Inherent Dependencies in the OpenURL Reference Linking Model

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NISO Discovery to Delivery: Creating a First-Class User Experience
Atlanta, Georgia, March 22, 2010
www.niso.org/news/events/2010/d2d

OpenURL metadata exchange

incoming OpenURL
http://library.hi-tech.edu.lib.exlibris.com/ersuite/login?jsessionid=8517e2b5-0000-411e-8845-32ba9f7f9a7d;jsessionid=8517e2b5-0000-411e-8845-32ba9f7f9a7d

in our knowledge base?

- title: Library hi-tech
- issn: 0737-8831
- start date: 19970101
- end date:

link to syntax for Emerald
http://www.emeraldinsight.com/epsv/cgi-bin/cgi?body=linker&reqid=#@ISSN-HYPHENII#@DATE#&@VOLUME#&@ISSUE#&@PAGE#
What is a knowledge base?

- A database
- Contains information about web resources
  - e.g. what journal holdings are available in JSTOR
  - and how would you link to articles in them
- Contains information about the resources a library has licensed/owns
  - May contain electronic and print holdings (in addition to a number of other services)

So why is it so important?

- It knows where all the content is
- It knows which versions the library is able to access
- So — it’s the only place that can get a user to an “appropriate copy”

Going public

- Final Phase I KBart report now released!
  [www.uksg.org/kbart](http://www.uksg.org/kbart)
- Feedback and suggestions welcomed!
- Phase II about to start

Phase II / Next Steps

- Change of leadership and team members
- Definitions for global vs local updates
- Consortia-specific metadata transfer
- Institution-specific metadata transfer
- Documentation of guidelines for non-text content metadata transfer
- Review of metadata transfer for e-books
- Exchange of ERM data

OpenURL metadata quality
OpenURL Quality Initiative

Adam Chandler (chair). Cornell University Library
Susan Marcin. Columbia University
Oliver Pesch. EBSCO Information Services
Ellen Rotenberg. Thomson Reuters
Elizabeth Winter. Georgia Tech Library

Focus on incremental improvements to OpenURL metadata, based around quarter (three month) time units
Two year project. Report at the end of the two years will make a recommendation about continuation

http://openurlquality.niso.org/

Top 25 vendors account for 94% of all OpenURLs in sample

Element frequency (4,475,138 OpenURLs)
Constant: Core elements used by content providers in their link-to targets

- title - 64%
- spage - 64%
- volume - 61%
- issue - 60%
- date - 48%
- au last - 47%
- issn - 35%
- attle - 35%
- DOI - 14%
- ISBN - 5%

Based on an analysis of link-tos in the Cornell instance of the III WebBridge link resolver product.

<table>
<thead>
<tr>
<th>OpenURL source</th>
<th>link resolver vendor</th>
<th>target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web of Knowledge</td>
<td>EBSCO link resolver</td>
<td>ScienceDirect</td>
</tr>
<tr>
<td>OCLC/Openly link resolver</td>
<td></td>
<td>Web of Knowledge</td>
</tr>
</tbody>
</table>

DOIs as a percent of total (916,319); Top 25 = 99.5% of all DOIs

<table>
<thead>
<tr>
<th>% of <a href="http://www.jstor.com">www.jstor.com</a> openships that contain element</th>
<th>% of all other openships that contain element</th>
</tr>
</thead>
<tbody>
<tr>
<td>title</td>
<td>100</td>
</tr>
<tr>
<td>biblio</td>
<td>35</td>
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<tr>
<td>date</td>
<td>0</td>
</tr>
<tr>
<td>volume</td>
<td>96</td>
</tr>
<tr>
<td>issue</td>
<td>93</td>
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<tr>
<td>au last</td>
<td>100</td>
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<tr>
<td>issn</td>
<td>96</td>
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<td>ID</td>
<td>47</td>
</tr>
<tr>
<td>issue</td>
<td>1</td>
</tr>
<tr>
<td>period</td>
<td>1</td>
</tr>
<tr>
<td>isbn</td>
<td>0</td>
</tr>
</tbody>
</table>

total sources > 100
data patterns
### OpenURL source | link resolver vendor | target
--- | --- | ---
elsevier.com | Search | Catalog

http://cslnkresolver.com?
SS Source=3&genre=article&Sid=ProQ&atitle=General%20Patterns%20of
%20Cell%20Phone%20Usage%20Among%20College%20Student
%20Senior%20&%20Fostering%20Study%20&%20Services%20Marketing
%20Quarterly&issn=153329698
date=01%2F
01%2F2005

### OpenURL source | link resolver vendor | target
--- | --- | ---
proq: | Serials | Solutions link resolver

"I hope you are successful with this NISO initiative. Until some sort of quality control (not too minimal mind you) can be achieved I think our end users will continue to experience a high level of frustration. Particularly when you take into account the constant ideology of seamless connectivity within a pre-existing complex network of systems and the market place."

- Mies Martin
Digital Resource Coordinator
J.R. Van Pelt / Opie Library
Michigan Technological University
“OpenURL” proprietary link-to syntax

Reference linking model (1999)

http://openurlquality.niso.org/

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