OPAC 2.0 and Beyond!

...to boldly go where no library has gone before

University of Huddersfield, UK
www.hud.ac.uk/cls
Contents

• Before the OPAC
• OPAC 1.0
• OPAC 2.0
• Beyond the OPAC
Once upon a time...
Warning!

The following slides may contain library pornography…
Lincoln, Abraham, Pres. U.S. 1809-1865

Kimmel, Stanley Preston.

Mr. Lincoln's Washington. New York, Coward-McCann

http://www.flickr.com/photos/domesticat/2111747772/
http://www.flickr.com/photos/bfurlong/3190926784/
Geac ADVANCE Library System (6.82.24) bodopac Bodleian
Oxford University

**OPAC MENU**

1. SEARCH  Search Online Catalogue

2. REC    Display your record

3. OFF    Log off

Is your personal data safe? Have you changed your password?
Type 2 and press ENTER, then choose "Password change" to set a new password.

Enter the number of your selection and press <ENTER>
or ? followed by <ENTER> for Help.
The 1990s...
Lodge-pole pine

634.9751  Crutchfield, William B
C869g  ...Geographic variation in Pinus Contorta...
1957  Cambridge, Mass., Harvard University, 1957. 118p. illus. 28cm. (Maria Moors Cabot Foundation. Publication no. 3)

Gift from the author.
JOHNSON COUNTY LIBRARY
171 N. ADAMS AVE., BUFFALO, WY
307-684-5546 or 800-661-7071
“Designed to redefine the original MARC record format for the 21st century…”

…and yet, the primary purpose of the complex punctuation rules in MARC21 seems to be to ensure that you can still produce perfect **printed** catalogue cards!
What we think our users want...
Advanced Keyword Search
Please fill in the form, select limits, and click Submit (or choose a Simple Keyword Search).

Any Field: 
And 
Any Field: 
And 
Any Field: 
And 
Any Field: 

Limit search to available items
Collections: View ALL Formats and Libraries
Additional limit and sorting options:
If limiting to a particular library location is not required, leave 2nd search box empty and leave the default Search Type setting as is. Alternatively, enter other search terms to 2nd search box (in addition to those entered to 1st search box) and select one of the other search types, as appropriate, to do a complex Boolean search (for skilled searchers only).
**Boolean Searching**

Broaden or narrow your search by combining words or phrases using the Boolean operators **AND**, **OR**, and **NOT**.

The results of performing Boolean searches are sometimes illustrated by the diagrams below (called Venn diagrams.) The diagrams show graphically how using the **AND** operator narrows a search, using **OR** broadens a search, and using **NOT** excludes material from a search.

Many databases and search engines have an Advanced Search interface that allows for Boolean searching; you can also try just using a Boolean operator in the main search box.

<table>
<thead>
<tr>
<th>Operator</th>
<th>Example search</th>
<th>The search will find...</th>
<th>Venn diagram results shown in pink</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AND</strong></td>
<td><strong>north carolina and prohibition</strong></td>
<td>items containing &quot;North Carolina&quot; and &quot;prohibition.&quot; <strong>AND</strong> narrows a search, resulting in fewer hits.</td>
<td><img src="image" alt="Venn diagram" /></td>
</tr>
<tr>
<td><strong>OR</strong></td>
<td><strong>zimbabwe or rhodesia</strong></td>
<td>items containing either &quot;Zimbabwe&quot; or &quot;Rhodesia&quot; or both. <strong>OR</strong> broadens a search, resulting in more hits.</td>
<td><img src="image" alt="Venn diagram" /></td>
</tr>
<tr>
<td><strong>NOT</strong></td>
<td><strong>mexico not new mexico</strong></td>
<td>items containing &quot;Mexico&quot; but not &quot;New Mexico.&quot; <strong>Caution!</strong> It’s easy to exclude relevant items.</td>
<td><img src="image" alt="Venn diagram" /></td>
</tr>
</tbody>
</table>
Thats not my monster...

Lance Strong
Its Not About the Bike
My Journey Back to Life

Oranges are not the only fruit

Jeanette Winterson

"The most interesting young writer I have read in twenty years"

"Lance Armstrong's story is the stuff of legends"

Independent News
Interpreting Search Results

To see the Full View of the Catalog record, click the title of an item on the results list.

Click find it for alternate ways to obtain the document, along with additional information about the item. (See below.)

Write down the collection (e.g., Reference Stacks, Folio) and the call number. See the library’s Floor Plan for details.

There are 8 libraries on the College Park campus; note which library owns the material. Click to view the library’s location, hours and more.

A link will be available if some or all of the material is available online.

Click on Availability to determine the material’s borrowing status.
So I figure that the library is evil. And it hates me. And I feel so inferior because everyone else obviously understands, like they're all keeping some secret from me...

Does anyone actually understand all the scary numbers and classifications and and and and stuff?!?! Grrrr....

And when I do actually find the book with the number on that I'm looking for, it's the WRONG SODDING BOOK!!

Oh, I hate the library.

1. **Jill Atkinson**
   Man. You have not been having a good time with it, huh.
   I got lost in the Science department once.
   And then when I found my book I didn't know where the taking-books-out desk was.

Libraries are a cruel mistress.
• Why are we trying to turn our users into little mini librarians?
• “Thou shalt not use yonder library until thou hast understanding of...”
  – Dewey Classification
  – Shelfmarks & Shelf Order
  – Boolean Logic and Advanced Set Theory
  – the difference between accruing & outstanding fines
What our users expect...
Five laws of library science (1931)

4th Law: Save the time of the Reader

- “…if readers find what they are looking for in a timely manner they will be more satisfied, and more likely to feel like their needs have been met.”
With hindsight...
“I wish I had known that the solution for needing to teach our users how to search our catalog was to create a system that didn't need to be taught … I wish I had known that we would come to pay the price of our folly by seeing our users flock to commercial companies like Google and Amazon.”
Does your OPAC suck?

Imagine it's 1995. Amazon.com is founded, and Jeff Bezos decides to launch this *innovative* new online bookstore with an Innovative Interfaces OPAC. Enjoy the pain.

(c) 1995 Innovatuv Inturfaces, Inc.

*What is this?*
“The OPAC Sucks” song

The OPAC sucks, that's all I gotta say
You're outta luck if you can't spell “Hemingway”

... The OPAC sucks, a sad calamity
Like it's stuck in 8 million B.C.
The title that I seek
Is buried very deep

(lyrics by Brian Smith, Chicago Librarian)
How OPACs Suck, Part 1: Relevance Rank (Or the Lack of It)

Posted on 03/13/2006 at 12:28:16 PM by Karen G. Schneider

I recently wrote about NCSU adding a search engine to its online catalog. But after talking to librarians who asked me, "So what did they get for doing that?" I realized I need to back-pedal and explain how a search engine makes an online catalog easier to use (or, as Andrew Pace puts it, "Why OPACs Suck").

Cream Rising to the Top

I'll start today with relevance ranking—the building block of search, found in any search engine, from Google to Amazon to Internet Movie Database to little old Librarians' Internet Index.

At MPow (My Place Of Work), as we say on the blogs, we're evaluating new search engines. Every product I've looked at offers relevance ranking, and every search-engine vendor tells me, bells and whistles aside, relevance ranking works pretty much the same everywhere.

By default, when a user conducts a search in a search engine—say, a search for the term million—the search engine should return best matches first. That's relevance ranking: the cream of the search results rising to the top. We're so used to this we don't even think twice when Google's first page of hits for the

OPAC Suckitude

But compare that same search in your typical online catalog. Today I picked two dozen online catalogs from around the country and conducted keyword searches for the term million. Call me picky, but the first page of hits—often the first or second hits—for those catalog searches should not include:

- Hog heaven: the story of the Harley-Davidson empire
- The rock from Mars: a detective story on two planets / Kathy Sawyer
- The Johnstown Flood
- Mosby's 2006 drug consult for nurses
- Hotel Rwanda
- Teens cook dessert

out, and it's no excuse for relevance ranking.}
How can your OPAC be fun? (No, not with Flash animations.****) Here are some first thoughts:

- Provide blog widgets and RSS feeds so patrons can show off what they're reading and what they thought of it.
- Let people find what they want, but let them also get entertainingly lost. Encourage exploration, serendipity and lost-ness.
- Allow patrons to interact with the catalog via tags, ratings and reviews. (And would it kill you to give them patron pages?)
- Link outward. The web is fun. Point to it.
- Allow (static) inbound links. What are you, a bouncer?
- Let patrons access your data via API. Some clever patron will do something fun you hadn't thought of.
- Give patrons a reason to check in every day—something about the books, and ideally about *them* and the books, not some "trick" like free movie passes.
- Talk to patrons in their own language (eg., with tags), not in some crazy argot, where "cooking" is "cookery" and "the internet" is "the information superhighway."
- Give patrons fun, high-quality recommendations.
Web 2.0
Harry Potter and the deathly hallows / by J.K. Rowling; illustrations by Mary Grandpré.

Based on 5 patron reviews.
Huddersfield
• General unhappiness with vendor product
• “In-house” enhancements to the existing OPAC…
  – user suggestions from surveys
  – “Web 2.0” inspired features
  – borrowing good ideas from other web sites
  – new features launched with no/low publicity
  – “perpetual beta”
Keyword cloud
A long hard look at 'Psycho' / by Durgin, Raymond.


People who borrowed this item, also borrowed (show more or everything):
- The horror film: an introduction (2007) by Worland, Rick
- Horror, the film reader (2002) by Jancovich, Mark

<table>
<thead>
<tr>
<th>Location</th>
<th>Collection</th>
<th>Class (Dewey) No.</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Huddersfield</td>
<td>Loan Collection Floor 5 – 2 wk loan</td>
<td>791.4372 DUR</td>
<td>Available</td>
</tr>
</tbody>
</table>
Personalised suggestions

Account Overview

View and Renew Items on Loan – See and renew currently checked out items
- Checked Out: 5
- Overdue: 0
- Lost: 0

Hold Requests – Items ready to be picked up and waiting to become available

Looking for something? We think you might be interested in:

Health promotion: foundations for practice by Naidoo, Jennie

Personal Details – See and change address, phone number, email address, PIN and preferences

Looking for something? We think you might be interested in:

Health promotion: foundations for practice by Naidoo, Jennie

Lending History – See below for a list of the last 200 items you borrowed

Did you find these books useful? Please add your ratings or comments!
Virtual shelf browser

<table>
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<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library and Computing Centre</td>
<td>Loan Collection Floor 5 – 2 wk loan</td>
<td>791.43658 FRA</td>
<td>Available</td>
</tr>
</tbody>
</table>

Virtual shelf browser:

Useful links:
- Amazon UK: [http://library.hud.ac.uk/perl/amazon.pl?0742538095](http://library.hud.ac.uk/perl/amazon.pl?0742538095)
- Blackwell: [http://library.hud.ac.uk/perl/blackwells.pl?0742538095](http://library.hud.ac.uk/perl/blackwells.pl?0742538095)
- LibraryThing: [http://library.hud.ac.uk/perl/librarything.pl?0742538095](http://library.hud.ac.uk/perl/librarything.pl?0742538095)
- Permalink: [http://library.hud.ac.uk/catlink/bib/540699/cls/](http://library.hud.ac.uk/catlink/bib/540699/cls/)
- Loan Stats: [http://library.hud.ac.uk/perl/stats/stats.pl?bib=540699](http://library.hud.ac.uk/perl/stats/stats.pl?bib=540699)
Other libraries
Dave Pattern: ...do you get many people using the chat box in the OPAC?
asktscp1: yes, regularly, or we can look items up for patrons
Dave Pattern: cool -- it's such a simple feature to implement, all libraries should do it!
asktscp1: Oh, I agree.
Dave Pattern: I'll let you get back to work :-) Have a great weekend!
asktscp1: Hey, you too!
Free hot video chat with a librarian?!
Harry Potter and the deathly hallows / by J. K. Rowling ; illustrations by Mary GrandPré.

1st ed.
x, 759 p. : ill ; 24 cm.

Notes: "Year 7"--Spine.
Sequel to: Harry Potter and the Half-Blood Prince.

ISBN: 9780545010221
0545010225

Reservable copies: 422 Current Requests: 0
“We need to focus more energy on important, systemic changes rather than cosmetic ones. If your system is more difficult to search and less effective than Amazon.com, then you have work to do.

After all, you can put lipstick on a pig, but it's still very much a pig.”
OPAC 2.0
(“Next Gen”)

University of Huddersfield

Inspiring tomorrow’s professionals
OPAC 2.0

- Second generation web OPACs
- Feature list...
  - relevancy ranking by default
  - faceted browsing / limiting
  - “did you mean?” spell checking
  - RSS feeds, OpenSearch, etc
- Marking MARC work harder!
  - importance of high quality, rich records
• Typical OPAC 2.0 features…
  – user tagging (aka folksonomies)
  – user ratings
  – user reviews
  – social bookmarking options
  – search results sorted by relevancy
What’s missing from OPAC 2.0?

- We need more serendipity!
  - borrowing suggestions
  - “just in time” recommendations
- Social features
  - create links between borrowers
- Web services and APIs
  - encourage users to remix our data
Commercial products

- AquaBrowser
- Ex Libris: Primo
- Innovative Interfaces: Encore
- SirsiDynix: Enterprise
- Talis Platform: Prism 3
- DS: DSArena
Open Source OPACs

• Developed by libraries for libraries!
  – Scriblio
  – VuFind
  – LibraryFind
  – fac-back-opac
  – Project Blacklight
  – The Social OPAC
• **Koha & Evergreen**
  – Evergreen is perhaps more suited to consortiums
  – both come with good OPACs, e.g.
  • [Dame Alice Owen's School](#), Herts (Koha)
  • [Horowhenua Library Trust](#), NZ (Koha)
  • [Ovid-Elsie Area Schools](#), US K-12 (Evergreen)
LibraryThing (aka LT)

• **LibraryThing for Libraries**
  – add tagging, reviews, recommendations, etc to an existing OPAC

• **Libraries using LT as an LMS/OPAC**
  – School of Health and Related Research (Sheffield)
  – National Institute for Health & Clinical Excellence
Thank you!

…any questions?

That’s all Folks!