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

- **Owners of information**
- **Information providers and aggregators**
- **LIBRARIES**
- **Clients and patrons**

**Not influenced by end-user**

Information and feedback concentration is in libraries but no have enough power of influence on electronic services.
Double Marketing activity chart
- why libraries are in troubles and need help

Information Providers and Aggregators

MARKETING

LIBRARIES

Staff and facilities limit

BUDGET LIMITS

MARKETING

MARKETING

MARKETING
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

Linear ranking, grouping, listing of data ...

THE NEW APPROACH IS COMING >>>>>>>>

M E D I A
3D Matrix of problem solving services

<table>
<thead>
<tr>
<th>Diagnostic tools</th>
<th>Therapy tools and EBM</th>
<th>Alternative medicine</th>
<th>Theoretical tools</th>
<th>Professional Decision Making tool</th>
</tr>
</thead>
</table>

**Steps:**
- Databases and Indexes
- Books
- Journals
- Internet Sources and PDA
3D Matrix of ‘problem solving’ services

Types of information

Medical Disciplines

E.R.

INTERNAL MEDICINE
CARDIOLOGY
URINARY MEDICINE
Rheumatology
OBSTETRICS & GYNECOLOGY
NEUROLOGY
SURGERY
and so on ...

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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