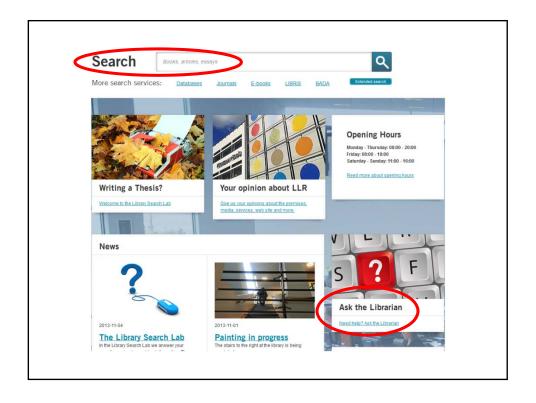
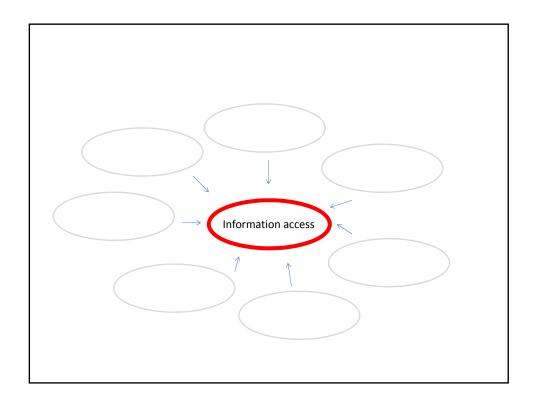
Information access

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	Aspects of quality	Dimensions	Description	References
	System quality	Usability	The ease with which users can use the website easily and quickly	
Of importance for		Responsiveness	The speed of accessing and downloading information from the website	
		Ease of access	The ease with which websites can be located using search engines	Lee et al. (2007)
•		Privacy	The protection against personal information leakage, and the	Moraga et al., (2006) Friedman et al. (2000)
access	Information	Soundpass	prevention of identity fraud The extent to which	Kahn et al. (2002)
	quality	soundness	information is error free and consistently represented in the website	Kann et al. (2002)
		Dependability	The extent to which information on the website is current, secure, and timely	
		Usefulness	The understandability and appropriate amount of information on the website	
		Ease of use	The accessibility and ease of manipulation of information on the website	
	Service quality	Empathy	The sense of connectedness as well as the availability of reciprocal communication channels between users and the website	Chen & Yen (2004)
		Interactivity	The extent to which users can exercise control and engage in information exchange with a website	Hoffman & Novak, (1996); Bretz (1984)
		Playfulness	The presence of devices on the website that attract users by offering enjoyment	Chen & Yen (2004)
		Visual aspects	The use of fonts, colors, layout, and graphics on the website	Moraga et al. (2006)

Aspects of importance for access:

- Library <u>contents</u> appropriately indexed? Good match between index and search?
- Library <u>target group</u> and their information needs

 facilities designed for a specific group might
 exclude other (potential) groups. Target group
 matters regarding structure and design.
- Interface and search facilities
- <u>Aims and business interests</u> of the organization running the library
- Standards and regulations

Information architecture

- <u>Unique design</u> (e.g. *ArXiv.org*, often described as the first open access DL)
 - Reusable(e.g. DSpace)
- <u>Central</u>(Content stored in one place) –
 <u>Distributed</u>(Content dispersed over several places)

Metadata

 Metadata is structured information that describes, explains, locates, or otherwise makes it easier to retrieve, use, or manage an information resource. Metadata is often called data about data or information about information.

NISO (National information standards organization)

Different meta-data, different functions

• Identification and description

metadata **ex:** Author, title, subject

• Administrative metadata Price, condition

Terms and conditions metadata Rights, reproduction restrictions

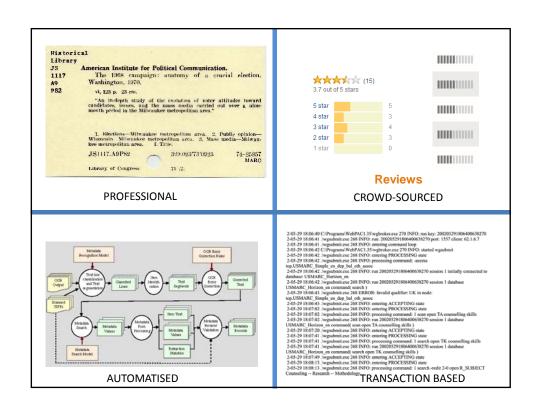
Content rating metadata
 Audience

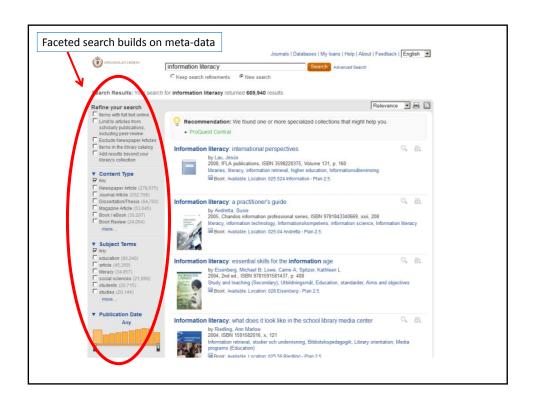
Provenance metadata
 Linkage relationship metadata
 Relation, source

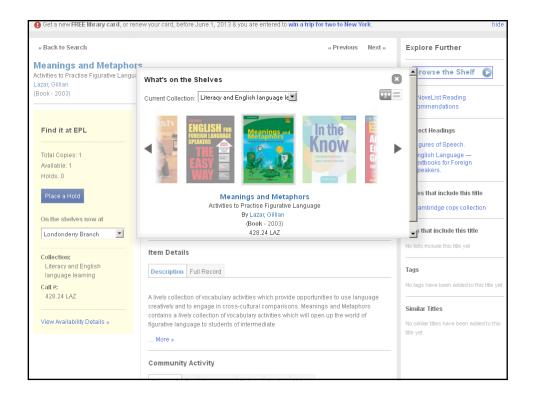
Structural metadata Compression ratio

(Jane Greenberg (2005): Understanding Metadata and Metadata Schemes, Cataloging & Classification Quarterly, 40:3-4, 17-36)







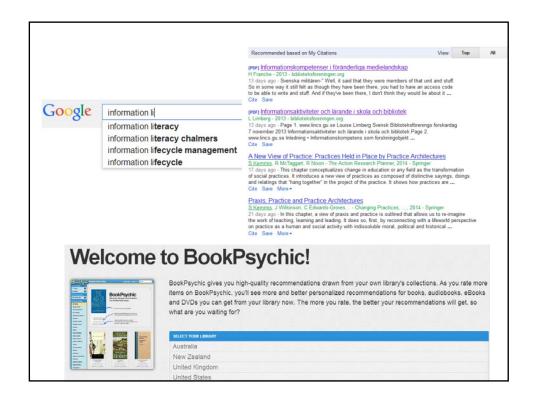


Collaborative information seeking

- Social navigation decisions made on the basis of choices made by other seekers
- FAQs searchable, navigable register over previous queries
- Collaborative filtering (recommendation systems)
- Collaborative tagging (tag-clouds)

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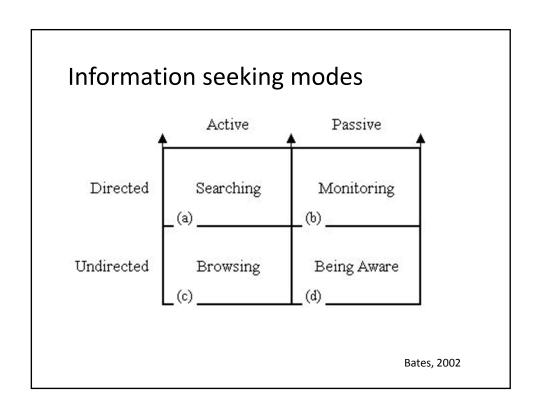


Social inclusion

- Skills, competencies, knowledge information literacy
- Democracy; access to IT (digital divide), content reflecting the interests of the users

User studies

- (Potential) users' preferences, interests, habits, work modes...
- Situations and contexts where information is searched for and used...



Open access

 Changed conditions and routines for scholarly communication and publication

Matching of databases with different vocabulary & index terms

 In a time characterized by big scale-solutions it becomes necessary to find ways of integrating different resources

Usability

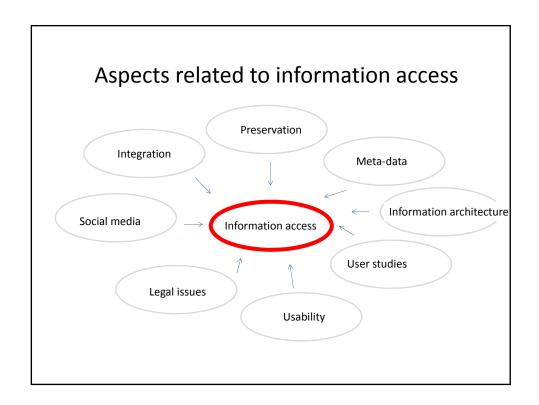
 The information seeker's contact with the interface; his(her) ability and possibility to carry out the tasks that the interface is thought to enable

Legal issues

- Who can publish what and where?
- Opportunities and restrictions?
- "Big deals", licenses...

Digital preservation

- How is it ensured that what is collected is possible to retrieve in the future?
- Formats and storage?
- Cloud services
- Techniques and standards for preservation



Exercise

- Do you know your users?
- Groups of 3-5
- Describe user groups
- 45-60 min.
- Take notes
- Be prepared to report informally

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Reference work

- The way to, or the information in itself
- Search, selection and assessment
 - Reference work
 - Development, management, and assessment of tools and services (both pro- and re-active)
 - Reference transactions
 - Consult, recommend, interprete, evaluate and use information resources with the aim of addressing the specific needs of the users (re-active)

Reference work cont.

- Reference interview in order to understand the users' interests and questions; establish credibility
- Reference works in themselves containg potentially valuable information, or: references to such information

Reference work and WWW

- New demands:
 - Up-to-date
 - "Immediacy"
 - Interactivity
 - Adapted to individuals
 - Mobility
- More complex issues/questions, less "ready reference"
- Search assistence assistance in evaluation and use

