

Amazoogle ?

~~Google~~Amazon:
**User Searching Behavior And
Expectations For Library
Catalogs**

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This slide features a red header bar with 'Back' and 'Forward' navigation buttons. The main content area has a white background with a yellow vertical bar on the left and a blue vertical bar on the right. The title is in blue, with 'Amazoogle ?' written in a slanted font above it. A red line is drawn through the word 'Google' in the title.

Outline

- The user
 - Internet user
 - Library/catalog user
- Technology
- OPAC Improvements
- Trends and issues in cataloging

This slide features a red header bar with 'Back' and 'Forward' navigation buttons. The main content area has a white background with a yellow vertical bar on the left and a blue vertical bar on the right. The title 'Outline' is centered at the top in blue. Below it is a bulleted list of topics.

Back Forward

The Internet user

- PEW Internet studies
 - Search engines
 - User profile

Back Forward

PEW Reports

- 84% of internet users have used search engines
 - 2nd ranking internet activity following email
- Popularity:
 - Google (89.8muv)
 - Yahoo! (68muv),
 - MSN 49.7,
 - Ask Jeeves (43.7muv), and
 - AOL (36.1muv)
- Age groups of internet users:
 - 18-28 42% 51-59 39%
 - 29-40 51% 60-69 31%
 - 41-50 37% 70+ 25%

PEW Reports

- Profile of typical search engine user:
 - Heavy internet user
 - faster connection
 - several times a day
 - is online for long period of times
 - GenX cohort (in their 30s)
 - Socially upscale
 - college educated
 - higher income
 - most likely white than Hispanic than African-American

PEW search engine user study

- Use search engines conservatively – 50% would go back to traditional ways
- Positive about their online search experiences – 92% confident, 87% satisfied
- Naïve about search engines and search results – 62% unaware of the difference between paid & unpaid results
- Use search engines for both important and trivial questions – fact finding, medical information
- Men are more intense and savvy searchers than women.
- Young users are more avid, committed, and trusting searchers than older users.

The screenshot shows a web browser window with a red title bar containing 'Back' and 'Forward' buttons. The main content area has a yellow vertical bar on the left and a white background. The title is 'Search engine users: What do they seek?' in blue. The content includes a bullet point for 'Seasonal information' with a sub-bullet for 'Week-by-week lists of popular searches'. It provides an example URL 'http://50.lycos.com/' and a 'Google Zeitgeist for week ending 4/17/06' with a list of 15 search terms.

**Search engine users:
What do they seek?**

- Seasonal information
 - Week-by-week lists of popular searches

E.g. <http://50.lycos.com/>

Google Zeitgeist for week ending 4/17/06

1. happy easter
2. proof
3. boston marathon
4. bettie page
5. lrs
6. pamela rogers
7. peeps
8. cindy margolis
9. mumps
10. easter egg
11. aishwarya rai
12. resurrection
13. scary movie 4
14. scientology
15. tax forms

The screenshot shows a web browser window with a red title bar containing 'Back' and 'Forward' buttons. The main content area has a yellow vertical bar on the left and a white background. The title is 'Search engine users: What do they seek?' in blue. The content includes two bullet points: 'More diverse individual interests than before' with a list of categories, and 'If they don't use search engines, they use a:' with a list of alternative methods.

**Search engine users:
What do they seek?**

- More diverse individual interests than before
 - People, places, things
 - Travel, commerce
 - Computers, technology
 - Health information
 - Education
 - Entertainment
- If they don't use search engines, they use a:
 - Favorite site
 - Familiar portal, database
 - Specific recommended URL
 - Link(s) from one site to another

◀ Back Forward ▶

Information seekers

- Go to search engines first (84%)
- Search for trivial and scholarly information
- Prefer fast and immediate information
- Do not care about accuracy as long as they find something – “good enough”
- Trust both free and purchased resources
- Trust search engines & libraries the same

◀ Back Forward ▶

Information seekers

- Still use the library
 - Not as often, after the Internet
 - Do not foresee to use it less in the future
- Like to self-serve
- Don't want to learn how to use a system
 - expect it to be simple
- Search engines fit their lifestyle better

Back Forward

Scholarly Information

- More specific, easier to sort through in a database
- Some areas lend themselves to “keyword”
- More and more is becoming available on the Web for free

Back Forward

Library Users

- Not always aware of library's website and services
- Do not ask a librarian even if a “virtual” librarian is available to them
- See library as a place, have a good idea of the physical requirements
- See library as a place to borrow books
- Reference collections

◀ Back Forward ▶

Library Users: MORE, FAST, NOW

- More materials
- More full text resources
- Current information
- Timely
- Integration of all library resources
- Customer orientation

◀ Back Forward ▶

Catalog Users

- Easier to search by title & author
- Mostly topical searches
- Keyword preference
- Information literacy
 - Do not know the difference between keyword and subject search
 - Not sure about their search terms
- Do not use the “help” available
- Do not ask for help
- Scope of the catalog
 - Access to what?

Back Forward

Catalog users: Subject

- The most problematic search
- Enter too broad or too narrow terms
- Enter one or two words in the search box
- Do not change their search terms often, if at all
- Repeat identical searches

Back Forward

Catalog users: Subject (LCSH)

- User-system term matching
- Complicated strings
- Understanding subject headings
- Too broad
- Unaware of the syndetic structure, subject browsing – functions of controlled vocabularies

Back Forward

Catalog users: Results list

- Order of results
- Relevance ranking – expected due to search engines
- Choices
- Grouping
- Limiting results

Back Forward

Catalog users: Descriptions

- When a “description” is available, they look in the description and title
- When there is no description, they look in the title and subjects
- Look in subjects for terms to use for searching
- Want content notes and description, summary
- Recognize authors as “authority” in a field

Back Forward

Catalog User: Expectations

- Simple, easy to use
- Have features of popular sites
 - Spell checker
 - Friendly messages:
 - “did you mean?”
 - “more like this”
 - “people interested in this, also liked”
 - Default “AND” operator in keyword search
- Standardized searching techniques
- Retrieve something
- Not have to repeat their search in different systems

Back Forward

Technology

- Google
- Amazon
- Keyword searching dominance?
- OPACs

Back Forward

Technology: Google

Google Web Images Groups News Froogle Maps Scholar more »
 anthrax Search Advanced Search Preferences

Web Results 1 - 10 of about 661 for anthrax with SafeSearch on (0.70 seconds)

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3 books that cite this book:

[International Book Publishing: An Encyclopedia \(Critical Reference Library of the Humanities\)](#) by PHELIP ALTRACH on page 574

[Book: Journalism \(Blueprint\)](#) by SARAH NIELSEN in [Front Matter](#)

[Literary Agents: What They Do, How They Do It, and How to Find and Work with the Right One for You, Revised and Expanded](#) by Michael Laven in [Back Matter](#)

[Marketing in Publishing \(Blueprint 5\)](#) by P. FORDYTH in [Front Matter](#)

[Inside the Music Business](#) by TONY BARROW in [Front Matter](#)

Back Forward

Is keyword searching the answer to Google's popularity?

- Dumping down our catalogs?
- One size does not fit all
- What will users miss?
 - Contextual information
 - Term control
 - Conceptual groupings
 - Conceptual browsing

Back Forward

OPACs

- Intelligent discovery systems
- Make it obvious
 - Easy to use
 - Clear help
- Find all from one place – federated searches
 - Books, media, etc.
 - Journal articles – databases
 - Digital libraries
 - Course materials
- 0 or few hits
 - Spell checker
 - Suggest alternative ways
- Link to full text, the actual resource whenever possible

Back Forward

OPACs (cont.)

- Standardize
- Natural language processing
- Clustering of results
- Offer relevance ranking
- Enrich services: “more like this”
- Enhance records
- Visualization
 - Aquabrowser

The screenshot displays a library OPAC search results page for the query "corn". The interface includes a search bar at the top with "corn" entered, and navigation buttons for "Back" and "Forward". On the left, a "Discover" sidebar shows a hierarchical tree of related terms: production, feast, seed, crow, cob, corn, wheat, grain, cereals, cow, stalk, popper, harvest, callus, stool, candy, corn, julius, belt, giff, raccoon, jansen, contest, bean, crop, cam, henkes, corn, corn, planting, darkness, kernel. Below the sidebar is a legend for "Associations", "Spelling Variations", "Translations", and "Discovery Trail". The main content area lists three search results:

- 1. Corn** (1998) by Pam Robson. Summary: "An introduction to the corn we eat starting at the farm with its planting and harvesting until it is sold in markets. Also discusses the manufacture of other products made from corn." Subject: corn, corn products, ... Found: corn (6). Includes an "Annotation" button.
- 2. People of corn** (1995) by Mary-Joan Gerson, Carla Golembe. Summary: "create grateful creatures: the Mayan gods use sacred corn to fashion a people who will thank and praise their creators." Subject: corn, creation, ... Found: corn (3). Includes a "Reviews" button.
- 3. Corn Belt harvest** (1991) by Raymond Bial. Summary: "Text and photographs describe the United States Corn Belt region and its harvest season." Subject: corn. Found: corn (3).

On the right, a "Select Location" sidebar shows "Showing results from: All locations". Below it, a "Refine" section offers filters for Form (juvenile fiction, juvenile literature, fiction), Format (Book, Sound recording, Movie, Music, Serial), Subject (corn, farm life, folklore, humorous stories, indians of north america, mice), Corporation (cornbelt museum of glass), and Geographical (kentucky, united states, southern states).

OPACs (cont.)

- Recommender feature
- Customization – “My” library catalog
- Hierarchical catalog (FRBR)
- Support non-Roman script searching
- Offer bibliographic services where users are – push the catalog to the user
- Ask Vendors to improve user-tasks not library tasks

◀ Back Forward ▶

Trends & Issues in Cataloging

- FRBR
- RDA
- Metadata
- Subject access
- Reports
 - Calhoun/LC: Changing Nature of Catalog
 - Mann: Critical review of Calhoun report
 - Marcum: The Future of Cataloging
 - U. of California

◀ Back Forward ▶

FRBR

Functional Requirements for Bibliographic Records

- Hierarchical catalog
 - Basic unit of description is the work, emphasis on content instead of the container
 - Group by expression, manifestation
 - Bibliographic relationships
 - Improves collocation
- FictionFinder
- Curiouser
- VTLS
- AustLit

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RDA

Resource Description and Access

- Influenced by FRBR
- Principles-based vs. case-based
- Separates content from container (based on type of information, not format)
- Allows for flexibility
 - ISBD punctuation
 - Choice of access points

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Metadata

- More diverse resources
 - Cultural heritage
 - Archives
 - Born-digital
 - Research reports
 - Conference websites
- MARC
- Other metadata, more appropriate for other types of resources
 - XML based
 - MODS, ONIX, VRA, EAD
- Enriched metadata

◀ Back Forward ▶

Subject Access

- Keyword vs. subject
- LCSH
 - FAST – simpler syntax, faceted
- Browsing
 - Subject
 - Classification
 - Taxonomies
- Collocation: foreign materials

◀ Back Forward ▶

Reports & Papers on future of Cataloging

- Increase of digital resources
- Automatic metadata creation
- Simplified cataloging, less detailed descriptive cataloging
- Streamline cataloging, no need for local policies
- Focus local cataloging on unique collections
- Automatic indexing – relevance ranking – no LCSH?
- Enhance records with vendor/publisher information

◀ Back Forward ▶

What's next?

- MARC records
- Other metadata
- Use existing descriptive data (publishers, vendors), explore automatic metadata creation
- Focus on special materials, authority control, subject cataloging, and other expert tasks
- Collaborate with other information providers to enhance bibliographic information
 - Cover art, book reviews, excerpts
- Cataloger skills: managers, languages, subject areas, different metadata
- Catalogs that support users
- Catalogs that communicate with external information systems

◀ Back Forward ▶

Questions?

Thank you!

	<input type="button" value="Back"/> <input type="button" value="Forward"/>
	<h2 style="color: #0000FF;">References</h2> <p>AustLit, http://www.austlit.edu.au/</p> <p>Byrd, Jackie, et. al. 2006. A white paper on the future of cataloging at Indiana University. January 15, 2006. Available at http://www.iub.edu/~libtserv/pub/Future_of_Cataloging_White_Paper.pdf</p> <p>Calhoun, Karen. 2006. The Changing Nature of the Catalog and its Integration with Other Discovery Tools : prepared for the Library of Congress. March 17, 2006. Available at http://www.loc.gov/catdir/calhoun-report-final.pdf</p> <p>Curiouser, http://www.oclc.org/research/projects/curiouser/default.htm</p> <p>Fallows, Deborah. 2005. Internet searchers are confident, satisfied and trusting – but they are also unaware and naive. Washington, DC: Pew & American Life Project, January 2005. Available at http://www.pewinternet.org/</p> <p>FictionFinder, http://www.oclc.org/research/projects/frbr/fictionfinder.htm</p> <p>Mann, Thomas. 2006. The Changing Nature of the Catalog and Its Integration with Other Discovery Tools. Final Report. Prepared for the Library of Congress by Karen Calhoun. A Critical Review. March 17, 2006. Available at http://www.guild2910.org/AFSCMECalhounReviewREV.pdf</p>

	<input type="button" value="Back"/> <input type="button" value="Forward"/>
	<p>Mann, Thomas. 2005. Will Google's keyword searching eliminate the need for LC cataloging and classification? Available at http://www.guild2910.org/searching.htm</p> <p>Marcum, Deanna B. 2005. "The future of cataloging." Presented at the EBSCO Leadership Seminar, January 16, 2005, Boston MA. Available at http://www.loc.gov/library/reports/CatalogingSpeech.pdf</p> <p>OCLC. 2004. OCLC Environmental Scan: Pattern Recognition: A Report to the OCLC Membership. Dublin, Ohio: OCLC. Available at http://www.oclc.org/reports/2003escan.htm</p> <p>OCLC. 2005. Perceptions of Libraries and Information Recourses. Available at http://www.oclc.org/reports/2005perceptions.htm</p> <p>Salaba, Athena. 2005. Term selection process in subject searching: End-user interactions with information retrieval systems and indexing languages. Dissertation. University of Wisconsin-Madison.</p> <p>Tennant, Roy. 2006. The new cataloger. Library Journal, April 15, 2006. Available at http://www.libraryjournal.com/article/CA6321736.html</p> <p>University of California Libraries. 2005. Rethinking how we provide bibliographic services for the University of California. Final report, December, 2005. Available at http://libraries.universityofcalifornia.edu/sopag/BSTF/Final.pdf</p>