

Have we followed the right way until now?

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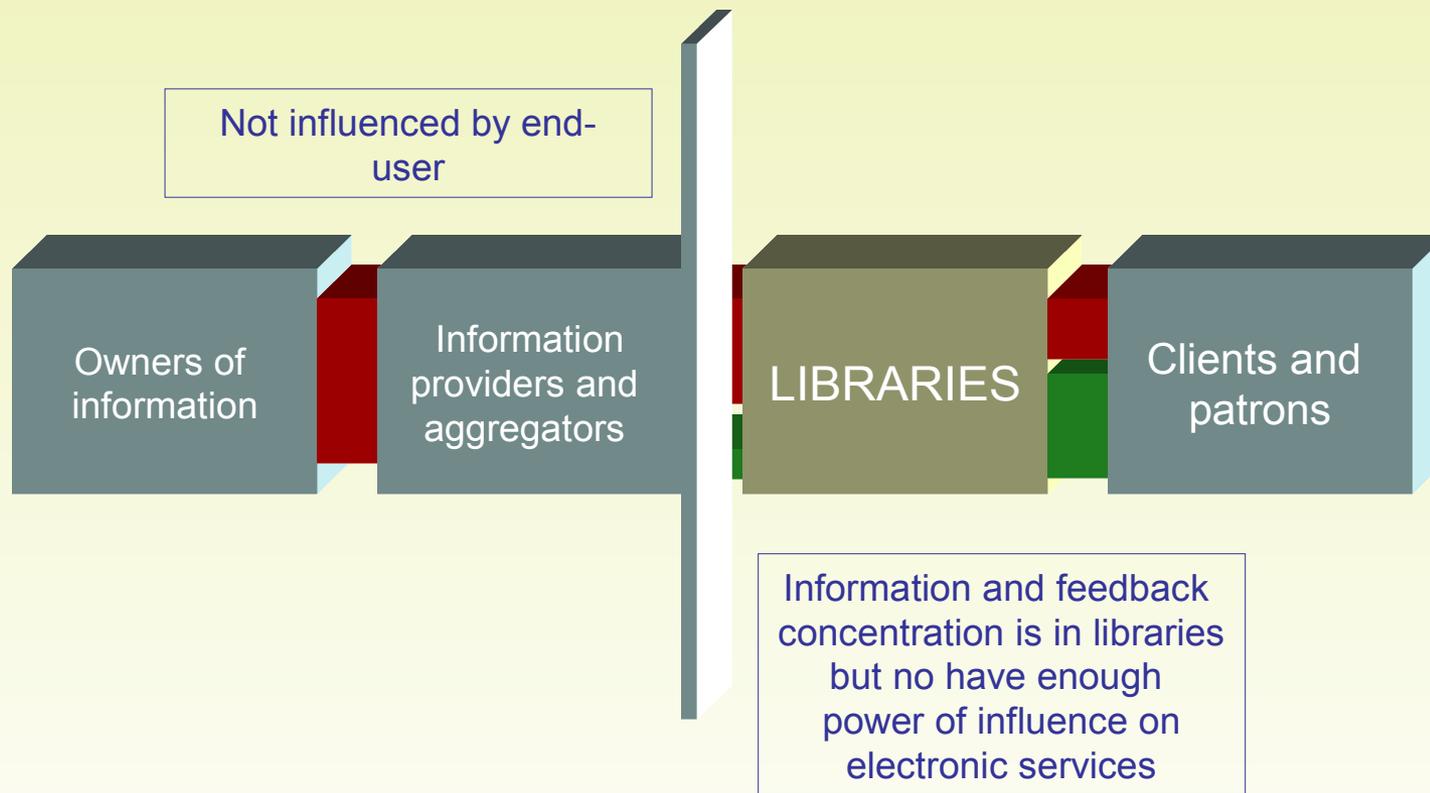


Tasting our today's menu ...

- Content management
 - as starter and sup
- Portal Management
 - As main course
- Linkage management
 - as dessert, that will not be served today

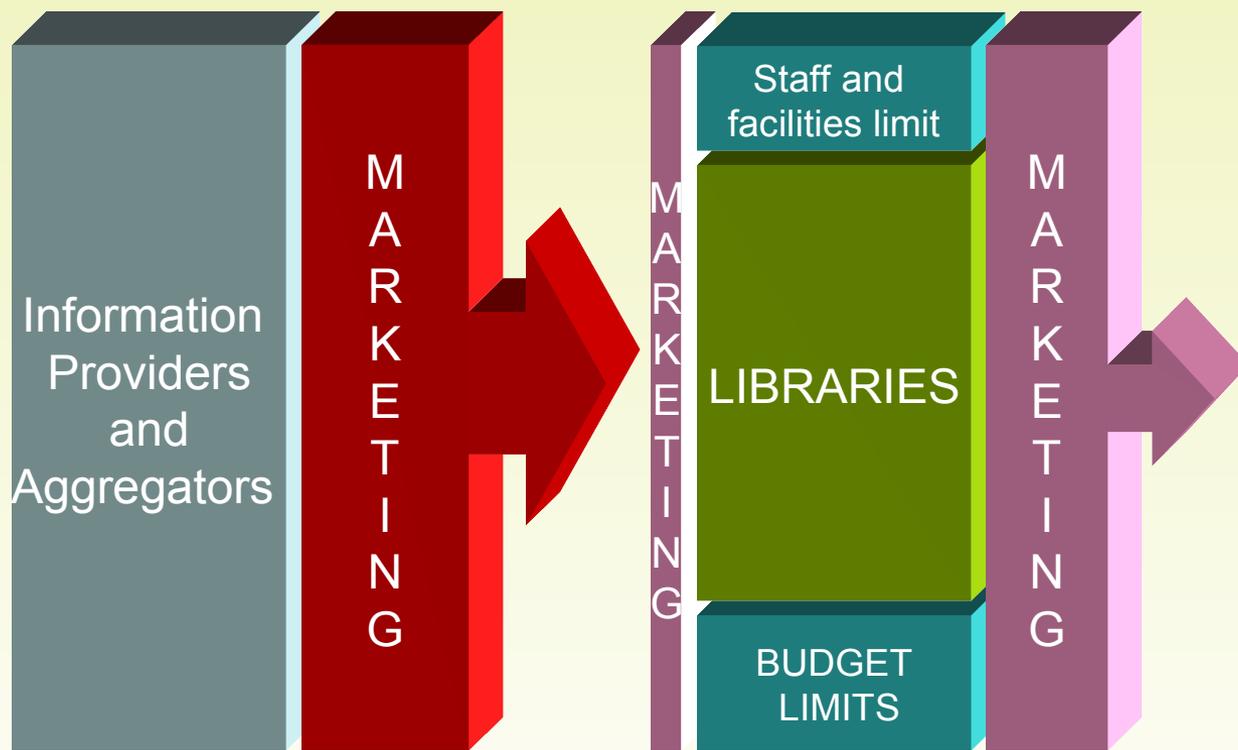


Mass of Information and feedback chart flow regarding functionality



Double Marketing activity chart

- why libraries are in troubles and need help



First steps to achieve desired content

- Analyse which professional – in our case medical – arguments need to be considered,
- Prudently investigate the scientific value of information resource,
- Analyse if it can be subsidised by other version,
- Analyse how it can fit into our service structure (media, language, interface, service- uniting possibility etc.)
- Estimate the expected reader and user circle and last, but not the least,
- Estimate the expected cost.



First steps to achieve desired content (2)

???

- Are the professional arguments individual, specific, or reflects group-interest?
- Is it sure, that the item we would like to purchase has the highest scientific value?
- Do we surely need to tend to unite and integrate services?
- Which users' and information retrieval's practice can benefit from the new resource?
- Is the users' statistic increasing, should it need to increase in all cases? In other words: does integrity bring increased usage or it provides its latent reflection?



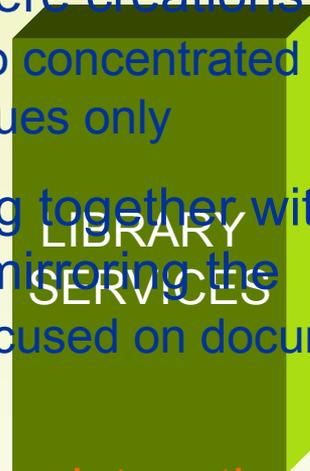
What factors generate changing of paradigm of portal building

1. Collections grows fast – human factors are changing slow
2. Retrieval process does not count with human way of thinking at all
3. Services are documents oriented – users generally approach problem on cognitive base
4. More concentration of information – less chance to apply any cognitive model
5. More diversification and specification – less flexibility
6. ‘Recall’ contra ‘precise’ value is absolutely different in so called „closed” and „opened” clusters of information



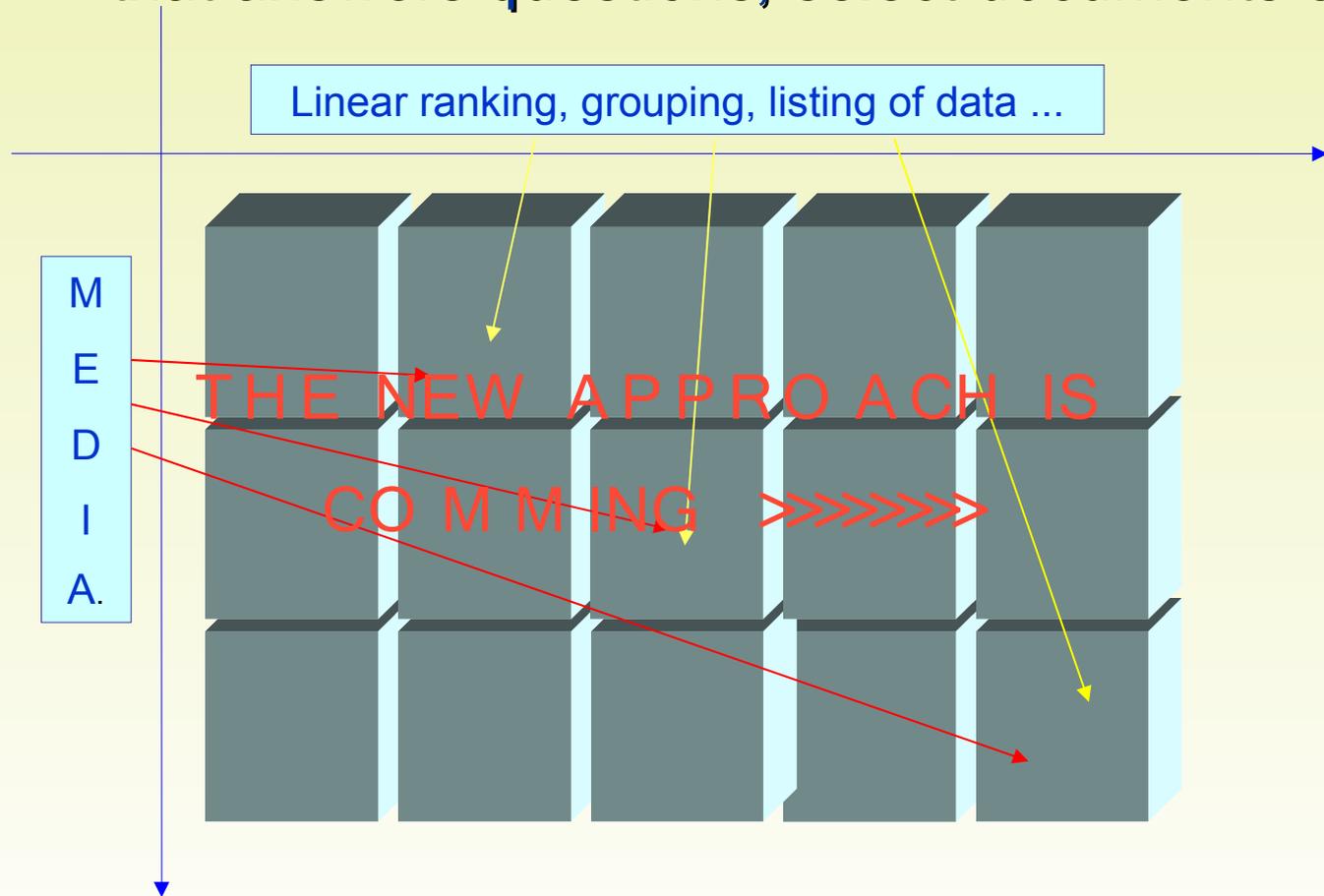
WEB Portals as Mirror of Library Services but ...

- At the beginning portals were creations of computer specialists – who concentrated on design and computer techniques only
- Now: librarians are working together with computer specialists – in mirroring the „libraries on the web” – focused on documents (index-abstracts-full text)
- Future: Librarians **should work together** with specialist and experts of medical sciences – problems solving based orientation.



2D Matrix

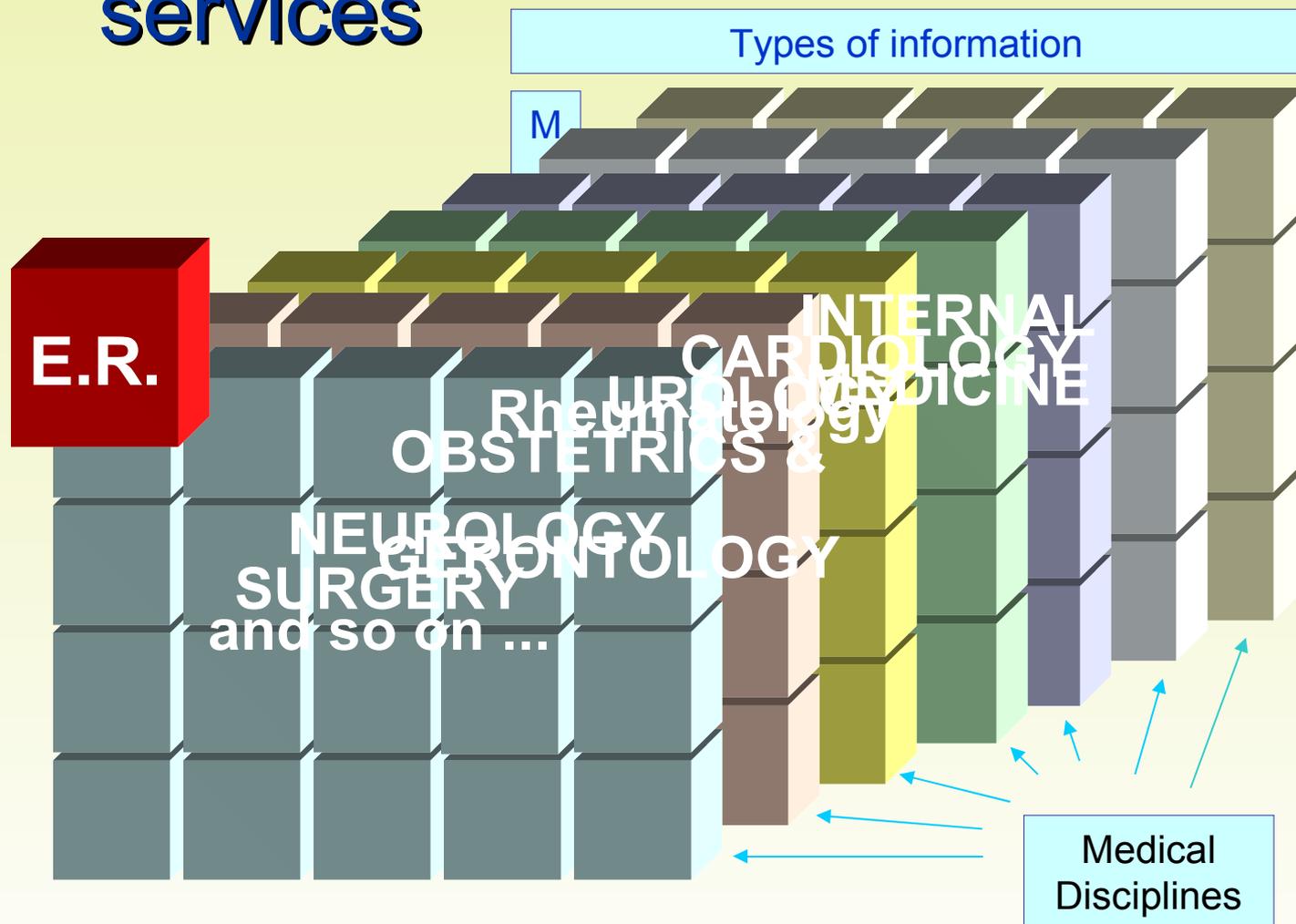
documents based services
that answers questions, select documents only



3D Matrix of problem solving services



3D Matrix of 'problem solving' services



Why Linkage Management left out

If we have created a proper collection and we could involve professional persons into the work of planning portal, we have done our best.

The linking instructions – how to merge resources – should be worked out before starting work at all. Do not let suppliers think instead of you!

Realization is completely belongs to computer specialist or system administrator.



Summing up

- Efficiency of information retrieval largely depends on the portals' structure.
- Users with scientific demands appreciate functionality rather than design.
- Integrated solutions can not be expected from service providers
- Turning document centered services into problem-oriented ones need to be carried out by the librarians on their own.
- This project demands a drastic change in the librarians' approach
- Focusing on mobile equipments that could collect more and more information

