Open Discovery Initiative Recommended Practice (2020): Roles for Publishers, Discovery Service Providers and Libraries

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NISO ODI Standing Committee / IEEE

Introduction

Julie Zhu

- Senior Manager, Discovery Partners, IEEE
- Joined KBART II Working Group in 2010
- Joined ODI Standing Committee in 2014
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KBART & Non-English Content

- Presented at the 2018 China-U.S. Forum on Standards for Digital Resources

- KBART III Work Item
  - Improved support for global content, including those with non-Latin characters
    - Translated title
    - Transliterated title
   - Language of content
    - Names of authors/editors

Outline

1. Overview of the Open Discovery Initiative

2. Roles for Content Providers, Discovery Service Providers and Libraries

3. Resources

History of the Open Discovery Initiative

2011 ODI proposed at ALA Annual

2014 First Recommended Practice released
      Standing Committee created

2017 Revision process started

2020 Updated Recommended Practice released
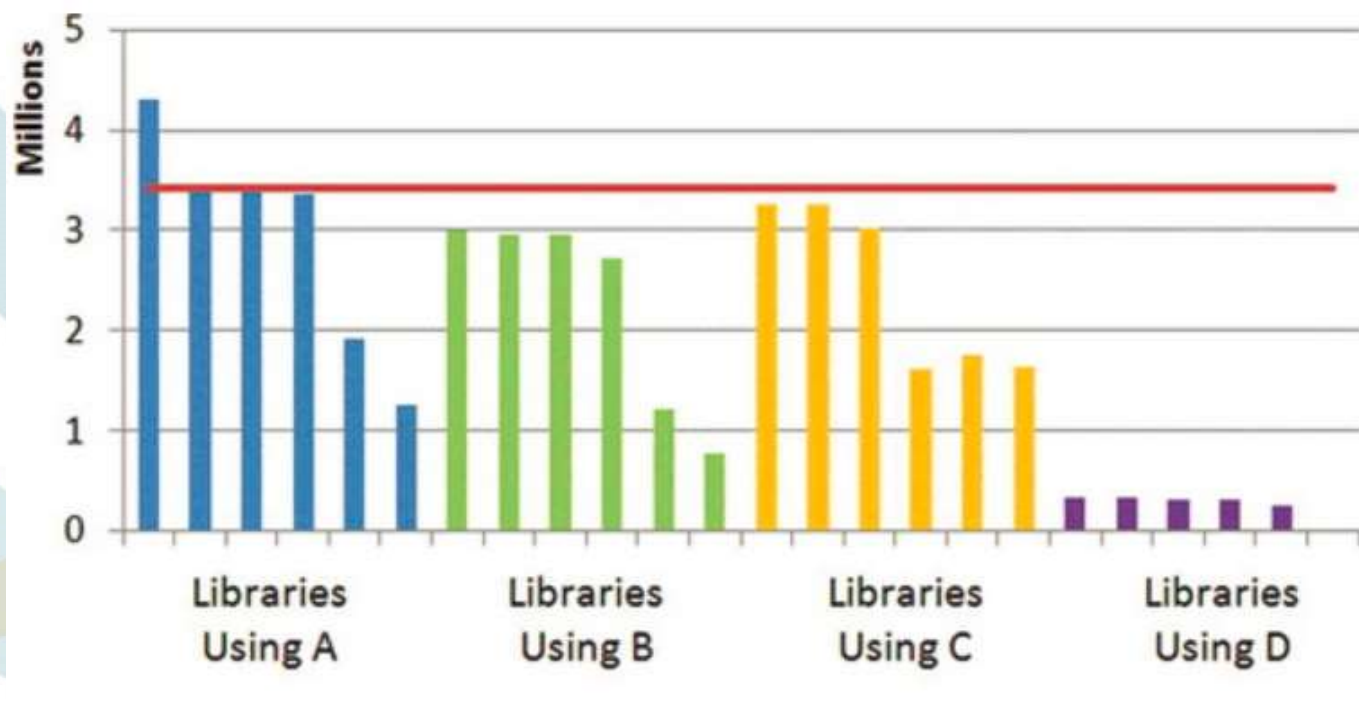
Discovery Pipelines
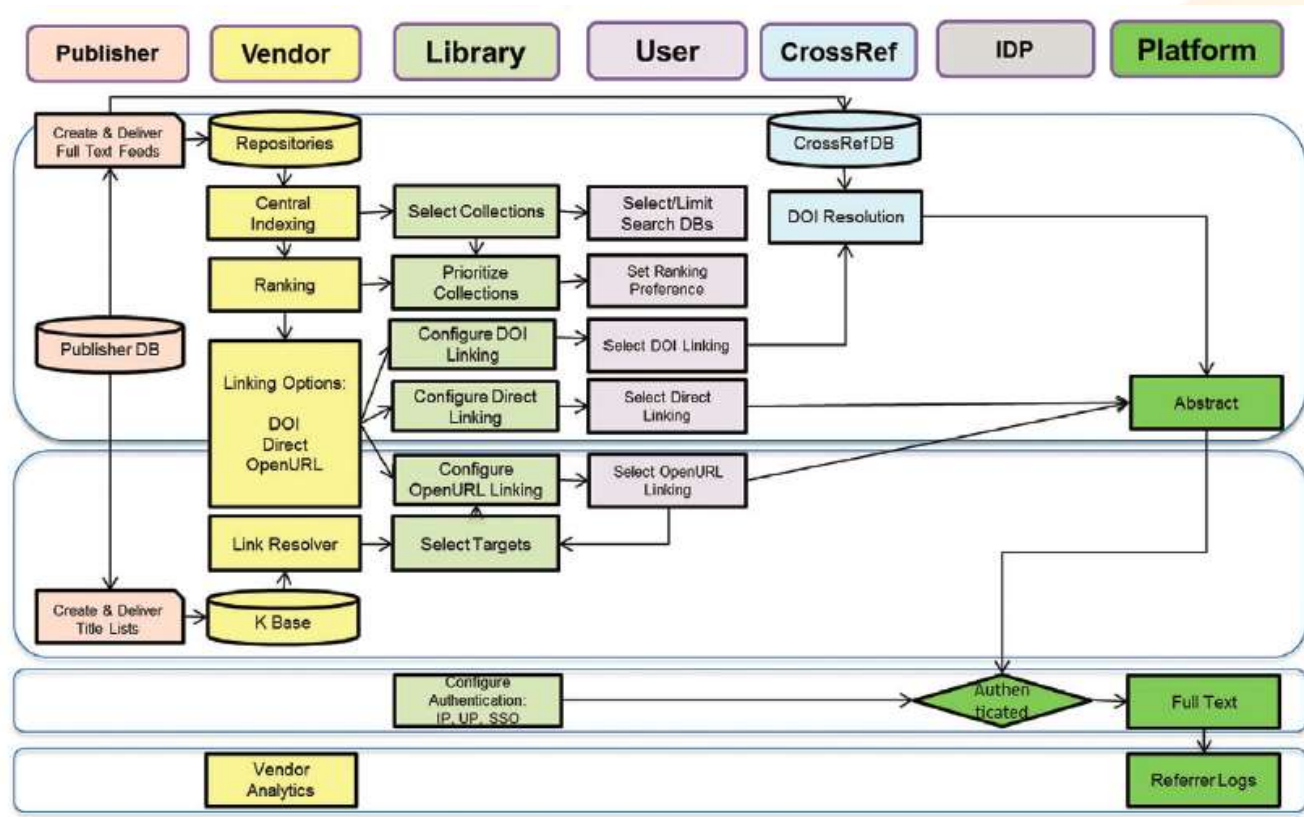
Zhu, J. **"Should Publishers Invest in Library Discovery Technologies and What Can They Do?"**
Learned Publishing 30.1 (2017): 71-80. http://onlinelibrary.wiley.com/doi/10.1002/leap.1079/full

Incomplete/Inaccurate Discovery Results

Zhu, J. and J. Kelley. **"Collaborating to Reduce Content Gaps in Discovery: What Publishers, Discovery Service Providers, and Libraries Can Do to Close the Gaps."** *Science & Technology Libraries* 34.4 (2015): 315-328. http://www.tandfonline.com/doi/full/10.1080/0194262X.2015.1102677

Goals of the Open Discovery Initiative

- Define ways for libraries to **assess** the level of content provider participation and for discovery services to affirm how they use that content

- Help streamline the **process** for content providers work and discovery service vendors to work together

- Define models for **"fair" linking** from discovery services to publishers' content

- Determine what **usage statistics** should be collected for libraries and for content providers

ODI Standing Committee Roster

Libraries

Marshall Breeding, Independent Consultant	Geoff Morse, Northwestern University
Noah Brubaker, PALNI	Laura Morse, Harvard University
Teresa Hazen, University of Arizona	Ken Varnum, University of Michigan

Content Providers

Bobbi Patham, Springer Nature	Maria Stanton, ATLA
Don Sechler, Clarivate Analytics	Julie Zhu, IEEE

Discovery Service Providers

Scott Bernier, EBSCO Information Services	Rachel Kessler, Ex Libris/ProQuest
Jay Holloway, OCLC	

Key Updates with 2020 Version

- **Fair Linking** (3.2.3, 3.3.2): Recommend metadata for OpenURLs and provision of non-proprietary direct links

- **Usage Statistics** (3.3.4) Report usage in line with current COUNTER standard, which includes discovery usage reports

- **Open Access** (3.3.5): Parties should use "free to read" metadata

1   @gmorse@gmail.com @gmorse@northwestern.edu I just hid this slide, as I don't think it's needed (was debating this yesterday).

         I'll go through slide 8, and transition to you to start with slide 12 (9-11 are now hidden).
         Ken Varnum, 2/11/2021

Key Updates with 2020 Version

- **Record Display** (3.3.8): CPs can request not to merge their records & display credit for their metadata in DSP record

- **Ranking Algorithm Disclosure** (3.3.9): DSPs should explain the general fundamentals of how metadata is used

- **Best Practices for Libraries** (3.4): **NEW** Highlights items libraries should conform with, making them equal partners

Content Provider Role

- **Metadata Quality**: Fosters sense of trust and enhances overall user experience (especially for advanced users).

- **Fair Linking:** Essential for libraries to choose which platform to link to

- **Open Access:** Where content is open, use the "free-to-read" metadata standard to say so.

- **And more:** See the Content Provider conformance checklist

Content Provider Role

Metadata Quality

- List of core elements to be provided at a minimum

Monograph & Serials	Articles/ Documents	Manuscripts/ Unpublished Content	Media Content Image	Media Content Recording	Media Content Motion Image
Nature	Derivation of pluripotent stem cells horn cultured human primordial germ cells	The evolution of cooperative signal comprehension in the domestic dog (Canis familiaris)	Portrait of Françoise en costume tailleur	Panama	The Scent of Green Papaya
	Shamblott, MJ; Axelman, J; Wang, SP; Bugg, EM; Littlefield, J; Donovan, PJ; Blumenthal, PD; Huggins, GR; Gearhart, JD	Wobber, Victoria Elizabeth	Picasso, Pablo	Armstrong, Louis	Tran, Anh Dung; Lu, Man San; Truong, Thi Loc; Yen-Khe, Tran Nu; Delhomme, Benoit; Abril, Jean-Philippe; Dedieu, Nicole; Roques, Jean-Pierre; Rossignon, Christophe; Negre, Alain; Ton-That, Tiet
			VIAF ID 15873	VIAF ID 195226	

- Publicly disclose level of discovery participation

Content Provider Role

Fair Linking

- Data should be provided to support Open URL resolution, see:

  ANSI/NISO Z39.88-2004 (R2010) The OpenURL Framework for Context-Sensitive Services

Content Provider Role

Open Access

- Open Access items should have "free_to_read" included in the metadata if item can be viewed without authentication
- Start and end data can also be included in free_to_read attribute

<free_to_read start_date="2015-02-03"/>

Discovery Provider Role

- **Transparency** of what is included in Discovery System
  - Collection level
  - Title level
- **Fair linking**
- **Metrics**
- **Open Access**

Discovery Provider Role

Transparency

- Collection level metadata

Provider	Market Product	Titles in KB	Titles in Central Index		Number of Unique Records in Central Index		Percent of Records Full-Text Searchable in Central Index		Percent of Records Abstract Searchable in Central Index		Percent of Records from Provider that are Subject Searchable in Central Index		Percent of Articles that are Free to Read		Date of Last Market Product Update (content provider only)	Date of Last Report Update
			Overall	Content Provider	Overall	Content Provider	Overall	Content Provider	Overall	Content Provider	Overall	Content Provider	Overall	Content Provider		

- Title level metadata

Title	Standard identifier(s) e.g., ISSN, ISBN	Content format	Content type	Dates of coverage (journals) or date of publication	Number of records in Central Index	Percent of Records Full-Text Searchable in Central Index	Percent of Records Abstract Searchable in Central Index	Percent of Records from Provider that are Subject Searchable in Central Index	Percent of Articles that are Free to Read	Date of Last Report Update

Discovery Provider Role

Fair linking

- Do not discriminate based on business relationships in generating results, relevance, or link order
- Allow libraries preference in establishing which platform to link to
- Statement of neutrality in algorithms
- Explanation of business relationships with content providers
- Link presentation configurable by libraries

Discovery Provider Role

Metrics

- **COUNTER reports**
  - Is content being findable in discovery systems?

  - How effective is the metadata within the discovery systems?

  - Is licensed content being restricted to subscribers?

Discovery Provider Role

Open Access

- Indication of Open Access, Public Domain, or otherwise freely available materials needed for end users.

Librarian Role

- Configuration
- Training and communication
- Conformance to best practice

Librarian Role

Configuration

- Ensure that discovery provider's configuration guidelines have been followed.
- Document all configuration decisions.
- Assign staff to oversee specific areas of configuration.
- Confirm that subscribed content is enabled in discovery.

Librarian Role

Training

- Develop training to meet different users' needs (including library staff!).
- Review all system upgrades even if they are performed by vendor

Librarian Role

Conformance

- Complete and publish a library conformance statement.
- Follow up with vendor partners on their conformance
- Library advocates increasing ODI conformance for Content Providers and Discovery Service Providers

Resources for Content and Discovery Providers

- Content Provider FAQ

  https://www.niso.org/standards-committees/odi/content-provider-faq

- Implementation Guide

  https://bit.ly/2Wblk7W

- Conformance Checklist Templates & Statements

  - Goal is transparency, not perfection!

  https://www.niso.org/standards-committees/odi/conformance
  https://www.niso.org/standards-committees/odi/completed-statements

Resources for Librarians

- FAQ and Talking Points

  https://www.niso.org/standards-committees/odi/library-talking-points

- Publishers Discovery Configuration Guides

  https://niso.org/standards-committees/odi/configuring-content-providers

- Conformance Statement Checklist

  https://groups.niso.org/apps/group_public/download.php/24607/ODI%20Conformance%20Checklist%20Template_Library_2020.docx

Stay Connected

- Website
    https://www.niso.org/standards-committees/odi

- Mailing List
    http://groups.niso.org/lists/opendiscovery/

- ODI Updates
    https://www.niso.org/standards-committees/odi/updates

- Twitter
    https://twitter.com/NISO_ODI

We Are All Data Plumbers!
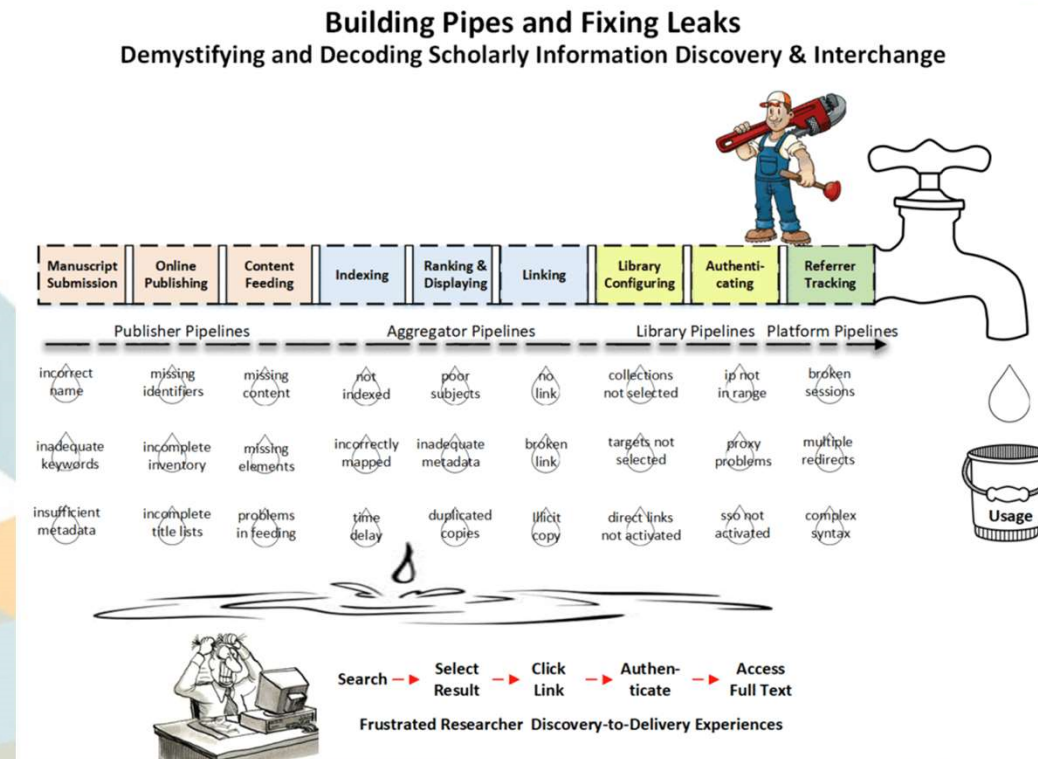
Zhu, J. "Building Pipes and Fixing Leaks: Demystifying and Decoding Scholarly Information Discovery & Interchange." Scholarly Kitchen, July 11, 2019.
https://scholarlykitchen.sspnet.org/2019/07/11/building-pipes-and-fixing-leaks-in-scholarly-content-discovery-and-access/

Thank you! Questions?

https://www.niso.org/standards-committees/odi
odi@niso.org