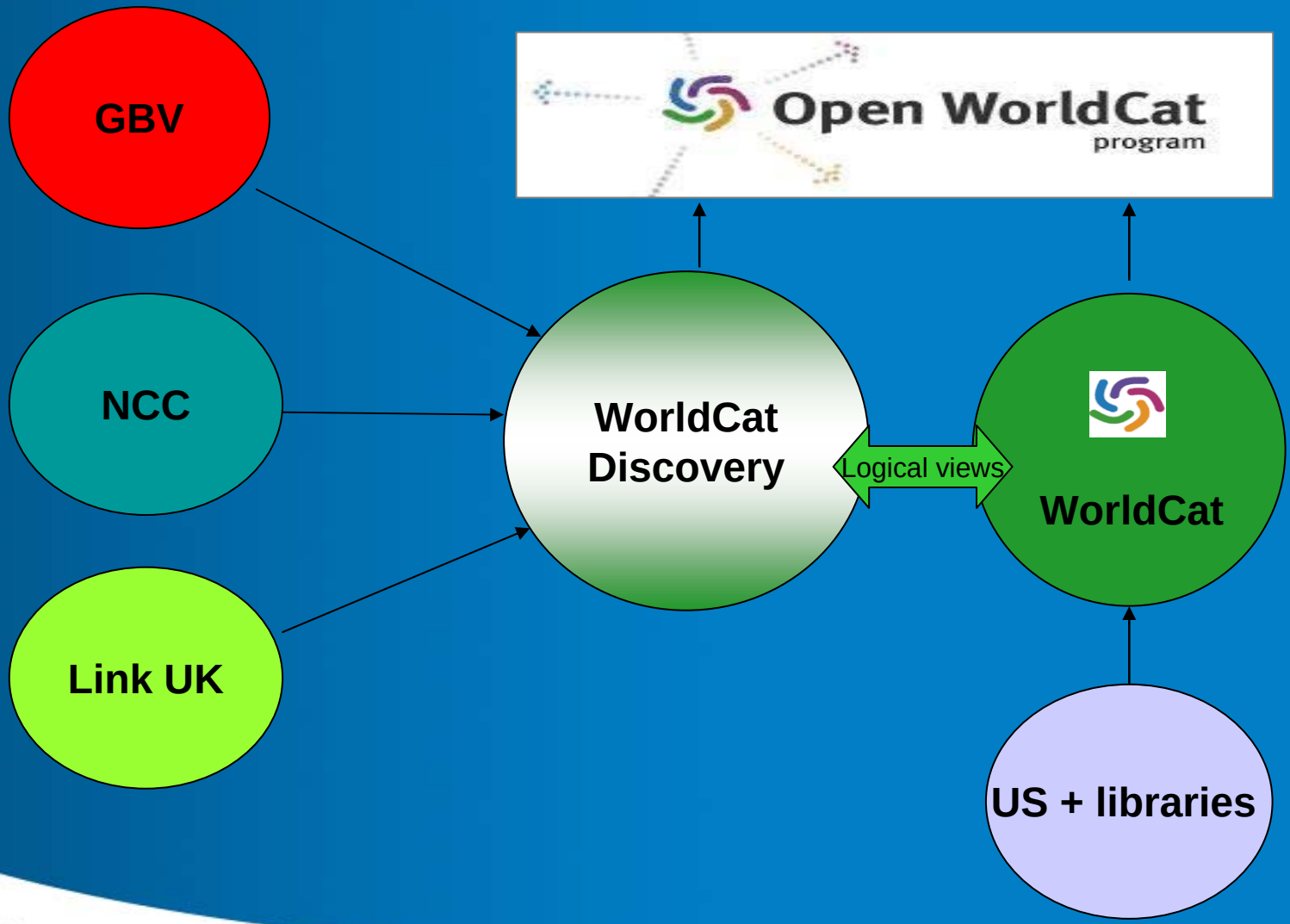
European Model – WorldCat Discovery



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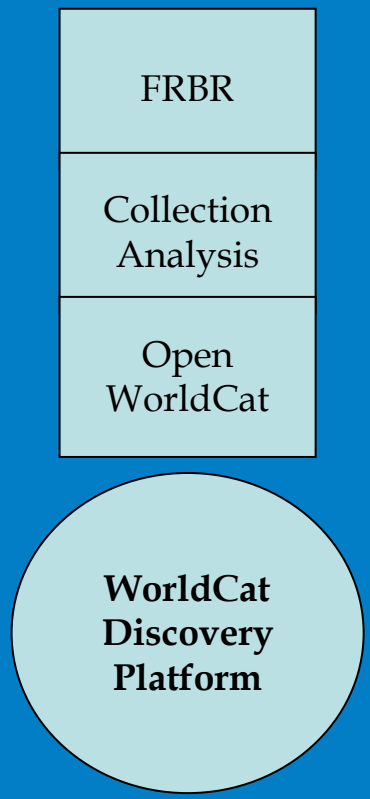
Model for European Union Catalogues

- 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



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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

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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

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