



Breaking Up with MARC

Are We There Yet?

MCLS Linked Data Summit

March 16, 2017

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Evansville Vanderburgh Public Library



Disclaimers

- I'm not a BIBFRAME expert
- I'm not a webmaster or CS major
- I'm older than MARC format
- I didn't sleep at a Holiday Inn Express



Why Dump MARC Format?

- It's old and inflexible
- It's designed for data strings, not things
- It's anti-social
- It's not the only game in town
- It's a proprietary format



Invisible Libraries

- Data silos
- Search engine optimization (SEO)
- Library website + Online catalog \neq to exposing library collections on the Web

Invisible Libraries (cont.)

- User search behavior (OCLC- “Perceptions of Libraries...” 2005)
 - 84% of information searches begin on the Internet
 - 1% of information searches begin on a library website
- In 2010, 0% of users began their searches on a library website (“Perceptions” 2010)
- In 2012, Google claimed it processed 1.2 trillion searches
- In 2015, mobile Google searches took over desktop computer searches for the first time ever (smartphones only)



Linked Data

- Structured data & shared vocabulary (Schema.org)
- Shows relationships between data elements (people, places & things)
- Google Knowledge Graphs, location-specific information (e.g., movie times for your neighborhood, restaurants near you, targeted advertisements)



What is BIBFRAME?

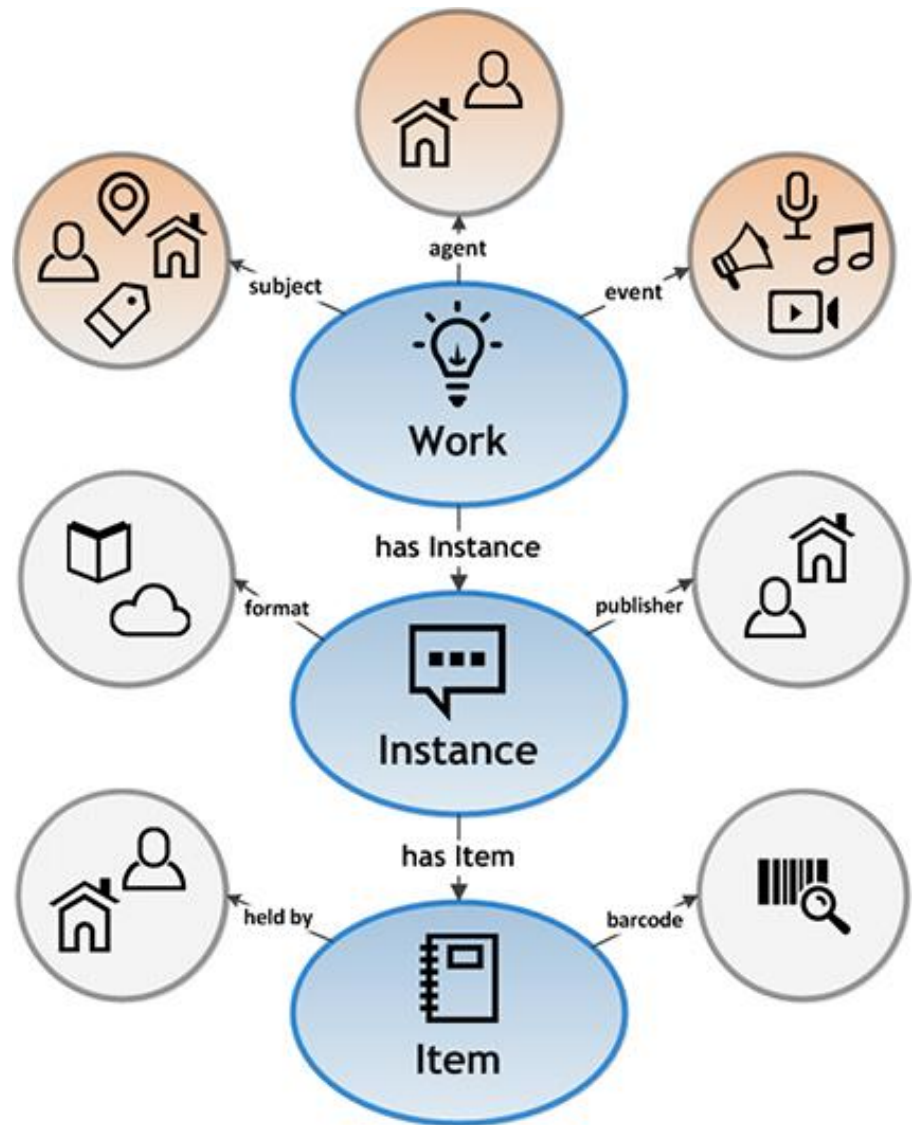
- New bibliographic initiative
- Standardized biblio-centric vocabulary
- Flexible and extensible



What is BIBFRAME? (cont.)

- Utilizes Linked Data
 - URIs vs. URLs
- Emphasizes relationships
- MARC Format replacement

BIBFRAME 2.0 Model



Source:

United States Library of Congress. *Overview of the BIBFRAME 2.0 Model*. <https://www.loc.gov/bibframe/docs/bibframe2-model.html> Website accessed February 9, 2017.



Evansville VanderburghSM
Public Library

redefined.



BIBFRAME for Civilians

Cans of cat food analogy:

- Cat food = Bibliographic & authority data
- Sealed metal cans = MARC format
- Cans in your cupboard = Traditional library catalog
- Feed the neighborhood cat(s) = Get your library's information out to patrons using the Web



Why are these not in my dish?

CATLADYLAND
CATS ARE FUNNY

Shelby County Public Library
Memphis, Tennessee

redefined.



BIBFRAME for Civilians (cont.)

- Open the cans = MARC format transformed into BIBFRAME/Linked Data (Zepheira)
- Put the cat food on a plate = LD hosted on servers (Zepheira)
- Cats smell the food & come running = Web crawlers find & index our Linked Data
- Cats (and library directors) are happy!



Image credit: <http://www.freyascatreue.org/resources/>

Evansville VanderburghSM
Public Library

redefined.



BIBFRAME @ EVPL

In 2015:

- MCLS online class
- LibHub Initiative
- ILS vendor
- Zepheira's Early Experimenters Program



What We've Noticed

In 2016:

- Older vs. newer titles
- High publicity titles
- Qualifier required
- Not all formats represented together



All Shopping Images Videos News More Settings Tools

About 355 results (0.93 seconds)

Predictably irrational : the hidden forces that shape our decisions ...

link.evpl.org/portal/Predictably-irrational-the-hidden-forces-.../xZm_wy3F7LA/ ▼

An evaluation of the sources of illogical decisions explores the reasons why **irrational** thought often overcomes level-headed practices, offering insight into the ...

You visited this page on 2/8/17.

Predictably irrational : the hidden forces that shape our decisions ...

link.evpl.org/portal/Predictably-irrational-the-hidden-forces-that/v4ClyyUkpnU/ ▼

<http://excerpts.contentreserve.com/Format?type=25/0293-17157835-PredictablyIrrational.wma>

<http://evpl.lib.overdrive.com/ContentDetails.htm?>

You've visited this page 5 times. Last visit: 3/20/16

If you're interested in Predictably Irrational, you may also like ...

<https://evpl.overdrive.com/library/kids/media/related/250360> ▼

If you're interested in **Predictably Irrational**, you may also like: **LOADING**. If you're interested in **Predictably Irrational**, you may also like: **AVAILABLE** · **AVAILABLE**.

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<https://evpl.overdrive.com/library/kids/media/related/207301> ▼

Cover image for **Predictably Irrational** · **Predictably Irrational** · [Read a sample](#) · [View details](#) · You may also like: [The Hidden Forces That Shape Our Decisions](#).

Predictably Irrational - Wikipedia

https://en.wikipedia.org/wiki/Predictably_Irrational ▼

Predictably Irrational: The Hidden Forces That Shape Our Decisions is a 2008 book by Dan Ariely, in which he challenges readers' assumptions about making ...

Author: Dan Ariely **Pages:** 304

Publisher: HarperCollins **Publication date:** February 2008

Missing: evpl

Predictably Irrational, Revised and Expanded Edition: The Hidden ...

<https://www.amazon.com/Predictably-Irrational-Revised-Expanded-.../0061353248> ▼

Buy **Predictably Irrational**, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions on Amazon.com ✓ **FREE SHIPPING** on qualified ...

Missing: evpl

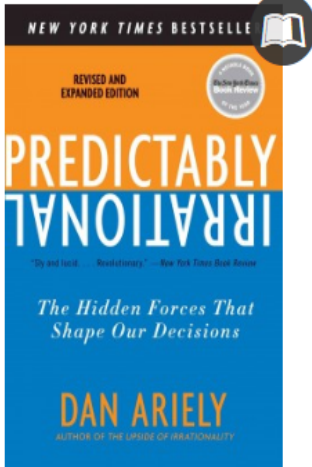
Economics -- Psychological aspects (Concept) - Menasha Public ...



**Here is the
library!!!**

Get it at the Library!

Get a Library Card!



Predictably irrational : the hidden forces that shape our decisions, Dan Ariely

Creator [Ariely, Dan](#)

Summary An evaluation of the sources of illogical decisions explores the reasons why irrational thought often overcomes level-headed practices, offering insight into the structural patterns that cause people to make the same mistakes repeatedly

Language eng

(work)

Publication [Pymble, NSW | New York, NY, HarperCollins e-books, 2009](#)

Edition Revised and expanded edition.

Extent 1 online resource (xxxii, 368 pages)

Note
 > Description based on print version record
 > B002C949KE (Amazon Standard Identification Number (ASIN))

Contents
 > cost of social norms : why we are happy to do things, but not when we are paid to do them
 > ch. 5. The
 > influence of arousal : why hot is much hotter than we

Subject

- [Besluitvorming](#)
- [Consumer behavior](#)
- [Decision making](#)
- [Economics -- Psychological aspects](#)

Genre

[Electronic books](#)

The Library.Link Network landing page for this title in our library's collection.

Embed

Library Locations

Map Details



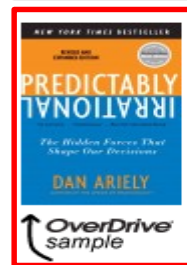
Library Links



[About Us](#)


[Support Us](#)

Search: [Advanced Search](#)





Predictably irrational : the hidden forces that shape our decisions / Dan Ariely

Ariely, Dan.

 E-BOOK | HarperCollins e-books | 2009 | Revised and expanded edition.

Available online (1 of 1 copies available; 0 on hold)

 Request it

 Check out with OverDrive

Additional actions:



Other Sources:

 [Classic catalog](#)

245 [View MARC display](#)

Bookmark This Record

Persistent link to this record: https://encore.evpl.org/iii/encore/record/C__Rb1946218

Items

Location	Call No.	Status
E-Book		CHECK SHELF

More Details

Descript 1 online resource (xxxii, 368 pages)

Note Description based on print version record.
B002C949KE (Amazon Standard Identification Number (ASIN))
Includes bibliographical references and index.

Summary An evaluation of the sources of illogical decisions explores the reasons why irrational thought often overcomes level-headed practices, offering insight into the structural patterns that cause people to make the same mistakes repeatedly

Contents Introduction : How an injury led me to irrationality and to the research described here -- ch. 1. The truth about relativity : why everything is relative, even when it shouldn't be -- ch. 2. The fallacy of supply and demand : why the price of pearls, and everything else, is up in the air -- ch. 3. The cost of zero cost : why we often pay too much when we pay nothing -- ch. 4. The cost of social norms : why we are happy to do things, but not when we are paid to do them -- ch. 5. The influence of arousal : why hot is much hotter than we realize -- ch. 6. The problem of procrastination and self-control : why we can't make ourselves do what we want to do -- ch. 7. The high price of ownership : why we overvalue what we have -- ch. 8. Keeping doors open : why options distract us from our main objective -- ch. 9. The effect of expectations : why the mind gets what it expects -- ch. 10. The power of price : why a 50-cent aspirin can do what a penny aspirin can't -- ch. 11. The context of our character, part 1 : why we are dishonest, and what we can do about it -- ch 12. The context of our character, part 2 : why dealing with cash makes us more honest -- 13. Beer and free lunches : what is behavioral economics, and where are the free lunches? -- Thanks -- List of collaborators -- Reflections and anecdotes about some of the chapters -- Thoughts about the subprime mortgage crisis and its consequences -- Thanks -- List of collaborators Notes -- Bibliography and additional readings -- Searchable terms

Subject [Decision making.](#)
[Economics -- Psychological aspects.](#)

Our Encore catalog page for this title, after clicking on the Get it at the Library! button on the previous screen.

What We've Noticed (cont.)

- OverDrive
- Books are sometimes "MIA"
- No timeline for indexing
- Other libraries' links are displaying first



Linked Data Impact @ EVPL

- Has it increased...
 - Web traffic?
 - Circulation?
 - New borrowers?
 - Foot traffic?
 - ILL lending?



Google Analytics

- Trends, not specific data
- User behavior or search bots?
- Different interpretations

Jan 1, 2016 - Dec 31, 2016
 Compare to: Jan 1, 2015 - Dec 31, 2015

All Traffic

ALL » SOURCE / MEDIUM: link.evpl.org / referral

Customize Email Export Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#) Greater precision

All Users
 +4.69% Sessions

+ Add Segment

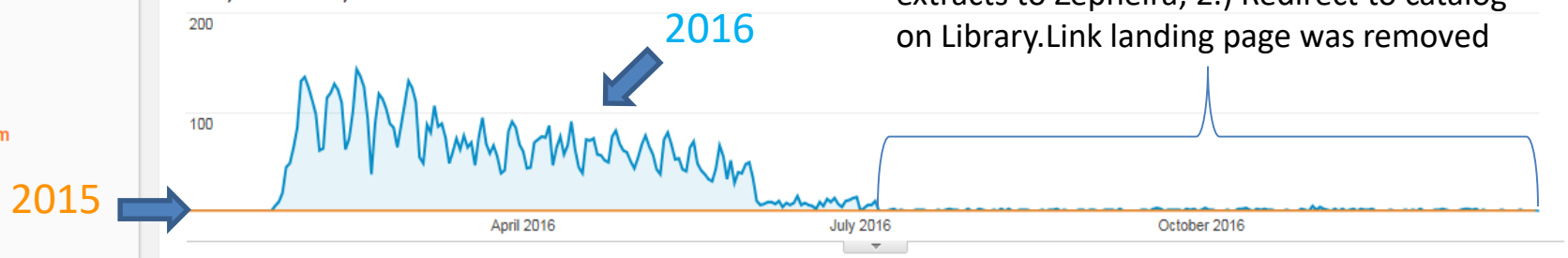
Explorer

Summary Site Usage Ecommerce

Sessions vs. Select a metric

Day Week Month [Chart Icons]

Jan 1, 2016 - Dec 31, 2016: Sessions
 Jan 1, 2015 - Dec 31, 2015: Sessions



1.) I missed work and sent no database extracts to Zepheira; 2.) Redirect to catalog on Library.Link landing page was removed

Primary Dimension: Source / Medium Other

Plot Rows Secondary dimension Sort Type: Default

advanced [Grid] [Refresh] [Filter] [Columns] [Rows]

Source / Medium	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
	100.00% ▲ 9,436 vs 0	100.00% ▲ 3.14 vs 0.00	100.00% ▲ 00:00:52 vs 00:00:00	100.00% ▲ 86.83% vs 0.00%	100.00% ▼ 0.20% vs 0.00%
1. link.evpl.org / referral					
Jan 1, 2016 - Dec 31, 2016	9,436 (100.00%)	3.14	00:00:52	86.83%	0.20%
Jan 1, 2015 - Dec 31, 2015	0 (0.00%)	0.00	00:00:00	0.00%	0.00%
% Change	∞%	∞%	∞%	∞%	∞%

Show rows: 10 Go to: 1 1 - 1 of 1

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

AdWords

Search Console NEW

Social

Campaigns

BEHAVIOR

CONVERSIONS

ADMIN

All Traffic

Jan 1, 2017 - Mar 1, 2017

Compare to: Jan 1, 2016 - Mar 1, 2016

ALL » SOURCE / MEDIUM: link.evpl.org / referral

Customize Email Export Add to Dashboard Shortcut

This report is based on 100% of sessions. [Learn more](#)

Greater precision

All Users
-8.81% Sessions

+ Add Segment

Explorer

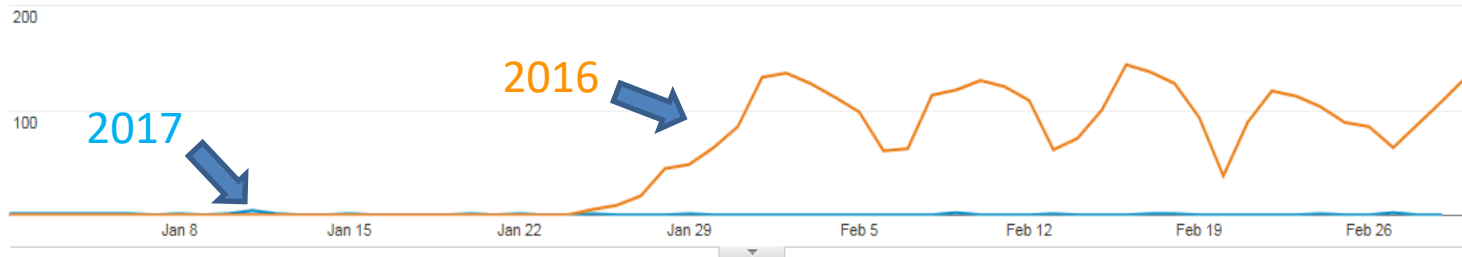
Summary Site Usage Ecommerce

Sessions vs. Select a metric

Day Week Month [Chart Icons]

Jan 1, 2017 - Mar 1, 2017: Sessions

Jan 1, 2016 - Mar 1, 2016: Sessions



Primary Dimension: Source / Medium Other

Plot Rows Secondary dimension Sort Type: Default

Search advanced [Grid] [Refresh] [Print] [Export]

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	99.22% 26 vs 3,341	34.28% 57.69% vs 87.79%	99.49% 15 vs 2,933	100.00% 0.00% vs 0.30%	30.24% 4.00 vs 3.07	25.05% 00:01:04 vs 00:00:51	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. link.evpl.org / referral									
Jan 1, 2017 - Mar 1, 2017	26 (100.00%)	57.69%	15 (100.00%)	0.00%	4.00	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2016 - Mar 1, 2016	3,341 (100.00%)	87.79%	2,933 (100.00%)	0.30%	3.07	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-99.22%	-34.28%	-99.49%	-100.00%	30.24%	25.05%	0.00%	0.00%	0.00%

Search reports and help

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

AdWords

Search Console **NEW**

Social

Campaigns

BEHAVIOR

CONVERSIONS

ADMIN

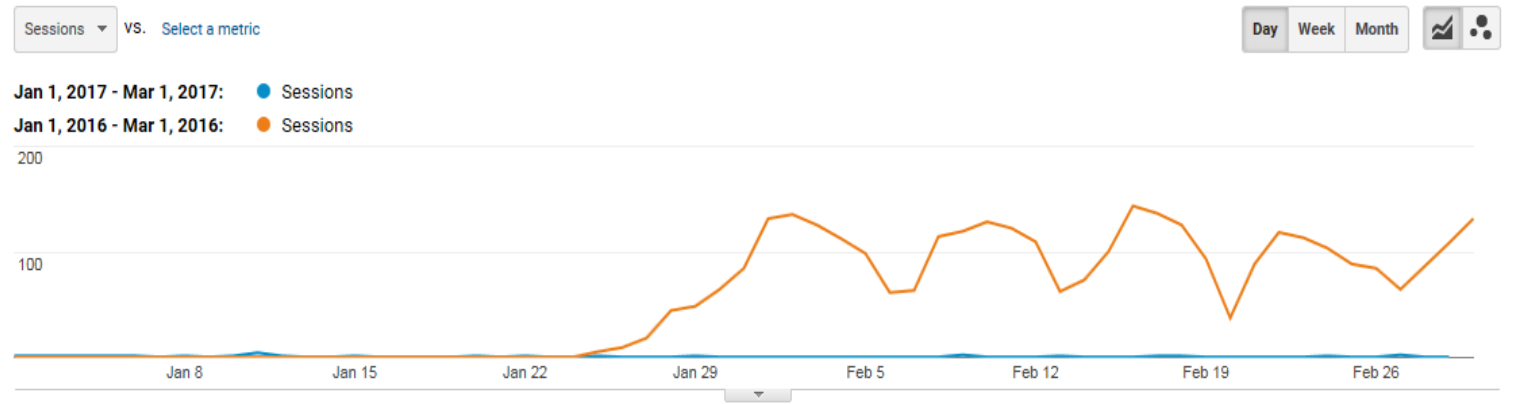


Referrals=Circulation?

- Physical materials
- E-resources (e-books, e-audiobooks, streaming movies/music/TV shows)
- Websites & databases

- Search reports and help
- CUSTOMIZATION
- Reports
 - REAL-TIME
 - AUDIENCE
 - ACQUISITION
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals**
 - AdWords
 - Search Console NEW
 - Social
 - Campaigns
 - BEHAVIOR
 - CONVERSIONS
- ADMIN

Summary Site Usage Ecommerce



Primary Dimension: Referral Path Other

Plot Rows Secondary dimension Sort Type: Default [Search] advanced [Grid] [Refresh] [Filter] [Export] [Print]

Referral Path	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	99.22% <small>26 vs 3,341</small>	34.28% <small>57.69% vs 87.79%</small>	99.49% <small>15 vs 2,933</small>	100.00% <small>0.00% vs 0.30%</small>	30.24% <small>4.00 vs 3.07</small>	25.05% <small>00:01:04 vs 00:00:51</small>	0.00% <small>0.00% vs 0.00%</small>	0.00% <small>0 vs 0</small>	0.00% <small>\$0.00 vs \$0.00</small>
1. /portal/Lewis-and-Clark-through-Indian-eyes-edited-by/7_xm13kU4Pk/									
Jan 1, 2017 - Mar 1, 2017	3 (11.54%)	33.33%	1 (6.67%)	0.00%	3.33	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2016 - Mar 1, 2016	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	0.00%	∞%	∞%	0.00%	0.00%	0.00%
2. /portal/Predictably-irrational-the-hidden-forces-that/xZm_wy3F7LA/									
Jan 1, 2017 - Mar 1, 2017	3 (11.54%)	0.00%	0 (0.00%)	0.00%	2.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2016 - Mar 1, 2016	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	0.00%	0.00%	0.00%	∞%	0.00%	0.00%	0.00%	0.00%

A Direct Correlation?

Title	Format	Date Out	Branch	Date In	Branch
Frommer's Kauai	Book	1/20/2017	Central Library	2/6/2017	North Park
The lost girls / Heather Young	Book	1/27/2017	North Park	2/10/2017	North Park
The pharaoh's secret / Marissa Moss	Book	1/7/2017	McSelf Check	1/25/2017	McCollough
Human impact / Carole Garbunny Vogel	Book	2/13/2017	Internet (renewal)	3/6/2017	Red Bank
The readers of Broken Wheel recommend / Katarina Bivald	E-book	1/29/2017	OverDrive	2/19/2017	OverDrive

Between 1/1/17-3/1/17, 18 titles were referred from link.evpl.org to encore.evpl.org. These five were checked out (28%). Did users find them on the Web? Is this evidence of Linked Data working for us?

Circulation Statistics

Year	Total Circulation	Difference	% Change
2015	2,313,259	N/A	N/A
*2016	2,314,534	+1,275	+0.05%

Should we call them “Circumstantial” Statistics?

*First year of Linked Data with Zepheira

Patron Registration Statistics

Patron Category	Total Registrations		Difference	% Change
	2015	*2016		
Adult (18+)	51,398	48,503	-2,895	-5.6%
YA (ages 15-17)	6,026	5,340	-686	-11.4%
Juvenile (ages 0-14)	6,096	5,444	-652	-10.7%
New Borrower	3,869	3,513	-356	-9.2%
ILL	2,495	1,247	-1,248	-50%
Online Registrant	79	120	+41	+34.2%

*First year of Linked Data with Zepheira

Foot Traffic

Location Name	2015	*2016	Difference	% Change
Central Library	787,561	**500,861	-286,700	-36.4%
East	28,694	25,690	-3,004	-10.5%
McCollough	196,812	194,615	-2,197	-1.1%
North Park	219,073	140,980	-78,093	-35.6%
Oaklyn	177,927	122,931	-54,996	-30.9%
Red Bank	120,816	119,483	-1,333	-1.1%
Stringtown	37,388	35,041	-2,347	-6.3%
West	32,076	30,052	-2,024	-6.3%

*First year of Linked Data with Zepheira

**Major construction project all year long, blocking access to the main entrance, meeting rooms and parking lot at Central Library



Evansville VanderburghSM
Public Library

redefined.

ILL Lending

Month/Year	# of ILL Requests
February 2015	449
*February 2016	558
February 2017	341

*First year of Linked Data with Zepheira

Data compiled from OCLC Statistics (WorldShare Interlibrary Loan)
on 3/13/17



Have We Fed the Cats?

- Jury is still out
- Market Linked Data
- Time will tell




What Hasn't Changed @EVPL

- Still using MARC format
- Still doing authority control
- Still using same ILS software
- No Linked Data in our catalog



Moving Forward

- Continue with Zepheira
- Watch BIBFRAME development
- Communicate with ILS vendor
- Evaluate Linked Data's impact



“If libraries cling to outdated standards, they will find it increasingly difficult to serve their clients as they expect and deserve.”

– Roy Tennant, “MARC Must Die”, 2002

Resources

- “MARC Must Die” – Roy Tennant, *Library Journal*, Oct. 15, 2002
 - <http://lj.libraryjournal.com/2002/10/ljarchives/marc-must-die/#>
- “OCLC Works Towards Linked Data Environment” – Matt Enis, *Library Journal*, Feb. 17, 2015
 - <http://lj.libraryjournal.com/2015/02/technology/oclc-works-toward-linked-data-environment-ala-midwinter-2015/>
- “Ending the Invisible Library” – Matt Enis, *Library Journal*, Feb. 24, 2015
 - <http://lj.libraryjournal.com/2015/02/technology/ending-the-invisible-library-linked-data/>
- Googlebot (explains how Google’s web crawling bot works)
 - <https://support.google.com/webmasters/answer/182072?hl=en>
- “Google Launches Knowledge Graph to Provide Answers, Not Just Links”
 - <http://searchengineland.com/google-launches-knowledge-graph-121585>
- “Google Now Handles at Least 2 Trillion Searches Per Year” – Danny Sullivan, May 24, 2016
 - <http://searchengineland.com/google-now-handles-2-999-trillion-searches-per-year-250247>
- “It’s Official: Google Says More Searches Now On Mobile Than On Desktop” – Greg Sterling, *Search Engine Land*, May 5, 2015
 - <http://searchengineland.com/its-official-google-says-more-searches-now-on-mobile-than-on-desktop-220369>

Resources

- Linked Data
 - https://en.wikipedia.org/wiki/Linked_data
- Schema.org
 - <http://schema.org/>
- RDF (Resource Description Framework)
 - https://en.wikipedia.org/wiki/Resource_Description_Framework
- “The ILS and Linked Data: A White Paper” – Georgia Fujikawa, Innovative Interfaces (Aug. 2015)
 - <http://t.co/L4Nw3GFyeB>
- BIBFLOW at UC Davis
 - <https://bibflow.library.ucdavis.edu/>

Resources

- BIBFRAME home page
 - <http://bibframe.org/>
- LC's BIBFRAME page
 - <https://www.loc.gov/bibframe/>
- "MARC21 to BIBFRAME: Outcomes, Possibilities, and New Directions" (*New Zealand Library and Information Management Journal*, v. 55, no. 1, Dec. 2014):
 - <http://www.lianza.org.nz/sites/default/files/NZLIMJ%20Vol%2055%20Issue%201%20Dec%202014%20-%20Rollitt.pdf>
- Denver PL's BIBFRAME pilot and conversion of 840,000 MARC records to BIBFRAME resources:
 - <http://copia.posthaven.com/denver-public-library-data-pilot-release>
 - <http://copia.posthaven.com/early-progress-on-denver-public-library-slash-number-visiblelibrary>
 - <https://www.denverlibrary.org/blog/rachel-f/dpl-announces-linked-data-launch>

OCLC Research Publications

- “Perceptions of Libraries and Information Resources: A Report to the OCLC Membership” (290 pages, 2005)
 - https://www.oclc.org/content/dam/oclc/reports/pdfs/Percept_all.pdf
- “Perceptions of Libraries”
- “The Library in the Life of the User: Engaging with People Where They Live and Learn” (2015)
 - <http://www.oclc.org/research/publications/2015/oclcresearch-library-in-life-of-user.html>
- “Shaping the Library to the Life of the User: Adapting, Empowering, Partnering, Engaging” (2015)
 - <http://www.oclc.org/research/publications/2015/oclcresearch-shaping-library-to-life-of-user-2015.html>
- “The Relationship between BIBFRAME and OCLC’s Linked-Data Model of Bibliographic Description: A Working Paper” – Carol Jean Godby, Senior Research Scientist, OCLC Research (2013)
 - <http://www.oclc.org/content/dam/research/publications/library/2013/2013-05.pdf>
- “Common Ground: Exploring Compatibilities Between the Linked Data Models of the Library of Congress and OCLC” – Carol Jean Godby, OCLC Research; Ray Denenberg, Library of Congress (2015)
 - <http://www.oclc.org/research/publications/2015/oclcresearch-loc-linked-data-2015.html>
- *Library Linked Data in the Cloud: OCLC’s Experiments with New Models of Resource Description* – Carol Jean Godby, Shenghui Wang, Jeffery K. Mixer (140 pages, 2015)
 - <http://www.oclc.org/research/publications/2015/oclcresearch-library-linked-data-in-the-cloud.html>



Questions?

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