Resetting the Web’s Information Landscape

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Today’s Takeaways

1. Linked Data offers a contemporary way for our industry to leverage our tradition and investments in structured data and authorities.

2. The ROI, value and utility of linked data happens on different timelines for different audiences, but not engaging the conversation comes at a much higher cost.

3. “The Web of Data” relies on large-scale structured data and our industry isn’t contributing our data consistently and actionably to the broader conversation.

4. Learning requires experimentation and iteration.

5. Thousands of libraries are already investing in driving this discussion forward through collaboration and iteration.

6. Our key need and value lies in linking and sharable identifiers.
Linking is Key

• The Web is moving from web pages and simple Search Engine Optimization (SEO) to “a web of data”
• Linking is what provides the context for knowledge in this new model
Linked Data changes the Web from simple links to *relationships*.

The *basic web* contrasted with the *web of linked data*.
Traditional MARC records are full of possible connections

| 100 1 | a Gaiman, Neil. |
| 245 1 4 | a The sandman. |p Season of mists / |c writer: Neil Gaiman ; artists: Kelley Jones ... [et al.]. |
| 246 3 0 | a Season of mists |
| 300 | a 217 p. : |b col. ill. |
| 440 0 | a Sandman library ; |v v. IV |
| 500 | a Previously published in single magazine issues as Sandman 21-28. |
| 500 | a "Vertigo". |
| 594 | a CU1 |
| 655 0 | a Graphic novels. |
| 655 7 | a Fantasy fiction. |2 gsafd |
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But first, this data needs to be transformed into linked data.
Library Catalogues
Archival
Vendor Databases
Library Social Events
Imagine an information landscape that has learned about Libraries, their content, and services
What would it take for Libraries to be part of the conversation?

- Personalization/Relevance
- Geographic
- Readers Advisory
- Content
- Availability
- Access Control
EVERY LIBRARY, ARCHIVE, MUSEUM AND HISTORICAL SOCIETY HAS A STORY TO TELL.

These stories reflect and connect with their communities. The Web needs structured data to understand these stories and make strong connections.

The Library.Link Network brings together libraries and their providers to tell the Web localized, comprehensive, connection-rich stories.

Seeding the Web with Library locations, services, and content.

Growing Library Visibility Together.
The Library.Link Network today:

- Over 2,000 services points or locations publishing full collections
- Over 100M items transformed into 300M+ resources
- Over 1B contextual links created
Why #linkeddata?
"We want to be relevant to all of our users in their regular lives." - @bibli0rach
#ColoradoLL2016 #bibframe #linkeddata
“Like most academic libraries, less than half of BU’s users start their searches for information at the Libraries’ Web site.”

Jack Ammerman, AUL for Digital Initiatives and Open Access
Chaos Theory - Boston University Libraries
link.bu.edu/portal/Chaos-Theory/10t0DDxmOM/
... structures. Learn how chaos is not randomness but a previously unimagined complexity within the universe. ... Get it at your Library! Chaos Theory. Contributor.

Advances in Chaos Theory and Intelligent Control - Boston University ...
link.bu.edu/portal/Advances-in-Chaos-Theory-and-Intelligent.../kVLZN7HnKjU/
The book reports on the latest advances in and applications of chaos theory and intelligent control. Written ... Not only does it provide the readers with chaos fundamentals and intelligent control-based algorithms; it also ... Get it at your Library!

Science & Engineering Library (SEL) » BU Libraries | Boston University
https://www.bu.edu/library/SEL/
The Science & Engineering Library is the primary library resource for study, ... In addition to our extensive holdings, we offer reference assistance, group ...
Missing: chaos theory

CPS Library Books - Center for Polymer Studies - Boston University
cps-www.bu.edu/~hes/missingbooks.html
Books in the CPS Library ... SCHROEDER Fractals, chaos, power laws: Minutes from an infinite paradise E19 KAYE A random .... all the genes in the human body E100 PERRIN --- Atoms E101 STEWART --- Does God play dice? ... field theory and statistical physics E123 BURGESS/MARTEN/TAYLOR --- 1987 Microcosmos ...

The Historical Society, Boston University
https://www.bu.edu/historic/conference04.html
Jun 3, 2004 - We hope that this fourth national meeting will serve as a point of departure for a ..... Session ID Chaos Theory and Historical Thought
Advances in Chaos Theory and Intelligent Control, edited by Ahmad Taher Azar, Sundararapandian Vaidyanathan, (electronic resource)

Editor: Vaidyanathan, Sundararapandian. Azar, Ahmad Taher.
Contributor: Vaidyanathan, Sundararapandian. Azar, Ahmad Taher. SpringerLink

Summary: The book reports on the latest advances in and applications of chaos theory and intelligent control. Written by eminent scientists and active researchers and using a clear, matter-of-fact style, it covers advanced theories, methods, and applications in a variety of research areas, and explains key concepts in modeling, analysis, and control of chaotic and hyperchaotic systems. Topics include fractional chaotic systems, chaos control, chaos synchronization, memristors, jerk circuits, chaotic systems with hidden attractors, mechanical and biological chaos, and circuit realization of chaotic systems. The book further covers fuzzy logic controllers, evolutionary algorithms, swarm intelligence, and petri nets among other topics. Not only does it provide the readers with chaos fundamentals and intelligent control-based algorithms; it also discusses key applications of chaos as well as multidisciplinary solutions developed via
There is a significant gap between what browsers and humans see on the Web.

**Human Friendly**

**Machine Optimized**
Linked data is both

Human Friendly

Machine Optimized
Machine Learning
“create an environment that maximizing learning potential”
Intelligent agents
Seeding the Web with Library Data
On the Web, Libraries can quickly move beyond being “just web sites” to a data well feeding answers

This benefits from actionable access to
• Structured, Consistent, and Connected Data
• Local, Regional, and Global Relationships
• Surfacing of shared identifiers
• Rethinking fulfillment in more contemporary ways
Resetting the Information Landscape
Seeding the Web with Libraries
Growing Library Visibility Together
Reset the Web Landscape, Make Libraries Visible
Reset the Web, Make Libraries Visible
Growing the Visible Library
Shine a Light on the Visible Library
Activate your Domain

Library.Link
Growing Library Visibility Together
A Zepheira Collaboration

Transform
Catalog
Enriched & Licensed Content

Link
Special Collections
Archives

Publish
bf: BIBFRAME

Consume
Organic
- Search
- Social
- Harvest

Google
bing
Yandex
YAHOO!

Direct
- In Library
- 3rd Parties
- Apps
- Gadgets

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The Library.Link Network
Growing Library Visibility Together
A Zepheira Collaboration
Transforming 3.3M MARC Records into Opportunities to Connect, Deliver Answers, and “Fulfillment Happiness”

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<tr>
<td>Collection</td>
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<tr>
<td>Place</td>
<td>119,029</td>
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<td>Total</td>
<td>11,257,566</td>
</tr>
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</table>
A Person Resource doesn’t yet have a Catalog “page”, but look at what your data can teach the Web…

Works
(3,333,486)

Persons
(1,151,294)

Collection
(223,667)

Place
(119,029)

Topic
(297,280)

Series
(331,739)

All connections link to library resources
In a dark, dark wood, Ruth Ware

In a dark, dark wood, Ruth Ware

A faithful REMEMBERED WIFE (2011) has been found in an eerie glass house deep in the English countryside, she reluctantly agrees to make the trip. Forty-eight hours later, she wakes up in a hospital bed injured but alive, with the knowledge that someone is dead. Wondering not what happened? but what have I done?, Nora (Lee?) tries to piece together the events of the past weekend. Working to uncover secrets, reveal motives, and find answers, Nora (Lee?) must revisit parts of herself that she would much rather leave buried where they belong: in the past. In the tradition of Paula Hawkins’s instant New York Times bestseller The Girl On the Train and S. J. Watson’s riveting national sensation Before I Go To Sleep, this gripping literary debut from UK novelist Ruth Ware will leave you on the edge of your seat through the very last page–

Language  eng


Extent  310 pages

Subject  FICTION / Literary

FICTION / Suspense

FICTION / Thrillers

Female friendship -- Fiction

Murder -- Investigation -- Fiction

Genre  Fiction

Psychological fiction

Suspense fiction

Psychological suspense

Appeal Terms  

Pace  Fast-paced

Tone  Menacing

Writing style  Compelling

Recommended Item(s)
Expanding Opportunities for Connections and Relationships

- Items
- People
- Concepts
- Events
- Organizations
Stories at Scale
Understanding what is common & unique

• Who?
  – Descriptive
• Where?
  – Locations
• When?
  – Hours

• What?
  – Content
  – Services
  – Events
• How?
  – Access & Policies
• Why?
  – Purpose & Strategy
Telling the Whole Story Requires Collaboration

Enriched Content Engagement Events

Transformation & Publishing Managed Infrastructure Enterprise Architecture

Local System

Libraries & Location Information

Special Collections & Archives

The Library.Link Network Growing Library Visibility Together A Zepheira Collaboration
Strategically Speaking

• Point of Need Availability
• Student/faculty engagement
• **Dramatically** improve systems for finding and using scholarly resources
• Inclusion of diversity/multiculturalism
• Stabilize and grow existing funding source & secure new funding opportunities