WAG the Dog Web Localizer

WAGging the Web: Localization and Contextualization

Exposing our collections and services where the users are

begin

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A history of collection development/access in under 3 minutes

Enter through the front door

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The proxy server changes everything! Except it doesn't really change anything.

- No longer need to be on campus
- Still requires the "front door"
- Renders other libraries' webpages worthless
- Prairie View A&M Database Page

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Maybe the front door isn't the best way in

From LibQUAL+:

Yet according to LibQUAL+[TM] data, many library patrons, particularly undergraduates are not taking full advantage of the information available from library Web sites. While about 40% of faculty at ARL universities reported using the library Web site on a daily basis (still much lower than the number that use search engines daily), only 11% of undergraduates said they used the Web site with the same frequency, and 5.5% of undergraduates said they never use the library Web site--more than twice the percentage of faculty who never use it. This disparity may result from undergraduates not being aware of the services provided by library Web sites, not knowing how to access and use these services, or being lured to other Web sites. Undergraduates gave a rating of 6.04-the lowest rating they gave for any item--for their perception of how well the library keeps them informed of useful services. And undergraduates rated their perception of the ease of use of electronic resources below their minimum level of acceptable service for that area.[ARL 236: How ARL University Communities Access Information: Highlights from LibQUAL+]

via: Lorcan Dempsey's weblog On libraries, services and networks.

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More "bad" news

From John J. Regazzi: Managing Director, Market Development, Elsevier

In a survey for this lecture, librarians and scientists were asked to name the top scientific and medical search resources that they use or are aware of. The difference is startling. Librarians named Science Direct, ISI Web of Science, and Medline, while scientists named Google, Yahoo, and PubMed (librarians also named PubMed).

via: nfais http://www.nfais.org/publications/mc_lecture_2004.htm

Also in mind blowing "chart-form" (from the above link)

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Google changes everything. Again.

- Google Scholar, Elsevier's Scirus, PubMed
- Instead of being controlled indexes of licensed resources, just freely available indexes of all resources available to index
- Not their problem or mission to make sure appropriate copy is available.
- Presented copy *is* available **for a price**   ingenta.com | Science Direct
- FindArticles.com, Goliath, Hi-Beam, Questia

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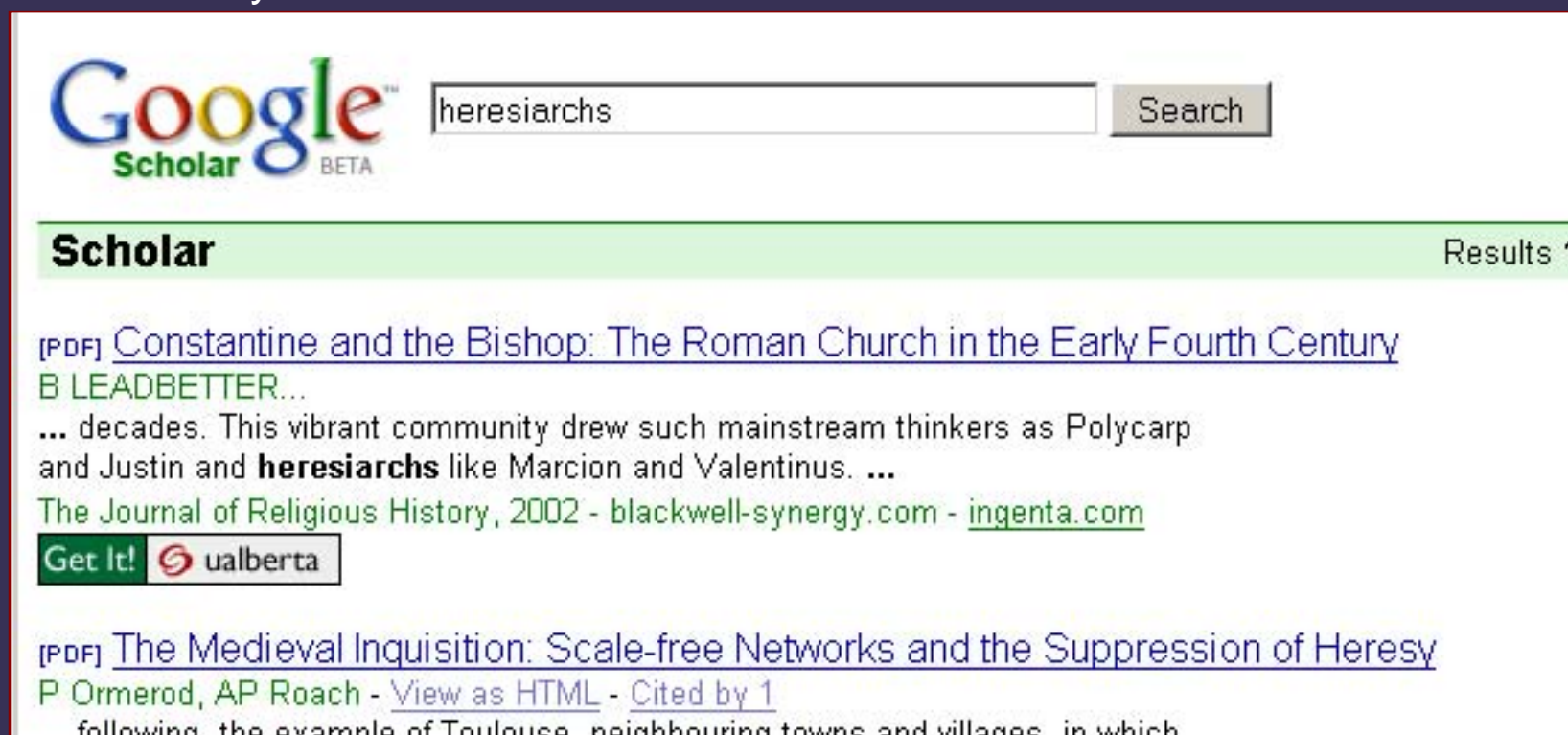## Librarians circle the wagons.

Former employers:

- Emory
- UTK

Not a former employer: *Yes but...* UConn

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Google Scholar: Catalyst for change

- Google Scholar: debuted November 18th
- Peter Binkley created Firefox extension: November 30th

- Art Rhyno creates bookmarklet rewriting URLs to proxied URLs
- WAG (Windsor-Alberta-Georgia) the Dog formed to address localization: December 3rd
- Art moves his project server-side, proxying GS through Tomcat/ Cocoon

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- PHP Web Localizer is born

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OpenURL Autodiscovery

- Dan Chudnov & Jeremy Frumkin: *Service Autodiscovery for Rapid Information Movement*
- OpenURL links that point to no resolver and have no anchor text
- CiteULike, Connotea (NPG), Hubmed, Scholar's Box
- Upcoming article in Ariadne

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WAGging

Installing the WAGger

- Google Scholar: Wing Drag | Hegel's Dialectic | "ingenta.com"
- Scirus
- PVAMU DB List
- MIT Databases for Physics
- Caltech: Physics
- Wikipedia: Chaos Theory
- OpenURL Autodiscovery
  1. Canary DB
  2. CiteULike
  3. HubMed

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Things still to do

- Direct linking with incomplete citations ***ahem***
- Database/Journal Advisement
- Metasearch
- Virtual Reference
- Advocacy/Acceptance of OpenURL autodiscovery tags
- Folksonomic Linking
- OpenURL Autodiscovery
- Toolbar

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Solving this "problem":

I can't speak directly to this question, but as a participant in the pilot project, I can comment on one thing that hasn't been mentioned on Web4Lib so far. Everyone within the University of Iowa IP range automatically gets the UIowa InfoLink in Google Scholar, and off-campus access through the proxy server is coming soon. The big advantage for us is that we don't have to teach users to install extensions or bookmarklets, or really do anything at all. From the end-user's point of view, it all happens automatically, regardless of which browser or system they use. ----- Chris Shaffer, M.S., Assistant Director for Public Services

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Well, but this takes us back to the root of the problem. This still requires Google to maintain our IP ranges/link resolvers/etc. and for us to configure our proxy servers to work with Google Scholar (which still doesn't work great) and for our external users to either: A) find and add their institution from what would be a mind-bogglingly long list B) Go to the library's website to access Google Scholar through the proxy, which is completely antithetical to /WHY THEY'RE USING GOOGLE

<- *SCHOLAR IN THE FIRST PLACE/. This was the perfect opportunity to fix this extremely flawed model of forcing our users in through our front door to access our resources by leveraging the power and hype of Google to explore new ways to gain access to our collections. Instead, we maintain the "status quo". In the meantime, yes, there may be something needs to be installed to make this work (although a "bookmarklet" is hardly a "burden" on the users). I guess the point is, it seems like an army of librarians freaked out when Google unveiled Scholar and persuaded them to make it conform to the "way we've always done things". Even though Google Scholar is /very different/ than the way we've always done things. Besides, do we do this to everything? Scirus? FindArticles.com? How much redundancy of work and resources do we have to expend before we start coming up with some real, long-term solutions? It's great that Google was willing to work with libraries on this, I just wish they had been able to listen to some more ideas.*