Growing Library Visibility with Linked Data and The Library.Link Network

Jeff Penka
Zepheira
The Library.Link Network
Goals

1. Define Linked Data
2. Offer a framework for discussion
3. Establish practical views of the Web of Data
4. Explore how libraries have come together to participate in the Web of Data
Linked Data Is Simply...

1. A Web standard
2. Data that is
   1. Typed
   2. Structured
   3. Connected
3. Vocabulary based
4. Foundational, enabling technology
Motivation

Supplier (Push)  Consumer (Pull)
Lifecycle Framework

- Need
- Manage
- Transform
- Find
- Use
- Measure
Linked Data and the Library.Link Network bring library data to life

• Connect with your communities
  – On the Web
  – Through Outreach
  – Via existing Web & Discovery Environments

• Gain insights from your data
http://www.library.org

Millions of “invisible” resources
I’m looking for resources and research on juvenile diabetes I can read while traveling later this week?

Let me check on some options, but first..
Format Location Timeframe
What would it take for Libraries to be part of the conversation?
The Web of Data Needs Quality, Actionable Content
The Web is better when libraries participate

“We need to see them and their content.”
Perspectives from “The Valley”
Libraries play a key role in...

Democracy

Civil Society

Learning & Research

Culture & Heritage
There is a significant gap between what machines and humans see on the Web.
Human Friendly

Machine Optimized
The simple links of the original Web
Are becoming structured linked data

subject – predicate – object
The Web understands Typed Data
Chevy Chase, Maryland - Wikipedia, the free encyclopedia

Chevy Chase is the name of both a town and an unincorporated census-designated place (CDP) in Montgomery County, Maryland. In addition, a number of...
Behaving Differently

The Next Generation of Search moves beyond “results” to Answers, Geography, Personalization, and Relationships
Transforming Traditional Library Data into Linked Data
Visibility Lifecycle

1. **Need**
2. **Find**
3. **Transform**
4. **Manage**
5. **Use**
6. **Measure**
Library.Link Network Solutions

- **Catalog Publishing**
  - Innovative Linked Data
  - SirsiDynix BLUEcloud Visibility
  - EBSCO Linked Library Service
- **Data Enrichment**
  - NoveList Select for Linked Data
- **Resource Sharing Publishing**
  - Innovative Linked Data (INNReach)
- **Archives and Special Collections Publishing**
  - Atlas Web Visibility Service

![Library.Link Network](library_link_network.png)
Transform

Schema.org

bf:BIBFRAME

bf:BIBFRAME

CC
http://www.library.org
1000-2000 pages

http://link.library.org
1,000,000-3,000,000 resources
Expanding Opportunities for Connections and Relationships

• Items
• People
• Concepts
Contributor of

Creator of

Conservator of

Narrator of

Writer of Introduction of

Focus of 🌟 Gaiman, Neil | 🌟 Handbooks | 🌟 Characters ...
Network Summary - Shared among 653 Libraries

Analysis as of 2017-03-15 at 00:03

- http://link.alex.lib.in.us/resource/iZbEl8oLtlo
- http://allegan.library.link/resource/iZbEl8oLtlo
- http://allendale.library.link/resource/iZbEl8oLtlo
- http://allenpark.library.link/resource/iZbEl8oLtlo
- http://alma.library.link/resource/iZbEl8ol.tlo

Group Summary - Shared among 30 Libraries

Analysis as of 2017-03-15 at 00:03
Celiac disease: a guide to living with gluten intolerance, Sylvia Llewelyn Bower with Mary Kay Sharrett, Steve Plogsted

The gluten connection: how gluten permeates our food and lives...autoimmune diseases. Learn how to implement a gluten-free lifestyle for wellness...Unlocking the mystery of wheat and what it means to you. http://www.loc.gov/item/p0892/2006005025.html

Baic, Sue. Living gluten-free for dummies. http://swan.library.wa.gov.au/fulibib/... Libraries Home...Summary, If you have a wheat allergy you want to enjoy the benefits of a diet free from wheat and gluten.
How can I use my data to:

- Serve my communities
- Teach the Web and reach new communities

DATA NAVIGATOR AND STAFF TOOLS
Truly madly guilty, Liane Moriarty

Creator: Moriarty, Liane

Author: Moriarty, Liane

Summary:

"The new novel from Liane Moriarty, the #1 New York Times bestselling author of The Husband’s Secret, Big Little Lies, and What Alice Forgot, about how sometimes we don’t appreciate how extraordinary our ordinary lives are until it’s too late. "What a wonderful writer—smart, wise, funny." --Anne Lamott

Six responsible adults. Three cute kids. One small dog. It’s just a normal weekend. What could possibly go wrong? In Truly Madly Guilty, Liane Moriarty turns

9781250069795
Meet Author Brad Ricca

Monday, March 13, 2017, 7:00 PM - 9:00 PM
Location: South Euclid-Lyndhurst - Meeting Room A+B+C
Audiences: Adults
Event Type: Author

Brad Ricca will visit to discuss his new book, Mrs. Sherlock Holmes, a Kirkus star recipient and first-ever literary biography of New York City’s greatest female detective. Mrs. Grace Humiston turned her back on society life and became one of the nation’s greatest crime fighters during an era when women weren’t even allowed to vote.

Brad is a SAGES Fellow at Case Western Reserve University and also the author of Super Boys: The Amazing Adventures of Jerry Siegel & Joe Shuster, The Creators of Superman.

Books will be available for purchase and signing courtesy of Mac's Backs - Books on Coventry.
Delivering Current, Connected, Contextual Content
Save Time, Extend Reach

LIVING DATA
Contemporary Context
Save time, reach more, deliver context, guide decisions

LIVING LISTS
INSIGHTS, IMPACT & ACTION
• Data Quality & Transformation
• Linking
• Web Traffic
• Data Usage Logs
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Grand Total: 193
The Library.Link Network Technical Tools

Need

• Democratizing library data access
• Supporting staff needs
• Reaching existing & new communities
• API-like functionality, with no developer required
• Additional Technical APIs
Participation

• Approximately 2000 locations/branches and growing
• Over 1000 unique library system domains connected to the Library.Link Network Q1 2017
• State wide, consortia, and National Library engagement and adoption
• Early impact indicators:
  – Over 20 million times in the last quarter libraries on the network were visible in Google and approximately 600,000 times users engaged the library content
Partnerships

• Support for all major Local Systems and Discovery Environments
• Moving Beyond Catalog Data
• Consistent Library and Branch Information
• Over 100 Library Service Providers engaged in discussions about Linked Data and the Library.Link Network
Weaving the best of libraries and the Web together

• Provide a non-destructive, library-centric view
• It’s not about gaming a system
• It’s not about optimizing to any one service
• It’s about libraries speaking together in a way the Web understands
• Leveraging the power of our community
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