

Into the Hands of Readers

Improving Web Visibility for Libraries



Data In Libraries: The Big Picture

A Satellite Conference to the IFLA 2016 WLIC

The University of Chicago

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Ted Fons

THIRD CHAPTER PARTNERS
MARKETING • SYSTEMS • IDEA INCUBATION

Improving Web Visibility for Libraries



1. Declare the desired outcome
2. Follow the rules of the web

<https://journals.ala.org/ltr/issue/view/555>

1. Declare the Desired Outcome

- The outcome:
 - Readers finding library content wherever they are
- What we should say:
 - ***Library content should be more visible in search engine results***
- Why is that important?
 - Because our current projects don't declare outcomes, they declare tactics

1. Declare the Desired Outcome



“To Dewey, local interests and special needs were less important than the efficient movement of books into the hands of readers.”

- Matthew Battles on Dewey

- 1. Books are for use.*
- 2. Every **reader** his / her book.*
- 3. Every book its **reader**.*
- 4. Save the time of the reader.*
- 5. The library is a growing organism.*

- Ranganathan



1. Declare the Desired Outcome

- The outcome we want:
 - Readers finding library content wherever they are
- What we should say to drive web visibility projects:
 - *Library content should be more visible in search engine results*
- Why is that important?
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1. Declare the Desired Outcome

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BIBFRAME: website focus on defining a vocabulary

Linked Data for Libraries: website focus on building databases

BIBFLOW: website focus on workflow models

1. Declare the Desired Outcome

- The outcome we want:
 - Readers finding library content wherever they are
- What we should say to drive web visibility projects:
 - *Library content should be more visible in search engine results*
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2. Follow The Rules Of The Web

- The outcome we want:
 - Readers finding library content wherever they are
 - Including search engines
- How?
 - Follow the rules of the web

2. Follow The Rules of The Web

Sponsored Links
(AdWords)

Traditional Results
(PageRank)

[Amazon.com: Hollow City: The Second Novel of Miss Peregrine's ...](https://www.amazon.com/Hollow-City-Peregrines.../1594747350)
<https://www.amazon.com/Hollow-City-Peregrines.../1594747350> Amazon.com, Inc. ▾
Hollow City: The Second Novel of Miss Peregrine's Peculiar Children Paperback – February 24, 2015.
... The movie adaptation of Miss Peregrine's Home for Peculiar Children is in theaters September 2016.
... The extraordinary journey that began in Miss Peregrine's Home for Peculiar ...

[The Second Novel of Miss Peregrine's Peculiar Children ...](https://www.barnesandnoble.com/w/hollow-city-ransom-riggs/1117650157)
<https://www.barnesandnoble.com/w/hollow-city-ransom-riggs/1117650157> Barnes & Noble ▾
... 258 reviews
Feb 24, 2015 - The movie adaptation of Miss Peregrine's Home for Peculiar Children is in theaters
September 2016. ... Ten peculiar children flee an army of deadly monsters. ... The extraordinary journey
that began in Miss Peregrine's Home for Peculiar Children continues as Jacob Portman and his ...

Images for hollow city

Report images



More images for hollow city

[Hollow City \(novel\) - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Hollow_City_(novel))

[https://en.wikipedia.org/wiki/Hollow_City_\(novel\)](https://en.wikipedia.org/wiki/Hollow_City_(novel)) Wikipedia ▾
Hollow City is a sequel to 2011 novel *Miss Peregrine's Home for Peculiar Children* written by Ransom Riggs. It was released on January 14, 2014 by Quirk ...

[Hollow City \(Miss Peregrine's Peculiar Children, #2\) by Ransom Riggs ...](http://www.goodreads.com)

www.goodreads.com ▸ Fantasy ▸ Paranormal ▾ Goodreads ▾
★★★★★ Rating: 4.1 - 86,811 votes
Hollow City has 86811 ratings and 10102 reviews. Kat said: More like 4.5 stars. Really enjoyed this book, just not quite as much as the first one! Lovi...

[Hollow City - Ransom Riggs](http://www.ransomriggs.com/hollow_city.php)

www.ransomriggs.com/hollow_city.php ▾ Ransom Riggs ▾
The highly-anticipated follow-up to *Miss Peregrine*, **Hollow City** debuted on the New York Times bestseller list and has been praised as one of the best books of ...

Shop for hollow city on Google

Sponsored ⓘ



Hollow City
\$10.99 - Google Play
Free shipping, no tax



Hollow City: The Second Novel of Miss Peregrine's Peculiar Children; NOOK Book; ...
\$10.99 - Barnes & Noble
Free shipping

Hollow City

Novel by Ransom Riggs



Preview book

4.5/5
Barnes & Noble

4.1/5
Goodreads

Hollow City is a sequel to 2011 novel *Miss Peregrine's Home for Peculiar Children* written by Ransom Riggs. It was released on January 14, 2014 by Quirk Books. Wikipedia

Originally published: January 14, 2014

Author: Ransom Riggs

Preceded by: *Miss Peregrine's Home for Peculiar Children*

Followed by: *Library of Souls*

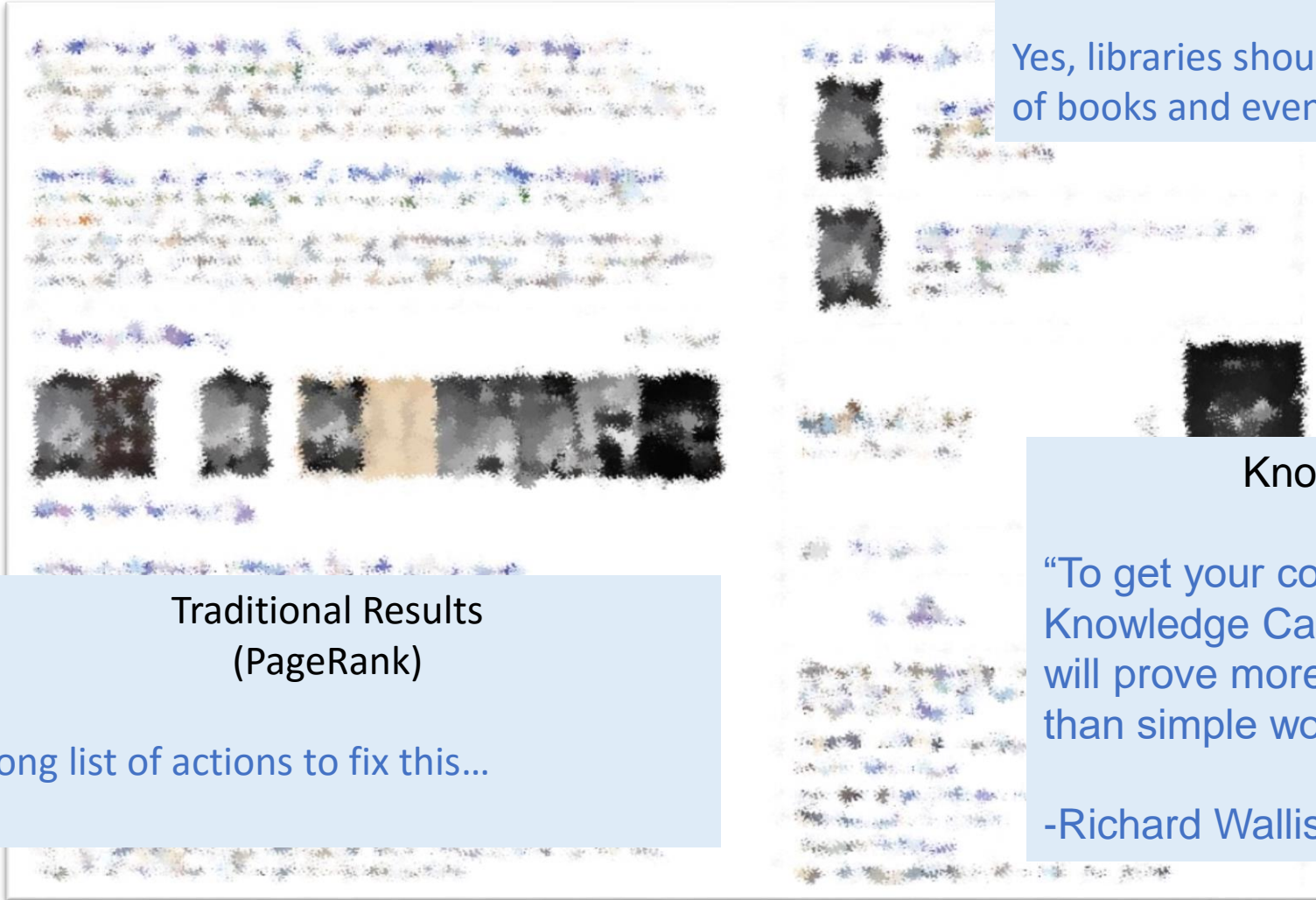
Publisher: Quirk Books

Genres: Young adult fiction, Horror fiction, Dark fantasy

Knowledge Card

Into The Hands Of Readers

2. Follow The Rules of The Web



Traditional Results
(PageRank)

A long list of actions to fix this...

Sponsored Links (AdWords)

Yes, libraries should pay for placement of books and events in search results.

Knowledge Card

“To get your content into the Knowledge Card, semantic properties will prove more fruitful and effective than simple words.”

-Richard Wallis

Into The Hands Of Readers

2. Follow The Rules of The Web

Knowledge Card

“To get your content into the Knowledge Card, semantic properties will prove more fruitful and effective than simple words.”

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- Rely on the core web assets like Wikipedia/Wikidata
- Libraries can create a network of reliable, interlinked, entities
 - Works / Manifestations
 - Persons
- Build a local graph (semantic properties in local catalogs)
- Build a global graph (link to core web assets, link to library assets)

2. Follow The Rules of The Web

Traditional Results
(PageRank)

A long list of actions to fix this...



- Keep the website unblocked from crawlers
- Include videos and pictures
- Maintain high word frequency for keywords
- Put keywords in the URL
- Maintain a high degree of adjacency of the keywords
- Use synonyms for the keywords throughout the page
- Manage the overall quality of the pages including frequent updates
- Provide a page for each element of inventory (titles, services, and programs for libraries) that has a durable link structure that can be used by other websites as a reference.

What Readers Want

Public Libraries

Service or Offering	Rated Very Important
Books & media	54%
Librarian assistance	44%
Having a quiet, safe place	51%
Research resources	47%
Programs for youth	45%
Internet access, computers, printers	33%
Programs for adults	28%
Help applying for government services	29%
Help finding a job	30%

Source: Kathryn Zickuhr, Lee Rainie, Kristen Purcell, and Maeve Duggan, *How Americans Value Public Libraries in Their Communities* (Washington, DC: Pew Research Center), December 11, 2013], 2, <http://libraries.pewinternet.org/2013/12/11/libraries-in-communities>.

Academic Libraries

Service or Offering

Rank in Number of Uses

Databases of individual articles	1
Electronic journals directly	2
Workstations: PCs & laptops	3
Book loans	4
Library website	5
Bibliographic instruction course, pt. 1	6
E-books	7
Course-integrated instruction	8
Bibliographic instruction course, pt. 2	9
Reference questions	10
Workshop in library	11
Book loan from other library (ILL)	12
Peer conference	13

Source: Krista Soria, Jan Fransen, and Shane Nackerud, "Library Use and Undergraduate Student Outcomes: New Evidence for Students' Retention and Academic Success," *portal: Libraries and the Academy* 13, no. 2 (April 2013): 147–64, <http://dx.doi.org/10.1353/pla.2013.0010>.

Library Catalogs



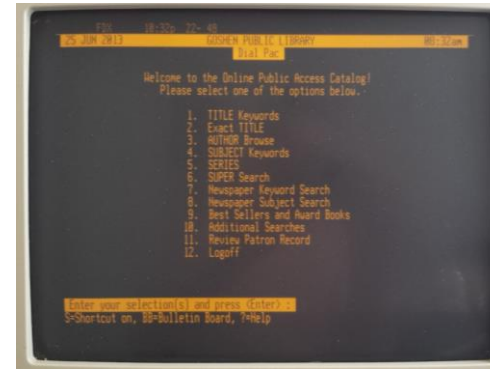
Edfu 237- BCE

Here shines what Jerome, Ambrose, Hilary,
thought
Or Athanasius and Augustine wrought.
Orosius, Leo, Gregory the Great,
Near Basil and Fulgentius coruscate.
Grave Cassiodorus and John Chrysostom
Next Master Bede and learned Aldhelm come,
While Victorinus and Boethius stand
With Pliny and Pompous close at hand.

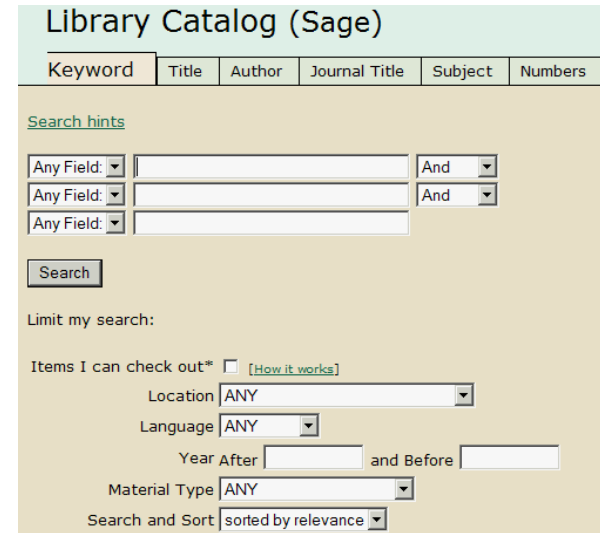
York 782 CE



Vienna 1780



OPAC 1980s-90s



Web OPAC 1990s-




Dorothy May Norris, A History of Cataloguing and Cataloguing Methods, 1100–1850: With an Introductory Survey of Ancient Times (London: G. P. Putnam, 1922)

Into The Hands Of Readers

Current Landscape

- Funded Projects

- BIBFRAME
- Linked Data for Libraries + Linked Data for Production  [Library.Link Network](#)
- BIBFLOW

- Research Projects

- OCLC
 - VIAF
 - WorldCat Persons
 - WorldCat Works

- Commercial

- Zepheira
 - Library.Link Network

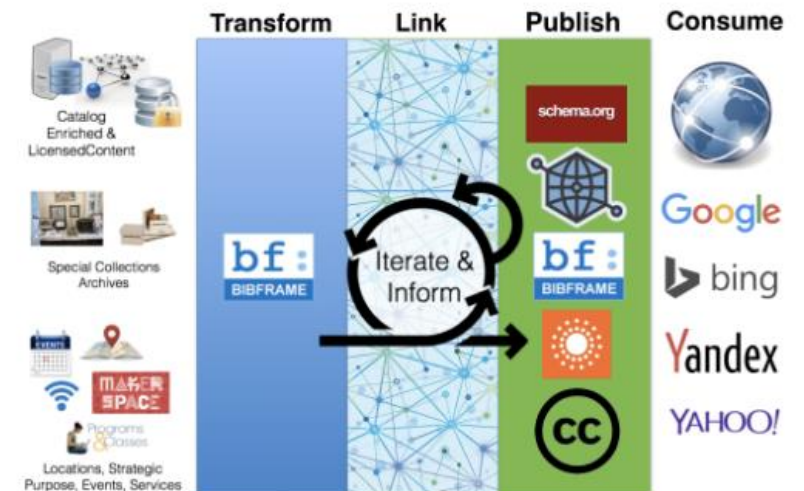
- Major European Efforts

- BnF
- BNE
- DNB
- KB (Sweden)

RELEVANCE COLLABORATION ABOUT STATS LEARN MORE

HOW DOES THE LIBRARY.LINK NETWORK WORK?

- 1 A Library claims and activates their Local Link Graph domain on The Library.Link Network.
- 2 The Library adds key descriptive information like locations, hours, links, and services to their Local Graph.
- 3 The Library determines how much additional information they wish to make visible (e.g. catalog, events, special collections, and archives)
- 4 The Library works with their providers to begin publishing the desired content to their Local Graph.



Actions

1. Declare the desired outcome

Library content should be more visible in search engine results

2. Follow the rules of the web

- PageRank rules
- Sponsored links
- Knowledge Card
 - Local Graph, Global Graph

Discussion

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