Taking Libraries’ Cultural Content to the User – Approaches and Experiences from the EEXCESS Project

LIBER 2016

Timo Borst, Maren Lehmann, Tamara Pianos and Nils Witt
Helsinki, 1st July 2016
Agenda

- Introduction: Taking the Content to the User
- Approaches: Features and Prototypes
- Experiences
- How libraries can benefit
- Take home messages
Introduction – The Current Situation

• A lot of high quality content is freely available on the internet
• **However**, users usually do not access all of the relevant content, because
  o they do not know it exists, or
  o do not know the specialized search engines or databases they need to access, or
  o do not have the domain knowledge to formulate appropriate search queries.
Introduction – The Current Situation

• Content provider* strategies:
  o Dedicated portals
  o Search engine optimization
  o Social Network Marketing

• User strategies:
  o Use major search engines
  o Use Wikipedia...

*Content provider is anyone who has content (library, repository, museum...)*
What it would look like in a bookstore:
The most relevant book for you
Proposed Solution

TAKE THE CONTENT TO THE USER
Approaches: Features and Prototypes

- EEXCESS injects both related and relevant content into existing and regularly visited web channels using personalized recommendation strategies.
Prototypes: Overview

- Browser Extension for Google Chrome
- WordPress Plugin
- Google Docs Plugin
- Moodle Plugin
- Wikipedia Butler

= more or less proof-of-concept

= prototype with most features

More information on EEXCESS website
code on Github
EEXCESS Chrome Browser Extension: Optimized for wikipedia and English Content
User Story

• Example Student searching for the river „Ergolz“ for a presentation
• Uses Wikipedia to start research on the topic
• Chrome Browser Extension helps to find related content
Ergolz

From Wikipedia, the free encyclopedia

The Ergolz is the main river in the canton of Basel-Landschaft, Switzerland. It rises on Mount Gletschen in the Fälntgurra mountains in the upper region of Basel-Landschaft, on the border with Aargau and Solothurn, and joins the Rhine at Augst. Among the tributaries of the Ergolz are Elbau, Hembergerbach, Diegertbach, Frema (Anterior and Posterior Frema), Orisbach, Böserrabach and Violabach.

Numerical data [ edit ]

Since 1934 the water level and discharge of the Ergolz have been measured at Liestal. During these more than 70 years, the average flow towards the Rhine was 3.73 cubic meters per second (132 cu ft/s). During 2006, the average flow was 5.63 cubic meters per second (199 cu ft/s). The peak in that year was on 10 April 2006, at 134 cubic metres per second (4,700 cu ft/s). The extreme values measured at Liestal were a minimum of 0.1 cubic metres per second (0.5 cu ft/s) (in 1947) and a maximum of 135 cubic metres per second (5,500 cu ft/s) (in 1990).

History [ edit ]

The river supplied drinking water to the Roman city of Augusta Raurica. To this end, an aqueduct was constructed, which began upstream of today’s Liestal. Parts of the aqueduct still stand today. Two places where the aqueduct can be visited and walked today, are in the Heidetschwil district of Liestal and north-east of the sewage treatment plant in Fällenwil. The Ergolz was increasingly polluted during the first half of the 20th century. From 1960 onwards, pollution was countered by the construction of sewage treatment plants.

External links [ edit ]

- Measurement data of the Federal Office for the Environment from 2006 [PDF, 55 kb]
- Ergolz in German, French and Italian in the online Historical Dictionary of Switzerland.
The Ergolz is the main river in the canton of Basel-Landschaft, Switzerland. It rises on Mount Grimsel in the Fältenjura mountains in the upper region of Basel-Landschaft, on the border with Aargau and Solothurn, and joins the Rhine at Augst. Among the tributaries of the Ergolz are Ebach, Homburgerbach, Diegertbach, Frenke (Anterior and Posterior Frenke), Otzach, Rosenenbach and Violenbach.
The Ergolz is the main river in the canton of Basel-Landschaft, Switzerland. It rises on Mount Gestflue in the Fältenjura mountains in the upper region of Basel-Landschaft, on the border with Aargau and Solothurn, and joins the Rhine at Augst. Among the tributaries of the Ergolz are Ebach, Hombreutebach, Diegterbach, Frenke (Anterior and Posterior Frenke), Oritbach, Rüserenbach and Violetsbach.
Privacy Settings

General Privacy Settings

In order to improve our service, we would like to log your interactions with the system. Do you accept? Yes No

We offer a query obfuscation mechanism to protect your privacy. Which level of privacy do you want? None Low High

Your data will never be disclosed to external organizations or companies. It is used for internal purposes only.

The more obfuscated a query is, the more protected you are. In return, the performance can be degraded.

General Information

Tammi

Germany

Adult

Your name is not disclosed to the system.

Values shared with the system: Germany

Value shared with the system:
User Story: Content Production

• Sam writes a blogpost on economic mobility and wants to insert references into the post
Experiences: User Tests and Feedback

• 77 undergraduate students of the University of Passau researching something of personal interest that is not necessary connected to their studies.

• Questions e.g. : How accurate is the extraction/detection of paragraphs on a page? Are users satisfied with the automatic query in general?...
Experiences: User Tests: Some findings

• High quality of paragraph extraction/detection
• Rating of query results still varies a lot
• No clear positive effects of personalization so far
• Language filters are required to eliminate results in undesired languages
Experiences

• The project has great potential
• Interesting features were developed
• Proof of Concept, cool features, open source prototypes
• In real life circumstances the results depend on many aspects
How libraries and other memory institutions can benefit

• Make your content visible through eexcess
• Use EEXCESS-tools in your libraries
• Use EEXCESS-code to create your own services
Examples from ZBW
German National Library of Economics

• Integration of Facetscape and Visualization Dashboard (uRank etc.) into the beta-section of our subject portal EconBiz
Example: uRank Visualization in EconBiz Beta
Prototype Tools: http://eexcess.eu/results/
Why become a content provider for EEXCESS?

Contributing Content to EEXCESS

We’d like to encourage institutions to make their digital content and metadata discoverable in the Web through the EEXCESS recommendation technology. EEXCESS is not an aggregator or archive, but a broker between cultural, educational or scientific digital content and users who otherwise would perhaps not be able to find that content. If you are interested in contributing your digitised content to EEXCESS, you will find the basic requirements for participating in the project below.
PartnerWizard

The PartnerWizard allows you to integrate new partner systems using this web app. A partner system is a content provider which is used by the federated recommender to generate recommendations. So without coding you can integrate most search APIs. For more general information about the EEXCESS project please visit http://eexcess.eu or https://github.com/EEXCESS.

For more information about this web app please visit https://github.com/EEXCESS/PartnerWizard

### General Settings

#### Partner Information

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>username:</td>
<td></td>
</tr>
<tr>
<td>e-mail:</td>
<td></td>
</tr>
</tbody>
</table>

- **Data Access Agreement**
  - To generate a PartnerRecommender you need to agree to the EEXCESS Data Access Agreement.

#### Parameter

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>groupid:</td>
<td></td>
</tr>
<tr>
<td>version:</td>
<td></td>
</tr>
<tr>
<td>partnerName:</td>
<td></td>
</tr>
<tr>
<td>partnerFaviconURL:</td>
<td></td>
</tr>
<tr>
<td>partnerURL:</td>
<td></td>
</tr>
<tr>
<td>prefix for access to images:</td>
<td></td>
</tr>
<tr>
<td>format of API responses:</td>
<td>JSON or XML</td>
</tr>
<tr>
<td>prefix for URI to the objects:</td>
<td></td>
</tr>
<tr>
<td>data license:</td>
<td></td>
</tr>
</tbody>
</table>
Partners
Banquet of the Amsterdam Civic Guard by Bartholomeus van der Helst
Take home messages

• EEXCESS wants to bring the relevant content to the user
• Prototypes are available
• Participate if you like!
Thank you! Questions?

TAMARA PIANOS
t.pianos@zbw.eu
www.zbw.eu

Find me here:
Slideshare
Mendeley
ResearchGate
Twitter: @taps69

www.eexcess.eu
EEXCESS Vision