Book Discovery in a Mass Digitized Environment

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Steve Toub, Bibliographic Services Strategist, CDL
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
  - NCSU LIBRARIES
  - University of Washington Libraries

- Best of breed non-library book discovery systems
  - Amazon.com
  - LibraryThing

- Interfaces to mass digitized collections
  - Google Book Search
  - Internet Archive
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
<table>
<thead>
<tr>
<th><strong>Find known titles, authors</strong></th>
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</thead>
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<tr>
<td><img src="image" alt="LibraryThing" /></td>
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<td><img src="image" alt="Internet Archive" /></td>
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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

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<td>Better than average</td>
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<tr>
<td>NCSU Libraries</td>
<td>★★★★</td>
<td>Better than average</td>
</tr>
<tr>
<td>LibraryThing</td>
<td>★★★★</td>
<td>Lack of combined index hurts</td>
</tr>
<tr>
<td>Google Book Search Beta</td>
<td>★★★★</td>
<td>Decent, full text hurts</td>
</tr>
<tr>
<td>Internet Archive</td>
<td>★★★</td>
<td>Not great</td>
</tr>
<tr>
<td>Windows</td>
<td>★</td>
<td>Poor coverage; full text hurts</td>
</tr>
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</table>
Winnow results

- To what extent does the site allow narrowing, refining, and sorting results?
- Are the methods effective?
- Are the methods intuitive?
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 Damn 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 Fantast by Richard Ellis (33 copies) — matched on Monsters of the Sea
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 Fiction... by William Hope Hodgson (1)
- Octopuses, Squids, and their Relatives: Cephalopods (Inverte... by Beth Blaxland (1)
- Monarch of the sea by Barbara Lindsay (1)
- Wet 'n' Wild 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, Praxis... by Dieter Klünder (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) saw raw count

Using the tag squid

hse (5), cmc (4), manode (4), astrobolism (1), mosyul (1), miwa (1), elida (1), maeveich (1), WHeHomeschool (1), skue (1), Squidish (1), mcplot (1), mickelton (1), andersen (1), BrianO (1), syncytium (1), Jemoline (1), abbyvillarian (1), coweyes (1), moomin (1), ikahtim (1), bertiak (1), fantasticstorytime (1), rshahn (1)

Last 15 books tagged squid

- Giant squids

Related tags

animal animals Apache biology cephalopods children's children's nonfiction chronicle cryptozoology e-book Ellis fables fantasy fiction fish folklore fungi fungus history homeschool horror illustration invertebrates ldap 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
Search Results

potatoes

The following books contain the words potatoes:

- **Potatoes** by Rizzoli
  (Rizzoli, 19980315)

- **Potatoes.**
  (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.**
  (Commonwealth Govt. Print. Off., 1970)

- **Potatoes** by Schieren, Bodo A.
  (Thunder Bay Press, 1994)

- **Potatoes.**
  (H.M. Stationery Off., 1972)

- **Potatoes** by Worthington, Diane Rossen.
  (Time-Life Books, 1993)
Winnow results

★★★★★ NCSU LIBRARIES Excels
★★★★ University of Washington Libraries Good
★★★★ LibraryThing Tags galore (from tag search)
★★★★ Amazon.com Facet values are a grab bag
★★★★ Internet Archive On the right track
★★ Google Book Search Beta No sorting; facets need work
★ Microsoft 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, criticism, criticism, criticism)
- 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 Guild... by Jim Hunter
- Hamlet and the philosophy of literary criticism by Morris Weitz
- Hamlet and Oedipus by Ernest Jones
- Hamlet - A Users Guide by Michael Pennington
- Hamlet As Minister and Scrouge and Other Studies in Shakespeare... 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 flascoes, p... by Ron Rosenbaum
FRBR doesn’t help me compare
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<td>Blink: The Power of Thinking Without Thinking</td>
<td>Made to Stick: Why Some Ideas Survive and Others Die</td>
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<td>Description</td>
<td>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</td>
<td>&quot;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,&quot; writes Malcolm (read more)</td>
<td>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 (read more)</td>
<td>Mark Twain once observed, &quot;A lie can get halfway around the world before the truth can even get its boots on.&quot; His observation rings true: Urban legends, conspiracy theories, and bogus public-health scares circulate effortlessly. (Read more)</td>
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</table>
Choose specific edition; compare

| ★★★★★ | LibraryThing | Decent; number of holdings help |
| ★★★★★ | amazon.com | Decent; compare tool concept is nice |
| ★★★★ | NCSU Libraries | Decent; facets help somewhat |
| ★★★★ | University of Washington Libraries | Some good, some less so |
| ★ | Google Book Search | Hard to choose among editions |
| ★ | Internet Archive | Hard to choose among editions |
| ★ | | Even if complete, hard to compare |
Evaluate the item

- Do I want to obtain this book?
- What tools or features does each site offer to help me evaluate its items?
  - Cover art
  - Traditional descriptive metadata
  - Published reviews
  - User generated reviews and rankings
  - Table of contents, index, book jacket
Item Details

- **Genre/Form**: Science fiction, Humorous fiction.
- **Material Type**: Fiction
- **Document Type**: Book
- **Notes**: "Bantam trade paperback reissue, September 2003."
- **Description**: 470 p.; 18 cm.

Notes


Last edited by: CHILDREE on 2005-10-30 - [Edit notes](#)

Table of Contents

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Hubbert's peak: the impending world oil shortage

by Kenneth S. Deffeyes

Conversations: 1

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Customer Reviews

64 Reviews

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Average Customer Review

Average rating: 4.5 stars (64 customer reviews)

Most Helpful Customer Reviews

79 of 86 people found the following review helpful:

The wolf is at the door, November 2, 2001

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.
Global oil production will probably reach a peak sometime during this decade. Read the first page

Key Phrases: Statistically Improbable Phrases (SIPS):
- shoestring sands, oil window, oil source rocks, discovery curve, drill chips, nutrient trap, world oil production, trillion barrels, mud pumps, oil traps, oil province, reservoir rock, cumulative production, surface casing, drill pipe, offshore bar, reserve estimates

Key Phrases: Capitalized Phrases (CAPs):
- United States, Middle East, Gulf Coast, North Sea, East Texas, Central Basin Platform, Saudi Arabia, World War, Oklahoma City, South China Sea, Eastern Mediterranean, Van Tuyll, San Francisco, Geological Survey, Green River Formation, Prudhoe Bay, Great Britain, Great Depression, Gus Archie, King Hubbert, Rate Plots, Shell Oil, American Association of Petroleum Geologists, Phosphoria Formation, Scarry County

New!

Books on Related Topics | Concordance | Text Stats

Browse Sample Pages:
Front Cover | Copyright | Table of Contents | Excerpt | Index | Back Cover | Surprise Me!

Search Inside This Book:

Citations
- This book cites 33 books:
  - Nuclear Energy by Scientific American on 5 pages
  - Oil Crisis by C. J. Campbell in Back Matter (1), Back Matter (2), and Back Matter (3)
  - The Coming Oil Crisis by C. J. Campbell in Back Matter (1), Back Matter (2), and Back Matter (3)
  - Annals of the Former World by John McPhee in Back Matter (1), and Back Matter (2)
  - The Chemistry of Catalytic Hydrocarbon Conversions by Herman Pines in Back Matter (1), and Back Matter (2)

See all 33 books this book cites

5 books cite this book:
- In Search of Human Nature by Mary E. Clark in Back Matter
- Global Warming and Other Eco Myths: How the Environmental Movement Uses False Science to Scare Us to Death by Ronald Bailey in Back Matter
- The Perverse Economy: The Impact of Markets on People and the Environment by Michael Perelman in Back Matter
- In Search of Human Nature by Mary E. Clark in Back Matter
- Power to the People: How the Coming Energy Revolution Will Transform an Industry, Change Our Lives, and Maybe Even Save the Planet by Vijay V. Valtheeswaran in Back Matter
Popular passages

Know that on the right hand of the Indies there is an island called California, very near to the terrestrial paradise, which was peopled by black women, without any men among them. - Page 15

Appears in 150 books from 1855-2006

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

Appears in 41 books from 1848-2005

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

Appears in 28 books from 1855-2006

References from books

San Diego County Place Names A to Z
by Leland Feltzer - History - 2005 - 170 pages
This is the definitive place names guide to San Diego County.
Limited preview - About this book - Add to my library

The Island of California: A History of the Myth
by Dora Polk - History - 1995 - 399 pages
In this fascinating book Dora Beale Polk examines the dreams and myths that influenced the discovery and exploration of California.
Limited preview - About this book - Add to my library

10,000 Names for Your Baby
by Kathy Ishizuka - Family & Relationships - 1997 - 224 pages
No preview available - About this book - Add to my library

Other editions

Spanish and Indian Place Names of California: Their Meaning and Their Romance
by Nellie Van de Griff Sanchez - History - 1976 - 342 pages
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Spanish and Indian Place Names of California: Their Meaning and Their Romance
by Nellie Van de Griff Sanchez - History - 1914
No preview available - About this book - Add to my library

Spanish and Indian Place Names of California: Their Meaning and Their Romance
by Nellie V. Sanchez - Travel - 1992
No preview available - About this book - Add to my library

show more »
hubbert's peak

Book results 1-1 of 1

by Travis Bradford
ISBN: 9780262026348
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Find at Barnes & Noble

Search inside the book
hubbert's peak

1 pages, sorted by relevance

Page 56 "At that point called the Hubbert's peak after American geologist M. King Hubbert, who famously predicted the effect two things inevitably occur."
### Evaluate the item

| ★★★★★ | [amazon.com](https://www.amazon.com) | What more would you want? |
| ★★★★   | [LibraryThing](https://librarything.com) | Active community yields results |
| ★★★    | [Google Book Search](https://books.google.com) | Some machine-generated MD |
| ★★★    | [University of Washington Libraries](https://lib.washington.edu) | Little more than a regular OPAC |
| ★★★    | [NCSU Libraries](https://lib.ncsu.edu) | A traditional OPAC in this area |
| ★       | [Internet Archive](https://archive.org) | Brief records; attempt at reviews |
| ★       | [Microsoft](https://www.microsoft.com) | Brief records only |
Evaluate the digital item

- Full text is not natively online in:
  - LibraryThing, NCSU, U.Washington
- Copyright status affects levels of access
- What tools are there on top of the full text to help me evaluate the item?
Penguins
by Lynn M. Stone · 56 pages · 20% viewable (sign in required)
The population of fiordland penguins in New Zealand has been threatened by rats, which eat eggs and kill adults and chicks. The rats came from ships visiting New Zealand shores.

Antarctic Penguins
by George Murray Levick · 1914 · 270 pages · 100% viewable
The skuas had increased considerably in numbers by November 4, and frequently came to the scrap-heap outside our hut. Here were many frozen carcasses of penguins which we had...

Antarctica
by Madeline Donaldson · 40 pages · 20% viewable (sign in required)
Index animals, 3, 12, 13, 14, 15, 16-17, 18, 19, 20, 21
chihirs  penguins, 15, 28 Earth, 4, 10, 27 emperor
penguins, genneo penguins, 14, 28 penguins, 3, 14, 15, 16-17, 18, 19, 28...

A Penguin Chick Grows Up
by Joan Hewitt · 2005 · 40 pages · 20% viewable (sign in required)
38 days before hatching hatching lays egg. Obie cheeps. Obie’s eyes begin to open. More about Penguins Penguins are flightless birds. Instead of flying, they swim. Their black and...

Mario Lemieux, Own the Ice
a sea captain. But, for the discomfort 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 a 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 pensee première m’en vint à Saint Germain; j’en sengai 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 lieues d’ici.” There is a very curious fact attached to the inventor of this canal. M. Riquet is a descendant of the noble Flor-
Experimentation: full-text access
| ★★★★★ | Replicates physical experience |
| ★★★★    | Intuitive navigation            |
| ★★★★    | Good                            |
| ★★★★    | Good                            |
| ★        | No full text there              |
| ★        | No full text there              |
| ★        | No full text there              |
Recommendations: more like this

- Can the system recommend other works similar to this one (in other ways than just hyperlinking subject headings)?
  - Are these recommended works relevant?

- Examples
  - *The Wisdom of Crowds*
  - *A Confederacy of Dunces*
  - *Information Architecture for the World Wide Web*
  - *Jesus Before Christianity*
Books on Related Topics (learn more)

**Public Finance and Public Policy**
by Arye L. Hillman

**Discusses:**
- ultimatum game
- congestion pricing
- group polarization

**Who's Afraid of Adam Smith?**
**How the Market Got Its Soul**
by Peter J. Dougherty

**Discusses:**
- information cascade
- Adam Smith
- John Maynard Keynes

**The Psychology of Economic Decisions**
by Isabelle Brocas

**Discusses:**
- marginal traders
- cognition problems
- informational cascades
What Do Customers Ultimately Buy After Viewing Items Like This?

71% buy the item featured on this page:
The Wisdom of Crowds ★★★☆☆ (146)
$10.17

10% buy
The Tipping Point: How Little Things Can Make a Big Difference ★★★★☆ (848)
$8.97

9% buy
Blink: The Power of Thinking Without Thinking ★★★☆☆ (842)
$10.87

5% buy
Made to Stick: Why Some Ideas Survive and Others Die ★★★★☆ (128)
$16.47

Compare these items
Explore similar items
Special sauce recommendations!

People with this book also have...
(more common)

Books with similar library subjects and classifications...

Books with similar tags

People with this book also have...
(more obscure)

LibraryThing combined recommendations

- Smart mobs: the next social revolution by Howard Rheingold
- The paradox of choice: why more is less by Barry Schwartz
- Emergence: the connected lives of ants, brains, cities, and software by Steven Johnson
- The tipping point: how little things can make a big difference by Malcolm Gladwell
- Blink: the power of thinking without thinking by Malcolm Gladwell
- Fooled by randomness: the hidden role of chance in life and in the markets by Nassim Nicholas Taleb
- The long tail: why the future of business is selling less of more by Chris Anderson
- Linked: how everything is connected to everything else and what it means for business, science, and everyday life by Albert-Laszlo Barabasi
- Six degrees: the science of a connected age by Duncan J. Watts
- Freakonomics: a rogue economist explores the hidden side of everything by Steven D. Levitt
### Recommendations: more like this

<table>
<thead>
<tr>
<th>★★★★★</th>
<th><img src="https://i.imgur.com/3.png" alt="Amazon" /></th>
<th>Many options, high quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>★★★★</td>
<td><img src="https://i.imgur.com/4.png" alt="LibraryThing" /></td>
<td>Many options, composite results</td>
</tr>
<tr>
<td>★★★</td>
<td><img src="https://i.imgur.com/5.png" alt="Google" /></td>
<td>Ok; not always there!</td>
</tr>
<tr>
<td>★★</td>
<td><img src="https://i.imgur.com/6.png" alt="NCSU Libraries" /></td>
<td>Not much better than nothing</td>
</tr>
<tr>
<td>★</td>
<td><img src="https://i.imgur.com/7.png" alt="University of Washington Libraries" /></td>
<td>No attempt to recommend</td>
</tr>
<tr>
<td>★</td>
<td><img src="https://i.imgur.com/8.png" alt="Internet Archive" /></td>
<td>No attempt to recommend</td>
</tr>
<tr>
<td>★</td>
<td><img src="https://i.imgur.com/9.png" alt="Windows" /></td>
<td>No attempt to recommend</td>
</tr>
</tbody>
</table>
Obtain a book for local use

- How quick and easy is it to obtain a particular book, or portions of the book, in either digital or print form?
  - View online, download, print on demand
  - Borrow, swap, buy

- How does the interface present availability?
  - Ability to limit results by only those items that are available to me?
North and South;

by Elizabeth Gaskell

Conversations: 49
Recently added by: chimetal, smolachlin, limantour, frenziedlibrarian, jk88, Elin78, hansel714 (see more)

LibraryThing does not swap books. But we're glad to hook you up with book swapping sites. As we wrote, we've contacted all the sites below, asking them to cooperate to both our sites' users benefit. The "preferred" sites have done so. The others? Not yet.

<table>
<thead>
<tr>
<th>Preferred swap sites</th>
<th>Book page</th>
<th>Available</th>
<th>Wanted</th>
</tr>
</thead>
<tbody>
<tr>
<td>bookmooch</td>
<td>Book page</td>
<td>2 available (get)</td>
<td>0 wanted (give yours)</td>
</tr>
<tr>
<td>bookins</td>
<td>Book page*</td>
<td>0 available</td>
<td>0 wanted (give yours)</td>
</tr>
<tr>
<td>whatsonmybookshelf</td>
<td>Book page*</td>
<td>0 available</td>
<td>0 wanted (give yours)</td>
</tr>
<tr>
<td>titlerader</td>
<td>Book page*</td>
<td>0 available</td>
<td>0 wanted (give yours)</td>
</tr>
<tr>
<td>readitswapit</td>
<td>Book page</td>
<td>7 available (get)</td>
<td>n/a (give yours)</td>
</tr>
</tbody>
</table>
## Obtain a book for local use

<table>
<thead>
<tr>
<th>★★★</th>
<th>LibraryThing</th>
<th>Buy, find in library, link to swap</th>
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</thead>
<tbody>
<tr>
<td>★★★</td>
<td>University of Washington Libraries</td>
<td>Find in a library, borrow (ILL)</td>
</tr>
<tr>
<td>★★★</td>
<td>Internet Archive</td>
<td>Many variations on download</td>
</tr>
<tr>
<td>★★★</td>
<td>Google Book Search BETA</td>
<td>Buy, find in a library, download book</td>
</tr>
<tr>
<td>★★★</td>
<td>NCSU Libraries</td>
<td>Find at NCSU, borrow (ILL)</td>
</tr>
<tr>
<td>★★</td>
<td>Windows</td>
<td>Limited to download full book</td>
</tr>
<tr>
<td>★</td>
<td>Amazon.com</td>
<td>Buy, buy, buy</td>
</tr>
</tbody>
</table>
Find references to quotes, facts

- Quotes
  - Life's but a walking shadow, a poor player
  That struts and frets his hour upon the stage
  And then is heard no more. It is a tale
  Told by an idiot, full of sound and fury,
  Signifying nothing.
  - Ol' man river, / Dat ol' man river
    He mus'know sumpin' / But don't say nuthin',
    He jes'keeps rollin' / He keeps on rollin' along.

- References to the size of Rhode Island
- Population of Nepal in 1990
- When is Tajikistan Constitution Day?
Find references to quotes, facts

★★★★ Google™
“Popular passages” is potpourri

★★★★
Full-text indexing across books

★★
You get lucky occasionally

★★
You get lucky occasionally

★★
You get lucky occasionally

★
No full text indexing >1 book!

★
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

**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:

- http://www.librarything.com/title/the+educated+imagination
Clips in Google Book Search
## Linkability

<table>
<thead>
<tr>
<th>Platform</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://example.com/libthing.png" alt="LibraryThing" /></td>
<td>ISBN option in URL --&gt; Work ID</td>
</tr>
<tr>
<td><img src="https://example.com/uwlib.png" alt="University of Washington Libraries" /></td>
<td>ISBN, OCLC No. in URL; loc=</td>
</tr>
<tr>
<td><img src="https://example.com/google.png" alt="Google" /></td>
<td>ISBN option in URL; clips</td>
</tr>
<tr>
<td><img src="https://example.com/amazon.png" alt="Amazon" /></td>
<td>ISBN option in URL; p=</td>
</tr>
<tr>
<td><img src="https://example.com/ncsu.png" alt="NCSU Libraries" /></td>
<td>System ID of underlying ILS</td>
</tr>
<tr>
<td><img src="https://example.com/ia.png" alt="Internet Archive" /></td>
<td>Text strings in URLs (OL vs. IA)</td>
</tr>
<tr>
<td><img src="https://example.com/windows.png" alt="Windows" /></td>
<td>Opaque identifiers in ugly URLs</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Rating</th>
<th>Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>★★★★★</td>
<td>Amazon.com</td>
<td>Complete, documented API</td>
</tr>
<tr>
<td>★★★★★</td>
<td>NCSU Libraries</td>
<td>Complete, documented API</td>
</tr>
<tr>
<td>★★★★★</td>
<td>Internet Archive</td>
<td>Complete API promised</td>
</tr>
<tr>
<td>★★★</td>
<td>LibraryThing</td>
<td>thingISBN, LT for Libraries</td>
</tr>
<tr>
<td>★★★</td>
<td>University of Washington Libraries</td>
<td>xISBN, xISSN; more soon?</td>
</tr>
<tr>
<td>★</td>
<td>Google Book Search</td>
<td>None announced</td>
</tr>
<tr>
<td>★</td>
<td>Windows</td>
<td>None announced</td>
</tr>
</tbody>
</table>
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


Online databases

- Find this book at WorldCat free online catalog of the world's libraries
- Find this book at Google Book Search online database
- Find this book at Internet Book Database online database
- Find this book at Internet Book List (IBList) online database
- Find this book at LibraryThing personal library catalog
- Find this book at OttoBib.com citation metasearch
- Find this book at Copyright Clearance Center online rights database

General search engines

General search engine sites offer a way to search for books:
- Find this book on A9.com
- Find this book on Google Product Search (Google’s shopping search service)
- Also available in the UK
- Find this book on Google Book Search
- Find this book on Yahoo! Shopping

Bibliographical information

- Bibliographical Information on OttoBib (MLA)
- Bibliographical Information on OttoBib (APA)

Libraries

Worldwide
- Find this book at your local library through WorldCat
- Find this book at your local library through WorldCat & Google
- Find this book at your local library through WorldCat & Yahoo!

Africa

South Africa
- Find this book on the National Library of South Africa catalogue
…who will control the interface?
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?

heather.christenson@ucop.edu
steve.toub@ucop.edu