Next Generation OPAC

What do our users expect?

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University of Minnesota

Keith Ewing
St. Cloud State University

MnLINK Annual Meeting
11 September 2006
Overview

• What our users already know
• Lessons we can draw
• Applying lessons to libraries
What our users expect...

- simple search
- sophisticated results
- speed
- friendliness
- personalization
- participation
What our users know...
simple search

friendliness

participation

personalization

speed

sophisticated results

Phonebook results for 651-698-2799
M Hess, (651) 698-2799, Saint Paul, MN

Who is Eric Celeste?
651-698-2799 (home) 651-428-2290 (mobile)
Librarian for Information Technology at the
www.umn.edu/home/efc - 4k - Cached - 5k

Vote - SD64DFL.Ward4Precinct7
Be a part of history-in-the-making – VOTE
Eric Celeste, Precinct Chair 1993 Lincoln
wiki.sd64dfl.org/SD64DFL/Ward4Precinct7

Inconvenient Truth showtimes for Saint Paul, MN 55105 - Trailer
1hr 40min - Rated PG - Documentary - 22 reviews: ★★★★★
Mann Grandview 2 Theatre - 1830 Grand Avenue, St Paul, MN - Map
12:45 3:00 5:10 7:25 9:35
St. Anthony Main - 115 Main Street SE, Minneapolis, MN - Map
12:00 2:30 4:45 7:15 9:30

Inconvenient Truth
See the Truth: Pledge to watch an Inconvenient Truth on opening weekend at the film's official
website. In an Inconvenient Truth is a feature film documentary on ...
www.climatecrisis.net - 5k - Cached - Similar pages

Inconvenient Truth (2006)
An Inconvenient Truth - Cast, Crew, Reviews, Plot Summary, Comments, Discussion, Taglines, Trailers, Posters, Photos, Showtimes, Link to Official Site, ...
imdb.com/title/tt0407116/ - 53k - Cached - Similar pages

Apple - Trailers - An Inconvenient Truth - Trailer
Eloquently weaves the science of global warming with Al Gore’s personal history and lifelong
commitment to reversing the effects of global climate change.
www.apple.com/trailers/paramount_classics/an_inconvenient_truth/trailer/ - 10k -
Cached - Similar pages

Inconvenient Truth
Global warming and what we can do.
www.read-the-truth.com

Inconvenient Truth
Watch the trailer, get the DVD. Al Gore’s film on global warming.
www.InconvenientTruth.com

Inconvenient Truth
Listen to or watch TED Talk of Al Gore on climate change at TED.
www.AiGore.TED.com

Inconvenient Truth Fans
Explore Steven’s links to worthy environmental causes & more.
www.StevensPortal.com

Inconvenient Truth
NYTimes.com reviews Al Gore’s controversial new film
www.nytimes.com
simple search  sophisticated results  speed

friendliness  personalization  participation
The image is a screenshot of a search engine interface. The search results for the query "library" are displayed, with a total of 259 results and at least 140,800,000 retrieved. This illustrates the engine's capability for simple search, sophisticated results, and speed.

The interface highlights features like "friendliness," "personalization," and "participation." These terms suggest the design principles or user experience focus of the search engine, emphasizing ease of use, tailored results, and user engagement.
friendliness

personalization

participation

simple search

sophisticated results

speed
simple search  sophisticated results  speed

friendliness  personalization  participation
friendliness
classification
classification
personalization
participation
Describe your photos

Add a title and description below:

Title: Alnwick Lion

Description: The Alnwick Lion, symbol of the Duke of Northumberland, on Lion Bridge across the Aln River below Alnwick Castle.

Tags: Alnwick castles England Northumberland

friendliness  personalization  participation
Applying the lessons...
friendliness

personalization

participation
simple search  sophisticated results  speed

friendliness  personalization  participation

CATALOG
Books, ebooks, journals, movies and music, government documents, and more

Search the Collection
[Search] [Advanced Search] [Browse]

Browse Titles by Subject
A - General Works
B - Philosophy, Psychology, and Religion
C - Historical Sciences (Archaeology, Genealogy)
D - World History
E - United States History
F - General American History
G - Geography, Anthropology, and Recreation
H - Social Science
I - Political Science
J - Law
K - Education

Browse All New Titles
New Titles Within Last Week
What is LibraryThing?

Go ahead and take the tour.

Enter what you're reading or your whole library—it's an easy, library-quality catalog. Because everyone else is doing it too, LibraryThing connects you with people who read the same things.

What's good?

- Searches Amazon, the Library of Congress and 45 other world libraries.
- Show it or keep it private. Put your books on your blog too.
- Get recommendations. Connect to people with all your obscure stuff.
- Tag your books as on Del.icio.us and Flickr (eg., wwi, magical realism, vampires, theology, dogs, philosophy of science).
- Export your data. Import from almost anywhere too.
- Enter 200 books for free, as many as you like for $10 (year) or $25 (life).

Create an account or Sign into your account
(this is the only step)

user name

password

Submit

"Last week, one of these simple, brilliant ideas got built..."
The Guardian (UK) email digest
"The Wrap" by Andrew Brown

"LibraryThing appears poised to turn the cataloging of books into a form of communal recreation."
The Christian Science Monitor

"It's six kinds of wonderful. It's all the wonderful."
alzafi
friendliness  simple search  participation

personalization  sophisticated results  speed
simple search | friendliness
---|---
sophisticated results | personalization
speed | participation
At LibraryThing everyone is a librarian.
friendliness  participation  personalization  speed

simple search

sophisticated results

LibraryThing
Catalog your books online.

Totals

- Members 78,039
- Books cataloged 5,549,558
- Unique works 1,244,337
- Tags 7,645,286
- Reviews 67,034
- Ratings 826,686
- User-contributed covers 155,526
- User groups 724
- Forum messages 16,632 (since 7/15)
- Touchstones 17,265

Authors who LibraryThing (complete list)

Sharon Lee (rolanni), Naomi Novik (naomin), Sara Donati (greenery), Elizabeth Pear (matociquala), Sandra Gulland (SandraGulland), C.E. Murphy (cemurphy), Ann Douglas (anddouglas), Lisa Carey (axel), Robin D. Owens (RobinDOwns), Lynn Biehl (skelly), Sarah Monette (true pantry), Sylvia Louise Engdahl (SylviaE), Bill Walsh (wfwalsh), Lynn Peril (Iperil), Ron Hale-Evans (rwh), Rosina Lippi (greenery), Jeff Duntemann (Jeff_Duntemann), Patti O'Shea (PattiOShea), Angela Benson

25 most reviewed books (more)

- The Da Vinci code : a novel (174 reviews), The time traveler's wife (90 reviews), Harry Potter and the Half-Blood Prince (77 reviews), The curious incident of the dog in the night-time (74 reviews), Jonathan Strange & Mr Norrell (70 reviews), Angels & demons (63 reviews), Pride and prejudice (62 reviews), The kite runner (59 reviews), Freakonomics : a rogue economist explores the hidden side of everything (59 reviews), 1984 (58 reviews), American gods : a novel (57 reviews), The historian : a novel (57 reviews), Harry Potter and the sorcerer's stone (50 reviews), Memoirs of a geisha : a novel (49 reviews), Life of Pi : a novel (48 reviews), Wicked : the life and times of the wicked witch of the West (a novel (48 reviews), The lovely bones : a novel (47 reviews), Harry Potter and the Order of the Phoenix (43 reviews), Anansi boys : a novel (41 reviews), The catcher in the rye (39 reviews), Jane Eyre (39 reviews), To kill a

top 75 authors (author cloud)

By number of copies

J.K. Rowling (40,719), Stephen King (31,210), Terry Pratchett (30,364), J.R.R. Tolkien (24,267), Neil Gaiman (23,891), C.S. Lewis (23,290), William Shakespeare (17,243), Anne McCaffrey (13,911), Isaac Asimov (13,791), Jane Austen (13,717), Orson Scott Card (13,207), Douglas Adams (12,893), Robert A. Heinlein (12,626), Anne Rice (12,368), Mercedes Lackey (11,807), Agatha Christie (11,712), Kurt Vonnegut (11,620), Charles Dickens (11,474), Nora Roberts (11,107), Dan Brown (10,474), Piers Anthony (10,339), Margaret Atwood (9,687), George Orwell (9,665), John Grisham (9,382), Neal Stephenson (8,872), Robert Jordan (8,486), Laurell K. Hamilton (8,193), John Steinbeck (8,147), Dean Koontz (7,921), David Eddings (7,904), Ray Bradbury (7,884), Philip K. Dick (7,839), L.M. Montgomery (7,812), Ursula K. Le Guin (7,702), Fyodor Dostoevsky (7,666), Ernest Hemingway (7,615), Michael Crichton (7,313), P.D. J
friendliness, personalization, participation

Franklin: Penn Library Catalog

- Simple search
- Sophisticated results
- Speed

Search for: mishima yukio

Search by:
- Keyword
- Keyword Expert (use: and, or, not, "phrase")
- Title (omit initial article: a, the, la, ...)
- Journal Title (omit initial article)
- Title Keyword
- Author (last name first)
- Author Keyword
- Author/Title Keyword
- Subject Heading (Library of Congress or Medical)
- Subject Heading Keyword
- Call Number
**Franklin: Penn Library Catalog**

Search Request: Keyword = irish literature  
Search Results: Displaying 1 through 5 of 1198 entries.

### Search for: irish literature  Find Results in: Keyword

<table>
<thead>
<tr>
<th>#</th>
<th>Relevance</th>
<th>Full Title</th>
<th>Author</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>●●●●●</td>
<td>Cúit Maige Mucrama : the battle of Mag Mucrama / edited by Mairin O Daly.</td>
<td></td>
<td>1975</td>
</tr>
<tr>
<td>2</td>
<td>●●●●●</td>
<td>Irish Texts Society.</td>
<td></td>
<td>1899</td>
</tr>
<tr>
<td>3</td>
<td>●●●●●</td>
<td>Literary history of Ireland from earliest times to the present day.</td>
<td>Hyde, Douglas, 1860-1949.</td>
<td>1899</td>
</tr>
<tr>
<td>4</td>
<td>●●●●●</td>
<td>Irish visions of the other world; a contribution to the study of medieval visions, by St. John D. Seymour.</td>
<td>Seymour, St. John D. (St. John Drelincourt)</td>
<td>1930</td>
</tr>
</tbody>
</table>

**friendliness**  
**personalization**  
**participation**  
**simple search**  
**sophisticated results**  
**speed**
Search Request: Keyword = irish literature
Search Results: Displaying 3 of 1198 entries

Relevance: ● ● ● ● ●

Title: A literary history of Ireland from earliest times to the present day.
Publisher: London, T. F. Unwin, 1899.
Description: Book
654 p. front. 23 cm.
LC Subject(s): Irish literature --History and criticism.

Location: Van Pelt Library
Call Number: PR8711 .H85
Status: Available, check location
simple search  sophisticated results  speed

friendliness  personalization  participation

The Politics of Telecommunications Reform in Japan

Japan's Approach to Asia Pacific Economic Cooperation

Attracting FDI: Australian Government Investment Promotion in Japan, 1983-96

related to Japan
1 + 1982
1 + adb
1 + akhabara
10 + alira_uwosawa
2 + apec
1 + art
1 + asean
1 + asia/pacific_research_center
1 + asian_development_bank
1 + asian_pacific_economic_community
9 + asian_pacific_school_of_economics_and_government
1 + atomic
4 + australia
1 + autobiography
1 + aviation
1 + bank
1 + banking_crisis
<table>
<thead>
<tr>
<th>Simple Search</th>
<th>Sophisticated Results</th>
<th>Speed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendliness</td>
<td>Personalization</td>
<td></td>
</tr>
<tr>
<td>Participation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**friendliness**

- Simple search
- Speed

**personalization**

- Sophisticated results
- People who looked at this item also:
  - Searched Brain Research Discovery database
  - Borrowed Brain Medicine by Somebody Important
  - Looked at Guernica by Picasso

**participation**

- Availability:
  - 2 out of 3 copies on the shelf at Needle library
  - View other 4 versions of this item
  - Copy to be returned to Hirsch by this Wednesday
  - Landlow copy lost
  - Available at Amazon.com (from $46.97)

- Reviews:
  - Richard Hammer rated this item 8/10 (21.8.05): "What a pleasure to find a book on this subject that's easy to read. Andrew Chak puts forward each principle clearly, with illustrations, then at the end pulls it all together in a demonstration of how it works in the context of one example." (More)
  - Habdu Cherski rated this item 5/10 (3.6.05): "While this book doesn't go into any great depth or subtlety, it is an excellent introduction to designing for commercial websites. It requires no background as an interface designer, usability expert, graphic designer, marketer or programmer, but would be helpful for all of these disciplines."
  - Write a review

- Similar Items
  - All items by this author:
    - Geary, David C.
  - All items on this subject:
    - Cognitive neuroscience
    - Evolutionary psychology
    - Neurosciences -- Popular works
    - Brain -- Popular works

- Other Versions of This Item
  - This item in other formats:
    - DVD
    - Video (VHS)
  - This item in other languages:
    - French
    - Russian
    - Chinese

- Other editions of this item:
Additional lessons…

- Aquabrowser at Queens Library
- Kartoo
Welcome to AquaBrowser Library.

Search:
- Enter your query in the text box above and press Enter (or click ‘Search’).
- In the central panel, you will get search results, ranked by relevance.
- Click on a result for a full view with holding information.

Discover:
- A constellation of words on the left shows you related terms, spelling variations and translations.
- Click on words in the constellation to explore the contents of the catalogue.

Refine:
- Refine shows you what your search results contain.
- Click on any term to focus and narrow your results.
9. Libraries & democracy
the cornerstones of liberty
Libraries and democracy
Nancy C. Kranich
Subject: libraries and society, libraries and state, ...
Found: libraries (3); Library (2)
Date: 2001
Publisher: American Library Association
Call Number: 021.0973 L

10. Digital libraries
philosophies, technical design considerations, and example scenarios: pre-publication reviews, commentaries, evaluations--
David Stern
Subject: digital libraries, libraries
Found: libraries (5)
Date: 1999
Publisher: Haworth Press
Call Number: 025.0028 D
KartOO is a metasearch engine with visual display interfaces. When you click on OK, KartOO launches the query to a set of search engines, gathers the results, compiles them and represents them in a series of interactive maps through a proprietary algorithm.

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Discussion...