

Drawing users in by maximizing web connections to your e-resources

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OCLC Environmental Scan

- Disaggregation
- Self Service
- Seamlessness
- Satisfaction



Three Approaches

- OpenURL
- Javascript applet
- Web Services



OpenURL

- Puts links to journal literature in the place they make the most sense – citation indexes
- Links to a single knowledge base with ILL, PPV, print, microforms, Open Access, aggregators, consortium subscriptions, holdings of other nearby libraries, etc,



OpenURL

- Research results from Nov 2005 *Against the Grain*
 - OpenURL compliant targets get, on average, 2.2 hits via journal title for every one hit they get via database name
 - At UNCG, a random sample of a dozen compliant targets showed that journal title level access ranged from 25% of total (LibLit FT) to 99% of total (ACM Digital Library)
 - Overall traffic increase is about 200%



OpenURL

- COinS (<http://ocoinS.info/>), Google Scholar, and other solutions show some promise for the future



Bookmarklets

- Journal Finder bookmarklet
 - Can be used virtually anywhere on the web
- Amazon, Borders, and Barnes and Noble @ My Library bookmarklet
 - Site specific
- <http://library.uncg.edu/de/bookmarklets.asp>



Web Services

- ❑ Pushing targeted content to users via Blackboard, campus web server, Distance Education server
- ❑ Content is customized by enrolled class, or by groups of classes (e.g. all Art classes, all Psyc 101 classes).
- ❑ Content can include ejournals, databases, print resources, contact info for the library and for subject specialists, library news, new book/resource lists, etc.



Web Services

□ How it works

- Patron logs in to Blackboard via LDAP authentication to Banner
- When a student chooses a course, Blackboard (probably via a Building Block) queries a Library Web Service, which sends to Blackboard an XML file containing the appropriate resources
- The Blackboard building block takes the XML data and builds a context-sensitive library resource section for each class as it is selected
- Non-Blackboard web classes get their XML files by “pretending” to be in a certain class (or, potentially, a certain student category – such as Grad Chemistry)



Web Services - Content

- Banner extract of classes is added to Library database
- Subject specialists use a web form to check which resources are linked to which classes (or groups of classes)



Web Services - Pros

- ❑ Modular design, infinitely expandable
- ❑ Portable, platform independent
- ❑ Cheap
- ❑ Standards based (SOAP, XML)
- ❑ Context sensitive library resource placement in high faculty/student traffic area
- ❑ Disaggregation
- ❑ Self-Service
- ❑ Seamless



Web Services - Cons

- ❑ Hardest to implement
- ❑ Requires lots of content management
- ❑ Unproven track record
- ❑ Dependent on non-Library developers



More info?

- OpenURL
 - Tim Bucknall, bucknall@uncg.edu
- Javascript Bookmarklets
 - Scott Rice, serice2@uncg.edu
- Blackboard Library Web Services
 - Richard Cox, rlcox@uncg.edu