Breaking Up with MARC

Are We There Yet?

MCLS Linked Data Summit
March 16, 2017

Andrea Kappler
Cataloging Manager
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 ≠ 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:
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?
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!
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
Predictably irrational: the hidden forces that shape our decisions...

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

You visited this page on 2/8/17.

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

If you're interested in The One-Week Job Project, you may also like...

Predictably Irrational - Wikipedia

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

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

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

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


Extent: 1 online resource (xvii, 388 pages)

Note: Description based on print version record. B002C949KE (Amazon Standard Identification Number (ISBN)).

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

The Library.Link Network landing page for this title in our library’s collection.
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
1.) I missed work and sent no database extracts to Zepheira; 2.) Redirect to catalog on Library.Link landing page was removed.
### All Traffic

**Jan 1, 2017 - Mar 1, 2017**

<table>
<thead>
<tr>
<th>Source/Medium</th>
<th>Sessions</th>
<th>% New Sessions</th>
<th>New Users</th>
<th>Bounce Rate</th>
<th>Pages/Session</th>
<th>Avg. Session Duration</th>
<th>Goal Conversion Rate</th>
<th>Goal Conversions</th>
<th>Goal Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>link.evpl.org / referral</strong></td>
<td>26 (100.00%)</td>
<td>57.69%</td>
<td>15 (100.00%)</td>
<td>0.00%</td>
<td>4.00</td>
<td>00:01:04</td>
<td>0.00%</td>
<td>0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>link.evpl.org / referral</strong></td>
<td>3,341 (100.00%)</td>
<td>87.79%</td>
<td>2,933 (100.00%)</td>
<td>0.30%</td>
<td>3.07</td>
<td>00:00:51</td>
<td>0.00%</td>
<td>0.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

**% Change**

- Sessions: -99.22%  
- % New Sessions: -34.28%  
- New Users: -99.49%  
- Bounce Rate: -100.00%  
- Pages/Session: -30.24%  
- Avg. Session Duration: -25.05%  
- Goal Conversion Rate: -100.00%  
- Goal Conversions: -100.00%  
- Goal Value: -100.00%
Referrals=Circulation?

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

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Circulation</th>
<th>Difference</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>2,313,259</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>*2016</td>
<td>2,314,534</td>
<td>+1,275</td>
<td>+.05%</td>
</tr>
</tbody>
</table>

*First year of Linked Data with Zepheira

Should we call them “Circumstantial” Statistics?
<table>
<thead>
<tr>
<th>Patron Category</th>
<th>Total Registrations</th>
<th>Difference</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
<td>*2016</td>
<td></td>
</tr>
<tr>
<td>Adult (18+)</td>
<td>51,398</td>
<td>48,503</td>
<td>-2,895</td>
</tr>
<tr>
<td>YA (ages 15-17)</td>
<td>6,026</td>
<td>5,340</td>
<td>-686</td>
</tr>
<tr>
<td>Juvenile (ages 0-14)</td>
<td>6,096</td>
<td>5,444</td>
<td>-652</td>
</tr>
<tr>
<td>New Borrower</td>
<td>3,869</td>
<td>3,513</td>
<td>-356</td>
</tr>
<tr>
<td>ILL</td>
<td>2,495</td>
<td>1,247</td>
<td>-1,248</td>
</tr>
<tr>
<td>Online Registrant</td>
<td>79</td>
<td>120</td>
<td>+41</td>
</tr>
</tbody>
</table>

*First year of Linked Data with Zepheira*
# Foot Traffic

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

*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
# ILL Lending

<table>
<thead>
<tr>
<th>Month/Year</th>
<th># of ILL Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2015</td>
<td>449</td>
</tr>
<tr>
<td>*February 2016</td>
<td>558</td>
</tr>
<tr>
<td>February 2017</td>
<td>341</td>
</tr>
</tbody>
</table>

*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


• Googlebot (explains how Google’s web crawling bot works)
  – [https://support.google.com/webmasters/answer/182072?hl=en](https://support.google.com/webmasters/answer/182072?hl=en)

• “Google Launches Knowledge Graph to Provide Answers, Not Just Links”

• “Google Now Handles at Least 2 Trillion Searches Per Year” – Danny Sullivan, May 24, 2016

  – [http://searchengineland.com/its-official-google-says-more-searches-now-on-mobile-than-on-desktop-220369](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)

  – 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):

• Denver PL’s BIBFRAME pilot and conversion of 840,000 MARC records to BIBFRAME resources:
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)
• “Shaping the Library to the Life of the User: Adapting, Empowering, Partnering, Engaging” (2015)
• “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)
• Library Linked Data in the Cloud: OCLC’s Experiments with New Models of Resource Description – Carol Jean Godby, Shenghui Wang, Jeffery K. Mixter (140 pages, 2015)
Questions?

Andrea Kappler
Cataloging Manager
Evansville Vanderburgh Public Library
andreak@evpl.org
812-428-8398