Social tags and other enhancements in public library catalogs

by Joan Lussky and Robin Foltz
(acknowledgements: Lauren Kanne)
School of Library Science, CUA

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The What

OPAC survey of 256 public libraries that provide exceptional user services*

Community supplied:
- stars, reviews, recommendations
- uncontrolled subject labels

The Questions

- What are public libraries providing in regard to community participation within their OPACs?

- Are tags implemented in public library OPACs?

- Consideration of:
  - what is the tag source: patrons, librarians, LibraryThing
  - Is there a primary target audience
  - Categories of tags and their possible objectives
Variations in OPAC scope

- **No apparent OPAC**

- **County-wide OPACs**
  - Riceville Public Library in Riceville, Iowa [http://www.riceville.lib.ia.us/](http://www.riceville.lib.ia.us/)

- **Individual + County-wide OPACs.**

- **State-wide OPACs → CalCat**
  - City of Commerce Public Library, Commerce, CA [http://www.ci.commerce.ca.us/library.asp](http://www.ci.commerce.ca.us/library.asp)
Variations in OPAC implementations

*examples of Web2.0 enhancements:

- patron supplied stars
- patron supplied reviews
- patron recommendations
- tag clouds
- publisher supplied reviews
### Co-occurrence with LJ star rating

<table>
<thead>
<tr>
<th>LJ Stars</th>
<th>% Tag</th>
<th>% Tag &amp; web2.0</th>
<th>% Web 2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 star</td>
<td>14.0</td>
<td>9.3</td>
<td>37.2</td>
</tr>
<tr>
<td>(86 lib)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 star</td>
<td>16.5</td>
<td>14.1</td>
<td>40.0</td>
</tr>
<tr>
<td>(85 lib)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 star</td>
<td>14.1</td>
<td>14.1</td>
<td>29.4</td>
</tr>
<tr>
<td>(85 lib)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

-- Presence of value-added participation option on OPAC (besides tagging) is independent of the number of stars in a library’s LJ rating
Co-occurrence with Expenditures

<table>
<thead>
<tr>
<th>Expenditures</th>
<th>% Tag</th>
<th>% Tag &amp; web2.0</th>
<th>% Web 2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10k - $199 k (90 lib)</td>
<td>3.3</td>
<td>3.3</td>
<td>15.6</td>
</tr>
<tr>
<td>$200k - $4.9mil (90 lib)</td>
<td>13.3</td>
<td>10.0</td>
<td>46.7</td>
</tr>
<tr>
<td>$5mil &amp; &gt; (76 lib)</td>
<td>30.3</td>
<td>26.3</td>
<td>46.1</td>
</tr>
</tbody>
</table>

-- Libraries with expenditures over $5 million/year are much more likely to implement tags.

-- Libraries with expenditures over $0.2 are much more likely to implement some kind of value-added participation option.
## Co-occurrence with Internet Terminal Use

<table>
<thead>
<tr>
<th>Terminal use/capita (lib)</th>
<th>% Tag</th>
<th>% Tag &amp; web2.0</th>
<th>% Web 2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 3.5 (122)</td>
<td>21.3</td>
<td>18.9</td>
<td>35.2</td>
</tr>
<tr>
<td>3.6 – 8.0 (93)</td>
<td>10.8</td>
<td>7.5</td>
<td>30.1</td>
</tr>
<tr>
<td>8.1 – 61.8 (41)</td>
<td>4.9</td>
<td>4.9</td>
<td>48.8</td>
</tr>
</tbody>
</table>

-- Libraries with lower terminal use/capita are much more likely to implement tags.

-- Presence of value-added participation option on OPAC (besides tagging) is independent of library’s terminal use/capita.
In Addition...

- Discover tools (i.e., AquaBrowser)
- 2 views of OPAC
- Tumble Books
New Moon

Please log in to request this item
There are no copies available. 18 requests on 24 copies

Where To Find It
Call number: Teen Fiction
Show All Copies (24)

Additional Details
2nd book in the vampire love saga.
"Megan Tingley books"—Lp.
When the Cullens, including her beloved Edward, leave Forks rather than risk revealing that they are vampires, it is almost too much for eighteen-year-old Bella to bear, but she finds solace in her friend Jacob until he is drawn into a "cult" and changes in terrible ways.

Reviews and Summaries
School Library Journal Review
Booklist Review
Publishers Weekly Review
Summary / Annotation
Fiction Profile
Author Notes

Community Reviews
Rating:
Login to add tags.
New moon / Stephenie Meyer.
Meyer, Stephenie, 1973-
When the Cullens, including her beloved Edward, leave Forks rather than risk revealing that they are vampires, it is almost too much for eighteen-year-old Bella to bear, but she finds solace in her friend Jacob until he is drawn into a "cult" and changes in terrible ways.

Call number: YA - M YA YA - M OVERSIZE YA - OVERSIZE
Audience: 690 Lexile.
Subject: Werewolves Fiction., High schools Fiction., Schools Fiction.
Tags: new, moon, twilight, series, teen, fiction, vampire, children's, children's literature ...

New moon [CD] / Stephenie Meyer.
Meyer, Stephenie, 1973-
For Bella Swan, there is one thing more important than life itself: Edward Cullen. But being in love with a vampire is even more dangerous than Bell could have imagined.

Call number: YA
Audience: Ages 12 and up
Subject: Vampires Fiction Juvenile sound recordings., High schools -- Washington (State) Fiction Juvenile sound recordings., Vampires Fiction.
Tags: new, moon, twilight, series, teen, fiction, vampire, children's, children's literature ...
New Moon

Author: Meyer, Stephenie, 1973-
Year Published: 2006
Edition: 1st ed
Description: 503 p., 22 cm
Call #: YA Horror MEYER
ISSN/Standard #: 9780316024989 (pbk.)
LC #: 2006012309
Language: eng
Material Format: Book
Notes: "Megan Tingley books."

When the Cullens, including her beloved Edward, leave Forks rather than risk revealing that they are vampires, it is almost too much for eighteen-year-old Bella to bear, but she finds solace in her friend Jacob until he is drawn into a "curt and changing" terrible way.

Subject Headings: Vampires -- Fiction | Werewolves -- Fiction | High schools -- Fiction | Schools -- Fiction | Washington (State) -- Fiction

Copies Available: 4 of 11

Location | Call Number | Item Status
--- | --- | ---
Teen Horror | YA Horror MEYER | 4 copies available
Teen Horror | YA Horror MEYER | Next copy due 11-10-2009
Besides that …

- LibraryThing is source for most public library tags
- Varying goals and target audiences for tag implementation
  - Teachers, students, young adults
So, of the 256 public libraries with excellent user services:

- Tags or other community supplied enhancements are present in 1/3

- Community supplied enhancements are more likely in libraries with expenditures over $0.2million/year

- Tags are more likely to occur in OPACs of libraries with lower internet terminal use/capita
As public libraries adjust their role in our increasingly digital world:

- Lynch (2000) and Dempsey (2008) champion leveraging community participation

- Perhaps OPAC enhancements are a meaningful way for libraries to promote their relevance to society

- Ultimately these tools can contribute to an active and informed citizenry