### Embedding Library Services in the Trusted Networks of MIT Students

Nicole Hennig October 3, 2006

# Outline

- our user needs study
- priorities based on that
- simplifying and integrating search & discovery
- putting ourselves where the users are:
   RSS feeds, podcasting, LibX and other browser extensions, community features

As we were planning for the future, some questions came up.

Google			
Web Images Video <sup>New!</sup> News Maps more »			
Google Search I'm Feeling Lucky	Advanced Search Preferences Language Tools		

Web         Images         Video         News         Maps         more »           Advanced Search         Preferences         Advanced Search           Google Search         I'm Feeling Lucky         Language Tools	Google	
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Hello, Nicole He	<b>ennig.</b> We have <u>r</u>	ecommendations for you. (If you	u're not Nicole Hennig, <u>click h</u>	ere.) <u>Make this your home page</u>

Google
Web Images Video <sup>New!</sup> News Maps more » Advanced Search Preferences
Google Search I'm Feeling Lucky

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Hello, Nicole He	<b>nnig.</b> We have <u>re</u>	commendations for you. (If	you're not Nicole	Hennig, <u>click here</u> .)	Make this your home page



## where do libraries fit?



## Do our users use Google Scholar instead of our systems?

Should libraries be focusing on improving our user interfaces if people mainly use Google Scholar?

### What is our role?

Where should we put our money and time and effort?

### We wanted to find out what our students REALLY do.

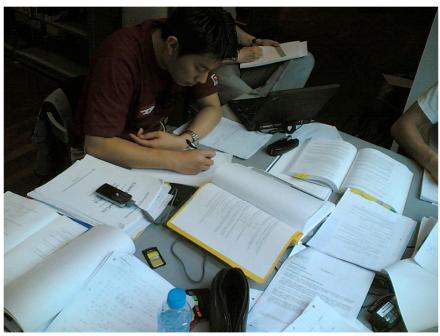
So we studied their information-seeking habits in the context of real life.



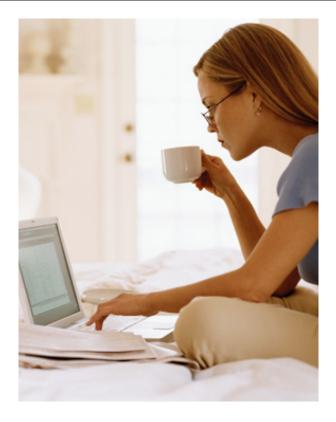


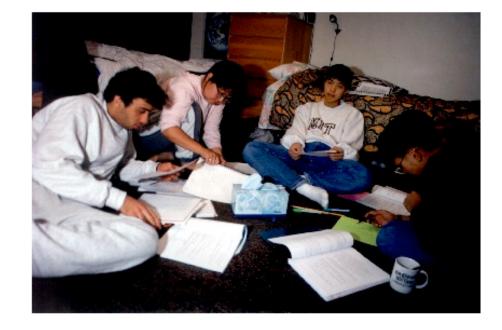


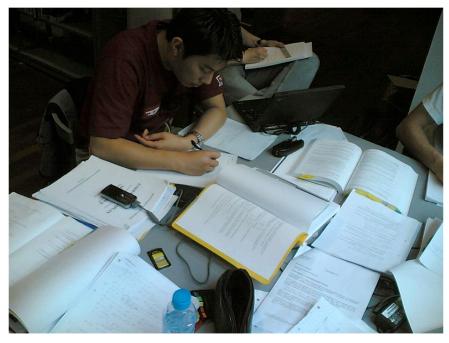














In the past we've done usability tests of our systems, one by one.

#### MIT LIBRARIES

### Web Advisory Group

### **Usability Testing**

The Web Advisory Group coordinates usability testing for web interfaces

New home page [paper prototype] New home page - usability test results : April 2004

#### Digital Library of MIT Theses

Digital Library of MIT Theses usability test results: June 2003

#### MIT Institute Archives web site

Archives web site usability test results: May 2003

#### The "Big Test" results: November 2002

The aim of this test was to learn how our students use our many web-ba interfaces together. Included in the test were:

- web site: <u>http://libraries.mit.edu/</u>
- Istings of databases + e-journals: <u>http://libraries.mit.edu/vera</u>
- web OPAC: <u>http://libraries.mit.edu/barton</u>
- Individual databases listed in Vera
- test version of SFX menu screens in Alternative Press Index/Firstsearch test account
- "Ask Us Live" (live chat reference service, no longer live at MIT)
- subject pages: <u>http://libraries.mit.edu/subjects/</u>
- The Information Navigator: <u>http://libraries.mit.edu/tutorials/general/</u>

#### MIT Libraries' GIS web site

GIS web site usability test results: September 2002

#### MIT Libraries' DSpace web site

DSpace web site usability results: August/September 2002

But that only tells us how each system works or doesn't work for them, once they've found it and are using it.



## It helps us "put lipstick on pigs."

(as Roy Tennant says about customizing your OPAC screens)

So we turn to... anthropology

Name	Title & Department	Phone & Email
Finger, Ann	Department Head, Circulation/Reserve & Stacks	585-275-9308 afinger@library.rochester.edu
Finger, Christopher	Library Assistant, Interlibrary Loan/Photocopy	585-275-4454 <u>cfinger@library.rochester.edu</u>
Fleig, Wendy	Analyst/Programmer, Computer Network Services	585-275-6356 wfleig@library.rochester.edu
Flickner, Rose	Library Assistant, Interlibrary Loan/Photocopy	585-275-4454 rflickner@library.rochester.edu
Foster, Nancy	Lead Anthropologist, Digital Initiatives Unit	585-273-5036 nfoster@library.rochester.edu
Fox, Deborah	Music Subject Librarian, Art and Music Library	585-275-9277 dfox@library.rochester.edu
Frontz, Stephanie	Department Head, Art and Music Library	585-275-4476 sfrontz@library.rochester.edu

Thanks, University of Rochester!

If you can't follow the users around all day in their environment, instead you can give them a "cultural probe."



We called it the "photo/diary study."

16 undergrads + 16 grad students volunteered to track their information-seeking behavior for one week. in-depth interviews

Their photos, screen shots, and a diary of what they did helped them tell us the story.

Some things we observed.

Everyone was busy and sleep-deprived.

Especially undergrads.

# grad student goals

### - research & thesis

- current awareness
- conference presentations & publishing
- helping the lab function
- networking
- job search

# undergrad student goals

- complete their course work
- current awareness
- participate in MIT clubs & social activities
- research

# goals, tasks, methods

### Goal categories:

- \*- research & thesis
- \*- current awareness
- \*- conference presentations & publishing
- helping the lab function
- networking
- job search
- getting funding
- personal development
- course-related preparation
- learn the basics [includes quick fact checking]
- writing programming code
- prepare teaching assignment
- helping friends & family

### Task categories:

- \*- note-taking and organizing information
- \*- browsing (online and in print)
- \*- looking up known items
- \*- looking up known items without complete info (partially-known)
- \* finding information on a topic (unknown items)
- manipulating data sets
- meeting and talking with experts
- learning about software programs
- checking web sites for current awareness/RSS feeds/tables of cont
- planning for information gathering
- quick lookups of basic info
- find things by a particular author
- database discovery (finding which database to use)
- collecting data
- locating data sources and data sets
- checking job listings

Methods used: (items in bold were done more than once)

- search Google
- search Google Scholar
- used software to format and analyze data (Matlab, Excel, Acces, Stata)
- use software to organize and manage notes
- use software to organize citations
- used MIT Libraries web site
- use MIT Libraries GIS web site
- search Vera
- browse by title in Vera
- browse databases by subject in Vera
- used subject list of databases in Vera
- search other library catalogs (HOLLIS, etc.)
- go directly to a known web site by typing the URL
- meet with people
- phone calls to people
- go to a library and use a print resource
- go to a non-MIT library to use a print resource
- go to a library and use microfilm
- email people
- email author of a paper to ask for the paper
- consult with advisor
- create a research strategy
- search within a document
- use Wikipedia (used to find synonyms before a search in some cases)
- refer to books in personal library
- refer to old course or lab notes
- use software help screens
- browse current print journals in libraries
- browse table of contents of online journals
- browse stacks
- search e-journal package [note: this should also appear as a browse option, so added below]
- -browse ejournal package
- search a citation database
- search other subject databases listed in Vera
- visit a library and ask for help
- take photographs
  - leal at meters and a longer which

They had a tendency to start with sources they were familiar with.

Google	
Web         Images         Video         News         Maps         more »           Google Search         I'm Feeling Lucky         I'm Feeling Lucky	Advanced Search Preferences Language Tools



# and with sources recommended by a trusted network of people.



#### advisors

# colleagues

#### friends

family

roommates

### not librarians

also common:

- figuring it out themselves

# that's the culture at MIT

They used a wide variety of sources.



# Google Scholar

#### textbooks

### Google maps

**MIT Open Courseware** 





e-books

**Google Print** 

library databases

Google Scholar

textbooks

# Google maps

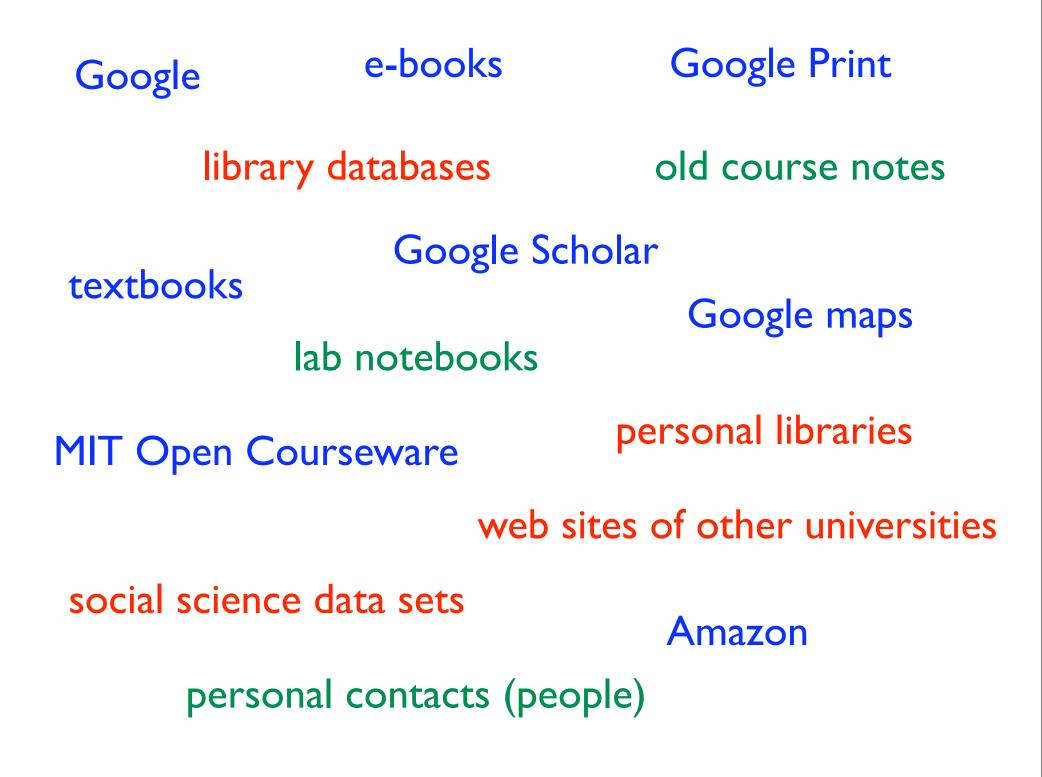
MIT Open Courseware

#### personal libraries

#### web sites of other universities

social science data sets

Amazon



usually began with Google.

### Almost everyone had a few favorite resources.

They tended to reuse their favorites, rather than try new ones.

# Many students did their TOPICAL discovery in non-library sources.

then came to the library to look up the items they found.

Looking up known items in our systems usually worked well.

Basic Search of Full Catalog		Search Tips
Search type: Keyword	Search for: Example(s): darwin origin (wom!n or female) and so	cien*

Record 7 out of 454	
Title	Regulating energy and natural resources / edited by Barry Barton [et al.].
Online Ed. URL	Table of contents only :
	http://www.loc.gov/catdir/toc/ecip064/2005035877.html
Availability	<u>All items</u>
Location	Dewey Library - Stacks   K3981.R44 2006
Published	Oxford ; New York : Oxford University Press, c2006.
Description	xv, 437 p. ; 24 cm.
Format	Book
Bibliography	Includes bibliographical references and index.
Contents	Pt. 1. The framework 1. Introduction / Barry Barton, Lila K. Barrera-Hernandez, Al 2. The theoretical context of regulation / Barry Barton Pt. 2. Globalization and the state-centered regulation 3. Alternative regulation and governance reform in resol Africa / Yinka O. Omorogbe 4. Sustainable energy development in Latin America a the World Bank do? / Lila K. Barrera-Hernandez 5. International soft law and globa 3. Regulating energy systems 6. Contemporary United States energy regulation / 1 7. Self-regulation, state regulation, and co-regulation in energy in New Zealand / 1 economy of regulation : developments in British energy regulation under labour / Ail-

Students frequently needed to discover information about a topic.

and that didn't always work so well.

Undergrads mainly looked for information related to courses they were taking.

Often a few good sources were enough.

In those cases, people get what's convenient to get.

Graduate students looked for information related to their research.

- more difficult and time-consuming.

- highly-specific topics.

- needed more depth and comprehensiveness.

#### I. trouble with knowing where to look

2. trouble with effectively searching the sources they used

They spent a large amount of time with varying degrees of success.

#### Sometimes used "brute force" methods.

# VERY time consuming

from our point of view as librarians "if they had only known about X!" (fill in the blank) from their point of view:

They often thought that's how it had to be.

#### Also:

# They used a wide variety of methods for "personal info management."

i.e., organizing what they found

They spend a lot of time doing this (in creative ways).

Most students are suffering from information overload.

Another thing:

We conducted a large library survey this past year with a very high response rate.

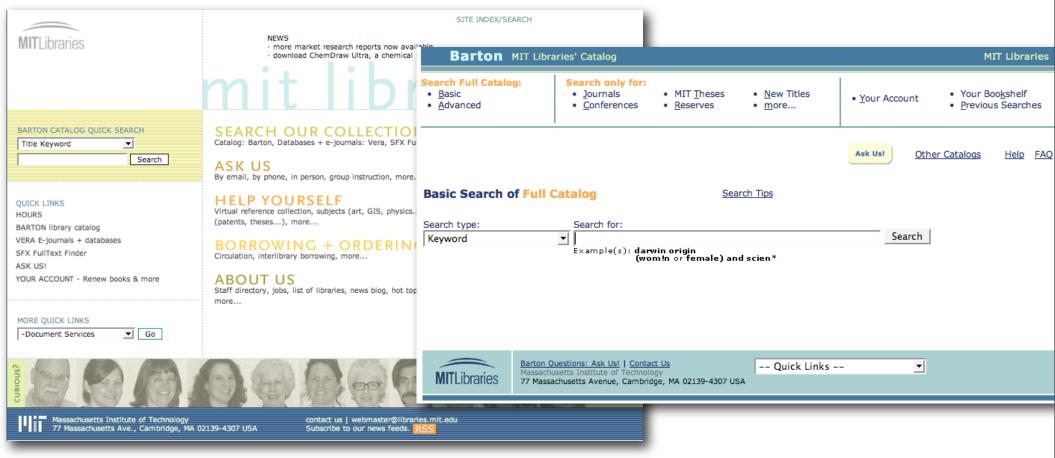
#### one of the findings:

# users want us to simplify search, felt there were too many starting points

# Too many starting points

	SITE INDEX/SEARCH			
MITLibraries	NEWS · more market research reports now available · download ChemDraw Ultra, a chemical structure & biological pathway drawing tool			
		es		
BARTON CATALOG QUICK SEARCH	SEARCH OUR COLLECTIONS Catalog: Barton, Databases + e-journals: Vera, SFX FullText Finder, more ASK US By email, by phone, in person, group instruction, more	FACULTY ALUMNI VISITORS GIVING		
QUICK LINKS HOURS BARTON library catalog VERA E-journals + databases SFX FullText Finder ASK US! YOUR ACCOUNT - Renew books & more	HELP YOURSELF Virtual reference collection, subjects (art, GIS, physics), publication types (patents, theses), more BORROWING + ORDERING Circulation, interlibrary borrowing, more ABOUT US	HOW DO I Find an article? Find a book? Borrow or renew books? see also: Help Yourself		
MORE QUICK LINKS	Staff directory, jobs, list of libraries, news blog, hot topics, suggestion box, more	LIBRARY BETAS Firefox toolbar for searching Barton and Google Scholar!		
Massachusetts Institute of Technology contact us   webmaster@ilbraries.mit.edu 77 Massachusetts Ave., Cambridge, MA 02139-4307 USA Subscribe to our news feeds. RSS				

# Too many starting points



# Too many starting points

MITLibraries		NEWS	SITE INDEX/SEARCH						
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# Too many starting points

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Another finding:

They are not aware of many of the services we provide beyond the obvious ones.

# so what are we going to do?

# **Priorities**

# - integrate search & discovery

and

- put ourselves where users are

# Project SimpLR

#### MIT LIBRARIES

# Project SimpLR

Purpose: To build a simplified, integrated, search and discovery interface for accessing the MIT Libraries resources.

### Name:

Project SimpLR: Simplified search & discovery of Library Resources (pronounced, "simpler")

### Description:

The <u>Spring 2006 user needs report</u> and the Library Survey resulted in a number of findings concerning problems that our users have with our current interfaces for search and discovery of library resources. The highest priority need from both projects was determined to be this:

Make discovery and search easier and more effective.

# Integrate search + discovery

We can aggregate content we own:

- catalog
- MIT research (DSpace)
- image collections
- archives
- future digital repositories

licensed content: for that we need Metalib

> our own metadata repositories: for that we need a metadata aggregator with guided navigation

# Examples:

- Endeca
- Seamark's Siderean
- Dieselpoint
- Primo (ExLibris) under development
- Flamenco (open source, UC Berkely)
- Rochester XC early planning stages

# We need "federated search" for content we license:

Metalib + X-server (custom interface)

# We could make it look like all one thing.

## one search box

Search			
brain mind		GO>	
Look for all items 💌	that contain my query words	anywhere in the record 💌	

# Primo demo slides

## results from different "silos" - Barton, Vera, etc.

Sear	ch
brain m	ind GO >
Look fo	r all items 💌 that contain my query words 💌 anywhere in the record ⊻
Resu	lts
215 res	ults. Did you mean: <u>brain mining</u> ?
Show o	nly: > Books (181) > Images (15) > Audio CDs (6) > Journals (2)
1 Journal	Brain and mind : a transdisciplinary journal of neuroscience and neurophilosophy (View details) Published : Vol. 1, no. 1 (Apr. 2000)- Dordrecht ; Boston : Kluwer Academic Publishers, c2000- Me-Shelf Show Homepage (Sorrex)
2 Group	Brain, mind, and behavior (View details)         Bloom, Floyd E.; Lazerson, Arlyne         New York : Freeman, c1988         Latest of 2 editions         Image: Comparison of the second sec
3	<u>future of the brain : the promise and perils of tomorrow's</u> <u>neuroscience (View details)</u> Rose, Steven

## Primo demo slides

# Facets improve findability of it all.

Narrow Results By:	Brie	f View   Full View		Sort By: Relevance
Subject: Topic · Global warming (378) · Climatic changes (237) · Environmental aspects	1.	Rising waters [videorecording] : globa Author: Torrice, Andrea. Published: c2000. Format: Book; Video cassette D.H. Hill Library	al warming and the fate of the	Pacific Islands
(128) · Greenhouse effect, Atmospheric (111)		QC981.8 .G56 T67 2000	Media Collection (2nd floor, We Wing)	est Available
Environmental policy (84) Show More		QC981.8 .G56 T67 2000 <study guide<="" td=""><td>Media Collection (2nd floor, We Wing)</td><td>est Available</td></study>	Media Collection (2nd floor, We Wing)	est Available
Subject: Genre  · Congresses (92) · Case studies (7) · Popular works (6)	2.	Dead heat : global justice and global Author: Athanasiou, Tom. Published: c2002. Format: Book	warming	
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Show More		QC981.8 .G56 A87 2002	Stacks	Available
Format · Book (568) · Microfiche (99) · eBook (37)	3.	Global warming in the 21st century Author: Johansen, Bruce E. (Bruce Ell Published: 2006. Format: Book	liott), 1950-	
· Video cassette (12)		Natural Resources Library		
CD-ROM (8) Show More		QC981.8 .G56 J643 2006 V.1	Stacks	Available
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Library		QC981.8 .G56 J643 2006 V.3	Stacks	Available
<ul> <li>Online Resources (38)</li> <li>D.H. Hill (446)</li> <li>Design (3)</li> </ul>	4.	Greenhouse glasnost : the crisis of g Published: c1990.	lobal warming : essays	

Catalog Search: hurrica	ne katrina Anywhere 🗾 Go Start Over	Send search to:				
Search 'hurricane katrina': We found 115 matching items.						
Narrow Results By:	Brief View   Full View	Sort By				
Subject: Topic • Hurricane Katrina, 2005 (98) • Disaster relief (53) • Emergency management (33) • United States (32) • Law and legislation (18)	<ol> <li>A failure of initiative [electronic resource] : final report of the Sel Investigate the Preparation for and Response to Hurricane Katrin Author: United States. Congress. House. Select Bipartisan Commit Response to Hurricane Katrina.</li> <li>Published: 2006.</li> <li>Format: eBook</li> <li>Online: View resource online</li> </ol>	na				
Show More Subject: Genre · Rules and practice (5) · Personal narratives (1) · Textbooks (1)	<ol> <li>GAO's preliminary observations regarding preparedness and resp [electronic resource].</li> <li>Author: Walker, David M. (David Michael), 1951- Published: [2006]</li> <li>Format: eBook</li> <li>Online: View resource online</li> </ol>	onse to Hurricanes Kat				
Textooks (1)      Format     eBook (77)     Book (38)     Microfiche (1)	<ol> <li>Environmental health needs &amp; habitability assessment [electronic response : initial assessment</li> <li>Published: [2005]</li> <li>Format: eBook</li> <li>Online: View resource online</li> </ol>	ic resource] : Hurricane				
· CD-ROM (1) Library	<ol> <li>Shelter from the storm : repairing the national emergency mana Published: c2006.</li> <li>Format: Book; eBook</li> </ol>	agement system after l				

# Facets

### Narrow results by:

### Туре

- MIT Research: DSpace (9)
- Web pages (25)
- Introductory resources (43)
- Images (43)
- Online resources (16)
- On shelf (available) (56)
- show more...

### which facets appear is dynamic, depending on the search

- Subject: Topic · Hurricane Katrina, 2005 (98) · Disaster relief (53) · Emergency management (33) · United States (32) · Law and legislation (18)
- Show More ...

### Subject: Genre

- Rules and practice (5)
- Personal narratives (1)
- Textbooks (1)
- Textooks (1)

### Format

- · eBook (77)
- · Book (38)
- Microfiche (1)
- CD-ROM (1)

### Library

- Online resources (88)
- Aero/Astro (13)
- Barker (123)
- Dewey (67)
- Rotch (55)
- Science (203)

### Subject: Region

- United States (74)
- Gulf States (25)
- Louisiana (12)
- New Orleans (9)
- Gulf Coast (8)
- Show More ...

### Subject: Era

· 20th century (1)

### Language

- English (114)
- French (1)

### Author

 United States. Government Accountability Office. (19) United States. Congress. House. Select Bipartisan Committee to Investigate the Preparation for and Response to Hurricane Katrina. (13) United States. Congress. Senate. (12) United States. Congress. House. (10) United States. (10) Show More ....

#### Subject: Era · 1993- (3) · 2001- (3) · 1989- (2) · 1980- (2) · 21st century (2) Show More ...

### Date

2000 - present 1990 - 2000 1980 - 1990 1970 - 1980 1960 - 1970 Show more...

### User tags

Course 12.307 katrina politics bush disaster neworleans weather maps Show more... putting ourselves where users are

What about people who never come to us?

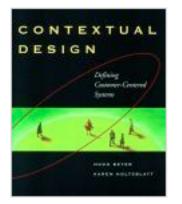
All those people using Google and going directly to the journals?

We embed ourselves where users are.

# This supports and extends their work practice.

Successful products **extend** the work practice.

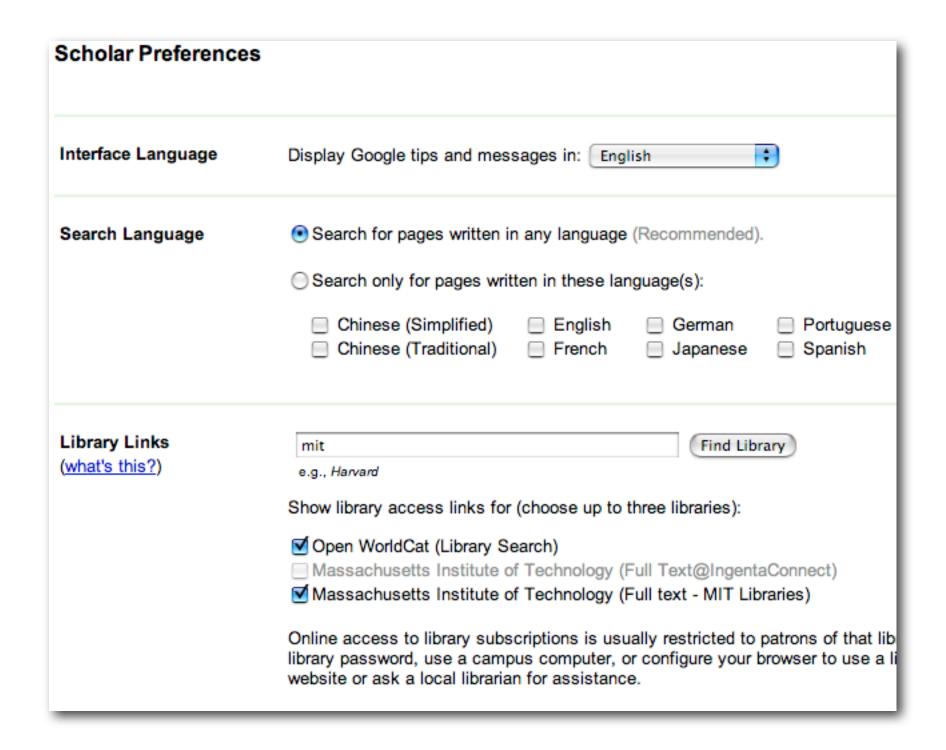
They support the way users want to work.



Contextual Design : A Customer-Centered Approach to Systems Designs

by Karen Holtzblatt

We should support and extend their current practice of using other systems for discovery and coming to us to find the items they discovered. We are already embedded in Google Scholar via SFX.



Scholar All	articles Recent articles	Results 1 - 50 of about 145,000 for global warming [definition]. (0.11 seco
All Results W Nordhaus P Cox P Vitousek W Cline J Hansen	PM Vitousek - Ecology, 1994 - esajournals Ecology: Vol. 75, No. 7, pp. 1861–1876. B Global Change. Peter M. Vitousek. Abstra <u>Cited by 419</u> - <u>Related Articles</u> - <u>Web Sear</u> <u>Fingerprints of global warming on</u>	Beyond Global Warming: Ecology and act. While ecologists rch - <u>BL Direct</u> wild animals and plants - <u>Full text - MIT Libraries</u> - <u>group of 5 »</u> r, C Nature, 2003 - frontiersinzoology.com varming on wild animals and plants. Root enzweig C, Pounds JA

MITLibraries SFX: Related Links					
Title:Beyond Global Warming: Ecology and Global ChangeSource:Ecology [0012-9658] Vitousek yr:1994 vol:75 iss:7 pg:1861					
Full Text					
Full text available via JSTOR					
Year: 1994 Volume: 75 Issue: 7 Start Page: 1861					
Full text available via ProQuest Research Library					
Year: 1994 Volume: 75 Issue: 7 Start Page: 1861					
Other holdings Check availability in Barton: MIT Libraries' Catalog					
Reference					
Create a <b>persistent link to this page</b>					

Students like that.

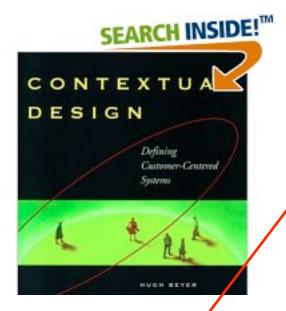
Let's do more things like that.

If they start with Amazon, let's make it easy for them to get to our catalog.

# LibX!

and

Library Lookup Greasemonkey extension.



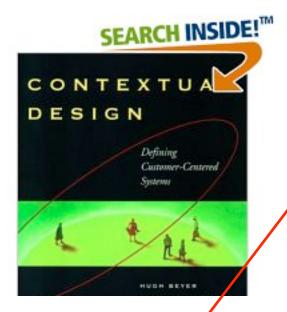
### Contextual Design : A Customer-Centered Approach to Systems Designs (The Morgan Kaufmann Series in Interactive Technologies) (Paperback)

LibX

Search MIT Libraries: <u>ISBN | Same Author</u> | by <u>Hugh Beyer</u> (Author), <u>Karen Holtzblatt</u> (Author) "Developing software has never been easy..." (more) **Explore:** <u>Citations | Books on Related Topics |</u> <u>Concordance | Text Stats | SIPs | CAPs</u> **Browse:** <u>Front Cover | Copyright | Table of Contents |</u> <u>Excerpt | Index | Back Cover | Surprise Me!</u>

\*\*\*\*\*\*\* (10 customer reviews)

Greasemonkey script



## Contextual Design : A Customer-Centered Approach to Systems Designs (The Morgan Kaufmann Series in Interactive Technologies) (Paperback)

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\*\*\*\*\*\*\* (10 customer reviews)

Greasemonkey script

Author	Beyer, Hugh.
Title	Contextual design : defining customer-centered systems / Hugh Beyer, Karen
	Holtzblatt.
Availability	<u>All items</u>
Location	Barker Library - Stacks   QA76.9.S88.B493 1998



### MIT Libraries' Betas

The MIT Libraries are experimenting with new technologies to help make access to information easier. The tools below are in "beta" form - they are still being tinkered with, but we'd like you to try them out and tell us what you think!

What works well? What doesn't? Have you written any scripts or tools yourself? Let us know! Email us at <u>betas-lib@mit.edu</u>.

#### LibX - MIT Edition BETA

LibX is a Firefox toolbar that allows you to quickly search the Barton catalog, Vera, Google Scholar, the SFX FullText Finder and other search tools. It also embeds links to MIT-only resources in Amazon, Barnes & Noble, Google Scholar, NYT Book Reviews, and more.

#### MIT Library Lookup Greasemonkey Script for Firefox BETA

Search's MIT's Barton catalog from an Amazon book screen. LibX also does this, but this one has different advantages. Feel free to install this one and LibX (they are compatible) to see which one you prefer.

 Dewey Research Advisor: Business & Economics Q&A BETA The Dewey Research Advisor is a new online database that provides starting points for specific research questions in the fields of business, management, and economics. Find answers to questions like:

Where can I find annual reports for US companies? Where can I find forecasts for a country? How do I find data on futures, options, spot rates, and commodities?

#### Coming later this year...

- RSS feeds for new books
- New version of Humanities Library Virtual Browsery (comment on and discuss books!)
- MIT Libraries podcasts & screencast tutorials



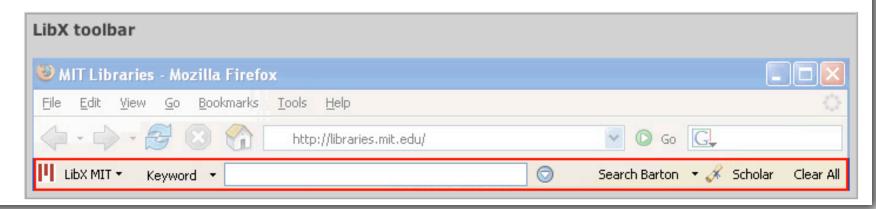
#### Library Betas

### LibX - MIT Edition BETA

#### What is LibX?

- Toolbar: LibX is a Firefox toolbar that allows you to quickly search the Barton catalog, Vera, Google Scholar, the SFX FullText Finder and other search tools
- Right-click menu: when you have installed LibX you can highlight text on a web page or PDF and right-click for a menu of search options
- Embedded links: LibX will also embed links on search results in Amazon, Barnes & Noble, Google Scholar, NYT Book Reviews, and more that will lead you to MIT-only resources

**1. Toolbar:** Enter search words in the box in the LibX toolbar; the Barton catalog is the default, but you can switch to Vera, the SFX FullText Finder or Google Scholar. You can search by multiple terms in different fields (author, title, ISBN/ISSN, etc.) and by clicking on the down arrow 🞯 you can add additional search boxes. Which fields can be searched changes based on which database is being searched.



Browser Requirements:

Install MIT LibX now!

#### ONLY Firefox 1.5 or higher

#### Installation:

If Firefox displays a message below the toolbars, "To protect your computer, Firefox prevented this site..." see <u>Installation Help</u> Right-click menu: Highlight text on a web page or PDF document and right-click to get the following menu:

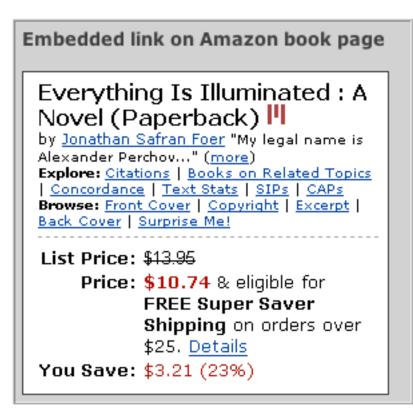
li	ght-click context menu	
	<u>С</u> ору	]
	Select <u>A</u> ll	
	Search Web for "Nanotechnology"	
	View Selection Source	
	Add Selection to Search as	
	Search Barton by Keyword Now!	
	Search Barton by Title Now!	
	Search Barton by Author Now!	
	Search via Scholar	l
	Reload this Page via MIT Libraries Off-Campus Proxy	

### From this menu you can:

- directly search Barton or Google Scholar (try this with a citation you need!)
- get off-campus access to MIT-only resources by reloading the page via our proxy server (requires MIT certificates)
- chose "Add Selection to Search as..." which will add the text to the search box in the toolbar - from there you can do all the regular searches

Alternatively, instead of right-clicking, you can drag and drop the selected text into the search box on the toolbar, or directly onto the Google Scholar button (which will immediately run a Scholar search).

Also, the context menu will change, depending on what text is highlighted. For instance, if an ISBN is selected, you will be offered appropriate ISBN searches. Currently recognized are CrossRef DOIs, ISBNs, ISSNs, and PubMed IDs. 3. Embedded links: within Amazon, Barnes & Noble, Google Scholar, NYT Book Reviews, etc.



### LibX places the cue 🔢 in web pages such as:

- Amazon
- Barnes & Noble
- Google
- Google Scholar (you must select MIT as your library in your <u>Google Scholar Preferences</u>)
- New York Times Book Reviews
- Yahoo! Search, and more...

Click on the cue to get online access to the article or to see if MIT owns the book. Watch this screencast for examples of this cool feature.

Please note that LibX is currently in beta, which means we can only offer limited support at this time. If you're having trouble installing LibX, see our <u>installation help</u> page. For other questions or suggestions, contact <u>betas-lib@mit.edu</u>.

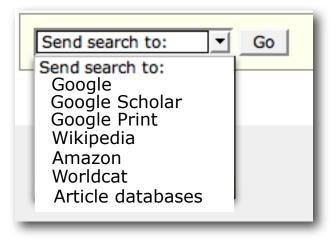
For more information about...

- LibX: visit the LibX Homepage and see their FAQ or email betas-lib@mit.edu.
- Firefox extensions: see <u>Firefox Add-ons: Extensions</u>.

Copyright: LIbX is distributed under the Mozilla Public License. The copyright is held jointly by Annette Bailey and Virginia Tech.

Let's also make it easy to link TO Amazon and other places FROM our catalogs. Imagine this in our systems

### "send search to"



	[ Display full record ]
Title	Climate change and managed ecosystems / edited by J.S. Bhatti [et al.].
Published	Boca Raton, FL : CRC Press, Taylor & Francis Group, 2006.
Format	Book
Subject	Climatic changes.
	Ecosystem management.
Availability	Click All items to check current status
Location	Lindgren Library - Stacks   QC981.8.C5.C5113823 2006
Look this up in:	Amazon, Google print, Worldcat, Wikipedia, MIT Press

If they start with Google or Google Scholar, let's also make it easy to send the same search to our tools.

and back again.

Where are the users?

- Google
- Google Scholar
- Google Print
- Wikipedia
- Amazon
- iTunes
- Facebook
- Stellar (course management system at MIT)
- MIT departmental web sites
- faculty web sites at other institutions

# Things we can do:

Provide RSS feeds.

Create podcasts and screencasts.

Offer browser extensions, such as LibX.

Continue with SFX and Google Scholar.

Embed our metasearch tools in course pages.

# Begin with RSS

### **MIT Libraries News**

### Archives' October exhibit evokes the smell of the greasepaint.

October 2nd, 2006



The October <u>Object of the Month</u> exhibit by the <u>Institute Archives</u> <u>and Special Collections</u> presents the MIT Community Players' 1958 Acting Workshop Production of *The Madwoman of Chaillot*, by Jean Gireaudoux.

Each month the Archives exhibits an example from its collections to illustrate their richness and variety. A poster is displayed in the exhibit case opposite Room 14N-118 (and the following month in the Libraries' kiosk at the Stata Center), and a version is created for the Web. We invite you to browse the online exhibits for a taste of our collections, then come to the Archives and explore them further.

Posted in <u>All news</u>, <u>Events</u>, <u>Subject/Topic areas</u>, <u>Archives + MIT History</u>, <u>Humanities</u>, <u>Exhibits</u> (Edit)

### Doing Statistical Analysis? Consulting and



#### MIT Libraries News Home

News from the <u>libraries</u> at <u>MIT</u>.

#### Search News

#### News topics

All news (211) Events (51) Author readings (3) Book sales (2) Classes (25) Exhibits (15) Subject/Topic areas (97) Archives + MIT History (24)Art + Architecture + Planning (23) Betas (2) Business + Management (32)Digital Libraries Research (4)DSpace (10) Engineering (47) GIS (5) Humanities (36) Music (35) Scholarly Communication Science (50) Social Sciences (26)

### **RSS** feeds by topic

**RSS** Here is a list of RSS feeds for each topic. You will need a <u>news aggregator</u> to subscribe to these feeds.

For more information about RSS feeds, see RSS: Keeping up with Research

All news - RSS

Events – <u>RSS</u>

- Author readings <u>RSS</u>
- Book sales <u>RSS</u>
- Classes <u>RSS</u>
- Exhibits <u>RSS</u>

Subject/Topic areas - RSS

- Art + Architecture + Planning <u>RSS</u>
- Archives + MIT History <u>RSS</u>
- Business + Management <u>RSS</u>
- Digital Libraries Research <u>RSS</u>
- DSpace <u>RSS</u>
- Engineering <u>RSS</u>
- GIS <u>RSS</u>
- Humanities <u>RSS</u>
- Music <u>RSS</u>
- Scholarly Communication <u>RSS</u>
- Science <u>RSS</u>
- Social Sciences <u>RSS</u>



Already signed up to FeedDigest? Click Here to Sign In

Home | Blog | Forums | Documentation

### Put the contents of RSS and Atom feeds on your Web site.

Digest feeds into Javascript, PHP, HTML, or output as a whole new feed! No coding necessary!

With FeedDigest, mix, filter and republish or syndicate feeds to HTML, JavaScript, WAP or PHP, or to a new feed.

» Science home page	» Science home page						
Max Items Showing	3						
Sort by	Date in descending order						
Sources	MIT Libraries News						
	OPML file of feeds						
Created on	December 15, 2005						
Outputs	HTML, JavaScript, RSS, Atom, WML/WAP						
	Get code   Delete this digest   Edit this digest »						

### JavaScript

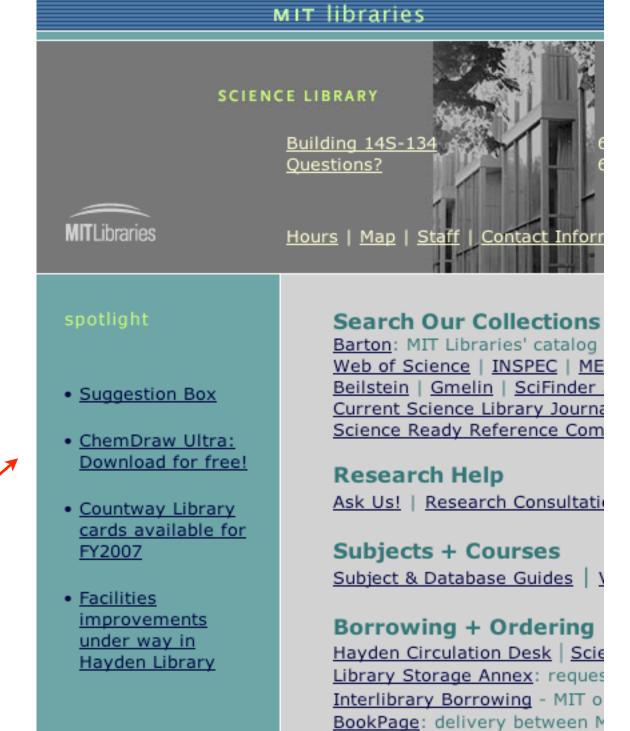
Use JavaScript if you are a beginner or want the easiest method.

Using JavaScript you can include a feed digest on any HTML page, as long as you have the ability to edit the HTML directly. Find where in the HTML layout you want the digest to appear, and then paste in this code:

```
<script type="text/javascript"
src="http://app.feeddigest.com/digest3/CR8MZDJJRN.js"><noscript><a
href="http://app.feeddigest.com/digest3/CR8MZDJJRN.html">Click for "Science home
page".</a> By <a href="http://www.feeddigest.com/">Feed
Digest</a></noscript></script>
```

# Latest stories from Science category of our blog embedded here

News topics All news (211) Events (51) Author readings (3) Book sales (2) Classes (25) Exhibits (15) Subject/Topic areas (97) Archives + MIT History (24)Art + Architecture + Planning (23) Betas (2) Business + Management (32)Digital Libraries Research **DSpace** (10) Engineering (47) GIS (5) Humanities (36) Music (35) Scholarly Communication (3)Science (50) Social Sciences (26)



Web-Docs: Purchase electronic

### There is a lot you can do with RSS.

# my.yahoo.com

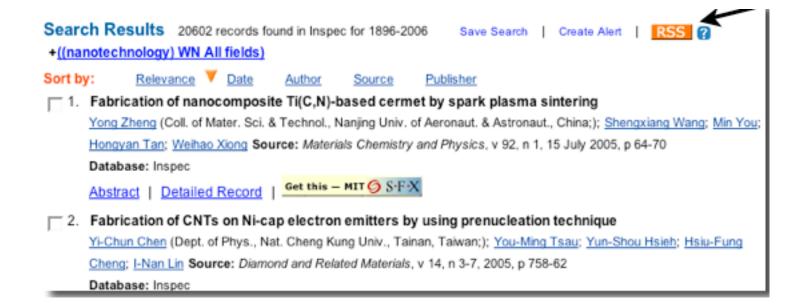
FIND	Find Con			Find	Add RSS by URL Learn about RSS
Ē			Search by topic or provider. (ex: <u>Yankees</u> , <u>cooking</u> , <u>USA</u> <u>Today</u> )		
		Add RS	S by URL		
		URL:	Add		1
		~	ow a site supports RSS, you can manually enter the RSS URL abo Ided to your page. Not sure of the RSS URL? Follow these 5 steps		
		1. Go	to the site or do a quick web search if you don't know the URL.		1
		CO	ok for a little orange button like this: XMLD. This indicates the site syntent. Usually, the button points directly to the site's RSS file. (The e raw code, but don't let it scare you!)		
		Or	find the RSS URL, right-click on the orange XML button to "Copy s click on the "XML" button and use "Ctrl-C" on your keyboard to co and in the address bar of your browser.		
			eturn to this page, use "Ctrl-V" to paste the URL into the field above dd".	, and click	
			valid RSS URL will take you to a preview page where you can see odule will look on your page. If you like what you see, confirm by cli		
		Co	ngratulations! You've just added a new feed to your page.		

# my.yahoo.com

	e, <b>nic221</b> Out, My Account ]	Yahoo! Mail (3) More	?help
Category: Web Images Vio	leo   Local   News   Shopping	Τι	ue, Oct 3, 02:21 a
Search:	Search	<u>Get a live</u>	e wake-up call fro Yahoo! and GM/
+ Add Content 👫 Change Layout 🖉 C	hange Colors	Select Page:	Front Page
Image: mic221's Photos       edit       ★         Show All       4/5 <       II >>         Image: mic221's Photos       4/5 <       II >>         Show All       4/5 <       II >>         Image: mic221's Plotos       Image: mic221's Plotos       Image: mic221's Plotos         Image: mic221's Plotos       Image: mic221's Plotos       Image: mic221's Plotos         Image: mic221's Plotos       Image: mic221's Plotos       Image: mic221's Plotos         Image: mic221's Plotos       Image: mic221's Plotos       Image: mic221's Plotos         Image: mic221's Plotos       Image: mic221's Plotos       Image: mic221's Plotos         Image: mic221's Plotos       Image: mic221's Plotos       Image: mic221's Plotos	<ul> <li>My Gadget Life</li> <li>My new condo - one year ago</li> <li>Voice over IP with Vonage - one year ago</li> <li>Audioblogger - one year ago</li> <li>Blogging from my cameraphone - one year ago</li> <li>NEASIST event: Syndicate, Aggregate, Communication</li> <li>NEASIST event: Syndicate, Aggregate, Communication</li> <li>MIT Libraries News</li> <li>Archives' October exhibit evokes the smell of the gree</li> <li>Doing Statistical Analysis? Consulting and Workshop</li> <li>New Media Suite in Barker Library - 6 days ago</li> <li>Mapping with Geographic Information Systems - one</li> <li>Web server back online - one week ago</li> </ul>	e <mark>asepaint.</mark> - 22 hours ago ps Available - 6 days ago	edit 🗶
riosorzo.org	del.icio.us/nic221     del.icio.us/n		edit 🗙
✓ Message Center edit ★           Check Email         ▲           Check Calendar         temp. unavail.	<ul> <li>Copyright Term and the Public Domain in the United</li> <li>How to Run a Meeting Like Google - 2 days ago</li> <li>Indeed   one search. all jobs 2 days ago</li> <li>New Del.icio.us popular sites (1 Week) - 2 days ago</li> <li>5 Quick and Easy Ways To Stop Blog Spam Before I</li> </ul>		go
✓ Weather edit ¥	<ul> <li><u>Del.icio.us popular sites</u> - 2 days ago</li> <li><u>Spiral pictures - Spiral photo gallery</u> - 2 days ago</li> </ul>		an -

Make a portal filled with relevant RSS feeds for a topic or for your university or community.

# Many vendors of our databases offer RSS feeds, especially for a saved search.



### Save the results of a search and embed it in a portal.

# We'll soon have RSS feeds for new books, generated from our OPAC.

# Podcasting

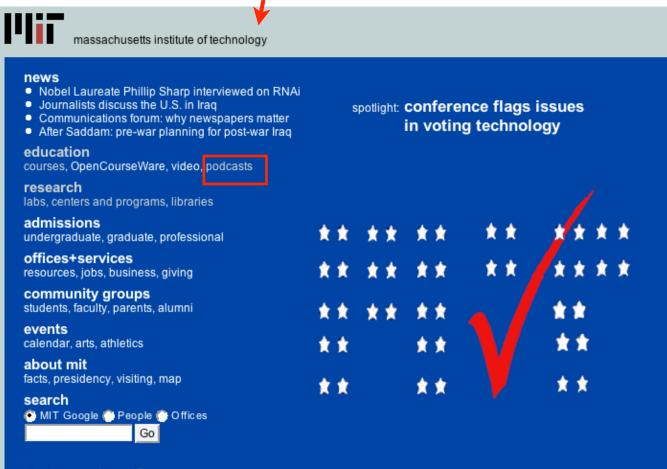
## Podcasting

An RSS feed with an audio or video file attached.

An easy way to subscribe to series of audio/video content.

(lt's not live). (lt's not for iPods only).

### Podcasts linked from the MIT home page



today's page: Joseph Pyram

# ZİGZAG

ABOUT

HOME

#### FEEDBACK SUGGEST A STORY ARCHIVE

# Episode 10

09/20/06

**III**ii

#### COMMENT[ ! ]

View a **portrait of MIT's Class of 2010**, celebrate Biotechnology in Kendall Square at the **2006 Biobash**, attend the **MIT Student Activites Midway** and check out how MIT hackers chose to **mark the 5th anniversary of 9/11**.



subscribe to iTunes Podcast

### We're working on podcasts from the libraries.

# MIT video and podcast sources

AMPS Podcast Portfolio

MIT World

MIT Video Productions

OpenCourseWare

IS&T PodCast

Podcasting ideas:

- read a 5-minute summary of our news blog top stories
- interview librarians about interesting projects
- one-minute tips
- interview key players about the future of scholarly communication
- screencasts for tips and "how to's"

# Imagine one-minute tips from the MIT Libraries

🔻 One	Minute Tip	CLEAN	
V	Tip 119: librivox.org – Free Audiobooks for Everyone–.	CLEAN	1
	Photoshop Wednesdays Tip 40: Layer Styles.	CLEAN GET	3
	] Tip 118: Where did we park the car?	CLEAN GET	1
	] Photoshop Wednesdays Tip 39: Layer Masks.	CLEAN GET	3
V	Tip 117: Hot Corners in OS X Tiger.	CLEAN	1
	Photoshop Wednesdays Tip 38: Transforming Layers (Part 3).	CLEAN GET	3
V	Tip 116: RSS is everywhere.	CLEAN	1
	] Tip 115: iTunes Wishlist #2.	CLEAN GET	2
	] Tip 114: Printing in Apples iTunes.	CLEAN GET	2
	Photoshop Wednesdays Tip 37: Transforming Layers (Part 2).	CLEAN GET	2
V	1 Tip 113: Google Earth 4 (Beta).	CLEAN	2
	Photoshop Wednesdays Tip 36: Transforming Layers (Scale).	CLEAN GET	3
	] Tip 112: Desktop Printing (OSX Tiger).	CLEAN GET	1
	] Skype Update	CLEAN GET	0
	] Tip 111: Synchronizing with .Mac.	CLEAN GET	1
	] Photoshop Wednesdays Tip 35: Layers (Part 2).	CLEAN GET	2
	] Tip 110: Custom Music Stations – Pandora.	CLEAN GET	1
	Photoshop Wednesdays Tip 34: The Layers Palette (Part 1).	CLEAN GET	4
V	Tip 109: Screen Zoom (OS X Tiger).	CLEAN	1
	Photoshop Wednesdays Tip 33: The Paths Palette.	CLEAN GET	3
V	Tip 108: GoogleGuide.	CLEAN	1
	] Tip 107: Listening to Podcasts on a TiVo.	CLEAN GET	2
	Photoshop Wednesdays Tip 32: The Path Selection Tools.	CLEAN GET	3
	] Tip 106: iPod Volume Limits. (Nano – 5th Gen)	CLEAN GET	2
	] Tip 105: PayPal Mobile (US and Canada).	CLEAN GET	2

]		Podcasted Technology Tips for Busy People.
	1:43	How would you like to listen to the works of Mark Twai
)	3:25	A very cool way to add adjustable effects to a layer. 10
)	1:33	Have you ever forgotten where you parked your car. He
)	3:10	Layer masks hide, but do not remove, pixels from your
]	1:54	Move the cursor into one of the 4 corners of your mon
)	3:10	This tip covers the uses of Free Transform. Layer flippi
]	1:47	Look who's running weekly ads vis RSS (Really Simple S
)	2:05	Here is a quick and easy way to see if you have already
)	2:08	Professional looking CD labels in Apple's iTunes. Just s
)	2:43	Let's work with a few of the other transformation menu
]	2:05	We love maps here at the One Minute Tip podcast. So v
)	3:09	Many transformations can be applied to a layer. Let's s
)	1:47	It's all about saving time. Let's cut out a few extra step
)	0:40	All versions of Skype for Windows should update to part
)	1:59	Here is how to Automatically Synchronize your .Mac iD
)	2:59	Different layer types will be covered in this tip. As well
)	1:59	Need to take a break from listening to Podcasts? Your
)	4:12	This tip is the first in a series covering the Layers Palet
]	1:45	In Tip 58 we covered enlarging the cursor. Now lets zo
)	3:25	The Paths palette is used for saving, selecting and dup
]	1:45	If you are a regular Google user. You may want to chec
)	2:05	Here is yet another way to listen to Podcast On your
)	3:11	Now that we have created a few shapes, let's modify th
)	2:06	Apples iPod software update 1.1.1 allows you to set th
	2:04	A new way to send PayPal payments via your cellphone

### Modeled after "One Minute Tip" podcast

### Apple Education Solutions



Students Solutions

utions Resources

Community Shop

### **iTunes U** Click. Sync. Learn.

### It all starts with learning

Apple shares common goals with education — to advance teaching, learning, and research through innovation, and engage and empower students. Students expect a campus environment that accommodates their digital lifestyle, adapts to their individual learning needs, and encourages collaboration and teamwork. Introducing a way to simplify and meet all these needs — iTunes U.



#### Education beyond the classroom

iTunes U\* is a free, hosted service for colleges and universities that

#### iTunes U

School of Dentistry, University of Michigan

Stanford University

University of Wisconsin-Madison



Please contact me about becoming an iTunes U campus.

#### iTunes U at a glance

- Learning to go. Provide easy access to educational content, 24 hours a day, 7 days a week.
- Proven and Scalable. Based on the iTunes Music Store.
- Easy to learn, use, and administer. Supports secure web-based standards for authentication and authorization.
- Part of an end-to-end solution. iTunes U is a fully integrated part of Apple's end-to-end solution for creating, managing, distributing, and accessing educational content.
- You are in control. Site administrators can require authorized users to sign-on securely. For course managers, iTunes U includes easy-to-use online editing tools.

# Presenting Stanford on iTunes U



**Download** faculty lectures, interviews, music and sports.

Play audio on your iPod, Mac or PC, or burn a CD.

Stay Connected anytime anywhere.

Experience Stanford on iTunes U and continue learning with Stanford.

### Open Stanford on iTunes U 👁

'Stanford on iTunes U' continues to expand in content and features. All of our content is now available via RSS-based <u>podcast feeds</u>. New content is uploaded weekly.

Before You Begi	n			
Overview	Quick Start	FAQ	Apple Support	RSS Feeds

### What about the "trusted network" ideas?

So many community features available now:

- Social bookmarking
- Tagging
- Comments
- Reviews
- Rating
- Popularity rankings

(circ stats and e-resource usage stats)

THE DA Vinci code : a novel   by Dan Brown   Type: English:
Reader Reviews
Write an online review and share your thoughts with other readers.
Displaying Reviews 1 - 2 out of 2
Excellent fiction, but, 2005-11-08
Reviewer: jyoung1
I thought this was an excellent and clever work of fiction, but I will defer to other reviewers to examine its literary merits.
My dissatisfaction is that people take Brown's research too seriously. I find it much more speculatively clever than factually compelling. In this way, it reminds me of <u>Immanuel Velikovsky</u> 's (supposedly non-fiction) "Worlds in Collision" series ( <u>ISBN 067181091X</u> ).
The sad thing is that these speculations get so much credit when modern scholarly views of the bible are equally interesting and controversial (e.g. <u>Documentary hypothesis</u> ), but generally unknown to a mass audience. It's too bad more scholars don't follow the lead of <u>Richard Elliot</u> <u>Friedman</u> 's "Who Wrote the Bible" ( <u>ISBN 0671631616</u> ), which presents this evidence to laypeople in an entertaining and compelling way.
Unbelievable, 2005-11-07
Reviewer: ostephens
There is no doubt that this is entertaining, and popular. The plot zooms along at breakneck pace,

LibraryThing is great for this!

### User tagging, ratings, and more



### Currently created manually

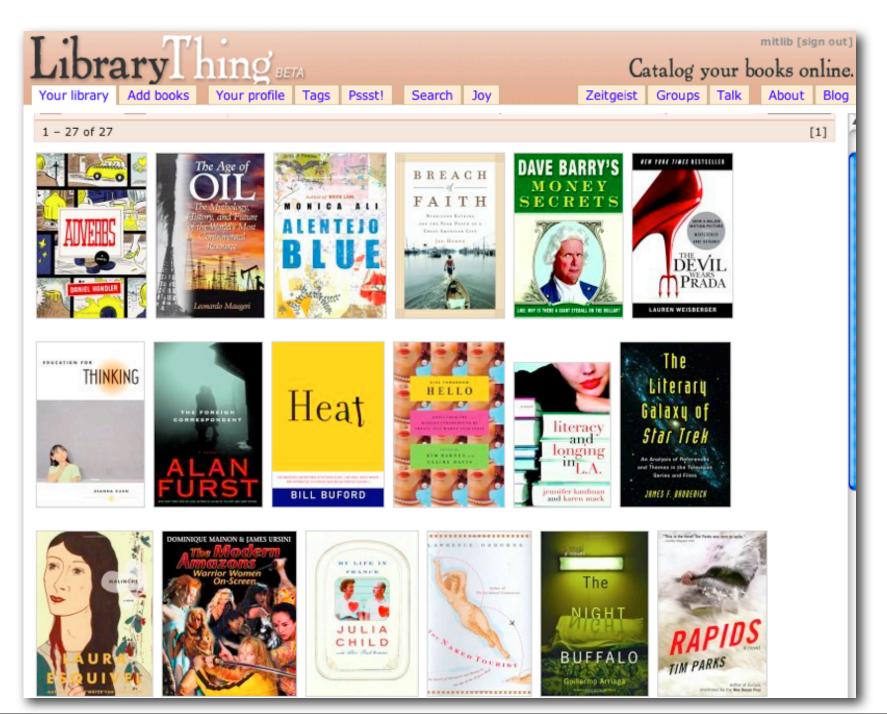
#### **The Virtual Browsery**

#### New Books on the Humanities Library Browsery in September

Below you will find a sampling of recent arrivals. All of these books can be found on our Browsery display. Please click on the title for call number and availability.



# We could use LibraryThing



1 – 27 of 27 [1]							
Entry date	Summary	Subject	Tags	Comments	LC Call No. 🔻	ISBN	Shared
Sep 30, 2006	A whole new mind : why right-brainers will rule the future by Daniel H. Pink (2006), 1st Riverhead trade pbk. ed	Creative thinking Success > Psychological aspects	sept2006, browsery		BF408 .P49*	1594481717	134/2 X
Sep 30, 2006	When trumpets call : Theodore Roosevelt after the White House by Patricia O'Toole (2005)	7.150 Presidents > United States > Biography Roosevelt, Theodore, 1858-1919 United States > Politics and government > 1909-1913 United States > Politics and government > 1913-1921	sept2006, browsery		E757.077 2005	0684864789	<u>A</u> X
Sep 30, 2006	Simon Bolivar: A Life by John Lynch (2006)		sept2006, browsery		F2235.3.L97 2006	0300110626	2 🗐 🖉 🗙
Sep 30, 2006	The naked tourist : in search of adventure and beauty in the age of the airport mall by Lawrence Osborne (2006), 1st ed	Osborne, Lawrence, 1958- > Travel Voyages and travels	sept2006, browsery		G465.082 2006	0865477094	🗐 𝖉 ¥
Sep 30, 2006	The Tour de France: A Cultural History by Christopher Thompson (2006)		sept2006, browsery		GV1049.2.T68.T56 2006	0520247604	Q 🚍 🖉 🗙

\_ .

# Use their widgets to create code to paste in any web page

Preset widge	ts	The HTML code	What it looks
Choose style Customize it Show what Tags Show entries Book covers Book text Show Style it	Random books #1   Random books   (all tags)   (all tags)   5   5   5   5   5   5   6   Style it (I'll style it with CSS)   6   Style it with   5   5	The HTML code Paste this into your HTML. <pre> </pre>	

#### мıт libraries



#### **The Virtual Browsery**

New books on the <u>Humanities Library</u> Browsery for September. Subscribe to our <u>RSS feed</u>. **RSS** 



Unknown quantity : a real and imaginary history of algebra by John Derbyshire



What to eat by Marion Nestle



Dave Barry's money secrets : like, why is there a giant eyeball on the dollar? by Dave Barry



Adverbs by Daniel Handler



# Click title and you're in LibraryThing (social info page)



# LibraryThing (book info page)



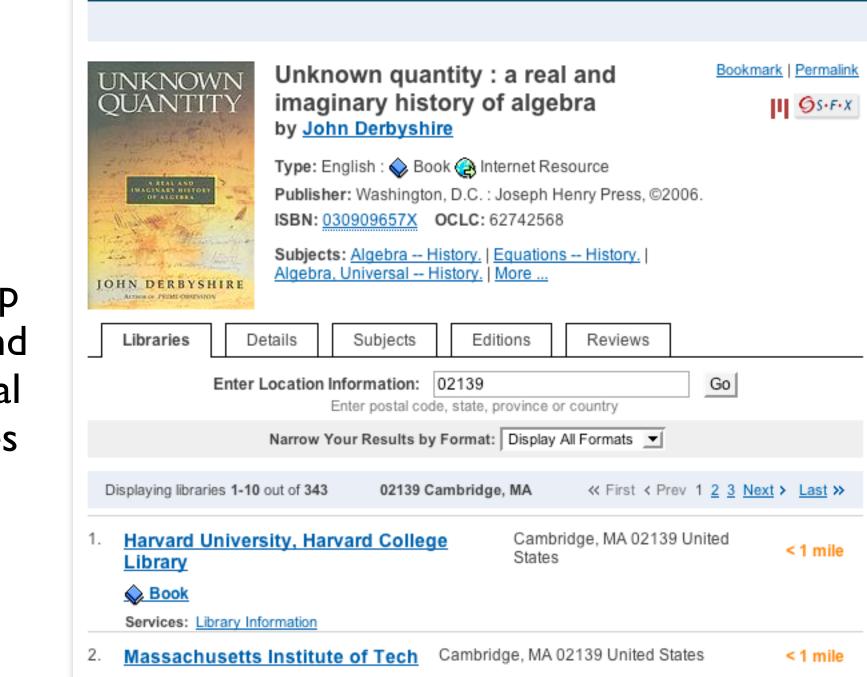
## From there click "Find in a Library"



Search for items in librari



Advanced Search



Put in your zip code and get local libraries

#### мıт libraries



#### **The Virtual Browsery**

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Unknown quantity : a real and imaginary history of algebra by John Derbyshire

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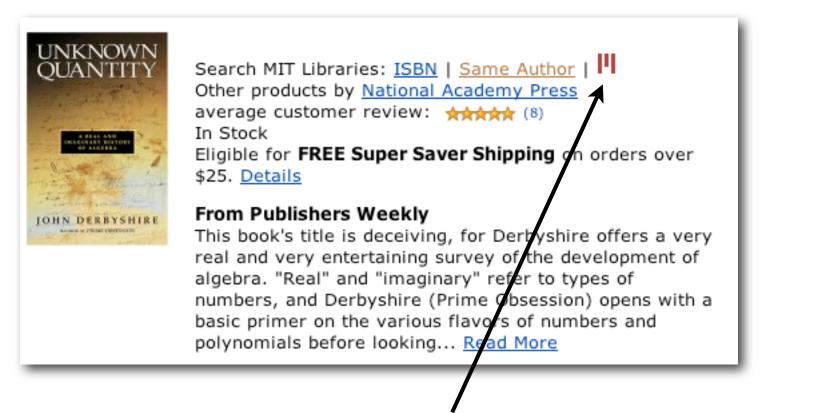
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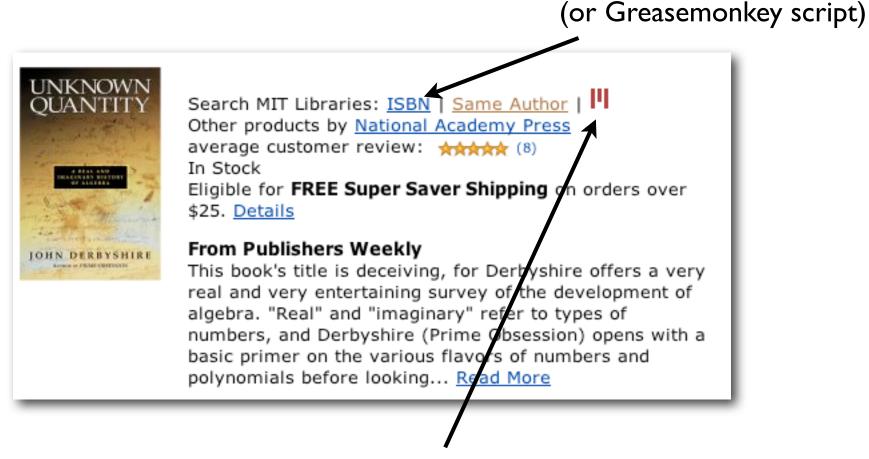


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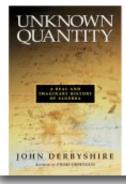
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### Conclusions

It's getting easier to embed and connect everything.

# That's a key aspect of "web 2.0" and "library 2.0."

# "Mashups"

# Recent library mashup competition.



#### If you didn't win, don't worry - Mashing up the Library continues from today

For all those users of libraries who have ever wished they could bring information from *their* library to life outside the virtual walls of its web site. For all those librarians who have contemplated enriching their OPAC with maps, reviews, jacket images, or folksonomies. For all of you, and for anyone else who has harboured a yearning to see information from or about libraries put to best use and displayed to best effect alongside information or services from other sources, we bring you the **Mashing Up The Library** competition.

## Mashup

From Wikipedia, the free encyclopedia (Redirected from Mashups)

#### Mashup can mean:

- Mashup (music), a musical genre of songs that consist entirely of parts of other songs
- Mashup (web application hybrid), a website or web application that combines content from more than one source
- Mashup (video), a video that is edited from more than one source to appear as one

It's also getting easier to build in community and "trust."

# that's another key aspect of "web 2.0" and "library 2.0"



#### http://en.wikipedia.org/wiki/Web\_2.0

# Web 2.0

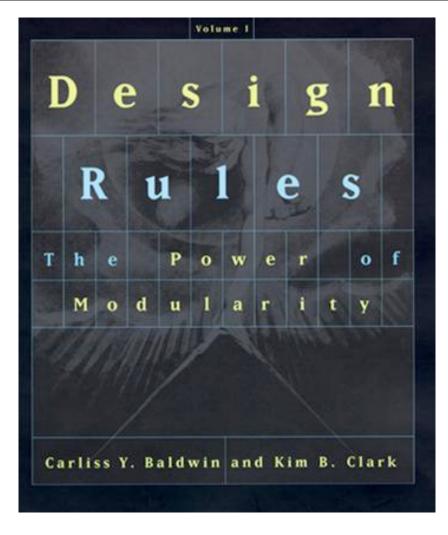
- the network as platform
- software as a continually updating service
- consuming and remixing data from multiple sources
- providing your data and services in a form that allows remixing by others
- an "architecture of participation"

# Old way of working

- spend years study and comparing pros and cons of commercial systems
- plan multi-year implementation process
- buy one system from one vendor
- buy more systems
- systems proliferate
- systems are separate ("silos")

## New way of working

- modular components
- buy, build, borrow
- set up prototypes and beta services
- free the data and allow mixing and matching
- keep studying the users
- when new technologies appear, plug them in as components



"Power of modularity"

MIT Press, 2000

Carliss Y. Baldwin and Kim B. Clark.

In their book **Design Rules: The Power of Modularity,** they argued that when there is a lot of technological uncertainty, the fastest way to find the best solution is to permit lots of independent experiments. That requires **modular designs rather than tightly integrated systems.**  Remember: Successful systems extend the users' work practice. Design works best when it models user behavior.

-Joshua Porter

# We should look for ways to understand and extend the practice of our users.

## Go forth and embed!

# Key reports with similar findings & recommendations to ours

Rethinking how we provide bibliographic services for the University of California. Bibliographic Services Task Force. December 2005. http://libraries.universityofcalifornia.edu/sopag/BSTF/Final.pdf

Perceptions of Libraries and Information Resources. OCLC Reports, 2005.

http://www.oclc.org/reports/2005perceptions.htm

The Changing Nature of the Catalog and Its Integration with Other Discovery. Library of Congress, 17 March 2006.

http://www.loc.gov/catdir/calhoun-report-final.pdf

The eXtensible Catalog Project: an open-source online system that will unify access to traditional and digital library resources. Jennifer Bowen and David Lindahl, University of Rochester, 2006.

http://www.extensiblecatalog.info/?page\_id=7