

#### Delivering Articles Using OpenURL

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#### **Outline**

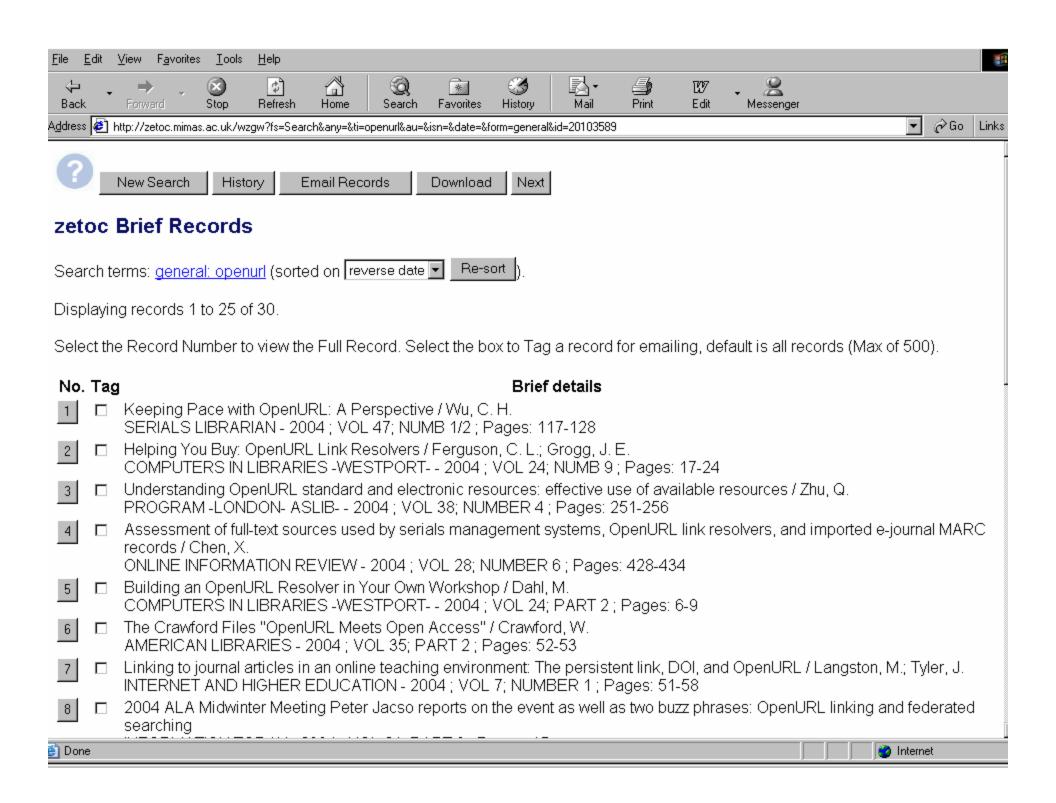
- OpenURL for delivering articles
  - Zetoc as an example service
- OpenURL Framework: NISO standard Z39.88-2004
- Other uses of OpenURL
- User opinions of OpenURL

#### Zetoc

- Current awareness and document delivery service
- Journal articles and conference papers
- Covers every imaginable subject
- Based on The British Library's Electronic Table of Contents data

## Zetoc Availability

- Data provided by The British Library
- Developed and hosted at MIMAS
- Service and development funding from JISC (Joint Information Systems Committee of HEFCE)
- Available free to researchers, learners and teachers in UK HE and FE and NHS
- Available to others by subscription



## Using Zetoc

- Search via Web interface
- Email Alert
  - Table of Contents of new issues
  - Saved search: title keywords or author
- Z39.50 for m2m information retrieval
  - Metasearch
  - Personal Bibliographic Databases



#### zetoc Full Records

Search terms: journal: "apps p j" (sorted on reverse date 🔻 Re-sort ).

Displaying record 7 of 12.

7. Author(s): Apps, P. J.; Karimzadeh, H.; King, J. F.; Lorimer, G. W.

Article Title: Phase compositions in magnesium-rare earth alloys containing yttrium, gadolinium or dysprosium

Journal Title: SCRIPTA MATERIALIA

ISSN: 1359-6462

Year: 2003

Volume/Issue: VOL 48; NUMBER 5

Page(s): 475-481

Publication frequency: Fortnightly: 15-30 issues per year

Publisher: Great Britain: Elsevier Science B.V., Amsterdam.

Language: English
Dewey Class: 669
LC Class: TT273

BLDSC shelfmark: 8212.970000

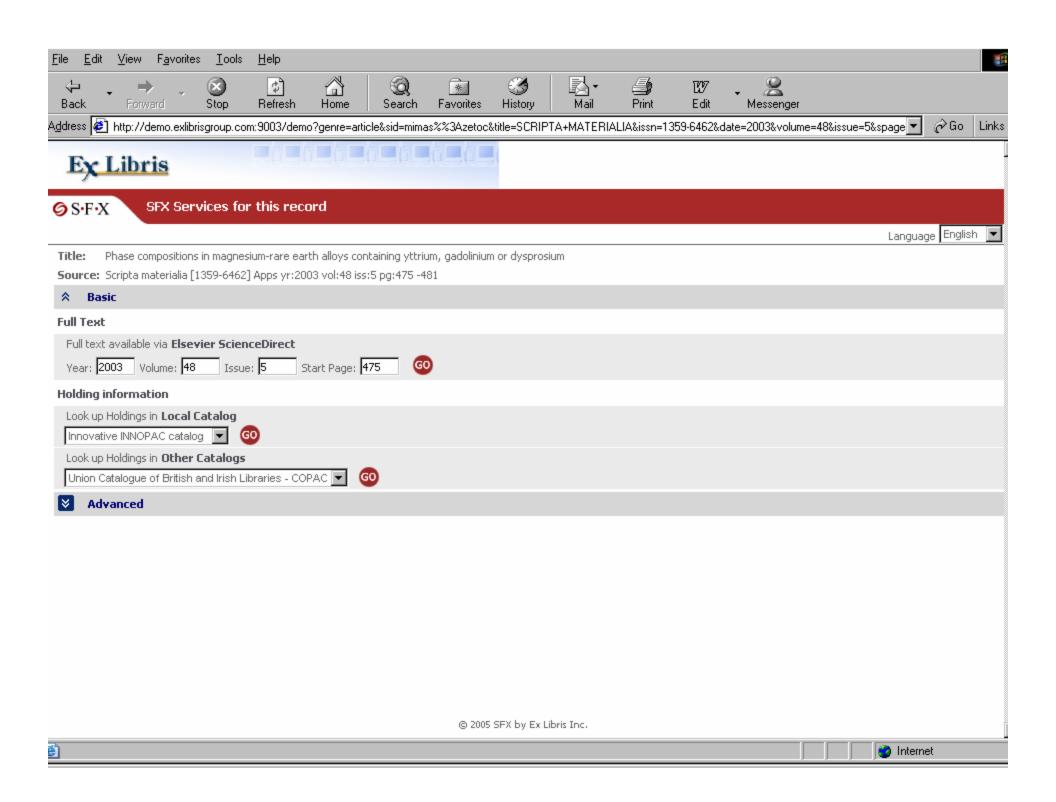
ZETOC ID: RN125218404

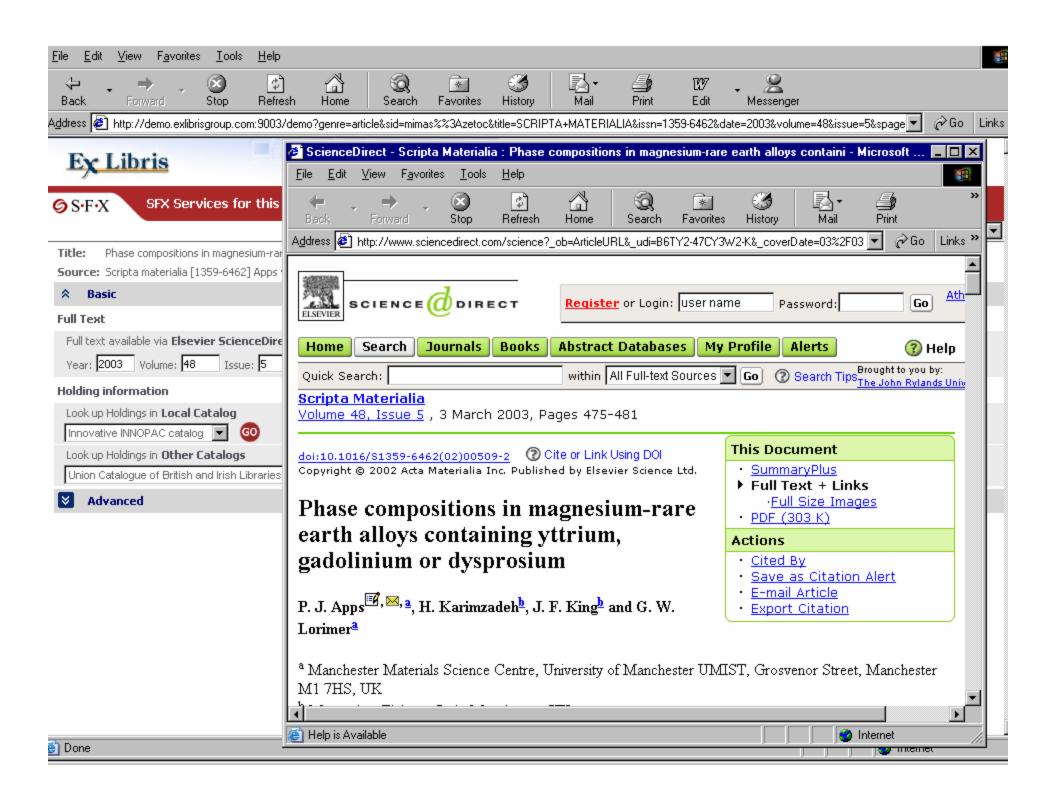
#### Further Options:

- More information about this article
- Request a copy from your Institution's Library (for non-commercial research/private study purposes only)
- Buy from the British Library, Boston Spa (includes copyright fee)









# Linking to Full Text

- Translate citation into URL link
- Standard interoperable metadata
- OpenURL version 0.1
  - de facto standard
  - used by Zetoc

#### Zetoc OpenURL v0.1

http://openurl.ac.uk/athens:man/?

sid=mimas:zetoc

&genre=article

&atitle=Phase compositions...

&title=Scripta Materialia&issn=1359-6462

&aulast=Apps&auinit=P.J.&date=2003

&volume=48&issue=5&spage=475&epage=481

## **Appropriate Copy**

- Link to copy for which user has valid subscription
- User's institution runs OpenURL resolver
- Knowledgebase:
  - Institution subscriptions
  - Where articles available
  - How to link to target e-journal sites

2005-03-01

#### OpenURL Resolvers

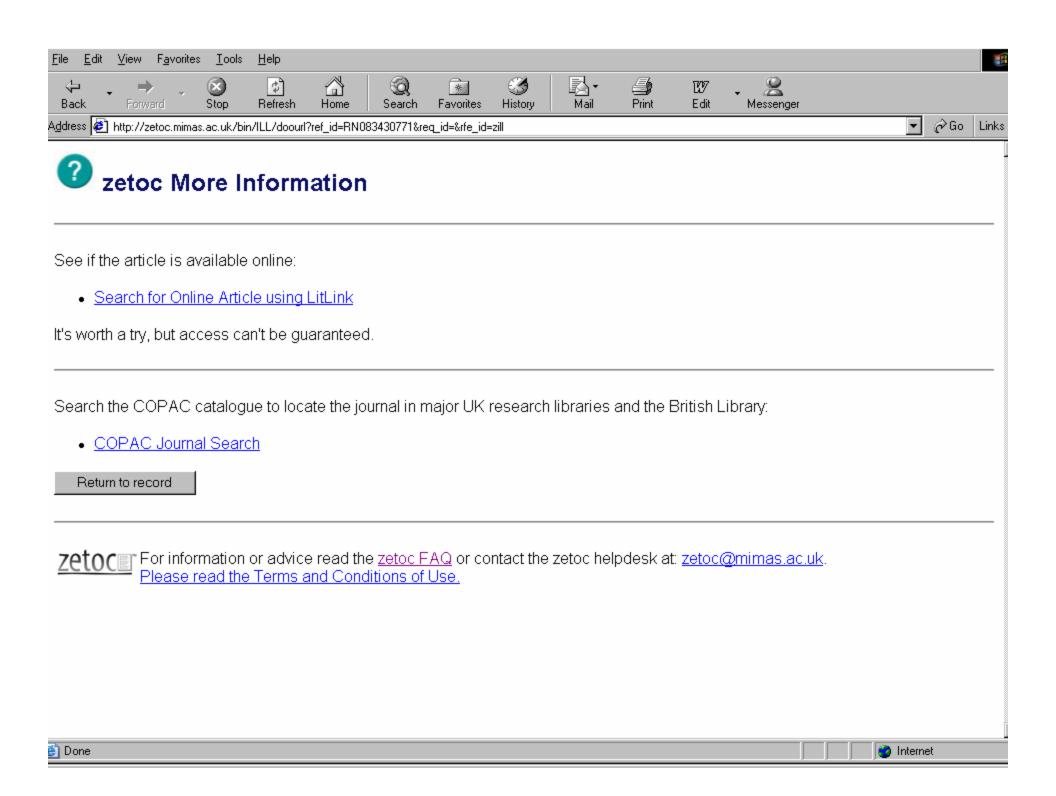
- EBSCO: LinkSource
- Endeavor Information Systems: LinkFinderPlus
- Ex Libris: SFX (and MetaLib)
- Innovative Interfaces: WebBridge
- Openly Informatics: 1Cate
- Ovid: LinkSolver
- Serials Solutions: ArticleLinker
- SIRSI Resolver

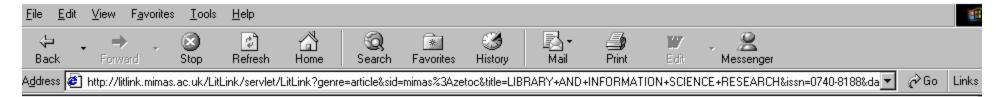
#### User's Resolver Address

- Institution known from Zetoc Authentication
- Institution registers address of OpenURL resolver with Zetoc
- Used as base URL for link
- Link text neutral at present

#### Default Resolver

- MDL LitLink
- Hosted by MIMAS (part of CrossFire)
- Not an appropriate copy
- Many institutions have access to major resources
- UK academia only
- Journal articles only











This LitLink service is provided by MIMAS for use by the UK academic community, and also by users at Irish and Scandinavian institutions that subscribe to the CHEST CrossFire agreement. LitLink is produced by MDL Information Systems, Inc.

LitLink knows about over 19,000 journals, including those from all the major <u>scientific</u>, <u>technical and medical publishers</u>. By following links generated by LitLink you are leaving the MIMAS website. You may or may not be permitted to access linked material on other websites.

If there are no "Retrieve" links below, LitLink has been unable to find any on-line sources for your reference. The "Request this document from Your OpenURL Resolver" link will always be presented, this will use your institutions's OpenURL Resolver if it exists and is registered with the OpenURL Router.

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Retrieve this article from SwetsWise

Retrieve this document from CrossRef

Retrieve this document from EBSCO

Retrieve this document from Ingenta Select

Request this document from ISI Web of Science

















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Retrieve this document from EBSCO

Retrieve this document from Ingenta Select

Request this document from ISI Web of Science

Request this document from Your OpenURL Resolver

Request this document from The British Library - via zetoc Zetoc













You requested the following:

Journal Library & Information Science Research

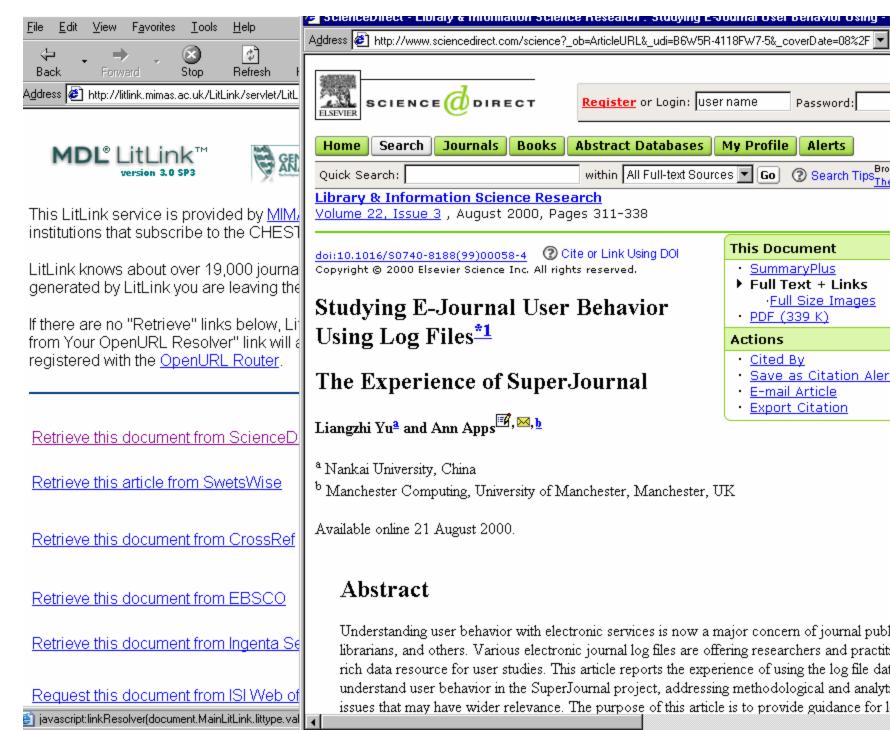
Vol 22 3 Nο Ρg 311-338 2000 Year Author L. Yu Issn 0740-8188

Click here to edit this citation

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- <sup>b</sup> Manchester Computing, University of Manchester, Manchester, UK

Understanding user behavior with electronic services is now a major concern of journal publishers, librarians, and others. Various electronic journal log files are offering researchers and practitioners a rich data resource for user studies. This article reports the experience of using the log file data to understand user behavior in the SuperJournal project, addressing methodological and analytical issues that may have wider relevance. The purpose of this article is to provide guidance for log file

## Determining User's Resolver

- Ask user, then set cookie
  - Where they are
  - Choose resolver
- OpenURL Demonstrator
  - UKOLN OpenResolver
  - http://www.ukoln.ac.uk/ distributed-systems/openurl/

#### UK OpenURL Router

- Hosted at EDINA: http://openurl.ac.uk/docs/
- Institutions register resolver once
- Used by free services, e.g. COPAC
  - Send all OpenURLs to same baseURL
  - User location from IP, or ask them
  - Or default: LitLink and BALSA
- Zetoc: Can register openurl.ac.uk address

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EPSG: Publishing 2005 / OpenURL

# The OpenURL Framework for Context-Sensitive Services

- ANSI/NISO standard Z39.88-2004
- Formalisation of v0.1
- Generalisation and extension
- ContextObject:
  - referenced resource
  - associated resources in context of reference
- OpenURL: method of transporting ContextObject

#### ContextObject Example

- In ejournal application Elsevier ScienceDirect, Jane Doe at Some University finds
  - McArthur, JG "p27-p16 Chimera..." Molecular Therapy 3(1) 8-13
- References
  - Bergelson, J. "Isolation of..." Science (275) 1320-1323
- ContextObject contains 6 entities:
  - Referent: Bergelson paper
  - ReferringEntity: McArthur paper; Referrer: ScienceDirect
  - Requester: jane.doe@some.edu; ServiceType: full text
  - Resolver: resolver.some.edu

## Comparison with v0.1

- Referent:
  - referenced article
- Referrer:
  - origin description (sid)
- Resolver: base URL (link server)
- Requester, ReferringEntity, ServiceType:
  - sent in private area

# **Describing Entities**

- Descriptors
  - Metadata: by-value or by-reference
  - Identifier: info:doi/10.1126%2Fscience.275.5304.1320
  - OpenURL interworks with DOI
- Formats
  - Key / Encoded Value (KEV)
  - XML

# Using ContextObjects

- Components in OpenURL Registry
- Identifiers for scholarly information
- Metadata formats
  - Journals, books, dissertations, patents
- Community Profiles
  - San Antonio profiles for scholarly information
- Extensible by other domains

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## **Current Status and Upgrading**

- Z39.88-2004 passed ballot stage
- Should be endorsed by NISO soon
- Major resolver vendors waiting
- Some sources and resolvers use v1.0 already or testing
- Upgrade transition period
  - Problem for Referrers (OpenURL sources)
  - Solution: create hybrid OpenURLs

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#### OpenURL for Articles and Books

- Article referenced from an electronic journal article in e-journal service
- Article record in A+I service, e.g.. Web of Knowledge, Zetoc
- Referenced conference paper
- Book referenced from a book
- Book requested in a shopping service
- Journal referenced from a serials directory

## **Emerging Uses**

- Links from Google Scholar
- Limited number of institutions in prototype
- Experimental Firefox extensions
- Interface to repository of complex digital objects (Los Alamos)
- RSS module to embed ContextObjects

#### **Dublin Core Citations**

- Bibliographic citation information for a journal article in a Dublin Core record
  - Journal title is not resource title
  - Pagination is not part of containing issue
- Proposed DCMI Guidelines
  - Encode as ContextObject within dcterms: bibliographicCitation
  - Identifies article
  - Simple yet machine readable

## Is OpenURL being used?

- Zetoc logs OpenURL link accesses
- January 2005:
  - To institution resolver: 4391
  - To default page: 7684
  - Then to LitLink: 4772
- No complaints to helpline

#### **User Studies**

- Zetoc Evaluation Study
  - Prof. Ken Eason, The Bayswater Institute,
     London, and Loughborough University
- ITAM project at MIMAS:
  - Trialling an SFX Resolver
  - OpenURL Talking Shops for librarians
  - The Impact of OpenURLs on End Users

#### Zetoc Evaluation Study

- Integrated 'Joined-Up' Digital Library
  - Discover Locate Request Deliver
- Two questionnaires available from website
  - Second after OpenURL implementation
- Some group interviews
- Users split into 'active integrators' and 'passive majority'

#### Using OpenURL in Zetoc

- Positive responses from institutions
  - With an OpenURL Resolver
  - With many journal subscriptions
- More confusing to other users but they still use it
- People have to change existing habits
- Those who do use it are excited by it

#### Positive Use of Zetoc

"When it gets you directly to a full text electronic publication it is magic. It saves all those trips to the library, photocopying, filling out ILLs, etc."

## Librarian's Viewpoint

- Librarians are enthusiastic
- Despite maintenance work involved
- Considerations:
  - Roll out strategy: low key or full publicity
  - Appropriate descriptor / button text
  - Managing user and colleague expectations

#### OpenURL Future

- A standard must be adopted and widely used to become successful
- OpenURL proved itself in scholarly information community: appropriate copy reference linking
- Vision: a dynamic, personalised link structure on top of the existing static
   Web link structure

## Zetoc and OpenURL

Zetoc Website: http://zetoc.mimas.ac.uk

OpenURL Registry:

http://www.openurl.info/registry/

OpenURL Implementation Guidelines:

http://www.openurl.info/registry/

docs/implementation\_guidelines

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