

Focus on the Item: Understanding the end-user perspective ... or The OPAC is Dead !!

NISO/BISG Forum on the Changing Standards Landscape
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Research Library Model



Old Model of Library Use is Gone

- Old model resulted from \$\$\$ of the '60's
- Built BIG print collections
- Users had to come to the collections



Nature of collections has changed

- 50+% spent on e-resources is not unusual
 - Underutilized
- Collections are much more volatile
 - e-journals
 - Open Access journals
 - e-book collections
 - e-music
 - Institutional repository
 - Online reference resources
 - Datasets

It's all about the Users

- The Web has changed how we deliver and consume information
 - The shift from physical to digital delivery of information has created new requirements and opportunities for delivering effective library experiences
- The Web has profoundly transformed the nature of library collections
 - The majority of new acquisitions are Web-based
 - Collections have increased dramatically and content is available anytime, anywhere
 - Web search engines compete with libraries

Publication structures are disintegrating

- Articles, not journals
- Chapters, not books
- Graphs, not dissertations



OPAC is really dead!

- Collections are primarily digital
 - Hundreds of "databases"
 - Articles not represented
- 50% + is spent on e-resources
- "Special" collections are also digital!



The Net-Generation or "Millennials"



- Want to be self-sufficient
- They do NOT ask questions
- They want to be anonymous
- They expect all search systems to behave like Google, Bing, and other Open Web search engines
- Today's student = Tomorrow's faculty

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Project Information Literacy

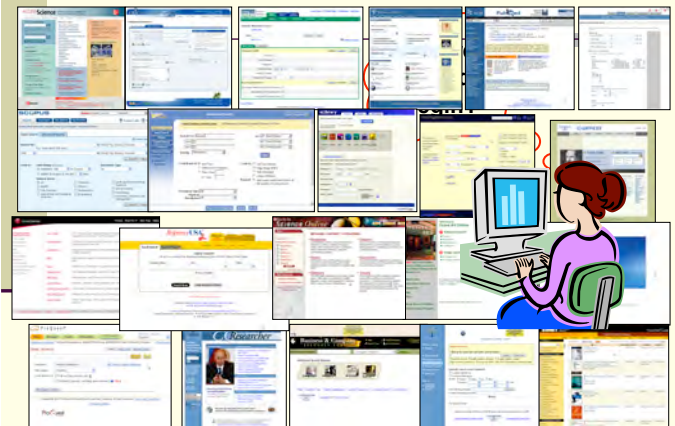
a large-scale study about early adults and their research habits



- Students are very busy !
- Article – or chapter -- is the information object of choice
- Research is conducted "just in time"
- Students will try the Library 1st.
- Students start a research project by inputting a few search terms in the search engine of a database that had brought them "luck" on a previous assignment.

<http://projectinfolit.org/>

Old Model - What the Patron Sees



Perceived Value of the Library's Role

I T H A K A

- The importance of the role of the library as a gateway for locating information has fallen over time
- The library is increasingly disintermediated from the actual research process

Source: Housewright, R., & Schonfeld, R. (Aug2008).

How Do You Know That? An Investigation of Student Research Practices in the Digital Age

Randall McLure and Kellian Clink

Portal: Libraries and the Academy, Vol. 9, No. 1 (2009)

"It is also clear from teacher and student responses in the study that the library is seen as an intimidating and inconvenient place, especially and interestingly in its primary purpose – supporting student research and often assisting students in the identification, location, and evaluation of sources."

"We also concede it is understandable that students are drawn to using search engines on the Internet to conduct academic research. These engines are easy to use, available to anyone with an Internet connection, and quick and bountiful in their returns."

Not just the Library Market

- Free vs fee content
 - Newspapers as the stalking horse
 - Metadata as a commodity
- Traditional publishers face disintermediation

disintermediation is the removal of **intermediaries** in a **supply chain**: "cutting out the middleman".

MNL.C

New offerings to Libraries

- Reacting to the overall trends in information
- Disrupting the traditional library access tools
 - OPAC's – print inventory
 - Federated search – database oriented
- "Discovery":
Single interface for finding all the information. Users are no longer forced to search in multiple systems for different media types—books, e-books, print and electronic articles, digital media, and other types of resources.

Discovery Layer

- Improved search of catalog and local resources
 - Keyword
 - Facets
 - Visualization
- Locally installed
- Highly customizable
- Social information tools – tagging, etc.
- 2 types of players
 - Commercial – vendor supplied
 - Open Source – library efforts

Commercial



Encore is a new product from Innovative that brings together content, community, and discovery in a single search.

encore

AquaBrowser Library
search, discover, refine

Open Source

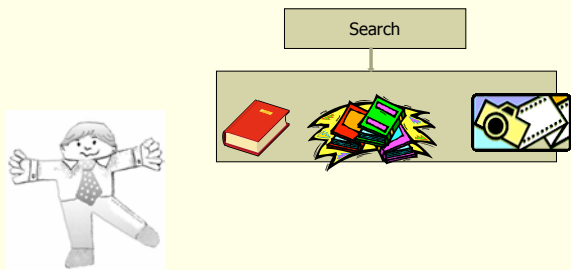
- Summa -- State and University Library, Denmark
-  Villa Nova University
-  University of Rochester + partners
-  University of Virginia Library

"Web Scale Discovery"

- Access Trend to deal with "object" level discovery
- Google-like architectures allow very large indexes at the object level
- Further disintegration of the old package model

The World is Flat

Each object is on an equal level

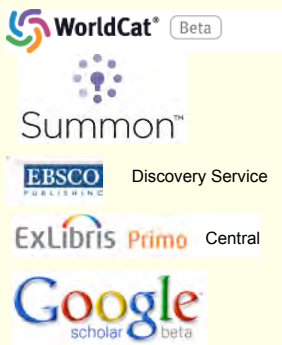


Web Scale Discovery

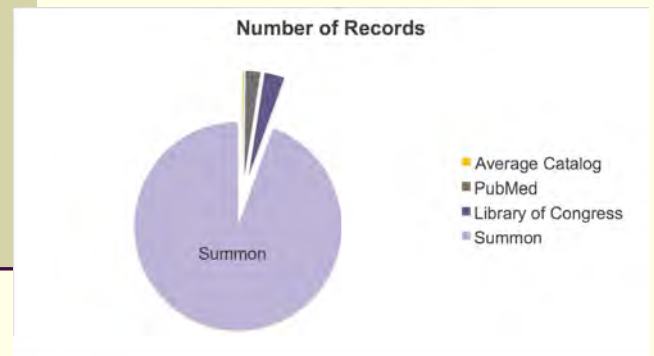
Attributes:

- Hosted
- Pre-harvested
- Pre-coordinated
- Contributions directly from publishers
 - Coverage
- Collection and ingest capabilities
 - Local catalog updates
- Scale !!

Web Scale Discovery



How big is big?



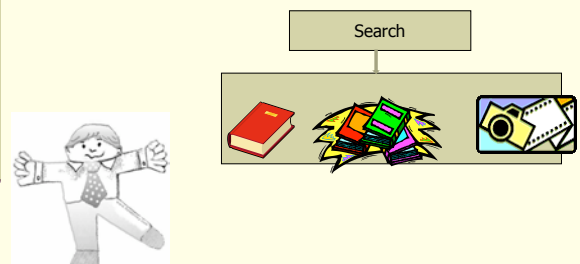
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Web Scale Discovery redefines the Library's collection

■ Dartmouth	231,332,304
■ Arizona State	160,007,795
■ North Carolina State	166,367,072
■ Grand Valley State	158,835,800
■ Rollins College	172,249,116

The World is Flat

Each object is on an equal level



ASIDC 3-08

Packaging for sale vs. consumption

- End user consumption is NOT by package
- All formats are alike
 - Best book vs. best article
- Item identifiers are critical
 - But ... end users won't care about them
- MARC records don't/won't work
- Massive supply chain disruption:
Gotta love it to survive



Hurry Up !!

- This is a time of "revolution" – not evolution
- Move quickly in order to avoid disintermediation
- Challenge the Standards Process

