

# BEYOND GSAFD: OTHER APPROACHES TO SOLVING THE “MORE LIKE THIS” PROBLEM

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# FRBR

- Functional requirements for bibliographic records (FRBR) (1997) ([resume document, p. 5](#))
  - FRBR user tasks are updates to Cutter's objects (from before)
    - **'Find'** involves meeting a user's search criteria through an attribute or a relationship of an entity. This can be seen to combine both the traditional "find" and "collocate" objectives of a catalog.
    - **'Identify'** enables a user to confirm they have found what they looked for, distinguishing among similar resources.
    - **'Select'** involves meeting a user's requirements with respect to content, physical format, etc. or to reject an entity that doesn't meet the user's needs.
    - **'Obtain'** enables a user to acquire an entity through purchase, loan, etc., or electronic remote access.
    - Additionally, FRBR recognizes the importance of being able to **navigate**, and we could add other tasks relevant to specific users, such as tasks for rights management or preservation communities
- FRBRized catalog interfaces make explicit the relationships between entities to promote these user tasks. FictionFinder is an example.

# Implementing FRBR...

- FRBR is a conceptual model
- New cataloging code will exploit FRBR relationships with a goal of enabling user tasks mentioned above

*Nota bene:*

- FRBR does not stipulate interactivity on the part of the user (that's not a *functional requirement!*)
- Lots of library initiatives for helping folks find “more like this” are based on user participation and organization

Let's take a look at what's going on...

# User-generated organization

 **delicious**

- <http://www.delicious.com>

**citeulike**  | sponsored by  Springer

- <http://www.citeulike.org/>

 **Slashdot** NEWS FOR NERDS. STUFF THAT MATTERS.

- <http://slashdot.org/>

# Kinds of tags

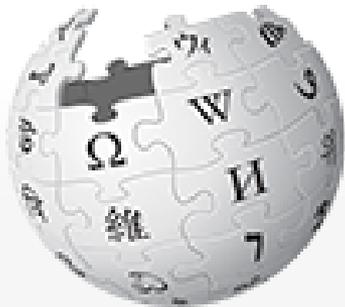
1. *Identifying what (or who) it is about.* Overwhelmingly, tags identify the topics of bookmarked items. These items include common nouns of many levels of specificity, as well as many proper nouns, in the case of content discussing people or organizations.
2. *Identifying what it is.* Tags can identify what *kind* of thing a bookmarked item is, in addition to what it is about. For example, **article**, **blog** and **book**.
3. *Identifying who owns it.* Some bookmarks are tagged according to who owns or created the bookmarked content. Given the apparent popularity of weblogs among Delicious users, identifying content ownership can be particularly important.
4. *Refining categories.* Some tags do not seem to stand alone and, rather than establish categories themselves, refine or qualify existing categories. Numbers, especially round numbers (e.g. **25**, **100**), can perform this function.

## Kinds of tags, cont.

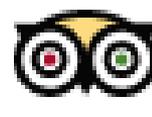
5. *Identifying qualities or characteristics.* Adjectives such as **scary**, **funny**, **stupid**, **inspirational** tag bookmarks according to the tagger's opinion of the content.
6. *Self reference.* Tags beginning with 'my,' like **mystuff** and **mycomments**, identify content in terms of its relation to the tagger.
7. *Task organizing.* When collecting information related to performing a task, that information might be tagged according to that task, in order to group that information together. Examples include **toread**, **jobsearch**. Grouping task-related information can be an important part of organizing while performing a task.

Golder, S. A., & Huberman, B. A. (2006). Usage patterns of collaborative tagging systems. *Journal of Information Science*, 32: 198-208. DOI: 10.1177/0165551506062337

# Other community-based sites for creating content and comments...



WIKIPÉDIA  
L'encyclopédie libre

 **tripadvisor**

**flickr**®  
from YAHOO!

**yelp**   
*Real people. Real reviews.*

 **PREZI**

**PlentyOfFish**   
Free Online Dating

**YAHOO!**® ANSWERS

voicethread

# Pros and cons of user participation

- User-generated metadata for online resources is free
- Terms helpful to others for finding “more like this” might be used in comments, tags, etc.

## *Nota bene:*

- Affective or inaccurate tags can create “noise” when retrieving documents in a system
- Lack of controlled vocabulary, lack of guidelines for applying tags or comments, lack of knowledge (users don’t always “like” what is authoritative) make for a retrieval system that is very imperfect

# Readers as “Advisory”

Online communities promoting reading are also on the “social web”



<http://www.shelfari.com/>



<http://www.goodreads.com/>

**LibraryThing**'s [groups](#) (and tags, and other human-generated resources)

# OPACs, sOPACS, and patron contributions as advisory

- Bibliocommons (<http://www.bibliocommons.com/>)
  - Daniel Boone Regional Library (<http://dbri.bibliocommons.com/>)
  - Edmonton Public Library (<http://epl.bibliocommons.com/>)
- Aquabrowser (<http://www.serialsolutions.com/aquabrowser/>)
  - Queens Library (<http://aqua.queenslibrary.org>)
  - Halifax Public Library (<http://discover.halifaxpubliclibraries.ca/>)
    - also with mobile phone interface
- LibraryThing for Libraries (LTFL)(<http://www.librarything.com/forlibraries>)
  - Washington University Libraries (<http://libcat.wustl.edu/>)
    - also using Aquabrowser
    - also with mobile phone interface
  - West Vancouver Memorial Library (<http://catalogue.westvanlibrary.ca/>)

# Recommender systems

- Attempt to predict what a user might want based on a combination of data points, including:
  - User demographics
  - User past history
  - History of similar users
    - In terms of demographics
    - In terms of history
- Usually machine-based and reliant on massive amounts of data
  - Circulation data from one library or even a consortium is usually not enough
- Try to hit the sweet spot of:
  1. Recommending things that will be useful
  2. Recommending things the user would not have found using traditional “more like this” based on author, keywords, publisher, etc.

# Recommender systems at work

Recommendations tied to an individual book –  
posted at the bottom of the page for the book itself.

- Amazon (<http://www.amazon.com/> )
- Google Books (<http://books.google.com/>)
- Bibtip ([http://www.bibtip.org/home\\_en.html](http://www.bibtip.org/home_en.html))
  - *Karlsruher Institut für Technologie* (<http://www.ubka.uni-karlsruhe.de>)
  - *Bayerische Staatsbibliothek*) (<http://www.bsb-muenchen.de>)
- WorldCat (<http://www.worldcat.org/>)

# Recap

- Standard library OPACs don't handle recommendations all that well at present
  - This makes your job more difficult
  - This could (we hope!) be changing with FRBR and RDA and more interactive discovery layers
- Some library systems are tapping into the wisdom of the crowds to provide sOPACs with community-based elements
- Readers like to contribute to online communities, and these are great resources for librarians, too
  - So are commercial ventures where critical masses of tags and “likes” can be harnessed to generate recommendations