Collaborative Library Resource Sharing ... New Models ...

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Direct home delivery from remote library has started

Traditional InterLibrary Loan continues to grow

Direct Consortial Borrowing dramatically increases sharing

Then:
Attention abundant; resources scarce
Now: Attention scarce; resources abundant

Then: Users built workflow around libraries
Now: Library must build services around user workflow

Moving to new models for Resource Sharing, what does this mean?

Today’s Information Consumer

Expectations in a networked world

- Simplicity and ease of use
- Self-service
- Immediate gratification
- Single source for one category
- Rich interactivity
- User participation, contribution, collaboration
Amanda’s View of Technology

• It’s embedded
• Whenever
• Wherever
• Comfortable with diverse media

Social Interactions

• Collaboration is key
• Constantly connected
• Constantly multi-tasking
• Internet vs. TV
• Doing vs. knowing

Information Perspectives

• Information is information
• Media formats don’t matter
• Visual learners
• Process immediately
• Different research skills

Amanda’s Library Expectations

• Set by the web
• Established conventions
• Not intimidated by info
• Confident in own abilities

Who is engaging users?

Search Engines
Amazon
MySpace
Facebook
SecondLife
Flickr
Newer Emerging Sites

What type of expectations are being set?

One simple example:

Netflix goal: Getting movies to me
Not controlling how long I keep them
How Libraries fit in

Change in use of Web services from 2005 - 2007

The world, the Web and your library

Alexa.com ratings:

#1: Yahoo! Sites
#2: Google
#3: MIT Libraries (all of MIT)
(down from approx #750 in early 2007)
#8,330: WorldCat.org
(up from approx #40,000 in early 2007)
#47,989: LA Public Library Web Site
(down from approx #35,000 in early 2007)
#95,952: Denver Public Library Web Site
What can we learn

- These sites are user centric
- We tend to be library centric
- Why this is important
  - 18 years ago attention was abundant and resources were scarce
  - Now resources are abundant and attention is scarce

Websites vs. networked services

Successful Web services leverage cooperation and add value for the user:

- Google: Advertisers matched with searchers.
- eBay: Many buyers and sellers with histories over time.
- Amazon: Thousands of stores, millions of products, served up in one Internet storefront.

Every user adds value for all users and to the platform as a whole

The system is more efficient through shared resources (improvements, feedback, data)

How we see our delivery workflows

New models for Resource Sharing

How users see our delivery workflows

So what is meant by new models?

How libraries position / reposition themselves in a broader information environment

How libraries decide what services to deliver, how to deliver them and what external factors will be allowed to control service delivery
A new model should start with desired outcome

- My desired outcome is to engage end users
  - How?
    - Find out who is engaging them successfully
    - Learn and adopt from those successes
    - Be willing to try and fail or succeed

Some new models must embrace an evolutionary approach to developing services

- Monolithic RFPs can block innovation
  - Start as simple as possible, then simplify again
  - Build services which are pluggable/mashable/hackable
  - Leave ourselves space to constantly learn and adapt

Three examples

- Danish home delivery
- Montana home delivery
- WorldCat Direct

A new model can . . .

- Recognize today’s needs and accept paradigm shifts
- Start simple and try new models for library service
- Create services which can more easily adapt to change

Looking at a commercial model change

- Blockbuster Video:
  - Go to store
  - Handle the videos
  - Single employee recommendations
- Netflix
  - Technology change allowed a new model
  - But the took it further
  - Much more information on the videos
  - Thousands of user recommendations

More than a technology shift - what is the user perspective?

- Is this useful or interesting
- How do I get it
What the user hopes for

Google wasn’t built in a day
(or from a single RFP specification)

- Start simple
- Make it even simpler
- Reusable data and services
- Accept there will be successes and failures
- Experience with University of Washington WorldCat Local

Embracing new models for resource sharing

- Doesn’t start with software, but about why and how we deliver services
- Means learning from those outside the library space and adopting new practices and principles or we will be isolated and obsolete
- For end user services means starting with the user and building library services that meet their expectations