Only Connect
the finding and the using of scholarly content

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How do they shape users’ expectations?
Finding and using: the theory

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EXPLORER
'I know what I don’t know'

EXPLOIT
'I know what I know'

EXPERIMENT
'I don’t know what I don’t know'

EXPOSE
'I don’t know what I know'
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Awareness

Knowledge
Finding and using: the practice

Connect

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Discovery

+ 

Delivery
Discovery
Discovery

- aggregated search
- integrated resources
- network effects
  - human
  - machine
- breaking down boundaries
Delivery
Delivery

- simple access
- intuitive interface
- flexible models
- minimal DRM
- ubiquitous
- immediate
- connected
Dull (but essential)

• standards
  – ONIX, MARC
  – ePub
• data quality
• rights
• DAM/DAD
Only Connect
Any Questions?

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