



# Book Discovery in a Mass Digitized Environment

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# Motivations

- An interesting thought experiment: Could interfaces to mass digitized collections replace our OPACs?
- A starting point and an excuse to get familiar with our mass digitized collections

# Research Questions

- What are strengths and weaknesses of leading book discovery interfaces?
- What is the best user experience for book discovery tasks?
- What's gained and lost by replacing our (next-generation) catalog entirely with a full-text repository?

# Sites we chose to evaluate

- Best of breed next-generation catalogs



- Best of breed non-library book discovery systems



- Interfaces to mass digitized collections





# Methodology

- Identified, ranked core features for evaluation
- Attempted to simulate tasks, query syntax and attention span of a typical undergraduate
- Evaluated some features related to discovery and integration that are of interest to librarians
- Our experiences in interface design and evaluation criteria we have used in the past has shaped our perspective
- Not systematic, not comprehensive

# Tasks

- Find a known titles, authors
- Subject searching
- Winnow results
- Choose specific edition: compare
- Evaluate the item
- Evaluate the digital item
- Recommendations: more like this
- Obtain a book for local use
- Find references to quotes, facts

# Ratings used

★★★★★	Everything you could expect to have
★★★★	Very good
★★★	Getting there
★★	Below par
★	Room to improve

# Find known titles, authors

- Find a known title
  - Search terms: *Sierra Club Green Guide*
  - Search terms: *What Would Jesus Do*
  - Search terms: *1984* Orwell
  - Search terms: Sartre *Nausea*
- Find that book where David Sedaris tells stories about his life in France
  - Search terms: sedaris france
- Find recent books by David Sedaris
  - Search terms: david sedaris



david sedaris

Search Books

Web

## Book results 1-5 of 29

All content

[Pauline Frommer's Hawaii](#)

by David Thompson; Lesa M. Griffith; Joan Conrow · 2006 · 482 pages · 20% viewable (sign in required)

The Beaux Arts facade now sports a new marquee, emblazoned with the names of upcoming shows including Stomp, the Makaha Sons of Niihau, David Sedaris, and Icelandic band Sigur ...

[Frommer's@ Texas](#)

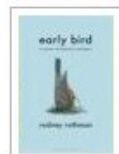
by David Baird; Edie Jarolim; Eric Peterson; Neil E. Schlecht · 2005 · 482 pages · 20% viewable (sign in required)

... Arena at 1510 Toomey Rd., and the theater-in-the-round Kleburg at 1421 W. Riverside Dr. The rich and varied offerings are supplemented by holiday productions like David Sedaris ...

[Tell It Slant](#)

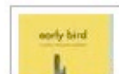
by Brenda Miller; Suzanne Paola · 2004 · 220 pages · 10% viewable (sign in required)

... and the artistic expression thereof." The juxtaposition of odd or unexpected things makes up a lot of what we find comic. In his essay "The Drama Bug," humorist David Sedaris ...

[Early Bird](#)

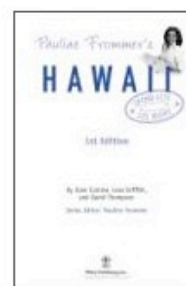
by Rodney Rothman · 257 pages · 10% viewable (sign in required)

In fact, she was half Cuban, half Puerto Rican, and she loves David Sedaris. I was not charmingly modest. I told her my book was exactly like a David Sedaris book, and we have a ...

[Early Bird](#)

by Rodney Rothman · 257 pages · 10% viewable (sign in required)

In fact, she was half Cuban, half Puerto Rican, and she loves David

**Pauline Frommer's Hawaii**

by David Thompson; Lesa M. Griffith; Joan Conrow

## Results in this book:



**Subject:** TRAVEL / United States / West / Pacific (AK, CA, HI, NV, OR, WA)

**Published by:** John Wiley & Sons Publishing (2006)

**ISBN:** [9780470069844](#)

# Find known titles, authors



Great relevance; compact display



Target is usually first



Target is usually first



Target is usually first



If target isn't first, facets help



Accurate, but hard to select



Spotty coverage; full-text hinders

---

# Subject searching

- Find books on peak oil
- Find a history about Plutonium production at Hanford Atomic Facility
- Find a biography of John Philip Sousa

# Subject searching



Great relevance



Better than average



Better than average



Lack of combined index hurts



Decent, full text hurts



Not great



Poor coverage; full text hurts



# Winnow results

- To what extent does the site allow narrowing, refining, and sorting results?
- Are the methods effective?
- Are the methods intuitive?

NCSU LIBRARIES

[Search the Collection](#) | [Browse Subjects](#) | [Services](#) | [Library Information](#) | [Community](#) | [News & Events](#)

MY LIBRARY:

[Library Account](#) | [My Course Reserves](#) | [My Alerts](#) | [RefWorks](#)

Catalog Search:

potatoes

Anywhere

Go

Start Over

☐ Search within results

Send search to:

Go

Search 'potatoes'

We found 1038 matching items.

Limit results to [currently available items](#).

[New titles for this search via RSS](#)  
[What is this?](#)

Narrow By Call Number Range:

A - General Works (1)

B - Philosophy. Psychology. Religion (4)

D - History (General) and History of Europe (14)

E - History: America (9)

F - America: local history (8)

G - Geography. Anthropology. Recreation (10)

H - Social sciences (55)

J - Political Science (1)

L - Education (113)

M - Music (3)

N - Fine Arts (5)

P - Language and literature (98)

Q - Science (94)

R - Medicine (7)

S - Agriculture (407)

T - Technology. (69)

Z - Bibliography. Library Science. Information resources (ge ... (3)

Narrow Results By:

Subject: Topic

Potatoes (307)

Diseases and pests (82)

Sweet potatoes (63)

History (48)

Research (40)

Show More ...

Subject: Genre

Congresses (158)

Fiction (30)

Statistics (24)

Biography (10)

Show More ...

Format

Book (810)

NCSU Thesis/Dissertation (114)

Microform (63)

Brief View | Full View

Sort By: Relevance

1.

A proceedings of the XXVI International Horticultural Congress, Toronto, Canada, 11-17 August, 2002 : Potatoes-- healthy food for humanity : international development in breeding production, protection and utilization

Author: International Horticultural Congress (26th : 2002 : Toronto, Ont.)

Published: c2003.

Format: Book

D.H. Hill Library

SB211 .P8 I325 2002

Stacks (8th floor)

Available

2.

Proceedings of the Meeting of the Physiology Section of the European Association for Potato Research : Viterbo, Italy, June 14-16, 2004

Author: European Association for Potato Research. Physiology Section. Meeting (2004 : Viterbo, Italy)

Published: c2005.

Format: Book

D.H. Hill Library

SB211 .P8 E82 2004

Stacks (8th floor)

Available

3.

World Potato Congress : proceedings of the fourth World Potato Congress : Amsterdam, The Netherlands, 4-6 September 2000.

Author: World Potato Congress (4th : 2000 : Amsterdam, Netherlands)

Published: 2000

## Works

## Authors

## Tags

(Separate with commas)

## Talk messages

## Groups

## Members

## User locations

## "Also On"

On

## 45 results found

Sorted by relevance | [sort by most copies](#) | [sort by author](#) | [sort by title](#)

- [Squid: The Definitive Guide](#) by [Duane Wessels](#) (22 copies)
- [The Search for the Giant Squid: The Biology and Mythology of the World's Most Elusive Sea Creature](#) by [Richard Ellis](#) (99 copies)
- [Animals of the Ocean, in Particular the Giant Squid \(How\)](#) by [Doris Haggis-on-Whey](#) (49 copies)
- [Octopus and Squid: The Soft Intelligence \(The Undersea discoveries of Jacques-Yves Cousteau\)](#) by [Jacques Yves Cousteau](#) (21 copies)
- [That Darn Squid God](#) by [Nick Pollotta](#) (9 copies)
- [Proust and the Squid: The Story and Science of the Reading Brain](#) by [Maryanne Wolf](#) (22 copies)
- [Peter the Pirate Squid](#) by [Roman Dirge](#) (7 copies)
- [Giant Squid \(All Aboard Reading Level 2\)](#) by [Jennifer Dussling](#) (7 copies)
- [Outside and Inside Giant Squid](#) by [Sandra Markle](#) (6 copies)
- [Tentacles!: Tales of the Giant Squid \(Step into Reading\)](#) by [Shirley Raye Redmond](#) (13 copies)
- [Samantha Squid](#) by [Hozumi Ichikawa](#) (1 copy)
- [Squid Applications to Geophysics](#) (2 copies)
- [Squid \(Definitive Guides\)](#) by [Duane Wessels](#) (1 copy)
- [The International Squid Cookbook](#) by [Cronin](#) (2 copies)
- [The Giant Squid](#) by [Eve Bunting](#) (1 copy)
- [International Squid Cookbook](#) by [Isaac Cronin](#) (1 copy)
- [Billy the Squid](#) by [Colin Dowland](#) (1 copy)
- [The trail of the Squid](#) by [Harvey Wickham](#) (1 copy)
- [The Squid and the Whale](#) by [DVD - Movie](#) (1 copy)
- [Squid and the Whale, The](#) by [Noah Baumbach](#) (2 copies)
- [Squid Girl - An Art Gallery Edition](#) (1 copy)
- [Octopuses and Squid \(Scary Creatures\)](#) by [Gerald Legg](#) (1 copy)
- [Never Poke a Squid](#) by [Denys Cazet](#) (1 copy)
- [Octopus and Squid \(Undersea Encounters\)](#) by [Mary Jo Rhodes](#) (2 copies)
- [Monsters of the Sea: The Truth about the Loch Ness Monster, the Giant Squid, Sea Serpents, Mermaids, and Other Fantastic](#) by [Richard Ellis](#) (33 copies) — matched on *Monsters of the Sea*

### Search works

### Works

### Authors

### Tags

(Separate with commas)

### Talk messages

### Groups

### Members

### User locations

### "Also On"

On



## Tag info: squid

Tag used 41 times by 31 users.

### Most often tagged squid

Outside and Inside Giant Squid by Sandra Markle (3)  
 The search for the giant squid by Richard Ellis (5)  
 I'm the biggest thing in the ocean by Kevin Sherry (3)  
 Whales and Other Creatures of the Sea (Pictureback(R)) by Joyce Milton (2)  
 Squids will be squids : fresh morals, beastly fables by Jon Scieszka (3)  
 City of saints and madmen by Jeff VanderMeer (4)  
 The Incredible Hunt for the Giant Squid (Incredible Deep-Sea... by Bradford Matsen (1)  
 Let's cook squid the European way, by Krystyna Hryniewiecka (1)  
 The Phantom World of the Octopus and Squid by Joseph J. Cook (1)  
 The Dream Of X And Other Fantastic Visions: Collected Fictio... by William Hope Hodgson (1)  
 Octopuses, Squids, and their Relatives: Cephalopods (Inverte... by Beth Blaxland (1)  
 Monsters of the sea by Barbara Lindsay (1)  
 Wet 'n' Weird by Lisa McCourt (1)  
 Octopus and Squid (Monterey Bay Aquarium Natural History Ser... by James C. Hunt (1)  
 Tentacles: The Amazing World of Octopus, Squid, and Their Re... by James Martin (1)  
 Kingdom of the octopus; the life history of the Cephalopoda by Frank W. Lane (1)  
 LDAP verstehen, OpenLDAP einsetzen. Grundlagen, Praxiseinsat... by Dieter Klünter (1)  
 Tentacles! : tales of the giant squid (Step into reading. St... by Shirley Raye Redmond (1)  
 The Night Land and Other Romances: Collected Fiction of Will... by William Hope Hodgson (1)  
 Octopus and squid, the soft intelligence by Jacques Yves Cousteau (1)  
 (see more|see raw count)

### Using the tag squid

hse (5), cmc (4), monado (4), astrobolism (1), mosylu1 (1), miwa (1), eida (1),  
 mdevnich (1), WeHomeschool (1), skque (1), Squidish (1), mcglothlen (1), michtelassn (1),  
 andersoa (1), BrianO (1), syncytium (1), jlemoire (1), abbylibrarian (1), coweyes (1),  
 moomin (1), ikahime (1), bertilak (1), fantasticstorytime (1), rsbohn (1)

Last 15 books tagged squid [XML](#) [HTML](#)

### LT tag cloud | LT author cloud

### Related tags

[\(show numbers\)](#)

animal **animals** Apache biology  
**cephalopods** children  
 children's **children's**  
**nonfiction** chronicle  
 cryptozoology ebook **Ellis** fables fantasy  
 fiction fish folklore fungi **fungus** history  
 homeschool horror illustration  
**invertebrates** Idap  
 metafiction morals **mushrooms**  
 mythology natural history  
 non-fiction ocean  
**octopus** professional **Samba**  
**science** science fiction sea  
**Sendmail Shark** shelf 2 shell surreal  
 system unix weird **whales** wildlife  
 zoology

### Related subjects

Giant squids (4)

Ads by Google

#### [Sea Monsters](#)

An unforgettable new  
 adventure from National  
 Geographic.  
[NationalGeographic.com](#)

#### [The Squid And The](#)

Looking for The Squid And  
 The? Find exactly what  
 you want today.  
[www.eBay.com](#)

#### [UnderwaterTimes.com](#)

Got sea monster news?  
 The world leader in  
 underwater news  
[www.underwatertimes.com](#)

#### [Treasury Health Secrets](#)

Official Site. Extend your  
 life by 40 happy, healthy  
 years. Free Gifts  
[www.healthsecrets.com](#)

#### [Think Tattoos Are Sexy?](#)

Find Tattooed Singles In  
 Your Area Search 1000's  
 Of Singles Free Now!  
[www.TattooSinglesNet.com](#)



potatoes

Search Books

[Advanced Book Search](#)  
[Google Book Search Help](#)

**Books** **All books - Limited preview - Full view**

Books 1 - 100 of 24600 on potatoes. (0.29 seconds)

Try your search on [NYTimes](#), [ReviewScout](#), [Amazon.com](#), [Barnes&Noble](#), [Blackwells](#)

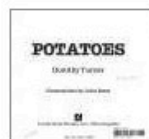
Refine results for **potatoes**

**List view** [Cover view](#)

[Delegated legislation](#)  
[Agriculture](#)

[Public welfare](#)  
[Water resources development](#)

[Potatoes](#)  
[Water-supply](#)



**Potatoes**

by Dorothy Turner - [Technology](#) - 1989 - 32 pages  
 Includes recipes, instructions for making potato prints, and tips on how to grow your own potatoes.  
 Snippet view - [About this book](#) - [Add to my library](#) - [More editions](#)



**Black Potatoes: The Story Of The Great Irish Famine, 1845-1850**

by Susan Campbell Bartoletti - [Juvenile Nonfiction](#) - 2005 - 184 pages  
 It's the story of children and adults who suffered from starvation, disease, and the loss of family and friends, as well as those who died.  
 Limited preview - [About this book](#) - [Add to my library](#) - [More editions](#)

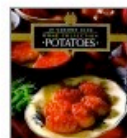
**Potatoes**

by Sylvia A. Johnson - [Juvenile Nonfiction](#) - 1984 - 47 pages  
 Describes the development of the potato, including information on planting seed potatoes, sprouting, the growth of the plant and its underground tubers, and the...  
 No preview available - [About this book](#) - [Add to my library](#)



**Potatoes, Potatoes**

by Anita Lobel - [Juvenile Fiction](#) - 2004 - 40 pages  
 Caldecott Honor artist Anita Lobel tells a powerful story of two brothers who become enemies at war, and their wise mother whose cleverness turns fighting into...  
 Limited preview - [About this book](#) - [Add to my library](#) - [More editions](#)



**Potatoes**

by Kay Halsey - [Cooking](#) - 1998 - 64 pages  
 The humble potato is transformed into something much more exciting in this inspiring collection of recipes.  
 Limited preview - [About this book](#) - [Add to my library](#)

**Potatoes: Production, Storing, Processing**

by Ora Smith - [Potatoes](#) - 1968 - 642 pages

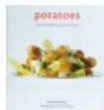
## Search Results

potatoes

GO

showing 0 - 20 of 306

The following books contain the words **potatoes**:



**Potatoes** by **Rizzoli**

(Rizzoli, 19980315)

**Potatoes.** by

(, 1971)

**Potatoes** by **Llewellyn, Claire.**

(Children's Press, c1998)

**Potatoes** by **Burckhardt, Ann**

(Bridgestone Books, c1996)

**Potatoes** by **Powell, Jillian.**

(Raintree Steck-Vaughn, c1997)

**Potatoes.** by

(Commonwealth Govt. Print. Off., 1970)

**Potatoes** by **Schieren, Bodo A.**

(Thunder Bay Press, 1994)

**Potatoes.** by

(H.M. Stationery Off., 1972)

**Potatoes** by **Worthington, Diane Rossen.**

(Time-Life Books, 1993)

~ Refine Results ~

### full text:

[Not available](#) (287)

[Available](#) (19)

### authors:

[Harriet Ziefert](#) (5)

[Bryan, Ashley.](#) (3)

[Raphael, Ray.](#) (3)

[Bald, John Grieve](#) (2)

[Chase, Ilka](#) (2)

### subject:

[Potatoes](#) (11)

[Cookery \(Potatoes\)](#) (3)

[Potatoes -- Diseases and  
pests](#) (2)

[Agricultural laborers --  
California](#) (1)

[Agriculture -- Australia](#) (1)

### date range:

[1980-1999](#) (130)

[1960-1979](#) (79)

[pre-1920](#) (30)

[2000-now](#) (28)

[1940-1959](#) (26)

### language:

[eng](#) (18)

[English](#) (2)

[jpn](#) (1)

### publisher:

[International Potato Center](#)  
(7)

[Random House Children's  
Books](#) (7)

[Random House Value  
Publishing](#) (5)

[U S Govt Print Off](#) (5)





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## Search Results

Results: 1 through 36 of 36 (0.025 secs)  
You searched for: potatoes AND mediatype:texts

[Advanced search](#)



[pru-potatoes](#)

prueba

Keywords: [pot](#)

Downloads: 2



[Growing potatoes in Illinois](#) - Pieper, J. J. (John Jacob), 1886-1939

Bibliography: p. 283

Keywords: [Potatoes -- Illinois](#)

Downloads: 2



[Methods of fertilizing sweet potatoes](#) - Durst, Charles Elmer, 1884-

Keywords: [Sweet potatoes -- Fertilizers](#)

Downloads: 2



[Pine Potatoes And People](#) - Eelen Hamlin

Downloads: 25



[Mr. Sweet Potatoes : and other stories](#)

Downloads: 1



[PRECUTTING SEED POTATOES FOR HIGHER QUALITY SEED AND GREATER RETURNS](#) -

U.S. DEPARTMENT OF AGRICULTURE

Keywords: [MARKETING RESEARCH](#)

Downloads: 11



[Lining and loading cars of potatoes for protection from cold](#) - Bird, Harold Stirling, 1892-

Keywords: [Potatoes](#); [Farm produce -- Marketing](#)

Downloads: 3



### Sort results by:

> Relevance

[Average rating](#)

[Date](#)

[Date added](#)

### Group results by:

> Relevance

[Mediatype](#)

[Collection](#)

### Refine your search

#### Collection

[opensource](#)

[americana](#)

[universallibrary](#)

[cdl](#)

[us\\_patents](#)

#### Creator

[Pieper, J. J. \(John Jacob\), 1886-1939](#)

[Flint, W. P. \(Wesley Pillsbury\), 1882-1943](#)

[Burlison, W. L. \(William Leonidas\), 1882-1958](#)

[Durst, Charles Elmer, 1884-](#)

[Eelen Hamlin](#)

#### File formats

[MP3 files](#)

# Winnow results



NCSU LIBRARIES

Excels



Good



Tags galore (from tag search)



Facet values are a grab bag



On the right track



No sorting; facets need work



No facets or sorting

# Choose specific edition; compare

- Find the best critical edition of *Hamlet*
  - Harold Jenkin's Arden edition
- Find the definitive critical edition of *Huckleberry Finn*
  - UC Press, 2003
- Find definitive Elvis Presley biography
- Find good biography: John Philip Sousa
- Find a good book on peak oil

## Tagmash: criticism, hamlet

### Mashing tags

**criticism** (Includes: criticism, critcism, criticism, critism)

**hamlet** (Includes: hamlet, shakespeare: hamlet)

### Top books (29 books)

Hamlet by William Shakespeare

What happens in Hamlet by John Dover Wilson

Hamlet in purgatory by Stephen Greenblatt

The complete works by William Shakespeare

Pursuits of happiness : the Hollywood comedy of remarriage by Stanley Cavell

Jung and Shakespeare: Hamlet, Othello, and the Tempest (Chir... by Barbara Rogers-Gardner

Contesting tears : the Hollywood melodrama of the unknown wo... by Stanley Cavell

Shakespeare the Tragedies : A collection of Critical Essays ... by Alfred Harbage

Tom Stoppard: A Faber Critical Guide: Rosencrantz and Guilde... by Jim Hunter

Hamlet and the philosophy of literary criticism by Morris Weitz

Hamlet and Œdipus by Ernest Jones

Hamlet - A Users Guide by Michael Pennington

Hamlet As Minister and Scrouge and Other Studies in Shakespe... by Fredson Bowers

Disowning knowledge in six plays of Shakespeare by Stanley Cavell

Shakespeare's tragic heroes by Lily Bess, Campbell

Twentieth century interpretations of 'Hamlet' : a collection... by David Bevington

I Am Hamlet by Steven Berkoff

Shakespeare, our contemporary by Jan Kott

To Be and Not to Be: Negation and Metadrama in Hamlet by James L. Calderwood

Shakespearean tragedy: Hamlet, Othello, King Lear, Macbeth; ... by A.C. Bradley

Hamlet : poem unlimited by Harold Bloom

Specters of Marx : the state of the debt, the work of mourni... by Jacques Derrida

The Shakespeare wars : clashing scholars, public fiascoes, p... by Ron Rosenbaum

### Try another tagmash?

Examples: history, greece; chick lit, christian; sex, -fiction.

### Related tags

[\(show numbers\)](#)

1001 **16th century** 17th century 19th century british literature **british/american drama** classic classic fiction classic literature dostoevsky dover thrift edition drama elizabethan english **english literature** existential favorite favorites fiction fiction and literature hardback **literary criticism** literature nonfiction Norton Critical Editions novel own paperback philosophy plays poetry read renaissance russian literature **shakespeare** tbr theater tragedy unread

### Related tagmashes

hamlet, literary criticism (25)

classic, college (5)

16th century, england (4)

british, college (4)

humor, shakespeare (3)

college, english (2)

# FRBR doesn't help me compare

Libraries

Details

Subjects

**Editions**



Reviews

All Editions



Displaying Editions 1 - 10 out of 1531

<< First < Prev 1 2 3 Next > Last >>




1.

**The tragedy of Hamlet, prince of Denmark.**  
by William Shakespeare; Tucker Brooke; Jack Randall Crawford  
Language: English Type:  Book  
Publisher: New Haven, Yale University Press; London, G. Cumberlege, Oxford University Press, 1947.  
Held by: University of Washington Libraries



2.

**Hamlet; an authoritative text, intellectual backgrounds, extracts from the sources, essays in criticism.**  
by William Shakespeare; Cyrus Henry Hoy  
Language: English Type:  Book  
Publisher: New York, Norton [1963] Edition: [1st ed.]  
Held by: University of Washington Libraries



3.

**Hamlet, Prince of Denmark**  
by William Shakespeare; Philip Edwards  
Language: English Type:  Book  Internet Resource  
Publisher: Cambridge [Cambridgeshire] ; New York : Cambridge University Press, 1985.  
Held by: University of Washington Libraries

4.

**Hamlet**  
by William Shakespeare; Harold Jenkins  
Language: English Type:  Book  
Publisher: London ; New York : Methuen, 1982.  
Held by: University of Washington Libraries

5.

**Hamlet**  
by William Shakespeare; Alan Durband  
Language: English Type:  Book  
Publisher: Woodbury, N.Y. : Barron's, 1986. Edition: 1st U.S. ed  
Held by: Summit Libraries





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Your Lists

## Recently compared in

You have no recently compared items.

## Customers who viewed your compare items also viewed

- Freakonomics [Revised and Expanded]: A Rogue
- The Long Tail: Why the Future of Business is Selling Less of More
- The World Is Flat [Updated and Expanded]: A Brief
- Wikinomics: How Mass Collaboration Changes Everything
- Know-How: The 8 Skills That Separate People Who Perform

Add to Comparison

Your Comparison (up to 8 items)[Link To This Comparison](#) | [Clear All](#) | Highlight What's The Same

Product Details	Clear	Move to Front   Clear	Move to Front   Clear	Move to Front   Clear
▼ Name	<a href="#">The Wisdom of Crowds</a>	<a href="#">The Tipping Point: How Little Things Can Make a Big Difference</a>	<a href="#">Blink: The Power of Thinking Without Thinking</a>	<a href="#">Made to Stick: Why Some Ideas Survive and Others Die</a>
Image				
▼ Price	<del>\$14.95</del> <b>\$10.17</b> 	<del>\$14.95</del> <b>\$8.97</b> 	<del>\$15.00</del> <b>\$10.87</b> 	<del>\$24.95</del> <b>\$16.47</b> 
▼ Availability	In Stock	In Stock	In Stock	In Stock
▼ Average Customer Review	★★★★☆ [146] <a href="#">Read Reviews</a>	★★★★☆ [848] <a href="#">Read Reviews</a>	★★★★☆ [841] <a href="#">Read Reviews</a>	★★★★☆ [128] <a href="#">Read Reviews</a>
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Description and Highlights				
Description	In this fascinating book, New Yorker business columnist James Surowiecki explores a deceptively simple idea: Large groups of people are smarter than an elite few, no matter how brilliant—better at solving problems, fostering innovation, coming <a href="#">(Read more)</a>	"The best way to understand the dramatic transformation of unknown books into bestsellers, or the rise of teenage smoking, or the phenomena of word of mouth or any number of the other mysterious changes that mark everyday life," writes Malcolm <a href="#">(Read more)</a>	Blink is about the first two seconds of looking--the decisive glance that knows in an instant. Gladwell, the best-selling author of The Tipping Point, campaigns for snap judgments and mind reading with a gift for translating research into splendid <a href="#">(Read more)</a>	Mark Twain once observed, "A lie can get halfway around the world before the truth can even get its boots on." His observation rings true: Urban legends, conspiracy theories, and bogus public-health scares circulate effortlessly. <a href="#">(Read more)</a>

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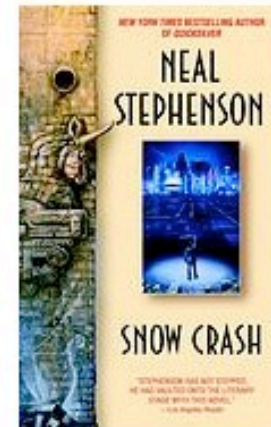
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## Snow crash

by Neal Stephenson

Type: Book  
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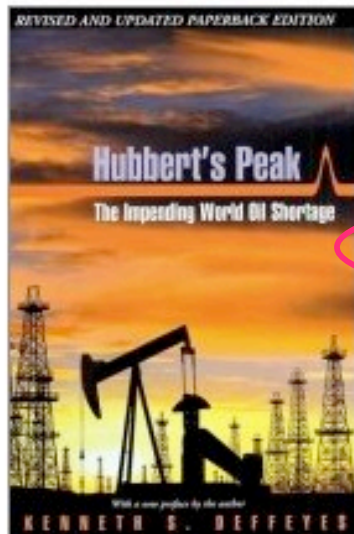
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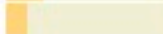
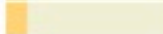

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By [Dohn K. Riley](#) (Tahoe City, CA United States) - [See all my reviews](#)

This review is from: [Hubbert's Peak: The Impending World Oil Shortage \(Hardcover\)](#)

Deffeyes hits the nail on the head when he clearly details what petroleum industry insiders already know - it's not "if" global oil production will peak, it's "when." After years of warning about the imminent demise of cheap oil supplies, experts are now splitting hairs about whether or not inexpensive oil production will peak in this decade or the next. The author's easy-going, occasionally humorous prose makes the bad news easier to take, but either way, a serious global oil crisis is looming on the horizon.



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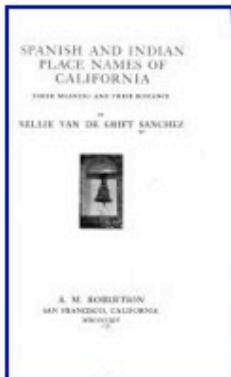
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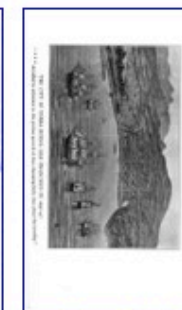
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Between these points is the strait,—about one mile broad in its narrowest part, and five miles long from the sea to the bay. To this gate I gave the name of Chrysopylae, or Golden Gate; for the same reasons that the harbor of Byzantium (Constantinople) - [Page 199](#)

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of Amazons. They were of strong and hardened bodies, of ardent courage and of great force. The island was the strongest in the world, from its steep rocks and great cliffs. Their arms were all of gold and so were the caparisons of the wild beasts they rode. - [Page 15](#)

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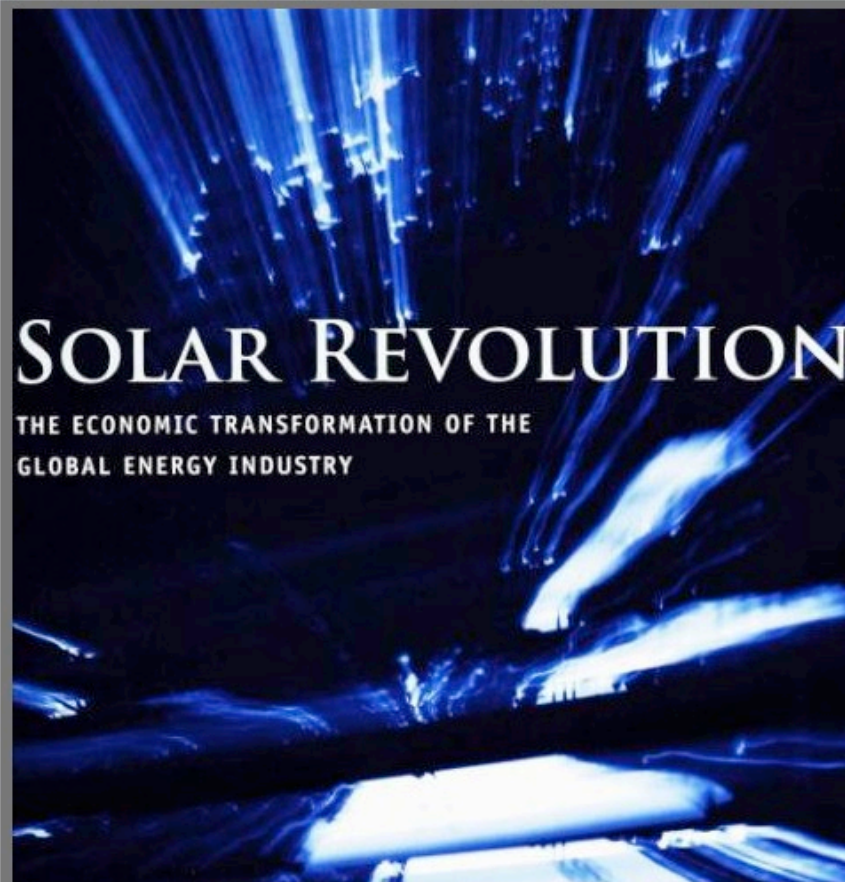
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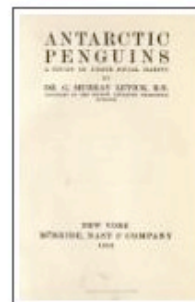
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a sea captain. But, for the discomfiture of my inquisitive man, the conversation soon after turned upon education, and, from the remarks I made, he then concluded that he was mistaken in his former opinion, and took me now for a travelling Mentor, and the young American for my Telemachus. But, the perplexities of my man did not stop here; new scientific subjects rolled before us, while we were rolling in the diligence; and, from my saying that I was travelling in search of scientific information, he then supposed me a mere traveller, and was again cut loose on a sea of uncertainty. But, at last, when to my former assertion, I added that I was particularly in search of medical knowledge, and that I was a medical man, he, only then, was relieved from the continual perplexity in which he found himself. This gentleman's name is Daiguy, attorney of the king in this district, and a well informed and gentlemanly person. He was very kind to us while at Toulouse; although we were perfect strangers to him, he voluntarily offered his services as a cicerone. He pointed out to us especially the famous bridge built under Louis XIII., which cost immense sums of money; and Louis, on hearing that it was finished, asked if it was built with crown jewels; showing that under the old as well as the modern Bourbons, the finances of France have been always wretchedly administered. Not so under Napoleon, who personally researched, examined, and confronted every public document, in the least questionable, that was financial in design or detail.

The greatest public work of our times, which I saw on leaving Toulouse, is the Languedoc Canal. I embarked at Toulouse, and proceeded in its line of canal boats for Beziers. This work is truly worthy of the Romans, during the era of imperial magnificence, and is famous in the annals of modern internal improvements. It is,

even now, the greatest and most perfect undertaking in Europe, notwithstanding the progress of the arts and sciences. It must be remembered, that this canal was begun at the time when works of this nature were imperfectly understood, and every thing was to be created by the projector. The great difficulty to be surmounted here, was not in cutting through hills or avoiding marshes, instead of going through them, and by so doing spending millions uselessly, as it has been done in the case of the Chesapeake and Delaware Canal. All this was wisely avoided; but it was the source that was to supply the necessary water at the culminating point, six hundred feet above the level of the ocean, that constituted the great difficulty. When M. Riquet, Seigneur de Bonrepos, the projector of the canal, first conceived the happy idea of forming a vast reservoir of water on the Montagne Noire, a place five leagues from the culminating point of this canal, he, like Archimedes, exclaimed, "I have it! I have it! The thing is done!" But, although the mother idea of this stupendous work was conceived, still it was far, very far, from being easily accomplished. Many had been the plans given for this canal, but none had been thought feasible; the one of M. Riquet, however, was acknowledged by the commissioners to be possible. He remarks on this subject, in a letter to Colbert, that "*La pensée première m'en vint à Saint Germain; j'en songeai les moyens, et, quoique fort éloigné, ma rêverie s'est trouvée juste sur les lieux. Le niveau m'a confirmé ce que mon imagination m'avait dit à deux cents lieux d'ici.*" There is a very curious fact attached to the inventor of this canal. M. Riquet is a descendant of the noble Florentine family of Arrighetti, which name by emigrating to France was corrupted into *Riquetti*, and thence into Riquet. But now, the present General Andreossi, descen-

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Pecho Rock, near **San Luis Obispo**. The reason for this name has not been discovered, but it may be a reference to the shape of the rock ...  
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**Napa** - Page 246  
**Napa**, accented in some of the old documents as **Napa**, was the name of an Indian tribe who occupied that valley, said to have been one of the bravest of ...  
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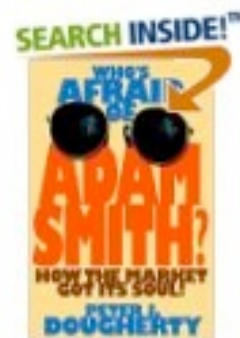


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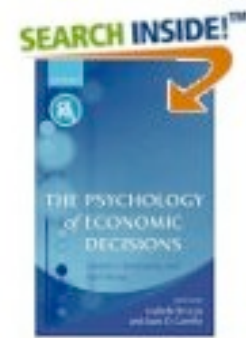


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Right Ascension 1850.	Declination 1850.	
1 <sup>h</sup> 0 <sup>m</sup> + 4 <sup>o</sup> 16'		77. <b>Piscium</b> , a beautiful double star; primary 6 mag., companion 6.8 mag.; distance 32.8". No change has been observed in their position.
1 <sup>h</sup> 5 <sup>m</sup> + 50 <sup>o</sup> 47'		9. <b>Piscium</b> , recognised as a double star at Pulikova. Primary 5 mag., companion 10 mag.; distance 2.5".
1 <sup>h</sup> 7 <sup>m</sup> + 23 <sup>o</sup> 57'		6. <b>Piscium</b> , 6 mag., with a remarkably faint companion at 7.6' distance; angle of position 22°. Piazzi calls it a double star, but it is quite evident that his telescope would not have enabled him to see it had it been as faint then as it is at the present day.
1 <sup>h</sup> 8 <sup>m</sup> + 6 <sup>o</sup> 56'		ζ. <b>Piscium</b> , a beautiful double star, easy to observe, the primary and companion being 5 mag. and 6 mag. respectively. The distance and angle of position have not undergone any essential alteration since Struve measured them in 1821, the former being 24", the latter 64°.
1 <sup>h</sup> 11 <sup>m</sup> + 71 <sup>o</sup> 50'		8. <b>Cassiopeia</b> , a variable star of long period, discovered by Argelander in 1861. At maximum it is 6.7 mag., though it is often less than 8 mag.; at minimum it is under 13 mag., or it becomes quite invisible. The period is 615 days.
1 <sup>h</sup> 12 <sup>m</sup> + 58 <sup>o</sup> 9'		256. <b>Star Cluster in Cassiopeia</b> , a large cluster, rich in stars and nearly round in shape. The stars range from 7 to 10 mag. Discovered by Herschel, 18 Sept., 1787. There is a double star in the cluster of 8 and 9 mag.
1 <sup>h</sup> 14 <sup>m</sup> — 1 <sup>o</sup> 8'		42. <b>Ceti</b> , a double star, 6 and 7 mag. Distance only 1.3".
1 <sup>h</sup> 15 <sup>m</sup> + 88 <sup>o</sup> 40'		• <b>Ursæ Minoris</b> , the <b>Pole Star</b> . 2 mag.; gives a yellowish light. It has a companion of 9 mag., distance 18.5", which was discovered by Herschel, 17 Aug., 1779. According to Peters' calculation, its parallax is 0.98", indicating a distance from the earth of 40 billions of miles, but this result is very trustworthy. (See note p. 8.) <i>See companion by Compton.</i>
1 <sup>h</sup> 17 <sup>m</sup> + 67 <sup>o</sup> 50'		γ. <b>Cassiopeia</b> , a triple star. Herschel saw only the primary 4.4 mag. and a companion 8.5 mag., at distance 39". Struve, in 1831, was the first to divide this latter into two separate stars of 8.9 and 9.5 mag. respectively, distance 3".
1 <sup>h</sup> 19 <sup>m</sup> + 8 <sup>o</sup> 55'		307. <b>Nebula in Pisces</b> , a bright and fairly large nebula, with an increase of brilliancy towards the centre; 4 stars near to it.
1 <sup>h</sup> 24 <sup>m</sup> + 2 <sup>o</sup> 16'		ε. <b>Piscium</b> , a variable star of yellowish colour with a long period, discovered by Hind in 1851. At maximum it is from 7½ to 8½ mag., at minimum it is as low as 12½ mag.; it gains more quickly in brilliancy than it loses, and the period is 345 days.
1 <sup>h</sup> 25 <sup>m</sup> + 60 <sup>o</sup> 2'		341. <b>Star Cluster in Cassiopeia</b> . This is not a very large cluster, but it contains several stars of 6 to 9 mag., among others a red-coloured star of 8 mag., and a double star, primary 6 mag., companion 10 mag., distance 13.6".
1 <sup>h</sup> 25 <sup>m</sup> — 7 <sup>o</sup> 29'		342. <b>Nebula in Cetus</b> , faint and rather small, much brighter towards the centre. Discovered by Herschel, 10 Sept., 1785.
1 <sup>h</sup> 27 <sup>m</sup> + 30 <sup>o</sup> 4'		352. <b>Nebula in Triangulum</b> . Discovered first by Messier; very large and faint, but easy to observe in consequence of its extent. With a seven-foot telescope Herschel saw it dimly, and best with a low power. With a ten-foot reflector, the most brilliant part was resolved into separate stars, and when a still stronger instrument was employed, almost the whole nebula was resolved into stars, which seemed to Herschel nothing more than

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Right Ascension 1850.	Declination 1850.	
1 <sup>h</sup> 23 <sup>m</sup>		
1 <sup>h</sup> 30 <sup>m</sup> +		
1 <sup>h</sup> 33 <sup>m</sup> +		
1 <sup>h</sup> 35 <sup>m</sup> +		
1 <sup>h</sup> 38 <sup>m</sup> +		
1 <sup>h</sup> 44 <sup>m</sup> —		
1 <sup>h</sup> 46 <sup>m</sup> +		
1 <sup>h</sup> 47 <sup>m</sup> + 18 <sup>o</sup> 42'		these seemed a second time. According to Lord Rosse, there are three others near them, but Dreyer thinks these to be identical with those observed by Herschel.
1 <sup>h</sup> 50 <sup>m</sup> + 37 <sup>o</sup> 6'		γ. <b>Arietis</b> , a beautiful double star, primary 4.2 mag., companion 4.4 mag., observed by Hooke in 1644, and described by him as remarkable in the highest degree. It can be divided with the help of a small telescope: Distance 8", angle of position 179°. There is besides, at distance 4", angle of position 84°, a faint star, first seen by J. Herschel and South in 1823. Burnham discovered that this star is also double, but its division is extremely difficult. Between it and γ he saw another very faint star.
1 <sup>h</sup> 51 <sup>m</sup> + 23 <sup>o</sup> 1'		437. <b>Star Cluster in Andromeda</b> , 30' in diameter, containing numerous, brilliant, closely scattered stars, visible to a keen eye without the aid of a telescope, as a nebulous star. Herschel first observed it 21 Sept., 1786.
1 <sup>h</sup> 53 <sup>m</sup> + 10 <sup>o</sup> 28'		α. <b>Arietis</b> , a double star, primary 5 mag., companion 8 mag., distance 38", can be divided by a good pocket-telescope.
1 <sup>h</sup> 56 <sup>m</sup> + 3 <sup>o</sup> 11'		Σ 196. <b>Arietis</b> , a quadruple star, primary 6 mag., companions 9, 10 and 12 mag. respectively. The brightest companion is at distance 3' 4", angle of position 6.8".
		• <b>Piscium</b> , a beautiful double star, primary (which is green in colour) 2.8 mag., companion (which is blue in colour) 2.9 mag., distance 3". The movement of the companion is very slow.



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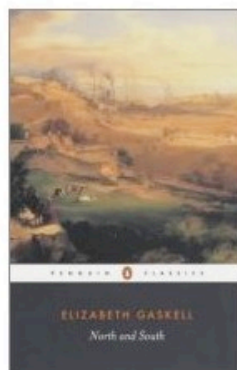
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You get lucky occasionally

★★



You get lucky occasionally

★★



You get lucky occasionally

★



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★



No full text; luck not very likely

---

# Linkability

- Tasks

- Can I link to a work?
- Can I link to an expression?
- Can I link within an item?
- What identifiers are in use?

- Results

- No visible guarantees of persistent URLs
- No standard for work-level identifiers
- Some ability to link within an item

# LT puts thought into linkability

## Easy Linking

**ISBN.** You can link to a work page on LibraryThing just by throwing the ISBN into the URL.

Examples:

<http://www.librarything.com/isbn/0441172717>

<http://www.librarything.com/isbn/0380976749>

**Sloppy title.** You can also link to a book's work page by putting the book's title in the URL. Spaces can be represented by underscores, + signs, or even simply as spaces (more [here](#)).

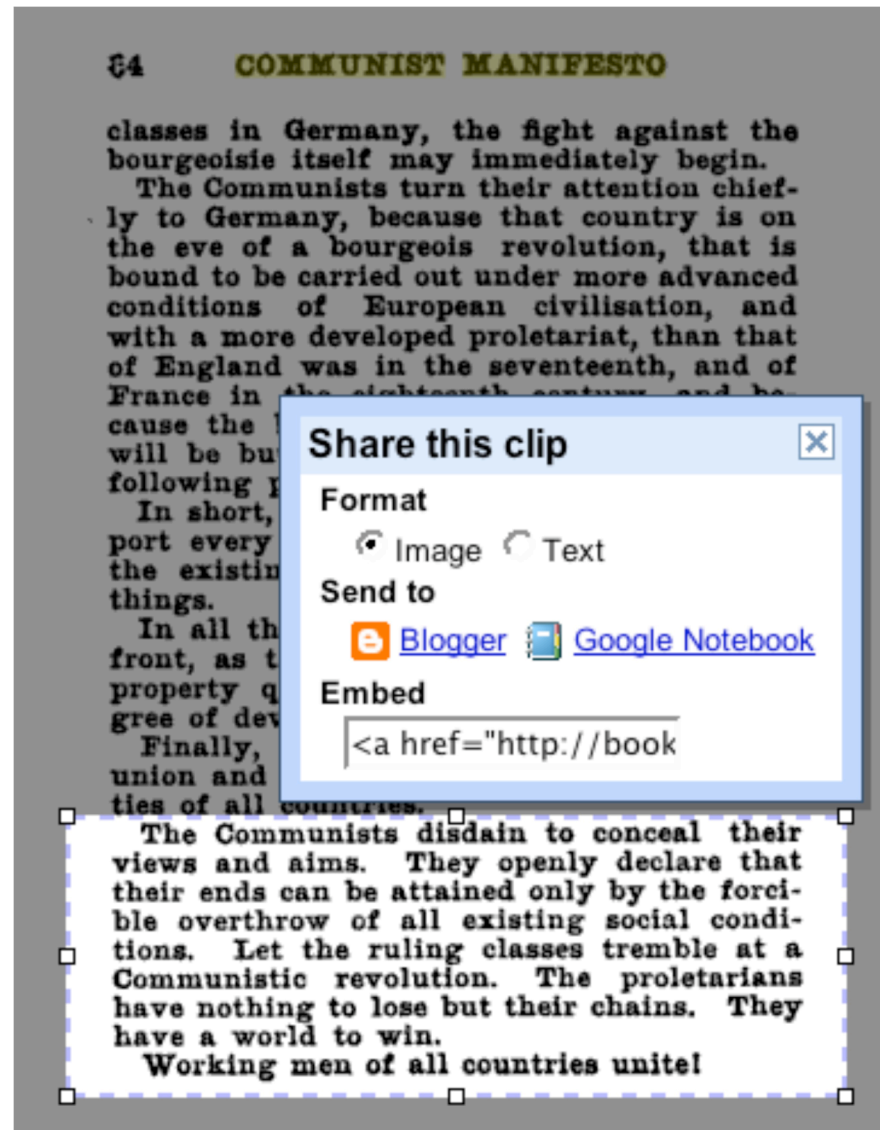
Examples:

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# Clips in Google Book Search



# Linkability

★★★★★



ISBN option in URL --> Work ID

★★★★★



ISBN, OCLC No. in URL; loc=

★★★★★



ISBN option in URL; clips

★★★★



ISBN option in URL; p=

★



System ID of underlying ILS

★



Text strings in URLs (OL vs. IA)

★



Opaque identifiers in ugly URLs



# API access

- Tasks

- Can I develop remote applications that display bib, holdings, item records?
- Do I have the ability to perform ad hoc data or text mining operations on the full text?

- Comments

- Not a strong point of traditional ILS systems
- ILS-DI work is ongoing; how to give it teeth?
- Intellectual property issues limit ability to provide open access to everyone for everything

# API Access

★★★★★



Complete, documented API

★★★★★



Complete, documented API

★★★★



Complete API promised

★★



thingISBN, LT for Libraries

★★



xISBN, xISSN; more soon?

★



None announced

★



None announced

# Linking to mass dig from OPACs: No way to batch load yet

- Vigilante efforts to harvest GBS URLs
  - John Blyberg (then AADL) blocked in August 2006
  - Tim Spalding (LibraryThing) voluntarily stopped in Sep 2007 after bookmarklet collected >250,000
  - In both cases, Google communicated interest in a better solution
- Other cowboy efforts to link to books from OPAC
  - Jackie Wrosch (Eastern Michigan U.) developed JavaScript that polls GBS for OCLC number
  - Jan Szczepanski (Göteborg U.) has personally selected and cataloged 17,000 eBooks
- IA exposes all content from each book page
  - Is it possible to download in bulk?

# Linking to mass dig from OPACs

- Formal efforts by individual libraries
  - U. Michigan links to its GBS books in its catalog by loading identifiers into the 2nd call number field of the item record
  - UIUC links to its OCA books by creating a separate bib record for the e-format and loading that into their catalog.
  - Anyone else?
- Formal programs across libraries
  - OCLC's synchronization program with interested mass digitization programs begins pilot soon
  - Bowker?

# Strengths, weaknesses...

- Amazon has most relevant hits; LT 2nd
  - Results displays in Amazon, LibraryThing are most useful, though very different
- A breakthrough ranking algorithm like PageRank isn't yet available for books
- Can choose either winnowing or access to full text, but, unfortunately, not both
  - Not all facets created equally
- Microsoft, OpenLibrary not yet polished



# Strengths, weaknesses...

- Breadth and depth of LibraryThing tags and community is amazing
  - Especially compared to relative lack of tags in Amazon, and paucity of user-generated content in WorldCat and Internet Archive
- Ability to compare books isn't mature
  - An interface that groups editions doesn't necessarily mean it provides tools to choose among editions
- Amazon metadata display: broad, dense
- Full-text displays still relatively immature

# Best book discovery experience

- Amazon and LibraryThing, lead the way in user experience for book discovery tasks
  - Proven track records of continuous innovation
- NCSU, Google, and U.Washington
  - All compete favorably with a traditional OPAC
- Internet Archive (and Open Library project), and Microsoft have the most room to grow
  - Hard to compare these to a traditional OPAC

# What if we replaced our OPACs?

- Gains
  - Fast access to full text (of out of copyright items)
  - Improved ability to answer questions you can't answer in an OPAC
- Lost
  - Using metadata's power to winnow and evaluate
  - Nice display of multi-volume works (e.g., serials)
- Instead of replacing OPAC w/ GBS, MSFT, IA
  - Replacing the OPAC with Amazon or LibraryThing might better serve your users today

# What to watch as things evolve

- Non-traditional metadata, based on full text analytics
  - Example: Recommendations based on full text occurrences of Statistically Improbable Phrases
- Better integration of analog filtering, social networks into online book discovery services
  - Web architecture for identity (OpenID?), attention (APML?), and trust (OpenSocial?) will impact
- Innovations in delivery have potential to disrupt traditional library delivery services
  - Swapping and print on demand

# When book discovery services talk to each other in the background

## Footnotes

1. <sup>^</sup> Hove, Duane T. *American Warriors: Five Presidents in the Pacific Theater of WWII*, Burd Street Press, 2003 ISBN 1-57249-307-0; summary accessed at [1] [August 2, 2006](#)
2. <sup>^</sup> "Diplomat in High Heels: Thelma Ryan Nixon", *The New York Times*, 28 July 1959, page 11
3. <sup>^</sup> [Kennedy-Nixon Presidential Debates, 1960](#) — Erika Tyner Allen, [Museum of Broadcast Communications](#), accessed April 4, 2006
4. <sup>^</sup> Foner, Eric (2006). *Give Me Liberty!: An American History, Vol. 2*. New York: W. W. Norton & Company, 843. ISBN 0-3939-2784-9. [UC-eLinks](#)
5. <sup>^</sup> William A. De Gregorio, "The Complete Book of U.S. Presidents" (2005) 6th edition, Barricade Books
6. <sup>^</sup> "Real peace", Little Brown & Co (T) (January 1984), ISBN-10: 0316611492, ISBN-13: 978-0316611497, 107 pages

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# Barriers to perfect book discovery

- Economic, political barriers are most difficult
  - Competition among those with power
    - Google, OCLC, Amazon, Bowker, Ingram
  - Economic incentives to build an open commons
    - Who pays for utilities that benefit all?
    - Especially if the benefits are invisible to library patrons
  - Fear of loss of local control
  - Risk-averse nature of librarians
  - Agreement on which identifiers to use or who owns the master lookup database
- Tech issues are hard, but less of a barrier
  - Equivalent of PageRank for books
  - How to leverage identity, attention, and trust

# Questions?

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