



Job offers from print to online advertisements through the prism of the Europeana Newspapers Project

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INFORUM 2014: 20th Annual Conference on Professional Information Resources Prague, May 27-28, 2014

Europeana Newspapers Project

- Project is funded by European Commission
- A three-year project, from February 2012 to January 2015
- The main goal is aggregation of 18 million historic newspaper pages for Europeana and The European Library
- 10 million pages are being refined and many of them are already accessible in full text on TEL portal

<http://www.theeuropeanlibrary.org/tel4/newspapers>



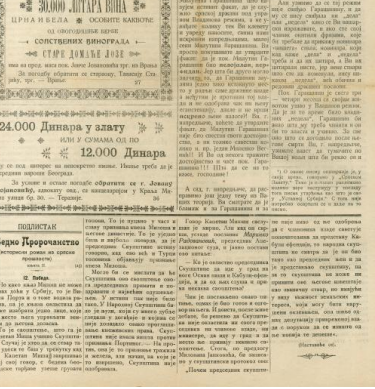
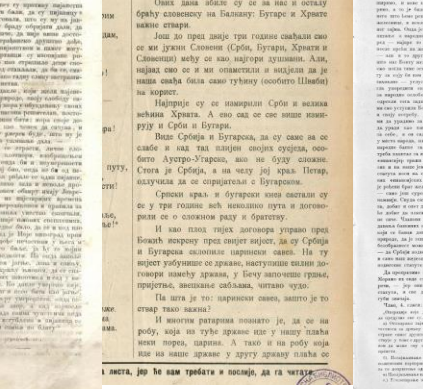
Europeana Newspapers Project Network

- 18 Project Partners from 12 countries
 - National libraries
 - University libraries
 - LIBER, UIBK and CSS
- 11 Associated Partners, who have been involved since last year
- 22 Networking Partners, who help us to promote our work



University Library "Svetozar Markovic" as partner in the project

- More than 400.000 digitized pages of Serbian newspapers issued in the period 1850-1945 from 43 titles



OCR for UB materials

- OCR allows data search by key words across entire text, including captions and explanations within pictures and photos
- University of Innsbruck refined complete UB material with Optical Character Recognition
- First results of the OCR testing at University of Innsbruck - over 90% success in character recognition
- Digitized newspapers are mostly printed in Cyrillic, including the old Cyrillic alphabet, which contains Russian letters

Serbian Newspapers on TEL portal

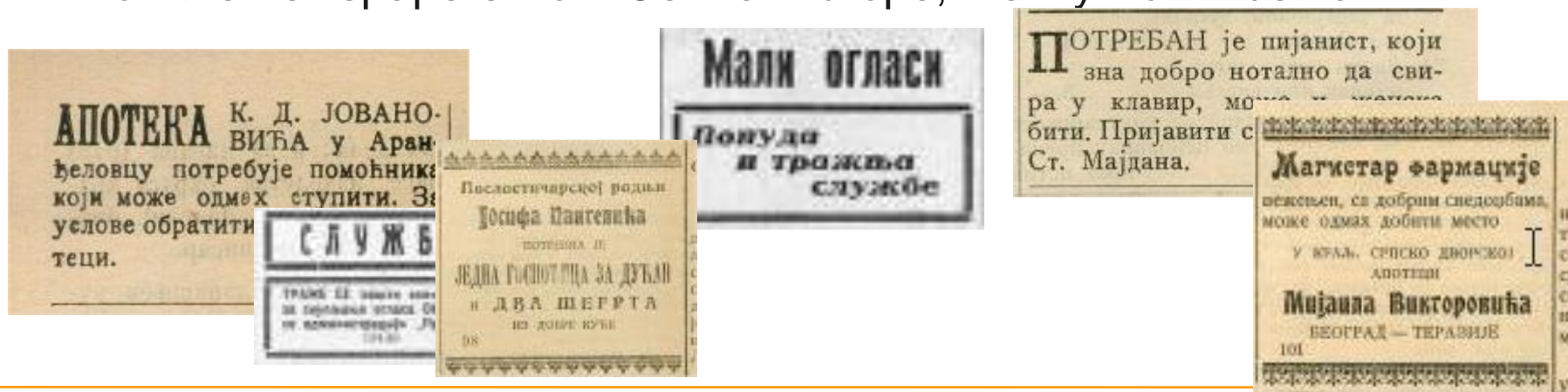
The screenshot displays the 'Zemunski glasnik' newspaper page on The European Library portal. The top navigation bar includes links for 'About', 'Membership', 'For Current Partners', 'Log in', and 'English (en)'. The main search bar contains the text 'Search all European Library content...' and a 'GO' button. Below the search bar are navigation tabs for 'HOME', 'DISCOVER', and 'SERVICES FOR RESEARCHERS'. The breadcrumb trail reads: Home → Newspapers Home **PROTOTYPE** → Newspapers Gallery → Newspaper "Zemunski glasnik".

The newspaper title 'Zemunski glasnik' is prominently displayed. Below it is a search box for the newspaper with a 'GO' button and a date range slider set from 1860 to 1880. A section titled 'Explore by Issue Date' features a 'Select year' dropdown and a calendar grid with days of the week (S, M, T, W, T, F, S) and empty cells for selection.

Metadata for the newspaper is provided: 'Issues available on this website', 'Start Date: 1867', 'End Date: 1870', and 'Language: Serbian'. A coat of arms logo is shown with the text 'This newspaper supplied by'. Below this, a section titled 'Browse Individual Issues' displays four thumbnail images of newspaper issues, with a blue arrow pointing to the right.

Job offers

- Project represents a great opportunity for researchers to view, search and examine, among other things, the content of advertisements in old newspapers, while advertisements represent a reflection of political, economic and social conditions in one country
- Job advertisement represents excellent material for researchers in the area of cultural history and sociological studies
- Job offers appeared in Serbian press in the early 19th century modeled on the newspapers from Central Europe, mainly from Austria



Job offers- material for researchers

- We used job offers to illustrate potential use of digitized newspaper material in research of labor market development
- During the 19th century, most wanted jobs were shopkeeper, piano teacher, tailor or laundrywoman, however, in the 20th century employers were in search of typists, switchboard operators, repair technicians, keypunchers and elevator operators, not to mention that newspapers even had separate job listings for men and women. Today, majority of want ads seek webmasters, application developers, desktop publishers, and many other lines of work, and it is important to mention the fact that most of the job seekers no longer turn to the want ad pages in their search for jobs, but to the Web pages and ads.
- What will the workforce and workplace look like half a century from now?



Thank you for your attention!

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