

The OPAC is Dead: Discovery versus Disintermediation

Jane Burke
Senior Vice President, ProQuest

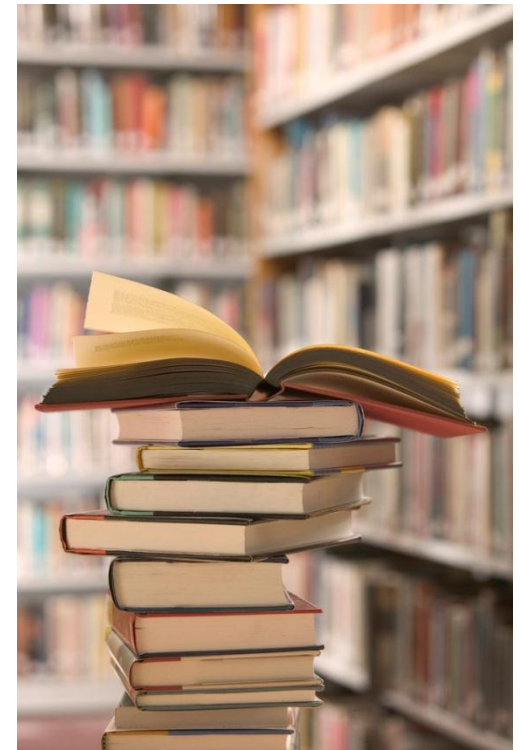
Disintermediation

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

Increasingly, libraries are disintermediated from their end users in the information-seeking process.

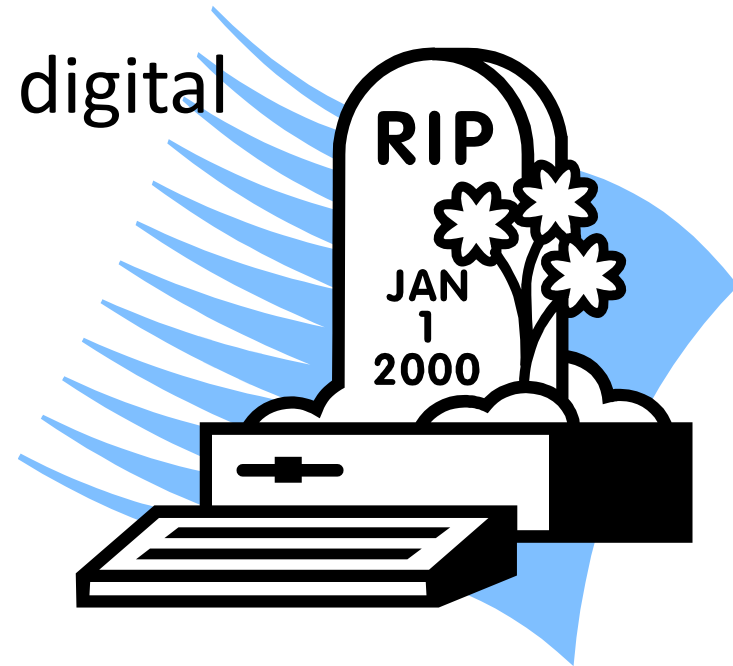
Old Model of Library Use is Over !

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



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



Value of the Library in question

- In 2001, Pew Internet and American Life:

“73% of online college students use the Internet for research more than the library “

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

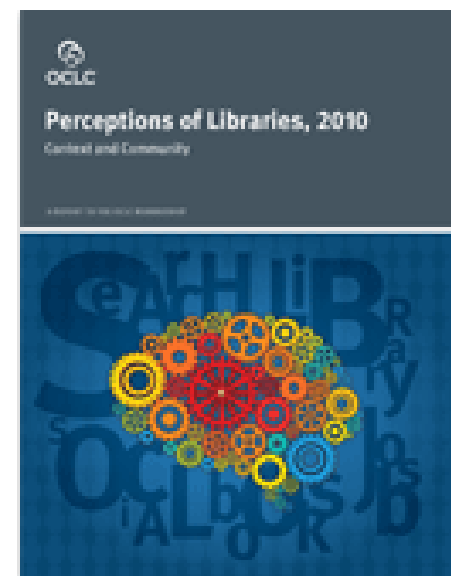
Source: Housewright, R., & Schonfeld, R. (Aug2008).

OCLC *Perceptions of Libraries, 2010*

The library brand—it's still **BOOKS**

The library brand is “books.”

“Libraries = books” is even stronger than it was five years ago. As new consumer devices and online services have captured the information consumer’s time and mindshare, his perception of libraries as books has solidified.



The 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

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.”

Project Information Literacy

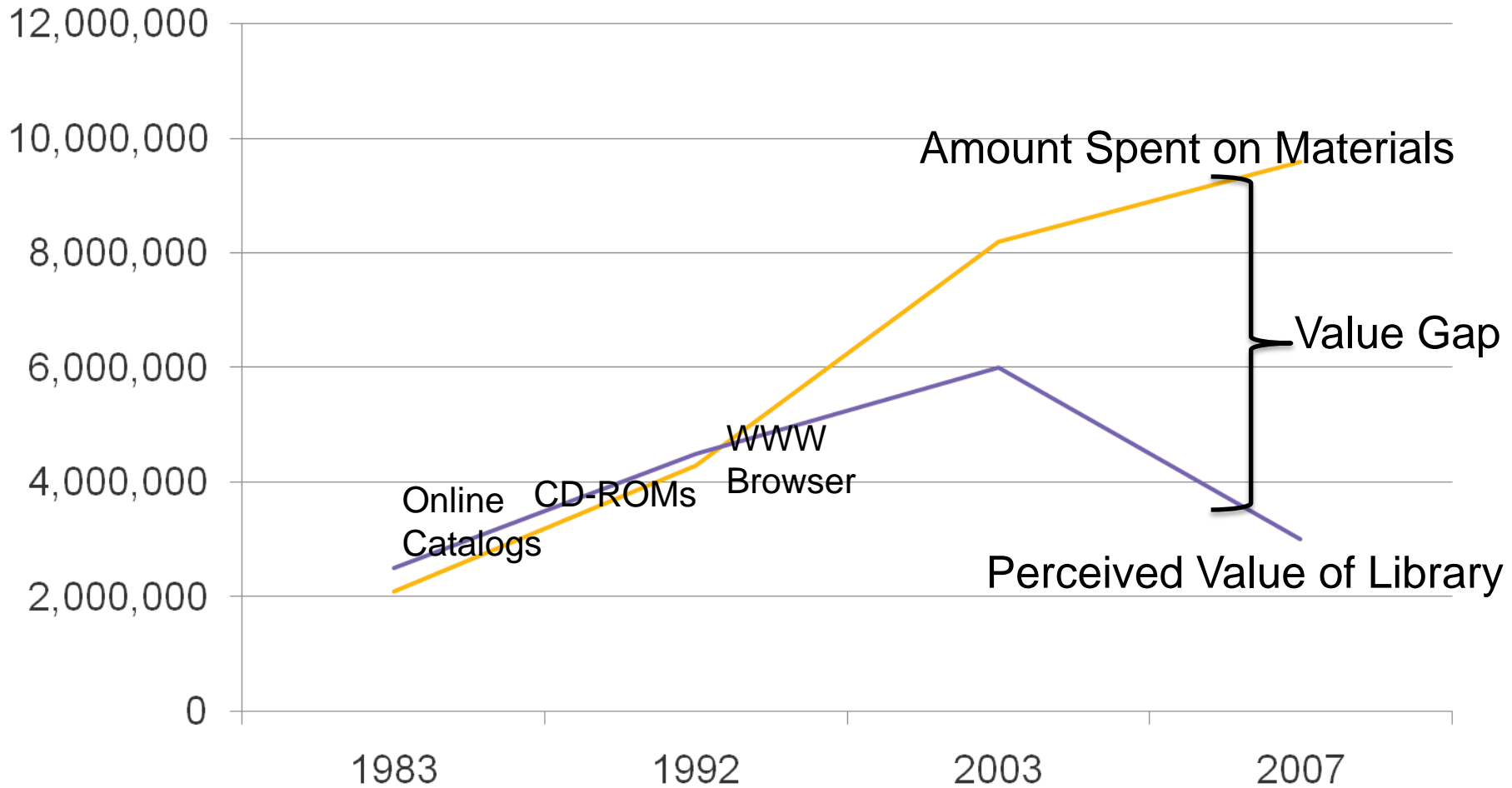
a large-scale study about early adults and their research habits



- 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/>

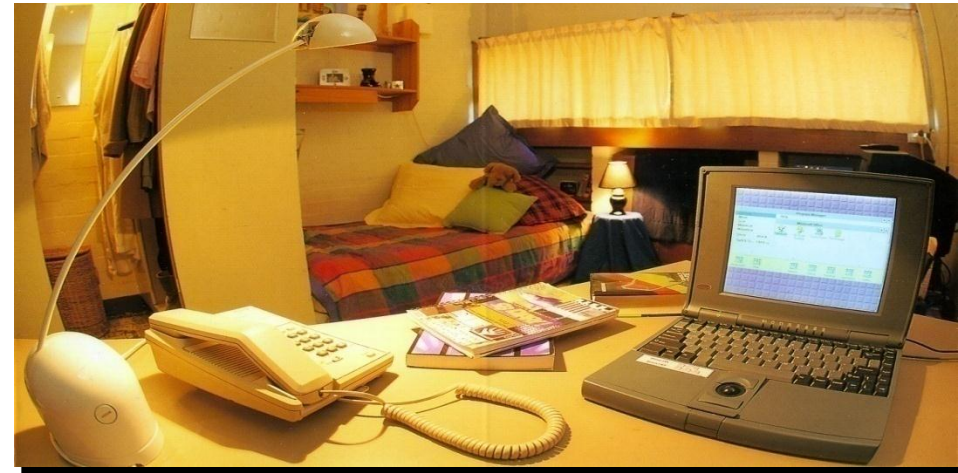
Value Gap



NOTE: Medial amount spent on materials by ARL libraries

Primary Research

- Observational research of student researchers
 - 70+ sessions across 8 universities, 2 continents
- Online focus groups with end-user researchers
 - 9 groups, 80 participants (multiple demographics)



- Focus group sessions with librarians
 - 7 groups, 47 librarians
- Surveys of end-user researchers
 - 10,463 respondents across diverse demographics

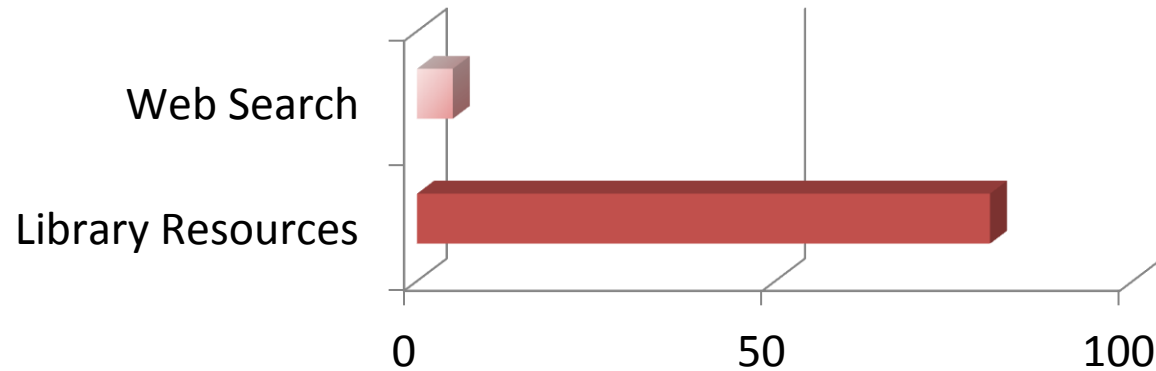


Expectations vs. Experiences

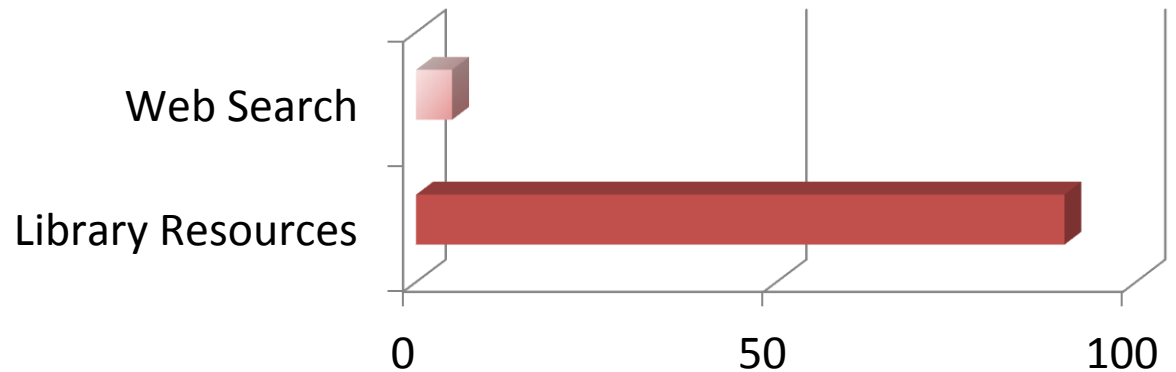
- Aaron: 3rd year undergraduate student
 - Term paper evaluating treatment by alternative press of George Bush's handling of the Katrina disaster
- Susan: 2nd year undergraduate
 - Scientific topic
- Josh: 4th year humanities student
 - Comparative Literature topic

User Perception of Library Content

The superior source for quality, credible content

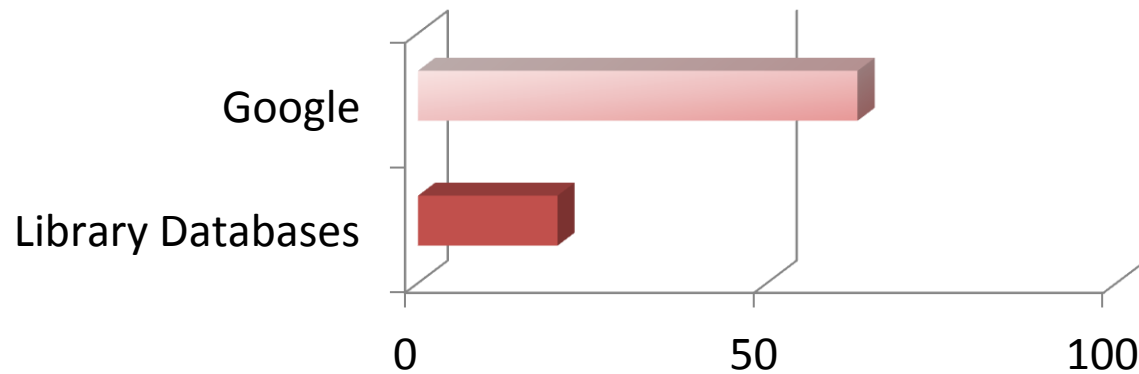


Preferred for academic research and course assignments



Actual User Behavior

The easiest place to start the research process



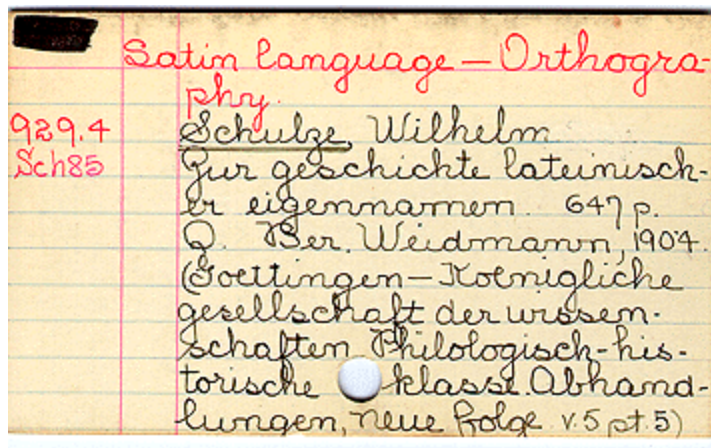
Existing

- Librarian
- eResc

(about)	PAIS Archive	Political Science	Indexes
(about)	PAIS International (including Archive)	Political Science	Indexes
(about)	Palmer's Index to the Times of London (Index, 1790-1905; Full Text 1800-1870)	History	Indexes
(about)	Paperbase/PIRA	Business	Indexes
(about)	PapersFirst	Reference Tools	Indexes
(about)	Parliamentary Archives of the United Kingdom	History	Indexes
(about)	Periodicals Archive Online (Collections 1 - 3)	Western European Studies and Languages	Indexes
(about)	Periodicals Index Online (Segments 1 - 22, and 27)	Social Sciences, Multidisciplinary	Indexes
(about)	Philanthropic Studies Index	Grants and Scholarships	Indexes
(about)	Philanthropy Resources Online (PRO)	Grants and Scholarships	Texts and Links
(about)	Philosopher's Index	Philosophy	Indexes
(about)	Pig News and Information	Veterinary Medicine	Indexes
(about)	PILOTS Database	Sociology	Indexes
(about)	Plant Management Network	Turfgrass	Indexes
(about)	Plant Management Network Plant Science Database	Agriculture	Indexes
(about)	Play Index	Arts, Performing	Indexes
(about)	Plunkett Research Online	Business	Indexes
(about)	Poetry Portal	Literature	Indexes
(about)	Poiesis	Philosophy	Indexes
(about)	PolicyArchive	Political Science	Indexes
(about)	Political Science: A SAGE Full-Text Collection	Political Science	Indexes
(about)	Pollution Abstracts	Environmental Studies	Indexes
(about)	Popline	Sociology	Indexes

We can't teach the difference

- We've tried and tried
- Card catalog vs. print indexes
- Online catalog vs. databases
- Give it up !



Researchers Speak for Themselves:

I get confused and end up going in circles.

Library sources are great but internet sources are the most convenient.

If only there was a Google-like search...

Why Not the Library First?

No clear and compelling starting place

Difficulty identifying appropriate resources

General lack of awareness of resources

- Simple
- Easy
- Fast

Google™

Discovery: “Compelling Interface”

- Single search across the full breadth of ALL of the Library’s collections
- Showcase all content equally
- Content + Community + Technology



Success: Part A

- Users find what they need quickly
 - In a simple way
 - Wherever they are
 - So they don't have to go somewhere else

Success: Part B

- Measurement
 - What's being used and how often
 - The meaning behind the statistics
 - Some way to measure return on investment

Success: Part C

- Providing a competitive advantage over the Internet
 - Honing in on the value we add to the research experience

Continuum of Discovery Solutions

1. Federated search
 - Proven, affordable technology
 - Increasingly integrated
2. Discovery Layer
 - More than “next generation catalogs”
 - Customizable presentation interface
3. Web-scale Discovery
 - Pre-harvested metadata
 - Single index of all of the library’s holdings

1. Federated Search

- Mature
- Good connector technologies
- Possible to connect to all resources
- Recent entrants:
 - Ebsco EHIS
 - WorldCat Local
- Can be integrated



2. Discovery Layer

- “Next generation catalog”
- 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

Search for

bungalow

GO

Look for my query : All items that contain my query words anywhere in the record

In Entire Local Repository

[My Preferences](#)

[Advanced Search](#)

Hello, Guest

[Sign in](#) To have full access and to keep things. [Why sign in?](#)

e-Shelf To enter my workspace

Results for Entire Local Repository

RSS

33 Results , sorted by: Relevance

Show only: Online Resources (4) Available (29)

- 1 [American bungalow style](#) (View details)

Book Add to e-Shelf Available in the library (GetIt)

Winter, Robert, 1924-
New York: Simon & Schuster c1996


- 2 [Bungalow 2](#) (View details)

Book Add to e-Shelf Available in the library (GetIt)

Steel, Danielle.
New York: Delacorte Press c2007



Refine My Results

Narrow my results by limiting the search to:

Top Level:

- > [Online Resources \(4\)](#)
- > [available \(29\)](#)

Topic:

- > [BUNGALOWS \(8\)](#)
- > [United States \(4\)](#)
- > [ARTS AND CRAFTS MOVEMENT \(3\)](#)
- > [ARCHITECTURE, DOMESTIC \(2\)](#)
- > [POPULAR MUSIC \(2\)](#)

Search: 
[Advanced Search](#)



[Provide Feedback](#)
[Intro to Encore](#)
[Your library account](#)


Refine by:


Searched: bungalow (1- 25 of 44)


Recently Added:


- ▶ **SEARCH FOUND IN**
- Title (31)
- ▶ **FORMAT**
- PRINTED MATERIAL (44)
- ▶ **COLLECTION**
- Art Library (21)
- Main Library Building (40)
- Music Library (1)
- Special Collections (7)
- All LM (4)
- ▶ **LANGUAGE**
- English (42)
- French (1)
- German (1)
- ▶ **PUBLISH DATE**
- 2007 (1)
- 2006 (1)
- 2005 (2)
- 2004 (1)
- 2003 (1)
- + more

Sorted by [Relevance](#) | [Title](#) | [Date](#) 1 2 next

 (1 - 25) Most Relevant

 **The Seattle bungalow : people and houses, 1900-1940** 2007
 Ore, Janet.
 Seattle : University of Washington Press, c2007.
CHECK SHELF - MSU FINE ARTS--ART - NA7571 .O74 2007
 [Connect to: Table of contents only - All users](#)
[Table of Contents](#)
[Summary](#)
[Choice Review](#)

 **The bungalow book : floor plans and photos of 112 houses, 1910** 2006
 Wilson, Henry L. (Henry Lawrence), b. 1862.
 Mineola, N.Y. : Dover Publications, 2006.
LIB USE ONLY - MSU FINE ARTS--ART REF - NA7571 .W53 2006
 [Connect to: Publisher description - All users](#)
[Summary](#)

 **Bungalow : the ultimate arts & crafts home** 2004
 Powell, Jane, 1952-
 Salt Lake City : Gibbs Smith, Publisher, c2004.
Checked out - MSU FINE ARTS--ART - folio NA7570 .P68 2004
[Summary](#)



[The bungalow book](#) [The Seattle bungalow](#) [Bungalow](#)

Other Sources:



[\(Show 200 results\)](#)

Refine by Tag:

american horror tales
 architecture
 arts and crafts
 movement



Discover

bungalow

Search

Print Help

Results 1 - 10 of 59 for bungalow, sorted by: relevance



Select Location

Showing results from: All locations

Refine

Format

- > Book (40)
- > Spoken Cassette (4)
- > Music CD (2)
- > Magazine/Newspaper (1)
- > Music Cassette (1)
- > Large print (1)

Author

- > Duchscherer, Paul (4)
- > Keene, Carolyn (4)
- > Powell, Jane (3)
- > 25 more...

Subject

- > Bungalows (22)
- > Arts and crafts movement (10)



The Bungalow mystery

Carolyn Keene

Call number: Juv Fiction
 Year: 1960
 Found: bungalow (1)
 Series: Nancy Drew mystery stories ;v3



Bungalow details

interior Jane Powell, Linda Svendsen

Call number: 728.373 Pow
 Year: 2006
 Found: bungalow (3) ; Bungalows (1)
 Subject: bungalows, interior architectur, ...



The Herb of death

Agatha Christie, Joan Hickson

Call number: Fiction
 Year: 1988
 Found: bungalow (2)

Database Speed Search






bungalow All Fields Find



Advanced



Login English

Showing 1 - 4 of 4 Results for bungalow Sort Relevance

 **Larger than life : Robert Rahway Zakanitch's Big bungalow suite.**  [Add to favorites](#)
 by [Zakanitch, Robert](#), Published 1997
Call Number: ND237.Z28 A4 1997 **Located:** 3rd Floor
 Available
 **Book**

 **The American home : material culture, domestic space, and family life /**  [Add to favorites](#)
 Published 1998
Call Number: NA8480 .A63 1998 **Located:** 3rd Floor
 Available
 **Book**

 **In the Catskills : a century of Jewish experience in "The Mountains" /**  [Add to favorites](#)
 Published 2002
Call Number: F127.C3 I5 2002 **Located:** 3rd Floor
 Available
 **Book**

 **Prejudice across America /**  [Add to favorites](#)
 by [Waller, James](#), Published 2000

Narrow Search

Format
[Book \(4\)](#)

Author
[Waller, James, \(1\)](#)
[Zakanitch, Robert, \(1\)](#)

Topic
[Bungalows \(1\)](#)
[Jews \(1\)](#)
[Prefabricated houses \(1\)](#)
[Prejudices \(1\)](#)
[Racism \(1\)](#)
[less...](#)

Subject Area
[Fine Arts \(2\)](#)
[United States History \(1\)](#)
[General American History \(1\)](#)

Language
[English \(4\)](#)

Geography
[Catskill Mountains Region \(N.Y.\) \(1\)](#)
[United States \(1\)](#)

3. Web Scale Discovery

Attributes:

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

Web Scale Discovery



Search results for 'bungalow' Sort by: Relevance

Refine Your Search

Author
[Burgert Brothers](#) (130)
[Noël Blatchford](#) (34)
[Bix Beiderbecke](#) (19)
[Beatles](#) (15)
[Charles Sumner Green...](#) (13)
[Show more ...](#)

Content
[Language, Linguistic...](#) (170)
[Art & Architecture](#) (165)
[Music](#) (81)
[History & Auxiliary ...](#) (50)
[Engineering & Techno...](#) (28)
[Show more ...](#)

Format
 Book (743)

Results 31-40 of about 1,626 (.49 seconds) << First < Prev 2 3 4 5 6 Next >>

Select All Clear All Save to: [New List] Save

- 31. **Visions of suburbia**
 by Roger Silverstone
 Language: English Type: Book
 Publisher: London ; New York : Routledge, 1997.
 Held by: University of Washington Libraries

- 32. **Retro-a-Go-Go - In Bungalow Heaven, the glow of the 1950s never fades.**
 by Mark Frauenfelder
 Language: English Type: Article
 Publication: Wired, 8, no. 1, (2000): 170
 Publisher: San Francisco, CA : Wired USA, c1993-
 Database: ArticleFirst
 Held by: University of Washington Libraries

- 33. **The Bungalow: Symbol of Dominican Sovereignty**
 by Yashdeep Srivastava
 Language: English Type: Article
 Publication: The contemporary review, 282, no. 1648, (2003): 301
 Publisher: London ; New York : A. Strahan, 1866-
 Database: ArticleFirst

Dartmouth user? VPN required for access to full text. [Click for VPN info.]



[Help](#) | [About](#) | [Feedback](#) | [Survey](#)

muggles

Search Library

Advanced Search

Search Results: Your search for **muggles** returned **8,358** results

Refine your Search

- Items with full text online
- Limit to items from scholarly publications, including peer review
- Add results beyond your library's collection

Content Type

- Any
- Newspaper Article (7,157)
- Journal Article (1,181)
- Thesis/Dissertation (17)
- Book (2)
- Music Recording (1)
- [more options](#)

Subject Terms

- Any
- childrens novels (377)
- childrens literature (301)
- books (256)
- motion pictures (212)
- science fiction & fantasy (142)

Relevance

Muggle magic



by Barbara Quint

Searcher Vol: 11 Issue: 8 ISSN: 1070-4795 Date: 09/2003 Start Page: 6
Subjects: Information professionals, Searches, World Wide Web, Information technology
In fact, truth to tell, [Arthur] finds **muggles** and their artifacts absolutely fascinating, so fascinating that he collects such artifacts privately and studies...

Journal Article

Availability: Full Text Online

Muggles here: Final Edition



Milwaukee Journal Sentinel ISSN: 1082-8850 Date: 06/15/2000 Description: 085.B
... have been the first to use the name "**muggles**" in her children's book -- not the author of the Harry Potter series or the American writer who is suing the Potter...

Newspaper Article

Availability: Full Text Online

MUGGLE MADNESS: FINAL Edition



by The Fresno Bee

The Fresno Bee ISSN: 0889-6070 Date: 07/21/2007 Description: B.1
The wait is finally over for eager **muggles** (humans without magical powers in the world of Harry Potter) and wannabe wizards for the unveiling this morning...

Newspaper

Availability: Full Text Online

Web Scale Discovery is the Answer

- Meets End User Expectations
- Comprehensive
 - Searches all library resources
 - Broader coverage than the catalog
 - Best discoverability
- Proven value for the Library

The Information World is Flat

- Every information object is equal in potential value
- Print is not preferred
- No “silos” by format



KISS: Simple approaches

- Watchwords:
 - Simple
 - Easy
 - Fast
- Discovery is for end users



Marketing and Branding

- Discovery is your library's "Digital Front Door"
- Create a single, branded starting place
 - Market it !!!
 - Take it to the classroom
- Listen to the Freshmen, not the Faculty



Today's Library: New World of Users

- Meet the end users where they are !
- Accept the new search paradigm
- Accept short term risk to avoid long term “disintermediation”
- Give up our rules
- Make the complexity of information simple

危机

Move toward the Users

- Discovery puts us on the path to the New Library
- Hurry Up !

