

# **Can they scale?**

Library discovery tools and new  
forms of scholarly communications,  
especially open access:)



# A brief history of discovery





# Library.org c. 1999

- ARL-OCLC Strategic Issues Forum
  - “...the need within the academic community for a scholars portal is high...”
  - “...the place to start for anyone seeking academically sound information.”



Image source: <http://en.wikipedia.org/wiki/iBook>

# Association of Research Libraries (ARL®)

<http://old.arl.org/resources/pubs/portals/report-may-01.shtml>

## Publications, Reports, Presentations

## Portal Applications in Research Libraries

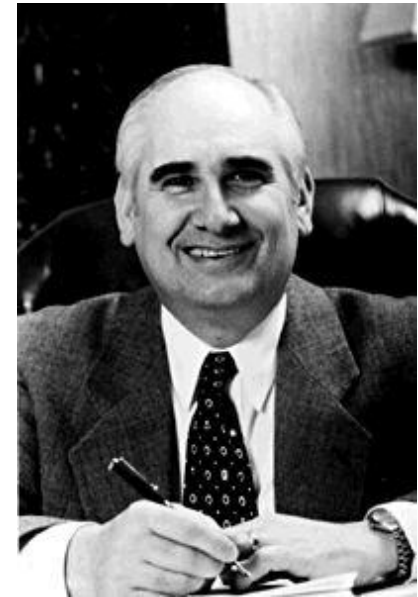
## ARL Scholars Portal Working Group Report May 2001

### User Scenario for the ARL Scholars Portal "Single Search" Option

*A student is at her workstation at home on a holiday, and the library is closed. She logs on through her ISP and, since library orientation included information about the Scholars Portal, she already has the bullet/logo for it added to her own start page. She clicks into the SP search page and chooses the "single search" option, and types in a few keywords for her topic. (She could also have chosen a "restricted search" option, and limited it to full-text*

# The case for a scholar's portal

- “There is also no doubt that **today represents a fleeting moment of opportunity to engage the effort.** If the research library community accepts the challenge of and succeeds in creating the scholars portal, it will put a tool of immense value in the hands of the academic community.”
  - Campbell, J. D. (2001). The case for a scholars portal to the web: A white paper. Portal: Libraries and the Academy, 1(1), 15-21. doi:10.1353/pla.2001.0002



The New York Times

## Technology

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## Google Plans New Service for Scientists and Scholars

By JOHN MARKOFF

Published: November 18, 2004

**S**AN FRANCISCO, Nov. 17 - [Google Inc.](#) plans to announce on Thursday that it is adding a new search service aimed at scientists and academic researchers.


Google Scholar, which was scheduled to go online Wednesday evening at scholar.google.com, is a result of the company's collaboration with a number of scientific and academic publishers and is intended as a first stop for researchers looking for scholarly literature like peer-reviewed papers, books, abstracts and technical reports.

Google executives declined to say

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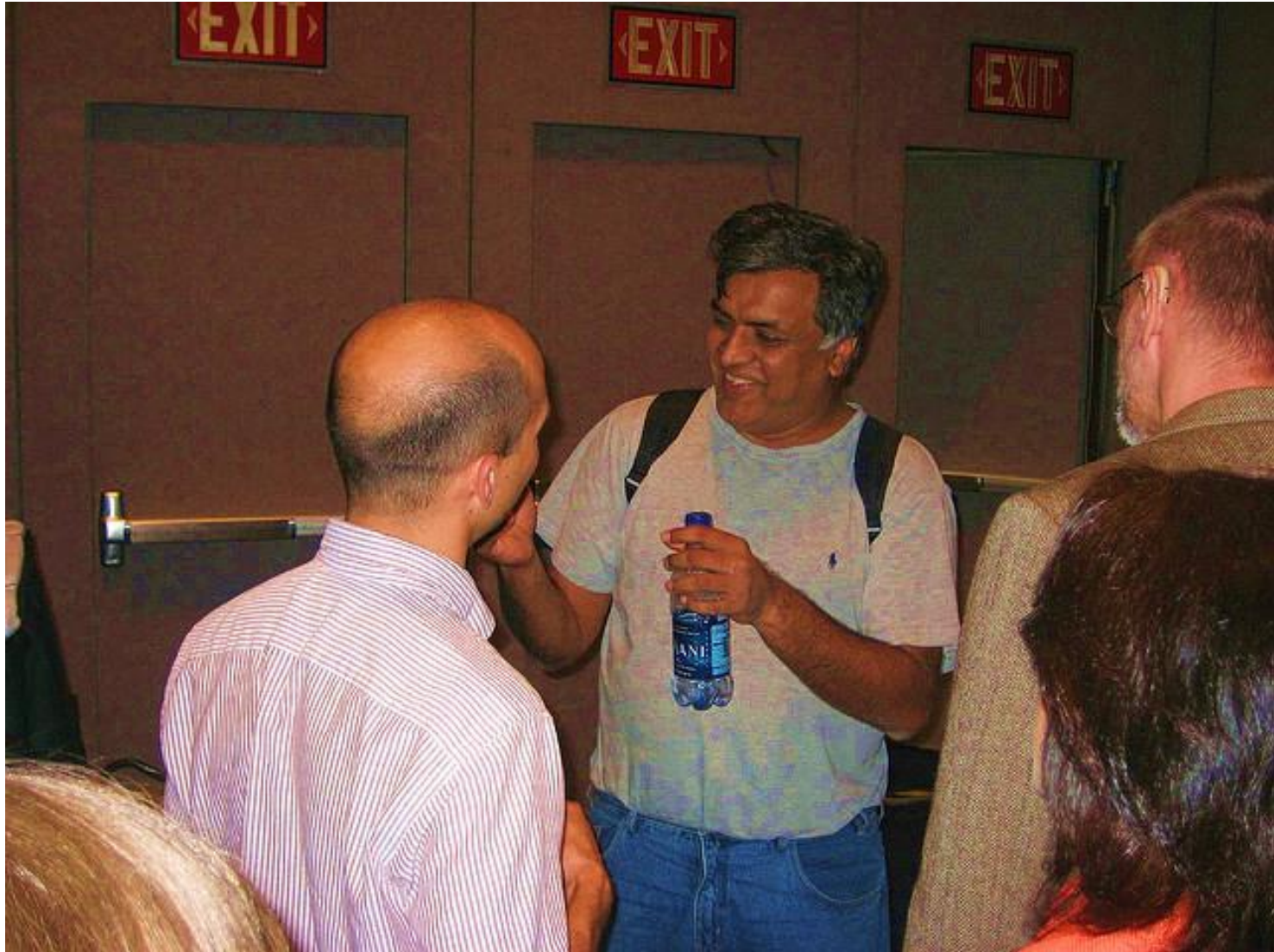


Image source: [http://farm1.staticflickr.com/247/515009764\\_f59fc4e1e2\\_s.jpg](http://farm1.staticflickr.com/247/515009764_f59fc4e1e2_s.jpg)



# Scholars portal update 2004

- “Although the three-year project is in its second year, **progress has been very slow at USC. Some problems are common to all participants, such as delays in the establishment of the administrative project structure and the vendor’s software development, which is a year behind schedule.**”
  - Afifis, M. (2004). PORTALS IN LIBRARIES: The scholars portal project: The USC perspective. Bulletin of the American Society for Information Science and Technology, 31(1), 18.

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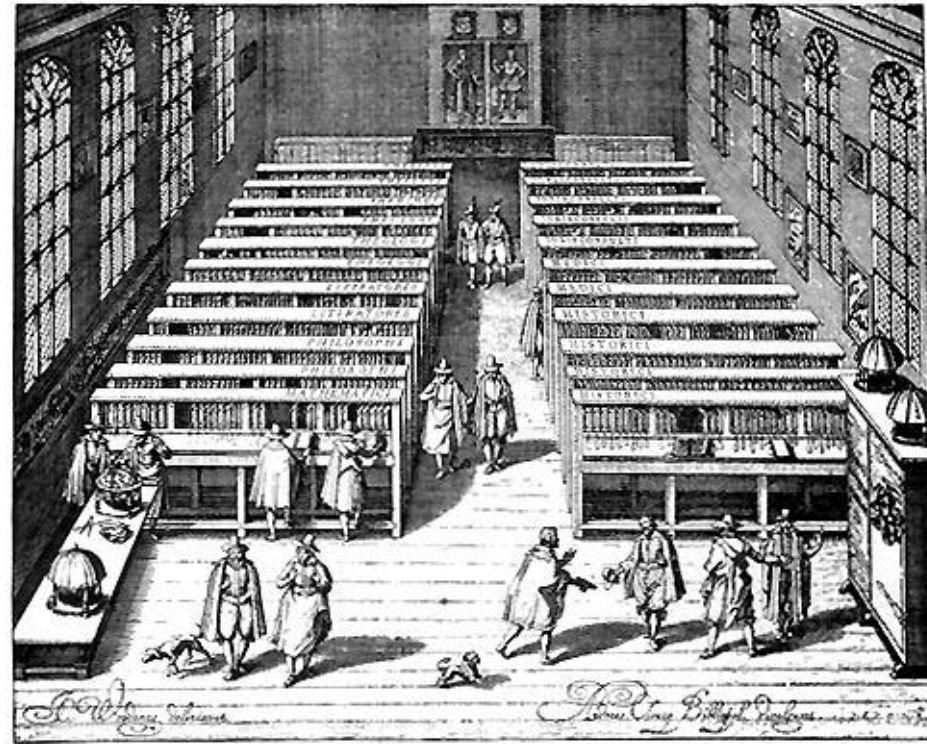
- “...the emergence of Google Scholar demonstrates that creating a centralized search service of library-oriented scholarly resources may be more attainable than previously expected.”
  - Breeding, M. (2005). Plotting a new course for metasearch. Computers in libraries.



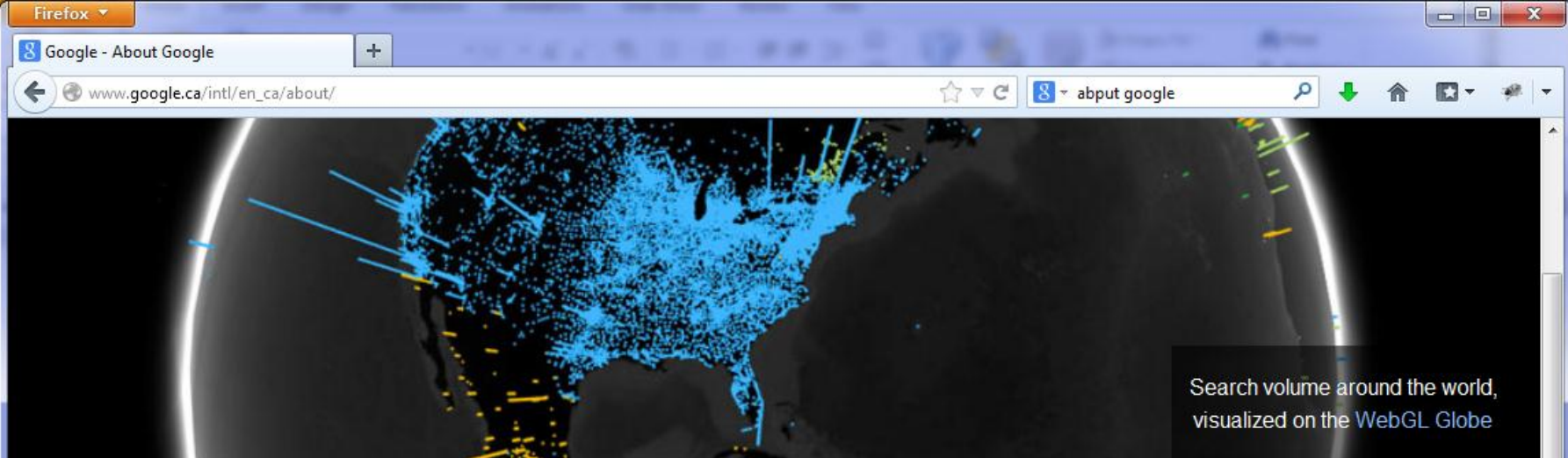
Image source: <http://www.librarytechnology.org/images/breeding-2003-full.jpg>

# Documents vs. users

- “The bibliographic paradigm is based on certainty and order, where users’ problems are characterized by uncertainty and confusion.”
  - Kuhlthau, C. C. (1991). Inside the search process: Information seeking from the user's perspective. *Journal of the American Society for Information Science*, 42(5).



Interior of the Library of the University of Leyden, from a print by Jan Cornelius Woudanus, dated 1610



**Google's mission is to organize the world's information and make it universally accessible and useful.**

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Sept. 17, 2013, 1:39 p.m.

"In every walk with nature one receives far more than he seeks." Trek Mt. Fuji:  
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Sept. 16, 2013, 1:35 p.m.

Holy Heartthrob Batman!  
Rumors of Justin Bieber as the new Robin are trending on

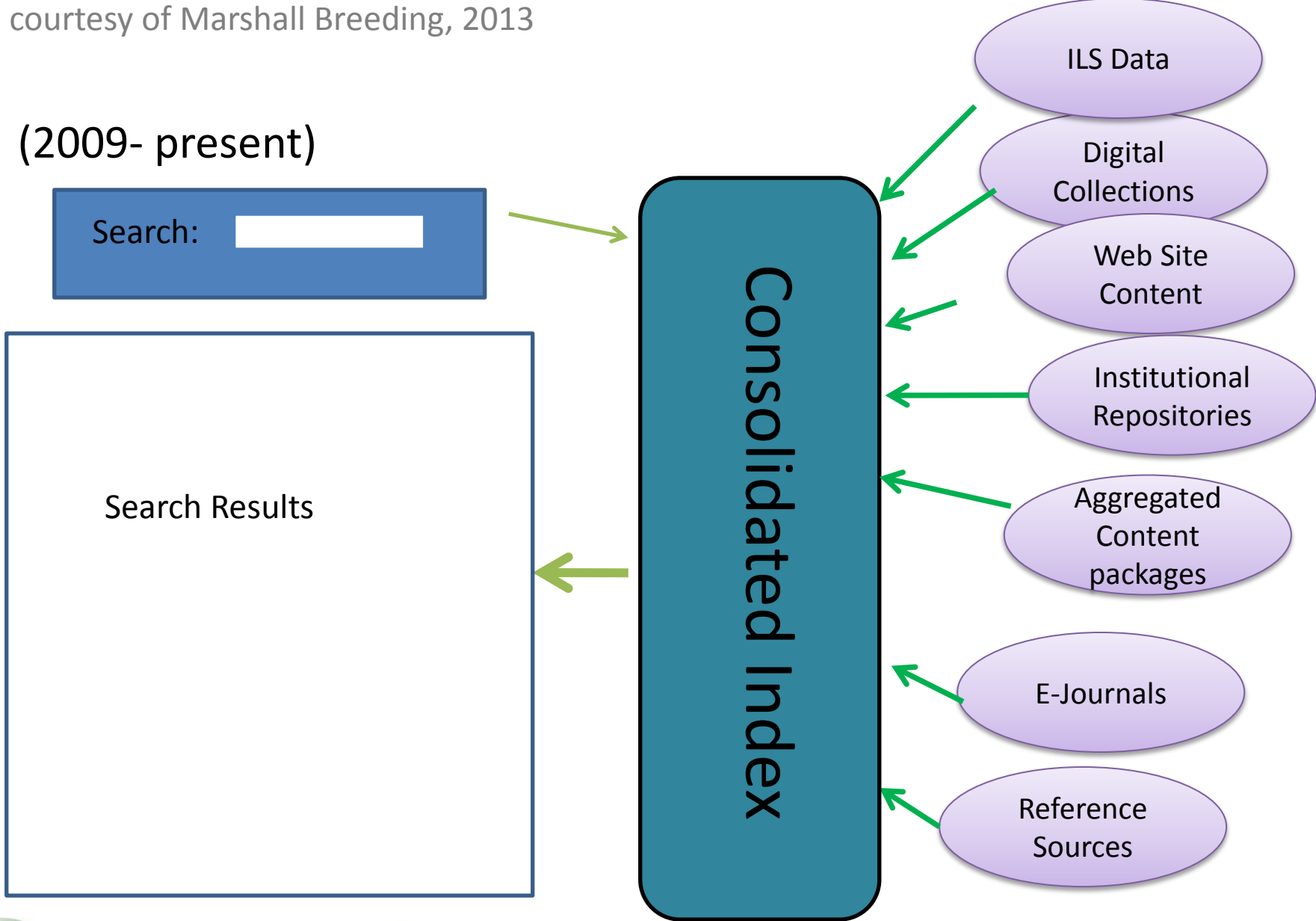


# Discovery products total installed 2012

Summon Web-Scale Discovery Interface	504
WorldCat Local	1683
Primo	1151

\*No data available for EBSCO Discovery  
Service (EDS)

(2009- present)



Pre-built harvesting and indexing

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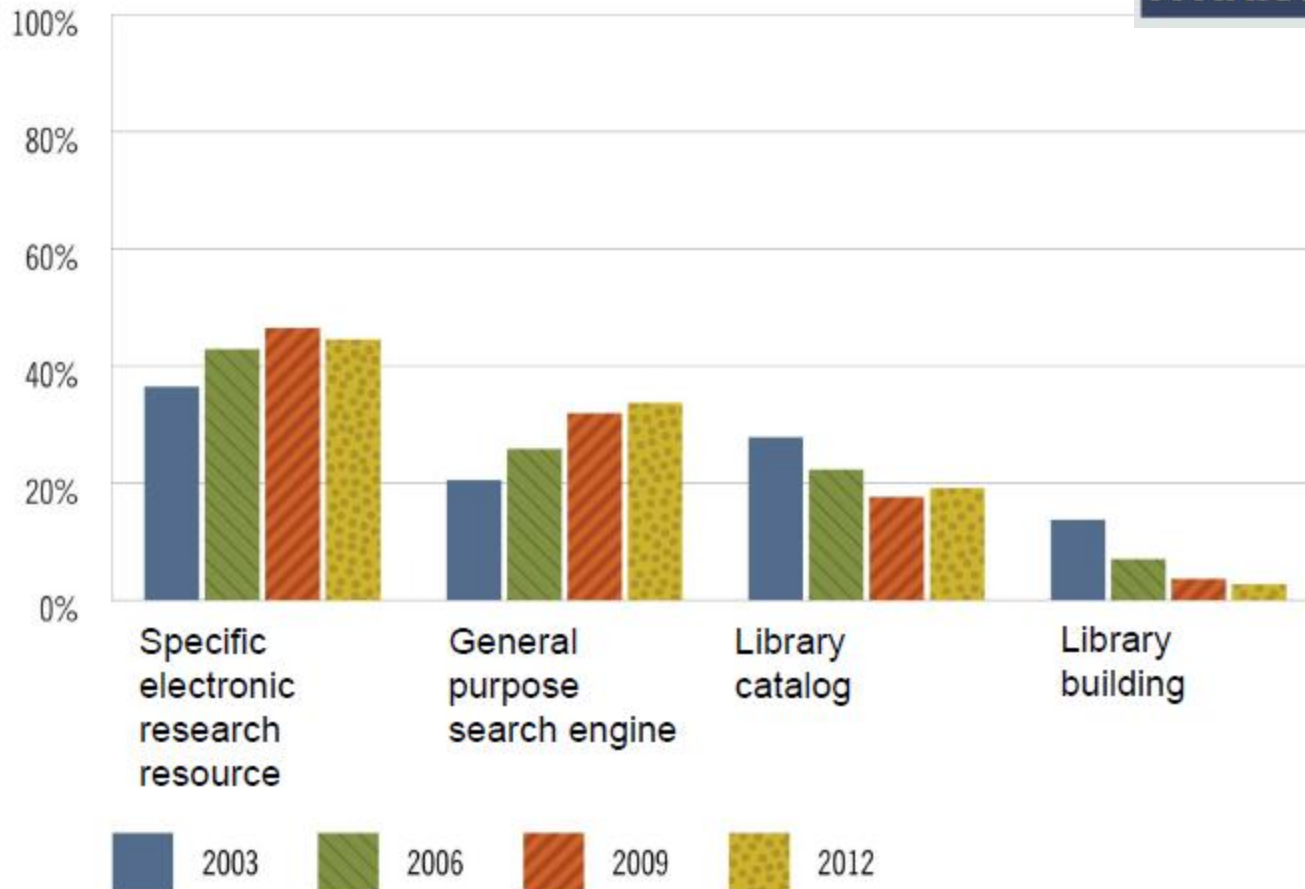
- “Another one of my colleagues finds Summon a woefully inadequate search tool, and notes that **the [new] site practically gives Summon a monopoly over all kinds of search**. In other words, Summon is now the default search, but more than that, it's pretty much the only one.”

– Anonymous English faculty member

# US Faculty Survey 2012



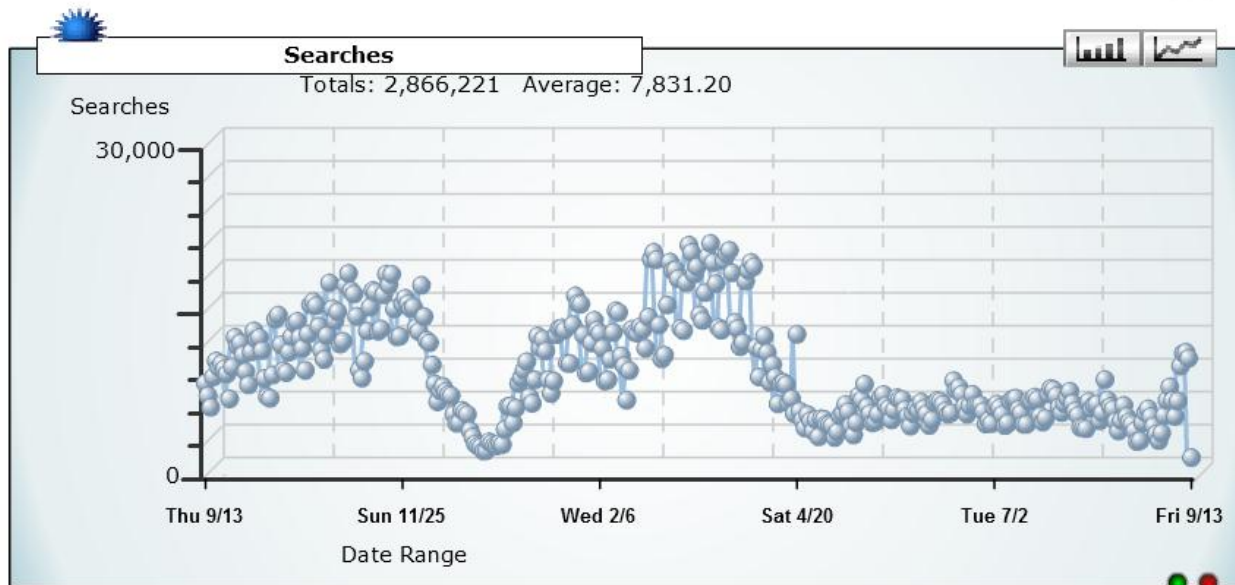
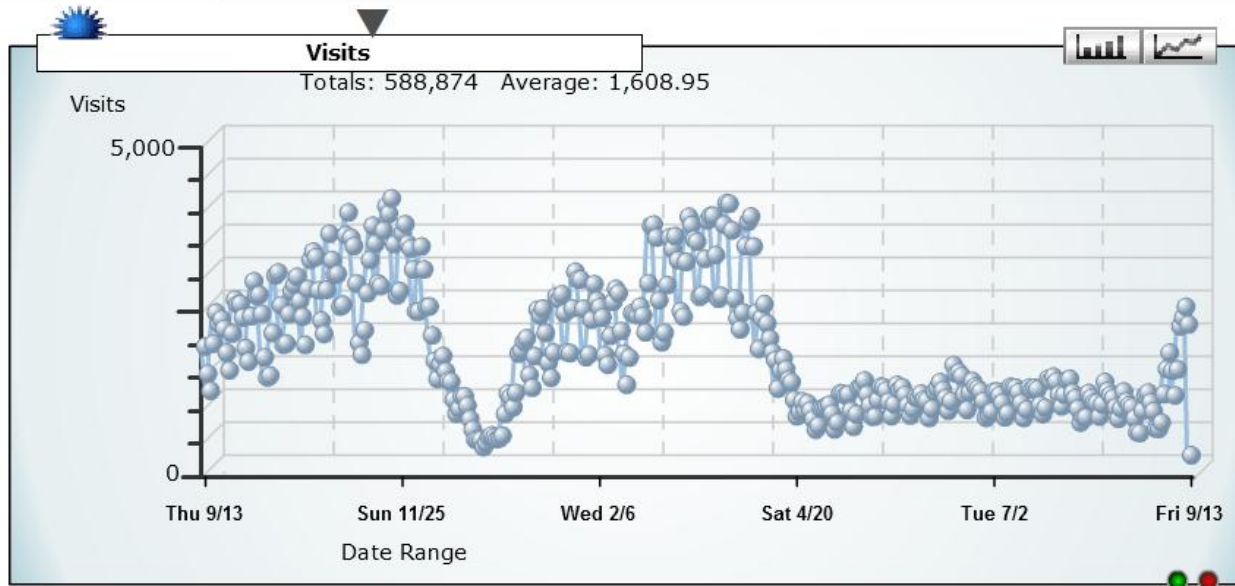
## Discovery: Starting Point



# US Faculty Survey 2012

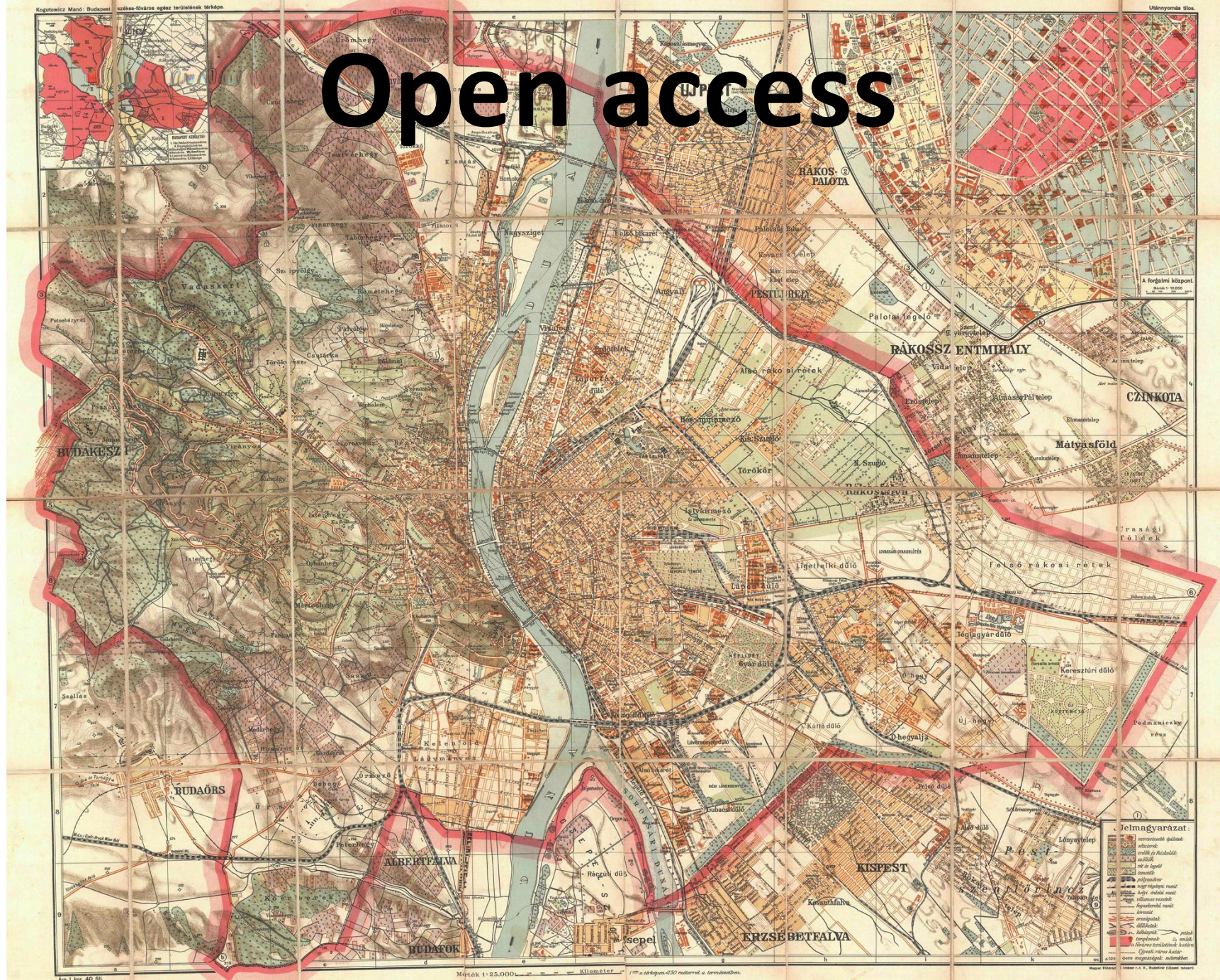


- “The perceived decline in the role of the library catalog noted in previous cycles of this survey has been arrested and even modestly reversed, driven perhaps to some degree by **significant strategic shifts in library discovery tools and services.**”
  - Housewright, R., Schonfeld, R. C., & Wulfson, K. (2013). Ithaka S+ R US Faculty Survey 2012. <http://www.sr.ithaka.org/research-publications/us-faculty-survey-2012>





# Open access





# Inevitability of Open Access?

- Information wants to be free...

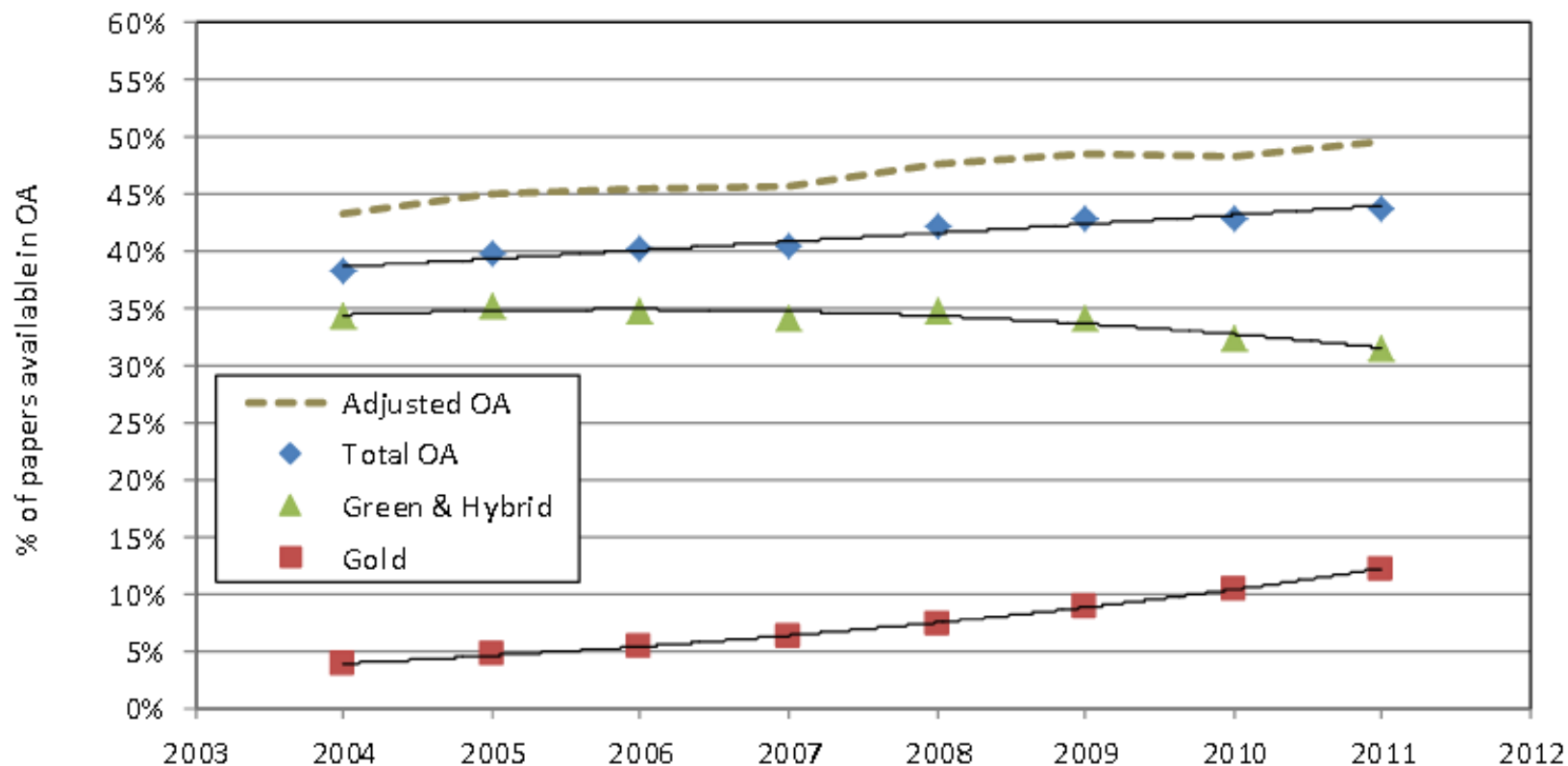


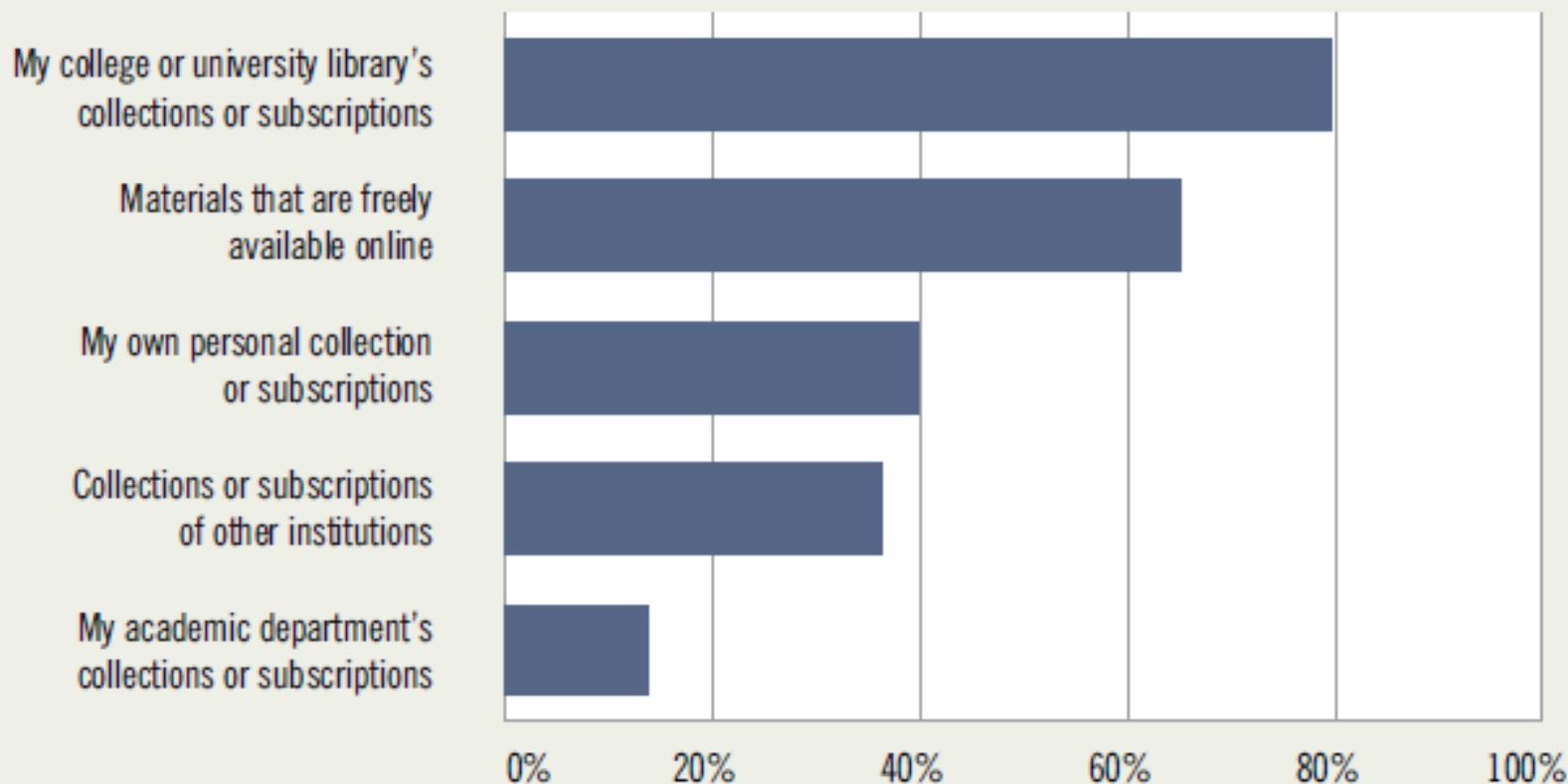
Figure 4 Per cent of freely available peer-reviewed papers, 2004-2011

Source: Computed by Science-Metrix using DOAJ, PubMedCentral, and Scopus.

# Faculty and Open Access

FIGURE 17

“When you think about the journal articles and scholarly monographs that you routinely use – for research as well as for teaching – how important are each of the following sources?” Percent of respondents who indicated that each of the following is a very important source for journal articles and scholarly monographs.

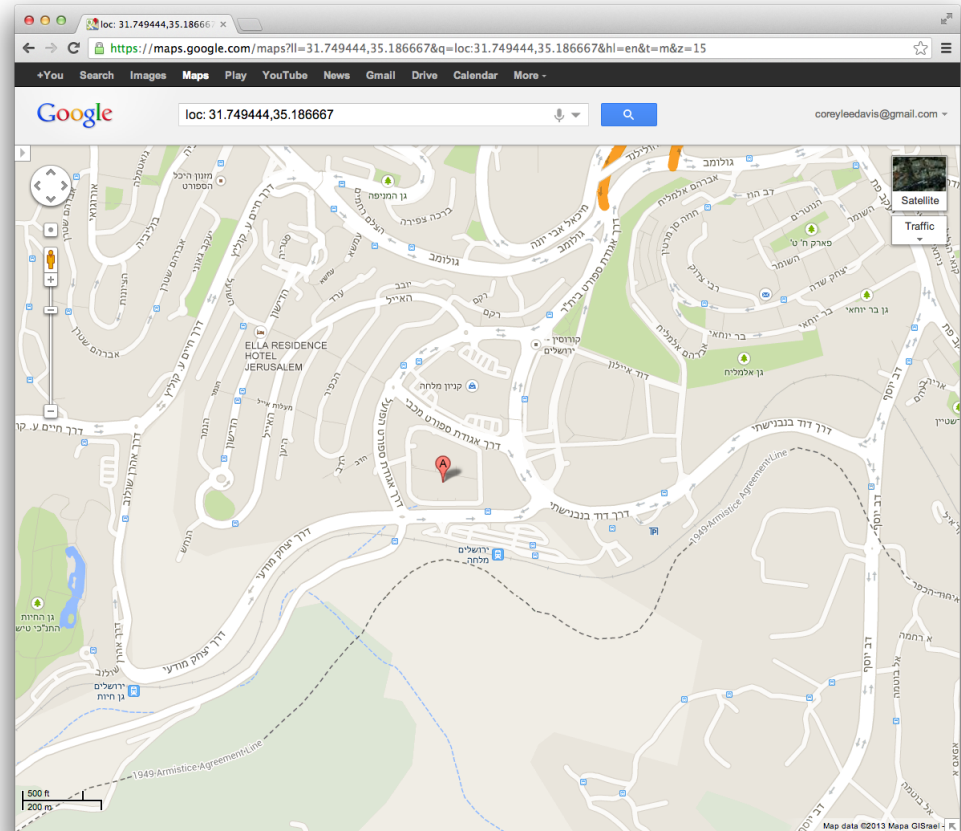


# Its complicated...

- Complex continuum of ways to offer papers online
  - Gold OA (everything from a particular journal is freely available)
  - Green OA (embargoes of different durations)
  - Hybrid OA (restricted access and Gold OA mixed in same journal)
  - Transient availability (collections opened up for a specific amount of time)



- “Our environment is getting richer and more diverse but this also comes with challenges to track and identify places where material is freely available.”
  - Christine Stohn,  
Ex Libris



- **Earnings-neutral transition to Open Access**
- **Open access does not mean free access**
  - HSBC Global Research. (2013). Academic publishing. <https://www.research.hsbc.com/midas/Res/RDV?ao=20&key=RxArFbnG1P&n=360010>. PDF

Image source:

[http://www.arup.com/~media/Images/Projects/H/HSBC\\_Hong\\_Kong/Gallery/Images/HSBC\\_HK\\_lightbox1\\_c\\_lan\\_lambot-ashx?mh=800&mw=1000](http://www.arup.com/~media/Images/Projects/H/HSBC_Hong_Kong/Gallery/Images/HSBC_HK_lightbox1_c_lan_lambot-ashx?mh=800&mw=1000)



# OA and discovery

- “Summon has a whopping 60+ Million records tagged as "Open Access" ranging from Journal Articles to Books to Patents to Photos...”
  - Nagy, Senior Product Manager, Discovery Services at Serials Solutions
- OCLC’s OAIster includes more than 25 million records representing digital resources from more than 1,100 contributors
  - <http://www.oclc.org/oaister.en.html?urlm=168646>

# Harvest content

- MARC catalog records
  - Can be aggregated at the network level
  - Records to OA resources exist in most catalogues
  - Nothing in MARC to indicate OA status
- Institutional Repositories via OAI-PMH
  - Multi-tenancy means records can be shared
  - Does not index full-text (Google Scholar does)
  - OAIster (OCLC)



# OA and academic libraries?

- “One key finding was that in 2012, nearly 58% of the bibliographic references to journal articles were freely available from 229 unique sources but that **academic libraries provide over half of this content, possibly either through subject or institutional repositories.**”

- Budd, J. Free or open access to scholarly documents: Google Scholar or academic libraries. University of Missouri-Columbia. 2013 Dissertations.  
<http://hdl.handle.net/10355/37582>

# Make OA collections part of knowledgebase

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**e-Catalog Database Search Results**

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Directory of Alternative Investment Programs		Not Tracked	0	Dow Jones	
Directory of Australian Associations		Not Tracked	0	Crown Content Pty Ltd	
Directory of Australian Associations - Acronym Search		Not Tracked	0	Crown Content Pty Ltd	
Directory of Health Organizations		Not Tracked	0	National Library of Medicine	
Directory of Higher Education Programmes & Scholarships in European Countries (HEPSEU)		Not Tracked	0	European Books Limited	
Directory of Libraries in Canada		Not Tracked	0	ProQuest Micromedia	
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Directory of Open Access Journals Article Search		Not Tracked	0	Directory of Open Access Journals	
Directory of Open Access Scholarly Journals in Education		Not Tracked	240	Education Research Global Observatory	
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# Links and OpenURL

- Access works via direct links or OpenURL
- OpenURL deals with the appropriate copy issue, but has trouble with complex OA

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**Journal Article Retrieval in an Age of Open Access:  
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**DOI:** 10.1080/19322909.2013.795426  
Xiaotian Chen<sup>a</sup>  
pages 243-254

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**Of Fans, Friends, and Followers: Methods Assessing Social M**

- “OpenURL is one of the most exciting information technology innovations from recent years to link journal indexes to full-text articles. **However, as more Green OA articles become available on the Internet, it is time that OpenURL link resolvers advance to the next level...**”

- Chen, X. (2013). Journal Article Retrieval in an Age of Open Access: How Journal Indexes Indicate Open Access Articles. *Journal of Web Librarianship*, 7(3), 243-254.



# Google Scholar

- **“Google Scholar and PubMed are far better than subscription-based indexes in indicating and linking to OA full text.** Both Google Scholar and PubMed can be configured to link to libraries’ OpenURL link resolvers; thus, they have no problem linking to libraries’ full-text subscriptions.”
  - Chen, X. (2013). Journal Article Retrieval in an Age of Open Access: How Journal Indexes Indicate Open Access Articles. *Journal of Web Librarianship*, 7(3), 243-254.

# NISO

- Provide OA availability indicators through innovations or collaborations



The screenshot shows the NISO website with the logo "NISO How the information world CONNECTS" in the top left. In the top right, there is a search bar with "Google™ Custom S" and links for "Hello! Sign In | Pa". A navigation menu below the header includes "Standards", "Topics", "Publications", "News & Events" (highlighted), "International", "Participate", "Workrooms", and "About N". Below this menu is a dark blue bar with "Press Releases", "Media Coverage", and "Events". A breadcrumb trail reads "Home | News & Events | Press Release Search and Archive | View a Press Release". The main content area features a date "For release: 07 Feb 2013" and a blue-highlighted headline: "NISO Launches New Initiative to Develop Standard for Open Access Metadata and Indicators". Below the headline, a bold paragraph states: "Interested participants from all library types, publishers, and funding agencies are encouraged to contact NISO". The final paragraph, dated "February 7, 2013 - Baltimore, MD", reports that "The National Information Standards Organization (NISO) voting members have approved a new project to develop standardized bibliographic metadata and visual indicators to describe the accessibility of journal articles as well as potentially describe how 'open'".

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**NISO Launches New Initiative to Develop Standard for Open Access Metadata and Indicators**

**Interested participants from all library types, publishers, and funding agencies are encouraged to contact NISO**

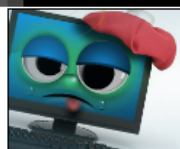
February 7, 2013 - Baltimore, MD - The National Information Standards Organization (NISO) voting members have approved a new project to develop standardized bibliographic metadata and visual indicators to describe the accessibility of journal articles as well as potentially describe how "open"

# **Work directly with publishers**

- Ex Libris, for example, has worked with Oxford and others to add open access articles from hybrid journals to Primo Central
- NISO standard might make this easier at scale

# The future of search





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## Confirmed: Elsevier Has Bought Mendeley For \$69M-\$100M To Expand Its Open, Social Education Data Efforts



INGRID LUNDEN

Monday, April 8th, 2013

42 Comments



Educational publisher **Elsevier** is diving deeper into the world of open and social educational data: it has bought **Mendeley**, the London/New York-based provider of a platform for academics and organizations to share research and collaborate with others via a social network. The

terms of the deal have not been publicly disclosed but we understand it is for a sum between \$69 million and \$100 million. We first broke the news of this deal when it was still being negotiated, in **January**.

The acquisition will heat up competition between Elsevier and other large publishers moving into ed-tech, among them **Thomson Reuters**, which owns **EndNote**, a competitor to Mendeley.

Mendeley is both a technology/platform acquisition as well as an acqui-hire for Elsevier. CEO Victor Henning, one of the three PhD co-founders of Mendeley, tells us in an interview that all of Mendeley's 50 staff are coming over to Elsevier, and Henning will become VP of strategy for the company — a sign that Elsevier may be gearing up for more activity and possibly acquisitions in this space. (Picture of that Mendeley team



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### TRENDING STORIES



Twitter Co-Founder's  
Bold New Plan



Bump Contact Sharing  
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Google



- "I think Elsevier's role as the bogieman [sic] of science publishing, while probably deserved, misses the point. They aren't really publishers – they are a knowledge company. **The next battle will be not over whether we can read for free, but whether we can gain access to knowledge for free.**"
  - Roderick Page, professor of taxonomy and the University of Glasgow

# Beyond the index

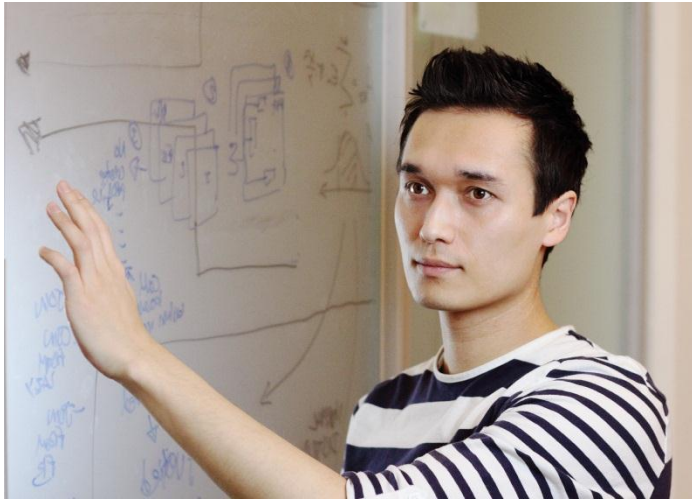


Image source:

<http://secretariageneral.ugr.es/pages/gabcom2012/victorhenningenugr/>!

- “We’re transitioning from a world where it’s not just content but the value-added services...”
- “...I think more and more revenue from publishers will come from these services...”

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eg: scientific impact measures

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**Wolf Harmening**

PostDoc,  
School of Optometry.  
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[I'd Do Anything for Love - MEAT LOAF - YouTube](#)



[www.youtube.com/watch?v=36Mk52FWaAQ](http://www.youtube.com/watch?v=36Mk52FWaAQ)

May 14, 2010 - Uploaded by abrahamavich  
Michael Lee Aday (born Marvin Lee Aday; September 27, 1947), better known by his stage names Meat ...

[Meat Loaf Biography - Facts, Birthday, Life Story - Biography.com](#)



[www.biography.com](http://www.biography.com) > People

Sep 28, 2011

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Sep 27, 2012 - What is the real deal behind iconic musician/actor **Meat Loaf's** stage name? The superstar, who was born Marvin Lee **Aday** in Texas and turns ...

[A Meat Loaf A Day Keeps the Successful Acting Career Away | Slog](#)



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## Meat Loaf

Musician

Meat Loaf is an American musician and actor. He is noted for the Bat Out of Hell album trilogy consisting of Bat Out of Hell, Bat Out of Hell II: Back Into Hell and Bat Out of Hell III: The Monster is Loose. [Wikipedia](#)

**Born:** September 27, 1947 (age 65), [Dallas, Texas, United States](#)

**Full name:** Marvin Lee Aday

**Parents:** [Orvis Wesley Aday](#), [Wilma Artie](#)

**Music group:** [Stoney & Meatloaf](#)

### Songs

<a href="#">I'd Do Anything f...</a>	1993	<a href="#">Bat Out of Hell II: ...</a>
<a href="#">Paradise by the ...</a>	1977	<a href="#">Bat Out of Hell</a>
<a href="#">Bat Out of Hell</a>	1977	<a href="#">Bat Out of Hell</a>
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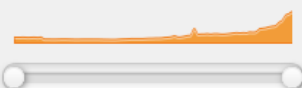
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by Chang, Janet; Nair, Vidhya; Luk, Adriana; more...  
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**HDL and heart attack**

Harvard heart letter : from Harvard Medical School,  
11/2012, Volume 23, Issue 3

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**Myocardial Infarction**

by Torpy, Janet M; Lynm, Cassio; Glass, Richard M  
JAMA: The Journal of the American Medical Association,  
01/2008, Volume 299, Issue 4

....299.4.476) JAMA Janet M. Torpy; Cassio Lynm;  
Richard M. Glass **Myocardial Infarction**  
Supplementary material <http://jama.ama-assn.org/cgi/content/full/299/4/476/DC1...>

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**Psychoanalysis of heart attack**

by Schneider, Daniel Edward, 1907  
1967

Book: [Available, McPherson Library](#), RC506 S35

**Acute myocardial infarction**

by White, Harvey D; Chew, Derek P  
Lancet, 08/2008, Volume 372, Issue 9638

**Myocardial infarction**

From Encyclopædia Britannica

Death of a section of the heart muscle, caused by an interruption of blood flow to the area. See heart attack.

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# Beyond 'strings'

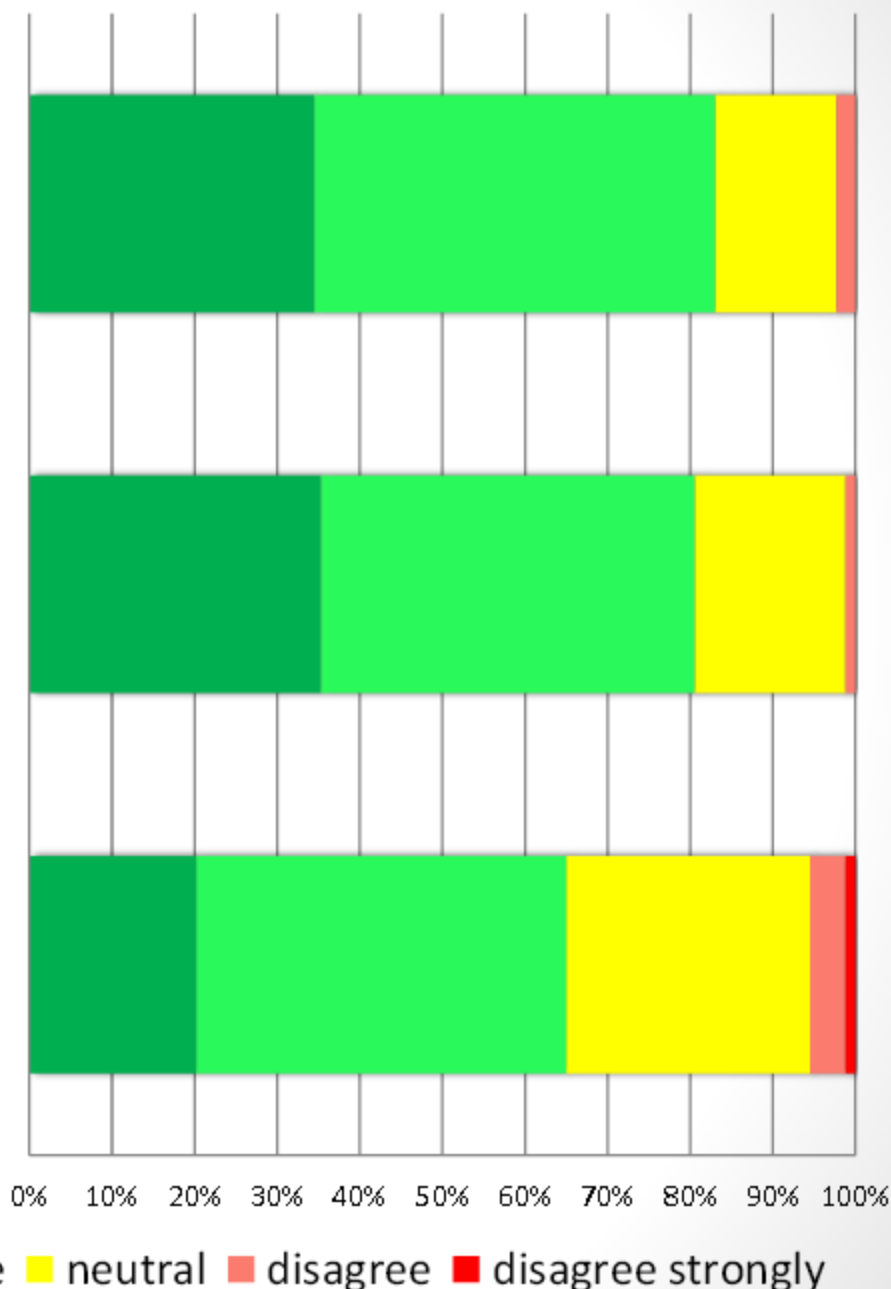
- “The rapid growth in publications...makes it no longer sufficient to provide access to content to human readers only...it is equally important to **allow machines to analyze information to allow the emergence of new applications that will facilitate the process by which research is accomplished.**”
  - D-Lib Magazine guest editorial Sept/Oct 2013

## High expectations for content mining in publishing

Scholarly publishers will mine their content for the purpose of content enrichment, semantic tagging and better navigation.

Content mining will rapidly expand into new areas, new applications and new directions

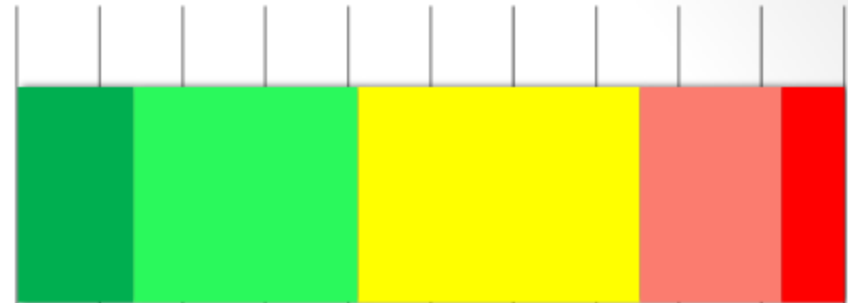
More new services like Mendeley and Citeseer will emerge as a result of better content mining technology.



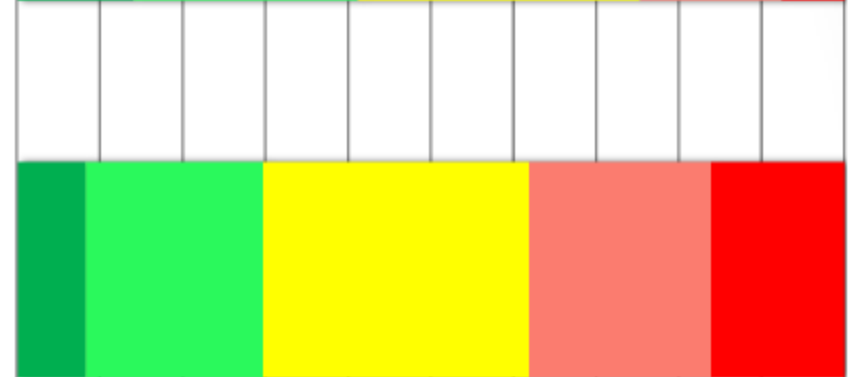


## But differing expectations on:

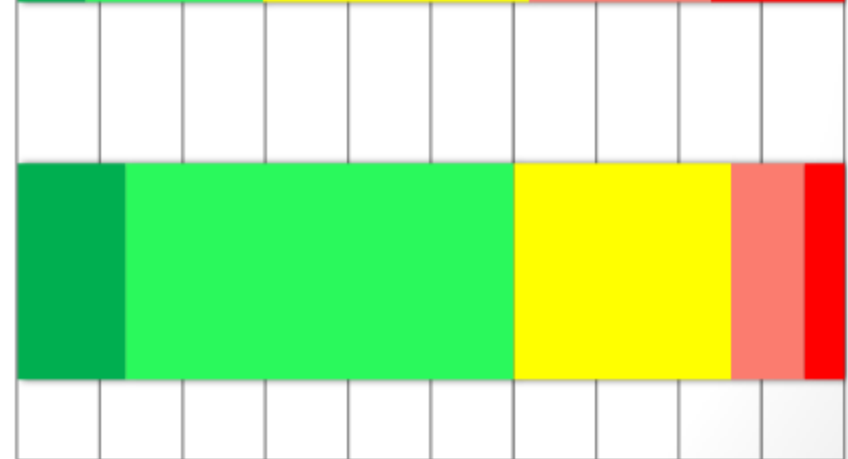
Content mining tools will deliver high precision results in an automated way, without manual curation



The copyright protection for derivative works (created via mining for example) should be made less restrictive.



The investments needed for semantic tagging of scholarly content will be a limiting factor.



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ very much agree ■ somewhat agree ■ neutral ■ disagree ■ disagree strongly

# Derivative information products

- Products that summarize and display the information and relationships as available in the content corpus that was mined
  - Drives traffic
  - Functions as substitute
- Publishers' policies re: mining requests by 3<sup>rd</sup> parties
  - 53%: permission declined for creation products that compete/replace their original content offerings

# Difficult conversations

- “...the transition from purchased to **open access content...will do more to reshape what libraries will be and do in the** future...but this has not yet been carefully considered or broadly discussed.”
  - Lewis, D. W. (2007). A strategy for academic libraries in the first quarter of the 21st century. *College & Research Libraries*, 68(5), 418-434.

- “I do think that libraries have a role that goes beyond providing access to content.”





- “One key finding was that in 2012, nearly 58% of the bibliographic references to journal articles were freely available from 229 unique sources but that **academic libraries provide over half of this content, possibly either through subject or institutional repositories.**”

- Budd, J. Free or open access to scholarly documents: Google Scholar or academic libraries. University of Missouri-Columbia. 2013 Dissertations.  
<http://hdl.handle.net/10355/37582>

- “Now we, and presumably others, are talking about creating what are essentially consortial-level discovery layers. Surely, the reasoning goes, if we all join forces and collections, then we’ll hit that critical mass that will bring users back to us. Why bother, really? **Google won the search discovery wars years ago, and nothing we can do is going to change that.**”

– Dale Askey, September 17, 2013

# Thanks

- Thanks especially to **Andrew Nagy** at Serials Solutions and **Christine Stohn** at Ex Libris
- [coreyd@uvic.ca](mailto:coreyd@uvic.ca)