

Delivering Articles Using OpenURL



Ann Apps

MIMAS, The University of Manchester

MIMAS

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

?

zetoc Brief Records

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| <input type="text" value="7"/> | <input type="checkbox"/> | Linking to journal articles in an online teaching environment: The persistent link, DOI, and OpenURL / Langston, M.; Tyler, J.
INTERNET AND HIGHER EDUCATION - 2004 ; VOL 7; NUMBER 1 ; Pages: 51-58 |
| <input type="text" value="8"/> | <input type="checkbox"/> | 2004 ALA Midwinter Meeting Peter Jacso reports on the event as well as two buzz phrases: OpenURL linking and federated searching |

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

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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.
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LC Class: TT273
BLDSC shelfmark: 8212.970000

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

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- Knowledgebase:
 - Institution subscriptions
 - Where articles available
 - How to link to target e-journal sites

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- 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

zetoc More Information

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Studying E-Journal User Behavior Using Log Files^{*1}

The Experience of SuperJournal

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^b Manchester Computing, University of Manchester, Manchester, UK

Available online 21 August 2000.

Abstract

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

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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 BALSAs
- Zetoc: Can register openurl.ac.uk address

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

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

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](http://www.openurl.info/registry/docs/implementation_guidelines)

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