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From the SelectedWorks of Lawrence W. Onsager

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Andrews University and the Open WorldCat Program

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Available at: https://works.bepress.com/lawrence_onsager/7/
Title: ANDREWS UNIVERSITY AND THE OPEN WORLDCLASS PROGRAM.

Presenter: Lawrence W. Onsager, James White Library, Andrews University

Abstract:

OCLC's Open WorldCat program makes records of library-owned materials in OCLC's WorldCat database available to Web users on popular Internet search, bibliographic and bookselling sites. Through Open WorldCat, OCLC hopes that libraries that participate in WorldCat-based cataloging get greater exposure to information-seekers and increased access to their online catalog and other Web-based resources.

To access the Open WorldCat a web user enters a search phrase in a web browser that matches the title of a library-owned item. The returned search results include a link to the Open WorldCat "Find in a Library" interface.

Deep linking enables end users to link from their search results to the Find in a Library interface and then directly to the item's record in your library's online catalog. To ensure maximum access to Andrews University library holdings, the OPAC URL link structure will be registered in the OCLC First search administrative module.

Access to Andrews University holdings will be analyzed and creative uses of Open WorldCat will be demonstrated.
The UM-Google Digitization Deal

What it is, how we got there, and what it will mean for the UM

jpwilkin@umich.edu, E-Live 2005
A new benefit of OCLC membership: Internet searchers everywhere find your library and the things you own

The Open WorldCat program makes records of library-owned materials in OCLC's WorldCat database available to Web users on popular Internet search, bibliographic and bookselling sites. The result: OCLC member libraries are more visible on the Web, and their catalogs are more accessible from the sites where many people start their search for information. Through Open WorldCat, libraries that participate in WorldCat-based cataloging or use other OCLC services that contribute their holdings and metadata to WorldCat (including CONTENTdm, Services for Groups and Union List) get greater exposure to information-seekers and increased access to their online catalog and other Web-based resources.

What Web users experience

A Web user visits a site such as Yahoo! Search or Google and enters a search phrase that matches the title of a library-owned item. The returned search results include a link to the Open WorldCat "Find in a Library" interface, where they can enter geographic information that helps them locate the item at a library in their city, region or country.

Web users can also find Open WorldCat built into popular search applications. A special version of the Yahoo! Toolbar provides an ever-present browser pane with links to Yahoo! services and input box for direct search of WorldCat libraries.

Promoting the value of libraries

"Opening" WorldCat records to the Web helps libraries and other institutions provide a fast, convenient service to current and potential users through familiar Web channels. Open WorldCat points more people—even those who don't typically visit libraries—to library collections as a first source of information. It promotes the value of libraries on a scale greater than any library or group could achieve alone.
How the Open WorldCat program works

When most Web users scroll through results in a search engine, the links they see rarely point to materials owned by libraries. Open WorldCat changes this; it puts links to content in library collections—books, serials, digital images and many other formats—alongside links to traditional Web content.

**Leveraging the WorldCat database**

Open WorldCat allows Web search engines and other sites to access millions of abridged WorldCat records. The records represent materials most frequently cataloged in WorldCat as well as items from special collections. Search results link directly to the Web sites of libraries that have cataloged the specific resource in WorldCat. These sites often feature online catalogs that permit the Web user to check if the resource is available.

**Quick links to library information**

In most cases, the Open WorldCat interface will provide users with detailed library information in two or three clicks:

1. A Web search engine (or other site) provides a WorldCat link within its search results.

   ![Yahoo! Search Result](image)

   1. **Find in a Library Inside out: strategies for teaching writing**
      - Title: Inside out: strategies for teaching writing
      - Author: Don Kirby, Dawn L.
      - Subtitle: Developmental strategies for teaching writing
      - Thoughts on becoming worldcatlibraries.org/wc/pa/sw/c526b66e50c000a19a0e4b4d956e526

   2. **Teaching Writing: Approaches & Activities**
      - WHAT EVERY TEACHER NEEDS TO KNOW, EFFECTIVE WRITING
      - EducatWriting: Instructor Dr. Ghazi Ghali
      - Common Composition Errors

   3. **Teaching & Writing**
      - Journals on Teaching and Writing
      - CCC Online Homepage—the official journal of the CCC
      - Research Projects—Teaching and Writing

   www.brown.edu/Student_Services/Writing_Center/resource2.htm

   27k • Cached
After clicking the Find in a Library link, the user views identifying information for the item, and enters a postal code or state, province or country.

Find in a Library

Libraries in your region

Inside out: strategies for teaching writing

By: Dan Kirby, Dawn Latta Kirby, Tom Lint
Type: English: Book: Non-fiction
Publisher: Portsmouth, NH: Heinemann, ©2004.
ISBN: 0325005885
Subjects: English language -- Composition and writing (Secondary)
Find Related: Title/Author Search | Other editions of

Find Libraries with item
Postal code, state, province, or country: 90010

The result is a list of libraries that own the item; users can view distance and contact/location information for each library, and often can link directly into its online catalog.

Postal code, state, province, or country: 90010

Local Libraries

<table>
<thead>
<tr>
<th>Library Name</th>
<th>Distance (miles)</th>
<th>City</th>
<th>State/Province</th>
<th>Library Info</th>
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</thead>
<tbody>
<tr>
<td>University of Southern California</td>
<td>3</td>
<td>Los Angeles</td>
<td>California</td>
<td>1</td>
</tr>
<tr>
<td>Loyola Marymount University</td>
<td>8</td>
<td>Los Angeles</td>
<td>California</td>
<td>1</td>
</tr>
<tr>
<td>California State University, Fullerton</td>
<td>26</td>
<td>Fullerton</td>
<td>California</td>
<td>1</td>
</tr>
<tr>
<td>University of California, Irvine</td>
<td>39</td>
<td>Irvine</td>
<td>California</td>
<td>1</td>
</tr>
</tbody>
</table>

*Distances, where provided, are approximate and based on postal-code geographic centers.

Participation is automatic until July 2005

If you are an institution with holdings information in WorldCat, your holdings are visible in the Open WorldCat interface, unless you decline to participate via the update form. **Beginning July 1, 2005, only libraries with a subscription to the WorldCat database on FirstSearch will continue to see their holdings displayed in Open WorldCat.**
Deep linking enables Web users to link from search results (in Yahoo!, Google or other partner sites) to the Find in a Library interface in Open WorldCat, and then directly to the item's record in their library's online public access catalog (OPAC).

Deep linking represents the last link in the Open WorldCat chain, getting Web users outside the library environment from their broad Internet searches all the way to the initiation of circulation activity at the holding institution.

Creating "deep links" is fast and simple to do. To ensure deep links to your library's OPAC, you should register the appropriate URL link structure for the OPAC; FirstSearch libraries can do this quickly in their administrative module, while libraries without FirstSearch accounts can register by using the Open WorldCat feedback form, available at https://www3.oclc.org/app/openwc/.

The downloadable deep linking tutorial explains how to set up deep linking and includes a chart of URL structures for various Integrated Library Systems (ILS).

Download the Open WorldCat deep linking tutorial at: www.oclc.org/worldcat/open/deeplinking/openworldcat_deeplinking.pdf

Library staff can track the amount of online traffic driven to their resources from the Open WorldCat interface on the statistics site at www.stats.oclc.org.

Libraries that have WorldCat holdings but currently do not have a subscription to the WorldCat database on FirstSearch must purchase an unlimited subscription to keep their holdings visible in the Open WorldCat interface beginning July 1, 2005.

For more information about the Open WorldCat Program and deep linking, visit www.oclc.org/worldcat/open/.
Quick facts about the Open WorldCat program

Overview of original pilot

In the summer of 2003, OCLC set in motion a vision to harness the power of Internet search to raise visibility of libraries with holdings in WorldCat. The Open WorldCat pilot was launched after extensive consultation with leaders in the library and information community, including delegates to OCLC Members Council, library-type and strategic service-area committees, and focus groups hosted by OCLC regional service providers.

The pilot featured a subset of the WorldCat database: 2 million abridged records representing the most-cataloged titles in academic, public and school libraries within the OCLC cooperative, as well as some additional libraries' special collections. Just over 30,000 OCLC member libraries participated in the pilot.

The pilot quickly validated itself: Monthly inbound links to the pilot interface grew from a hundred to millions in just six months. The percentage of users linking from the pilot interface to libraries' catalogs and other online resources grew steadily to rival similar linking from WorldCat within FirstSearch. And strongly positive feedback from member libraries, non-members and individual end users reinforced OCLC's decision to make Open WorldCat a permanent program.

Requirements for participation

- For its records to be available via Open WorldCat, a library must be a member of the OCLC cooperative and have contributed library ownership information and metadata to WorldCat via OCLC cataloging or other services.
Current status

• Open WorldCat has become a permanent program, allowing libraries with holdings in WorldCat to have their holdings discoverable by people broadly searching the Web. Through June 30, 2005, all libraries with WorldCat holdings will be included, unless they decline participation via the Open WorldCat update form.

• Libraries with WorldCat holdings but no subscription to the WorldCat database on FirstSearch must purchase a subscription to keep their holdings visible in the Open WorldCat interface on and after July 1, 2005.

• Google, Yahoo! Search, and the Yahoo! Toolbar with WorldCat searching all access WorldCat records and return results to Web users with the prefix "Find in a library" and links to resource data at www.worldcatlibraries.org.

• OCLC is actively pursuing partnerships with additional Web partners to increase inbound linking to the Open WorldCat interface and to drive greater visibility of its member libraries.

• Statistics indicating the amount of Web traffic driven to a library’s online resources from Open WorldCat are now available as part of the reporting site at http://www.stats.oclc.org/. OCLC member libraries can log on with their OCLC authorization and password.
Number of records available
- Limited MARC fields from most of the 58 million records in WorldCat have now been made available to Google and Yahoo! Search for harvesting.

Number of participating libraries
- At present, approximately 23,000 OCLC member libraries are participating in the Open WorldCat program. This includes all libraries with holdings in WorldCat, except those that have declined.

Additional statistics
- Approximate number of clicks to WorldCat records from all partner Web sites in March 2005: 7 million
- Average number of clicks to WorldCat records per month from partner sites Abebooks, Alibris, Antiquarian Booksellers of America, BookPage, and HCI Bibliography: 50,000
OCLC Project Opens WorldCat Records to Google
by Barbara Quint

October 27, 2003 — OCLC has announced to its library members that it will begin testing the opening of WorldCat records to Google access. The project will extract a 2 million record subset from the more than 53 million records in the WorldCat database. The subset will target the most popular and widely available books by only selecting records with a minimum of 100 libraries holding each item. Searches on Google will retrieve the records and link through OCLC to library holdings. The move expands the scope of the Open WorldCat yearlong pilot project to make library resources available from non-library Web sites and will “test the effectiveness of Web search engines in guiding users to library-owned materials.” (Details for potential participants can be found at http://www.oclc.org/worldcat/pilot/default.htm.) The Google/OCLC connection should be active by mid- to late November.

Over 12,000 academic, public, and school libraries that have contributed holding records or cataloging information to OCLC will automatically participate in the program. Corporate library collections will not be assumed to participate. Libraries may withdraw from the project by notifying regional service providers. Libraries that are not already part of the pilot project that want to participate can do so by joining OCLC or an OCLC cooperative and indicate their desire to join the pilot. Until the launch of the Open WorldCat pilot, the only end users that could reach WorldCat records were required to use FirstSearch, most probably in a library setting.

The announcement urged OCLC member libraries to participate in the program in order to increase the visibility of library collections to current and potential patrons, as well as enhance the image of libraries to administrators and funding agencies and improve the quality of material accessible from the Web. OCLC began testing Web outlets in September 2001 when it opened access to WorldCat records through links to selected online bookseller sites (e.g. BookPage.com, ABE Books, Alibris for Libraries, and the Antiquarian Booksellers’ Association of America). Of the four named, only BookPage offers a “find it at a library” for any and all searches; the rest only show the library link when the search has failed to find the item in the bookseller’s inventory. Currently, these sites generate some 50,000 library clickthroughs a month.

After users locate an OCLC record citation from a Google search or other Open WorldCat Web sites, clicking on the citation will link to an interface that requests a ZIP or postal code, state, or province. This in turn will locate the nearest libraries holding the item. Country names will suffice for locations outside the U.S. and Canada. The interface will also link to local library Web sites for further information, such as connections to the local library’s OPAC catalog or a map with driving directions. OCLC supplies all the links for libraries and at no extra charge. Once in a local library’s Web site, users may search for other items in individual library collections, but there is no option to search all of WorldCat.

OCLC launched the project in June 2003 after a year of extensive consultation with library and information industry leaders. This consultation bore out the perception that libraries needed more visibility on the Web, in particular to reach people who don’t use their services now. Analysis of the pilot project will involve extensive feedback and surveys from participants and focus groups, as well as looking at click-through statistics. Participating libraries will receive usage statistics for the pilot project as part of OCLC’s analysis of its success. In June 2004, OCLC will decide whether to expand, continue, or discontinue the pilot project.

Clearly, the expansion to include OCLC’s records fits Google’s mission statement to “organize the world’s information and make it universally accessible and useful.” A Google spokesperson pointed to this as part of the company’s effort to reach beyond the open Web, as it has, for example, in including IEEE abstracts. Reports circulate that Google is in negotiation with several major international publishers as well.

There’s one problem, however. The programming algorithms that rank search results involve linguistic frequency as well as popularity statistics. OCLC bibliographic records, by Google spidering standards, are very thin. At this point, Google had nothing to say on how it will handle the OCLC records to ensure a “page one” level of visibility to searchers that corresponds to the quality of the material.

For the record, such issues may not take first place in Google’s in-house relevancy rankings for a while. Google executives are interviewing representatives of several investment banks preparatory to launching a projected $15 to $25 billion IPO next year. A story in the Financial Times said that Google might set up an online auction of shares so that millions of users could bid to own their own piece of the world’s most popular search engine. Danny Sullivan of SearchEngineWatch pointed to a Reuters report that only 53 public offerings have ever exceeded $1 billion, though Amazon and Yahoo! currently have a value of between $22 and $26 billion.

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Friday, November 12, 2004

Integrating Library Records Into Search Engines

(Via RLG Shelflife)

Imagine how many more people would use and appreciate libraries, if Google and Yahoo included local library records in their search results. OCLC's Open WorldCat Pilot integrates library records into popular Internet search sites, and tests the effectiveness of the Web in guiding users to library-owned materials. WorldCat records began appearing in Google search results in December 2003 and in Yahoo Search results in May 2004. Results have been impressive. Inbound links from Open WorldCat search results have grown to more than 1 million in the first half of June 2004. There are several ways of searching Open WorldCat items in Google and Yahoo. The most intuitive is using the phrase "find in a library" plus the item or subject to be searched: e.g., find in a library: da vinci code. Alternatively, you can search using the phrase "worldcat libraries" and the title or subject. (Additional search tips are listed at the link below.) Approximately 12,000 libraries already participate in the WorldCat Pilot project, including the academic, public and school libraries originally included automatically, plus state, federal and special libraries that have asked to join. Enabling Web users to locate materials they need quickly and easily in libraries near them should promote library use and reinforce their value. Ultimately, even people who don't often use libraries may come to consider
What Open WorldCat users are saying

During the pilot phase of the Open WorldCat program, we provided a Web-based feedback form for user to tell us what they thought of this new idea. The response was overwhelmingly positive, as the following unsolicited quotes show.

I am absolutely DELIGHTED to be able to access WorldCat through Google! As an independent who is not associated with an institution, I have often been very frustrated with not being able to locate books. Being able easily find the local locations for books I need is WONDERFUL. Please continue to make this program available to the public. Many thanks indeed!

—Researcher and author

This is an awesome project. This is the right direction to take. We want to be fully involved.

—Academic librarian

What an amazing program. Can't wait to see when the whole 55 million records go online.

—Academic librarian

I did a search in webcrawler that popped me into this site, let me know about a book that I never would have found out about otherwise, and let me know exactly where to tell the local county library to request an interlibrary loan. This is an INCREDIBLE resource for those of us in isolated areas hours away from a university-caliber library.

—Botanist, U.S. National Park Service

What a fantastic service—thank you SO much! Just the help I needed in a small, rural area.

—Public library user

Hot dog! I am excited to learn that you are thinking about making [these] resources readily available to Internet users. I liken WorldCat to the Library at Alexandria to my user groups, yet many libraries do not allow their patrons to search. This really slows down the quest for knowledge. You go, people! WorldCat rocks!

—Public librarian
Google Draws Fire, Creates Book Page

As its library program raises concerns, the company makes books easier to find

Google's growing importance in the book world was highlighted by two separate events last week, both of which are likely to have long-range ramifications. The first was the public airing of publishers' concerns stemming from the Google Print for Library program. Then last week, the company announced that it has created a book-specific search page that will make it much easier to find books.

The fight over Google Print for Libraries, a six-month-old program that archives and makes searchable (but often not viewable) books from four university libraries plus the New York Public Library, pits the movement toward digitization against those who are fearful of piracy. The controversy flared up last week when AAUP head Peter Givler sent a letter to Google detailing his concerns. Givler said his opposition was not only ideological but legal. Google's entire program, he said, "is built on massive copyright infringement."

"We'd be happy to work with Google on a basis that makes sense," said one senior publishing executive. "But does this make sense? I'm not sure it does." The existence of a book in any format outside a house's control, the executive said, raises fears of both piracy and cannibalized sales. "Once there's a digital copy, it's forever." (For more on publisher concerns, see Soapbox, p. 70).

In addition to the AAUP's actions, John Wiley is said to have asked to opt out of the program, while Random House, the country's largest trade publisher, acknowledged that it had raised "serious objections" with Google executives.

Google maintains that the program can be applied selectively. "Google respects the rights of copyright holders, and Google Print incorporates several ways to view books to protect copyright," a spokesperson said in a statement, noting that if Google did not have explicit permission for the material, then just a few sentences would be viewable.

But the struggle is likely to heat up before it cools down. Google's effort is only the first of what are sure to be other digitization efforts that promise to unlock for readers scores of titles they wouldn't necessarily buy. As technology makes book searching easier and more desirable, a clash, many believe, is unavoidable.

Indeed, Givler said that if Google continues to be unresponsive to the AAUP's concerns, he wouldn't rule out legal action. Still, despite significant philosophical differences, many are hoping answers lie in compromise, such as greater rights management or revenue sharing. "We want to find a way to work out this issue," Givler said.

Books Only
The potential that Google holds for boosting book sales was highlighted by the creation of a separate page that contains only book content. Under Google's original Google Print model, book content integrated with all search results, but by going to print.google.com, users can search only book material. A search on the name Alexander Hamilton, for example, brings up not only books about Hamilton (and only books that Google has scanned into its database) but also shows books where Hamilton's name is included (15,800 Web pages in all).

Similar to Google Print, the book-only page allows users to click on the "Buy the Book" link to see a list of online booksellers that carry the book.

—Steven Zeitchik & Jim Milliot

... Google boys, it appears, dream of taking over... by gathering all the "information"... and creating the electronic equivalent of, in their own modest words, "the mind of God." If you are taken in by all the fanfare and hoopla that have attended their project to digitize all the books in a number of major libraries (including the University of Michigan and New York Public), you would think they are well on their way to godliness. I do not share that opinion. The books in great libraries are much more than the sum of their parts. They are designed to be read sequentially and cumulatively, so that the reader gains knowledge in the reading.

A good scholarly book on, say, prisons in 19th century France goes well beyond simply supplying facts. Just imagine that book digitized and available for Googling. Google isn't saying exactly how such a search would work, but if it's anything like the current system, you might enter, say, "Nantes+Prisons" and get back hundreds of thousands of "hits." Somewhere in those hundreds of thousands would be a reference to a paragraph or more in our book. If you found it, what would you do with it? Supposing it says "... there were few murderers in the prisons of Nantes in 1874 ... " and gives you the source of the paragraph. That is all but useless. Absent a lot more searching, you have no idea whether there are other references to the subject in the book, and the "information" you have found is almost meaningless out of context.

So, you abandon that line of inquiry or resolve to read the book. Are you going to do that online, assuming it's out of copyright? (In the Google scheme, hundreds of thousands of books in copyright will not be available to be read as a whole.) Not many would choose to stare at a screen long enough to do that.

Are you going to print the book, and end up with 500 unbound sheets? Or will you request the actual book (in copyright or out) through the active and developed interlibrary lending system that supplies thousands of books daily to scholars, researchers and dilettantes worldwide?...

The nub of the matter lies in the distinction between information (data, facts, images, quotes and brief texts that can be used out of context) and recorded knowledge (the cumulative exposition found in scholarly and literary texts and in popular nonfiction). When it comes to information, a snippet from Page 142 might be useful. When it comes to recorded knowledge, a snippet from Page 142 must be understood in the light of pages 1 through 141 or the text was not worth writing and publishing in the first place.

I am all in favor of digitizing books that concentrate on delivering information, such as dictionaries, encyclopedias and gazetteers, as opposed to knowledge. I also favor digitizing such library holdings as unique manuscript collections, or photographs, when seeing the object itself is the point....

It is beyond premature to prepare to mourn the death of libraries and the death of the book.... This latest... hype will no doubt join taking personal commuter helicopters to work and carrying the Library of Congress in a briefcase on microfilm as "back to the future" failures, for the simple reason that they were solutions in search of a problem.
About Google Scholar

What is Google Scholar?
Google Scholar enables you to search specifically for scholarly literature, including peer-reviewed papers, theses, books, preprints, abstracts and technical reports from all broad areas of research. Use Google Scholar to find articles from a wide variety of academic publishers, professional societies, preprint repositories and universities, as well as scholarly articles available across the web.

How does Google Scholar work?
Just as with Google Web Search, Google Scholar orders your search results by how relevant they are to your query, so the most useful references should appear at the top of the page. This relevance ranking takes into account the full text of each article as well as the article’s author, the publication in which the article appeared and how often it has been cited in scholarly literature. Google Scholar also automatically analyzes and extracts citations and presents them as separate results, even if the documents they refer to are not online. This means your search results may include citations of older works and seminal articles that appear only in books or other offline publications.

A note from the Google Scholar team
Please let us know if you have suggestions, questions or comments about Google Scholar. We recognize the debt we owe to all those in academia whose work has made Google itself a reality and we hope to make Google Scholar as useful to this community as possible. We believe everyone should have a chance to stand on the shoulders of giants.

Support for Scholarly Publishers
Google Scholar can boost the worldwide visibility and accessibility of your content. We work with publishers of scholarly information to index works from all disciplines of research and make them searchable on Google Scholar. Learn more about our policies as well as technical information for scholarly publishers and societies.

Support for Libraries
We provide two solutions that make it easier for library patrons to access the electronic and print resources in your library through Google Scholar. Learn how to make sure your library is involved.
Let’s start talking about the transformative implications

Of course the broad social ones
  – Wide, efficient, democratizing access
  – Access as driver for …
  – Exaggerating and resolving IP issues

But also the professional issues
  – Creation of cooperative “universal” library
  – Exacerbating paradox of “library as place”
  – Facilitating “specialization” (ceding “generalist” role to Google?)
  – Freeing up resources for related issues (e.g., institutional repositories, scholarly communication)