

## KBART and the OpenURL: Increasing E-Resource Use Through Improved User Access



- **Introduction**
  - **Todd Carpenter**, Managing Director, NISO
- **KBART: Improving Access to Electronic Resources**
  - **Peter McCracken**, Co-founder and Director of Research, Serials Solutions, and co-chair, NISO/UKSG KBART Working Group
- **KBART: Benefits to Link Resolver Vendors**
  - **Thomas Ventimiglia**, East Asian Library Technical Support Specialist, Princeton University Library
- **KBART: A Librarian's Perspective**
  - **Christine Noonan**, Hanford Technical Library, Information Services Department, Pacific Northwest National Laboratory
- **KBART: View from a Content Provider**
  - **Jenny Walker**, Vice President, Marketing, CredoReference



NISO/UKSG Webinar • April 8, 2009



## NISO 2009 Events

<http://www.niso.org/news/events/2009/>

- May 6 (NISO/COUNTER Webinar): **COUNTER: A How-To Guide**  
[www.niso.org/news/events/2009/counter09](http://www.niso.org/news/events/2009/counter09)
- May 13 (NISO/COUNTER Webinar): **Usage Issues**  
[www.niso.org/news/events/2009/usage09](http://www.niso.org/news/events/2009/usage09)
- June 1 (Baltimore, MD) - **Assessment & Performance Measurement**  
[www.niso.org/news/events/2009/assess09](http://www.niso.org/news/events/2009/assess09)
- June 10 (NISO Webinar): **Interoperability Issues**  
[www.niso.org/news/events/2009/interop09](http://www.niso.org/news/events/2009/interop09)
- July 9-13 (Chicago, IL): **NISO @ ALA Annual 2009**  
[www.niso.org/news/events/2009/ala09/](http://www.niso.org/news/events/2009/ala09/)  
*Please join us for the NISO/BISG Forum on Friday, July 10th!*
- August 12 (NISO Webinar): **E-books**
- September 9 (NISO Webinar): **Licensing Introductory Issues/SERU**
- October 12-13 - **Library Resource Management Systems** (Boston, MA)
- October 14 (NISO Webinar): **MARC/RDA/Bibliographic Control**
- November 11 (NISO Webinar): **Data Systems Population/Data Migration**
- December 9 (NISO Webinar): **ONIX-PL/ERMI Update**

✦ Register for three webinars, get one free!

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## KBART: IMPROVING ACCESS TO ELECTRONIC RESOURCES

Peter McCracken  
KBART co-chair  
NISO Webinar  
8 April 2009

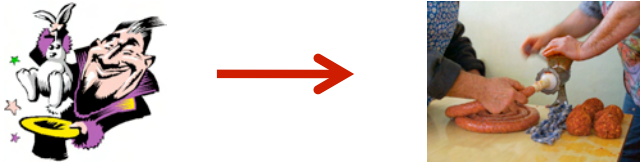
## OpenURL Evolution

- The evolution of the OpenURL in use:



## OpenURL Evolution

- The evolution of the OpenURL in use:



## OpenURL Evolution

- The evolution of the OpenURL in use:



- If links fail, patrons will turn to  
the tool that always works  
**the tool that always returns results**
- Three main problems with OpenURL today:
  - Bad data; Bad formatting; Lack of knowledge

## The Measure of Success

- Better access for patrons
  - Fewer false positives and false negatives
- Best-case scenario:
  - **IF** a patron is seeking an article, and her library offers access to it through exactly seven online resources,
  - **THEN** the OpenURL resolver returns exactly seven accurate links



## KBART: An Introduction

- Knowledge Bases And Related Tools
- UKSG and NISO collaborative project
- Get better data for everyone –
  - Those who provide data (publishers, aggregators)
  - Those who process data (link resolvers, ERMs, etc.)
  - Those who present data (libraries, consortia)
    - All for THOSE WHO USE DATA – library patrons
- Ensuring timely transfer of accurate data to knowledgebases, ERMs, etc.



## KBART: The Membership (Phase I)

- **Core working group** chaired by me (Serials Solutions) and Charlie Rapple (TBI Communications; formerly Ingenta)
  - Link resolver/ERM suppliers – Ex Libris, Openly/OCLC, Serials Solutions
  - Publishers – Taylor & Francis, SAGE, British Medical Journal
  - Subscription agents/aggregators – Swets, EBSCO, Ingenta, Credo
  - Libraries – Edinburgh, Leicester, Cornell, Princeton, Claremont Colleges, Hanford Technical
  - Consortia – SCELIC, California Digital Library
- **Monitoring group**
  - More of these plus other related groups e.g. NASIG
  - Anyone can join monitoring group  
[www.niso.org/lists/kbart\\_interest/](http://www.niso.org/lists/kbart_interest/)



## KBART: Focusing on the Negatives

- “OpenURL’s Negatives”
  - **Inaccurate data leads to bad links**
  - **Incorrect implementation doesn’t transfer data properly**
  - **Lack of knowledge means some vendors aren’t using it**

## Solving the Negatives: Lack of Knowledge

- Some content providers simply aren’t aware of what OpenURL does and why it benefits them
  - Education & advocacy
- Follow recommendations of “Link Resolvers and the Serials Supply Chain” report; provide useful information to those content providers
  - How to implement correctly
  - Offer contacts for those needing assistance

## Solving the Negatives: Incorrect Implementations

- Help content providers determine what is working, and what isn’t
  - Cornell project to focus on source OpenURLs
  - Identify correct and incorrect implementations
  - Give opportunity for vendors to grade selves
- Offer more and better examples of OpenURL
- Standardize transfer of data within and among supply chain participants

## Solving the Negatives: Inaccurate Data

- How do we handle incorrect data?
  - ▣ Grading? Policing? Shaming?
  - ▣ Biggest and most difficult problem to solve
- Highlight to content providers how important completely accurate data is to their end users
  - ▣ Consider the 'false positive': arrrgh, that's frustrating...
  - ▣ Consider the 'false negative': much, much worse: how would you ever know?

## KBART Phase I Deliverables

- Create a report that provides general guidance on problematic issues
  - ▣ Data problems
  - ▣ Incorrect implementation
  - ▣ Limited knowledge
- Offer best practices guidelines for how to effectively transfer accurate data among parties
- Provide better understanding of supply chain

Thanks!



- <http://www.uksg.org/kbart>
- <http://www.niso.org/workrooms/kbart>
- Peter McCracken (NISO co-chair)
  - ▣ [peter@serialssolutions.com](mailto:peter@serialssolutions.com)
  - ▣ Co-founder & Director for Research, Serials Solutions
- Charlie Rapple (UKSG co-chair)
  - ▣ [charlie.rapple@tbicomcommunications.com](mailto:charlie.rapple@tbicomcommunications.com)
  - ▣ Head of Marketing Development, TBI Communications

## KBART: Benefits to Link Resolver Vendors

Thomas Ventimiglia  
Princeton University Library  
NISO KBART Webinar  
April 8, 2009

## My Background

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- 2004-2008: Part of the development team for the OCLC WorldCat Link Manager Knowledgebase
    - (Previously Openly Informatics' "1cate")
  - Contacted content providers, compiled title lists, wrote in-house software to process metadata.
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## Challenges of Compiling a KB

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- **"Order from Chaos"**
  - Over 100 providers, 2 million records each month
    - This data cannot realistically be entered by hand
    - Each record cannot be error-checked manually each month
  - Computer programs must process/validate this data and put it in a single, unified DB
- 

## Challenges of Compiling a KB

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- Each provider's data is in a different format, with a different set of fields
  - Data formats can change
  - Large amount of work put into maintaining in-house software and writing new software when new providers are added
  - KBART identifies a data format that is easy to process
    - Code can be reused
    - Less code needed
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## KBART reduces these challenges

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- If KBART guidelines are followed, KB vendors can spend less time writing code to convert KB data into a unified format, and more time improving the quality and accuracy of their software and data
  - Reduced likelihood of processing errors
  - Benefits all parties – better search results, better likelihood of connecting patrons to resources
-

## Chaos: Title List Formats

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- Ideally, title list should be a table, so it can be imported directly into a database
  - In what format do we receive title lists?
    - Spreadsheet, XML, CSV file (good)
    - Web page, PDF brochure (not so good)
  - In a web page, data is buried in HTML
    - If site design changes, processing code must change
    - Each title may have its own webpage, in which case many separate files must be downloaded and merged into a single file
  - PDF: hard to extract tabular data
- 

## KBART: Title List Formats

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- KBART recommends CSV (comma-separated-values) format
    - Common export format from DB and spreadsheet software
  - Plain text: no colors, typefaces, etc.
  - UTF-8 encoding: covers all languages
  - As a result, almost no processing needed to put the data in a tabular format
- 

## Chaos: Data Fields

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- Some title lists lack important data fields
    - ISSN: More stable identifier than a title
    - URL: Where to access the content
    - Coverage dates: Tells us what's accessible
  - Attempts can be made to get this data from other sources (Web, Union Catalogs), but the process is messy, time-consuming, and often inaccurate.
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## KBART: Data Fields

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- KBART recommends a set of metadata fields important to the basic functions of a link resolver
  - Includes:
    - Title
    - Author (for books)
    - ISSN/ISBN
    - URL & Title Identifier
    - Coverage dates/volumes/issues
    - Embargo (coverage delay)
    - Content type (abstracts-only, fulltext, etc)
-

## Chaos: Dates

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- Content providers often use the date format that appears on the cover of the print edition
  - Dizzying array of formats
    - Language variations: April vs. 四月
    - Numerical date variations (Is 1/4/09 Jan 4 or Apr 1?)
    - Many other designators ("Summer", "1st Quarter", "Pentecost")
  - These variations may all appear within the same title list
- 

## KBART: Dates

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- Dates should be in YYYY-MM-DD format
    - YYYY-MM and YYYY fine for lower-frequency publications
  - If a journal is covered up to the present, the coverage end fields may be left blank
    - KB will still be current when new issue is released
- 

## Other Recommendations

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- Data should be updated each month
    - Or as often as it changes, if less frequent
  - Data should be posted to an FTP site
    - Preferable to emailing between individuals
    - Can be harvested automatically
  - Designated contact person on both provider and vendor ends
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## Role of Content Providers

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- KBART will likely not be a burden to content providers
    - Many of these recommendations are already being practiced to some degree
  - By making small adjustments to the way data is presented, providers will increase the chances that their online holdings are accurately conveyed to customers
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Thank you!

## KBART – A Librarian’s Perspective

NISO/UKSG KBART Webinar  
April 8, 2009

Chrissie Noonan  
Hanford Technical Library, Information Services  
Department, PNNL

Contact Information: [Christine.Noonan@pnl.gov](mailto:Christine.Noonan@pnl.gov); 509/372-7424



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## My Background

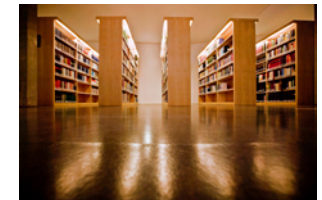
- ▶ Electronic Resources Management Team Lead, Emerging Technologies Team Lead
- ▶ Experience with collection development, acquisitions, licensing, end-user and staff training and education, usability and website management, and research consultation
- ▶ NISO KBART Core Working Group Member
- ▶ LITA Education Committee Member



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## Today’s Environment

- ▶ 10+ years of increasing acquisition and use of electronic products in libraries
- ▶ 98% Collection Development budget
- ▶ The 3 Ps
  - Pricing
  - Packaging
  - Platform
- ▶ We need to:
  - Link resources in a meaningful way
  - Optimize the accessibility and use of resources



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## What does the Library do?

- ▶ OpenURL link resolver which is registered with variety of providers
- ▶ Customize and manage resources in the link resolver's KB on an *ongoing* basis
  - Access limitations
  - Current subscriptions
  - Cancellations
  - Archival access
  - Consortia arrangements
  - Etc



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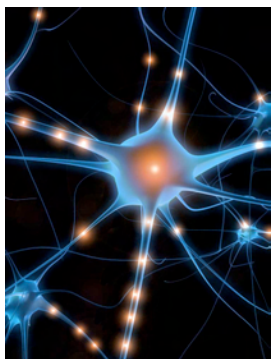
## What is a knowledge base?



- ▶ Database, “the brain”
- ▶ Contains information about web resources
  - e.g., what journals are accessible in ProQuest's Research Library
  - How you would link to articles in them
- ▶ Identifies resources a library leases, owns, or activates
  - Not just journals!
  - May include print or other non-electronic resources
  - May include free, trial, or open access online resources

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## Why do we care about the knowledge base?



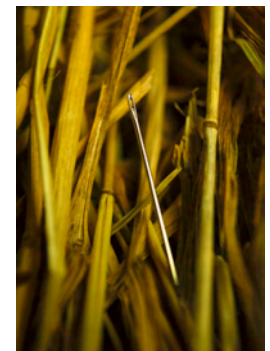
- ▶ Makes the connections
- ▶ Knows where the “stuff” is
- ▶ Directs traffic to library-specific resources
- ▶ Only place the user can get to the “appropriate copy”

“Hell is the place where nothing connects.” – T.S. Eliot

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## When linking goes wrong

- ▶ The elusive needle
- ▶ GIGO – *Garbage in, garbage out*
  - Wrong metadata
  - Poor linking
  - Darned ISSN and title changes
  - Link does not resolve to the right target
  - Dead end
- ▶ Why can't you find the needle?
  - Outdated data!!!



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## Why KBART? Why now?



- ▶ UKSG research report – [Link Resolvers and the Serials Supply Chain](#)
- ▶ Highlighted many issues including
  - Lack of awareness of OpenURL capabilities
    - Impacts quality and timeliness of data provided to link resolver knowledge bases
    - Undermines the potential of the sophisticated technology
- ▶ Unique partnership between US and UK entities
  - Mission
    - Guidelines
    - Education
    - Information



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## How will KBART impact libraries?

- ▶ Empowerment of library staff
- ▶ Education
  - Tools and resources
  - FAQs
  - Presentations
- ▶ Easy to understand terminology
- ▶ Better understanding of the OpenURL supply chain
- ▶ Improved data accuracy and increased reliability of linking from, within, and between OpenURL compliant products
- ▶ Normalization of package names, date representation, title list formats, etc
- ▶ Resolution of errors
- ▶ Maximized usage of electronic products
- ▶ Improved user experience



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## Final Thoughts

- ▶ Online collections will continue to increase
- ▶ Increased metadata accuracy and transfer rates are crucial
- ▶ Standards and best practice guidelines
- ▶ Joint efforts further our ability to get everyone at the table to solve some problems!



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- ▶ Thank you!



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**CREDO** *reference*

Jenny Walker

Credo Advisory Board

KBART - April 8<sup>th</sup>, 2009

## What is Credo Reference

- Online, full-text reference service
- Over 390 authoritative titles
- 3,000,000+ entries
- 60+ publishers
- Thoughtful integration



**CREDO** *reference*

## Integration with other library resources

- Metasearch via Z39.50 and XML Gateway
- Customisable links to local and 3<sup>rd</sup> party resources
- Inbound linking via persistent URLs
- OpenURL linking
  - Credo as Link Resolver Source
  - Credo as Link Resolver target



**CREDO** *reference*

## Credo as Link Resolver Target

- Increases traffic to Credo
- Many of the Credo reference resources are available direct from the publisher or from other aggregators
  - Need to link to the 'appropriate' copy
- Credo title lists available on Credo Web site (on request)
  - Link Resolver providers can download in order to update their knowledge bases



**CREDO** *reference*

http://corp.credoreference.com/images/credo/titles/credo\_books.xls

A	B	C	D	E
14	Holocaust Literature: An Encyclopedia of Writers and Their Work	2002	Routledge	9780415975961 www.credoreference.com/vol/479
15	Encyclopedia of Paleontology	1999	Routledge	9780415929809 www.credoreference.com/vol/470
16	Churchill Livingstone's Dictionary of Nursing	2006	Elsevier Health Sciences	978-0-443-10175-5 www.credoreference.com/vol/477
17	Cambridge Dictionary of Human Biology and Evolution	2005	Cambridge University Press	9780521862605 www.credoreference.com/vol/476
18	Brewer's Dictionary of Phrase and Fable (17th ed.)	2005	Cassell	978-0-304-35763-3 www.credoreference.com/vol/475
19	Cambridge Dictionary of Sociology	2006	Cambridge University Press	9780521837808 www.credoreference.com/vol/474
20	Routledge's The New Thesaurus	2003	Houghton Mifflin	9780618254149 www.credoreference.com/vol/473
21	The Encyclopedia of American Folk Art	2003	Routledge	9780415929809 www.credoreference.com/vol/472
22	Britannica Concise Encyclopedia	2006	Encyclopaedia Britannica	978-1-59339-293-2 www.credoreference.com/vol/471
23	Mosby's Dictionary of Medicine, Nursing, & Health Professions	2006	Elsevier Health Sciences	978-0-323-03662-0 www.credoreference.com/vol/470
24	Collins Dictionary of Astronomy	2006	Collins	978-0-00-722092-2 www.credoreference.com/vol/469
25	Saunders Comprehensive Veterinary Dictionary	2007	Elsevier Health Sciences	978-0-7020-2788-5 www.credoreference.com/vol/468
26	High Definition: A Z (Guide to Personal Technology)	2006	Houghton Mifflin	9780618174896 www.credoreference.com/vol/467
27	The American Heritage Science Dictionary	2005	Houghton Mifflin	9780618455041 www.credoreference.com/vol/466
28	Mosby's Handbook of Health & Natural Supplements	2006	Elsevier Health Sciences	978-0-323-03706-8 www.credoreference.com/vol/465
29	The Great American History Fact-Finder	2004	Houghton Mifflin	9780610439416 www.credoreference.com/vol/464
30	The American Heritage Medical Dictionary	2007	Houghton Mifflin	9780618824359 www.credoreference.com/vol/463
31	Word Histories and Mysteries	2004	Houghton Mifflin	9780618454901 www.credoreference.com/vol/461
32	How We Talk: American Regional English Today	2000	Houghton Mifflin	9780618184362 www.credoreference.com/vol/460
33	The American Heritage Guide to Contemporary Usage and Style	2005	Houghton Mifflin	9780618604999 www.credoreference.com/vol/459
34	Dictionary of Publishing and Printing	2006	A&C Black	978-0-7136-7589-4 www.credoreference.com/vol/458

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Catalog: All Titles Title Begins With

Home > Data Management > Database Details

Credo Reference :: Credo Reference (Xrefplus)

Database Details Filter By: Title Begins With [ ] Apply

General

Titles (0)

Books (411)

Journals (0)

Other (0)

Title	ISBN	Type	Status	Date(s)	Custom Date(s)	Collection Name
Academic Press Dictionary of Science and Technology	9780122004001	Book	Subscribed			
Africa and the Americas: Culture, Politics, and History	9781851094417	Book	Subscribed			
African-American Writers: A Dictionary	9781576073957	Book	Subscribed			
Alcohol and Temperance in Modern History: An International Encyclopedia	9781576078341	Book	Subscribed			
American Economy, The: A Historical Encyclopedia	9781576078679	Book	Subscribed			
American Heritage Guide to Contemporary Usage and Style	9780618604999	Book	Subscribed			
American Heritage Medical Dictionary	9780618824359	Book	Subscribed			
American Heritage Science Dictionary	9780618455041	Book	Subscribed			
American Heritage(R) Abbreviations Dictionary	9780618621231	Book	Subscribed			
American Heritage(R) Dictionary of Idioms	9780618249534	Book	Subscribed			
American Heritage(R) Dictionary of the English Language	9780618701735	Book	Subscribed			
Andromeda Encyclopedic Dictionary of World History		Book	Subscribed			

S-F-X ADMIN CENTER

Admin Center > KBManager > Sources | Targets | Search Objects [OpenURL Generator](#) [Log Off](#)

List of Portfolios for CREDOREFERENCE-getFullTxt

Available: 404 portfolios Database: wmaster [Back to Target](#) [Back to List of Sources](#)

#	Target	Service	Object	Title	Threshold	Mod.	Act.	Actions
101	CREDOREFERENCE	getFullTxt	0-333-24750-4	Macmillan Diction...		2008-02-13	Y	[ ] [ ] [ ]
102	CREDOREFERENCE	getFullTxt	0-333-24825-0	Macmillan Diction...		2008-02-13	Y	[ ] [ ] [ ]
103	CREDOREFERENCE	getFullTxt	0-333-22673-8	The Macmillan Dic...		2008-02-13	Y	[ ] [ ] [ ]
104	CREDOREFERENCE	getFullTxt	0-333-82813-8	The Macmillan Enc...		2008-02-13	Y	[ ] [ ] [ ]
105	CREDOREFERENCE	getFullTxt	0-340-80850-0	The Hutchinson Un...		2008-02-13	Y	[ ] [ ] [ ]
106	CREDOREFERENCE	getFullTxt	0-305-42088-2	Simpson's Contemp...		2008-02-13	Y	[ ] [ ] [ ]
107	CREDOREFERENCE	getFullTxt	0-305-24172-3	The Reader's Comp...		2008-02-13	Y	[ ] [ ] [ ]
108	CREDOREFERENCE	getFullTxt	0-395-02237-0	The Encyclopedia		2008-02-13	Y	[ ] [ ] [ ]
109	CREDOREFERENCE	getFullTxt	0-395-02921-8	Encyclopedia of N...		2008-02-13	Y	[ ] [ ] [ ]
110	CREDOREFERENCE	getFullTxt	0-395-02888-3	The Reader's Comp...		2008-02-13	Y	[ ] [ ] [ ]
111	CREDOREFERENCE	getFullTxt	0-395-02173-8	The Reader's Comp...		2008-02-13	Y	[ ] [ ] [ ]
112	CREDOREFERENCE	getFullTxt	0-395-11556-3	Ships of the Worl...		2008-02-13	Y	[ ] [ ] [ ]

## Some Issues to address to meet KBART guidelines

- Format of data (+ standard heading for the title list)
- General vs Specialist Reference titles
- Selective titles from Credo

## Summary

- Credo welcomes the KBART initiative
  - Standardized procedures and formats
  - Trusted source of information
- Credo will make necessary changes to meet the KBART recommendations



**CREDO**reference

Thank you!  
Jenny Walker

## KBART and the OpenURL: Increasing E-Resource Use Through Improved User Access



## Questions?

All questions will be posted with presenter answers on the NISO website following the webinar:

<http://www.niso.org/news/events/2009/kbart09/>