

Accessing library materials via Google and Other Web Sites

Janifer Gatenby, Strategic Research, OCLC PICA

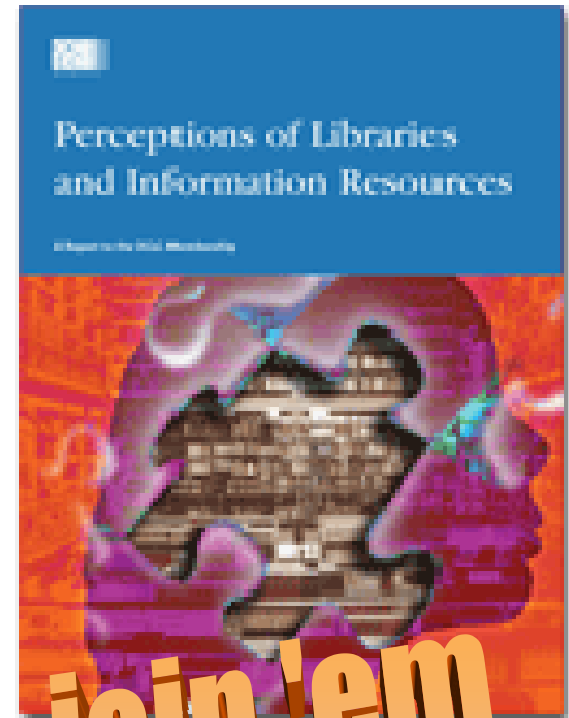
ELAG 9th May 2007,
Barcelona, Spain



OCLC PICA

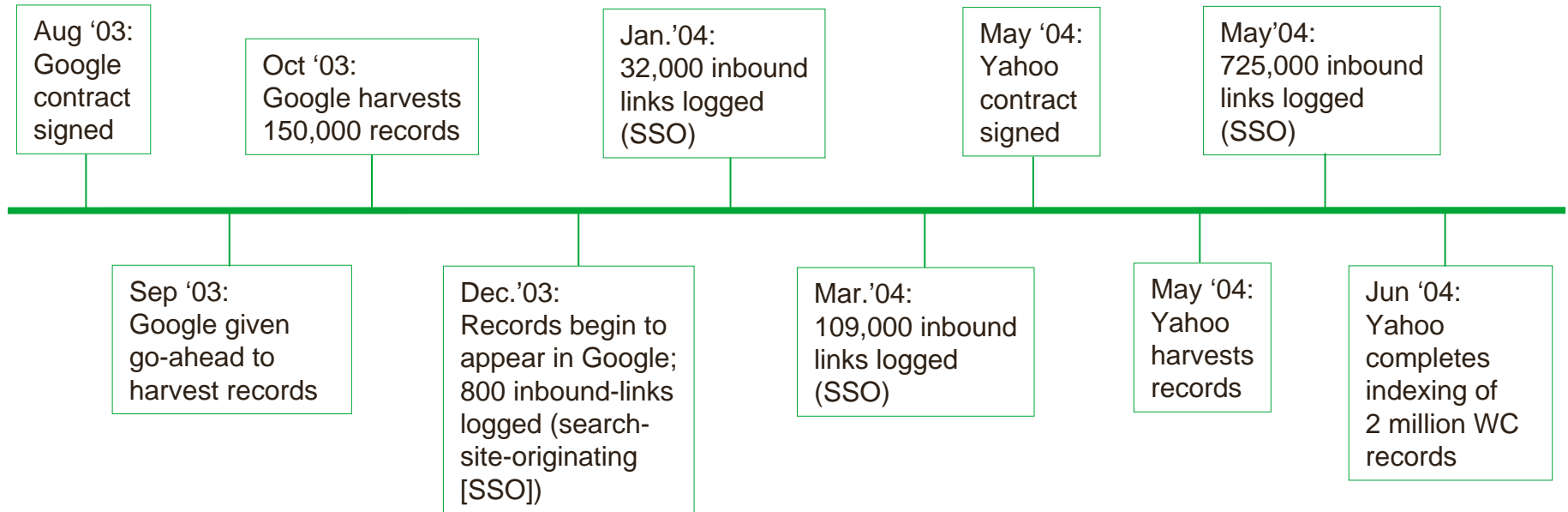
Modern users

- Use Google, Yahoo, MSN + +
- Amazon, eBay, Netflix
- Search & find themselves
- Register & order
 - Internationally
 - Request home delivery



If you can't beat 'em, join 'em

Google and Yahoo! timeline



Aug '06 Countries with loading contracts to Google
Australia, China, *Czech Republic, *Denmark, Ireland,
Israel, Hungary, Lithuania, *Netherlands, Taiwan,
*United Kingdom, *United States

How Data is Contributed

- XML record
 - Subset at work level
~75% holdings
- Inktomi Data Interchange Format (IDIF)
- Title, author, publisher, identifiers, electronic location, subject, contents, country holding, holdings count
- Google
 - 4.4 million (3m clusters)
- Google Scholar
 - More: whatever of 67 million maps to its dbase
- Google Books
 - 100% mapping TO
- Yahoo
 - 3.5 (3m clusters)
- MSN
 - 4.5 million growing to 10 million
 - Physical sciences & biomedical

Open WorldCat



Common Problems

- Coverage
- Ranking
 - Conflicting business models
 - Page hits, referrals + \$ revenues
 - 2 billion pages 2004; 12 billion 2007
- Matching
- Work level data needed
- Not enough influence

WorldCat.org

All 86+ million, representing 1,000+ million holdings, 40,000+ libraries

In de Bibliotheek? powered by  WorldCat®

[Zoeken](#)
[Uitgebreid zoeken](#)

[Mijn account](#) [Help](#)

[Inloggen](#)



Girl with a pearl earring

door [Tracy Chevalier](#)

Soort: Engels :  Boek : Fictie

Uitgever: New York : Dutton, ©1999.

ISBN: 052594527X OCLC: 41431706

Onderwerpen: [Vermeer, Johannes](#) | [Netherlands -- Social life and customs -- 17th century -- Fiction](#)

[Bladwijzer](#) | [Permalink](#)

[Bibliotheeken](#)

[Details](#)

[Onderwerpen](#)

[Edities](#)

[Recensies](#)

Vul locatiegegevens in: [Ga](#)

Vul postcode, deelstaat, provincie of land in:

Beperk de resultaten op medium: [Alle media tonen](#)

Bibliotheeken 1-10 van 2474 worden getoond.

2312 Leiden, HL

[«](#) [Eerste](#) < [Vorige](#) [1](#) [2](#) [3](#) [Volgende](#) > [Laatste](#) [»](#)

1. [Openbare Bibliotheek Den Haag](#) Den Haag, 2511 BT Netherlands

9 mijlen

 [Boek](#)

Services: [Ga naar de pagina bibliotheekgegevens](#) [Stel een vraag aan een bibliothecaris/esse](#)

2. [Erasmus Universiteit Rotterdam](#) Rotterdam, 3062 PA Netherlands

16 mijlen

 [Boek](#)

Services: [Ga naar de pagina bibliotheekgegevens](#) [Stel een vraag aan een bibliothecaris/esse](#)

3. [Stadsbibliotheek Haarlem](#) Haarlem, 2011 XP Netherlands

17 mijlen

 [Boek](#)

Services: [Ga naar de pagina bibliotheekgegevens](#) [Stel een vraag aan een bibliothecaris/esse](#)

4. [Bibliotheek Rotterdam](#) Rotterdam, 3011 PV Netherlands

17 mijlen

 [Boek](#)



Wilt u dit kopen?



Uw prijs: \$16.46

Kunt u dit niet vinden in een bibliotheek bij u in de buurt? Koop het dan in onze online winkel; met uw aankoop steunt u bibliotheken. [Meer informatie](#)

[Kies een bibliotheek die u wilt steunen](#)

Find in a Library anytime with always-there browser tools

[Learn more and download](#)

Positive Signs: Statistics

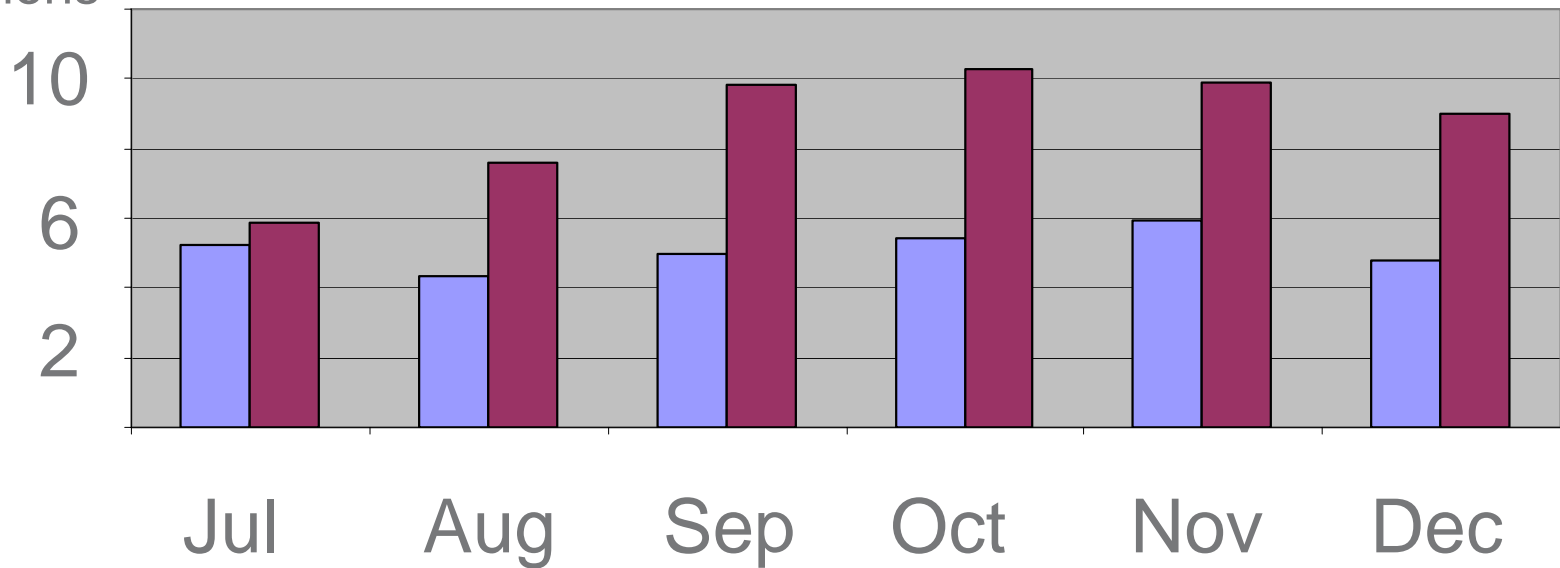
- **March 2007**
 - Total Referrals : 14,118,777
 - Av. Per day: 455,444
 - Links to library services: 834,866
 - % Conversion to lib = 10.5%
- **03 2006**
 - **↑ 96%**
 - **↑ 363%**

Referrals to WorldCat.org pages

Month over month



Referrals
In millions



What we measure:

- Impressions
- Click-throughs
- Conversions

The screenshot shows a Yahoo! search results page. At the top, the search bar contains the text "an innocent soldier" and the "Search" button is visible. Below the search bar, there are navigation links for "Web", "Images", "Video", "Local", "Shopping", and "more". The search results are displayed in a list format. The first result is "Innocent Soldier" from SHOP.COM. Below this, there is a "Find in a Library" section with a "WorldCat" logo. The main result is "Memorial University of Newfoundland Libraries" for the book "An innocent soldier" by Josef Holub and Michael Hofmann. The book's ISBN is 0439627710. Below the book information, there is a navigation bar with links for "New Search", "Journal Titles", "Research Portal", and "Reserve De". At the bottom, there is a "Full View From Catalog" section and a "Go Back Help" section. The page also includes a "Start" button and a "Library" section.

Yahoo! My Yahoo! Mail Welcome, nilgesc [Sign Out, My Account]

Web Images Video Local Shopping more

YAHOO! SEARCH an innocent soldier Search

the Web just pages from Canada

Answers Search Services Advanced Search Prefer

Search Results 1 - 100 of about 4,600,000 for **an innocent soldier** - 0.58 sec. (About this search)

1. [Innocent Soldier](#) SHOP.COM

Find in a Library with WorldCat®

2. [WorldCat](#)

3. [Innocent Soldier](#) Memorial University of Newfoundland Libraries

An innocent soldier
by Josef Holub; Michael Hofmann
ISBN: 0439627710 : 9780439627719 0439627729 9780439627726

4. [Amazon](#)

5. [Facebook](#)

6. [Library](#)

Memorial University of Newfoundland

New Search Journal Titles Research Portal Reserve De

Go Back Help Previous Next Change Display Print / Email

Full View From Catalog record 1 of 1 for search words or phrase holdings

1. [McGill](#)

Book

start

WorldCat.org Tracked Statistics at-a-glance

Impressions:

300M to
1B/year

Click- through:

10M/ month
120M per year

Conversion:

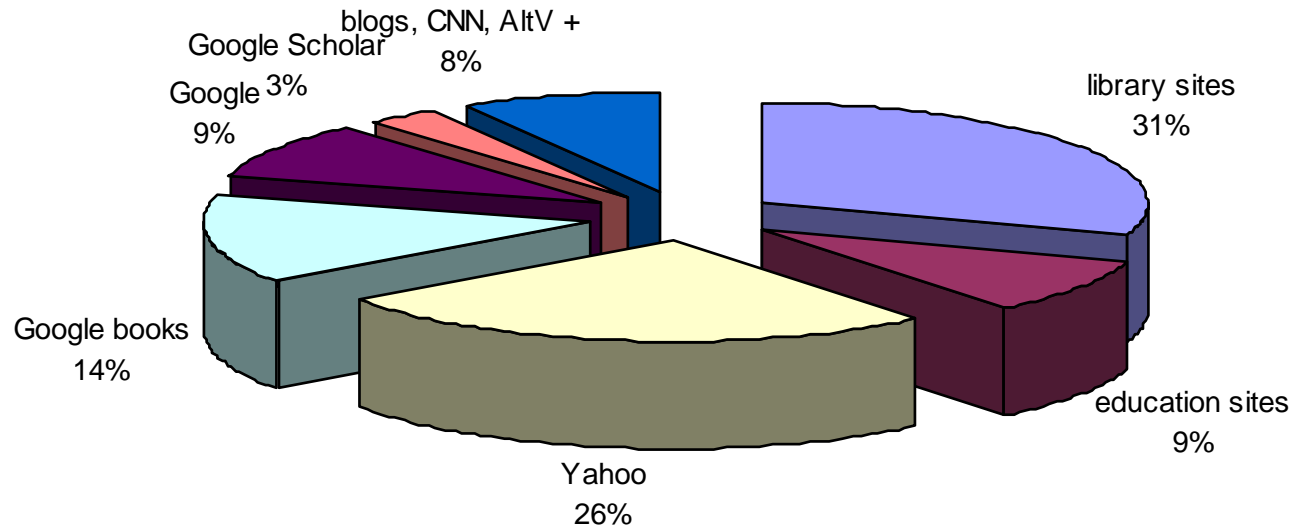
550k/month
6.6M/year

Conversion rate:

- Overall:
5.5% = "best in
class" for web
site
- 5.9% in January
07

It's worth noting that our conversion rate is well above Google's "typical" range of 1-3%.

Worldcat.org Referrals March / April 2007








■ library sites ■ education sites ■ Yahoo ■ Google books ■ Google ■ Google Scholar ■ blogs, CNN, AltV +

Referrals are <5% of the traffic

Web Page Rankings

<http://www.alexa.com/>

	Rank
 You Tube TM Broadcast Yourself	4
 WIKIPEDIA	10
 amazon.com	29
 flickr ^{GAMMA} TM	42
	19,652 (11,000)

Some Observations

- Need for maximum exposure
 - Sites in addition to Google
 - Google & Yahoo swap places as top referrers
- Users value library information
 - Conversions way above web average
- Alternative means of exposure are effective

Home » Websites » Worldcat

Worldcat Websites

People Who Like Worldcat Sites



mazaazam
30 / M
New Jersey USA



castagna
30 / M
England UK



judell
M
New Hampshire USA



marijar
F
Croatia

Featured Worldcat Sites



[Add a website](#)



Try a search [OCLC - Open WorldCat program]


Reviewed by  Metamorphosis on Jan 7, 2006 10:23pm

A tool to find books at a library near you, cool.

 1 review •  worldcat, library-resources, library, books, search




online.wsj.com/article_email/0,,SB110298438601999135-IRjf...

Reviewed by  judell on Dec 14, 2004 4:47am

Discovering on a concrete database. Google's service allows consumers to type in their ZIP Code and by libraries near them.



WorldCat [OCLC]

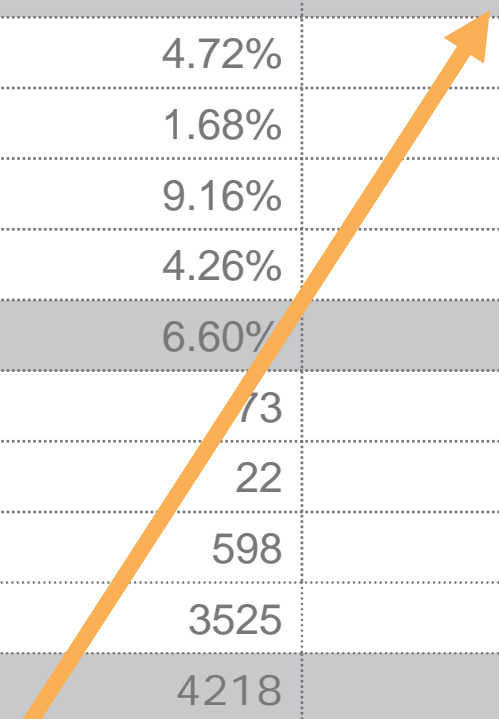
Reviewed by  mamabear10 on Feb 25, 6:29am

More observations

- Google Print
 - 950,765 in March 2007
 - Link from snippets to metadata
 - Copyrighted material searching holdings
- Hard working with search engines

Referrals to Amazon.Com Q1 2007

		Jan-07	Feb-07	Mar-07
Ger	Referrals	0	1546	2553
Can	Referrals	1493	1311	1314
UK	Referrals	7291	6525	6461
US	Referrals	71072	82813	92631
	total	79856	92195	102959
Ger	Conversions	0	4.72%	4.07%
Can	Conversions	3.82%	1.68%	2.51%
UK	Conversions	8.30%	9.16%	7.85%
US	Conversions	4.84%	4.26%	4.05%
	av.	5.65%	6.60%	6.16%
Ger	Orders		73	104
Can	Orders	57	22	33
UK	Orders	605	598	507
US	Orders	3438	3525	3747
	total	4100	4218	4391



Remember clicks to libraries 834,886

Wanted title found

Welcome, **Janifer**
If you are not Janifer, [click here](#)

Pedigrees of Polperro ... by [Frank Hill Perrycoste](#)

[Bookmark](#)

Type: English :  Book

Publisher: [Liskeard, Cornish Times] 1925.

OCLC: 26501597

Libraries

Details

Reviews

Enter Location Information:

Go

Enter postal code, state, province or country

Displaying libraries 1-3 out of 3

1. [Corporation of London Libraries](#) London, EC2P 2EJ United Kingdom

 Book

Services: [Library Information](#)

2. [London Library](#) London, SW1Y 4LG United Kingdom

 Book

Services: [Library Information](#)

3. [University of Oxford](#) Oxford, OX1 3LU United Kingdom

 Book

Services: [Library Information](#) [Ask a librarian](#)

My Library

Test Account

Services:

- [Click here to check availability from other services](#)
- [BIBSYS Extended Services](#)
- [OCLC FirstSearch](#)
- [Connect to the catalog at University College Cork](#)
- [Request item](#)
- [Order item from CISTI](#)

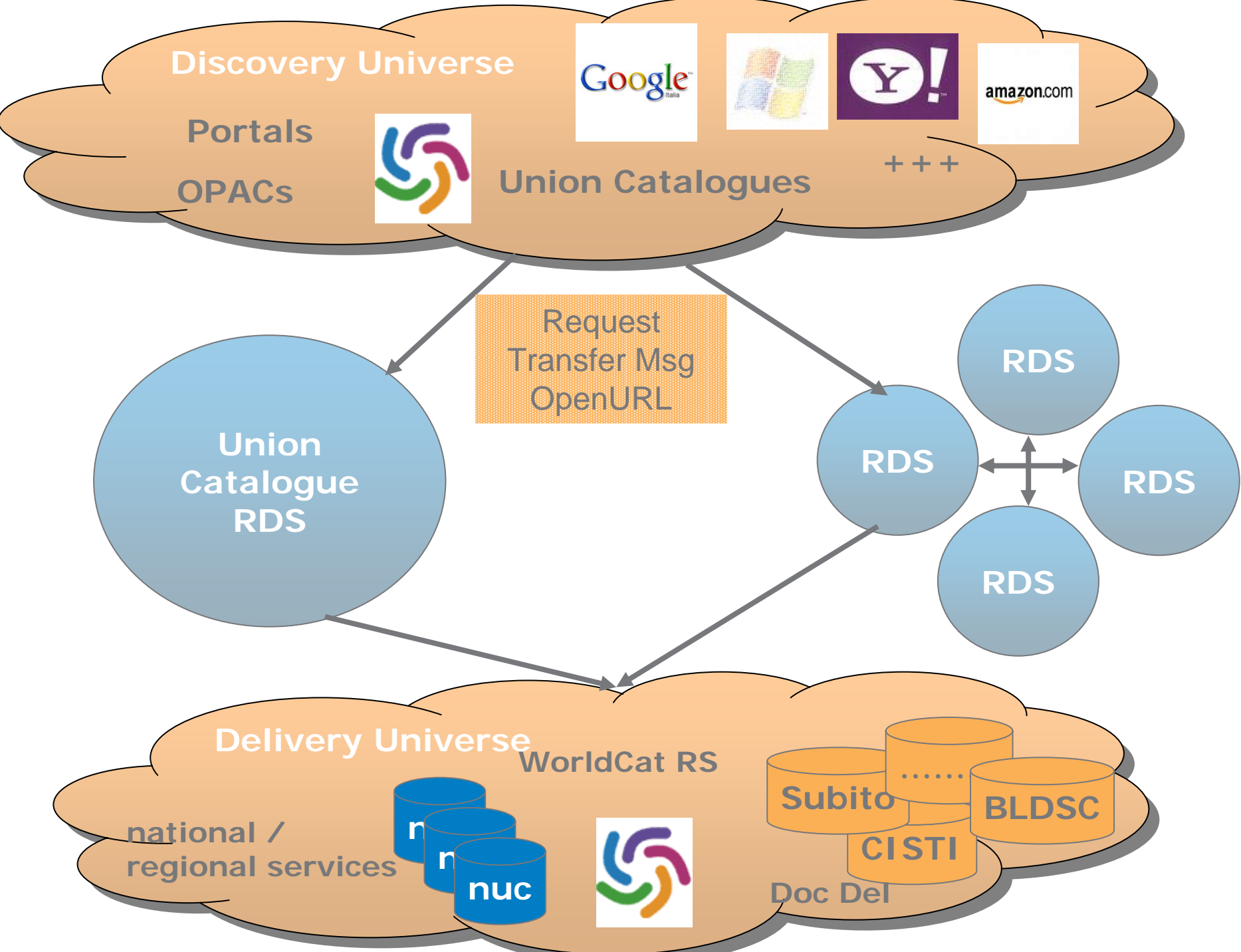
Ready to Buy?

[Search for Pedigrees of Polperro ... from Amazon.co.uk](#)

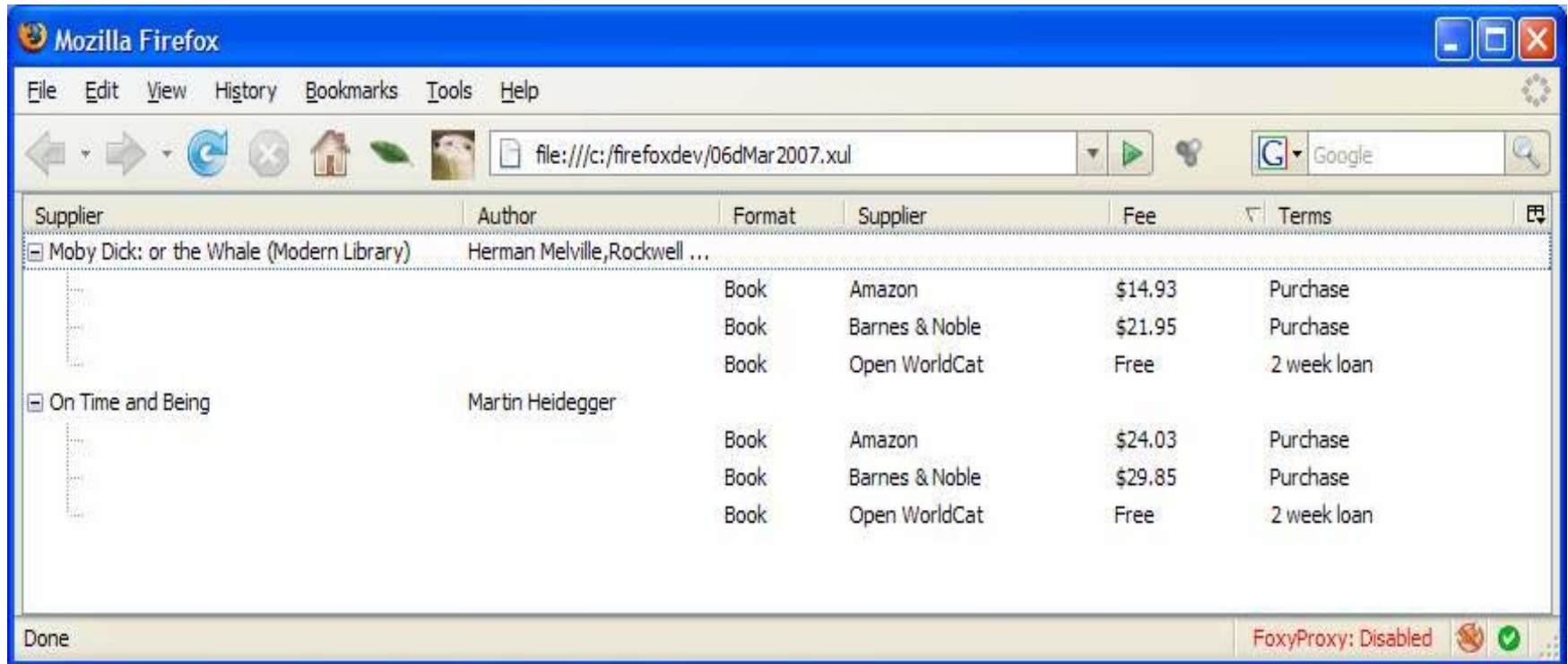
Find in a Library anytime
with always-there browser tools

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Discovery to Delivery Gap



Get It Button



The screenshot shows a Mozilla Firefox browser window displaying a table of book records. The address bar shows a file path: file:///c:/firefoxdev/06dMar2007.xul. The table has columns for Supplier, Author, Format, Supplier, Fee, and Terms. The records are grouped by title: 'Moby Dick: or the Whale (Modern Library)' by Herman Melville, Rockwell ... and 'On Time and Being' by Martin Heidegger. Each record lists the format (Book), the supplier, the fee, and the terms (Purchase or 2 week loan).

Supplier	Author	Format	Supplier	Fee	Terms
Moby Dick: or the Whale (Modern Library)					
	Herman Melville, Rockwell ...	Book	Amazon	\$14.93	Purchase
		Book	Barnes & Noble	\$21.95	Purchase
		Book	Open WorldCat	Free	2 week loan
On Time and Being					
	Martin Heidegger	Book	Amazon	\$24.03	Purchase
		Book	Barnes & Noble	\$29.85	Purchase
		Book	Open WorldCat	Free	2 week loan

OpenURL

**Request Transfer
Community Profile**

Requester

Referent

Referrer

Service Type

Resource User
Metadata Format

Identifiers

Identifiers

Resource
Delivery Service

Metadata
Formats

ISO Holdings
Schema

Wanted
Resource

Delivery Components

- online user registration, (free)
- registry of digital masters (free)
- global library registry (free)
- direct home delivery pilot
- NLA also conducting ambitious DD pilot



The delivery gap will not be solved just by making available new technical components. Libraries must make the necessary policy changes to cooperate on an international scale

The motivation of exposure has been to attract one's own user population to the resources of one's library.

- BUT ALSO
 - Your users find things in other libraries on a global scale
 - Other libraries' users from anywhere in the world find things in yours

In Conclusion

- We cannot expect the user to come to the library web site anymore
- It doesn't matter if our sites are found by the back door : the more the merrier
- Now is the time to focus on delivery
 - Focus is on discovery at the expense of Delivery

Just how many of our users who are currently using Amazon would acquire from a library instead if it were just as easy

Thank you very much

Acknowledgments to:

Chip Nilges and Bill Brembeck

