University Medical Center Groningen



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Into the user environment now!

How the users changed and how libraries can adjust

The build up ...

- The Problem
- The Cause
- What We Should Do Soon
- What We Could Do Now
- Demo Livetrix, Library Toolbar & Netvibes
- Another Virtual Library?

THE CHALLENGE LIBRARY DISCONNECTS



The user has to spend a lot of effort:

- To find them
- To learn to use them separately
- To search them separately
- To evaluate them
- To keep up with all individual changes
- To repeat the above, constantly

No Visibility, lack of presence



No Shortcuts
No Intersections
No Teleports;-)

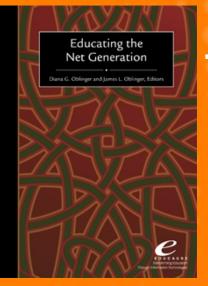
rug.nl/umcg/bibliothe





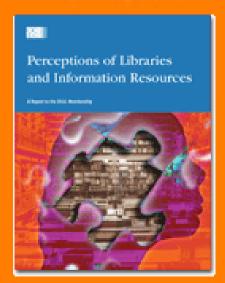
Web 2.0

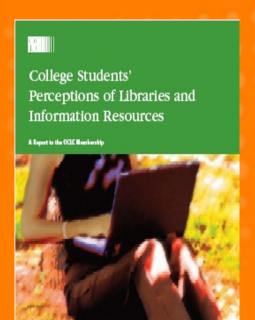
- Everything connected with everything
- Online collabaration
- Seeing and sharing



The New Users (1)

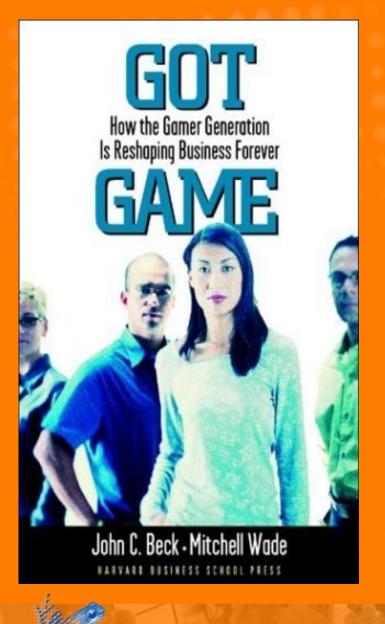
- they are more fascinated by new technologies
- Multitasking is a way of life
- Staying connected is essential
- · Interactive, not isolation
- Zero tolerance for delay





The New Users (2)

- Actions are more important than knowledge;
- Learning by doing, not by being told
- Trial-and-error approach to improvement is a viable model for learning
- Cut-and-Paste Culture
- OCLC Student Report Central Medical Library, UMCG www.rug.nl/umcg/bibliothe



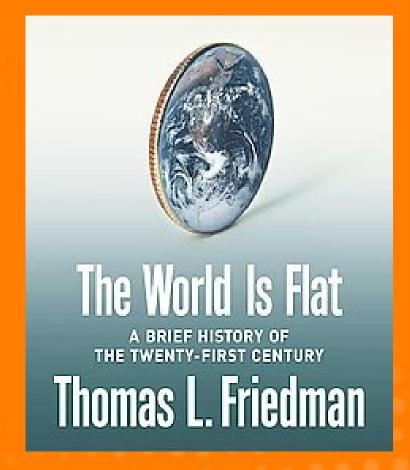
Got Game: How the Gamer Generation Is Reshaping Business Forever by John C. Beck, Mitchell Wade

"We've said there IS a generation gap -a real cultural difference-between gamers and baby boomers..."

"The World is FLAT for everybody"

"People will change their habits quickly when they have a strong reason to do so, and people have an innate urge to connect with other people"

Marc Andreessen, co f ounder Mosaic, Net scape



central Medical Library, UMCG www.rug.ml/umcg/bibliother

So the World has changed, ... the User has changed ...

and the Libraries (Read: Organizations, companies, Industry)

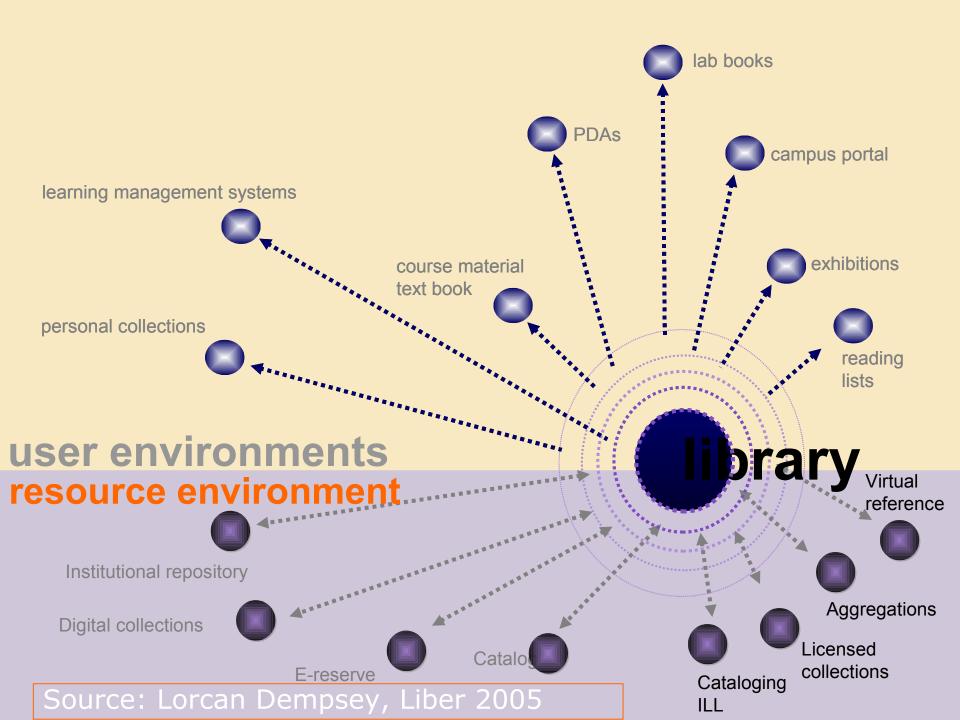
... just did not change enough

How can we turn that around?

From product-oriented to **US & I**-oriented

Dig into user-environments!

Keep up with what they are doing!

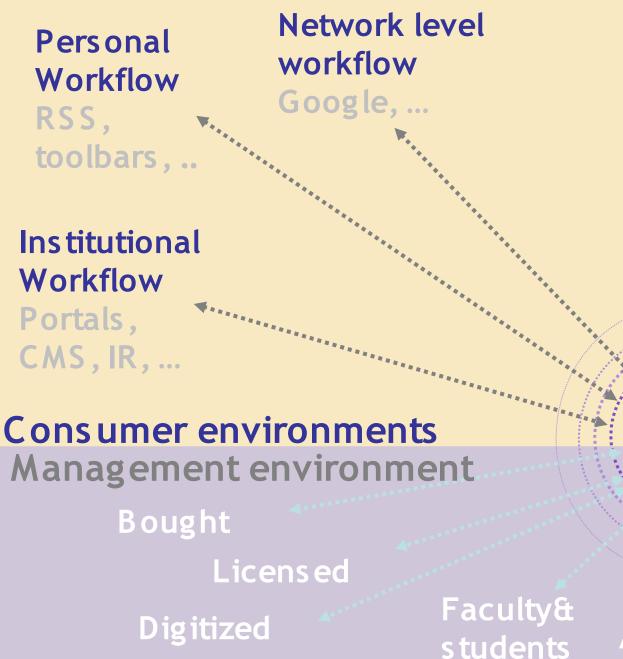


There is no "ONE" Frontdoor

And it certainly is not the Library website

- Put Library resources in users' workflow
- Create demand by visibility and findability

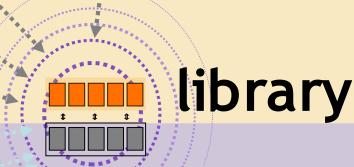
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Source: Lorcan Dempsey, CIC 2007

Integrated local consumer environment?
Library web presence

Resource sharing, ...



Aggregations
Resource sharing

But how do we **start** to change?

Structural changes needed

- new central information system: component-based software, no monolithic ILS
- Open standards and protocols: interoperability
- modular web-based library services
- Web 2.0 social software

Structural changes needed (2)

- · "Make the data work harder". Combinations of data-sets can be used to create new services.
- use of logs stats, evaluate and re-use
- in more ways than one; platform independent

An example

"Building around the box" From statistics to new services

From Metalib -> LiveTrix

http://Livetrix.ub.rug.nl

entral Medical Library, UMCG www.rug.nl/umcg/bibliother

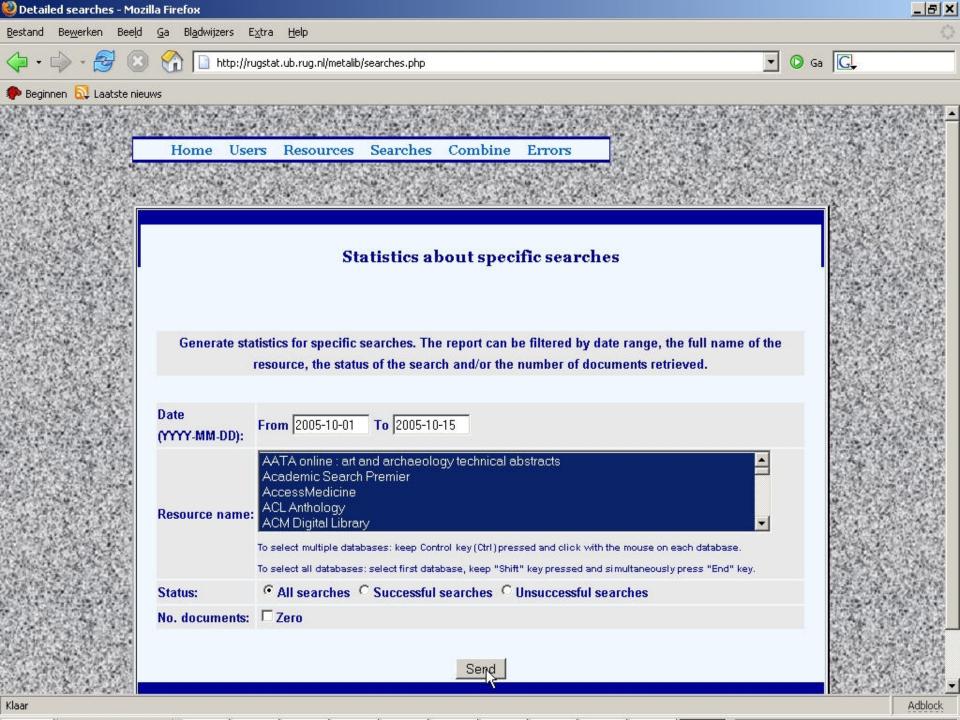


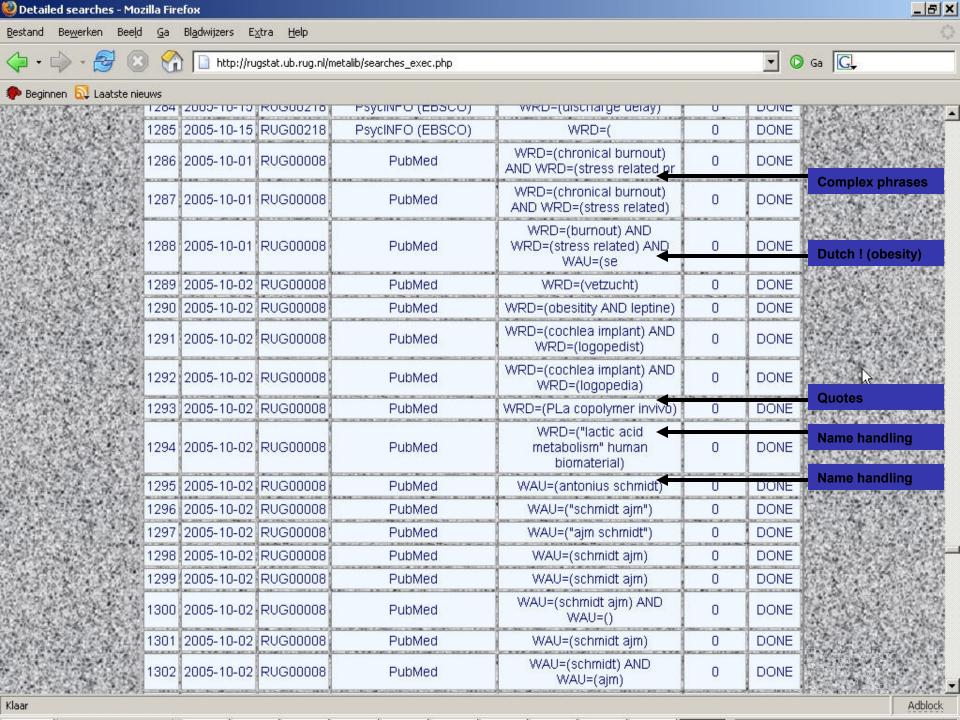


Our Metalib: RUG Combine

- Introduced v2 as pilot 2004, Faculty of Medicine and University Medical Centre (Hospital staff)
- Our SFX: RUGlinks
- UNIQUE SOFTWARE developed :

ANALYSIS METALIB LOGFILES: RUGSTATS





Shocking Statistics (1)

50% zero or false results:

- Misspellings and typos in search terms
- Picking databases at random
- Unable to understand QuickSearch,
 MetaSearch, Find Database
- Using the wrong search keys

Shocking Statistics (2)

- Using search keys wrong
- Using Dutch search terms in English language databases
- · Using non-specific terms, phrases that are too broad
- · Lack of understanding of Boolean logic or database peculiarities

Live TriX = X-Server + Metalib

- · XML
- Working outside the box
- Modulair, you can add/connect stuff, flexible
- Harvesting & analysing records
- Statistics modules (from logfiles)
 - Metalib statistics
 - SFX-statistics

Already implemented in LiveTrix (1)

- Discovery/suggestion tool

 (no pre-selection of database or subject!)
- Spellcheck/adviser
- Translation
- Query Analysis
- Inline SFX & lending info with OPAC records
- Impact factor info with Journals Central Medical Library, UMCG www.rug.ml/umcg/bibliother

Already implemented in LiveTrix (2)

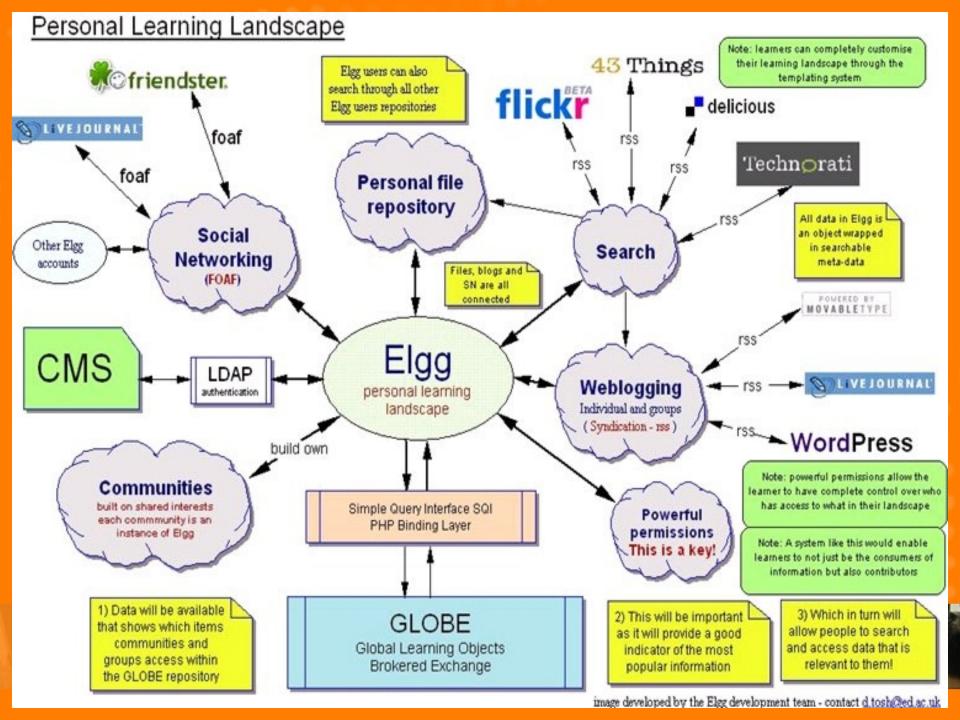
- Relevant help at point of need
- Related strings info
 Alert service (RSS & Email)
- Relation Databases
- WorkBench
- Bookmarks
- TinyUrl creation

DEMO

But what can we do NOW?

The 4 step approach

- Explore and map all target user groups
- Identify used resources and tools
- Decide on short term actions: do it now!
- Develop long-term strategy



Indentify and target used "resources"

- Desktop application
- Network distribution
- Web-based (search, news, IM, etc)
- Research tools
- Social software,

NETWORK



BROWSER

DESKTOP

"Quick and Easy"

Top Three "Tools"

- the Desktop

 (desktop search application)
- The Office applications
 (Research Task Pane)
- · the Browser

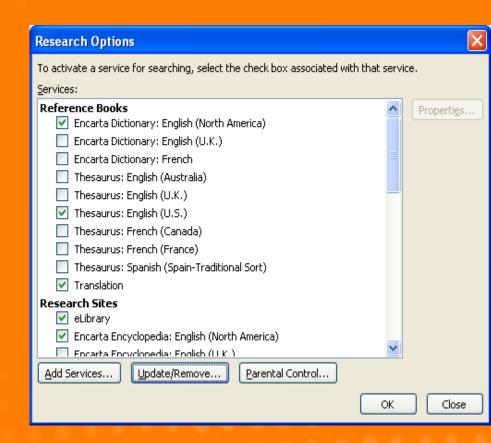
"The Desktop"

- desktop search applications Copernic, Ask Desktop Search, Google SDK
- Windows sidebars, Desktop Sidebar (Vista)
- Snap DeskTop Sidebar



Research Task Pane

- Menu; Tools;
 Research task
 pane in Microsoft
 Office 2003
 applications
- activate a service for searching...



The Browser

Brows er extensions

- GreaseMonkey
- Bookmarklets
- User scripts
- Plugins (Gadgets & Widgets)
- Toolbars!

(Have a look at: Library Success: a best

practice Wiki)
Central Medical Library, UMCG

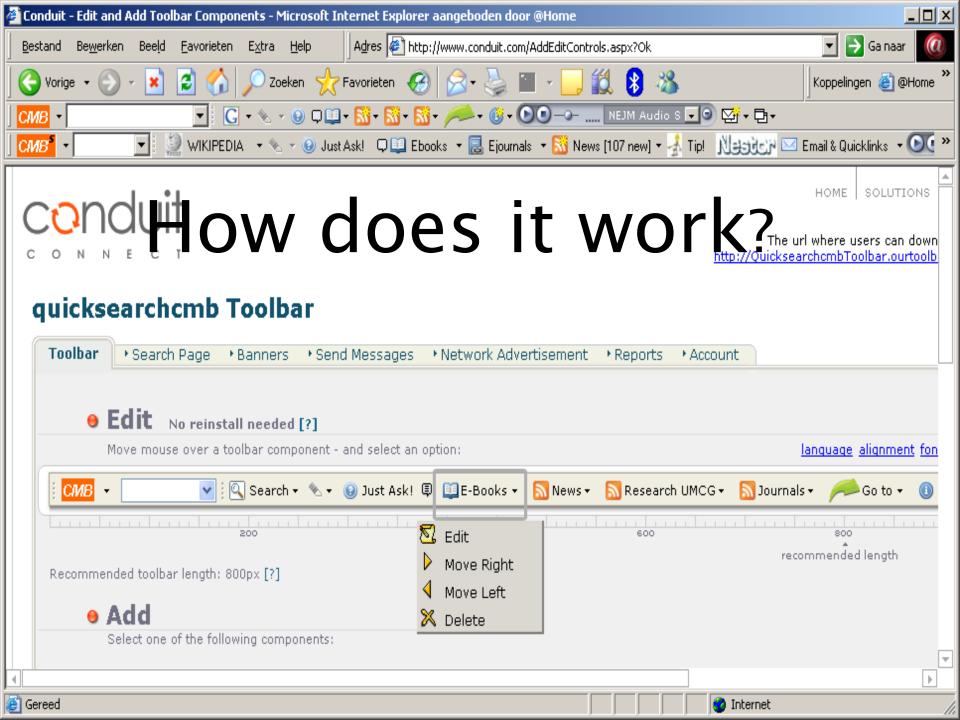
www.rug.nl/umcg/bibliother

A Short Term example: the QuickSearch Library Toolbar



Toolbar

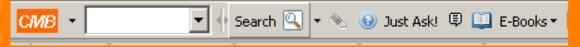
- FREE and SAFE: No spam, spyware, pop-ups or adverts
- EASY: quick creation and maintenance; web-based
- IE and Firefox
- · Windows 2000 & Xp



To install or not to.....

- Some rights needed
- Offer it via network if IT doesn't let you
- USB-stick with Portable Firefox! "Your own portable library"
- Search functionality without Toolbar

Included Functionality (1)



- Search
- · Links; Sub-menu's
- · Highlighting (also without search, word count)
- Virtual Reference Desk
- Chat
- E-Books

Included Functionality (2)



- RSS-feeds
- Overview of Website content
- Reply to Messages
- Radio (Podcast)
- Personal, Predefined, Useful
- Additional settings



Included Functionality (3)

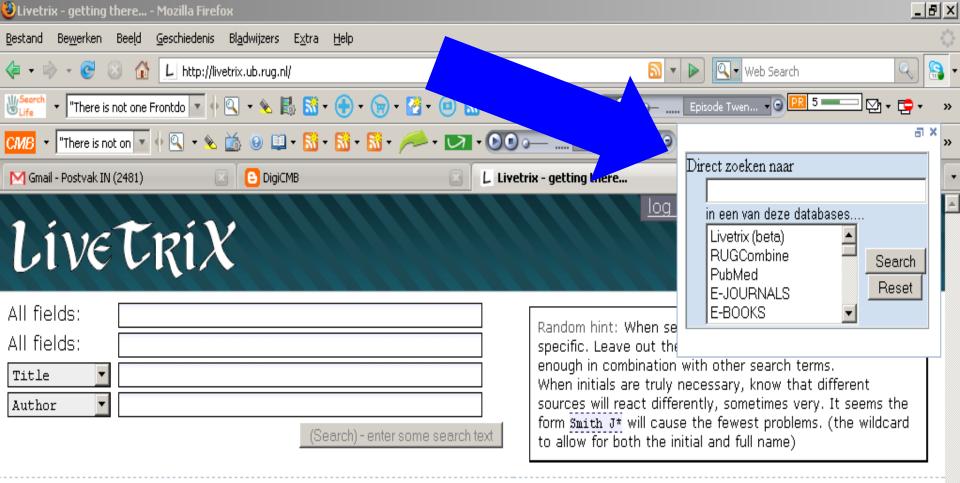
- No Toolbar, Yes Search Databases
- Top Frame in Browser
- Searchboxes on webpages
- Netvibes Search Modules

It Makes Search Flexible And Your Library Visible!

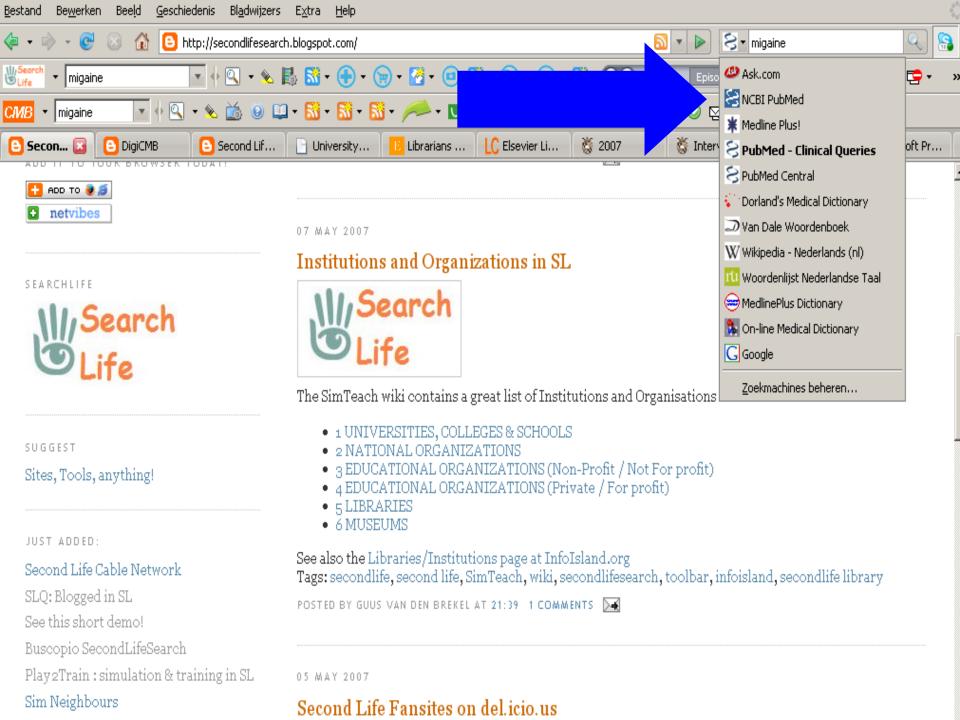
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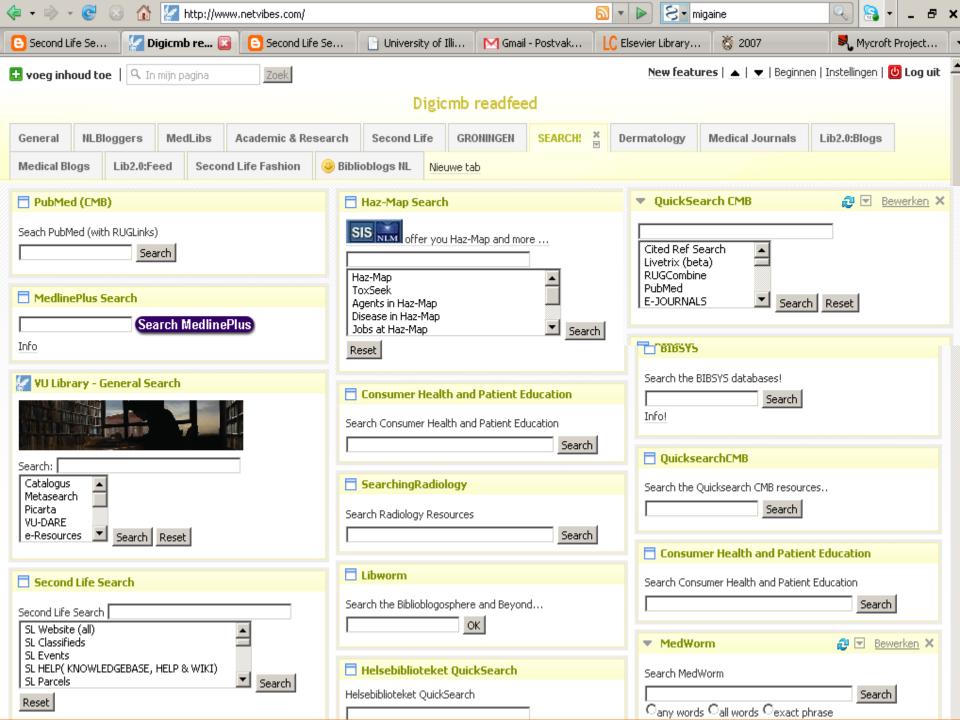


Top Frame on Browser Windo



The best sources for your search are chosen based on statistics. To show or collapse the manual source selection, **click here**.





What are the Benefits of all this?

- increase usage collection & databases (on & off campus)
- More contact moments user vs. library
- improve the awareness of library services in general (branding)
- boost unknown valuable resources
- Posibilities to get better insight user search patterns and needs

New Minds et

- Always try to improve
- Try even harder to reachout
- Keep an open mind

anything can happen



Building a Library in a Virtual "environment"

Second Life Library 2.0

www.infoisland.org



Second Life =

- Massive Multi-User Online Roleplaying "Game"
- More than a game, meet others
- Interact, Compete, Collaborate
- Teaching & learning; social learning
- Virtual communities
- Go anywhere, do anything Central Medical Library, UMCG www.rug.nl/umcg/bibliother



Second Life Library Project

Libraries

Education

Archives

Health

Simulation

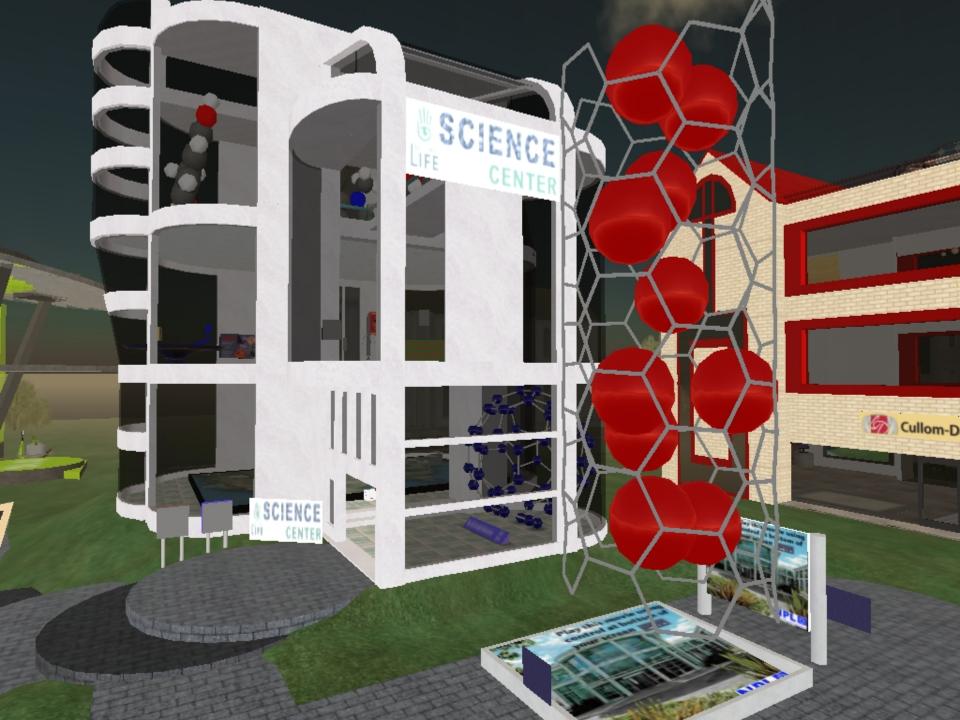
Science

Art

Technology

History

Teaching



Second Life: some figures

250.00 Residents in March 2006!

And now ..

```
Total Residents: 6,489,092
Logged In Last 60 Days: 1,739,539
Online Now: 21,586
US$ Spent Last 24h: $1,552,467
LindeX Activity Last 24h: $218,768
```







This is a mash-up of articles, presentations, blog-posts published on these subjects, mixed with my experiences and opinions. You can find all of them

http://del.icio.us/digicmb/UserEnvironm

Backup slides

Toolbar movie: http://www.rug.nl/Bibliotheek/loc (online)

I:\prague\DemoToolbar2.html (USB)

