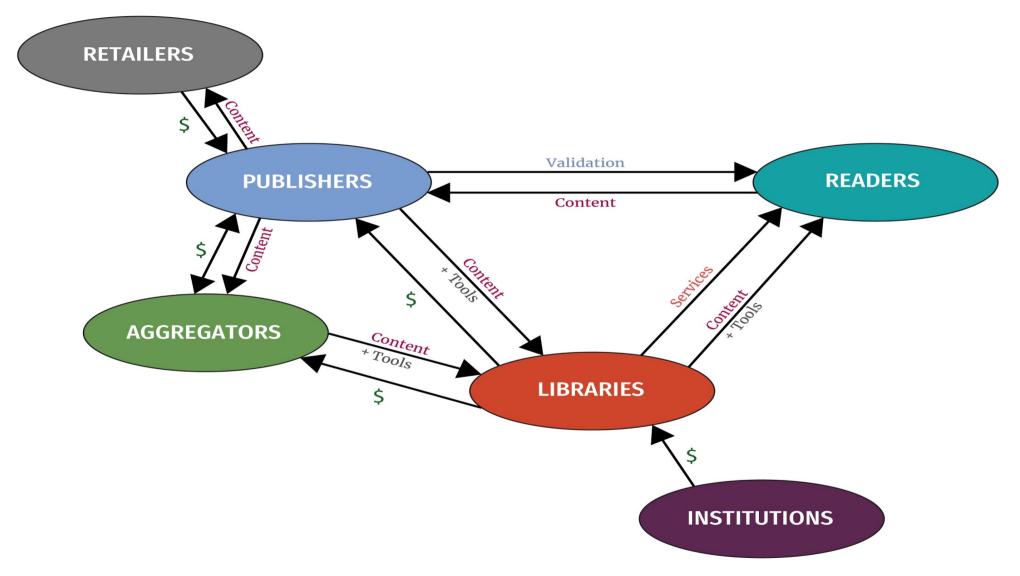


The user journey to discovery: Tips for content providers

Getaneh Alemu (Solent University) Magaly Báscones (OpenAthens - Jisc) Kieran Prince (OpenAthens - Jisc)

Setting the scene: content providers



The Scholarly Publishing Ecosystem, in: An Open Approach to Scholarly Reading and Knowledge Management by The Rebus Foundation, McGuire, H.



Setting the scene: user journey



"The customer journey is formed by the service provider's explicit action as well as by the customer's choices"

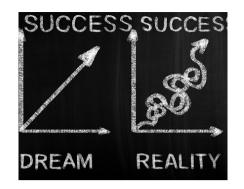
Frameworks for structuring services and customer experiences in: Designing Services with Innovative Methods, M. Koivisto,

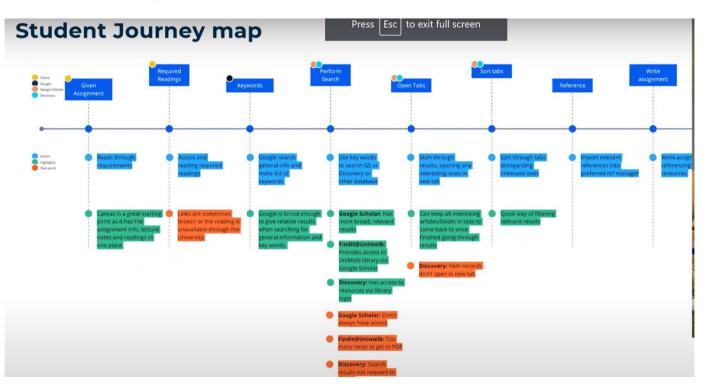


Setting the scene: user journey

✓ **Journey Mapping the User Experience** Samson, S. et al., in: College & Research Libraries,

✓ User Experience in Durick Library: Journey Mapping Student Experience Dietrich, B.





Caroline Gauld (University of Melbourne)
https://www.youtube.com/watch?v=SXCi515julE

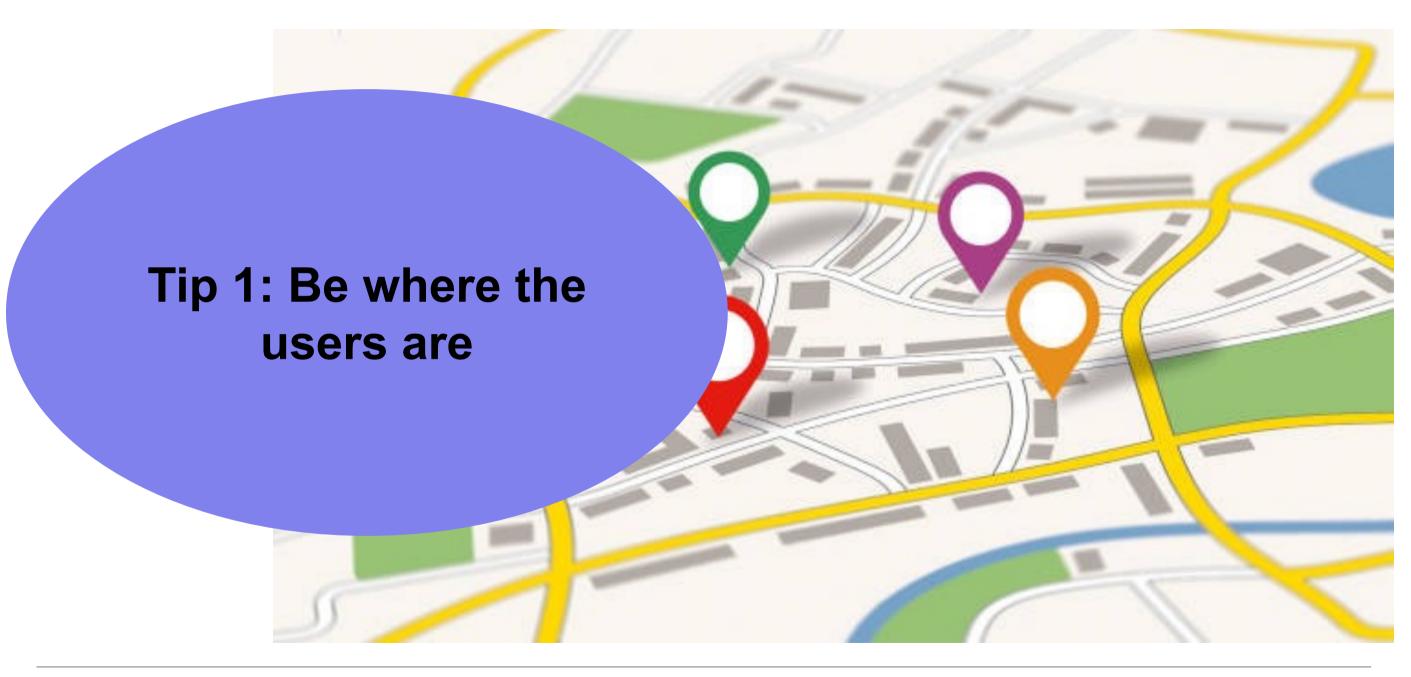












Where the discovery journey starts?

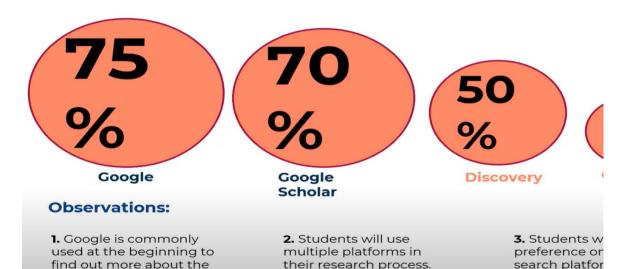
- ✓ A&Is
- ✓ Google Scholar
- ✓ Social and Professional networking sites
- ✓ Library catalogues and services
- ✓ top resources per subject field

"Users have kind of pattern...they start in Google to get an idea of the keywords they will need and the scale of the queries they may want to do and then, they go to more refine resources like discovery tools, library catalogues, google scholar or specific disciplines databases"

Caroline Gauld from the University of Melbourne (https://www.youtube.com/watch?v=SXCi515julE)

Our focus on User Experience

STUDENTS USE =



Commonly ei

Google Schola Discovery.

"People discover articles through search around 45% of the time. 55% of the time they are doing something else. However, discovery via search has increased over time"

How Readers Discover Content in Scholarly Publications 2021,, Gardner, T. & al. Renew Consultants

«Discovery is not as simple as 'novice' vs. 'expert'(…) A professor in one discipline may, for example, use Wikipedia or basic Google searches to familiarize themselves with a new topic just as a new student might»

Resource Discovery@ The University of Oxford, Madsen, C. & al., Athenaeum21 Consulting Research



topic.

Distribution

- Agreements
- Workflows
- Quality assurance
- Communicate
- Resources



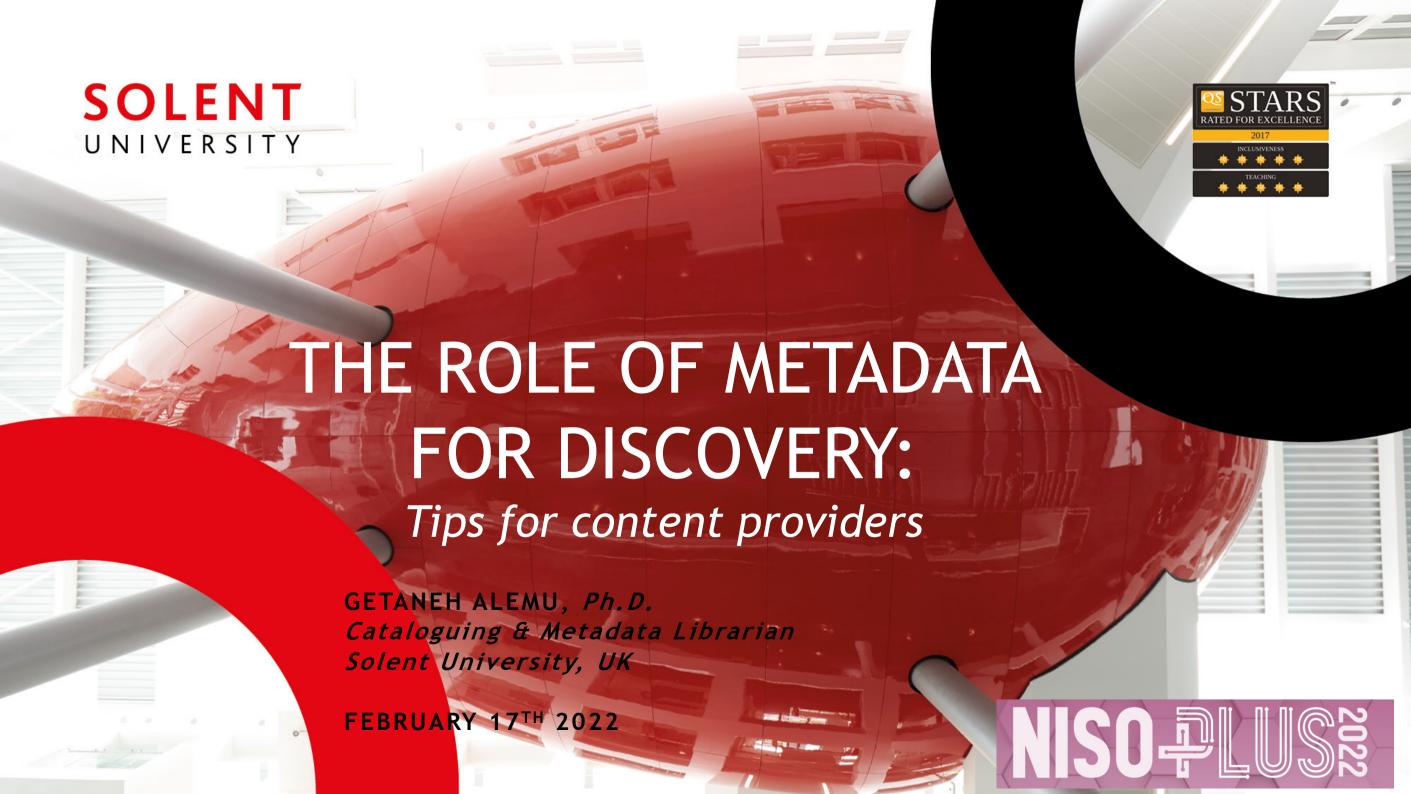




Thank you

Magaly Bascones @openathens.net





Why metadata?

"METADATA plays a critical role in the function of any DISCOVERY service. SEARCH, relevancy RANKING, faceted REFINEMENT, and recording GROUPING function (FRBR) all respond to the metadata present."

Source: (Han & Weathers, 2016, p, 275 in Varnum,

2016)



"Without the bibliographic control that cataloguing brings, the everincreasing mass of information is mere chaos" (Barbara B. Tillett, 2000)





Metadata -tip: Create user-centred (usable) metag

IFLA's Library Reference Model's (LRM, FRBR) user tasks:

- Find: allows users to search and find information resources for their queries.
- Identify: enables users to distinguish relevant resources.
- **Select:** enables users to choose appropriate resources that meet their requirements.
- Obtain: helps users to access and utilise information resources.
- Explore: helps users discover information resources (see Riva, Le Boeuf & Žumer, 2017).

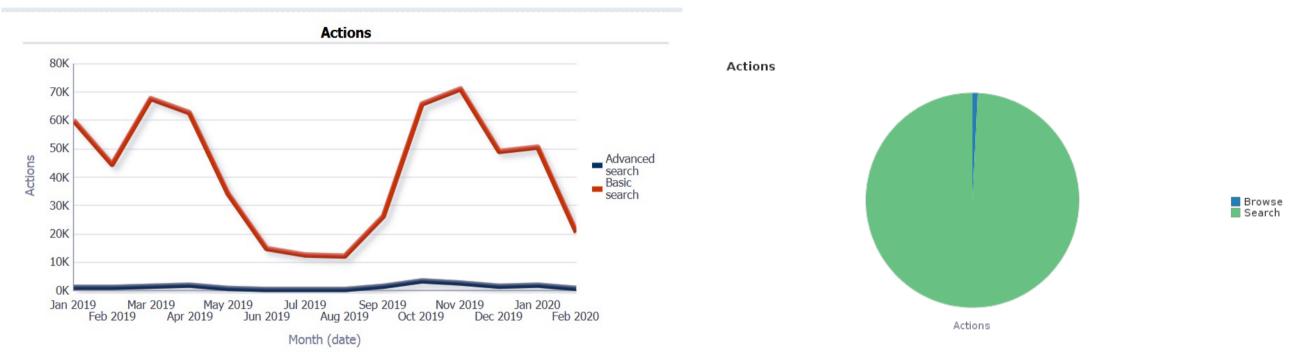
Metadata key for better DISTRIBUTION, VISIBILITY, DISCOVERABILITY, ACCESSIBILITY, SALES and USAGE





TIP: FOCUS SUPPORTING SIMPLE SEARCH





SIMPLE search is the predominantly preferred method which accounts for 95% of the searches, followed remotely by ADVANCED search only 4%. And a very small fraction of VOICE searches (a new feature).

Source: Solent University Primo Discovery

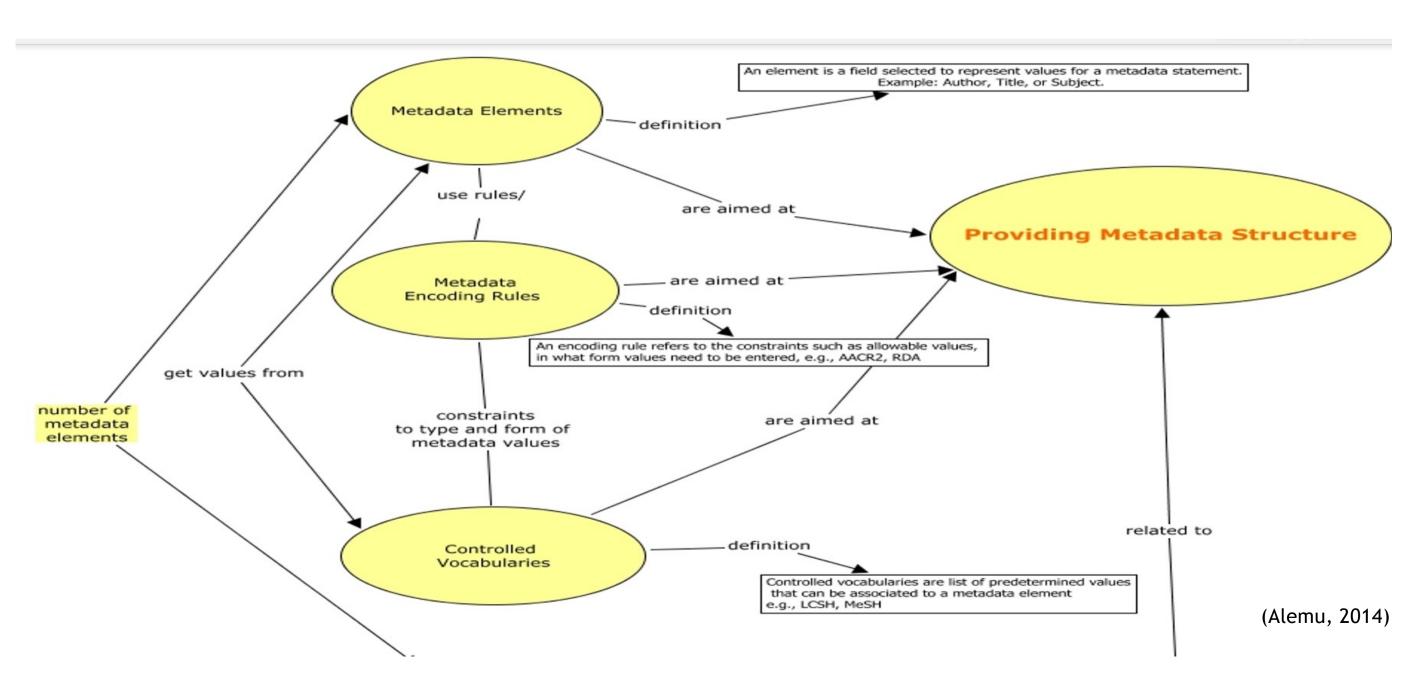
TIP: # OF WORDS IN SEARCH

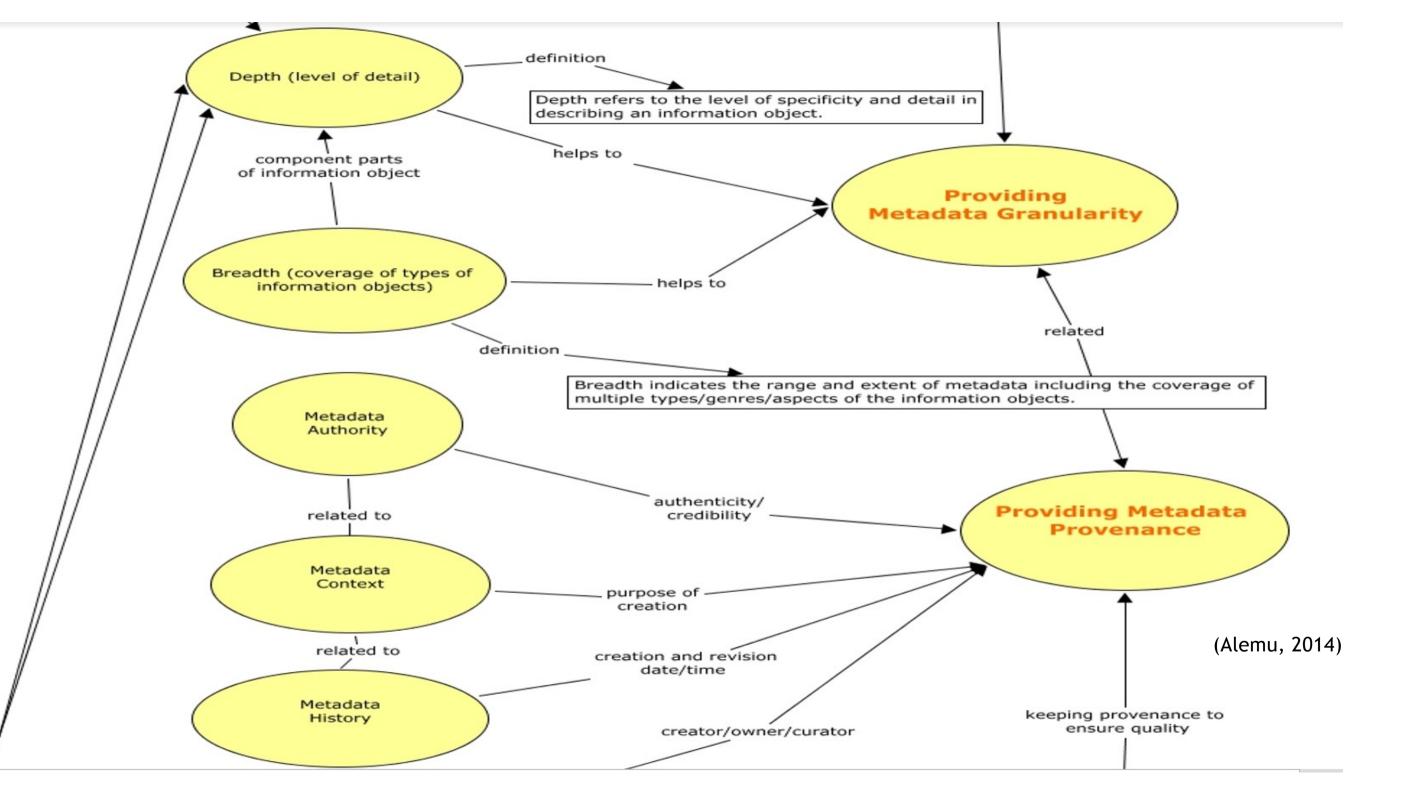


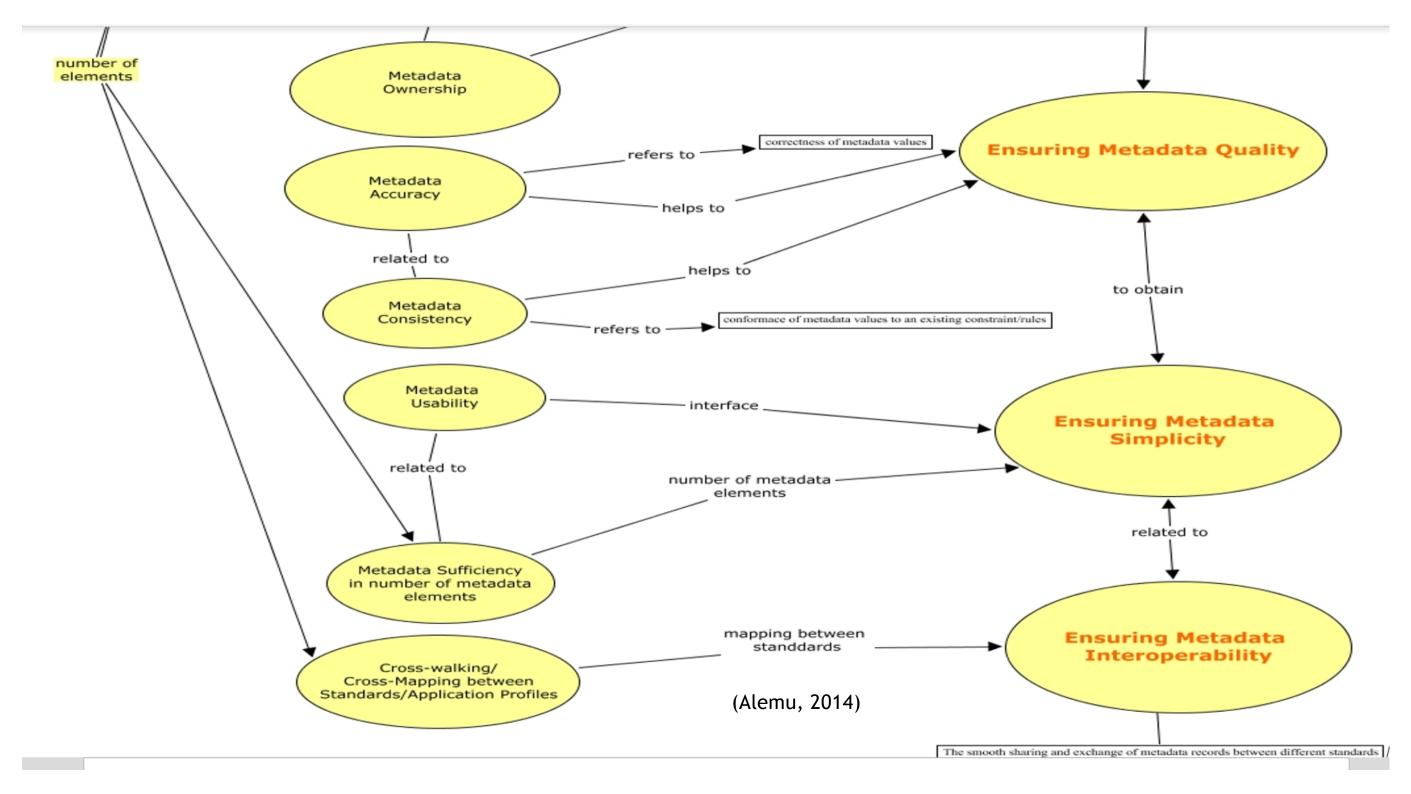
#words	%	
1	29.47%	
2	38.38%	Popular Searches since August 2018
3	16.80%	Search String
4	6.97%	
5	3.86%	types and value of learning
6	1.26%	marketing
7	0.93%	sport discus
-		mintel
8	0.65%	
9	0.31%	human resource management
10	0.12%	
11	0.23%	tragedy
	5.27.	(\ employed
12	0.21%	leadership
13	0.13%	
14	0.15%	criminology critical thinking
15	0.29%	criminal law
16	0.08%	social media
18	0.03%	social media marketing
		strategic management
20	0.06%	
21	0.03%	reflective writing consumer behaviour
26	0.05%	qualitative research
_5	0.00/0	quantative research

Source: Solent University Primo Discovery

Metadata - tip: create standardised metadata







DTD, LCC, LCSH, MARC. MARCXML, METS, MIX, MODS. OAL-PMH, OAIS, PB Core, PREMIS SGML, SRU, TGM I, TGM II, TGN, XML, XML Schema, XPath, XQuery XSLT

Archives

Moving **Images**

AGLS, APPM, Atom, CIDOC/CRM, DACS, EAC-CPF, EAD.

ISAAR(CPF), ISAD(G), MPEG-7, OAI-ORE, RSS, SCORM, Topic Maps

AACR2, CanCore, DCAM, DDC, GEM, IEEE/LOM, indecs, ISBD, LCC, Linked Data, MADS, MARC, MARC Relator Codes, MARCXML, METS Rights, MODS, MPEG-7, MuseumDat, NewsML, OAI-PMH, OAIS, ODRL, PREMIS, RAD, RDA, RDF, RELAX NG, Sears List of Subject Headings, SGML, SKOS, SMIL, SRU, XMP, XOBIS, XQuery, XrML

AACR2, DCAM, DDC. indees, ISBD, LCC, Linked Data, MADS, MARC, MARC Relator Codes, MARCXML, METS Rights, MODS, OAI-PMH, OAIS, ODRL, PREMIS, RAD, RDA, RDF RELAX NG, Sears List of Subject Headings, SGML, SKOS, SMIL, SRU, XOBIS, XQuery, XrML

ADL, AES Core Audio. **AES Process History,** DC, DTD, FRBR, ID3, LCSH, MEI, METS, MO. DC, DTD, MPEG-21 DIDL. ISBD, LCSH, MESH. MusicXML, MXF. METS, MPEG-21 DIDL. **Ontology for Media** OAI-ORE, OAI-PMH. Resource, PB Core, OAIS, ONIX, OpenURL QDC, SRU, SWAP, TEI, TextMD, XML, XML Schema, XPath,

AAT, CCO. CDWA, CDWA Lite, DC, DIG35, DTD, METS, MIX. MPEG-21 DIDL, OAI-PMH.

OAIS, Ontology for Media Resource, PB Core, QDC, SRU, TGM I, TGM II, TGN, ULAN, VRA Core, XML, XML Schema, XPath, XSLT, Z39.50

Musical **Materials**

AGLS, Atom. BISAC, DACS, DCAM. DDC, FRBR, Indecs, LCC. Linked Data, MADS, MARC, MARC Relator Codes, METS Rights, MODS PREMIS, PRISM, RDF, RELAX NG RSS, Sears List of Subject Headings, SGML, SKOS, XMP, XOBIS, XQuery, XrML

> AACR2, CanCore, CIDOC/CRM, DCAM, GEM, IEEE/LOM, indecs, ISBD, Linked Data, MADS, MARC Relator Codes, METS Rights, MODS, MPEG-7, MuseumDat, NewsML, ODRL, PREMIS, RAD. RDA, RDF, RELAX NG, SGML, SKOS, SMIL, XMP, XOBIS, XQuery, XrML

Scholarly Texts

Atom, DACS, EAC-CPF, EAD, ISAAR(CPF). ISADIGI, LCSH, List of Subject Headings, Too

> Visual Resource

MuseumDat, SPECTRUM, TGN, ULAN

AACR2, AGLS, CQL, DDC, FRAD. FRBR, FRSAD, GILS, ISBD, LCC, LCSH, MADS, MARC, MARC Relator Codes, MARCXML. MESH, METS, MIX, MODS OAI-PMH, OAIS, OpenURL PREMIS, RDA, Sears List of Subject Headings, SRU, SWAP, TEI, TextMD, TGM I, TGM II, VRA Core, XML, XML Schema, XOBIS, XPath, XSLT, Z39.50

CCO, DC, DCAM, DTD, FGDC/CSDGM, GEM, IEEE/LOM, MEI, METS Rights, OAI-ORE, PB Core, QDC, RDF, SGML, TGN, XQuery

Libraries

Content: Jenn Riley; Design: Devin Becker Copyright 2009-2010

Museums

Summa

heritage sec further con metadata li selection ar

Each of the

Information

Industry

The sheer i

AGLS, DCAM, EML, Linked Data, METS, METS Rights, MPEG-21 DIDL, OAI-PMH, ODRL, PREMIS, RDF, RELAX NG, SGML, SKOS,

Strong

DC, DTD, FRBR, LCSH, METS, MPEG-21 DIDL MXF, Ontology for Media Resource, PB Core, QDC, XML, XML Schema, TGN, XML, XML

XPath, XSLT, Z39.50 QDC, XML, XML Schema, XPath,

XSLT, Z39.50 XSLT, Z39.50

nomain

ADL. AES Core Audio.

AES Process History, Atom, BISAC, DIF, DIG35, DTD, FOAF, ID3, KML, Linked Data,

MathML, MO, MPEG-21 DIDL MPEG-7, MusicXML, MXF, NewsML OAIS, ODRL, ONIX, Ontology for Media Resource, PRISM, RDF, RELAX NG, RSS, SCORM, SKOS, SMIL, Topic Maps, XML, XML Schema, XMP, XPath, XQuery, XrML,

DC, DCAM, EML, FGDC/CSDGM, GEM, GML IEEE/LOM, Indecs, ISO 19115 OAI-ORE, QDC, SGML, VSO Data

indecs, MODS, CAI-OF RSS, SCORM, Topic Maps 239.50

DC.

DIF DTD

MPEG-21 DIDL, OAIS,

Ontology for Media Resource, QDC, SPECTRUM, TGN,

AGLS, APPM, DACS, EAC-CPF, EAD, GILS,

QDC, VSO Data Model, XML.

XML Schema, XPath,

EML, METS,

MIX, MPEG-21 DIDL, MuseumDat, OAI-PMH

ISAAR(CPF), ISAD(G), RAD

ULAN, VRA Core, XML, XML Schema, XPath, XSLT

SRU, XQuery, XrML

DC. DTD.

FGDC/CSDGM.

19115, KML.

OAIS, QDC.

Schema, XPath,

GML, ISO

Geospatial

Data

DCAM, Linked

Data, METS Rights.

OAI-ORE, OAI-PMH,

ODRL, PREMIS, RDF,

RELAX NG, SGML, SKOS.

AAT, CCO.

CDWA, CDWA Lite,

CIDOC/CRM, DC, DTD, METS,

TIP: USE RDA - RESOURCE DESCRIPTION & ACCESS

- RDA enables the creation of metadata that better caters for *finding, discovering, identifying, selecting, obtaining and exploring* information resources (access & usage)
- RDA is intuitive for cataloguers and helps to generate user-friendly bibliographic metadata. For example, it avoids the use of abbreviations (usability and accessibility)
- RDA helps to describe resources so that users can differentiate one work, edition, or format from another
- RDA provides sufficient descriptive data to create links between related works.
 For example, in IFLA LRM terms, the various abstractions include Work,
 Expression, Manifestation, and Item
 (El-Sherbini, 2013)

Metadata - tip: create quality metadata

- Compatibility
- Completeness
- Up-to-date-ness
- Consistency
- Usefulness
- User Centredness
- Credibility
- Modularity
- Extensibility
- Refinement
- Multilingualism
- Interoperability

- Common issues include:
 - Invalid fields, undefined sub-fields and missing indicators
 - Issues with non-repeatable fields
 - Non-well-formatted values
 - Incomplete or brief records with missing MARC fields
 - Incorrect or inaccurate data in MARC fields
 - Data recorded incorrectly in MARC fields (spelling, capitalisation, punctuation etc.)
 - Missing subject headings

(Duval et al., 2002; Haynes, 2018; Meadows, 2019; Zeng & Qin, 2016)

(Kiraly, 2019; NAG, 2020)





Recommended/essential metadata elements

NISO (2020)
recommendation - essential
metadata elements

- Titles
- Names
- Dates
- Book identifiers
- Subjects

NISO (2020) recommendation

- Use clear, consistent titles and sub-titles (do not add extraneous information in the title)
- Use name authorities (LCAF, Virtual International Authority File (VIAF), International Standard Name Identifier (ISNI), ORCID or Wikidata)
- Dates (creation, publication, copyright, package, version, update dates; use ISO 8601)
- Book identifiers (ISBN, ISSN, DOI, LCCN, OCN)
- Subjects (LCSH, THEMA, BISAC, FAST, GND, etc)

Recommended/essential metadata elements

NAG (2020) also showed that respondents consider the following metadata elements essential:

- Title information
- Creators from authorised lists
- Resource type and format
- Identifiers (such as ISBN)
- Edition statement
- Publication information
- Physical description (including page numbers)
- Series, if applicable
- Electronic access URL for ebooks
- Item class mark
- Order information

NAG Quality of Shelf-Ready Metadata Survey:

Analysis and Recommendations

Recommendations: Shelf-Ready MARC Record – E-Book or E-Textbook

MRC Ind Key: Essential / Desirable / As specified by library /* system-generated data				
On104910376	MRC	Ind	Key: Essential / Desirable / As specified by library / * system-generated data	
On104910376	LDR		*****nam##22****#i#4500	
	001*		on1104910376	
OR	003*		OCoLC	
OR	005*		20200318123925.0	
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100 1# \$a Wilkström, Patrik, \$e author. \$0 http://id.loc.gov/authorities/names/nb2010000653 245 14 \$a The music industry: \$b music in the cloud / \$c Patrik Wikström. 250 ## \$a Third edition. 264 #1 \$a Cambridge, UK; \$a Medford, MA: \$b Polity Press, \$c 2020. 264 #4 \$c ©2020 300 ## \$a 1 online resource (x, 230 pages): \$b illustrations. 336 ## \$a text \$b txt \$2 rdacontent 337 ## \$a computer \$b c \$2 rdacontent 338 ## \$a computer \$b c \$2 rdacontent 338 ## \$a text file \$2 rdaft 347 ## \$b HTML/PDF 490 1# \$b A Digital media and society series 504 ## \$b I Time Front Matter — Introduction: Music in the Cloud — 1. A Copyright Industry — 2. Inside the Music Industry — 3. Music and the Media — 4. Making Music — 5. The Social and Creative Music Fan — 6. Future Sounds — References — Index. 505 0 ## \$a Since the first edition was published in 2009, Patrik Wikström's book has become a go-to text for students and scholars. This thoroughly updated third edition provides an international overview of the music industry and its future prospects in the world of global entertainment. 533 ## \$a Electronic reproduction. \$b Ann Arbor, MI: \$c ProQuest, \$d 2019. \$e Available via World Wide Web. Access may be limited to ProQuest affiliated libraries. 588 ## \$a Description based on print version record. 580 #0 \$a Music trade. \$0 http://id.loc.gov/authorities/subjects/sh8508894 550 #0 \$a Music and the Internet. \$0 http://id.loc.gov/authorities/subjects/sh8508891 550 #7 \$a Music and the Internet. \$2 fast \$0 (OCol.C)/fst01200152 550 #7 \$a Music and the Internet. \$2 fast \$0 (OCol.C)/fst01127019 551 #7 \$a Music trade. \$2 fast \$0 (OCol.C)/fst0103044 552 #7 \$a Music trade. \$2 fast \$0 (OCol.C)/fst01127019 553 #7 \$a Music trade. \$2 fast \$0 (OCol.C)/fst01127019 554 #7 \$a Sound recording industry. \$2 fast \$0 (OCol.C)/fst01127019 555 #7 \$a History. \$2 fast \$0 (OCol.C)/fst01030444 556 #7 \$a Sound recording industry. \$2 fast \$0 (OCol.C)/fst01127019 555 #7 \$a History. \$2 fast \$0 (OCol.C)/fst01127019 556 #7 \$a Bigital media and society series. \$0 http://id.				
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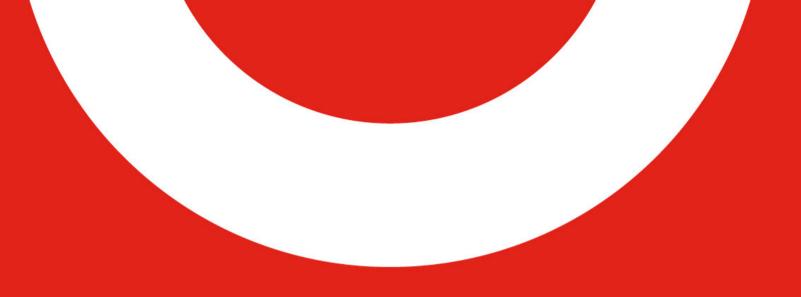
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- ✓ Apply metadata STANDARDS (structured, in-depth & granular)
- ✓ Keep the metadata ENRICHED & USER-CENTRED
- \checkmark Save the TIME of users and keep them happy through metadata $\stackrel{\longleftarrow}{\circlearrowleft}$
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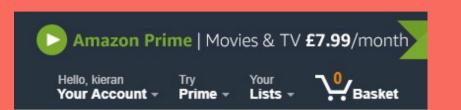
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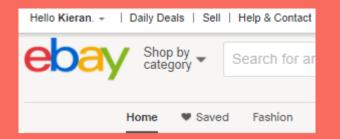
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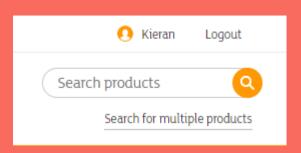
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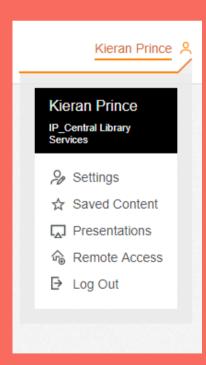


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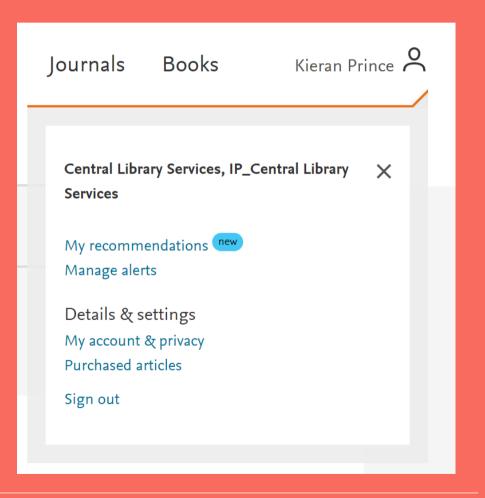




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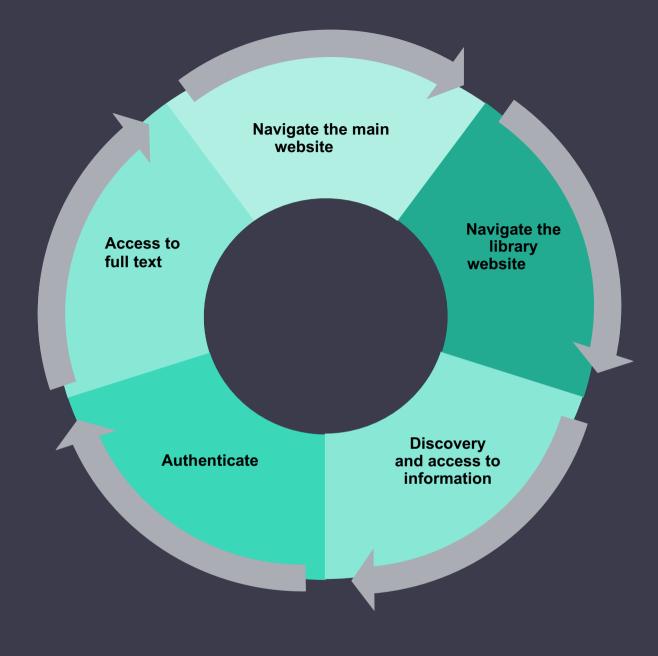
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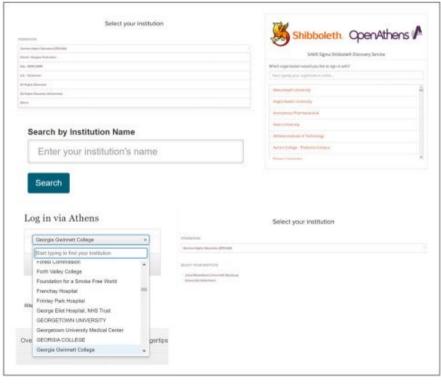
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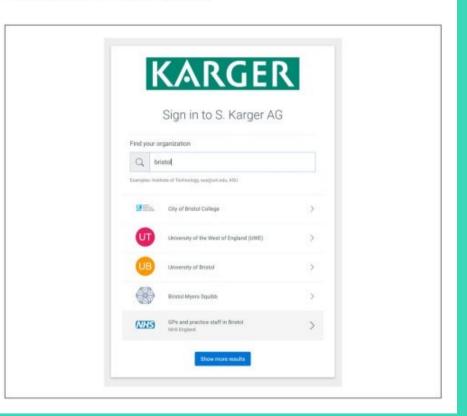


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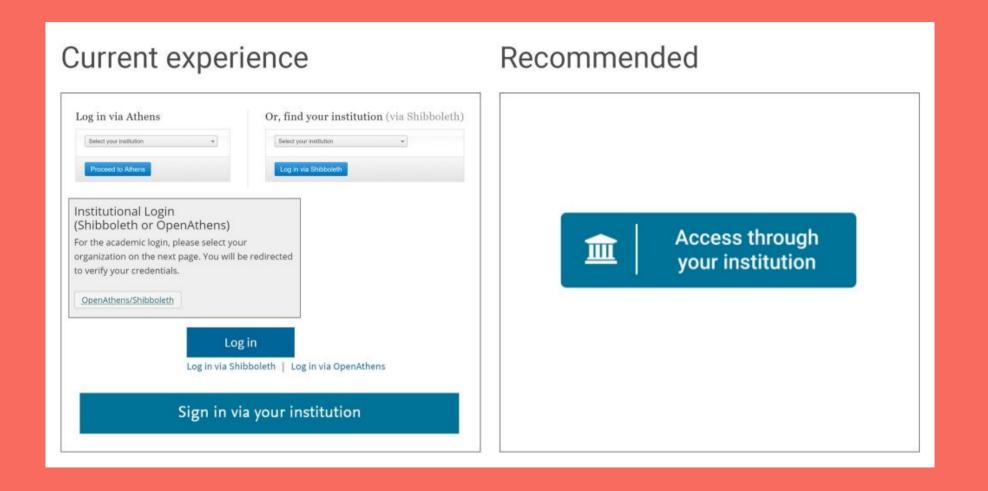


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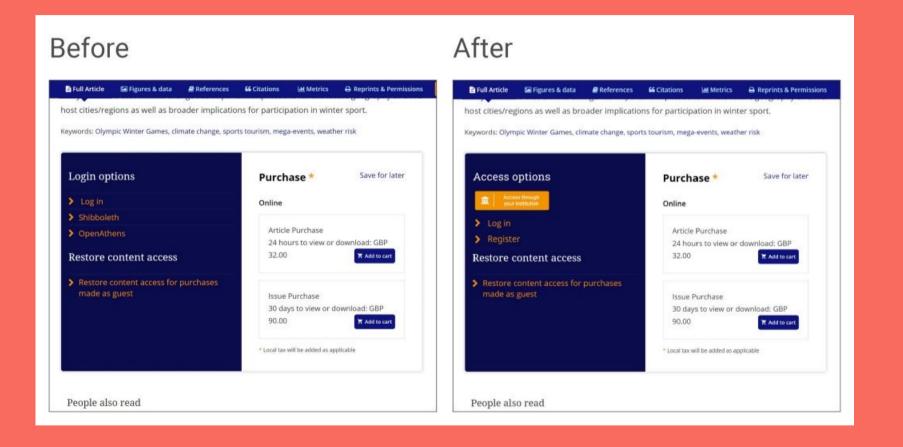


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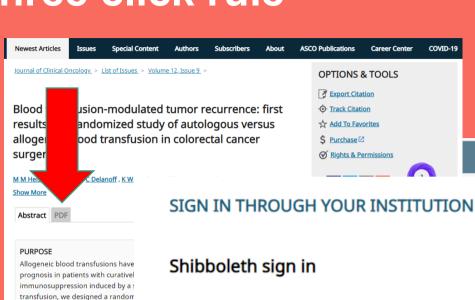


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tendency toward a shorter tumor-f-rank P = .11). The problem with this analysis was the strong association of allogeneic blood transfusions with tumor recurrence, which interfered in 33% of patients in the autologous blood group who required additional allogeneic blood transfusions. Multivariate analysis of established risk factors for tumor recurrence and surgery-related variables reflecting potential immunosuppressive conditions showed that only pT stage (relative risk, 6.61; 95% confidence interval [CI], 1.82 to 23.99; P = .004), pN stage (relative risk, 6.89; 95% CI, 3.15 to 22.33; P < .001), and the need for allogeneic blood (relative risk, 6.18; 95% CI, 2.20 to 17.37; P < .001) were independent predictors of tumor recurrence. Subgroup analysis of patients who received a transfusion of < or = 2 U blood found a significantly higher risk of tumor recurrence in the allogeneic blood group (relative risk, 5.16; 95% CI, 1.13 to 23.62; P = .034), which was reduced to borderline significance (relative risk, 3.54; 95% CI, 0.76 to 16.51; P = .107) by adjustment for tumor (T) and node (N) stage.

CONCLUSION

autologous blood transfusions not immunosuppression.

and the capability to predeposit au receive either standard allogeneic l

In curatively resected cancer patier transfusions was reduced from 60% autologous blood group (P = .009).

(range, 8 to 48) tumor recurrence v group and 16.7% of the autologous

PATIENTS AND METHODS

One hundred twenty patients with

blood.

RESULTS

predictors of tumor recurrence. Subgroup analysis of patients who received a transfusion of < or = 2 U blood found a significantly higher risk of tumor recurrence in the allogeneic blood group (relative risk, 5.16; 95% CI, 1 2; P = .034), which was reduced to borderline significance (relative risk, 3.54 0.76 to 16.51; P = .107) by adjustment for tumor (T) and node (N) stage. CONCLUSION As indicated by these first results, the block sion modality has a significant effect on tumor recurrence after surgical treatment tal cancer. A change in the practice of blood transfusion might thus potentia pact of any recent adjuvant treatment strategies. © 1994 by American Society of Clinical Oncology **Your Access Options**

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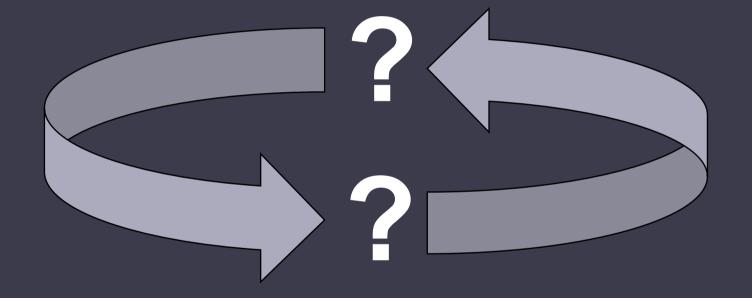
Improved Survival after Colorectal Cancer in Patients Complying with a Postoperative Endoscopic Avveillance Program

Long-term clinical outcomes of endosconia



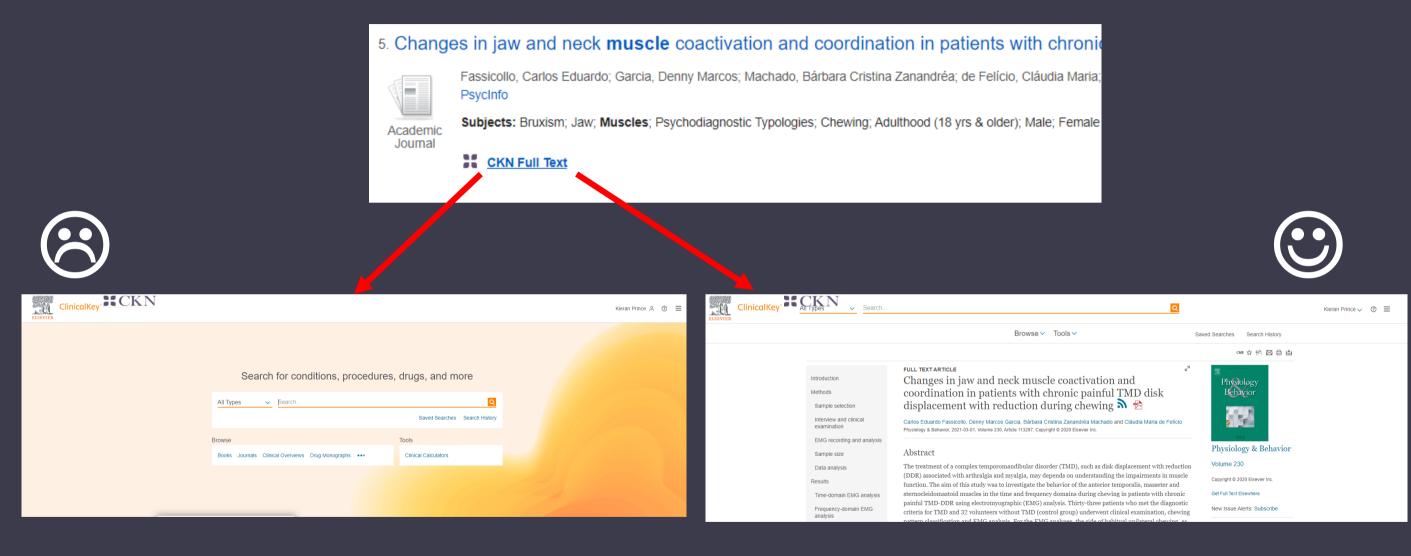
Deep-linking and Wayfless

It's well worth the investment





Deep-linking





What next?









Asi@Connect

eduGAIN

7000 entities in 73 countries

OpenAthens

2600 libraries in 75 countries





Summary

- User needs have changed
- Remote access is here to stay mobile accessibility is essential
- WAYF avoid lists and consider Wayfinder
- UX an industry-wide challenge, standards are the answer!
- Group access options, think about the 3-click rule.
- Deep-linking and Wayfless support essential.
- Take part in industry initiatives, SA and GetFTR.
- Federated authentication is growing, there are real opportunities to be found.





Thank you

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