Content Management Strategies for the Digital Era:

Opportunities and Best Options for (learning) Organizations

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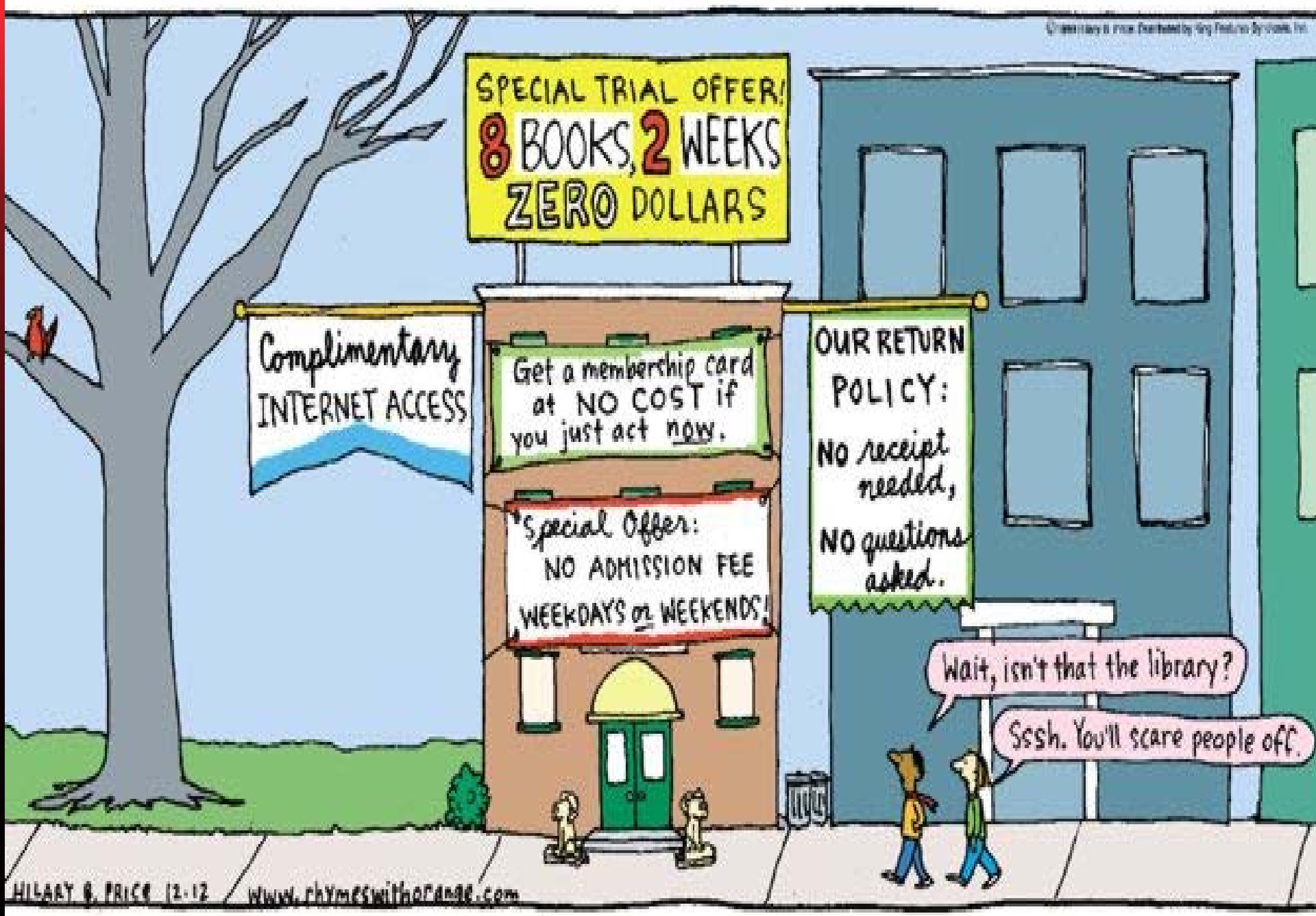
Librarian & Head, CDDL, IIM Kozhikode

Agenda

- The Information Paradigm – Some Thoughts
- Information Management Trends in Libraries
- (Best) Practices in LIS
- Library Automation – the ‘KG’ thing of LIS Modernization
- Digital Libraries – Overview
- Open Access – Overview
- Open Access Archives – Institutional Repositories
- Information Aggregation and Integration Strategies
- Emerging Technologies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Future Libraries?

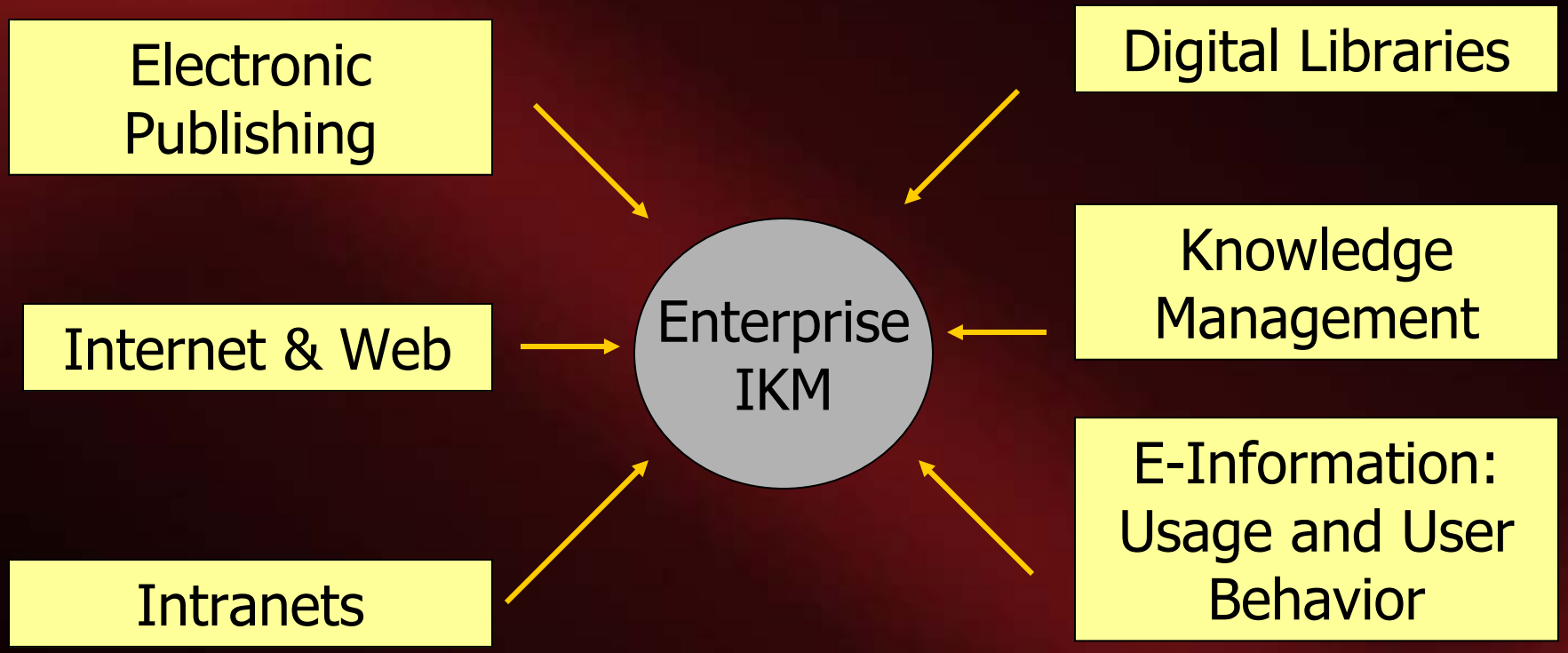
What is a library and what should it be in 2012, 2020 and beyond…

- What does the academic library of the future look like?
- Where do its walls begin and end?
- On campus?
- On our desktop?
- At home?
- Does it still have a function as a separate and distinct space?
- Or has it become the first step to an all-virtual future?
- Libraries have never been more interesting, difficult and challenging…

Challenges of the Day

- ✓ Relevance of Libraries in the Google Era
- ✓ Retention of Users, especially the New Gen
- ✓ Proliferation of Content
- ✓ Diverse Datastreams - Content Categories, Publication Types
- ✓ Multimedia, Polymedia, Multiformats
- ✓ Collection Building – Acquisition, Subscriptions, Licensing…
- ✓ Copyright, Intellectual Property, Fair Use…
- ✓ Technology Complexities, Infrastructure Issues
- ✓ Publishers' Stringent Policies / Monopolies
- ✓ Integration of legacy systems and the new genre

Factors of Change



Experiences? Lessons? Impact? Implications?

IM: Key Goals

- Develop and manage a dynamic, unified information resource base (content repository) that gathers and organizes relevant internal and global information resources, based on a taxonomy of information needs of the enterprise, and make these available for learning and informed decision making.

IM : Key Goals…

- Support different manifestations of information sources – implicit/explicit, print/digital, local/remote, free/commercial, etc.
- Support for delivering personalized information services to staff, both on demand and in anticipation.

- User Generated Internet Content:
  - Blogs
  - YouTube
  - MySpace

- And the same is TRUE with Scholarly Communication too!!

Concerns

- In an information world in which **Google** apparently offers us everything, what place is there for the traditional, and even the digital, library?
- In a library environment which is increasingly moving to the **delivery of online rather than print resources**, what of the academic library's traditional place at the heart of campus life?
- What about the impact of repositories and open access on the delivery of library resources?
- And the need to digitise and make more widely accessible key scholarly resources?
- And what of the calls for libraries to play a central role in the promotion of 'information literacy'?

The Google Generation

Magic of the Web

- The universe (which others call the Web) is the place where society keeps the sum total of human knowledge. It's where we learn and play, shop and do business, keep up with old friends and meet new ones ...
- Today we stand at the epicenter of a revolution in how society creates, organizes, locates, presents, and preserves information ...
- .... It's all the Web ....

Ian Witten et al. in "Web Dragons"

New Drivers for Change - Environment

- Ubiquitous use of the Web
- “Simpler” search techniques (Google)
- “Information to go”
- Same data, different presentations
- Open access and new publishing models

New Drivers for Change - Environment

- Social, personal and work activities blurred
- Information users as information providers
- Interactive do-it-yourself capability of the Web is at odds with highly-wrought library systems
- Technical/licensing/copyright issues
- A volatile landscape of rapid change

New Drivers for Change - Students

- Integration of library with VLE
- Web 2 and social networking
- Amazon/supermarket profiling approach
- The digital native generation
- Students as paying customers

New Drivers for Change - Research

- Access to deep web
- Underlying data important for research
- Re-use of data is possible
- Deposit in institutional repositories
- Mass digitisation (Google, MS, JISC)

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information behaviour of **the researcher of the future**

11 January 2008

UCL

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setting the scene
what are the aims of this study?

This study was commissioned by the British Library and JISC to identify how the specialist researchers of the future, currently in their school or pre-school years, are likely to access and interact with digital resources in five to ten years' time. This is to help library and information services to anticipate and react to any new or emerging behaviours in the most effective way. In this report, we define the `Google generation' as those born after 1993 and explore the world of a cohort of young people with little or no recollection of life before the web.

The broad aims of the study are to gather and assess the available evidence to establish:

- whether or not, as a result of the digital transition and the vast range of information resources being digitally created, young people, the `Google generation', are searching for and researching content in new ways and whether this is likely to shape their future behaviour as mature researchers?
- whether or not new ways of researching content will prove to be any different from the ways that existing researchers and scholars carry out their work?
- to inform and stimulate discussion about the future of libraries in the internet era

These questions are of enormous strategic importance but they need to be balanced against considerable media hype surrounding the `Google generation' phenomenon, so a healthy degree of critical distance is needed. A bewildering array of titles has attached itself to a younger generation that is growing up in an internet-dominated, media-rich culture: Net Generation, Digital Natives, Millennials and many others. The untested assumption is that this generation is somehow qualitatively `different' from what went before: that they have different aptitudes, attitudes, expectations and even different communication and information 'literacies' and that these will somehow transfer to their use of libraries and information services as they enter higher education and research careers.

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Google Syndrome

- Can we assume that a search engine will – intrinsically – teach students how to find, manage and interpret information ??

Google Syndrome

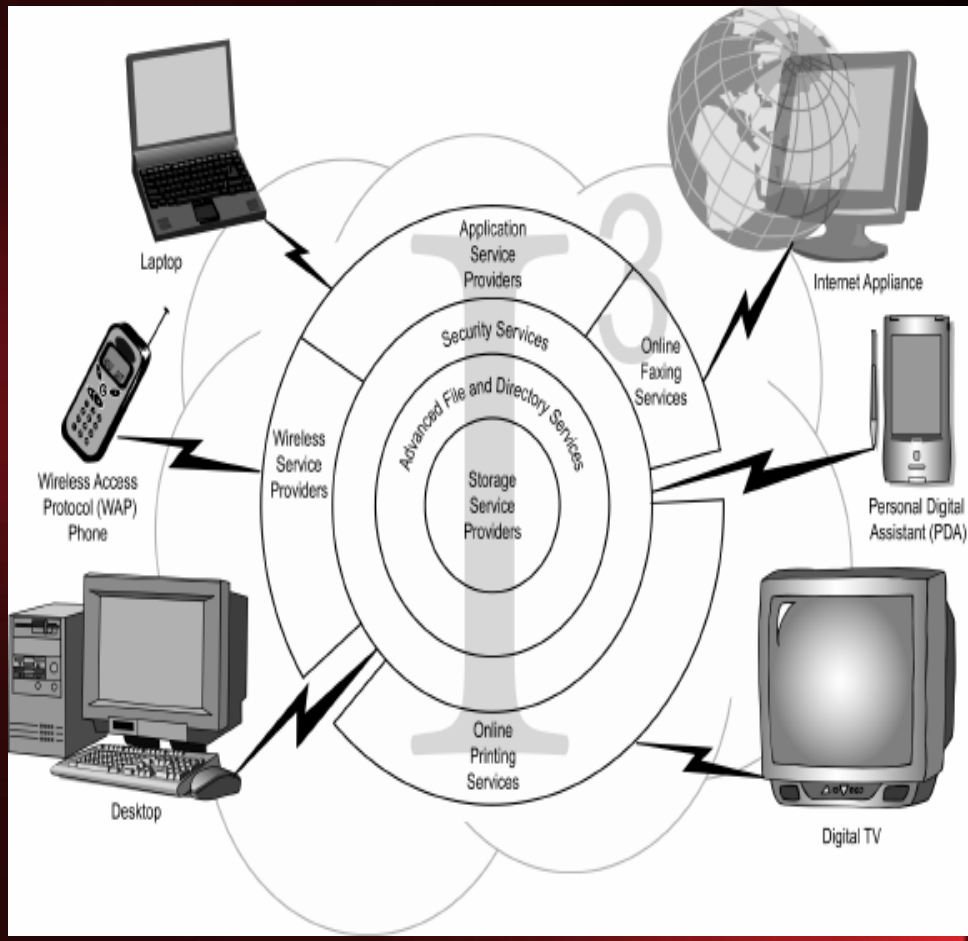
- If a generation of students in primary and secondary schools, particularly in the state sector, are “managing” education without a properly funded library and the help of qualified librarians, then not only will literacy levels and examination results suffer, but so will our universities and workplaces.

Top Tech Trends in IT / LIS

- Web 2.0 / Library 2.0
- Blogs / RSS Feeds / Wikis / Podcasts / Webcasts
- Open Source Software, Open Standards, Open URL
- User Tagging, Automated Tagging
- Web OPACs, and Interface Design
- Seamless Integration / Aggregation
- OA -> OAP + OAA
- Open Resource Discovery Tools - Google Scholar
- E-Books, E-Journals, E-Resources
- Harvesting, Federation, Metasearching
- Digital Rights Management

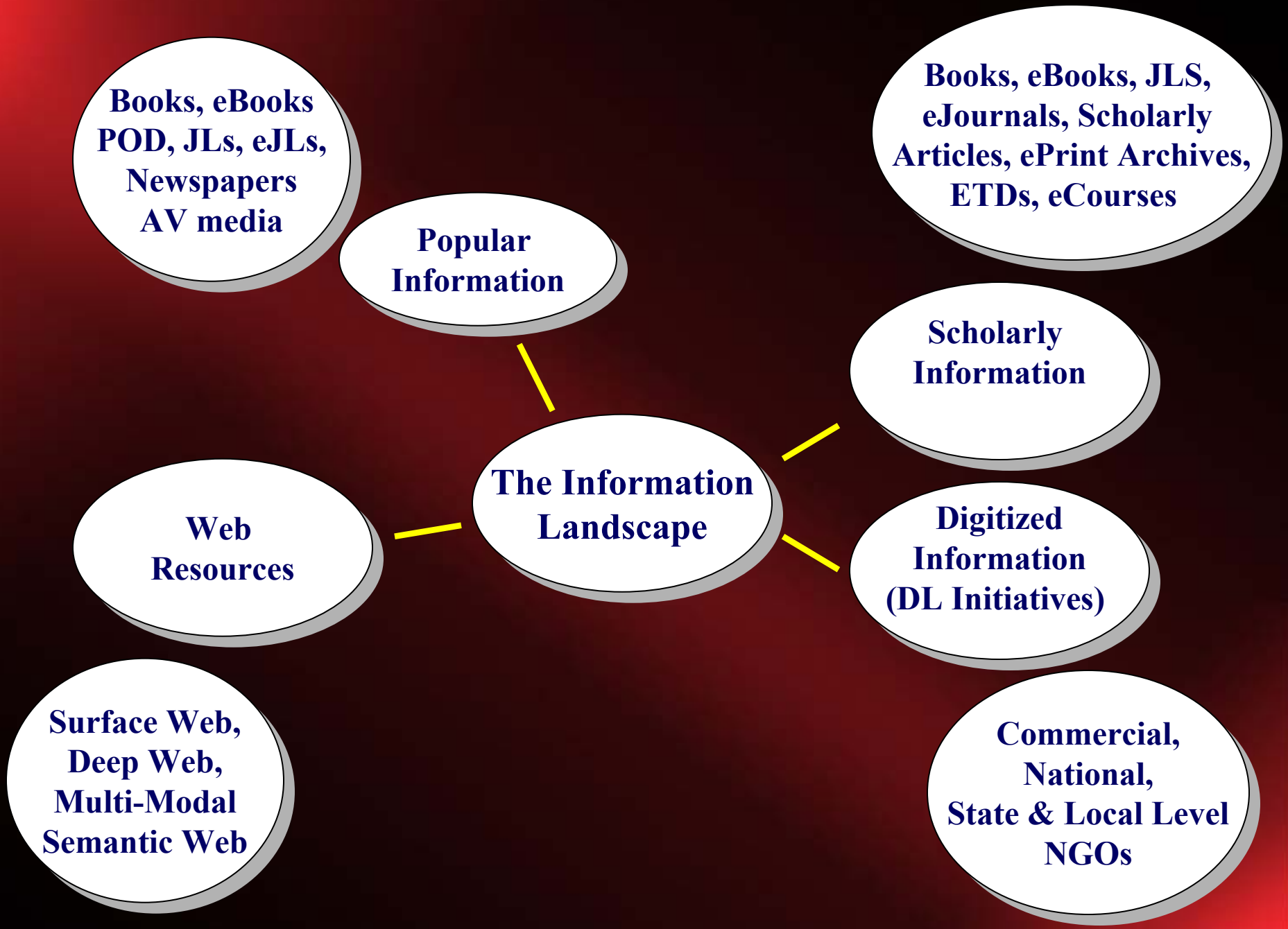
Emerging Publishing/Access Models and the I^3

- **Open Access Archives**
  - Open Archives/Initiative OAi / OAI
- **Open Access Publishing**
  - OA Journals
- **Open Source**
- **Open Standards**
- **OpenURL**
  - Open URL Framework



Information Strategy Tips

- ✓ Context = Scenarios, Paradigms
- ✓ Constant = Change
- ✓ Technology = Facilitate, and NO intimidate
- ✓ Information = The Big Picture - Landscape
- ✓ Content = Aggregate, Integrate
- ✓ Service = Markup, Market
- ✓ Capital = Human, Tacit, Values, and Users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POD, JLs, eJLs,
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Popular
Information
Books, eBooks, JLS,
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ETDs, eCourses
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Digitized
Information
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Surface Web,
Deep Web,
Multi-Modal
Semantic Web
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Lib2.0

L 1.0		L 2.0
Closed stacks	-->	Open stacks
Collection development	-->	Library suggestion box
Preorganized ILS	-->	User tagging
Walk-in services	-->	Globally available services
“Read-only” catalog	-->	Amazon-style comments
Print newsletter mailed out	-->	Team-built blog
Easy = dumb users	-->	Easy = smart systems
Limited service options	-->	Broad range of options
Information as commodity	-->	Information as conversation
Monolithic applications	-->	Flexible, adaptive modules
Mission focus is output	-->	Mission focus is outcome
Focus on bringing ‘em in	-->	Focus on finding the user
ILS is core operation	-->	User services are core

Penetration of E-Content in Libraries

PUBLICATION TYPES

- E-Books, E-Journals…
- Aggregated Scholarly E-Journal Databases
- Databases, CBT/ WBT
- Portals, Vortals…
- Value added services
- Preprints, Eprints, E-Documents….

DOCUMENT FORMATS

- ASCII, RTF, HTML, SGML, Postscript, PDF, Proprietary, Native Application Formats
- Images, Graphics
- Audio
- Video
- XHTML, ASP, PHP, XML …

Major Drivers

- Information/Knowledge - Proliferation
- Technology Progress (push)
- Open Standards / Technologies
- Open Source Software
- Market Demands
- Community / Society

The Changing (challenging) Role of Information Professionals

Book keepers

↓

Bit Keepers

(Book/Journal) Stores Officers/Custodians

↓

Information providers

↓

Content / knowledge providers

↓

Content / knowledge sellers

Good (Best) Practices

- Skill Sets – Leadership, Communication, Team Work, CE, Perseverance, Persistence….
- Flexibility / Open to Learning / Accept Changes
- Open Source Philosophy
- Open Access Advocacy
- Preach as well as Practice
- Sharing of Knowledge Acquired

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The International Information & Library Review (▮▮▮▮) ▮–▮▮▮

Award Winner, ASIST - SIG III - International Paper Contest, 2005

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Seamless aggregation and integration of diverse datastreams: Essential strategies for building practical digital libraries and electronic information systems

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Strategy Facets - for an excellent hybrid ambience

1. **Value and Preserve the Traditional Systems while Embracing Technology for Development**
2. **Aggregation / Integration Strategies**
3. **Library Automation** (integration of the traditional library activities/collection)
4. **Digital Library** (creation of efficient information systems using digital collections for effective browse, search, retrieval and long-term preservation)
5. **OA Archives** (pooling the organization's intellectual capital)
6. **Library Portal** (seamless integration of the organization's entire knowledge base—traditional, paper as well as electronic technologies)
7. **Consortium Approach to Library Subscriptions**

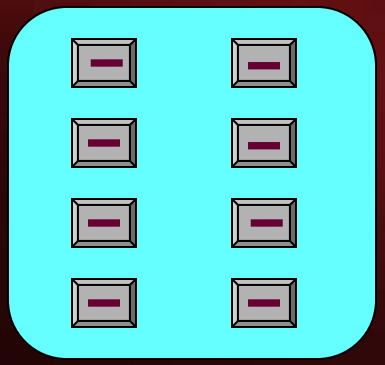
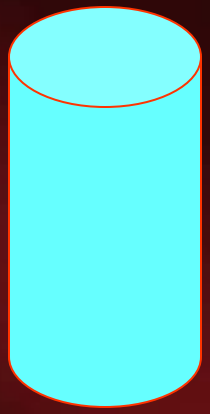
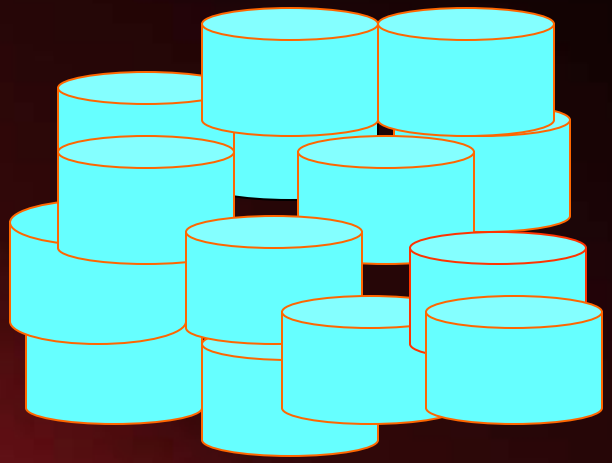
Strategic Planning

- How to map / scale (assess) the information needs / requirements of the Organization
- How to Communicate this to the Management
- How to build infrastructure – Planning, Execution
- How to Collect, Consolidate, Build and Preserve Local Content
- How to build E-Resources / Published Content
- Information Literacy to Information Professionals
- Information Literacy for Users

Libraries - Shifts

- Traditional / Automated
  - » **Organization is physical**
  - » **Shelving of documents - Based on Subject Cln**
  - » **Key - Index / Catalogues / Cards / Digital Catalgs**
  - » **Cards - Real/Virtual - Author, Title, Descriptions**
- Digital
  - » **Organization in terms of digital files /objects**
  - » **Contains material digitized form**
  - » **Contains digital material**
  - » **Architecture**
  - » **Key - Metadata**

Shift in Approaches

Traditional	Automated	Dig. Library
Limited/ Rigid	**Improved**	**Efficient/ Flexible**
		
AACR2 **CCC** **CC / LCCS** **DDC / UDC** **Thesauri/LCSH**	**AACR2** **ISO 2709** **CCF** **MARC** **Thesauri**	**Metadata** **DCMI -- W3C** **EAD, TEI, DTD** **METS,MODS,** **Z39.50** **MARC21** **OAI-PMH**

Digital libraries ... features

- Knowledge/content management
  - Manage and access internal information assets
- Scholarly communication, education, research
  - E-journals, e-prints, e-books, data sets, e-learning
- Access to cultural collections
  - Cultural, heritage, historical & special collections, museums, biodiversity
- E-governance
  - Improved access to government policies, plans, procedures, rules and regulations
- Archiving and preservation
- Many more …

The Greenstone Software

- Software suite for building, maintaining, and distributing digital library collections
- Comprehensive, open-source
- Developed by New Zealand Digital Library Project at the University of Waikato
- Distribution and promotion partners:
  - UNESCO
  - Human Info NGO, Belgium
  - NCSI, Bangalore; UCT, Cape Town; Dakar, Senegal; Almaty, Kazakhstan; …
  - You!

Features of Greenstone

- Open Source Philosophy
- Interfacing & Content Delivery via Web
- Multi S/W Platform
- Multi Lingual Support
- Multi Formats
- Structured Metadata in XML using DC
- Metadata Extraction
- Searching & Browsing
- Plug-ins for Documents

- Full-text mirroring
- Text Level Penetration
- Data Compression
- Password protection
- Administrative Functions
- Concurrent & Dynamic Content Development
- Uniform Presentation
- Publishing on CDROMs
- International Presence

Greenstone Features contd...

- Easy Installation
- Easy Maintenance
- Content Development (3 alternate ways)
- Predominantly GLI now - since (V. 2.41)
- Hierarchy Structure
- Interface Customization
  - Front Page Design, Header for the Digital Library, Collection Icon, Cover Images
- Collection Configuration (Collect.cfg) File
- Scalability, Flexibility
- Interoperability (Crosswalk), OAI Compliance
- Lifeline : Listserv / E-Group / Archives

Greenstone DL Software

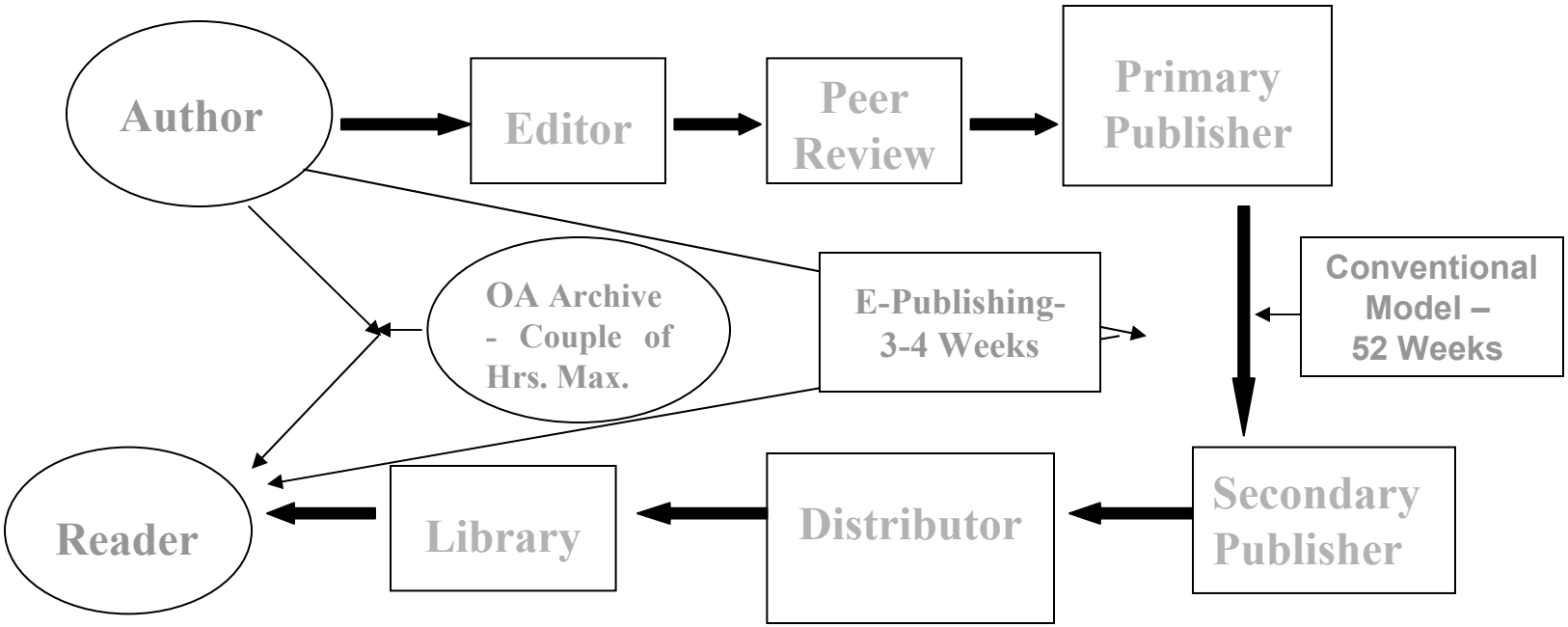
Access	✓Accessible via any Web browser ✓Server runs on Windows and Unix ✓Collections can be published on CD-ROM
Searching/ browsing	✓Full-text and fielded search ✓Flexible browsing facilities ✓Metadata-based (Dublin Core) ✓Collection-specific ✓Hierarchical phrase browsing supported ✓Creates all access structures automatically
Extensible	✓Plugins — new document, metadata formats ✓Classifiers — new metadata browsers
Multilingual	✓Documents *and* interfaces ✓Chinese, Arabic, Maori, Russian etc (+ European, Indian Languages) ✓Multimedia: video, audio collections exist

A Word About Open Access

Ground Realities

- World Over, Institutions / Agencies Fund Research (mostly Govt.s & NGOs)
- Authors want to publish/share their findings/thoughts with peers
- Authors give Copyright to Publishers
- Publishers do not give Authors access to the paper by default
- If your Institute/library is not subscribing to the Journal, you will have to be satisfied with the Offprints the publishers give

Upcoming Models of Scholarly Communication Value Chain



OA Archive (2 - 3 hours)

E-Publishing (3 - 4 weeks)

Conventional Publishing (52 weeks)

Institutional Scholarly Knowledge

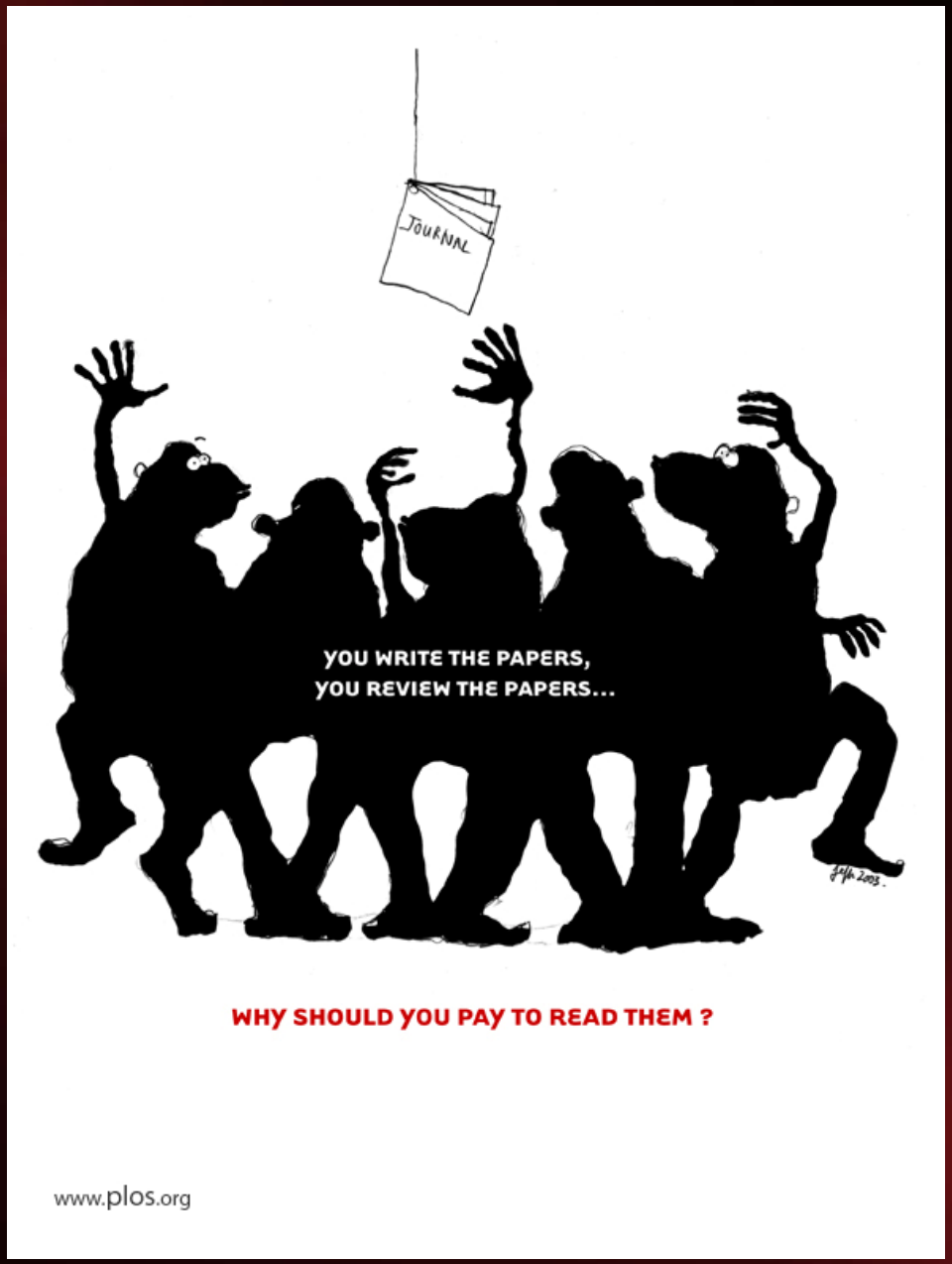
- **PUBLISHED**
  - Journals / Journal Articles
  - Conference / Symposium Papers
  - Books / Book Chapters
  - Patents
  - Cases
  - …
- UNPUBLISHED
  - Theses / Dissertations
  - Working Papers
  - Technical Reports
  - Coursewares
  - Classroom Presentations (Videos, Audios, PPTs…)
  - Lecture Notes
  - Guides / Manuals
  - …

Open Access

- Open Access Publications (OAP) – Golden Road

+

- Open Access Archives (OAA) – Green Road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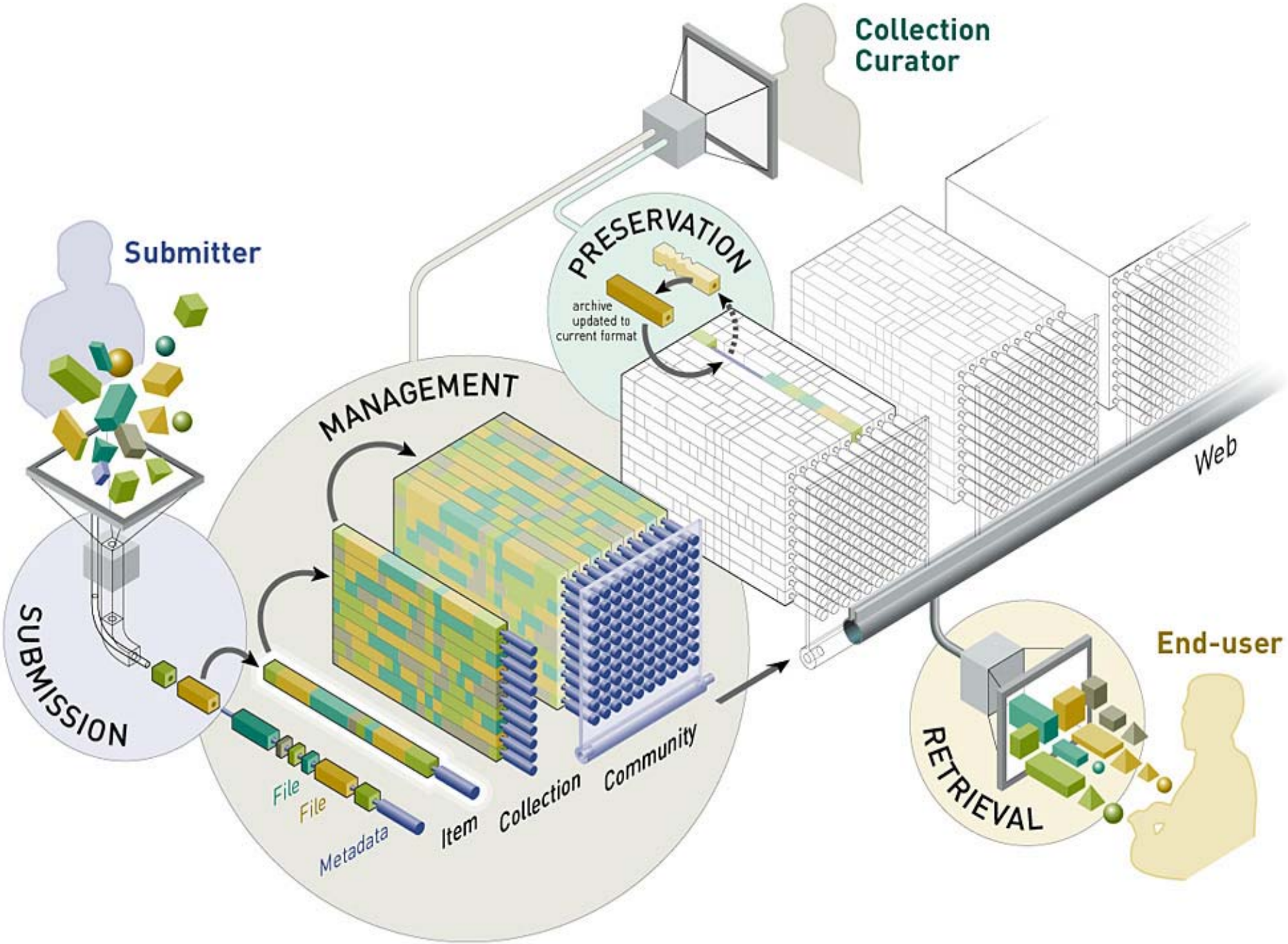
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Submitter
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archive
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- Law and Political Science

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- Chemistry
- Earth and Environmental Sciences
- General Works
- Health Sciences
- History and Archaeology
- Languages and Literatures
- Law and Political Science
- Mathematics and Statistics
- Philosophy and Religion
- Physics and Astronomy
- Science General
- Social Sciences
- Technology and Engineering

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OpenDOAR

Directory of Open Access Repositories

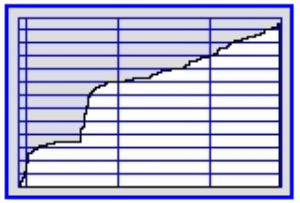
The Directory of Open Access Repositories - *Open*DOAR

Search for repositories | Search repository contents | List of repositories | Repository Statistics

OpenDOAR has over 1200 listings!

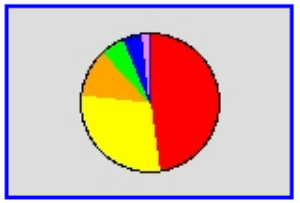
*Open*DOAR is an authoritative directory of academic open access repositories. Each *Open*DOAR repository has been visited by project staff to check the information that is recorded here. This in-depth approach does not rely on automated analysis and gives a quality-controlled list of repositories.

As well as providing a simple repository list, *Open*DOAR lets you search for repositories or search repository contents. Additionally, we provide tools and support to both repository administrators and service providers in sharing best practice and improving the quality of the repository infrastructure. Further explanation of these features is given in a project document Beyond the list.



Growth of the *Open*DOAR Database

The current directory lists repositories and allows breakdown and selection by a variety of criteria - see the Find page - which can also be viewed as statistical charts. The underlying database has been designed from the ground up to include in-depth information on each repository that can be used for search, analysis, or underpinning services like text-mining. The *Open*DOAR service is being developed incrementally, developing the current service as new features are introduced. A list of Upgrades and Additions is available.



Repositories by Continent

Developments will be of use both to users wishing to find original research papers and for service providers like search engines or alert services which need easy-to-use tools for developing tailored search services to suit specific user communities.

The importance and widespread support for the project can be seen in its funders, led by the Open Society Institute (OSI), along with the Joint Information Systems Committee (JISC), the Consortium of Research Libraries (CURL) and SPARCEurope.

*Open*DOAR has also been identified as a key resource for the Open Access community (K.B.Oliver & R.Swain, 2006 - PDF). and was one of the services which contributed to SHERPA being awarded the SPARC Europe Award for Outstanding

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Open Access Initiatives In India

- Institutional Repositories(evolving)
  - http://casin.ncsi.iisc.ernet.in
  - Software: DSpace, E-Prints
- Subject Specific Repositories
  - Science/Technology – EPrints@IISc http://eprints.iisc.ernet.in
  - Engineering / Technology http://eprint.iitd.ac.in/dspace/
  - Librarian's Digital Library (LDL) http://drtc.isibang.ac.in/DRTC/index.html
  - OpenMed@NIC http://openmed.nic.in
  - Management – DSpace@IIMK http://dspace.iimk.ac.in
- Electronic Theses and Dissertations
  - INFLIBNET and UGC http://dspace.inflibnet.ac.in
  - Vidyanidhi http://www.vidyanidhi.org.in
- Cross Archives Search Services for Indian Repositories (CASSIR) http://ardb4.ncsi.iisc.ernet.in/oai

Open Access Initiatives In India…

- Open Access Journals
  - Indian Academy of Sciences (11 journals)
    http://www.ias.ac.in/pubs/journals
  - Indian National Science Academy (4 jls)
    http://www.insa.ac.in
  - Indian MEDLARS Centre (NIC) (38 jls)
    http://medind.nic.in/
  - MedKnow Publications (28 jls)
    http://www.medknow.com/journals.asp
  - Indianjournals.com (7 jls)
    http://www.indianjournals.com
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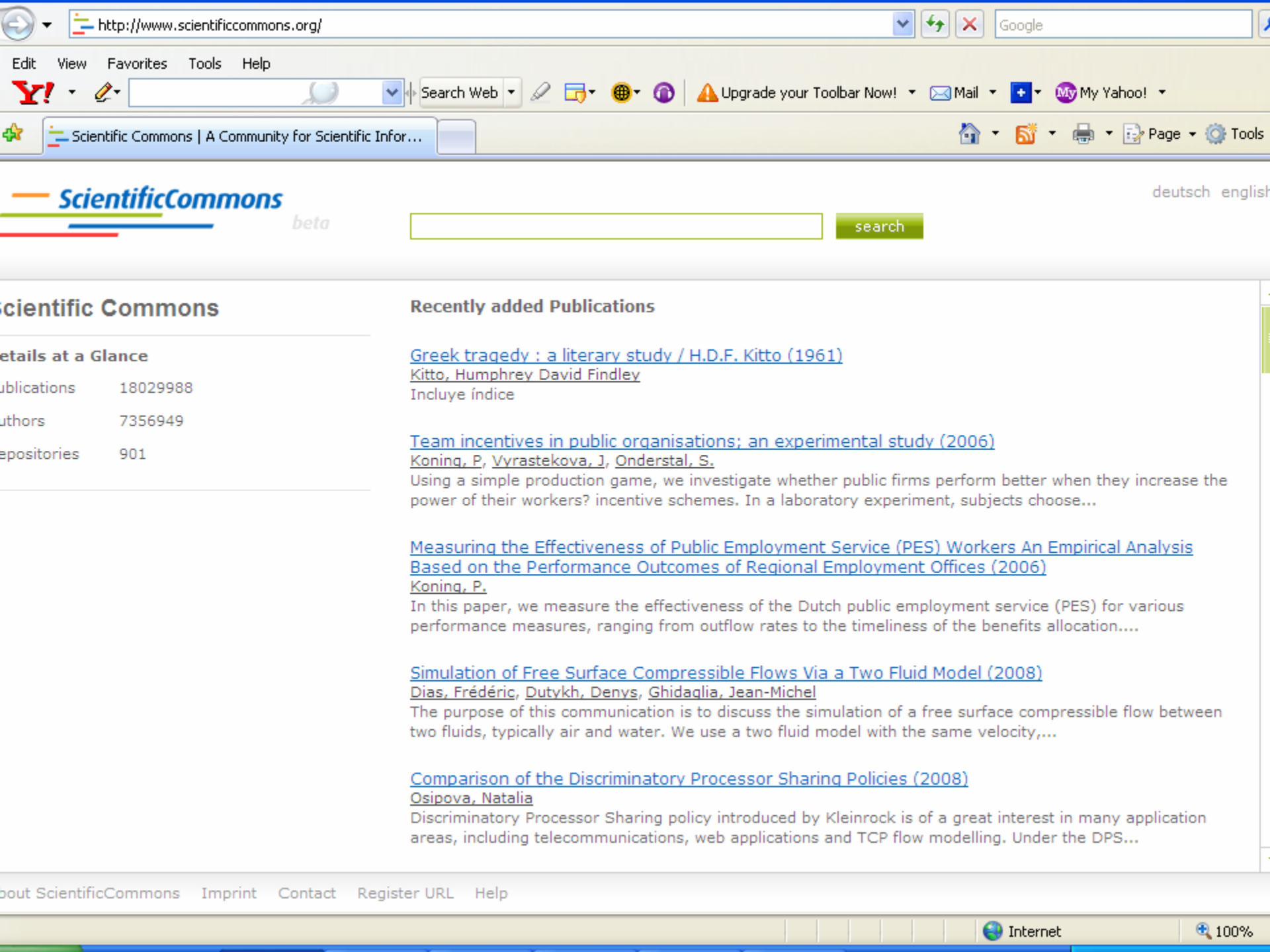
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Information (Content) Aggregation / Integration

- Library Automation
- Library Portal
- Digital Library
- Institutional Repository
- Library Consortia

Need for Content Integration / Organization

- Assuring Seamless Access to the Content
- Need for a single Info. Gateway / Access Point
- Multi - Formats, Media, Platforms (Content / Data in different formats)
- Data encoding (role of markup languages)
- Role of Metadata (role of Standards)
- Structured Metadata (role of XML)
- Need for Interoperability
- Interface / Delivery / Presentation
- **Exorbitant cost of proprietary DL S/W**

KM Systems - Flaws

- Historically, the goal of knowledge management has been to create, capture, preserve, and distribute information to drive finite and tangible objectives, such as improving competitiveness, fostering innovation, and streamlining organizational effectiveness.
- However, most knowledge management solutions exist merely as passive repositories.

KM – Next Progression

- It is the confluence of content management systems, knowledge management systems, and social tools to create networks of knowledge.
- Once an organization's knowledge repositories combine with the "wisdom of the community," a fundamentally new approach to socializing knowledge and enhancing an organization's innate intelligence is created.
- **Called "Social Intelligence"**.
- That taps into an organization's social intelligence through the creation of **social knowledge networks**

Asset Management
Search
Alerts
RSS
Portal
Library
Federated Search
Taxonomies
Knowledge Repository
Community
Blogs
Wikis
Ratings
Discussions
Collaboration
Folksonomies
Social Tagging

2.0-style Service Examples

- Blogging
- User tagging
- Folksonomies
- User comments
- User ratings
- RSS feeds
- Feed aggregators
- Wikis
- Skypecasts
- Community citation services
- Community photo services
- Community book services

Other Websites with 2.0 Characteristics

- Flickr
- eBay
- De.licio.us
- Second Life
- CiteULike
- Librarything
- Connotea
- LiveJournal
- MySpace
- Technorati
- Netflix

Key Library 2.0 Concepts

- The library is everywhere*
- The library has no barriers*
- The library invites participation
- The library uses flexible, best-of-breed, component-based systems
- The library is a human-centered organization

* Also stated as the concept of the library as a place of unrestricted access to information (McDonald, 2006)

Common Traits of 2.0 Services

- Interactivity
- Respects and leverages user contributions
- Complementary/compatible/cross-referential
- Treats information as a conversation
- Emphasis on ease of use
- Sharing—use/reuse/remix/mashups encouraged

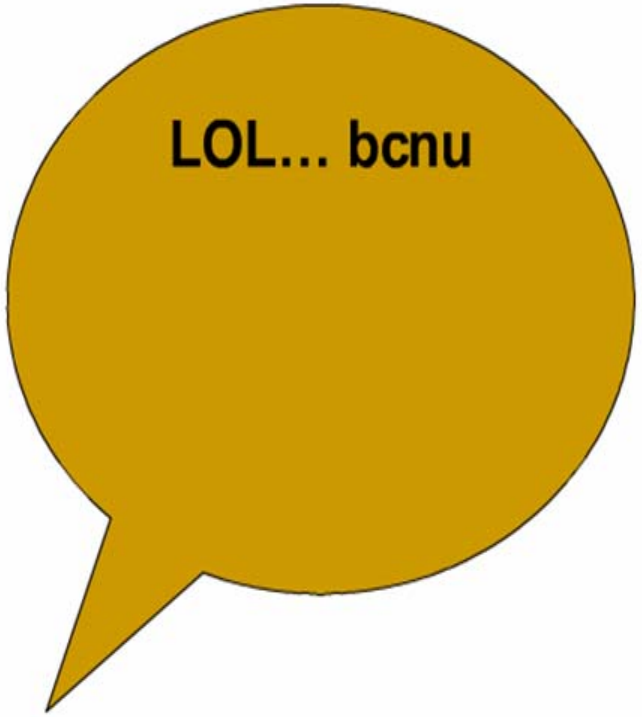
Another angle on 1.0 versus 2.0…

- Library 1.0 is a **pull** model
  - Acquire / store / lend / find
- Library 2.0 is a **push** model
  - Acquire / store / **broadcast / converse**

Blog: like a personal newspaper

- Easy to use
- Free (at basic level)
- Easy to stay updated
- Encourages sharing and engagement

IM (Instant Messaging):



- Easy to use
- Free (at basic level)
- Encourages sharing and engagement

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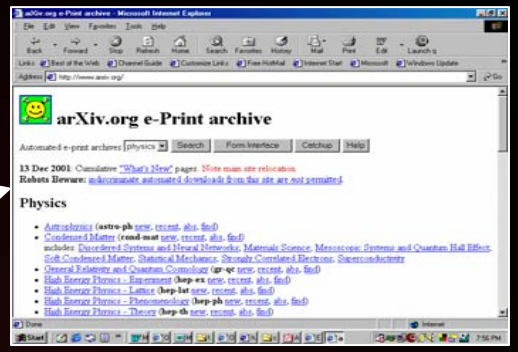

Multimedia
Library Info System

USER @ anywhere (access to information from anywhere)

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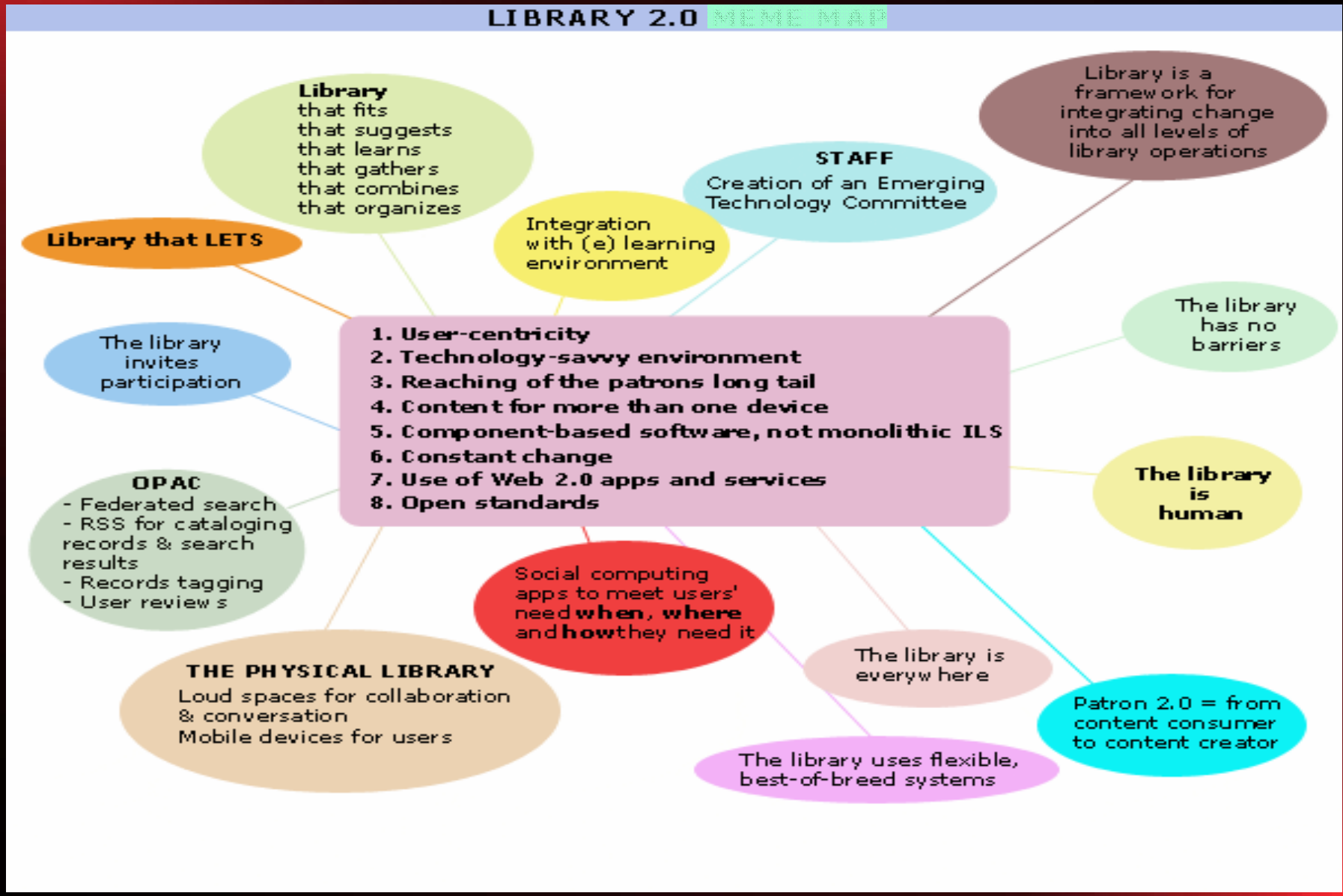
Library 2.0


LIBRARY 2.0 MEME MAP
Library
that fits
that suggests
that learns
that gathers
that combines
that organizes
Library is a framework for integrating change into all levels of library operations
STAFF
Creation of an Emerging Technology Committee
Integration with (e) learning environment
Library that LETS
The library invites participation
1. User-centricity
2. Technology-savvy environment
3. Reaching of the patrons long tail
4. Content for more than one device
5. Component-based software, not monolithic ILS
6. Constant change
7. Use of Web 2.0 apps and services
8. Open standards
The library has no barriers
The library is human
OPAC
- Federated search
- RSS for cataloging records & search results
- Records tagging
- User reviews
Social computing apps to meet users' need when, where and how they need it
THE PHYSICAL LIBRARY
Loud spaces for collaboration & conversation
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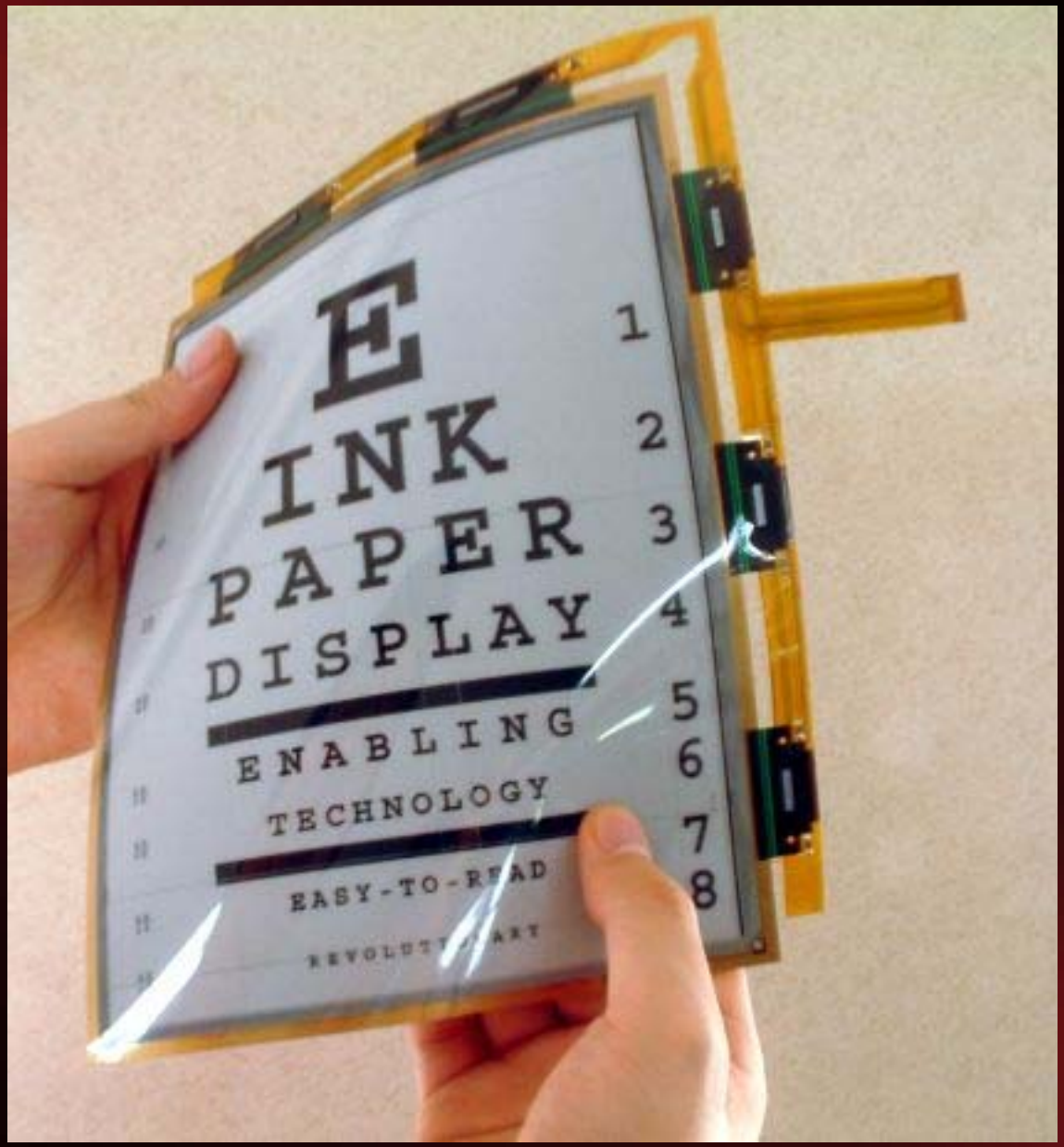
Patron 2.0 = from content consumer to content creator
The library uses flexible, best-of-breed systems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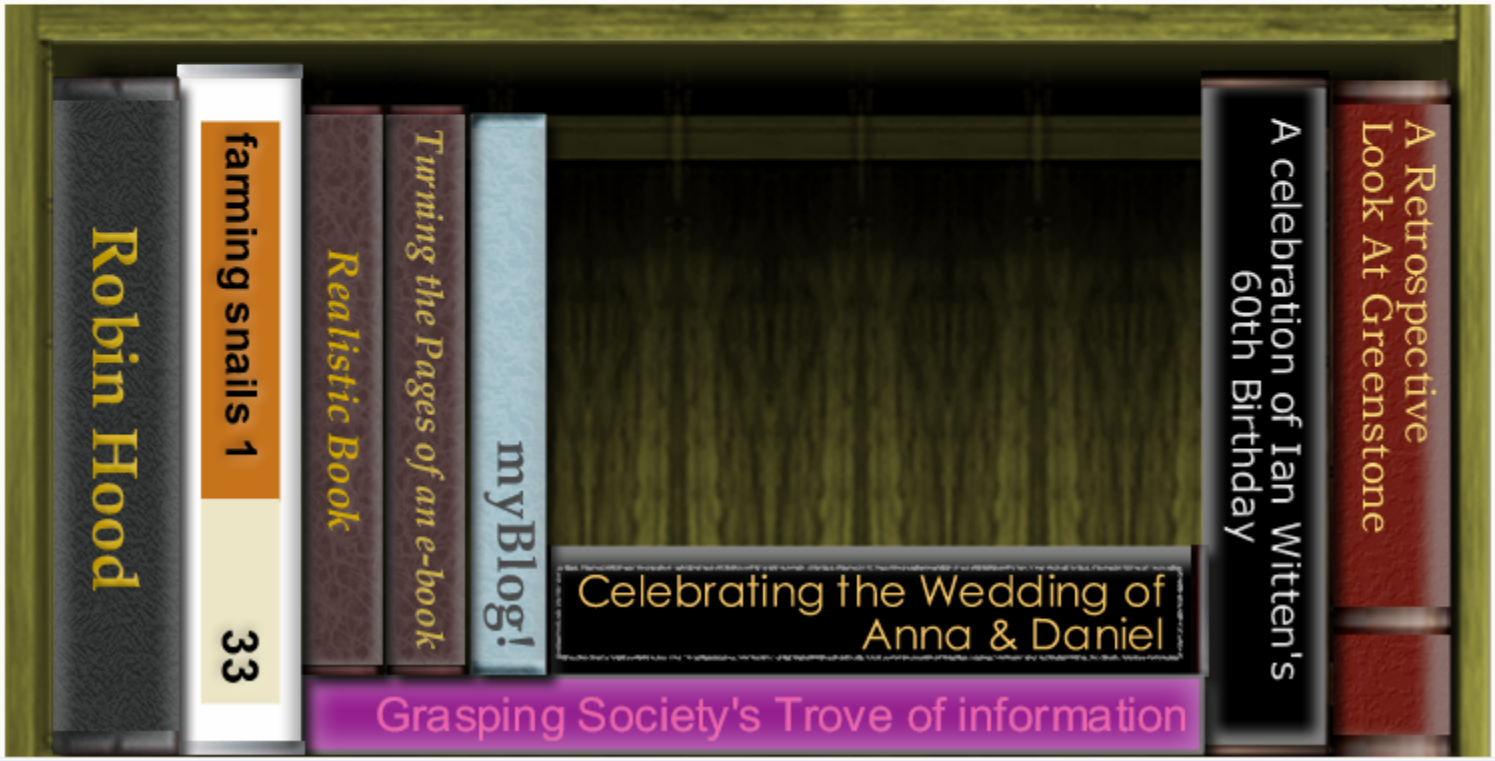

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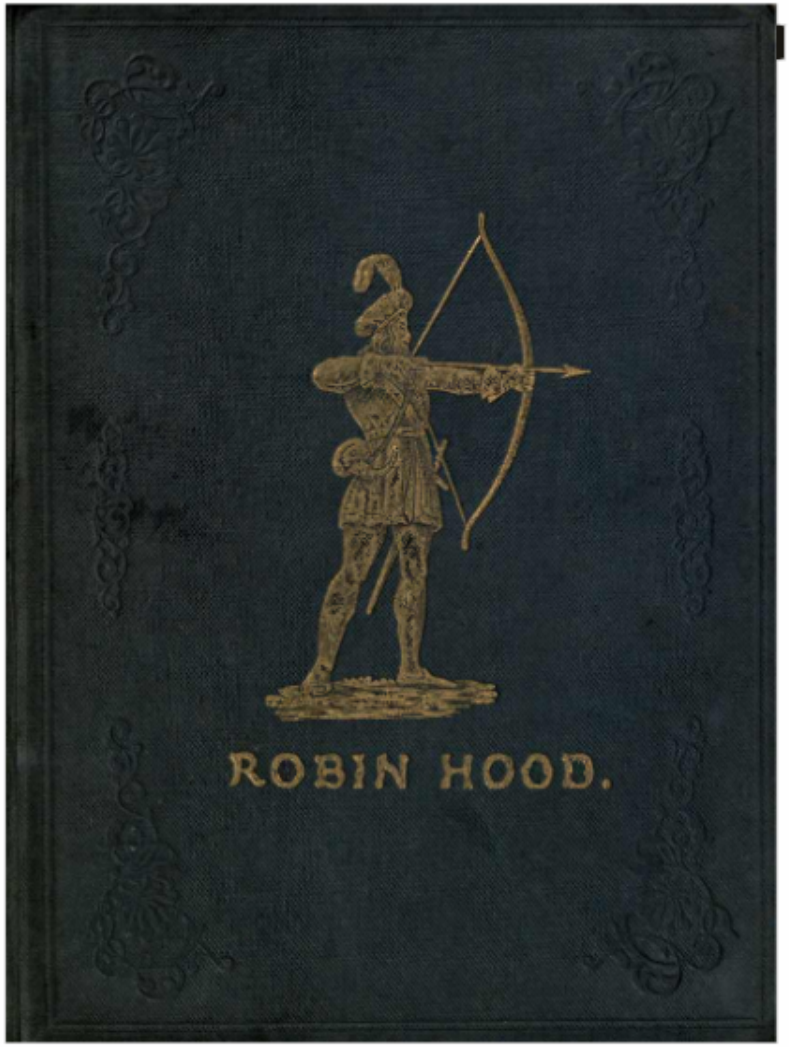

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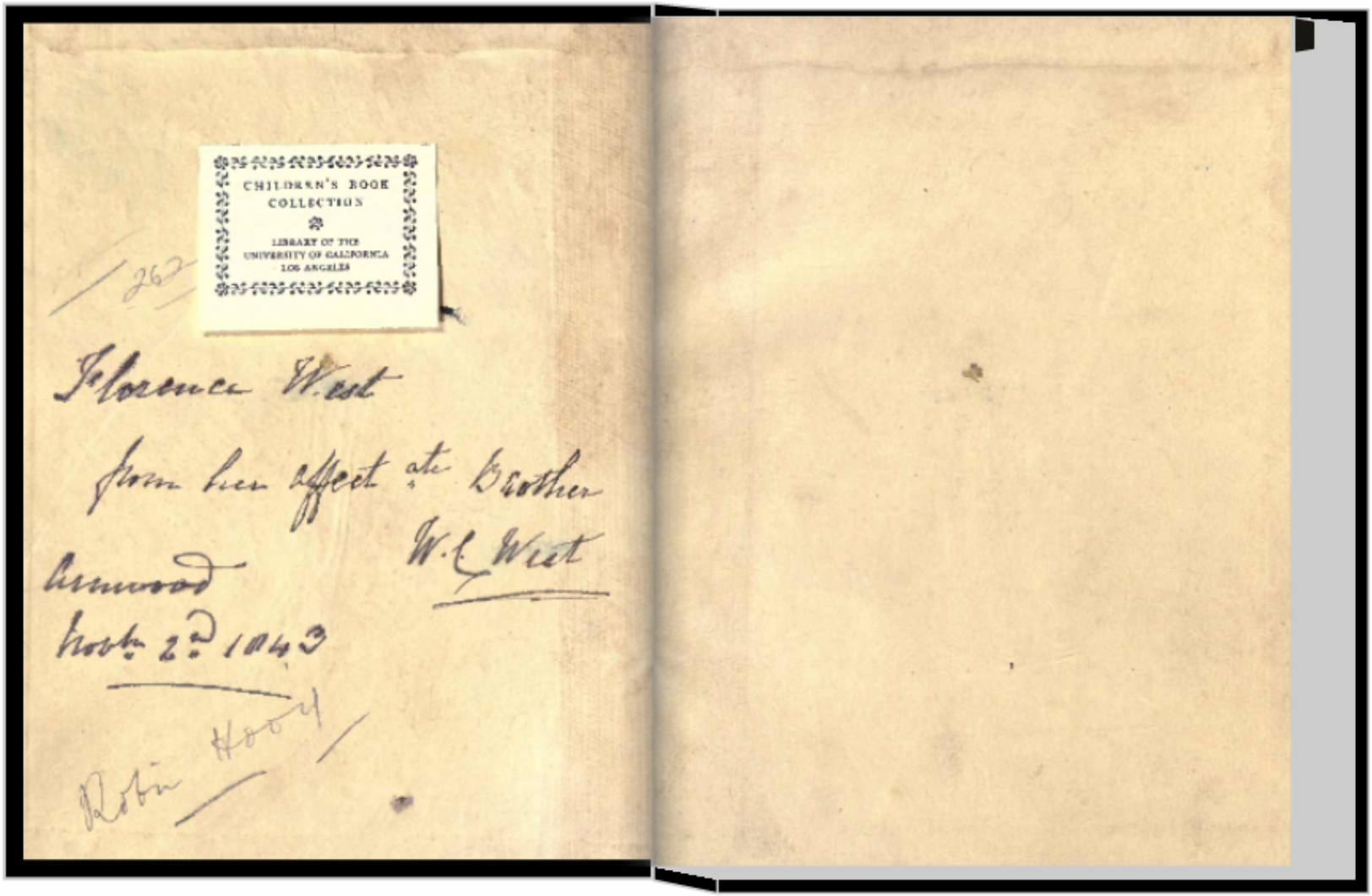

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THE GOLDEN ARROW
THE OUTLAWS' ALLEGIANCE

ROBIN HOOD.

EARLY SCHOOL-DAYS.

Hood and his merry foresters were
boyhood.
which my school-fellows spent in
leap-frog. I passed happily away
that we had built in the corner
deeply intent upon a volume
chance had thrown before me.
n or two, weary of the sport in
engaged, would join me in my
read aloud; and seldom would
school-bell warned us that it
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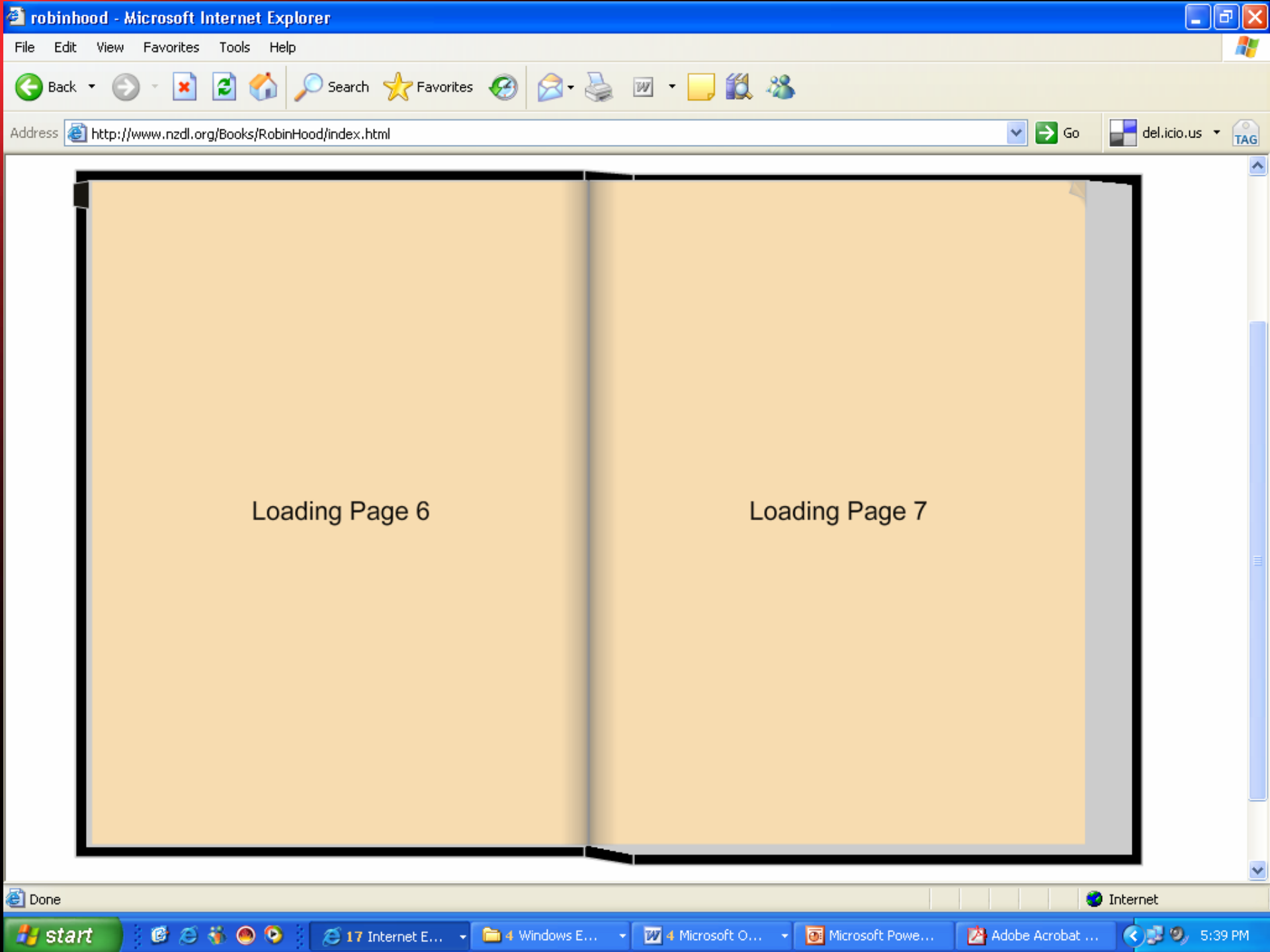
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the animal was at a considerable distance farther off than the space agreed upon, Robin would not lose the chance; he drew his arrow to the head, and let fly with such force that when it struck the deer upon its side the poor creature fell plunging to the earth in a stream of its own blood.

"'Give me the money,' said Robin Hood proudly, to the host, 'if 'twere a thousand pound, I've won the wager.'

"'The wager's none of thine,' cried the man with whom he had laid the bet. 'Thou hadst better take up thy bow and begone, or by'r lady I'll make thee rue this day;' and thus saying he bestowed a buffet on the young archer's head, while the other keepers stood by and laughed.

"Robin Hood took up his bow as he was bidden, without saying a word, and smiled as he ran away from them across the plain. When he had got some good distance off, he turned round, and aiming at the treacherous forester, let fly a shaft which struck him upon the breast, pierced his heart, and laid him dead upon the spot. Before his companions had recovered from their surprise, Robin Hood sent arrow

after arrow among them, wounding some severely, and stretching others lifeless upon the grass.

"The people of Nottingham hearing of this, came out in great numbers to take the bold young archer, but he had escaped far away before they arrived; therefore, contenting themselves with taking the bodies of the dead foresters, they buried them 'all in a row,' in the churchyard in Nottingham.

"For a long time afterwards Robin Hood dared not show himself in any town or village, as a reward was offered for his apprehension; but he lived in the forests under the green-wood trees, where he quickly met with several other youths who for various causes had been outlawed like himself.

"In these times immense tracts of land, especially in Nottinghamshire and Yorkshire, were covered with dense woods, which generally abounded in deer and every description of game; and as these were the property of the king, rangers or foresters were appointed for their protection, and the penalty against any one who dared to slay a stag was death.

"Robin Hood and his companions cared very little for these rangers, who indeed stood but a poor chance

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but soon growing tired of the confinement of the court, he asked permission to revisit the merry woods. The king granted him seven days, but when Robin Hood breathed the delightful air of Sherwood, and heard the songs of the sweet birds, he could not tear himself away. He ranged through many a well-known thicket and oft-frequented lawn, and in the ecstacy of his delight he set his bugle horn to his mouth, and made the old trees re-echo with the blast. To his great astonishment it was replied to, and four-score youths bounded towards him. Several had deserted him in London, and many who were at first disbanded had returned to their favourite haunts, and Robin Hood was again acknowledged as the leader of a forest band. Little John and Will Scarlet soon learned the intelligence, and with all speed joined him with the rest.

"King Richard was enraged; he sent a renowned knight with two hundred soldiers to capture the rebellious outlaw, and a desperate fight took place upon a plain in Sherwood forest. It lasted from sun-rise to sun-set, but neither party could boast of victory, and the knight lost many of his men. Robin Hood

himself was wounded by an arrow, and was obliged to be taken to Kirkleys Nunnery, where he was treacherously suffered to bleed to death by the prioress. As he found his end approaching he called Little John to him. 'Carry me into the woods, I entreat thee,' he said to him;

"'And give me my bent bow in my hand,
And a broad arrow I'll let flee;
And where this arrow is taken up
There shall my grave digged be.'

"The outlaw shot his last bow. His shaft flew feebly to a short distance, and fell beneath an oak. He leaned back into the arms of his faithful attendant — and died. His wish was complied with; and a stone was placed upon the green sod to mark the last resting-place of the brave Robin Hood; it bore this inscription: —

"Here, underneath this little stone,
Lies Robert, Earl of Huntingdon.
Ne'er archer was as he so good;
And people called him 'Robin Hood.'
Such outlaws as he and his men
Will England never see again."

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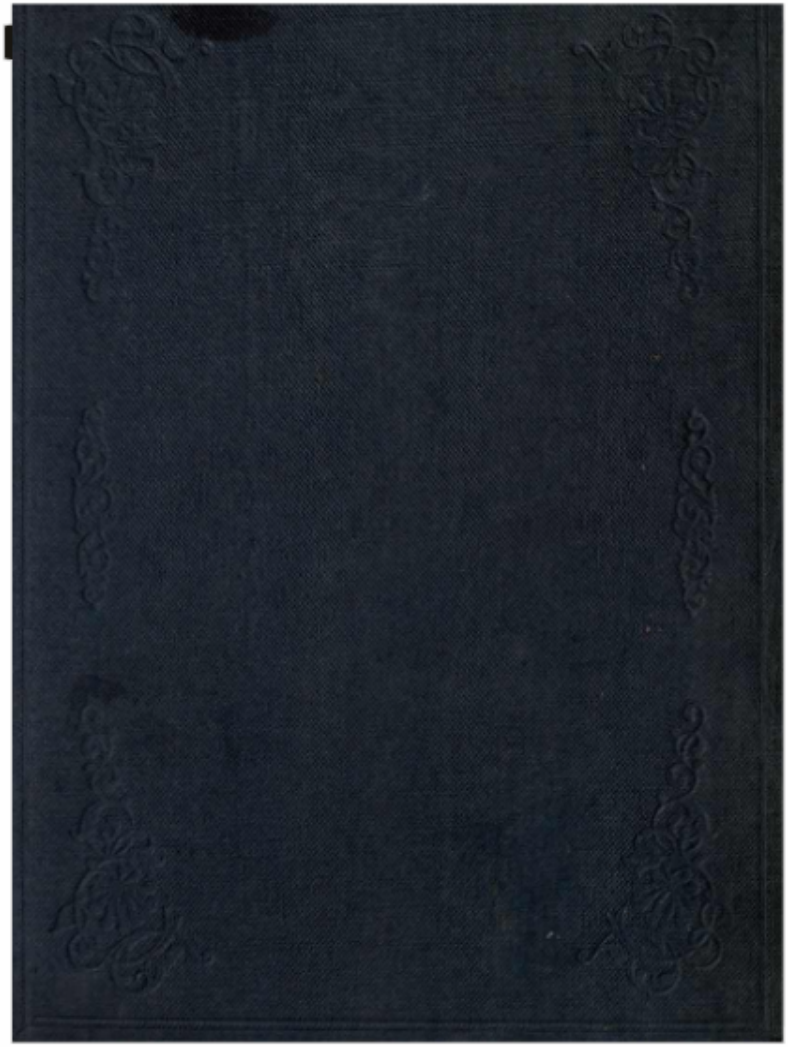

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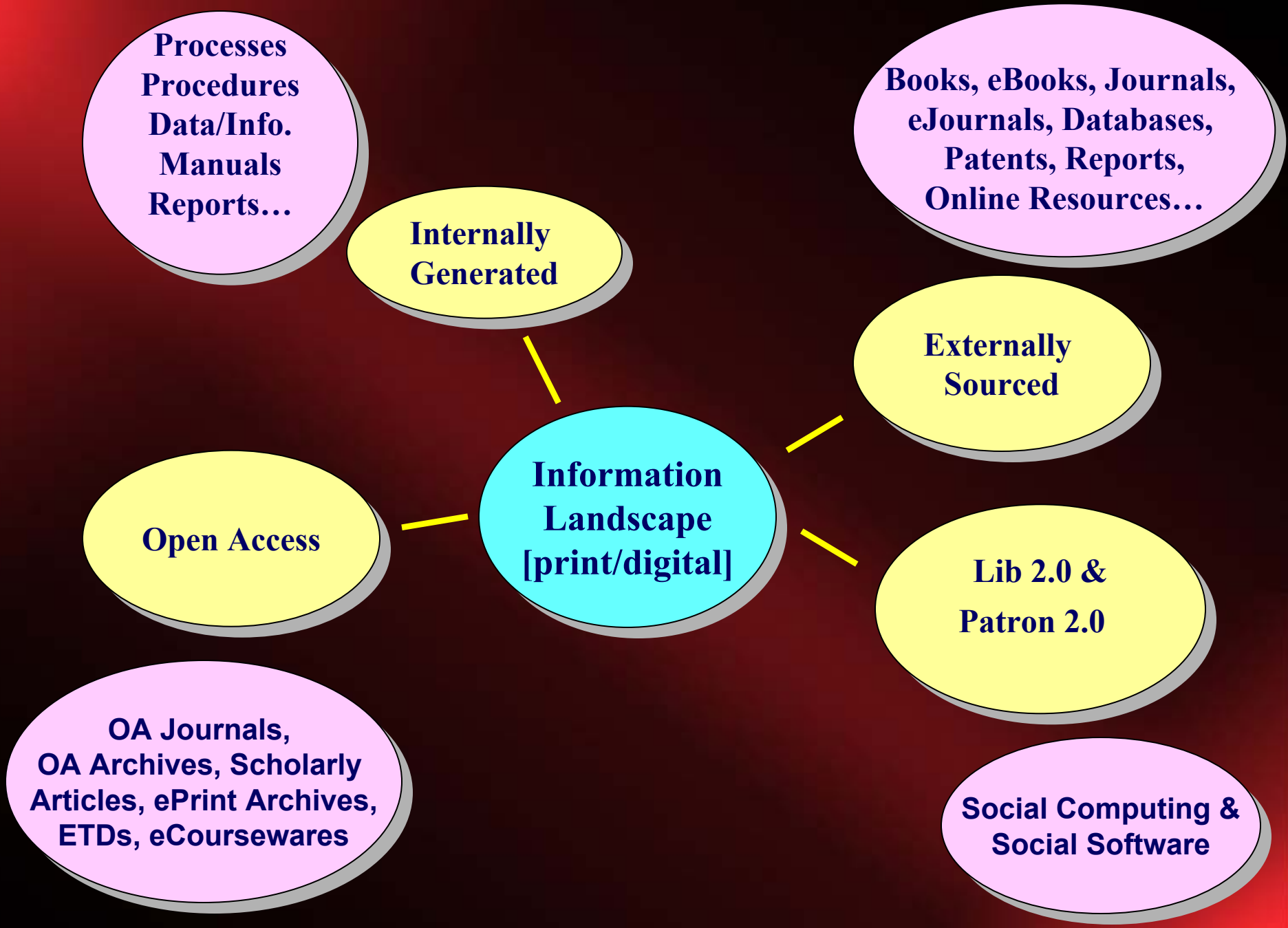
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