



Smart Libraries

Formerly Library Systems Newsletter™

50 East Huron Street, Chicago, Illinois 60611-2795, USA

August 2006 Volume XXVI Number 8

Overdue Notice

A recent ACL study provides insights into how the general public and policy leaders view libraries and information technologies in this online age of computerized networks.

In mid-June, the eighty-four-page report *Long Overdue: A Fresh Look at Public and Leadership Attitudes about Libraries in the 21st Century*—sponsored by the Americans for Libraries Council (ALC), funded by the Bill & Melinda Gates Foundation, and conducted by Public Agenda, a non-partisan opinion research and civic-engagement organization—conveyed the finding that two-thirds (sixty-four percent) of the survey respondents indicated their local libraries should make it a high priority to have enough computers and online services to meet users' needs.

Divided into three sections—*The Public's View of Libraries, Leaders on Libraries, and What's Next for Libraries*—the free, downloadable (PDF) report includes eight "findings":

- I. "To the Public, Libraries Are Valued, Well-Run Institutions";
- II. "For Most Americans, Traditional Library Services Remain a High Priority";
- III. "The Public Believes that Computers and Internet Access Are Important, Too";
- IV. "Different Groups in the Community See Libraries through Different Lenses";
- V. "The Public Ranks Their Community Profiles";
- VI. "Leaders Say Libraries Are Indispensable but Vulnerable";
- VII. "There Is Strong Potential Support among the Public for Adequate Library Funding"; and
- VIII. "Libraries Have Potential to Do Even More."

In addition, the study found half of the respondents wanted to be able to access library catalogs and databases from outside the library as well as that the respondents were three times as likely to support tech funding for schools and libraries (as opposed to individual subsidies to low-income Americans) as a way to help bridge the digital divide.

The report concludes that although the amount of information available online through the free Internet and through direct-to-subscriber online services is vast and quickly expanding, and although the competition at the local level for public funding and other types of support is increasingly intense, the overwhelming public majority says that "...public libraries will continue to play a vital role in communities."—*Tom Peters*

More info. @:

www.lff.org/long_overdue061306.html

Down the report (PDF) @: www.lff.org/documents/LongOverdue.pdf

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ISSN 1541-8820

It's a Wiki, It's a Map... It's WikiMapia!

When I was a boy, I used to dream of the best of all possible worlds at the basic, experiential level. I imagined it would be ideal if Gatorade (there was only one flavor back then) flowed from public-drinking fountains (considerably more of them than now). Calories and cost are minor considerations to a boy.

Now that I'm in my surly middle age, I've learned to take a grain of salt with each worldly development—in the real world, virtual worlds, or even the best of all possible worlds. Nevertheless, there's plenty of dream potential in the new WikiMapia service that launched late this spring.

Cartography, Meet Tag Clouds and Social Networking

With WikiMapia, basically, a couple of guys have taken the Google maps resource and laid a wiki on top of it. Visitors to the site can do all the things they can do with the pristine Google maps: they can look at a map of a location, an aerial photograph of the location, or a hybrid map/photo of the location. And, of course, they can zoom in and out and pan.

Once you, a WikiMapia user, find your place of interest, the fun begins. As you discover your favorite libraries, bookstores, parks, restaurants, and other

places that may be of interest to more than just you, your immediate family, and your circle of friends—in other words, leave homes and haunts out of this—you can access a dropdown menu to add a wiki entry about those places on the map.

Each time a user creates a wiki entry on WikiMapia, a rectangle (or square) is produced (on the map). This quadrangle locates the place of interest, holds a title for the entry (which appears when subsequent users mouse over the shape), and includes the description of the identified place as well as relevant tags. While creating an entry, you can drag and resize the rectangle; subsequent visitors can then add to or edit the wiki entry you created.

WikiMapia users can search by city, place (a place is a wiki entry), and tag. The search engine for WikiMapia is a little quirkiest and less forgiving than the search engine for Google Maps; for example, two-letter state postal abbreviations work just fine in Google Maps, but in WikiMapia you need to spell out the state.

We can safely assume the WikiMapia will quickly become populated with quadrangles for restaurants, recreational facilities, and amusement parks, but the identification of libraries, museums, and other cultural institutions may be a slower process.

Welcome to the Mash (Up) Pit

WikiMapia is an interesting riff on the basic idea on a mash up—a Web site or Web application that combines information from two or more sources. WikiMapia enables—via the group process familiar to all wiki creators and



WikiMapia screen shot of the Harold Washington Library Center (Chicago Public Library) in downtown Chicago. The 'show info.' box appears after you've moused over a specific location and have then clicked on the quadrangle surrounding the specified place. (www.wikimapia.org)

users—data to be created and overlaid perpetually. It's a communal "mash fest."

There are, however, several potential problems with WikiMapia as a concept and a reality. Already some areas of the globe are becoming annotated much faster than other areas. Perhaps it will become a matter of local pride to make sure the WikiMapia entries for your town are accurate and complete. Or perhaps civic organizations, such as the Kiwanis, will adopt certain areas of the WikiMapia to tend, just as they adopt stretches of highway now. Of course, the

need for vigilance, cleaning, and scouring will never end. It's part wiki, after all.

The possibilities of frivolous quadrangles and misleading, incoherent, incorrectly placed, or just plain stupid entries are substantial. Eventually certain areas of the map may become so clogged with overlaid and overlapping rectangles that the value of WikiMapia as a map will decline. (Think about trying to wikimap the island of Manhattan.)

Still, emerging, interesting e-resources (such as WikiMapia) are clever and potentially very useful. As

librarians, we should be not only discussing how we can bring our professional and organizational talents and resources to these projects, but we also need to ensure that libraries and other cultural institutions do not get left out of these mash ups. It would be nice if more librarians actually created some of these interesting and useful online tools too.—*Tom Peters*

More info. @: www.wikimapia.org

Springer Launches e-Book Service

Springer—the self-proclaimed world's largest science, technology, and medical book publisher—launched a new e-book service in late June.

Libraries can purchase—yes purchase, as in ownership in perpetuity—the entire collection, or they can select from a dozen topical sub-collections, such as computer science, behavioral sciences, and mathematics and statistics. Springer

plans to add approximately 3,000 new titles to this collection each year.

In essence, Springer is fully integrating the production of e-books into the company's overall publishing program. From the 2005 imprint year forward, every book it publishes will be available in e-book format as well as in print—at least as long as there is sufficient demand for both formats. The

electronic versions of these texts will become available before or at the same time as the printed versions. In addition, Springer is allowing multiple concurrent use of all this content, including the textbooks. When I met with the Springer representatives at the ALA Annual Conference in New Orleans in late June, they said they were very interested in working with consortia.

The SpringerLink system, which serves as the user interface for all this content, has been redesigned too. Users can search for Springer journal articles, books, and reference articles with one search, or they can limit their searches to a particular type of content. Springer has added: live links to citations included in these e-books; RSS feeds for the tables of contents of new books; digital-object identifiers down to the chapter level; and many other nice features as well. All of the usual amenities, such as MARC records and usage data, are included.

This and other recent developments may indicate that the e-book movement continues to recover from the crash earlier this decade.—*Tom Peters*

More info. @: "Springer Launches eBook Program; More than 10,000 eBook Titles Now Available Via Relunched SpringerLink Online Platform," *Forbes* (BusinessWire Feeds), www.forbes.com/feeds/businesswire/2006/06/29/businesswire20060629005398r1.html



More than 10,000 front-list titles are available through the SpringerLink service, including books, books in series, reference works, and textbooks, even undergraduate textbooks. The e-books are available as fully searchable PDF documents, and the reference works are available in HTML format. (<http://beta.springerlink.com>)

THE ILS SCOOP BY MARSHALL BREEDING

Next-Gen Interfaces Get Big Play at ALA

The American Library Association's Annual Conference, held in late June in New Orleans, traditionally stands as the prime venue for breaking news in the library-automation industry. Industry news (such as mergers and acquisitions or major, new product announcements) often has first public airing during ALA's yearly summer venue, and usually, the press-announcement volume is higher in the days surrounding this conference than at any other time of the year.

This year, however, was not one for major announcements; indeed, it was great to see ALA Annual give New Orleans a much-needed and appreciated boost, but things were a bit uneventful among the library-automation companies.

marks a seminal event in the bibliographic-services arena. Earlier in June, prior to ALA Annual, came word that RLG-member organizations had voted in favor of joining with OCLC (according to the terms proposed in the May 2006 announcements). OCLC will be very busy over the next year as it strategically integrates these new organizations.

Vendor-Developed Next-Gen Catalogs

So although it's quiet on the ILS front as far as mergers and acquisitions go, the next heat of activity in the product-and-technology race centers on the next generation of library interfaces. For the last

beyond the traditional content of the ILS and to offer more effective search and navigation techniques. Many vendors—i.e., Endeca, Ex Libris, Innovative Interfaces, Medialab Solutions, and The Library Corp.—are working out next-generation library interfaces that overcome the limitations of current offerings and that help libraries meet expectations of a new generation of Web-savvy users.

One next-generation library catalog that has received considerable attention was crafted by the North Carolina State University Libraries (NCSU), which utilizes *Guided Navigation* technology from Endeca. NCSU replaced the native OPAC associated with its SirsiDynix Unicorn ILS with a search interface based on Endeca software, which offers relevancy-based search results with the ability to refine the results using facets to narrow results.

Those at Endeca have established the company as a powerhouse in the local-search arena, applying the vendor's technologies to information-access applications in many industries (including retail, healthcare, financial services, and government). Although Endeca has gained recent attention in the library world, libraries remain a small portion of its client base. Still, Endeca's search and navigation technologies seem well suited to the information-discovery and user-navigation issues currently of concern in libraries.

The Library Corporation (TLC), a company that focuses on automation for public libraries, established a business partnership with Endeca in June 2005; the agreement allows TLC to offer Endeca products to its library-market customers. Phoenix Public Library will take advantage of this partnership and

As the concept of faceted browsing gains ground as a preferred technique for Web-based, information-retrieval interfaces, [Endeca's] patent covers important territory.

Following a phase of consolidation that culminated in the emergence of SirsiDynix in August 2005, the industry—despite continued fragmentation—finds itself in a quiet period in which no immediate movement is afoot for further company restructuring and investment strategy.

With its acquisition of library-technology companies, Sisis Informationsysteme, Fretwell Downing, and Openly Informatics, OCLC has been the focus of attention in recent months, and the recent news that long-standing competitor RLG would be merged into OCLC

couple of years there has been a recurring clamor among library professionals—many in library circles have been busy lambasting the current generation of catalogs and pointing out how distant they are from meeting library-users' needs and expectations.

At ALA Annual, the next-gen catalog buzz was pervasive; the topic of next-generation interfaces permeated many conference-program presentations and was well observed on the exhibit-hall floor too.

Interest exists, on multiple fronts, to both expand the scope of the catalog

will become the first public library to offer a library catalog based on Endeca's Guided Navigation interface. In addition, Chicago Public Library purchased Endeca technologies as part of its \$13.8 million contract with TLC for its multi-year project to upgrade its library-automation environment.

In May 2006, Endeca announced it had been awarded a patent (U.S. Patent No. 7,035,864) for its Guided Navigation approach, which is described as "a hierarchical data-driven navigation system and method for information retrieval." As the concept of faceted browsing gains ground as a preferred technique for Web-based, information-retrieval interfaces, this patent covers important territory. The patent applies to Endeca's implementation of faceted navigation, though not to the concept itself; it reflects the company's role as a key innovator in this key arena of information discovery and interface navigation.

Another interface gaining use in libraries is AquaBrowser, developed by Medialab Solutions and distributed in the U.S., Canada, Australia, New Zealand, Singapore, and the Philippines by TLC. Outside of these countries, Medialab markets directly or engages other distributors. In 2006 alone (and so far), TLC has sold the AquaBrowser Library to more than twenty-five libraries, including the Hartford Public Library. AquaBrowser provides a search interface that spans the library's catalog, its Web site, and the electronic resources to which it subscribes.

Two additional ILS companies, Ex Libris and Innovative, have announced plans to develop next-generation library interfaces that will go well beyond the traditional library catalog—not only in the style of interface employed but also in the expansion of the scope of the catalog (to include many other information sources along with traditional library holdings). Primo, from Ex Libris, was covered in the March 2006 (26:3) issue of *SLN*, and a report on

Encore, from Innovative Interfaces, was featured in last month's issue (26:7). Although Primo provides an independent platform that facilitates access to the library's various collections, Encore extends Millennium to provide access to other content sources.

As for the biggest ILS firm, SirsiDynix, it promotes its Enterprise Portal Solution and SirsiDynix Rooms as its next-generation library interface. The Enterprise Portal Solution provides a comprehensive environment that provides access to all of the library's content, including the library's collections of books and journals, databases, and local digital collections, which can be extended further through the use of optional federated-search and OpenURL-linking products.

Rooms (now available in v. 2.1) is a content-management system that contains collections of specifically selected content organized into virtual spaces or "rooms." At ALA Annual in New Orleans, SirsiDynix showcased its EPS and Rooms products recently launched at the Cherry Hill Public Library in New Jersey. Highlighting the use of Rooms in the K–12 environment, SirsiDynix also announced a collaboration with the INFOhio ("the information network for Ohio schools") consortium to develop content for SchoolRooms, an implementation of Rooms to serve as a portal for K–12 schools.

XC Underway Too

Outside the commercial sphere, a University of Rochester River Campus Libraries-based project worth following involves what project developers call the *eXtensible Catalog* (XC). With funding from the Andrew W. Mellon Foundation, the institution will conduct planning-and-requirement analysis for an open-source system that will, eventually, provide unified access to the broad array of library resources, includ-

ing both traditional ILS content and digital resources.

The current project does not necessarily involve creating a finished system but does include an in-depth assessment of its feasibility, the open-source resources that could be used toward its development, the metadata considerations, and its functional requirements based on an analysis of needs in academic libraries.

More info. @: AquaBrowser Library Overview, www.medialab.nl/index.asp?page=aquabrowserlibrary/overview

"Chicago Public Library Selects TLC for Next-Generation ILS," www.tlcdelivers.com/tlc/press/pr062405.asp

"Innovative Announces Encore," www.iii.com/news/pr_template.php?id=290

Karen G. Schneider's "How OPACS Suck" Series on the ALA TechSource Blog—Part 1: Relevance Rank (Or the Lack of It), www.techsource.ala.org/blog/2006/03/how-opacs-suck-part-1-relevance-rank-or-the-lack-of-it.html; Part 2: The Checklist of Shame, www.techsource.ala.org/blog/2006/04/how-opacs-suck-part-2-the-checklist-of-shame.html; and Part 3: The Big Picture, www.techsource.ala.org/blog/2006/05/how-opacs-suck-part-3-the-big-picture.html

"NCSU Unveils Revolutionary, Endeca-Powered OPAC," http://endeca.com/corporate-info/press-room/pr/p_011306.html

"Primo: An Exclusive Peek from Ex Libris," www.exlibrisgroup.com/webinar_1144862525.htm

"SirsiDynix: Portal & Search Solutions," www.sirsidynix.com/Solutions/Products/portalsearch.php

XC, www.extensiblecatalog.info.

THE ILS SCOOP

Summer '06 Announcements

While very few completely new products debuted at ALA Annual 2006 in New Orleans, a number of the companies have announced product updates and personnel news.

Endeavor Information Systems

Endeavor announced the latest version of the Voyager library-management system. Voyager v. 6.0 includes expanded search options and support for the new thirteen-digit ISBN.

The company also released an enhanced version of its Meridian electronic-resource management system, now in version 1.5. This new version includes a number of new features, such as the increased use of Web services to communicate bibliographic and holdings data with the ILS, as well as other integration capabilities.

A major theme articulated by Endeavor involves a strategy for a Hybrid Library System, a model of library automation that encompasses all aspects of a library's collection, including both physical and digital materials.

And on Endeavor's personnel front, Louis P. Leuzzi was appointed VP of global sales. Leuzzi comes from outside the library-automation industry; he has extensive executive experience at technical and technology companies, including Vanguard Solutions Group and Qestra Corporation.

Extensity Library Solutions

Extensity Library Solutions—the new name and brand for Geac Library Solutions following last year's corporate restructuring (*SLN*, January 2006,

p. 2)—continues to develop library-automation products. The company's most recent efforts involve the development of a new electronic-resource management system, *Extensity ERMS*, which is slated for release in Q1 2007. Extensity ERMS will follow the functional requirements of the Electronic Resource Management Initiative of the Digital Library Federation and will be offered both as a stand-alone system or as a product that can be integrated with the company's Vubis Smart ILS.

Extensity also announced a major upgrade to Vlink OpenURL Resolver. Now in version 2.0, Vlink includes a number of enhancements, such as support for the NISO v. 1.0 of OpenURL.

Index Data

A company specializing in open-source development, Index Data announced its new utility *Metaproxy*. This application provides the infrastructure to create a metasearch environment that will simultaneously query multiple searchable resources within an organization. The application accepts a query from a client, broadcasts it to multiple databases, and presents the combined results back to the client.

Innovative Interfaces Inc.

Innovative announced its next-generation federated-search product *Research Pro*. This product surpasses the capabilities of the company's existing MetaFind offering through such features as a clearer user interface, which uses tabs to organize and select result categories and default target groupings that can be set by the library to simplify the user's search process. Research Pro takes

advantage of AJAX (Asynchronous JavaScript and XML) technology to create a more interactive user interface. Innovative will continue to support MetaFind but offers Research Pro as a free upgrade.

SirsiDynix

Jack Blount, former president and CEO of Dynix, recently exited as acting chief technical officer and executive consultant for SirsiDynix. Blount headed the effort to redevelop the Horizon ILS into the soon-to-be released Horizon/Corinthian 8.0 product. Blount will continue to serve on the SirsiDynix board of directors representing the interests of minority investor Hicks Muse.

In addition, the company named Talin R. Bingham as senior VP of technology; Bingham comes to the company with twenty years of software engineering experience in a variety of companies.

More info @: "Endeavor Announces New Version of Voyager," www.endinfosys.com/cgi-bin/news/viewer.cgi?ID=125

"Endeavor Names Luezzi at VP of Global Sales," www.endinfosys.com/cgi-bin/news/viewer.cgi?ID=124

"Extensity Announces ERM Product," www.library.geac.com/object/ERMannouncement_LIB.html

Index Data, www.indexdata.dk
 "Innovative to Bring Next-Generation Federated-Search Product to Market," www.iii.com/news/pr_template.php?id=295

"Talin R. Bingham, Sr. VP of Technology," www.sirsidynix.com/Company/Execs/sd_tech.php

Google Corner(ed)

BY TOM PETERS

The Ad Pie and Google's Slice

Although Google does many interesting things—some of which overlap, build upon, or threaten to eclipse what libraries have done and are doing—we should not forget that Google's core business is delivering Web searching and other search services in order to create, sustain, and build an online market for *advertisers*. Basically, Google's goal is to create an audience—users of the Google search engines—for online advertisers, so those advertisers can attempt to sell the products and services of their clients. Online advertising is the primary source of revenue for Google, and with a primary source of revenue like that, who needs change from overdue fines and photocopiers or grants from the Bill and Melinda Gates Foundation?

This basic business model is not new, and the analogy with television may be apt. Television networks—especially in the golden years of the three big networks (just as now there are three big search engines serving the U.S. market)—basically make money by creating programs that entertain (and possibly inform) the viewing public, while delivering eyeballs to advertisers, who essentially pay for the momentary, fleeting attention of millions of viewers. The television programs, from *I Love Lucy* to *Everybody Loves Raymond*, are just ways to draw and retain viewers for the advertisers.

The Coulda Been (or Will Be?) Contendas

Google's core business is doing very, very well. The May 2006 "U.S. MegaView Search" report from Nielsen/NetRatings, Inc., revealed that Google's market share of the U.S. search-engine market continues to increase. Approximately 49.1 percent of all Web search-engine queries conducted by people in the U.S. in May were done via Google. That translates into 2.78 billion search queries, also known as advertising opportunities. If this keeps up, before long Google will have the majority of all online searching.

The other two companies that round out the big three search engines line-up (of what may be the golden age of

Web searching) are Yahoo! Search (with 22.9 percent market share) and MSN Search (with 10.6 percent market share).

These three search-engine companies have garnered approximately 83 percent of the online search market in the U.S. They are the Big Three, with Google effectively standing (or sitting in the room, as the saying goes) as the 800-lb. gorilla.

The main "contendas" to the top three include:

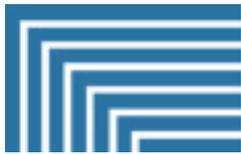
- AOL Search (6.4 percent market share);
- Ask.com (2.6 percent);
- My Way Search (2.3 percent);
- iWon Search (0.6 percent);
- Dogpile.com (0.5 percent);
- Earthlink Search (0.5 percent); and
- SBC Yellow Pages Search (0.4 percent).

Not only is the size of Google's slice of the pie increasing, but the overall pie is also growing too—much larger than four and twenty blackbirds. According to an IAB press release (May 30), "The Interactive Advertising Bureau (IAB) and PricewaterhouseCoopers (PwC) today announced that Internet-advertising revenues reached a new record of \$3.9 billion for the first quarter of 2006. The 2006 first quarter revenues represent a 38 percent increase over Q1 2005 at \$2.8 billion and a 6 percent increase over Q4 2005 total at \$3.6 billion."

The IAB has been tracking online advertising revenue since 1996, and other than a little dip in 2000 and 2001, online advertising revenues have been increasing steadily.

More info. @: "Nielsen/NetRatings U.S. Search Share Rankings," www.nielsen-netratings.com/pr/pr_060620.pdf

"Internet-Advertising Revenues Close to \$4 Billion for Q1 2006," www.iab.net/news/pr_2006_05_30.asp



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Smart Libraries Newsletter
American Library Association
50 East Huron Street
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August 2006

Long Overdue: ACL's New Study Surveys View of Libraries in 21st Century

Smart Libraries Newsletter

Smart Libraries Newsletter delivers hard data and innovative insights about the world of library technology, every month.

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The 2006 subscription price is just \$85 US.

Production and design by Angela Gwizdala,
American Library Association Production Services.

Smart Libraries Newsletter is published monthly by ALA TechSource, a unit of the publishing dept. of the American Library Association.

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