
Anne R. Kenney
Columbia Reference Symposium
March 2004
Recent Trends in User Behavior

- Self service
- Satisfaction
- Seamlessness

“Google is disintermediating the library.”

The 2003 OCLC Environmental Scan: Pattern Recognition
How Do Libraries Stack Up?

- There are 139,800 libraries in the US.
- They circulate about the same number of items as FedEx ships per day.
- Amazon ships over one fourth as many books per day as circulate in all US libraries combined.
Percentage of Faculty, Graduates and Undergraduates Who Said They Use Library Resources and Non-Library Gateways on a Daily Basis

ARL (College or University)

LibQUAL 2003

- Faculty: 62.1%, 35.8%, 6.7%
- Graduates: 63.1%, 15.1%, 17.3%
- Undergraduates: 60.9%, 10.1%
Top Sites on the Web in the English Language

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1. **Yahoo! Inc.**
   Provides intuitive, context-based guides to online content. Web search capabilities, third-party content and community and personalization features which enable Web users to locate and access desired information and services. (Nasdaq: YHOO).
   www.yahoo.com - Site info

2. **Microsoft Network**
   Dial-up access & content provider
   www.msn.com - Site info

3. **Google**
   Enables users to search the Web, Usenet, and images. Features include PageRank, caching and translation of results, and an option to find similar pages. The company's focus is developing search technology.
   www.google.com - Site info
Top Web Sites for Reference

Browse the most popular sites on the web. Learn more.

1. **MapQuest**
   - www.mapquest.com - Site info

2. **Internet Archive**
   - www.archive.org - Site info

3. **Yahoo! Maps**
   - maps.yahoo.com - Site info
## Top 50 Reference Sites

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<tr>
<td>libraries</td>
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Most Popular Research Library Web Sites

Research

Subjects > Reference > Libraries > Research

Browse

- Sites in Research (301)
- Associations (8)

Related Subjects

- Reference > Almanacs (65)
- Reference > Archives (344)
- Reference > Libraries > Government (13)
- Earth Sciences > Oceanography > Libraries (28)
- Libraries > Subject Specific > Medical (134)
- Reference > Libraries > National (52)
- Reference > Libraries > Presidential (17)
- Libraries > Subject Specific > Science (135)
- Libraries > Subject Specific > Social Sciences (61)
- Reference > Libraries > Special Collections (59)
- Venture Capital > Resources for Entrepreneurs > Universities - Institutions - Research (25)
- Institutions > Research Institutes > University Laboratories and Research Centers (11)

Search in Research

Reviewers Rave

Glowing reviews from people like you.

Los Angeles County Law Library
Research affiliation: Research Library Group
Avg. User Rating: ★★★★☆☆☆
[Link to site]

See all reviews for this site...

Most Popular In Research

The 5 most visited sites in all 'Research' categories, updated daily!

1. National Library of Medicine
   www.nlm.nih.gov - Site Info

2. PubMed

3. Library of Congress
   www.loc.gov - Site Info

4. University of Cambridge
   www.cam.ac.uk - Site Info

5. University of Oxford
   www.ox.ac.uk - Site Info
What do popular sites have in common?

- Easy to use/low barriers to use
- Reuse/recombine information
- Personalization or anonymity
- Communication
- Community and participation
- Pan and zoom from macro to micro
What do popular sites have in common?

- Increase personal productivity
- Enhance decision making, laying out options
- Relevancy and vetting
- Contextualization
- Prompts and suggestions
- Integration with other services, databases
What do popular sites have in common?

- Value adds
- Supporting tools (translation)
- Ability to manipulate, save, and use information
- What’s new/relevant; current awareness
Collaboration Technology Fabric
(2003 OCLC Environmental Scan)
Redefining the Search Experience
Auxiliary Services

Google Services & Tools

Google has many special services and tools to help you to find exactly what you're looking for.

Google Services

**Blogger** - www.blogger.com
Create your own blog to publish your thoughts on the web. A free service. [More...](https://www.blogger.com)

**Froogle** - froogle.google.com
Find products for sale from across the Web. [More...](https://froogle.google.com)

**Google Answers** - answers.google.com
An open forum where Researchers answer your questions for a fee. [More...](https://answers.google.com)

**Google Catalogs** - catalogs.google.com
Search and browse mail-order catalogs online. [More...](https://catalogs.google.com)

**Google Groups** - groups.google.com
Post and read comments in Usenet discussion forums. [More...](https://groups.google.com)

**Google Image Search** - images.google.com
The most comprehensive image search on the web with 425 million images. [More...](https://images.google.com)
Limiting the Search to the University Domain

Google’s University Search

Google offers free SiteSearch (enables users to search your university website) and optional WebSearch (enables users to search the Internet) to universities and educational organizations worldwide.

Note: This service is intended for educational organizations only. Google reserves the right to terminate accounts used for other purposes.

New user? Sign up now!

Registered Users

To update information or view traffic reports, login here:

Email Login: [ ]
Password: [ ] Login

If you have forgotten your password, please take advantage of our Assistance Page.

The features of the service are listed below:

- Unlimited queries
- Deep crawls
- SiteSearch with optional WebSearch
- No advertising
- Traffic reports
- High level of customization
- Free!

*We reserve the right to display a text link to Google on your search results pages.
Don't Make Me Think: A Common Sense Approach to Web Usability
by Steve Krug (Author)

List Price: $35.00
You Save: $10.50 (30%)
Availability: Usually ships within 24 hours

Edition: Paperback

Customers who bought this book also bought:

Designing Web Usability: The Practice of Simplicity by Jakob Nielsen (Author)
Buy now: $31.50 Used & new from: $17.00

Homepage Usability: 50 Websites Deconstructed by Jakob Nielsen, Marcia Tahir
Average Customer Review: 
Buy now: $27.99 from: $19.95

Information Architecture for the World Wide Web: Designing Large-Scale Web Sites by Louis Rosenfeld (Author), Peter Morville (Author)
Average Customer Review: 
Buy now: $27.97 Used & new from: $20.00
Don't Make Me Think: A Common Sense Approach to Web Usability
by Steve Krug (Author)

List Price: $35.00

You Save: $10.50 (30%)
Availability: Usually ships within 24 hours

9 used & new from $18.99

Edition: Paperback

See more product details
Personalization, Community, and Participation

Welcome, Carla DeMello! (if you're not Carla DeMello, click here.)

With Friends & Favorites, you get useful product information from people you respect. Build your personal network of Favorite People and watch this page come to life with opinions and recommendations. Update your About You area so others can get to know you better.

Build Your Community
You've already added names to your Favorite People list. Now add some more! Find people you know using the Search box located on this page. Go to Amazon.com's Top Reviewers page and track down reviewers whose opinions you respect. Be sure to update your About You area so that people can get to know you.

A recent top review:
Here's a highly rated review for a product you may find interesting. The Can-Do Town That Just May Not by Amy Sedaris (Author), et al.

Good Stuff
I don't see why so many people are down on this book, especially when people bought it because they're Stephen Colbert fans. It's a great book! If you read it too fast, however, you miss the subtle wordplay that makes it so funny. It helps to only... see entire review

Fred Schrock's Reviews

In the Cornell University Purchase Circle:

Fred Schrock to your Favorite People List

See the Top Reviewers List
1-Way & 2-Way Communication

1-way Searching: Quick | Who's Online | Keyword | Custom | Username | Saved Searches

2-way Matching: Mutual | Personality

1-Way Searching for friends and dating

- **Who's Online Search**
  Find members online and available to chat right now

- **Keyword Search**
  Use keywords to uncover matches with similar hobbies and interests.

- **Custom Search**
  Describe who you're looking for in exact detail.

My Saved Searches

- You currently have no saved searches.
- Save a Quick Search »
- Save a Custom Search »
- Save a Keyword Search »
- Save a Who's Online Search »

Username Search

Quick Search

- **Dating**
- **Friends**

I am a

- **Woman**
- **Men**

between

- **18**
- **35**

Photos only

Videos only

Located within

- **miles**
- **city/zip/postal**

2-Way Matching for dating only

Two-way matching is a little more advanced and takes full advantage of Match.com's technology and expertise. Meet the actively dating singles you're looking for — but only the ones who are looking for you!

- **Mutual Matching**
  Compare your basic profiles to meet compatible members.

Match.com's Ph.D. - designed compatibility matching system uses the latest in psychological research and custom compatibility sciences to serve you the most accurate matches.

- **Get Personality Matches**
- **Have you taken Match.com’s Personality Test yet?**
- **Be one of the first to take our Physical Attraction Test** and find members who will tickle your fancy!
Refining Search/Offering Choices
Impartial Information and Candidate Input

Welcome to Project Vote Smart.

Thousands of candidates and elected officials. Who works for you? Who is seeking your vote? Project Vote Smart, a citizen's organization, has developed a Voter's Self-Defense system to provide you with the necessary tools to self-govern effectively: abundant, accurate, unbiased and relevant information. As a national library of factual information, Project Vote Smart covers your candidates and elected officials in five basic categories: biographical information, issue positions, voting records, campaign finances and interest group ratings. What would you like to know? Access our library of information through either the menu or the left hand side or the links above.

To find out more about PVS, click here or call our Voter's Research Hotline 1-888-VOTE-SMART with any questions.

What's New at PVS:

Presidential Speeches and Public Statements

As the Presidential primary season begins, check out our database of presidential candidates speeches and public statements to find out what the candidates are saying. In addition to speeches and statements, the database contains interview transcripts and letters written by the candidates. A key word search allows you to go right to the issues that interest you the most.
Analogy to a Library Service
Currently Relevant Information

They're the Man
“Starsky and Hutch” opens today. And now available for the first time on DVD is the 1975 season - all 1.173 minutes - of the original series.

- Compare Prices
- Starsky & Hutch Posters

“Taxes for Dummies” is very popular right now with mySimon users. Here are more products to make Tax Season easier.

- Compare prices on the ThinkPad X40 - it’s IBM’s smallest laptop ever. Most popular notebooks on mySimon.

- Get ready for March Madness with a plasma TV. Check out these great NCAA products too.

- For more mySimon shopping picks and tips, sign...
Link to respected review sources

mySimon Shopping Guides
Save time and money every time you shop, with mySimon's shopping guides.

Buying Guides
Find out what the experts think. Learn about products before you buy.

Find it Fast
mySimon's Shopping Guides will help you find what you're looking for - from gifts to gigabyte - in no time flat.

Apparel & Accessories
- Designer Handbags
- Walk this Way, Designer Shoes for the Well-Heeled Woman

Babies & Kids
- Baby Carrier Buying Guide
- Baby Stroller Buying Guide
- Barbie Boutique
- Bratz Dolls and Accessories
- Family Fun: Board Games
- Harry Potter
- Hot New Toys and Games for 2008

Gifts
- Bundle of Joy: Gifts for New Parents
- Gifts Under $50
- St. Patrick’s Day

Home
- Bagless Vacuums
- Cordless Drills
- Indoor Grills
- Microwaves

Music
- Budget MP3 Players
- MP3 Player Buying Guide
One Search. Three Responses.

Submit Your Site
Learn How Teoma Works
About Teoma / Press Room / Jobs
Showing 1-10 of about 283,500:

PADI - Preserving Access to Digital Information
PADI is a subject gateway to digital preservation resources "The National Library of Australia is upgrading its search engine.

Preservation Metadata for Digital Collections Exposure Draft
Preservation Metadata for Digital Collections. Home > About us > Activities > Standards > Exposure Draft...
[More Results from www.nla.gov.au]

Council on Library and Information Resources (CLIR)
CLIR is the administrative home to the Digital Library Federation (DLF) CLIR publications and other resources.
www.clir.org/

Avoiding Technological Quicksand
Avoiding Technological Quicksand: Finding a Viable Technical Foundation for Digital Preservation... by Jeff Rothenberg January 1998. Contents...
www.clir.org/pubs/reports/rothenberg/cont...
[More Results from www.clir.org]

Cedars Project
Cedars began in April 1998 and ended in March 2002. Its broad objective was to explore digital preservation issues.
www.leeds.ac.uk/cedars/
[More Results from www.leeds.ac.uk]

Mass storage and long-term preservation
Digital preservation: a time bomb for Digital Libraries ... Margaret Hedstrom. The challenges of digital preservation...
www.uky.edu/~kiernan/DL/hedstrom.html

Digital Preservation Needs and Requirements in RLG Member
Findings. Digital Preservation Responsibilities. Digital preservation is not an isolated problem affecting only large libraries and archives.
www.rlg.org/preserv/digpres.html

Archiving Digital
Digital Information
Rothenberg
Data Storage Digital Media Storage
Council On Library And Information Resources
Digital Preservation London

[Show All Refinements]

Resources
Link collections from experts and enthusiasts

PADI - Digital preservation strategies
www-test.nla.gov.au/...

PADI - Archiving
www.nla.gov.au/...

PADI - National strategies
www.nla.gov.au/...

Publications about Digital Preservation
www.loc.gov/...
Concept Mapping

KartOO is a metasearch engine with visual display interfaces. When you click on OK, KartOO launches the query to a set of search engines, gathers the results, compiles them and represents them in a series of interactive maps through a proprietary algorithm.

>> More information

KartOO uses FlashPlayer to draw interactive maps. This extension is already installed on 90% of the browsers. If you cannot see the maps, please click here to install FlashPlayer.

You can also use the HTML version with results in the form of classic lists.

Legal Note - Bookmark - Other products

KartOO.com - KartOO FR - KartOO UK - KartOO ES - KartOO IT - KartOO DE - KartOO PT - KartOO BR

(c) KartOO
The 88th Most Popular Site on the Web
Costs to Support refdesk.com

VISION STATEMENT: Refdesk aims to index, review, and publish quality, credible information-based Web sites and to assist readers in navigating and extracting needed data from these sites. Since 1995, Refdesk free and family friendly.

Avaritia facit Bodus - Greed makes you stupid.

Total Funds Raised in 2002 = $35,600 (89% of $40,000 Goal)
Total Funds Raised in 2003 = $43,600 (97% of $45,000 Goal)

2004 Fund Raising Goal = $50,000
Donations Through Feb. '04 = $7,871 (16% of Goal)
Thank you!

Please help keep Refdesk on the Internet. Why?

Refdesk ...
• is free.
• links to no adult-related, sexually explicit sites, and is 100% family friendly.
• publishes an Advertising Policy that allows no pop-up advertising of any kind to appear on the site. (Refdesk provides links to Anti Pop-Up Ads and Anti SPAM Tools.)
What Research Libraries Have Going For Them

- Content (depth, volume, range)
- Trust
- Authoritative information
- Content management (retrieval, classification, metadata)
- Common vocabulary and processes
What Research Libraries Have Going For Them

- Formalized sharing mechanisms
- Free and equitable access to clientele
- Common technology services (authentication and authorization)
- Good communication networks
- Vetting information (indexes, abstracts, reviews)
What Research Libraries Have Going For Them

- Auxiliary information (use data)
- Searching/sorting mechanisms
- Some capability to link databases
- Some relevance ranking capabilities
- People!
What Research Libraries Don’t Do Well

- Complicated interface
- Lingo intensive
- Prerequisite user knowledge
- Non intuitive distinctions
- Little sense of community
- Lack of collaboration tools
What Research Libraries Don’t Do Well

- Nascent communication tools
- Lack of federated searching
- Rigid categorization
- Limited granular access
- Little recombinant use of information, especially in public services to provide context or improve searching, vetting, relevance, and decision making
What Research Libraries Don’t Do Well

- Human intensive processes
- Limited external linking to relevant sites
- Poor marketing of services and products
- Limited embedding in other domains to advertise services and provide direct access to resources
Welcome to Marianopolis College Library

We Have New Periodicals!
The New York Review of Books & The Walrus are now available at the Library.
You'll find them on the Display Shelves on the Main Floor of the Library.

Google Search
- WWW
- Marianopolis College Library

3880 Côte des Neiges Road, Montréal, QC H3H 1W1 tel.(514) 931-6792

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# Relevance Ranking at NLM

## Table of Documents

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<td>Actuarial analysis of the California Breast Cancer Treatment Fund / prepared for the California HealthCare Foundation by Arthur L. Baldwin III ... [et al.]</td>
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<td>Report of the International Workshop on Screening for Breast Cancer : February 24-25, 1993 : sponsored by the National Cancer Institute, Bethesda, Maryland / prepared by Suzanne W. Fletcher ... [et al.]</td>
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<td>Call to action : the quarterly newsletter of the National Breast Cancer Coalition</td>
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<td>1994-1995</td>
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<td>Scientific misconduct in breast cancer research [microform], hearings before the Subcommittee on Oversight and Investigations of the Committee on Energy and Commerce, House of Representatives, One Hundred Third Congress, second session, April 13 and June</td>
<td>United States Congress, House, Committee on Energy and Commerce, Subcommittee on Oversight and Investigations</td>
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<td>7</td>
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<td>Epidemiology of breast cancer among older women between 65-79 years [videorecording] : an understudied age group / Janet R. Dahm</td>
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<td>2003</td>
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<td>Effectiveness and cost-effectiveness of screening mammography in women over 70 years of age / A. Barrat ... [et al.]</td>
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<td>2002</td>
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RLG’s RedLightGreen Prototype

RedLightGreen helps you locate the most important books and other research materials in your area of interest, and find out whether what you need is available at your favorite library. Sign in, and you can format and send citations any way you want: MLA, APA, Chicago, Turabian. Just click—and it's done.
Moving Theory Into Practice: Digital Imaging for Libraries and Archives

Author: Kenney, Anne R., 1950-

Title: Moving theory into practice: digital imaging for libraries and archives. Anne R. Kenney, Oya Y. Rieger, editors and principal authors.


Edition Date: 2000

Language: English


Reviewed by: Erich Keske, keske@ufl.edu.
Possible Next Steps?

- Increase sense of community, document sharing, message sharing
- Repurpose data we already collect and use it in serving our public
  - Abstracts, indexes, reviews
  - Subject headings/classification schemes
  - Circulation data
  - Recent acquisitions
Possible Next Steps?

- From CUL to Borrow Direct--make links to external sources overt
- Provide tracking information on delivery options (including purchase)
- Take the library into places where users go
- Track use and prepare to adjust
Conclusion: Two Quotes

- “I don’t think people want a search engine, I think they want a find engine.”
  Seth Godin, Washington Post

- “Netflix... seems to use an honest collaborative recommendation engine...it stocks almost everything and has done much to increase the visibility of foreign and independent films, and we’ve had excellent service”
  Walt Crawford, Cites & Insights