



The Future of Cataloging

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The Future of Cataloging

- 1. Background**
- 2. Environmental scan**
- 3. How did we get here?**
- 4. Where we are today**
- 5. The way ahead**



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Strengths

- Describes what is being controlled
- Provides precision and disambiguation
- Standards widely adopted
- Cataloging easily exchanged
- Supports library automation

Weaknesses – Cost

- Expensive, time consuming, labor intensive
- Can be seen as meeting catalogers' needs at the expense of users' needs
- Is seen by some as technologically obsolete.

Weaknesses – OPACs

- OPACs are seen as being broken
- OPACs are seen as inflexible
- OPACs are invisible to the web.

Weaknesses – Demographics

- Fewer are entering librarianships
 - Fewer still are being steered to cataloging
- LC's cataloging staff is aging
 - Average age in the upper 50s
 - Most will retire in the next few years
 - Questionable whether many will be replaced

Opportunities

- More information published today than ever
 - Increasing at a 4.4% annual rate (AAP)
 - Internet is expanding rapidly
- Google and others provide quick look-up access
- There is a need to conceptual organization without dependency on language or word choice.

Opportunities – Technologies

- Communication technologies
 - Blogs, Wikis
- Social networking technologies
 - Tagging, Folksonomies
- Search technologies
 - Endeca, AquaBrowser, FAST Search & Transfer

Threats – LC

- Priorities
 - Service to Congress
 - Making LC's collections available to the public
 - Distributing library information and standards

Threats – LC

- LC's funding is limited and mostly comes from Congress
- LC is NOT the national library
- Distribution of LC's cataloging and standards is paid for by libraries, not Congress
 - This helps to ensure that cataloging distribution continues

Threats – Library Impacts

- Libraries count on availability of LC cataloging
- There are budgetary and staffing implications

Threats

- Search sites
- OPACs
- Social tagging
- Commercialization of content
- Multiple thesauri
- Metadata harvesting.

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Why Do We Catalog? – Panizzi

- Anthony Panizzi – “91 Rules” (1841)
 - Anyone looking for a particular work should be able to find it through the catalog.
 - Gather things together in the catalog by author or by type of issuing organization.

Why Do We Catalog? – Cutter

- Charles Ammi Cutter – “Rules for a Dictionary Catalog” (1904)
 - Catalogs should not only point the way to individual publication; they should assemble literary units.
 - Functions of bibliographic control:
 - Identify
 - Collocate
 - Evaluate

Why Do We Catalog? – Cutter

- Objects
 - To enable a person to find a book of which either the author, title, or subject is known.
 - To show what the library has by a given author, on a given subject, or in a given kind of literature.
 - To assist in the choice of a book as to th edition or its character.

Why Do We Catalog?

■ Paris Principles (1961)

- A catalog should be an efficient instrument for ascertaining:
 - Whether the library owns a particular book by:
 - Its author and title, *or*
 - If no author is named, by its title alone, *or*
 - If the author and title are inappropriate or insufficient for identification, by a suitable substitute for the title.
 - Which works by a particular author *and*
 - Which editions of a particular work are in the library.

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Users & Uses of Bibliographic Data (Markey, 2007)

Table 1. Estimating the System Expertise and Domain Knowledge of Information Seekers

	Low system knowledge	High system knowledge
Low domain expertise / Low procedural knowledge	~77%	~7%
High domain expertise / High procedural knowledge	~16%	Less than 0.5%

Users & Uses of Bibliographic Data

■ Double Experts

- High system expertise and high domain knowledge
- Procedural knowledge is high
- This is who we built our catalogs and cataloging for

Users & Uses of Bibliographic Data

■ Double Novices

- Low domain expertise & low system knowledge
- Low procedural knowledge also characteristic
- Don't think about searching, search strategies or tactics

Users & Uses of Bibliographic Data

■ Solution: Improve searching for double novices

- Reduce the impact of the user's:
 - Low system knowledge
 - Low domain knowledge
 - Low procedural knowledge

Users & Uses of Bibliographic Data

- Low System Knowledge
 - Embrace post-Boolean searching
 - Facilitate user scanning for relevant retrievals

Users & Uses of Bibliographic Data

- Low Domain Knowledge
 - Build functionality that uses domain expert search tactics
 - Require as little expertise as possible from the user

Users & Uses of Bibliographic Data

- Low Procedural Knowledge
 - Offer metasearching that approximates Google

Users & Uses of Bibliographic Data – Summary

- Embrace post-Boolean searching (with relevance feedback)
- Facilitate user scanning
- Expand on post-Boolean systems
- Add additional metadata to bibliographic records
- Design future systems with built-in procedural knowledge

Search Fatigue, or What's wrong with our OPACs?

- "You know, if I use the library catalog, it will give me a list of a thousand things, but there is really no ranking that I can understand." (undergrad)
- "Google is my first place to find something quickly." (faculty)
- "[Google] is user friendly... library catalog is not." (faculty)
- "...you need to know which database with abstracting, indexing ... Google, I don't have to know, I go to one spot." (grad student)

— From 2006 OCLC study: "Sense-Making, the Information Confluence"

Emerging Needs Comments

- "I find Google really really useful as a fast familiarizing tool." (faculty)
- "more like Amazon, than, say, the current library catalog." (undergrad)
- "Well, I have our library [web page] here open and... there's a lot of information but there's nowhere to search. This is the opening to the catalog but there's no box to search." (undergrad)

— From 2006 OCLC study: "Sense-Making, the Information Confluence"

Characteristics of a Good Search Experience

- Fast
- Simple
- Convenient
- Access from anywhere
- Current
- Customizable
- Includes familiarization tools
- Includes recommendations

Scholarship and Libraries

- Collections and information are changing
- Automation is evolving, largely without involvement by librarians
- Library patrons conceptualize and consume information very differently from librarians
- We have a role to play in changing our environment
- We also have a role to play in changing library processes
- We must find ways to collect, organize, and provide access information that reflect how our patrons think

□ "Definitely Digital," ALCTS Forum, Seattle, 2007 .

Electronic Scholarship

- A healthy publishing environment is the medium through which we collaborate across time and place and is as necessary to scholarship as air is to life.
- If it's not online, it won't be read.
 - It won't necessarily be read if it IS online.

□ James Hilton, "Scholarship in the Digital Age," ALCTS, 2007 .

You tend to think that others see your website as their sole focus

- This is a common misperception
- The website is really tailored to the needs of library workers, not the “drive-in” user

□ Lorcan Dempsey, "Moving to the Network Level: Networks Change Structures," ALCTS, 2007 .

Syndicated discovery experience

- Syndicate data or service or links
- Many are syndicating data to Google, Yahoo, Microsoft to pull others into their catalog
- Put the data where people are likely to be

□ Lorcan Dempsey, "Moving to the Network Level: Networks Change Structures," ALCTS, 2007 .

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Fix the Catalog

YOUR SEARCH RETURNED NO RESULTS

- Solution: Add spell check, stemming, relevance ranking, alternatives, extended searches

Use a Single Search Box

(Use good website design heuristics)



Fix the Display

Add better labels, utilize serial links, FRBR, format icons, "word clouds," etc.

Folksonomy & Tagging

- Definition
- Current Implementations
- Disadvantages
- Conclusion

Folksonomy & Tagging

- [Steve: The Art Museum Social Tagging Project](http://steve.finkdesign.com/steve.php)
- [Library Thing](http://www.librarything.com)
 - [About Library Thing](#)
 - [Add tags to a book](#)
 - [Explore a tag](#)
- [Amazon](http://www.amazon.com/Unbranded-Findability-What-Changes-Become/dp/B000076653)
 - [Explore my tags](#)
- [The ESP Game](http://www.espgame.org)

Some things never change

<http://www.youtube.com/watch?v=aX0-rgRm1os>

The Good news

- There is still a growing demand for the **expertise, knowledge, and understanding** that comes as a result of creating and working with bibliographic data
 - But we will not be able to satisfy this demand unless we adapt and leverage what is going on around us
 - Content is not the problem – the search interface is.

A White Paper on the Future of Cataloging at Indiana University, 2006

- “The need for cataloging expertise ... will not be diminished in the coming years. Rather, catalogers of the future will work in the evolving environment of publishing, scholarly communication, and information technology in new expanded roles. Catalogers will need to be key players in addressing the many challenges facing libraries and the overall management and organization of information.”

“Don’t worry about what anybody else is going to do ... The best way to predict the future is to invent it.”

– Alan Kay, 1971 .

THANK YOU

- Questions?
- ALCTS and the future of cataloging:
<http://www.ala.org/ala/alcts/newslinks/NewsLinks.htm>
- LC Working Group on the Future of Bibliographic Control: <http://www.loc.gov/bibliographic-future/>
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