

The Libhub Initiative: Increasing the Web Visibility of Libraries

DCMI / ASIS&T Webinar
January 7, 2015

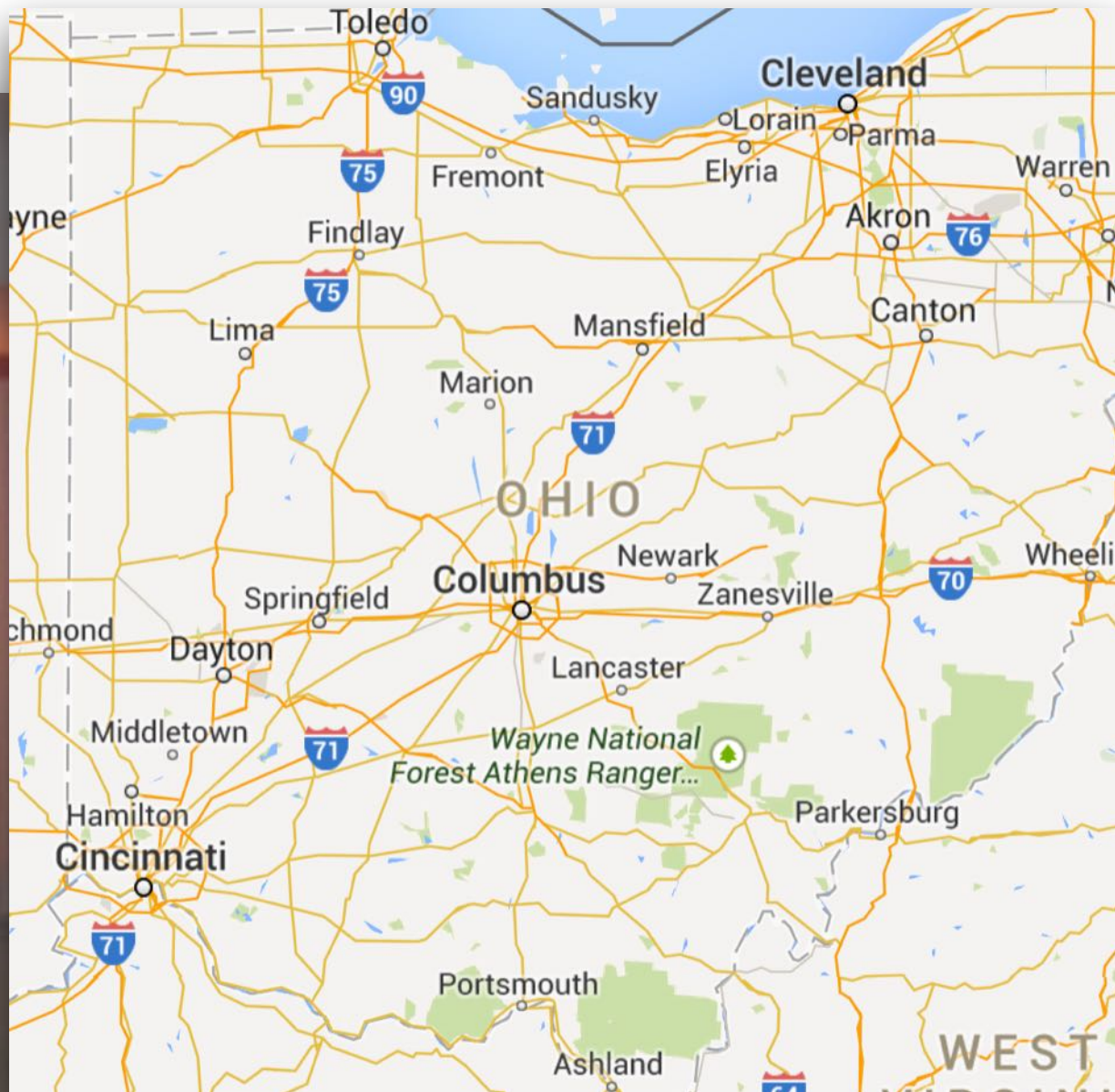
Eric Miller

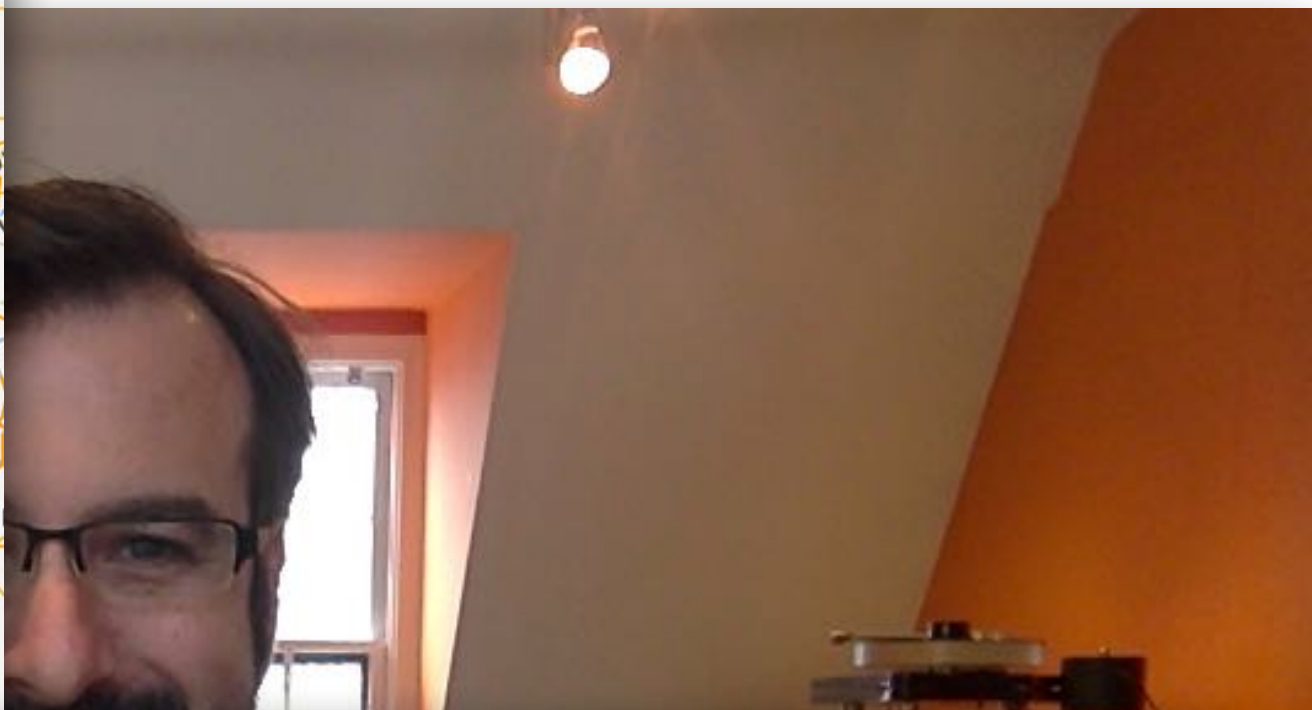
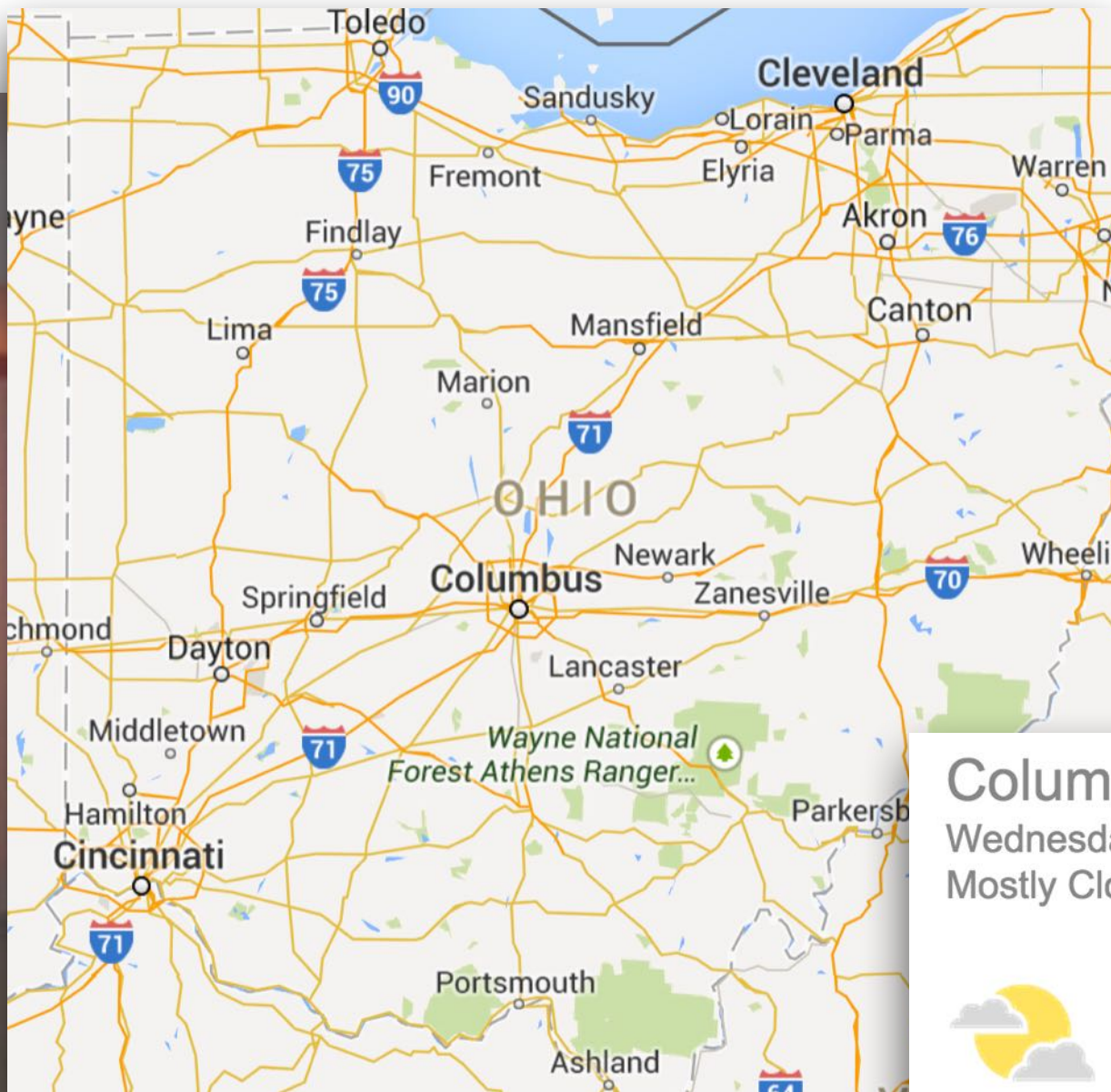
em@zepheira.com

[@erimille](https://www.linkedin.com/in/erimille)









Columbus, OH

Wednesday 7:00 AM

Mostly Cloudy



11 °F | °C

Precipitation: 20%

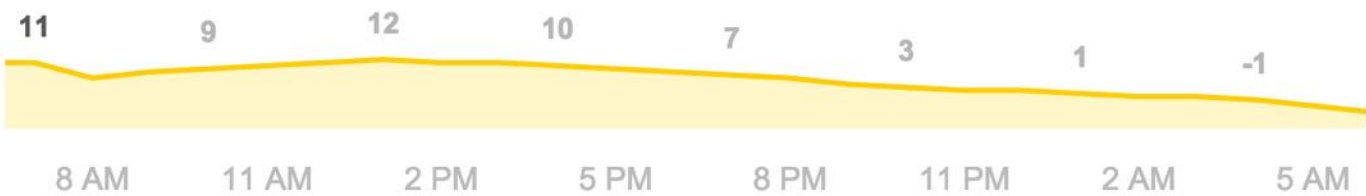
Humidity: 67%

Wind: 3 mph

Temperature

Precipitation

Wind



Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed
16° -9°	18° 12°	19° -6°	23° 5°	45° 25°	37° 10°	43° 25°	43° 21°

My Goal

1. Sharing finds from the field and practitioners perspective over the past year
2. Description (Bibframe) and Discovery (schema.org) standards as complements
3. What do we mean by Web visibility?
4. Introduce The Libhub Initiative designed to accelerate the visible library.

A webinar in 3 acts

Act 1 : Background and Context

Hi, We are Zepheira

We are a Passionate, Experienced, Strategic, Technical, Entrepreneurial Team.
We love Libraries, Data, The Web, Standards, Open Source, and Learning.

The team's background:



<http://linkedin.com/company/zepheira/>

<http://zepheira.com/>

Zepheira's Perspectives on Leadership and Practice

Libraries, Web, Data & Technology

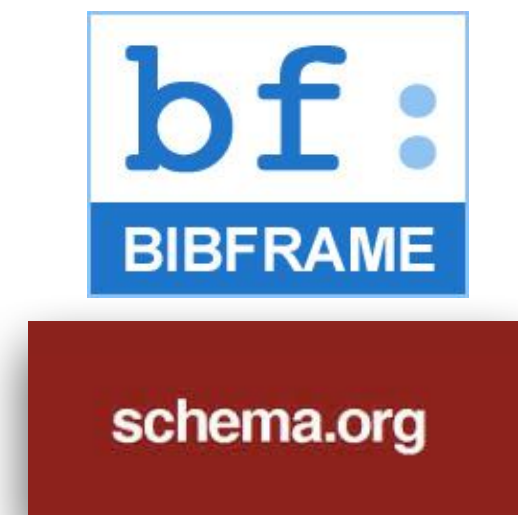
Standards



Data and Tech Strategies



Vocabularies



Projects



Activities



Large Scale Projects



Perspective

- The Web enables many perspectives
- The utility of those perspectives is another perspective
- And thats by design
- And this is what we've heard and coupled with our professional experiences

Shared observations

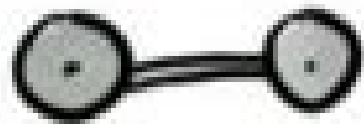
1. A Library is more than its collection
2. “Linked Data” is Linked first, Data second
3. The Web of Data is here
4. And Libraries are not participating to their full potential

Minimum Viable Product, Incremental Value, and Continuous Learning

Not like this....



1



2



3



4

Like this!



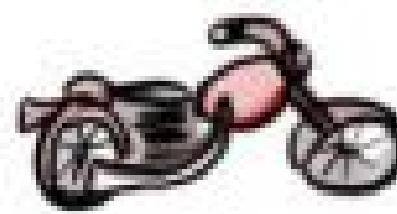
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2



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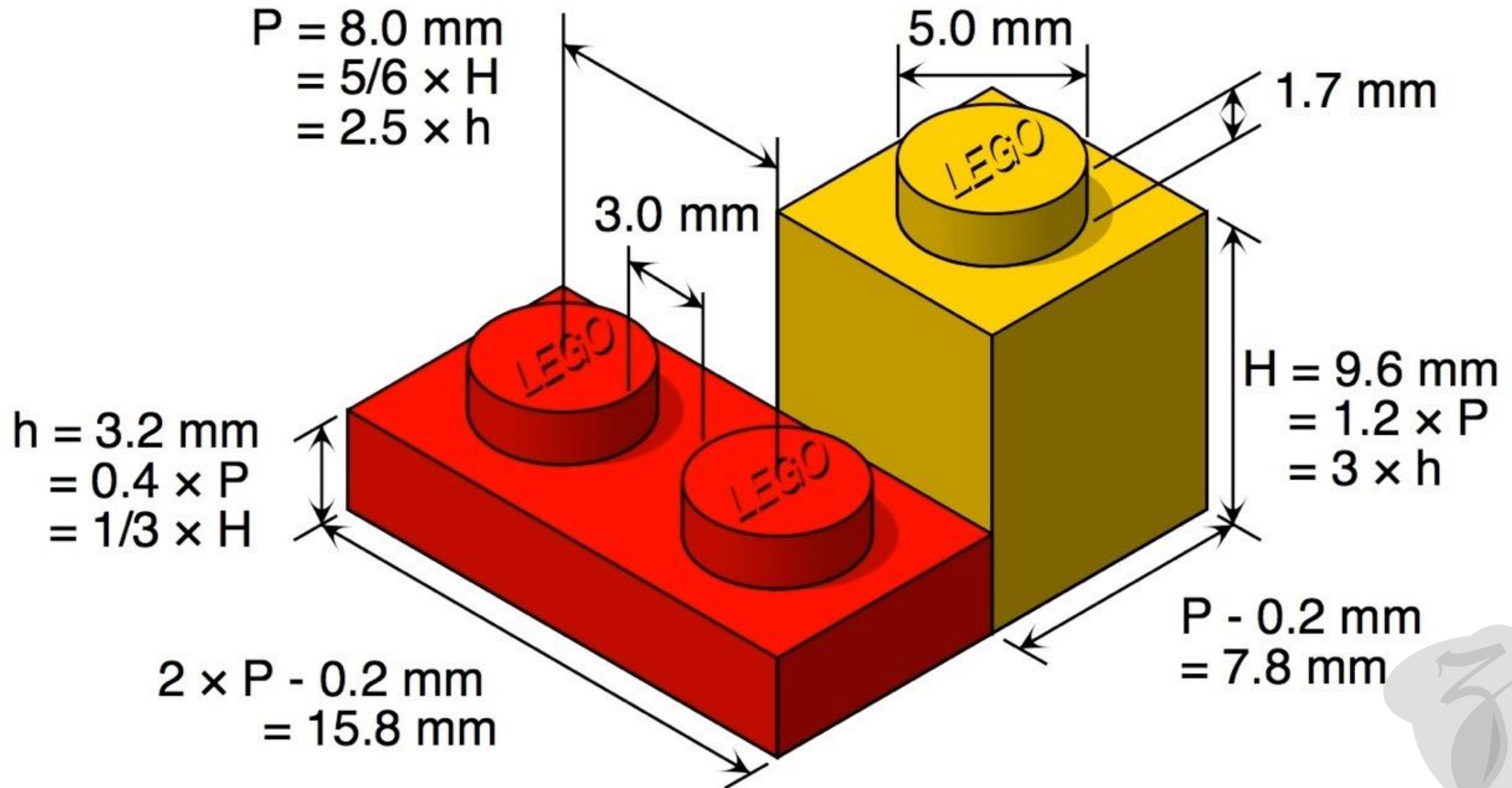


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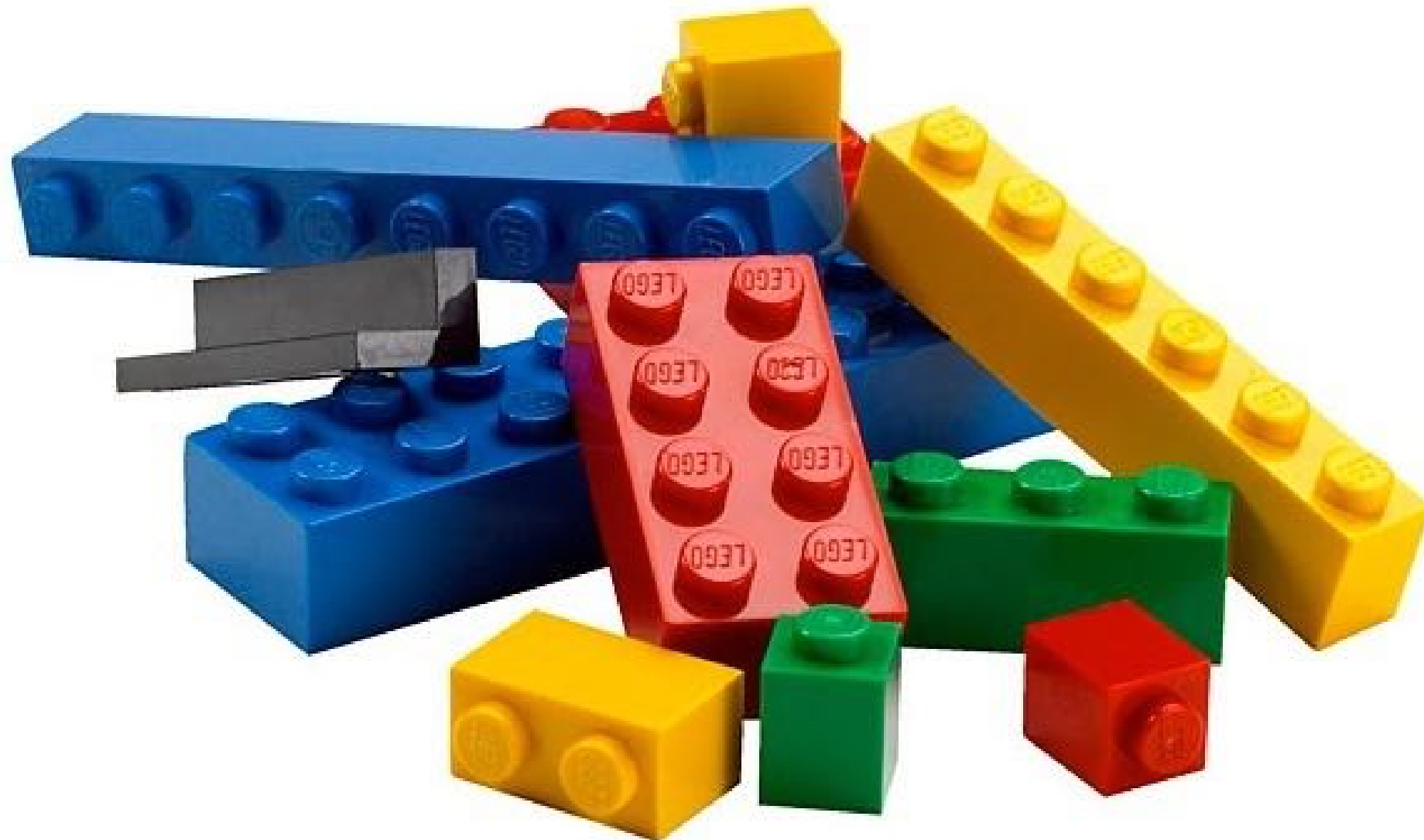


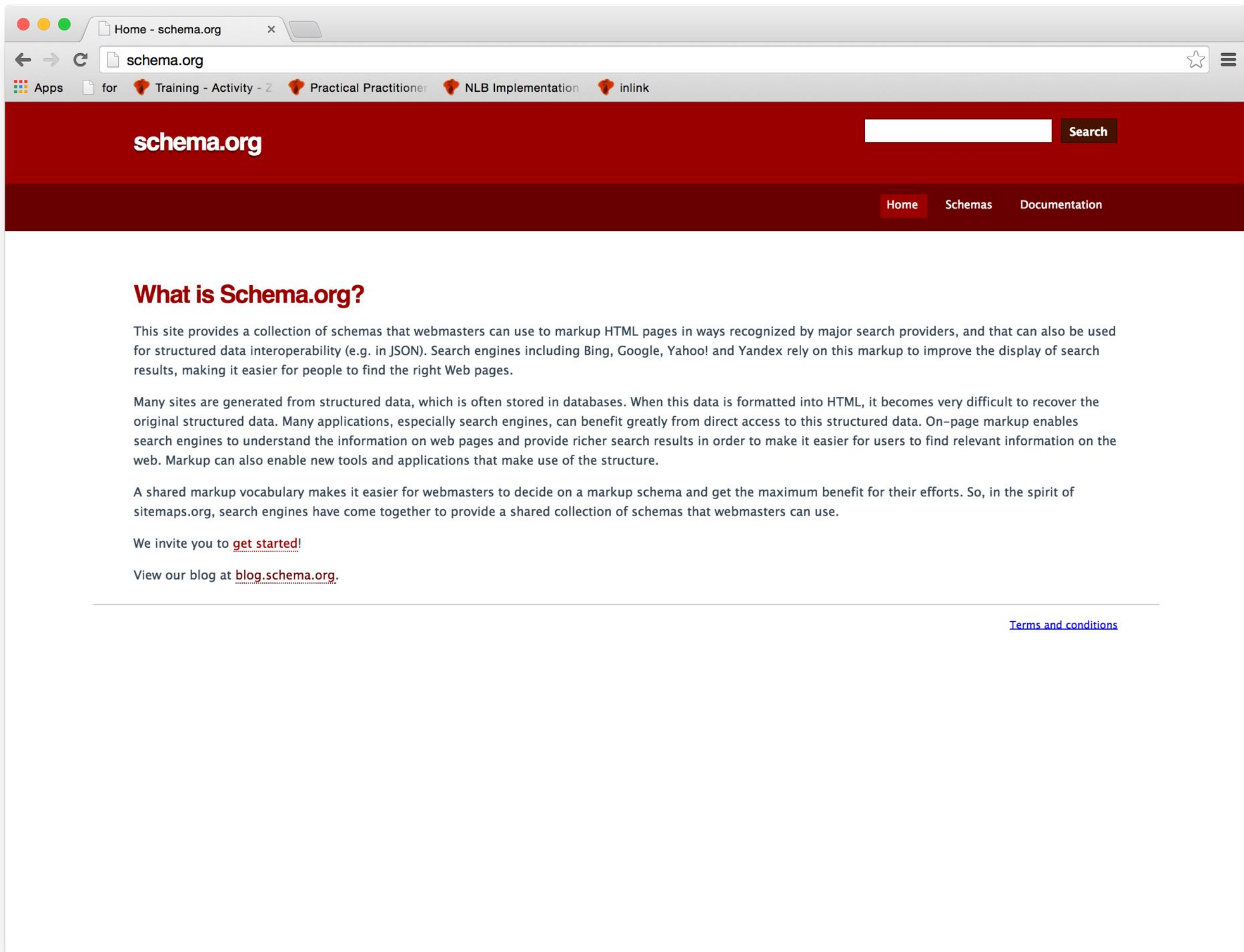
5

RDF



BIBFRAME Vocabulary





schema.org

Search

Home

Schemas

Documentation

What is Schema.org?

This site provides a collection of schemas that webmasters can use to markup HTML pages in ways recognized by major search providers, and that can also be used for structured data interoperability (e.g. in JSON). Search engines including Bing, Google, Yahoo! and Yandex rely on this markup to improve the display of search results, making it easier for people to find the right Web pages.

Many sites are generated from structured data, which is often stored in databases. When this data is formatted into HTML, it becomes very difficult to recover the original structured data. Many applications, especially search engines, can benefit greatly from direct access to this structured data. On-page markup enables search engines to understand the information on web pages and provide richer search results in order to make it easier for users to find relevant information on the web. Markup can also enable new tools and applications that make use of the structure.

A shared markup vocabulary makes it easier for webmasters to decide on a markup schema and get the maximum benefit for their efforts. So, in the spirit of sitemaps.org, search engines have come together to provide a shared collection of schemas that webmasters can use.

We invite you to [get started!](#)

View our blog at blog.schema.org.

[Terms and conditions](#)

Home - schema.org

schema.org

Search Results - schema.oBook - schema.org

schema.org/Book

AppsforTraining - Activity - ZPractical PractitionerNLB Implementationinlink

schema.org

Search

HomeSchemasDocumentation

Thing > CreativeWork > Book

A book.

Property	Expected Type	Description
Properties from Book		
bookEdition	Text	The edition of the book.
bookFormat	BookFormatType	The format of the book.
illustrator	Person	The illustrator of the book.
isbn	Text	The ISBN of the book.
numberOfPages	Integer	The number of pages in the book.
Properties from CreativeWork		
about	Thing	The subject matter of the content.
accessibilityAPI	Text	Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values).
accessibilityControl	Text	Identifies input methods that are sufficient to fully control the described resource (WebSchemas wiki lists possible values).
accessibilityFeature	Text	Content features of the resource, such as accessible media, alternatives and supported enhancements for accessibility (WebSchemas wiki lists possible values).
accessibilityHazard	Text	A characteristic of the described resource that is physiologically dangerous to some users. Related to WCAG 2.0 guideline 2.3. (WebSchemas wiki lists possible values)
accountablePerson	Person	Specifies the Person that is legally accountable for the CreativeWork.
aggregateRating	AggregateRating	The overall rating, based on a collection of reviews or ratings, of the item.
alternativeHeadline	Text	A secondary title of the CreativeWork.
associatedMedia	MediaObject	A media object that encodes this CreativeWork. This property is a synonym for encoding.
audience	Audience	The intended audience of the item, i.e. the group for whom the item was created.
audio	AudioObject	An embedded audio object.
author	Person or Organization	The author of this content. Please note that author is special in that HTML 5 provides a special mechanism for indicating authorship via the rel tag. That is equivalent to this and may be used interchangeably.
award	Text	An award won by this person or for this creative work. Supersedes awards

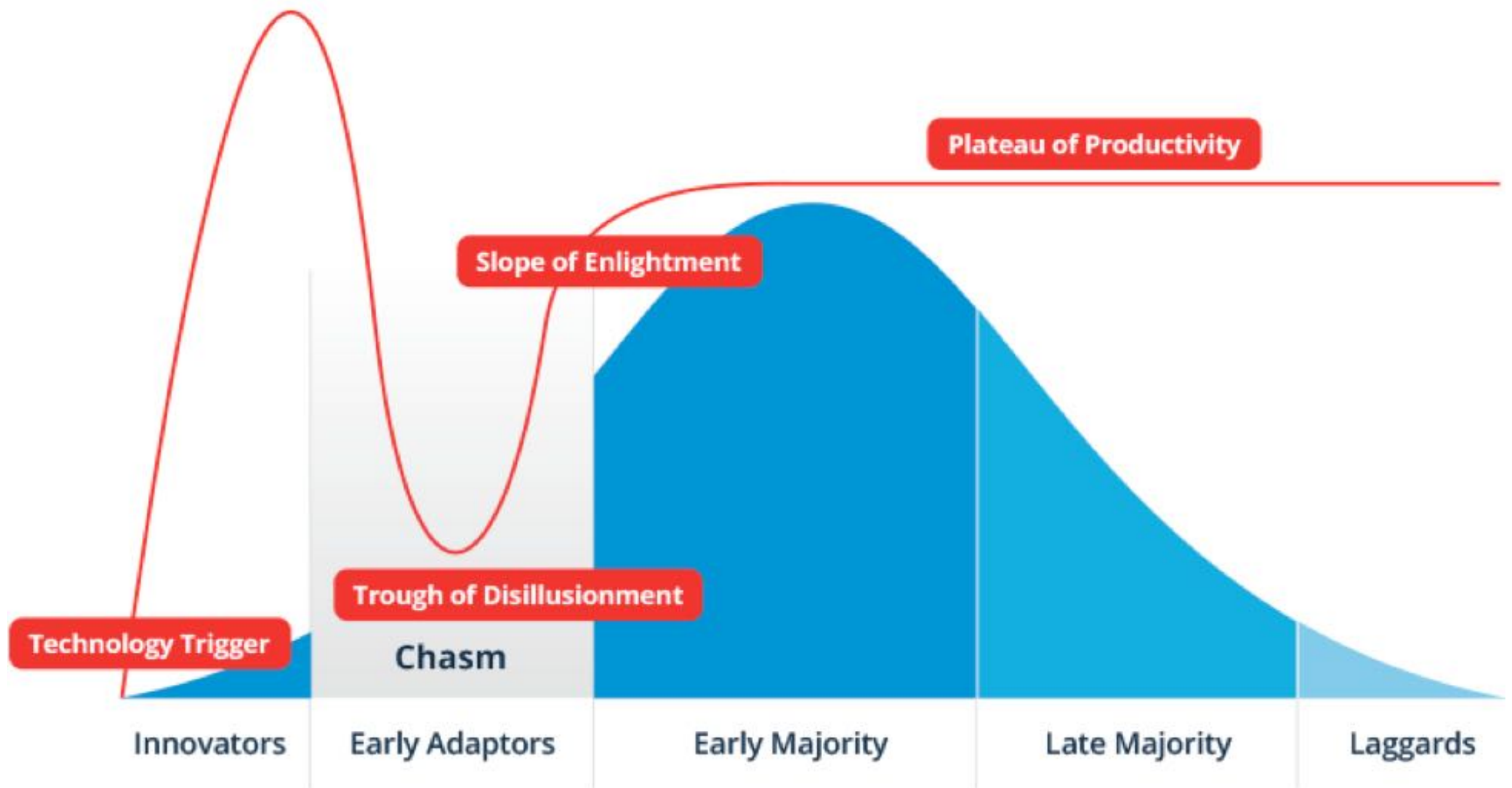
Linked Data

"a term used to describe a recommended best practice for exposing, **sharing**, and **connecting** pieces of **data**, information, and knowledge on the Semantic **Web** using **URIs** and RDF."

http://en.wikipedia.org/wiki/Linked_Data



General Technology Hype Cycle



Phases of Linked Data / BIBFRAME Adoption

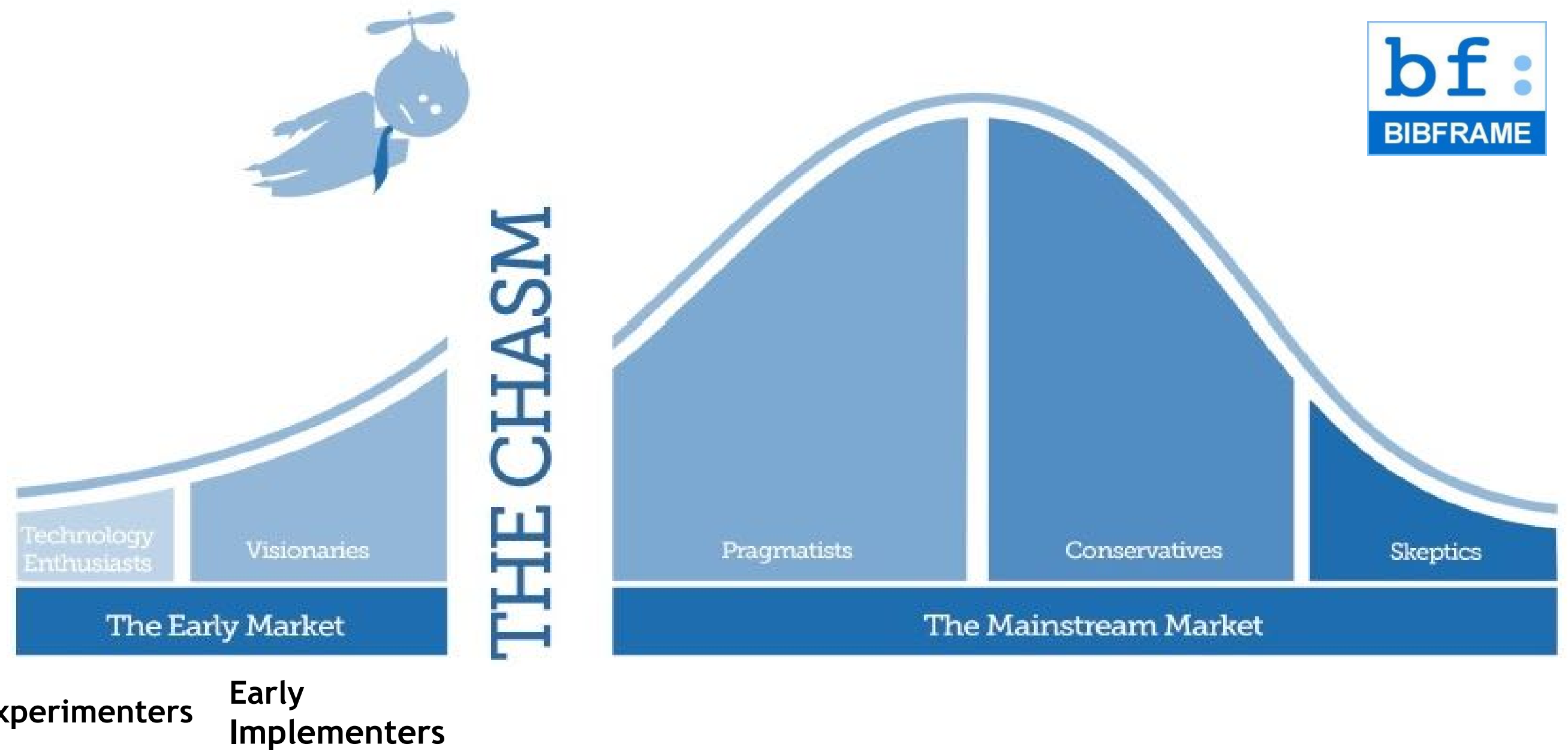


Phases of Linked Data / BIBFRAME Adoption

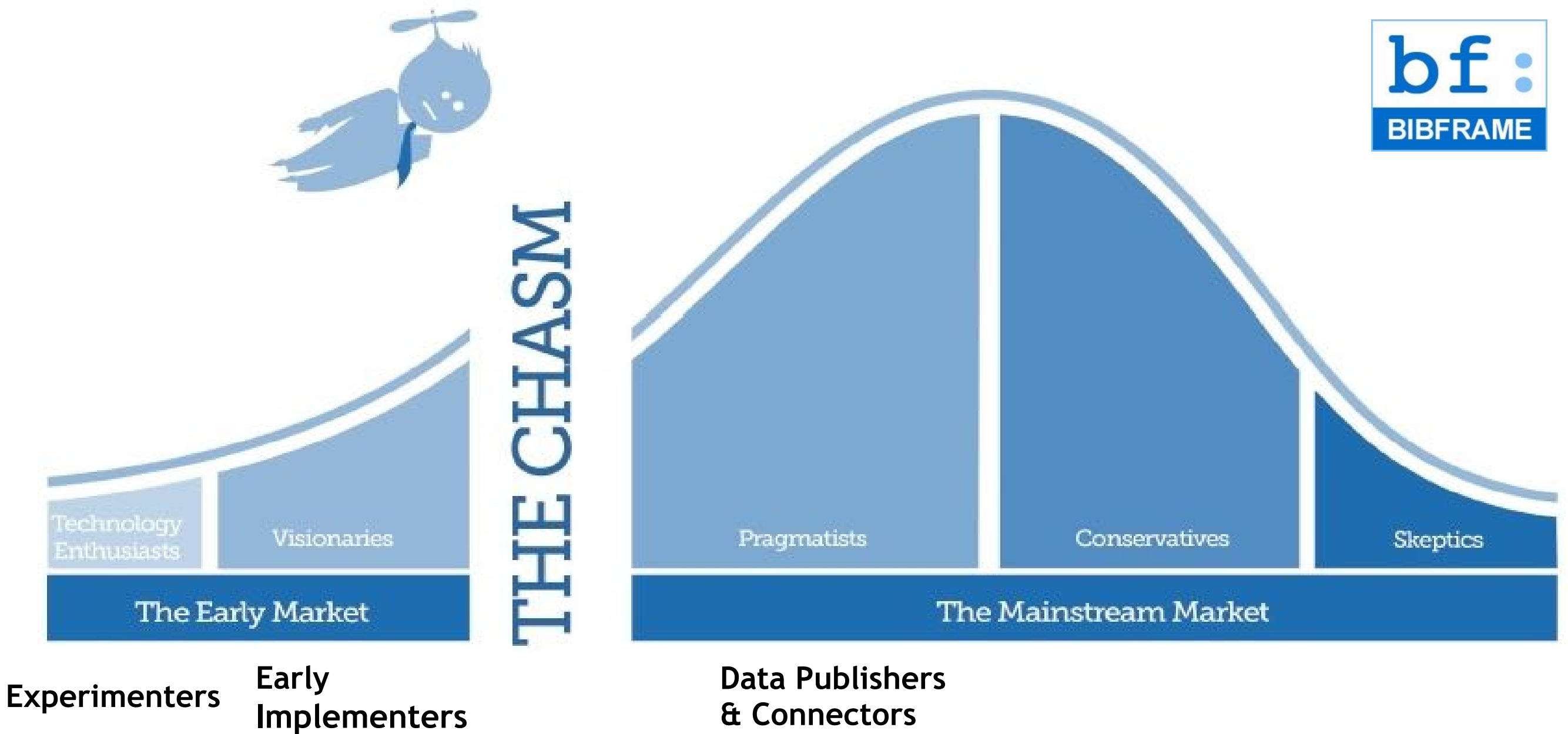


Experimenters

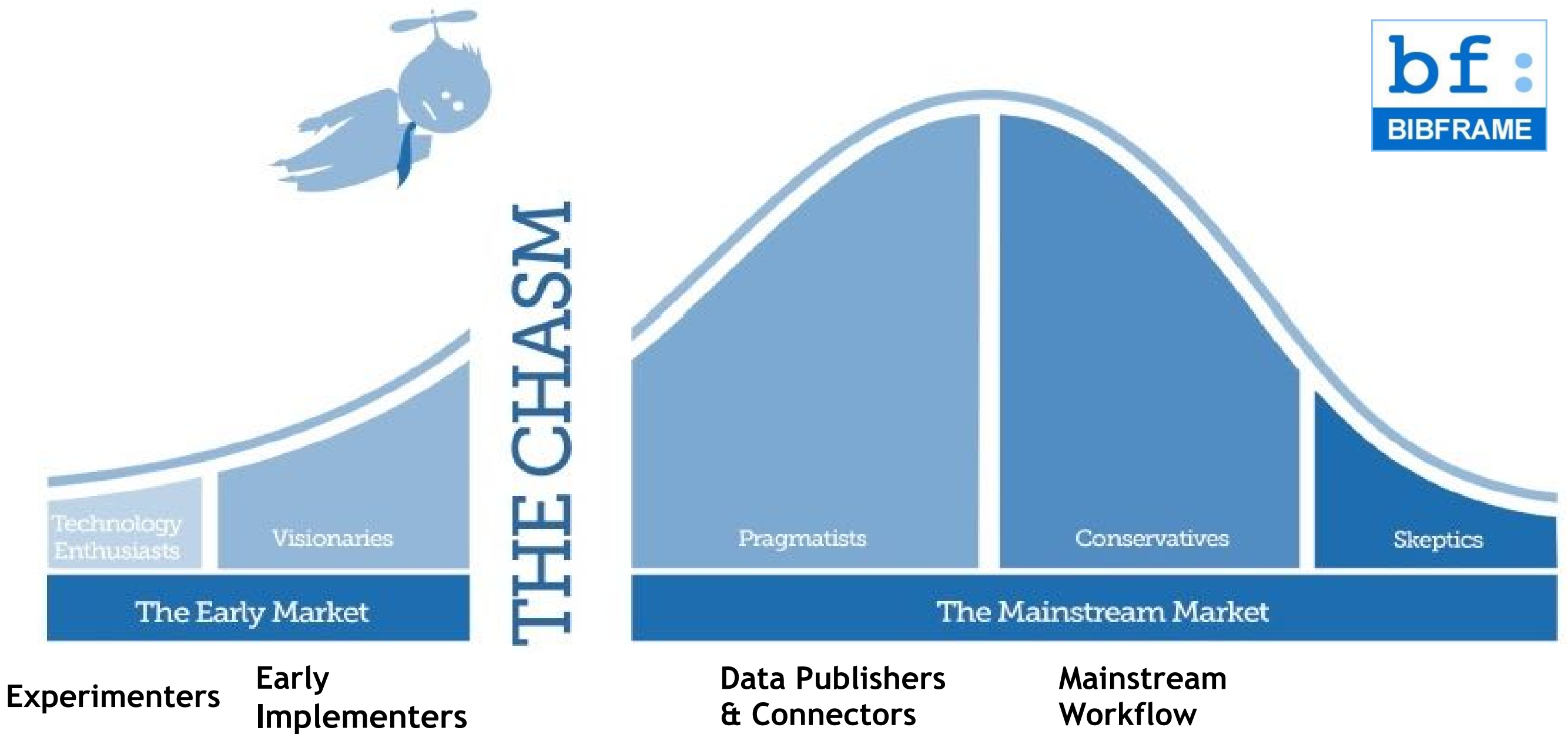
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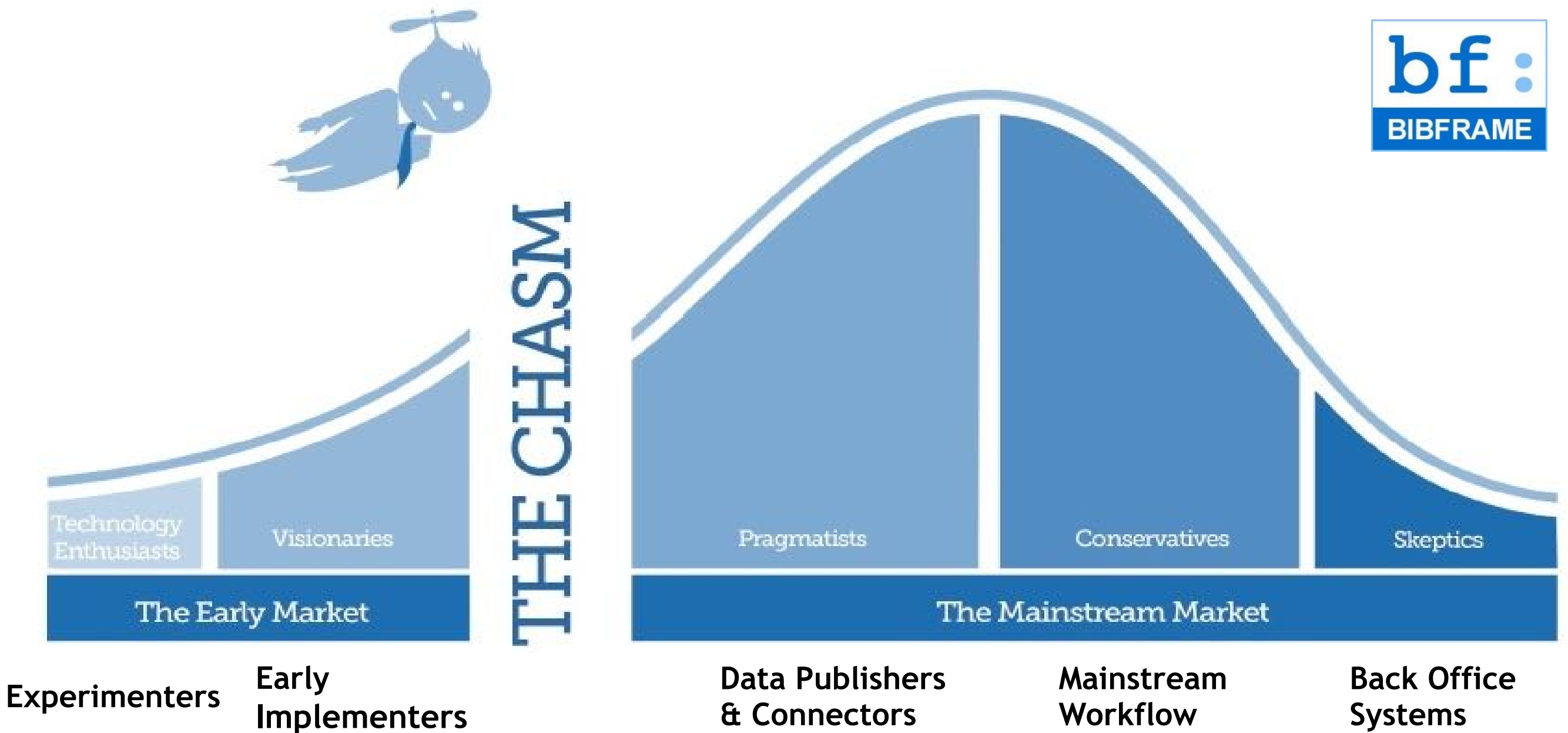
Phases of Linked Data / BIBFRAME Adoption



Phases of Linked Data / BIBFRAME Adoption



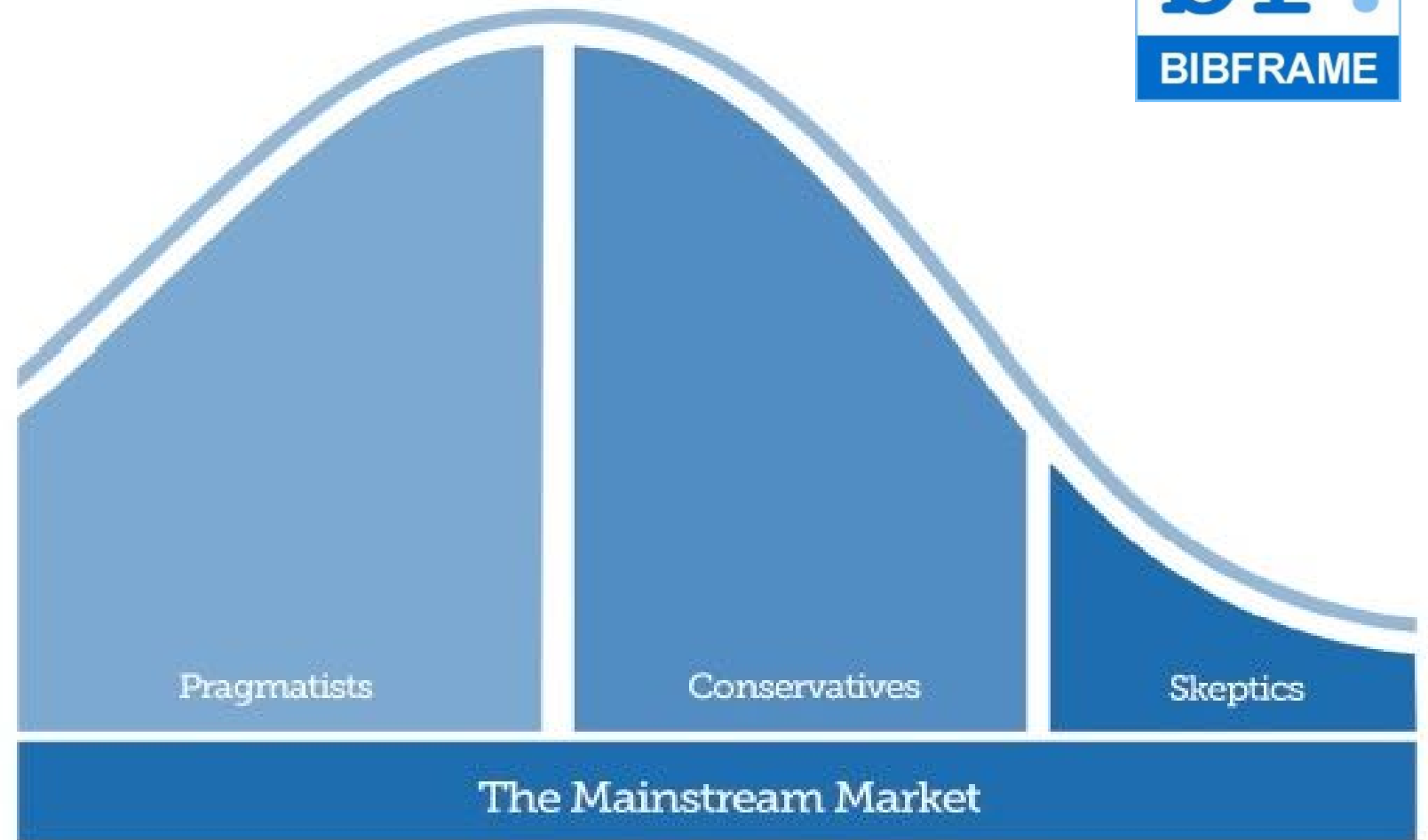
Phases of Linked Data / BIBFRAME Adoption



Phases of Linked Data / BIBFRAME Adoption



THE CHASM



Experimenters	Early Implementers	Data Publishers & Connectors	Mainstream Workflow	Back Office Systems
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- Clarify Space
- Determine the Need
- Define a Foundation
- Draft Specifications

- Test the Assumptions
- Draft Standards
- Evaluate Data, Processes, & Gaps

- Begin to work at scale
- Use other's data
- Participate - Publish, Share, Connect

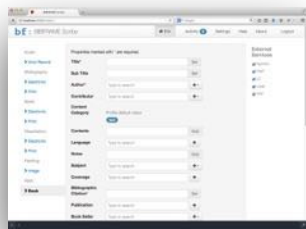
- "Final" Standards & Best Practices
- New businesses and models

- "There's Linked Data in there!?"

Phases of Linked Data / BIBFRAME Adoption



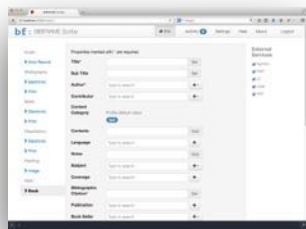
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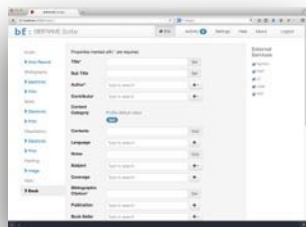
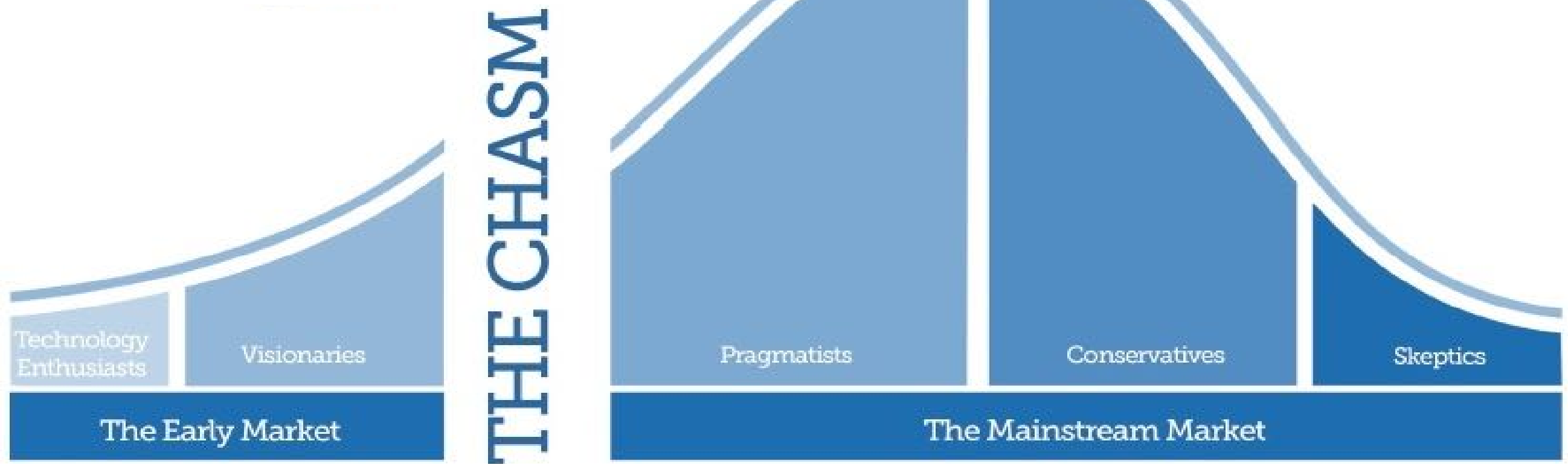
Phases of Linked Data / BIBFRAME Adoption



Phases of Linked Data / BIBFRAME Adoption



Phases of Linked Data / BIBFRAME Adoption



Act 2 :

Speak like the Web

Vague but exciting ...

CERN DD/OC

Information Management: A Proposal

Tim Berners-Lee, CERN/DD

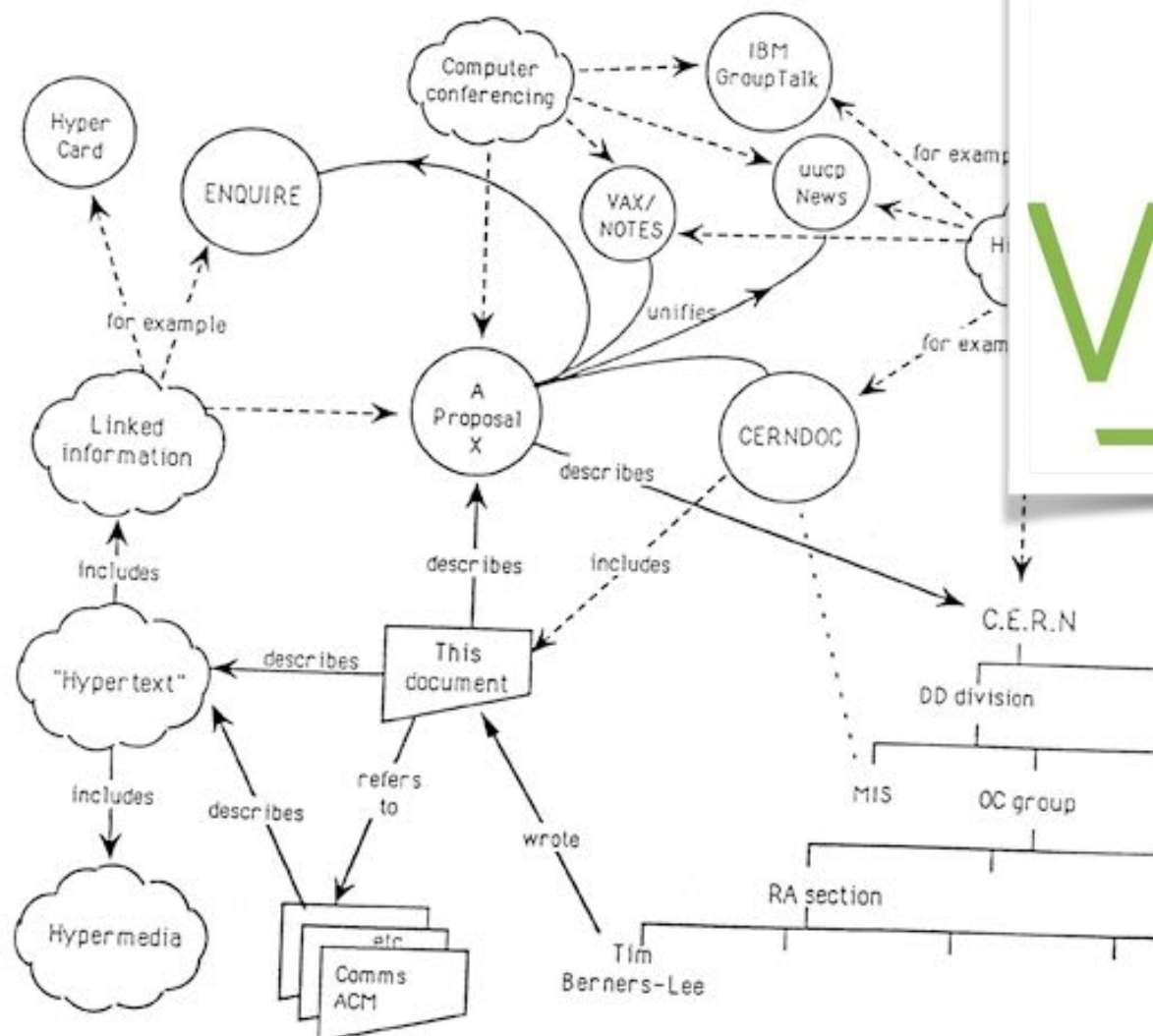
March 1989

Information Management: A Proposal

Abstract

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.

Keywords: Hypertext, Computer conferencing, Document retrieval, Information management, control



Web 25TH
ANNIVERSARY

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view-source:www.w3.org
Apps for Training - Activity - Z Practical Practitioner NLB Implementation inlink
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The Web (Redux)

- Identifiers (URI)
- Relationships (Links)
- Services

MARC as “Things not Strings”

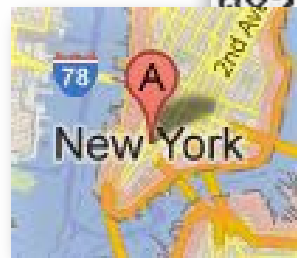
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MARC as “Things not Strings”



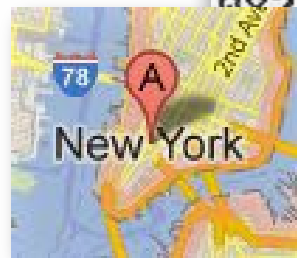
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MARC as “Things not Strings”



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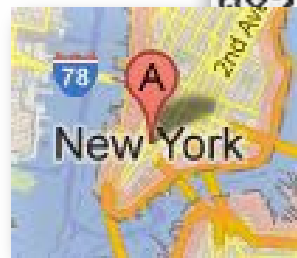
MARC as “Things not Strings”



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MARC as “Things not Strings”



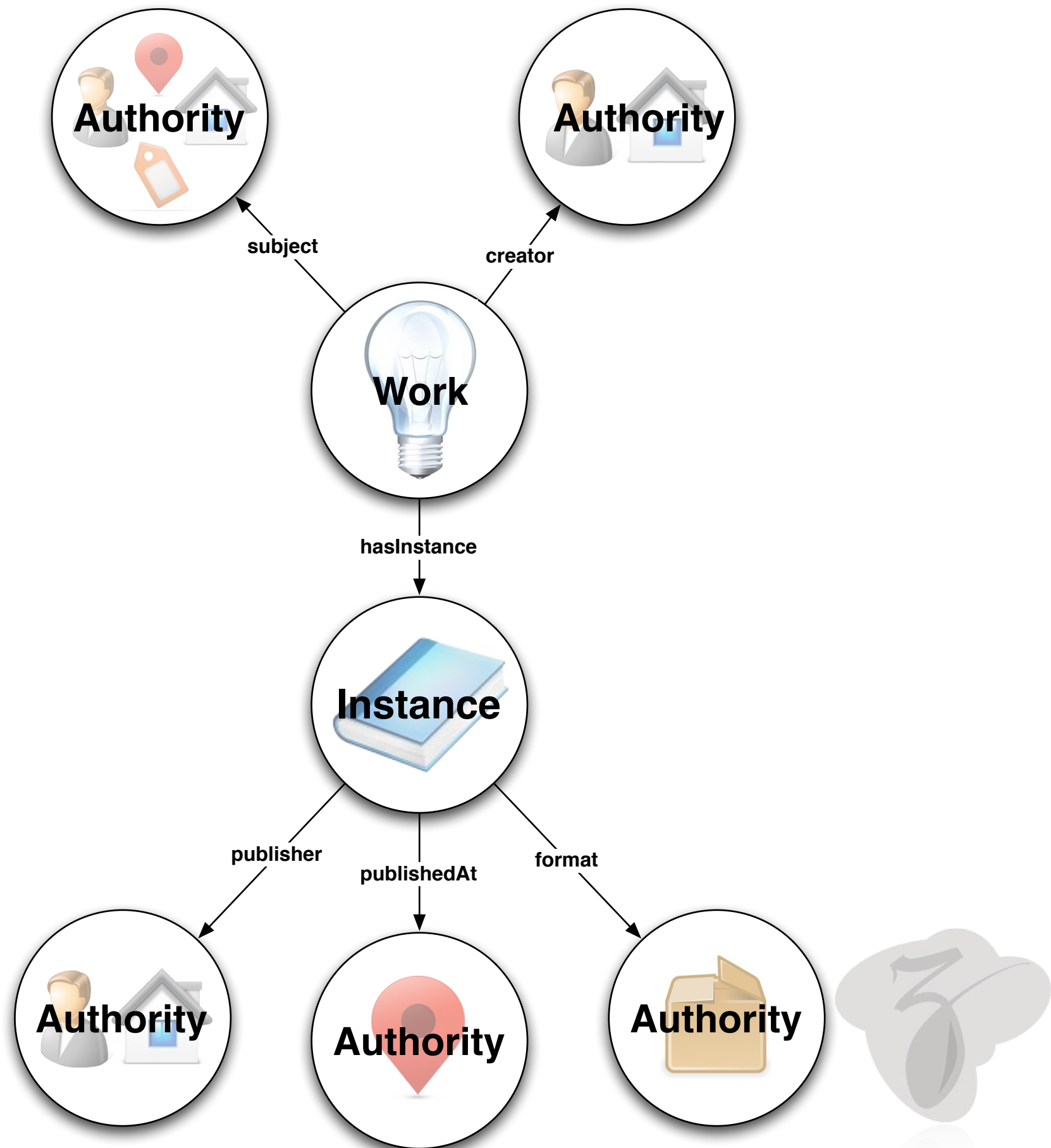
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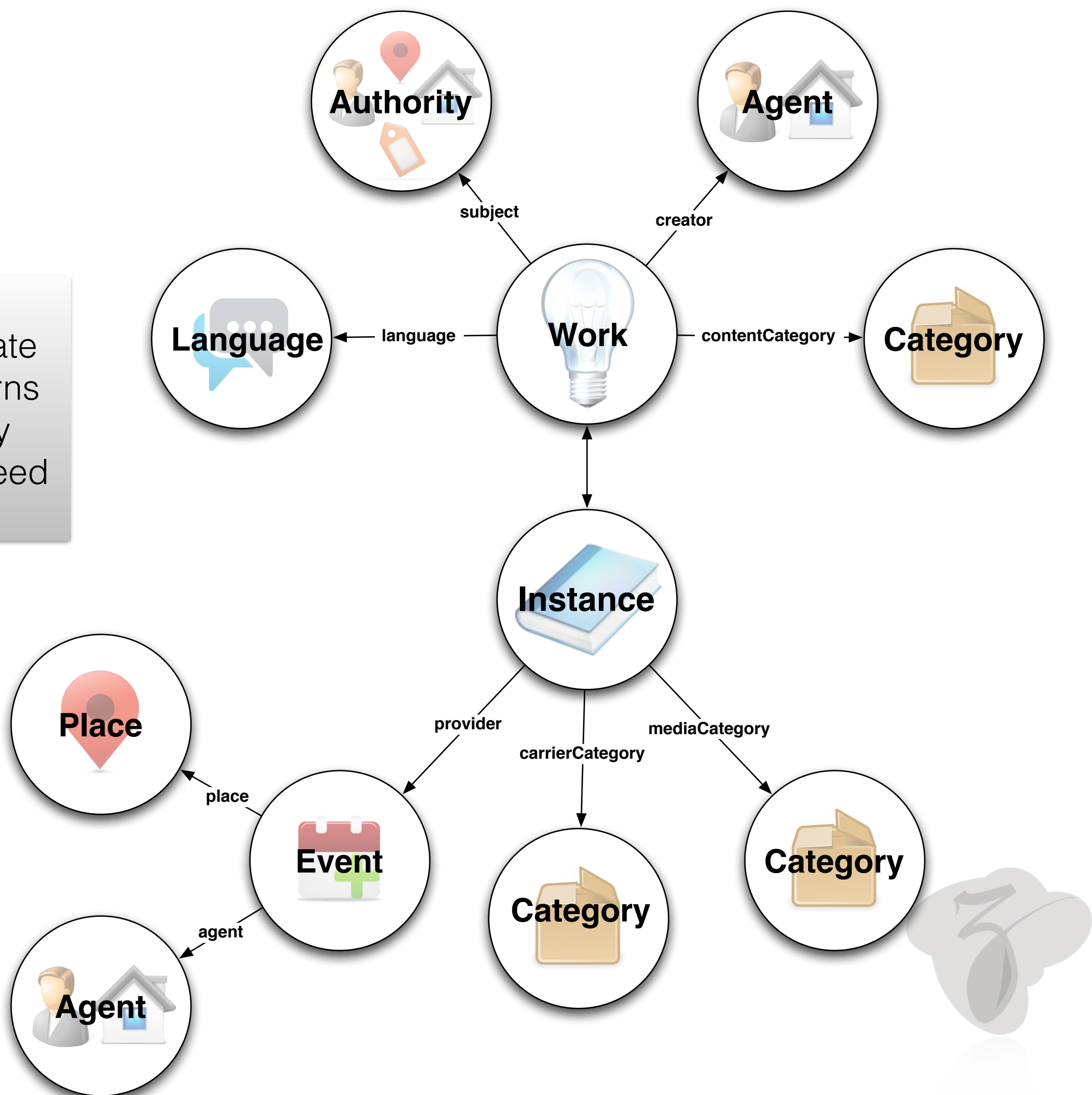
BIBFRAME

Core model for defining Web
control points of bibliographic
data for more effective
sharing, navigation and
collaboration

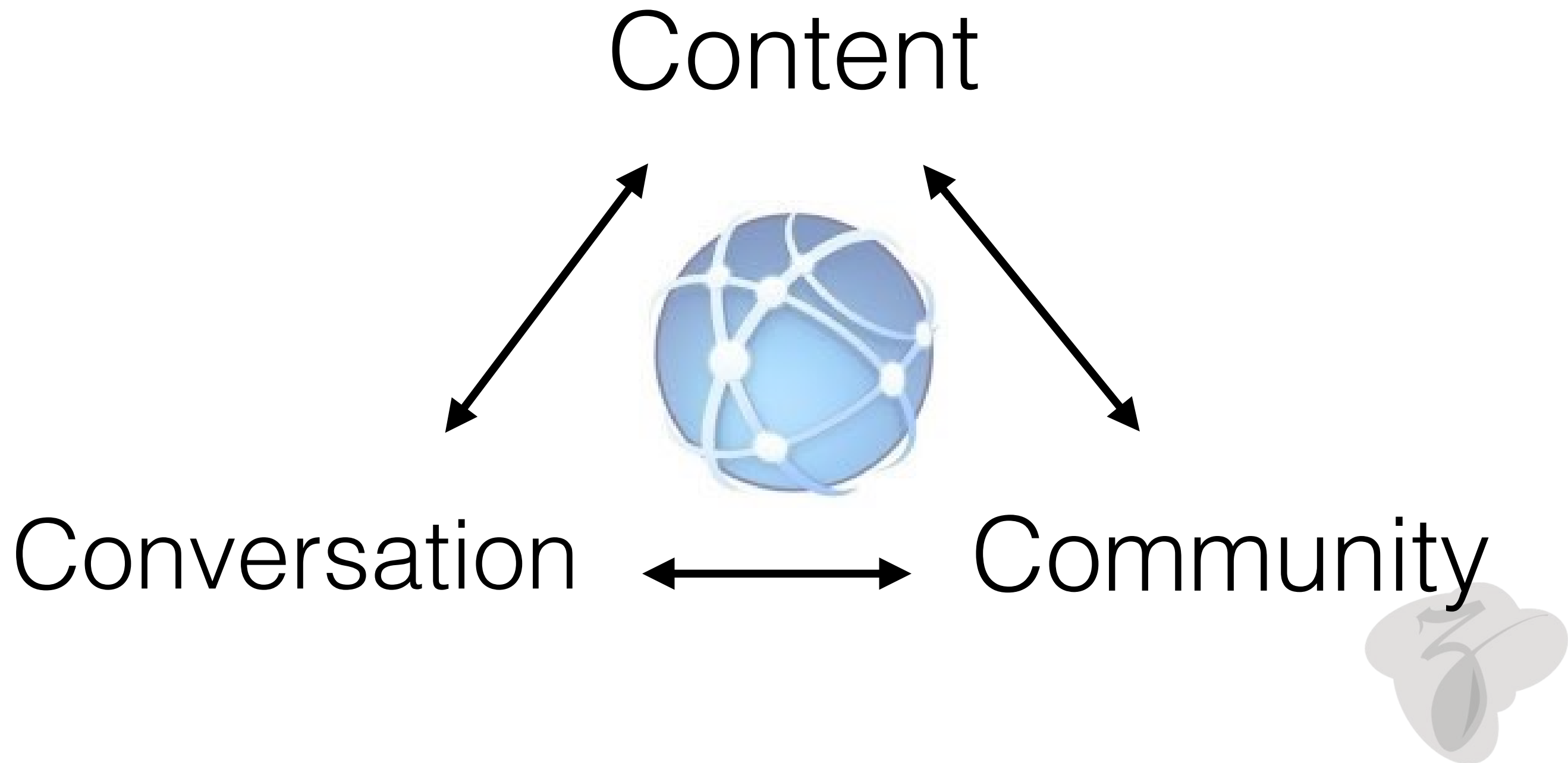
Simple, replicable linked data
patterns



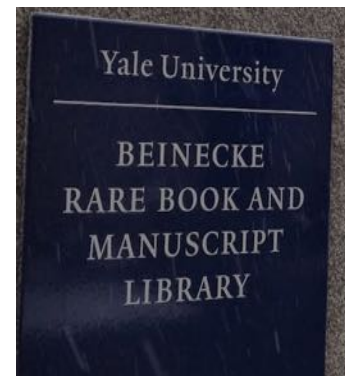
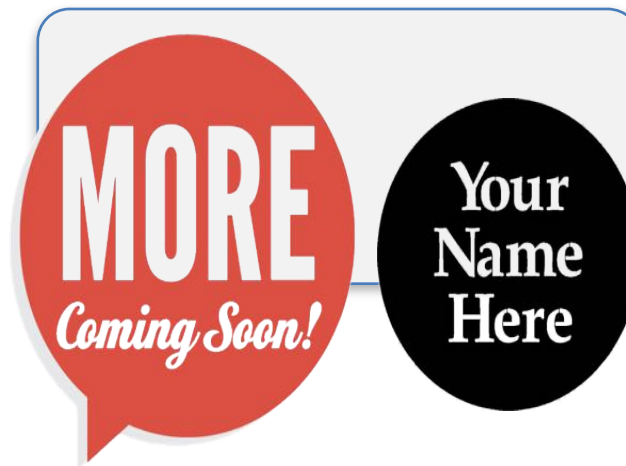
And we can replicate
these simple patterns
to define as many
control points we need



Practical Practitioners



Practical Practitioners Community



<http://zepheira.com/training>



As a cornerstone of [Zepheira's Practical Practitioner series](#), we believe participants need to get hands on with their own data. To that end, our training includes access to an introductory set of utilities to guide participants through data import, analysis and end user discovery.

The following MARC diagnostics and [BIBFRAME](#) transformation service is provided to participants of this training curriculum. To get started link to, paste in, or upload a MARC XML file (up to 100 records). Feel free to add a 'title' to the data to help describe what you've uploaded.

[Load MARC Data from a URL](#)[Pasted MARC Text](#)[Upload MARC File](#)[▼ Advanced Settings \(click to learn more\)](#)

Don't have access to a set of MARC records? Here are some examples others have uploaded. Drag or copy the following links to the URL Input form above to transform these records.

 [George Washington sample collection](#) (small) [National Library of Medicine sample collection](#) (medium) [George Mason University DVD Backstage sample](#) (large) [Sample Rare Book / Manuscript collection](#) (small) [Sample Music collection](#) (small)



NLM Sample

Excellent! The transformation and diagnostics process was successful. Feel free to bookmark this page to come back to it in the future. Now that you have, you're ready to begin!

- 1** To better understand your uploaded data first look at the [MARC Field Diagnostics Viewer](#)
- 2** Now take a look at the [BIBFRAME Resource Viewer](#) to help better understand the MARC Records to BIBFRAME Resources transformation process.
- 3** And finally here is a [BIBFRAME Work-focused Navigator](#) or a [BIBFRAME Collection Navigator](#) to illustrate how your data might look like in a traditional discovery application.
- 4** Don't forget to [Download your RDF BIBFRAME data](#)
- 5** And since the future direction of these tools rely on your input [Help Shape What Comes Next](#)

☒ Summary

- Processing started on **2014-12-02 at 15:38**
- 193** MARC records analysed in **6.99** seconds
- Input Format:

☒ Observations

(Example)

- 193** MARC records converted to **1214** BIBFRAME Resources
- 230** BIBFRAME Resources folded indicating this data is **moderately connected**



BIBFRAME RESOURCE VIEWER

NLM SAMPLE

GENERATED 2014-12-02 AT 15:38 FROM 193 RECORDS
USING CURRENT PIPELINE VERSION 0.5.1

Search

Type

- 325 [Topic](#)
- 200 [Instance](#)
- 197 [Work](#)
- 168 [ProviderEvent](#)
- 158 [Person](#)
- 141 [Agent](#)
- 112 [Place](#)
- 70 [Organization](#)
- 23 [Series](#)
- 21 [Genre](#)
- 6 [Collection](#)
- 2 [Meeting](#)

1423 Resources

sorted by: [labels; then by...](#) • ☐ [grouped as sorted](#)[1](#) • [2](#) • [3](#) ... [72](#) [Next »](#)

1. [oXD85ZJ7 \(link\)](#)

label:	oXD85ZJ7
type:	Topic
URI:	https://linksmith.ze ... mple_3/item#oXD85ZJ7
name:	Hospitals, Military
sf-x:	history
sf-a:	Hospitals, Military
bf-id:	oXD85ZJ7
generalSubdivision:	history
2. [qNmTh3yY \(link\)](#)

label:	qNmTh3yY
type:	Work
URI:	https://linksmith.ze ... mple_3/item#qNmTh3yY
bf-id:	qNmTh3yY
mediaCategory:	unmediated
tag-995a:	AUTH
language:	rus
tag-880c:	[2012], выпускающий редактор, А.В. Харевин.
contentTypeCode:	txt
nlmCallNumber:	WX 27 GR9, 2013 B-503
tag-0359:	101603036
subject:	OZy2W9Qb, rS9xqPrn, PirWzlep, oXD85ZJ7
tag-995b:	20130909



BIBFRAME WORK-FOCUSED NAVIGATOR

GENERATED 2014-12-02 AT 15:38 FROM 193 RECORDS
USING CURRENT PIPELINE VERSION 0.5.1

NLM SAMPLE

Search

Names

- 16 (missing this field)
- 7 [Lunds universitet,](#)
- 5 [International Union of Crystallography.](#)
- 5 [Lookingbill, Donald P.,](#)
- 5 [Marks, James G.,](#)
- 5 [National Library of Medicine \(U.S.\)](#)
- 4 [Miller, James](#)

Subjects

- 19 (missing this field)
- 8 [United States](#)
- 7 [Crystallography](#)
- 6 [General Surgery](#)
- 5 [Archaeology](#)
- 5 [Italy](#)
- 5 [Skin Diseases](#)
- 5 [Surgical Procedures,](#)

Genres

- 127 (missing this field)
- 44 [Periodicals](#)
- 6 [Congresses](#)

197 Works



1. **305 let pervomu gosudarstvennomu lechebnomu uchrezhdeniiu Rossii : 1707-2012 / vypuskaishchiĭ redaktor, A.V. Kharevin.**

Contributor(s) Kharevin, A. V., **Subject(s)** Military Medicine > history
 Russia
 Glavnyi voennyĭ gospiĭal' (Moscow, R.S.F.S.R.)
 Hospitals, Military > history **Language** rus**NLM Call Nu...** WX 27 GR9 and 2013 B-503**Item(s)** **305 let pervomu gosudarstvennomu lechebnomu uchrezhdeniiu Rossii :** **Publisher(s)** **ISBN** 9785904301880**Extent** 121 pages :

2. **Put' vverkh k podnozhiiu vershin : avtobiograficheskie zametki / Nikolai Mushkambarov.**



BIBFRAME COLLECTION-FOCUSED NAVIGATOR

GENERATED 2014-12-02 AT 15:38 FROM 193 RECORDS
USING CURRENT PIPELINE VERSION 0.5.1

NLM SAMPLE

Search

Collection Type

23 [Series](#)6 [Collection](#)

29 Items

1. **Disasters of war.** **Member(s)** Aun podrán servir Goya. 2. **Medical subject headings.** **Member(s)** Qā'īamat ru'ūs al-mawḍū'āt al-ṭibbīyah. 3. **Duus' neurologisch-topische Diagnostik.** **Member(s)** Duus' topical diagnosis in neurology : Mathias Baehr, Michael Frotscher ; with contributions by Wilhelm Kueker ; founding author, Peter Duus ; 400 illustrations by Gerhard Spitzer and Barbara Gay.
 Duus' topical diagnosis in neurology : Mathias Baehr, Michael Frotscher ; with contributions by Wilhelm Kueker ; founding author, Peter Duus ; translated by Ethan Taub ; 400 illustrations, most in color, by Gerhard Spitzer and Barbara Gay. 4. **Physica.** **Member(s)** Livre des subtilités des créatures de diverses natures = Sainte Hildegarde de Bingen ; traduits, présentés et annotés par Bernard Verten.



BIBFRAME RESOURCE VIEWER

NLM SAMPLE

GENERATED 2014-12-02 AT 15:38 FROM 193 RECORDS
USING CURRENT PIPELINE VERSION 0.5.1

1423 Resources

Search

Type

- 325 [Topic](#)
- 200 [Instance](#)
- 197 [Work](#)
- 168 [ProviderEvent](#)
- 158 [Person](#)
- 141 [Agent](#)
- 112 [Place](#)
- 70 [Organization](#)
- 23 [Series](#)
- 21 [Genre](#)
- 6 [Collection](#)
- 2 [Meeting](#)

sorted by: [labels](#); then by... • ☐ grouped as sorted

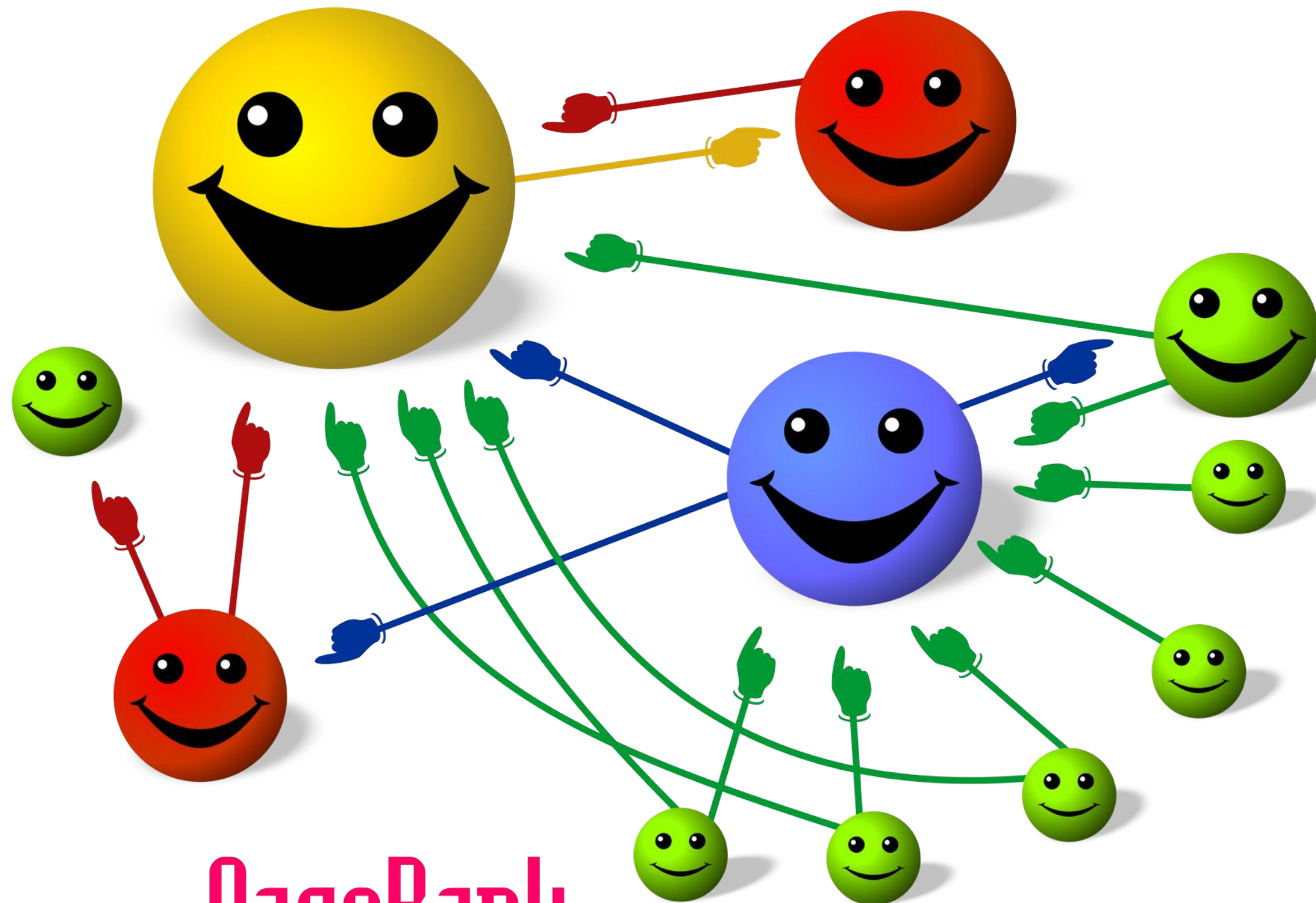
1 • 2 • 3 ... 72 Next »

1. [oXD85ZJ7 \(link\)](#)

label:	oXD85ZJ7
type:	Topic
URI:	https://linksmith.ze ... mple_3/item#oXD85ZJ7
name:	Hospitals, Military
sf-x:	history
sf-a:	Hospitals, Military
bf-id:	oXD85ZJ7
generalSubdivision:	history
2. [qNmTh3yY \(link\)](#)

label:	qNmTh3yY
type:	Work
URI:	https://linksmith.ze ... mple_3/item#qNmTh3yY
bf-id:	qNmTh3yY
mediaCategory:	unmediated
tag-995a:	AUTH
language:	rus
tag-880c:	[2012], выпускающий редактор, А.В. Харевин.
contentTypeCode:	txt
nlmCallNumber:	WX 27 GR9, 2013 B-503
tag-0359:	101603036
subject:	OZy2W9Qb, rS9xqPrn, PirWzlep, oXD85ZJ7
tag-995b:	20130909

A link is worth a 1000 words



PageRank

[NLM Sample](#) | [Views](#) > [MARC Diagnostics](#) > [Linked Data Statistics](#)

LINKED DATA SUMMARY STATISTICS

NLM SAMPLE

GENERATED 2014-12-02 AT 13:16 FROM 193 RECORDS
USING CURRENT PIPELINE VERSION 0.0.1

Summary

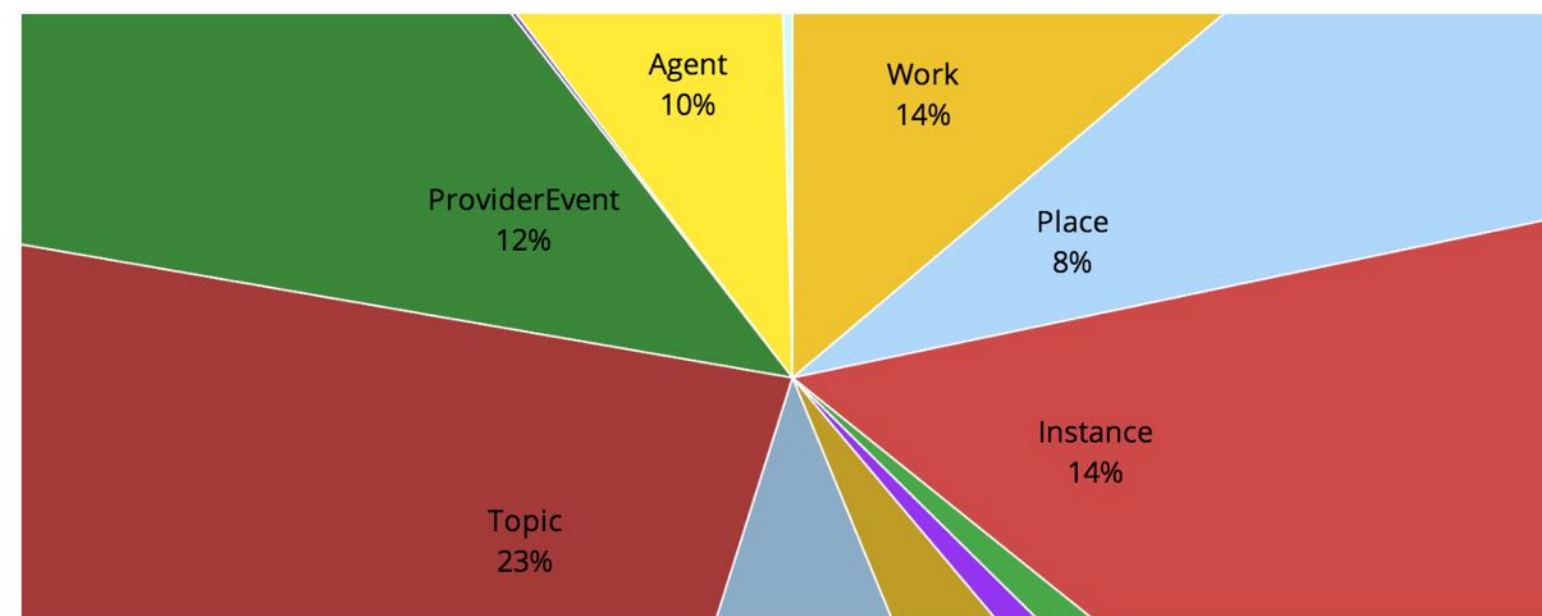
[Resource Types](#)[Folding](#)[Dropped Codes](#)[Data Normalization](#)[Local Extensions](#)

Summary

- 193 MARC records converted to 1423 BIBFRAME Resources
- 498 BIBFRAME Resources folded indicating this data is highly connected
- 168 MARC tags did not match applied transformation rules indicating this data is moderate candidate for custom rule design
- 38 MARC tags identified as local extensions indicating this data is strong candidate for local rule design

Resource Types

1423 BIBFRAME Resources were materialized from 193 MARC records



Resource Types

1423 BIBFRAME Resources were materialized from 193 MARC records

Summary

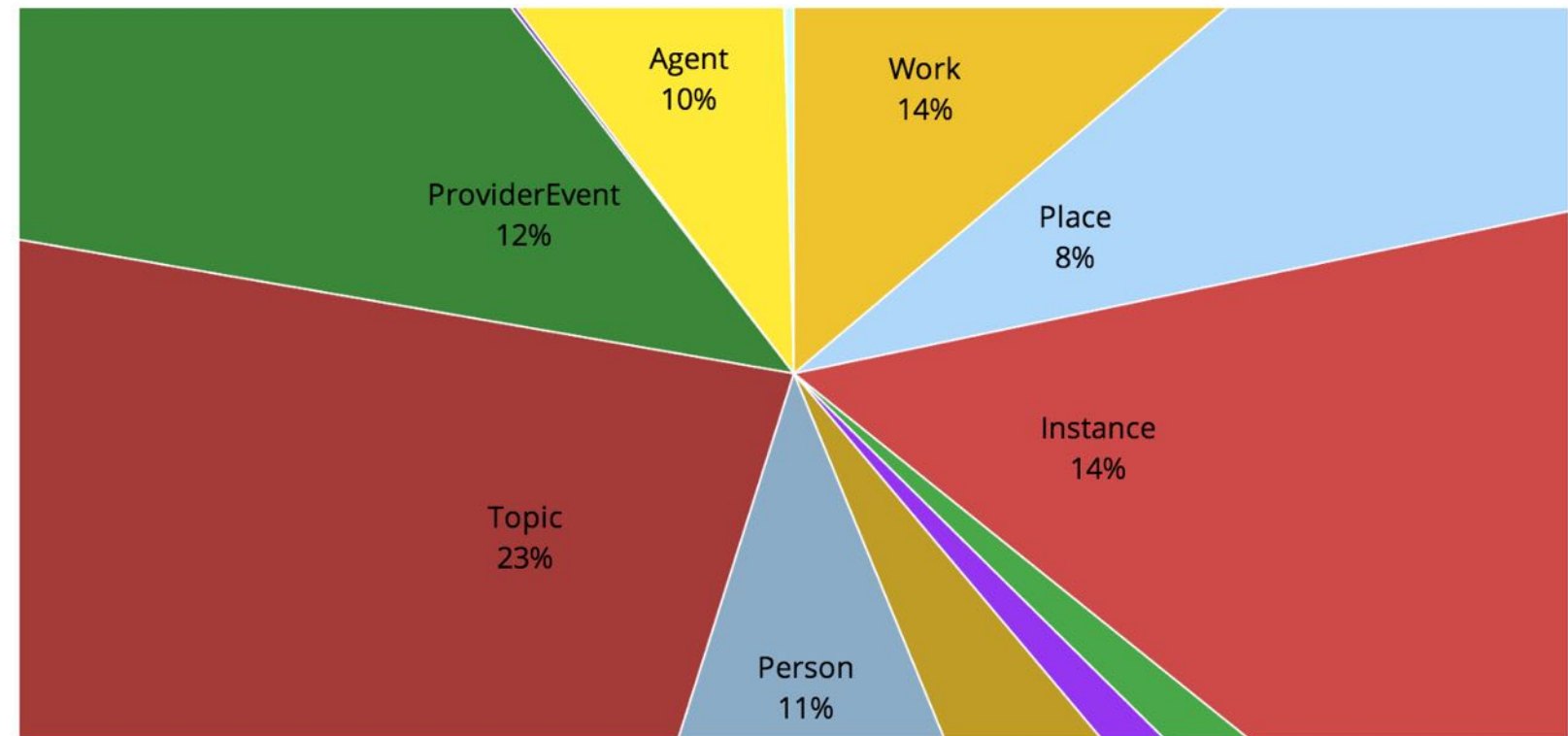
Resource Types

Folding

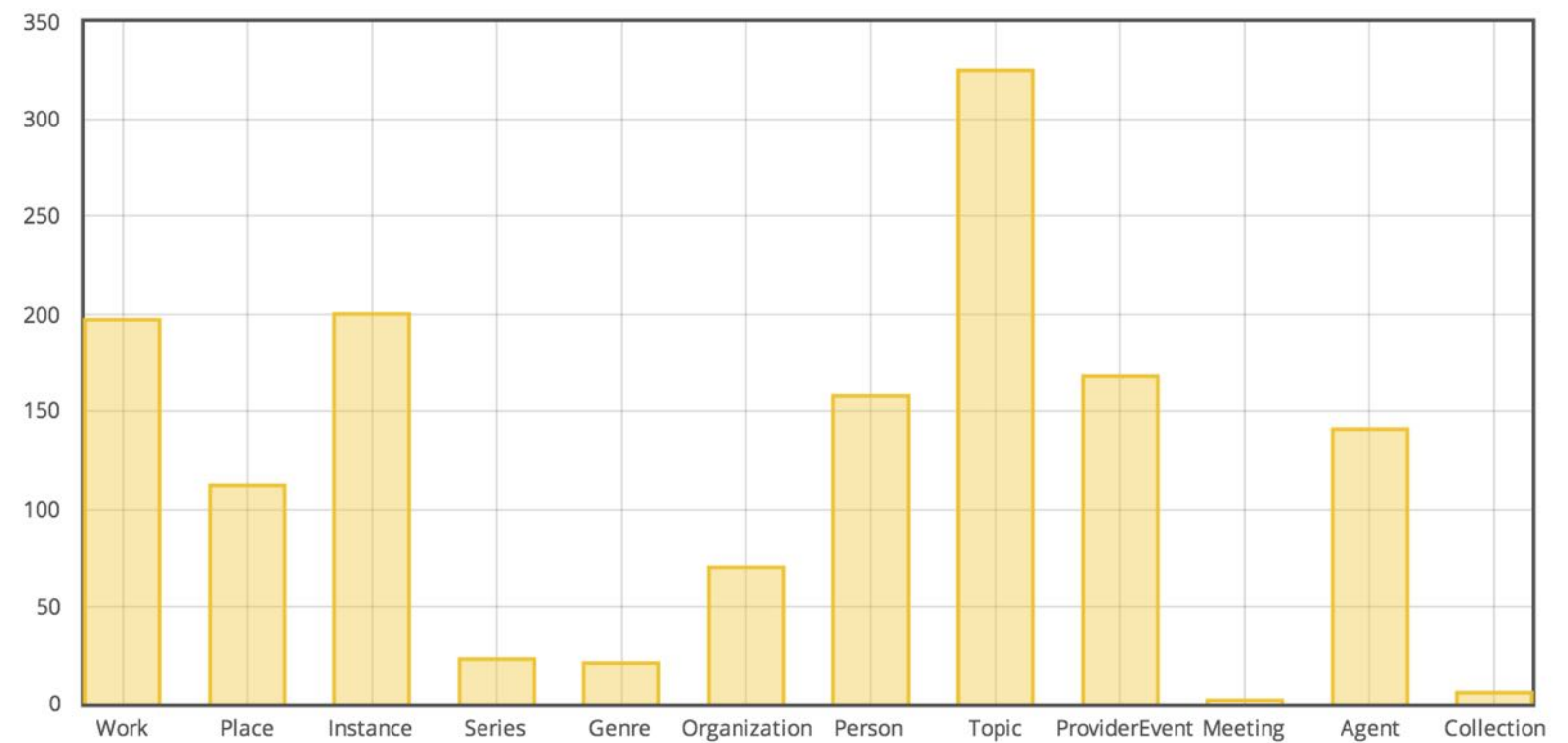
Dropped Codes

Data Normalization

Local Extensions



The following is a breakdown of Resource Types by total count of materialized resources.



Breakdown of Resource Types by Count

Folding

Of the 1423 BIBFRAME Resources generated, 498 resources folded. The following is a percentage breakdown by Resource type.

Summary

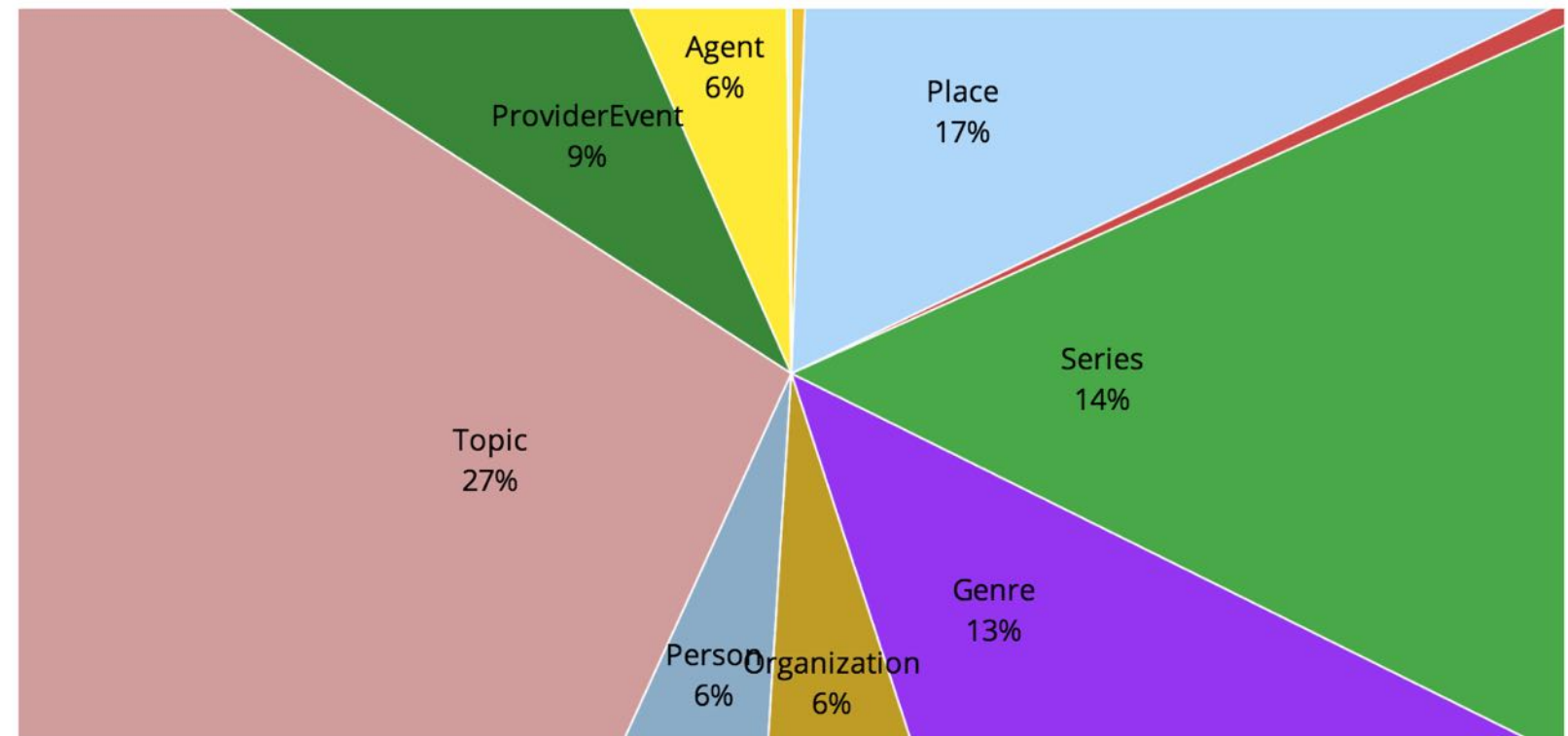
Resource Types

Folding

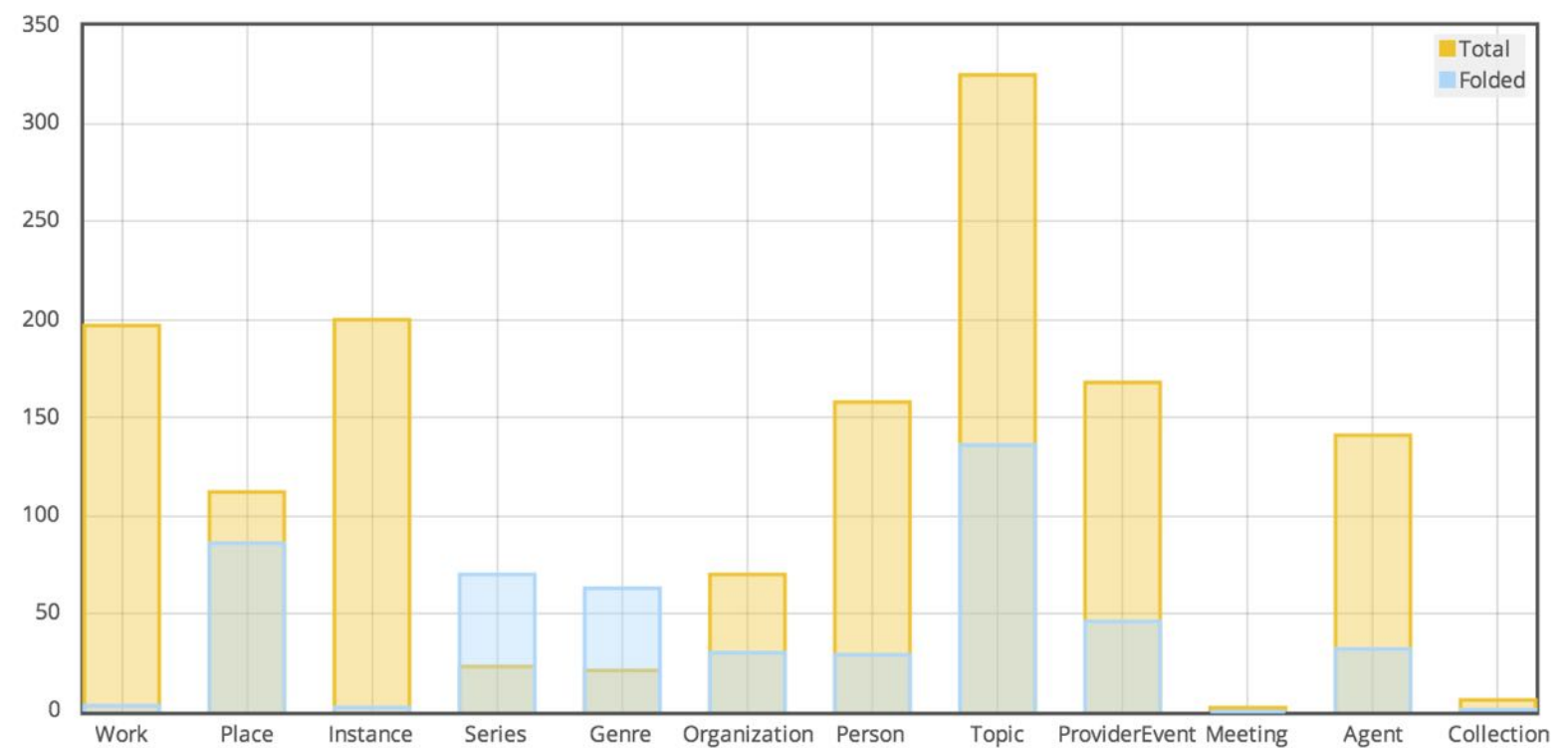
Dropped Codes

Data Normalization

Local Extensions



The following is a breakdown of Resource Types by Total count of materialized resources and associated Folding counts.



Opportunity



BIBFRAME Scribe

carcinoma - Google Search

editor.bibframe.zepheira.com/static/

☆

☰

bf

BIBFRAME Scribe

Eric

Activity3

Settings

Help

About

Logout

Audio:

> Vinyl Record

Bibliography:

> Electronic

> Print

Book:

> Electronic

> Print

Dissertation:

> Electronic

> Print

Painting:

> Image

Title

Set

Title Remainder

Set

Author

Type to search

+▼

Editor

Type to search

+▼

Contributor

Type to search

+▼

Translator

Type to search

+▼

Illustrator

Type to search

+▼

Content Category

Profile default value

text

Contents

Add

Language

Type to search

+

Notes

Add

LCC Classification

Set

Subject

carcinoma

+▼

Has Other Edition

Not the right match? Use the + button to create a new resource

Is Edition Of

CarcinomaAGROVOC

Squamous cell carcinomaFAST

Renal cell carcinomaFAST

Basal cell carcinomaFAST

Merkel cell carcinomaFAST

Is Translation Of

+

Has Translation

+

Is Version Of

Type to search

+

Has Version

Type to search

+

External Services

☒ AgroVoc

☒ FAST

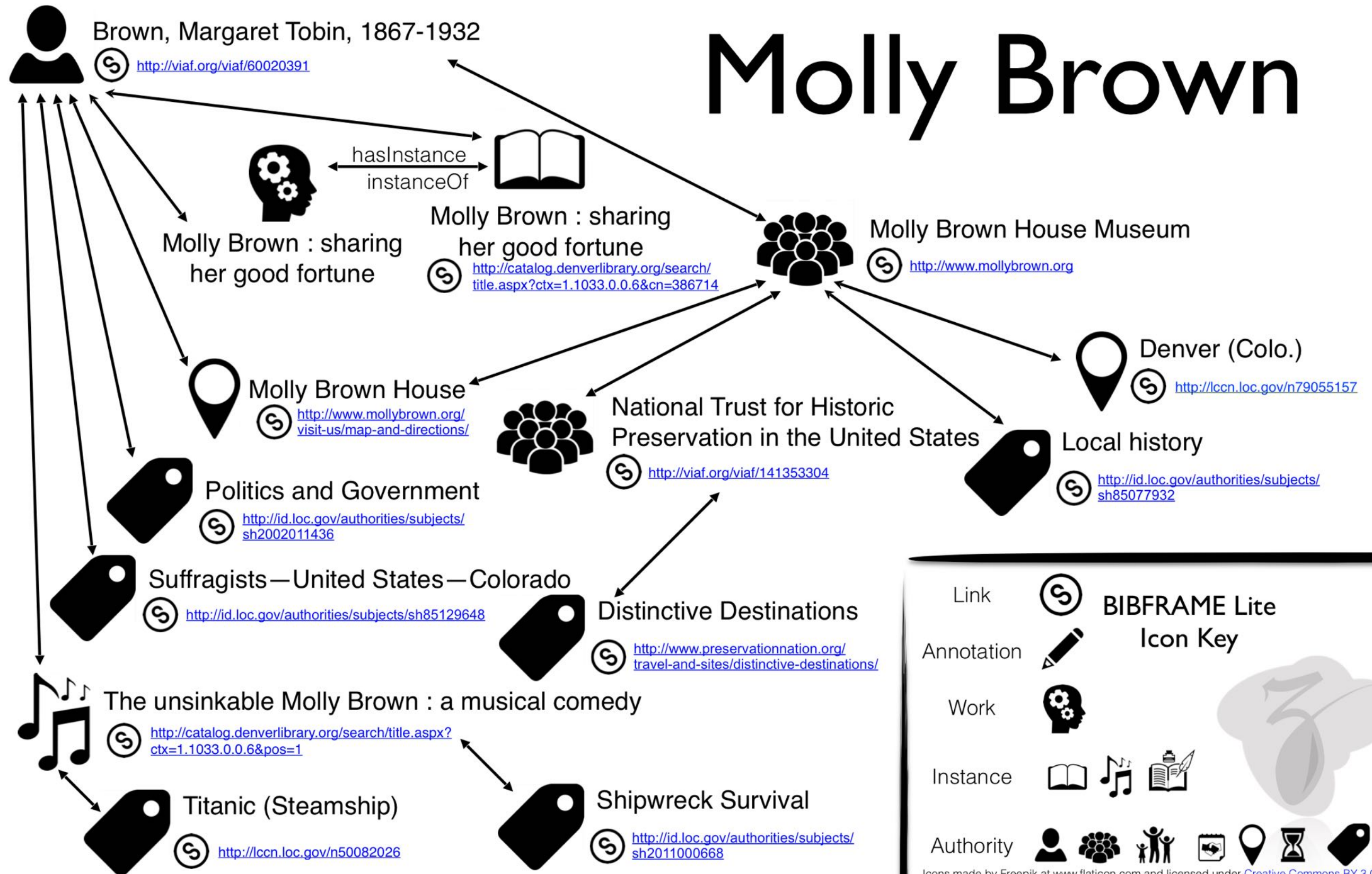
☒ LC


☒ Local


☒ VIAF


Then we took a turn:




The Linkable Molly Brown










Link  **BIBFRAME Lite**

Annotation  **Icon Key**

Work 

Instance   

Authority       

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In Summary

1. Reflecting data in to Bibframe provides a highly connected web of data
2. Enormous potential for increased connectivity
3. Control points exist to connect this even more
 1. No other community does authorities like we do
4. Were making it extremely difficult to connect
 1. Lower costs to linking is critical to improved visibility
5. As of now, (relatively) completely dark to the Web



Act 3 : Visibility

Expectations of Library Web Visibility

“When my community searches the Web for something we have, we better show up as an option.”



- Chuck Gibson, Director & CEO
Worthington Public Library



Can't ignore the problem...



Start with Agreement and Purpose

“Everyone benefits from the visibility of libraries and their content on the Web.”



Learning through action together



ATLAS
SYSTEMS, INC.

*Promoting
Library Excellence
Through Efficiency*

ILLiad


Aeon
Managing Special Collections

 **ares**
automating reserves



MarcEdit



**DENVER
PUBLIC
LIBRARY**



anythink™
A REVOLUTION OF RANGEVIEW LIBRARIES

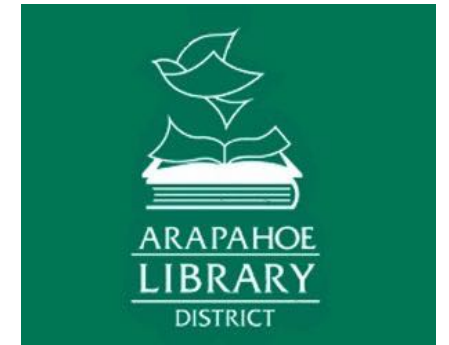
**DEUTSCHE
NATIONAL
BIBLIOTHEK**



**WORTHINGTON
LIBRARIES**



**MULTNOMAH
COUNTY**



**Douglas
County
Libraries**



zepheira



epl.ca

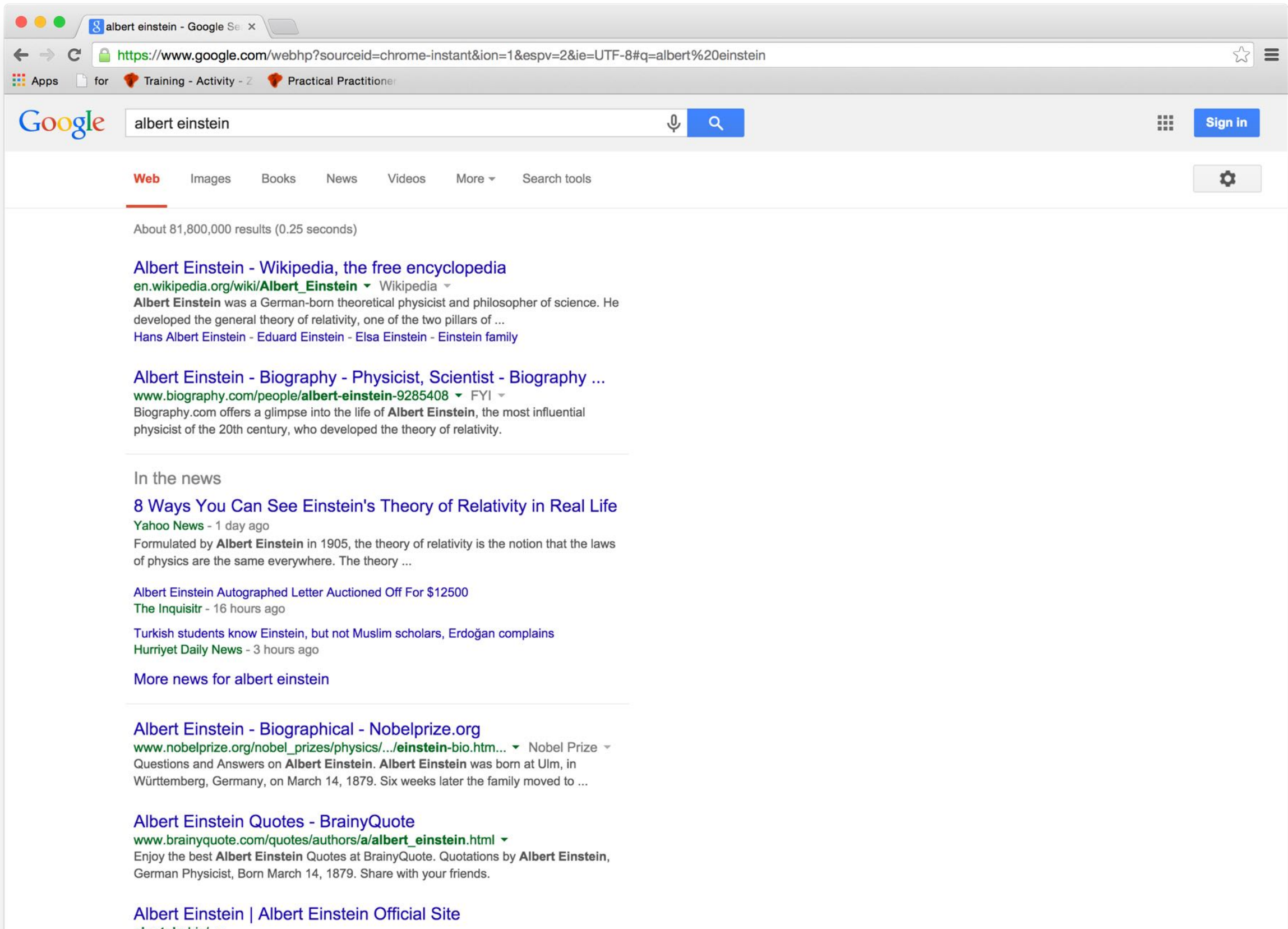
EDMONTON PUBLIC LIBRARY

But we aren't speaking in a way the Web understands

We have a wealth
of content and
resources locked
behind legacy,
closed technology
systems and niche
vocabularies



The traditional, Visible Web focuses on Harvesting and Links to Pages



The screenshot shows a Google search results page for the query "albert einstein". The browser's address bar displays the URL: <https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=albert%20einstein>. The search bar contains the text "albert einstein". The page shows "About 81,800,000 results (0.25 seconds)".

The first search result is titled "Albert Einstein - Wikipedia, the free encyclopedia" with the URL en.wikipedia.org/wiki/Albert_Einstein. The snippet describes him as a German-born theoretical physicist and philosopher of science who developed the general theory of relativity.

The second search result is titled "Albert Einstein - Biography - Physicist, Scientist - Biography ..." with the URL www.biography.com/people/albert-einstein-9285408. The snippet states that Biography.com offers a glimpse into the life of Albert Einstein, the most influential physicist of the 20th century.

Below the search results, there is a section titled "In the news". It includes two news items:

- 8 Ways You Can See Einstein's Theory of Relativity in Real Life** from Yahoo News, dated 1 day ago. The snippet mentions that the theory of relativity was formulated by Albert Einstein in 1905.
- Albert Einstein Autographed Letter Auctioned Off For \$12500** from The Inquisitr, dated 16 hours ago.

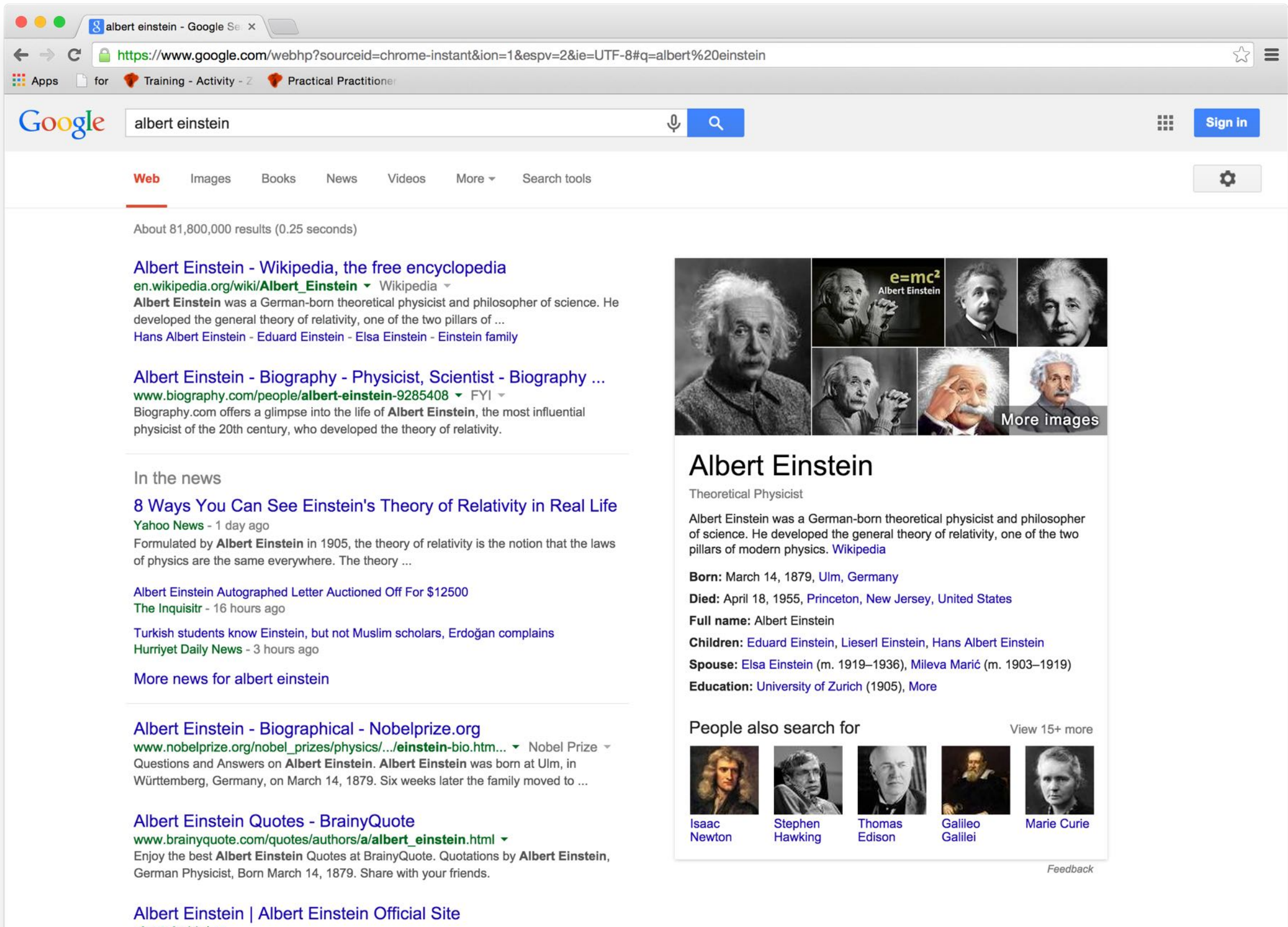
There are also links to "Turkish students know Einstein, but not Muslim scholars, Erdoğan complains" from Hurriyet Daily News (3 hours ago) and a link to "More news for albert einstein".

At the bottom, there are two more search results:

- Albert Einstein - Biographical - Nobelprize.org** with the URL www.nobelprize.org/nobel_prizes/physics/.../einstein-bio.htm. The snippet mentions that Albert Einstein was born in Ulm, Germany, on March 14, 1879.
- Albert Einstein Quotes - BrainyQuote** with the URL www.brainyquote.com/quotes/authors/a/albert_einstein.html. The snippet encourages users to enjoy the best Albert Einstein quotes.

The final visible result is "Albert Einstein | Albert Einstein Official Site".

The emerging Invisible Web focuses on Data, Resources, Vocabulary, and Connections



The screenshot shows a Google search for "Albert Einstein" in a Chrome browser. The search results page includes a knowledge panel on the right with a collage of Einstein's portraits, his name, title "Theoretical Physicist", a brief biography, and key facts like birth and death dates. Below the knowledge panel, there are sections for "Web" results (Wikipedia, Biography.com), "In the news" (Yahoo News, The Inquisitr), and "People also search for" (Isaac Newton, Stephen Hawking, Thomas Edison, Galileo Galilei, Marie Curie). The browser's address bar shows the URL: <https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=albert%20einstein>. The search bar at the top contains "albert einstein".

albert einstein - Google Search

<https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=albert%20einstein>

Google albert einstein

Web Images Books News Videos More Search tools

About 81,800,000 results (0.25 seconds)

Albert Einstein - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Albert_Einstein - Wikipedia
Albert Einstein was a German-born theoretical physicist and philosopher of science. He developed the general theory of relativity, one of the two pillars of ...
Hans Albert Einstein - Eduard Einstein - Elsa Einstein - Einstein family

Albert Einstein - Biography - Physicist, Scientist - Biography ...
www.biography.com/people/albert-einstein-9285408 - FYI
Biography.com offers a glimpse into the life of **Albert Einstein**, the most influential physicist of the 20th century, who developed the theory of relativity.

In the news

8 Ways You Can See Einstein's Theory of Relativity in Real Life
Yahoo News - 1 day ago
Formulated by **Albert Einstein** in 1905, the theory of relativity is the notion that the laws of physics are the same everywhere. The theory ...

Albert Einstein Autographed Letter Auctioned Off For \$12500
The Inquisitr - 16 hours ago

Turkish students know Einstein, but not Muslim scholars, Erdoğan complains
Hurriyet Daily News - 3 hours ago

[More news for albert einstein](#)

Albert Einstein - Biographical - Nobelprize.org
www.nobelprize.org/nobel_prizes/physics/.../einstein-bio.htm - Nobel Prize
Questions and Answers on **Albert Einstein**. **Albert Einstein** was born at Ulm, in Württemberg, Germany, on March 14, 1879. Six weeks later the family moved to ...

Albert Einstein Quotes - BrainyQuote
www.brainyquote.com/quotes/authors/a/albert_einstein.html
Enjoy the best **Albert Einstein** Quotes at BrainyQuote. Quotations by **Albert Einstein**, German Physicist, Born March 14, 1879. Share with your friends.

[Albert Einstein | Albert Einstein Official Site](#)

Albert Einstein
Theoretical Physicist

Albert Einstein was a German-born theoretical physicist and philosopher of science. He developed the general theory of relativity, one of the two pillars of modern physics. [Wikipedia](#)

Born: March 14, 1879, [Ulm, Germany](#)

Died: April 18, 1955, [Princeton, New Jersey, United States](#)

Full name: Albert Einstein

Children: [Eduard Einstein](#), [Lieserl Einstein](#), [Hans Albert Einstein](#)

Spouse: [Elsa Einstein](#) (m. 1919–1936), [Mileva Marić](#) (m. 1903–1919)

Education: [University of Zurich](#) (1905), [More](#)

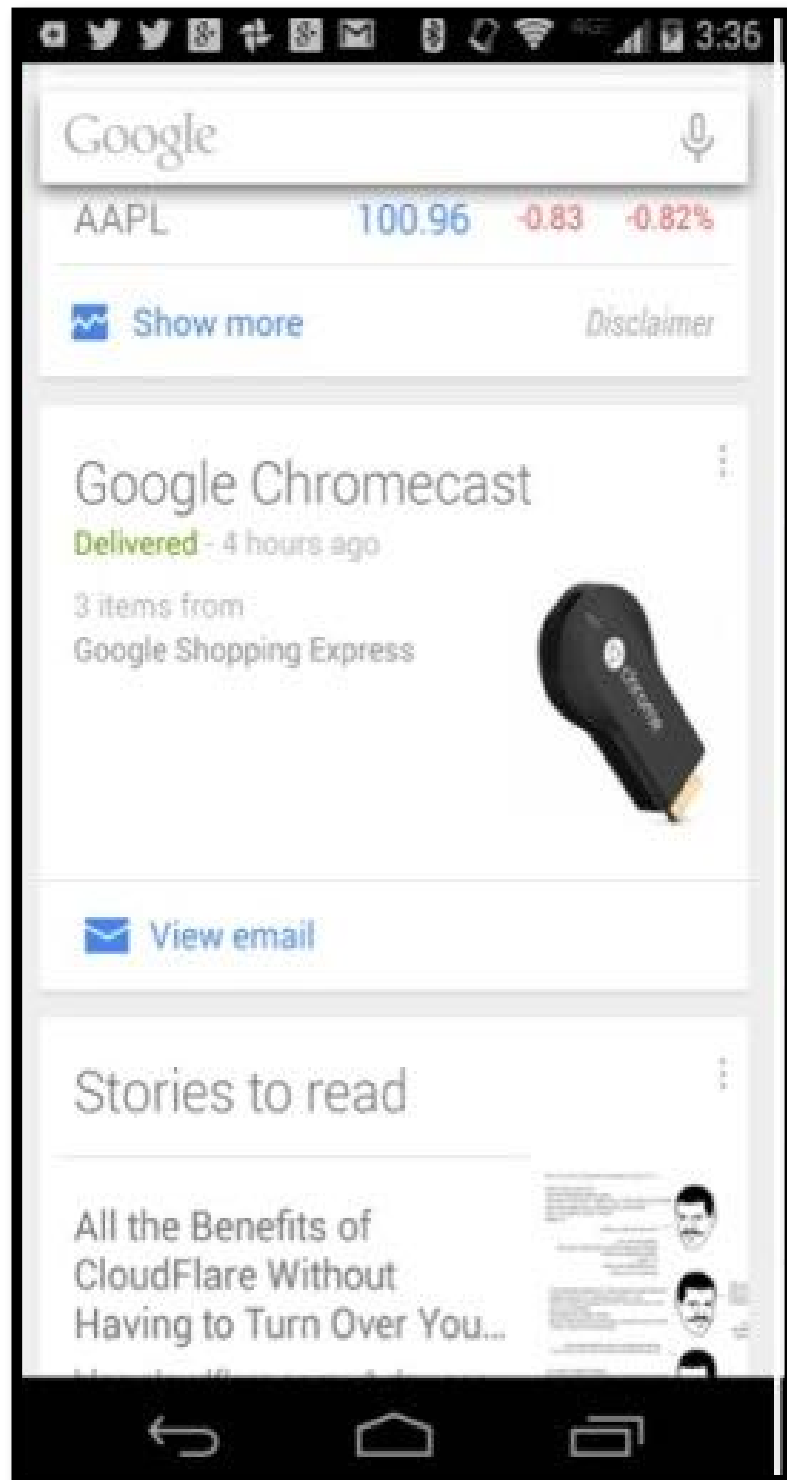
People also search for [View 15+ more](#)

[Isaac Newton](#) [Stephen Hawking](#) [Thomas Edison](#) [Galileo Galilei](#) [Marie Curie](#)

[Feedback](#)

New Vocabularies and Characteristics

Retail – items, reviews, geo, descriptions, inventory, hours, social, events



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View the Best Buy weekly ad and Deal of the Day online and find ...

Laptops

PC Laptops - Laptops - MacBooks - Chromebooks - Blue Label - HP

Best Buy

stores.bestbuy.com

2.2 ★★★★★ 26 Google reviews · Google+ page

A 5800 Britton Pkwy
Dublin, OH
(614) 793-8630

Best Buy

stores.bestbuy.com

2.3 ★★★★★ 23 Google reviews · Google+ page

B 1375 Polaris Pkwy
Columbus, OH
(614) 430-0789

Best Buy

stores.bestbuy.com

2.3 ★★★★★ 27 Google reviews · Google+ page

C 3840 Morse Rd
Columbus, OH
(614) 471-9510

Map results for best buy

In the news



United Rentals, **Best Buy**, GM lead the way lower

MarketWatch - 16 hours ago

Best Buy Co. BBY, -6.12% and General Motors Co. GM, -5.87% : The electronics retailer and ...

New Moto G lands at **Best Buy** for \$179

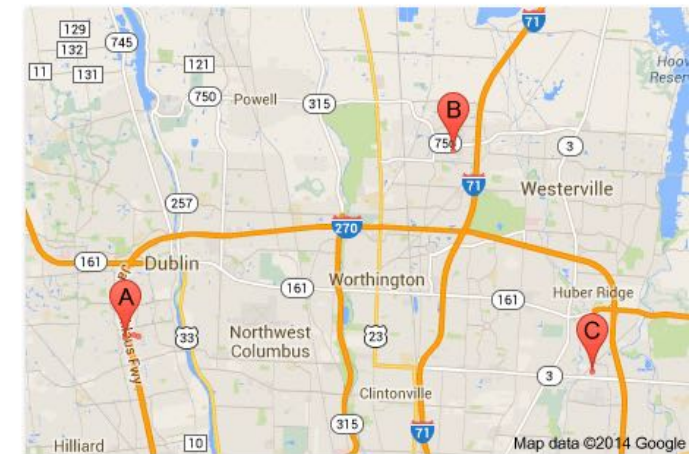
Android Central - 1 day ago

GoPro to Play Holiday Season on Latest **Best Buy** Launch

Zacks.com - 16 hours ago

More news for **best buy**

1



Map for best buy

Best Buy

Consumer electronics company



Best Buy Co., Inc. is an American multinational consumer electronics corporation headquartered in Richfield, Minnesota, a Minneapolis suburb. It operates in the United States, Puerto Rico, Mexico, Canada, and China. [Wikipedia](#)

Customer service: 1 (888) 237-8289

Headquarters: Richfield, MN

Stock price: BBY (NYSE) \$30.23 0.00 (0.00%)
Oct 7, 4:02 PM EDT - Disclaimer

CEO: Hubert Joly

Founder: Richard M. Schulze

Founded: 1966, Minnesota

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21 hours ago

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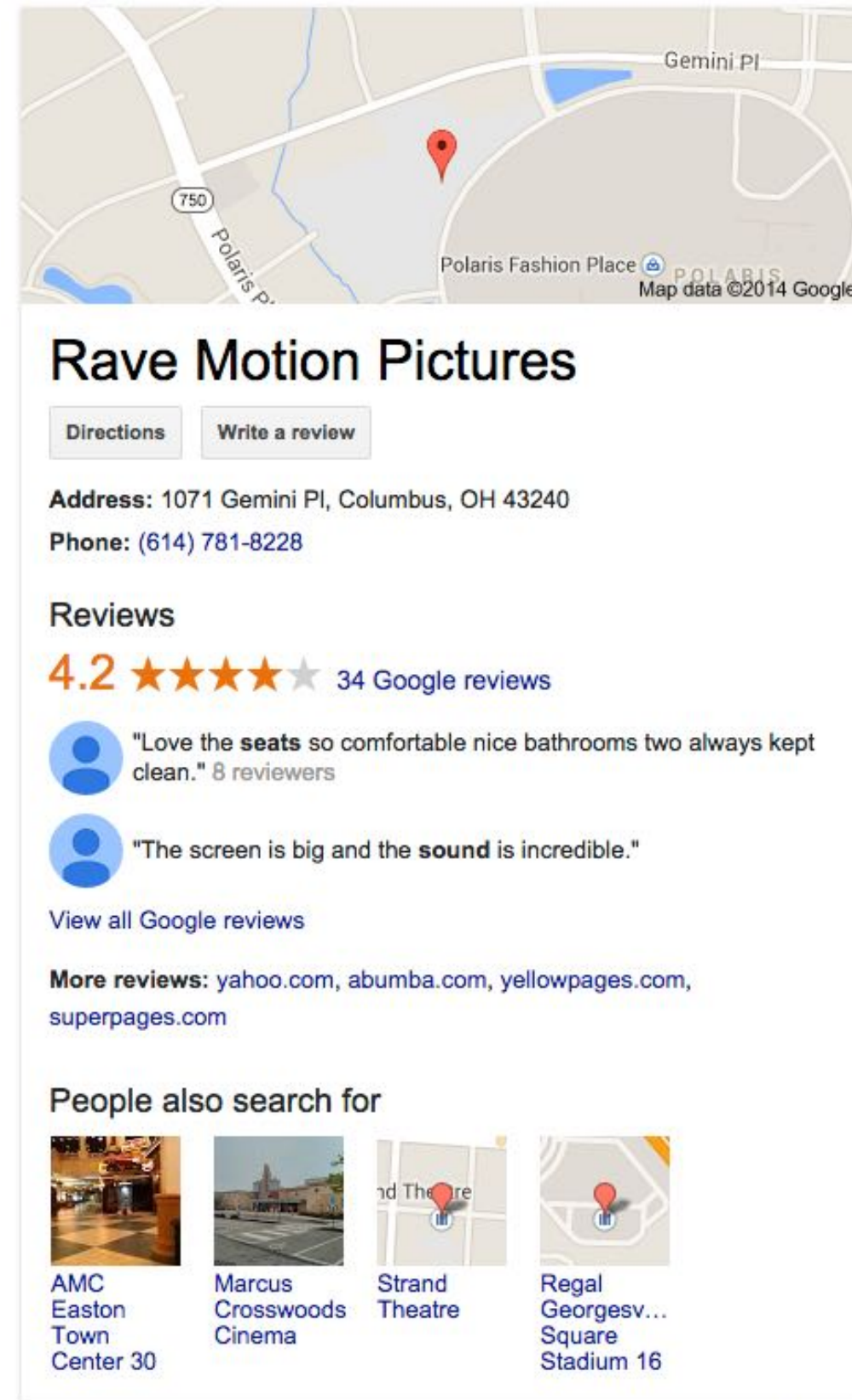
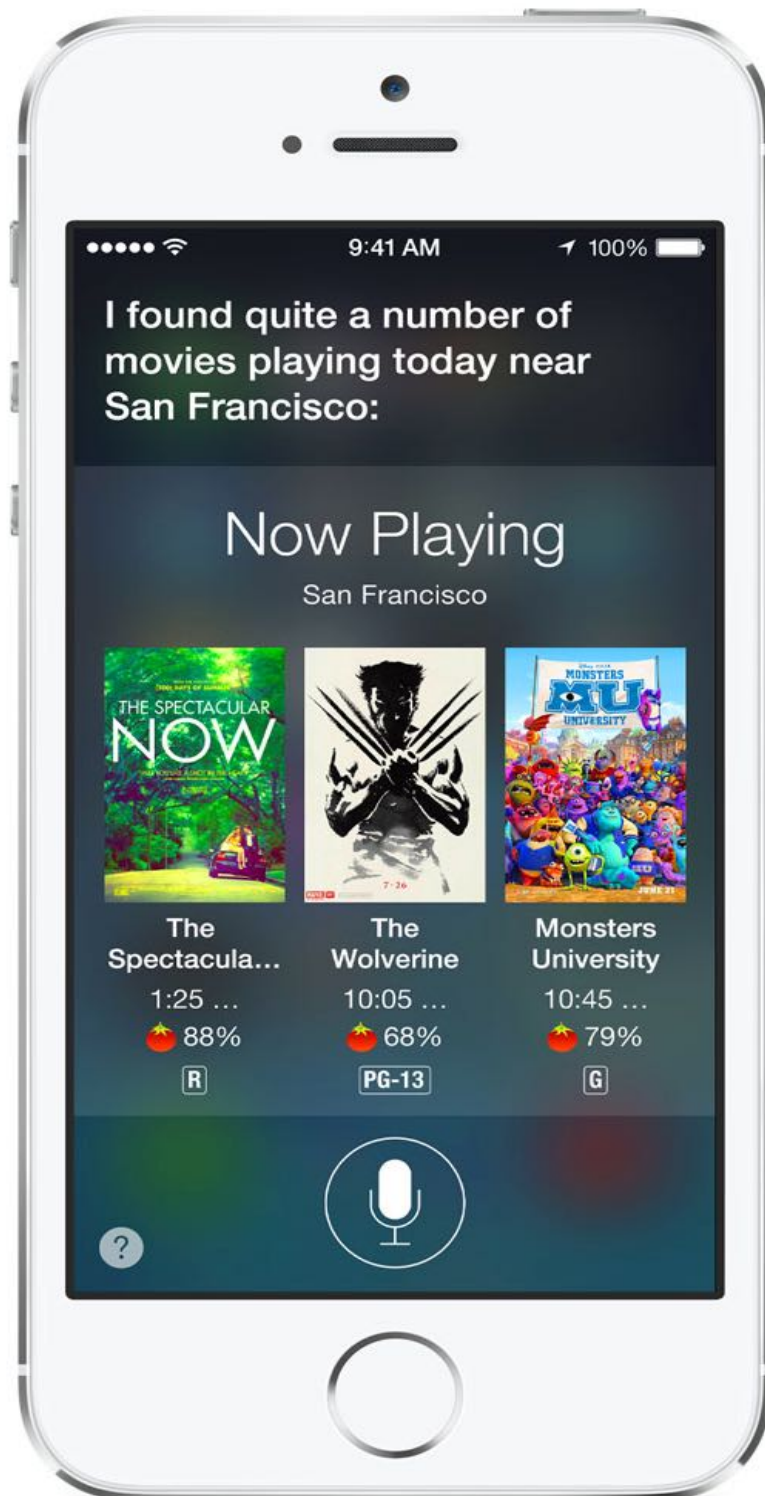


Staples Inc.

Feedback

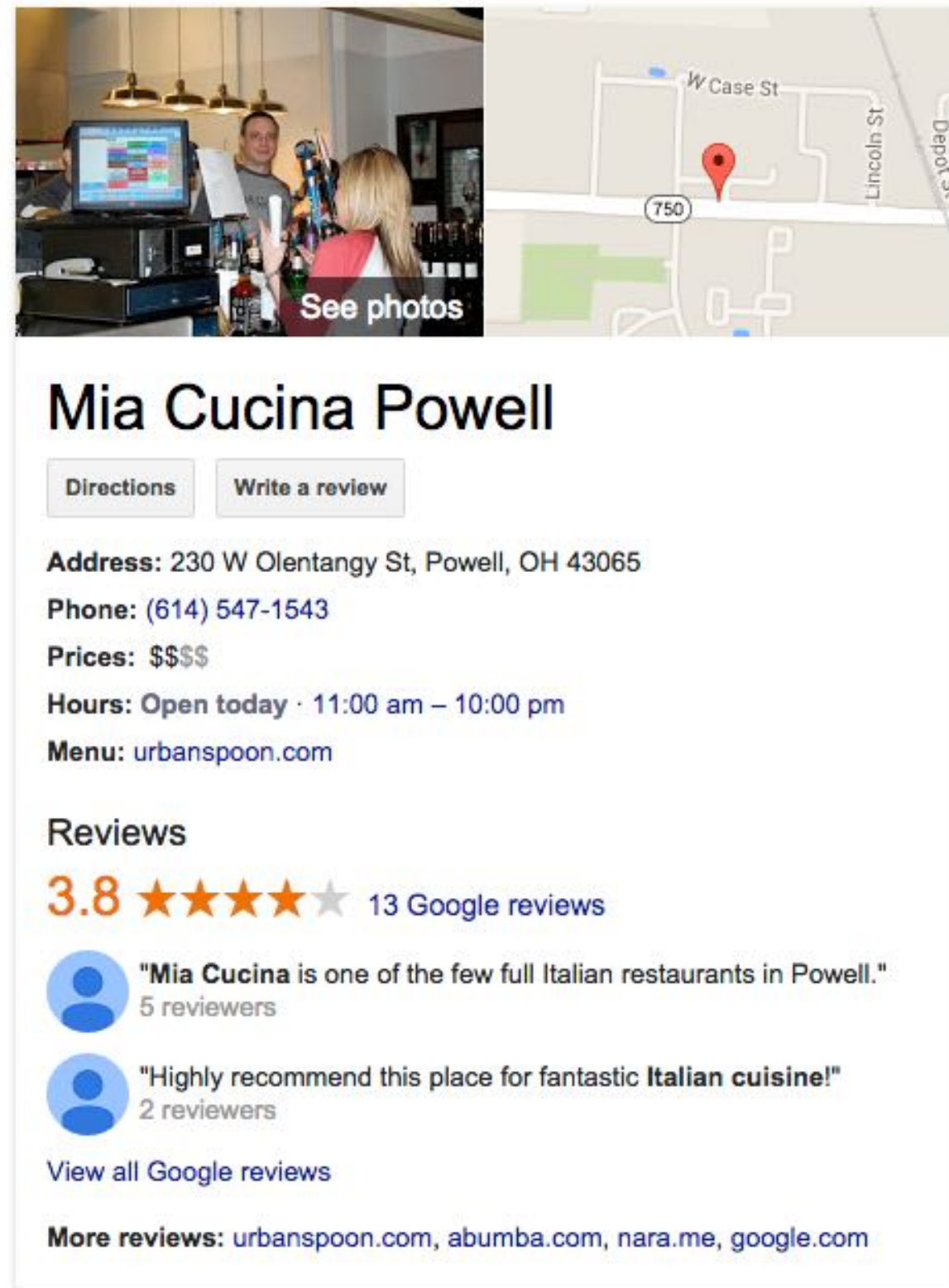
New Vocabularies and Characteristics

Movies – Geo, reviews, ratings, images, previews, times, tickets



New Vocabularies and Characteristics




Restaurants – locations, reviews, hours, reservations, menus



How does the Web
see Libraries?

Libraries = Community Businesses

Location, photos, hours, reviews, social, events



[Web](#) [Images](#) [News](#) [Maps](#) [Shopping](#) [More ▾](#) [Search tools](#)

About 3,510,000 results (0.67 seconds)

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Includes catalog, research tools, events, services, **library** information, reserve and renew online.
[Summer Reading Program](#) - [eBooks & More](#) - [Books](#) - [Movies](#)

Millennium Web Catalog - Westerville Public Library


<https://catalog.westervillelibrary.org/> ▾ Westerville Public Library ▾
Westerville, Ohio 43081. Phone Icon. Give us a call: 614-882-7277. Phone Icon. Give us a call: 614-882-7277 · clock image. Mon - Thurs 9 a.m. - 9 p.m.; Fri

Westerville Public Library - Westerville, OH ... - Facebook

<https://www.facebook.com/westervillelibrary> ▾
A new library **building** on State Street was under **construction** in 1954. **Westerville Public Library** shared Out and About in Westerville with Kathy Cocuzzi's ...

Westerville Library

www.westervillelibrary.org/ ▾ Westerville Public Library ▾
4.5 ★★★★★ 14 Google reviews · [Write a review](#) · [Google+ page](#)




 126 S State St, Westerville, OH 43081
(614) 882-7277

Westerville Public Library - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Westerville_Public_Library ▾ Wikipedia ▾
The **Westerville Public Library** is a public library that serves the community of ... 1932:
The library expanded to the second floor of the municipal **building** (which ...

Westerville Public Library - Westerville, OH | Yelp

www.yelp.com ▸ Public Services & Government ▸ Libraries ▾ Yelp ▾
★★★★★ Rating: 4.5 - 16 reviews
16 Reviews of Westerville Public Library "Westerville Public Library is an ...

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Westerville Library

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Address: 126 S State St, Westerville, OH 43081
Phone: (614) 882-7277
Hours: Open today · 9:00 am – 9:00 pm


Reviews

4.5 ★★★★★ 14 Google reviews

More reviews: [judysbook.com](#), [insiderpages.com](#), [yahoo.com](#)




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Oct 14, 2014

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Locations

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Research

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www.cvlga.org/branches/columbus ▾
Friday and Saturday: 10:00 am - 6:00 pm. Sunday: 1:30 pm - 6:00 pm. Address. 3000 Macon Rd **Columbus**, Georgia 31906. Phone: 706-243-2669 or 1-800-652- ...

North Columbus Public Library | cvlga.org

www.cvlga.org/branches/north ▾
Address. 5689 Armour Road **Columbus**, Georgia 31909. Phone: 706-748-2855. FAX: 706-748-2859. Manager: Katie Burnett ...

In the news



Free health screening fair at Columbus Public Library

FOX6 WBRC - MyFoxAL.com - 23 hours ago
COLUMBUS, GA (WTVM) - A healthcare company in **Columbus** is providing free healthcare ...

[More news for columbus public library](#)

Columbus Public Library

www.columbuspubliclibrary.info/ ▾
Columbus Public Library is one of 10 libraries taking part in an intensive 18-month training in the "turning outward" approach. Here, Cindy Fesemyer describes ...

External Perspectives

- Are websites and systems harvestable?
- Is there a unified and accessible industry vocabulary?
- Are there strong connections and relationships?
- What is the consistency and reliability of the user experience and available data?

This is the now

Google the great gatsby

em@zephe... 1 + Share

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SafeSearch

About 29,500,000 results (0.20 seconds)

THE GREAT GATSBY - Movie Trailer, Photos, Synopsis
thegreatgatsby.warnerbros.com/
From Baz Luhrmann, the director of Moulin Rouge, **"The Great Gatsby"** stars Leonardo DiCaprio, Tobey Maguire, Carey Mulligan, Joel Edgerton, Isla Fisher, and ...


The Great Gatsby - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/The_Great_Gatsby
The Great Gatsby is a novel by American author F. Scott Fitzgerald. The story takes place in 1922, during the Roaring Twenties, the post-World War I prosperous ...
The Great Gatsby (2013 film) - The Great Gatsby (1974 film) - F. Scott Fitzgerald


The Great Gatsby (2013) - IMDb
www.imdb.com/title/tt1343092/
Nick Carraway, a Midwesterner now living on Long Island, finds himself fascinated by the mysterious past and lavish lifestyle of his neighbor, Jay **Gatsby**....
Directed by [Baz Luhrmann](#). Starring [Leonardo DiCaprio](#), [Carey Mulligan](#).
Full cast and crew - [Baz Luhrmann](#) - [Release dates](#) - [Elizabeth Debicki](#)

SparkNotes: The Great Gatsby
www.sparknotes.com > [SparkNotes](#) > [Literature Study Guides](#)
From a general summary to chapter summaries to explanations of famous quotes, the SparkNotes **The Great Gatsby** Study Guide has everything you need to ...

The Great Gatsby: F. Scott Fitzgerald: 9780743273565: Amazon ...
www.amazon.com > [Books](#) > [Literature & Fiction](#) > [Classics](#)
★★★★★ Rating: 4.1 - 1358 reviews - \$8.67 - In stock

See results about

 **The Great Gatsby**
2013 film
The Great Gatsby is an upcoming cinematic adaptation of F. Scott ...

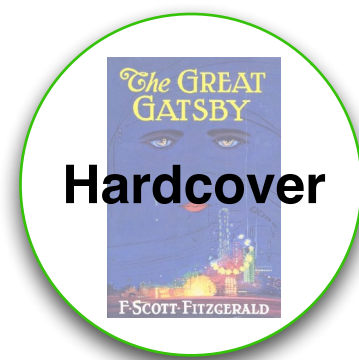
 **The Great Gatsby**
The Great Gatsby is a novel by American author F. Scott Fitzgerald. ...

60+ Pages later.... still not even one entry that had anything to do with Libraries



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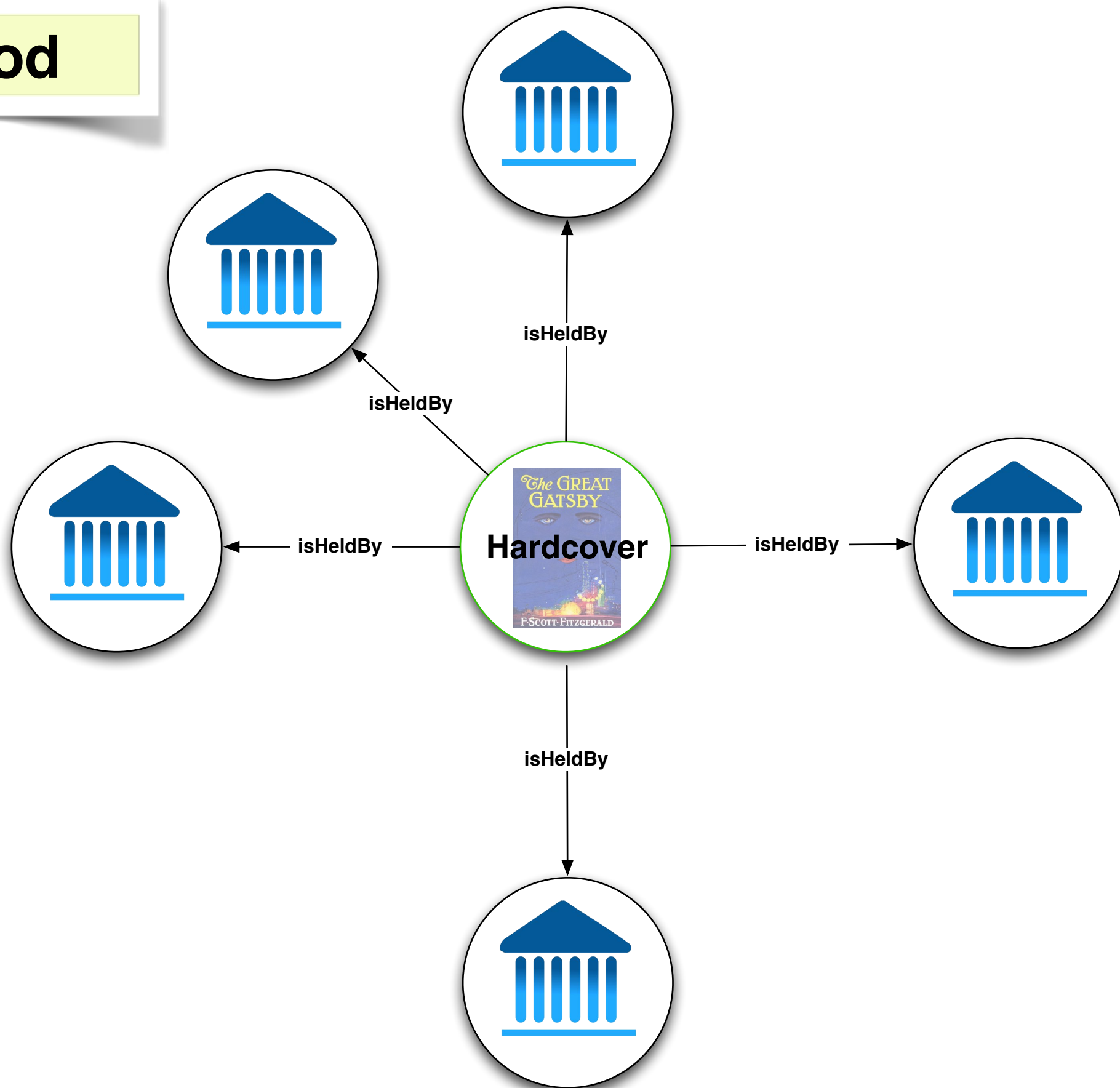
For when epic fail just doesn't cut it.



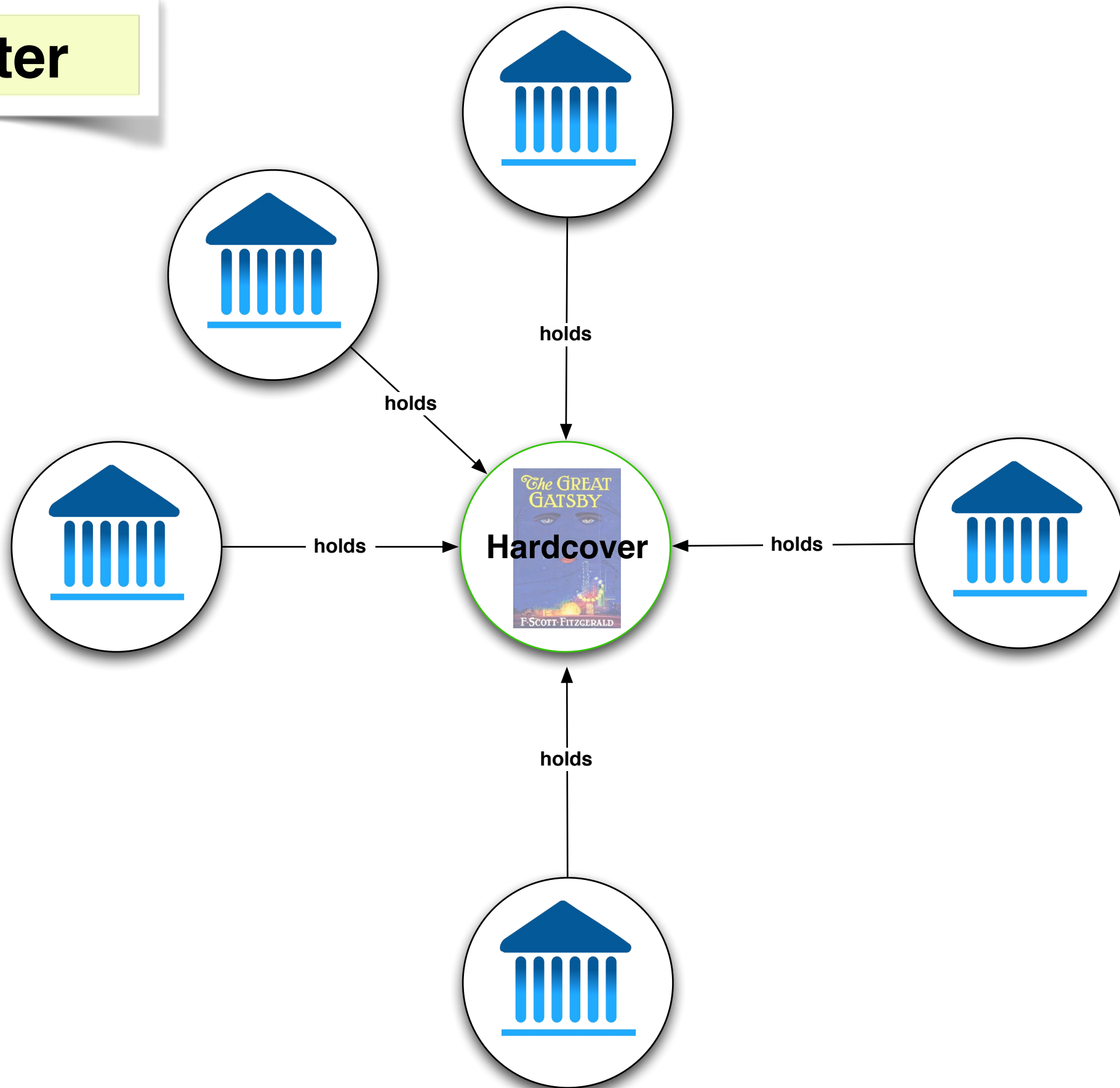
Hardcover

This is what a search engine harvester sees.
Unconnected data results in poor page rank.

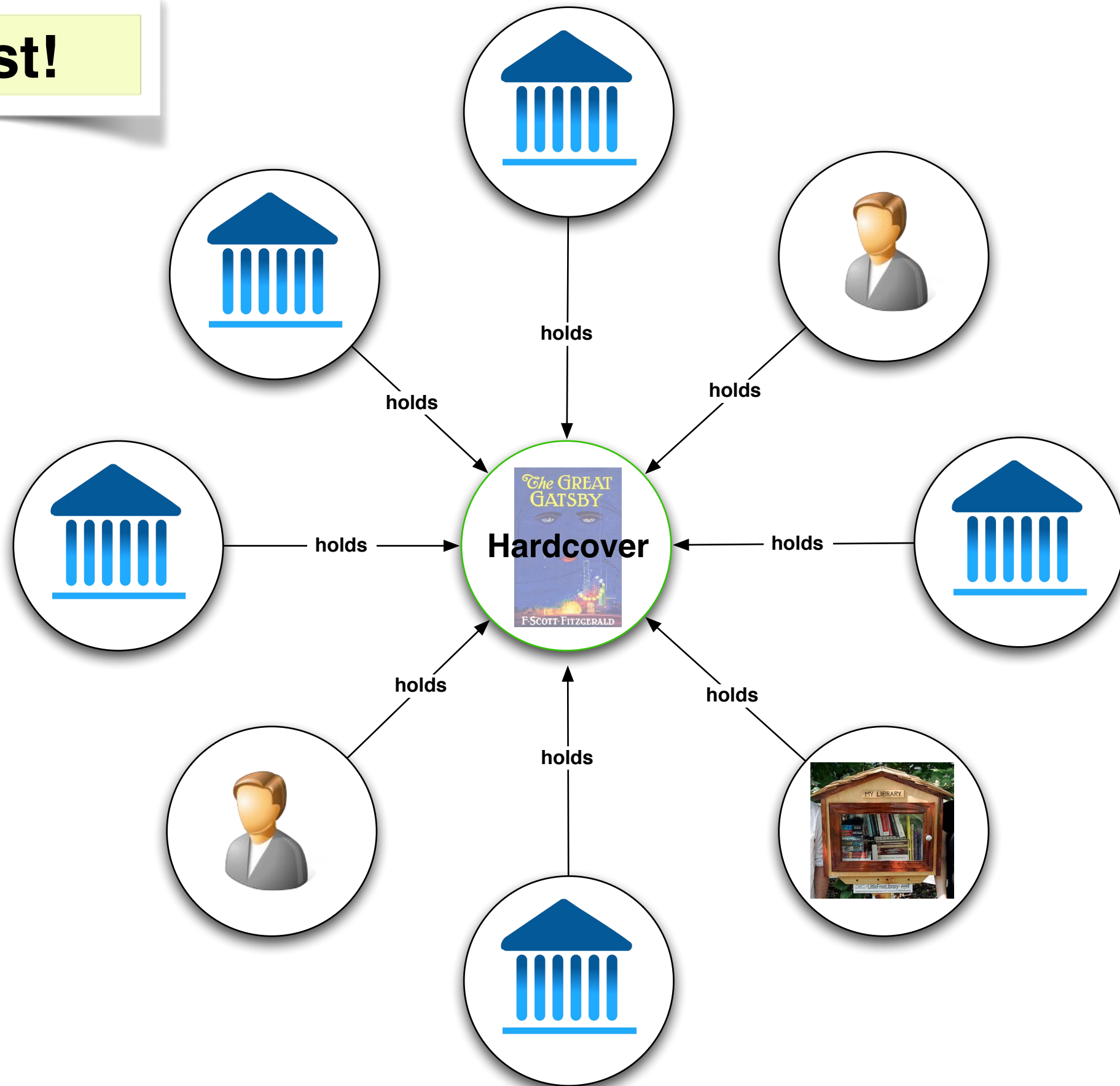
Good



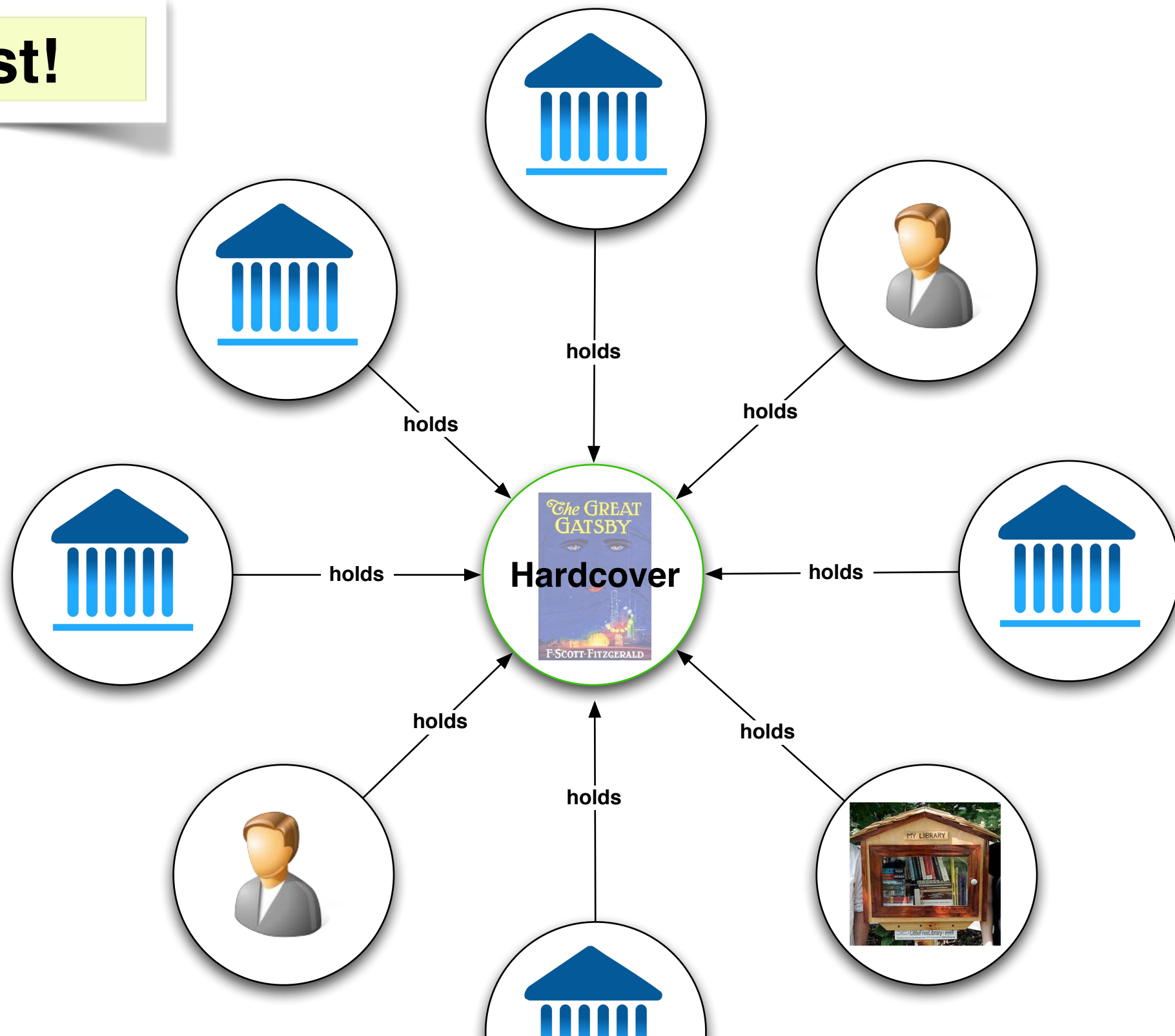
Better



Best!

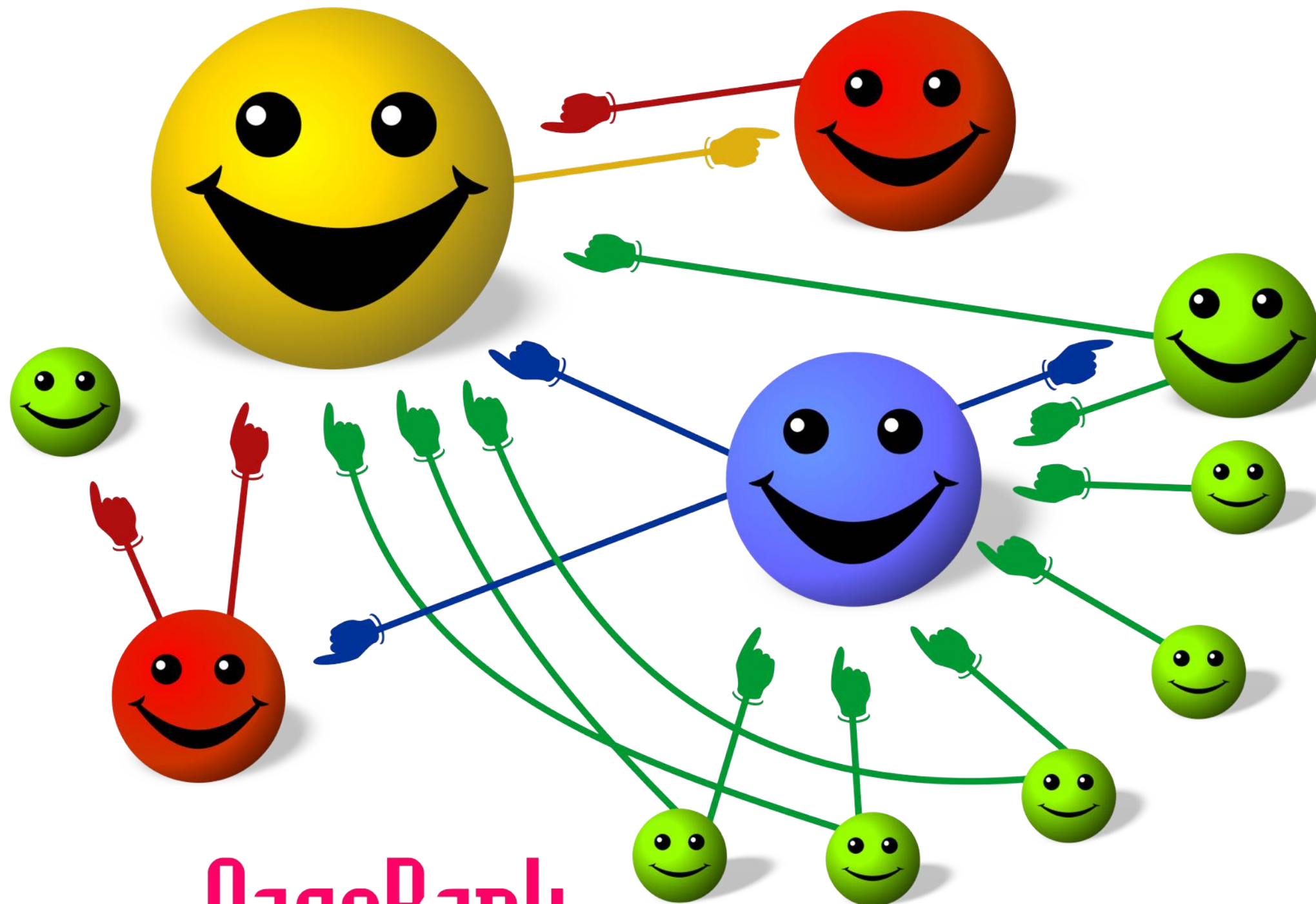


Best!



And Linked Data is a key

A link is worth a 1000 words



PageRank

This pattern is already happening
in many localized markets as we speak

About 60,200,000 results (0.30 seconds)

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Resulting in front page consolidation



the great gatsby f. scott fitzgerald



em@zepheira.com

1

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[The Great Gatsby - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/The_Great_Gatsby

The Great Gatsby is a novel by American author **F. Scott Fitzgerald**. The story takes place in 1922, during the Roaring Twenties, a time of prosperity in the United ...

[The Great Gatsby \(2013 film\)](#) - [The Great Gatsby \(1974 film\)](#) - [F. Scott Fitzgerald](#)

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The Great Gatsby [F. Scott Fitzgerald] on Amazon.com. *FREE* super saver shipping on qualifying offers. **The Great Gatsby**, F. Scott Fitzgerald's third book, ...

[SparkNotes: The Great Gatsby](#)

www.sparknotes.com/lit/gatsby/

F. Scott Fitzgerald. Video SparkNote of **The Great Gatsby** ... Gatsby is the one who dies. if Nick died who would tell the end of the book? 47 out of 86 people ...

[Chapter 1](#) - [Chapter 7](#) - [Chapter 4](#) - [Chapter 6](#)

[The Great Gatsby, by F. Scott Fitzgerald](#)

ebooks.adelaide.edu.au/f/fitzgerald/f_scott/gatsby/

The Great Gatsby. **F. Scott Fitzgerald**. logo. This web edition published by eBooks @Adelaide. Rendered into HTML by Steve Thomas. Last updated Wednesday ...

[The Great Gatsby: F. Scott Fitzgerald Biography](#)

www.cliffsnotes.com/.../great-gatsby/f-scott-fitzgerald-biograph...

Early Years. September 24, 1896 marks the birth date of **F. Scott Fitzgerald**, one of the foremost twentieth century American writers. Born in St. Paul, Minnesota, ...

[BARNES & NOBLE | The Great Gatsby by F. Scott Fitzgerald | NO...](#)

www.barnesandnoble.com/.../great-gatsby-f-scott-fitzgerald/11...

The Great Gatsby

The Great Gatsby is a novel by American author F. Scott Fitzgerald. The story takes place in 1922, during the Roaring Twenties, a time of prosperity in the United States after World War I. [Wikipedia](#)

Published: April 10, 1925

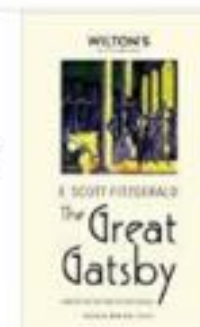
Author: [F. Scott Fitzgerald](#)

Original language: English

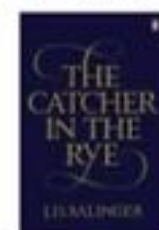
Characters: Jay Gatsby, Nick Carraway, Daisy Buchanan, Myrtle Wilson, Jordan Baker, Tom Buchanan, Henry Gatz

Genres: Novel, Fiction

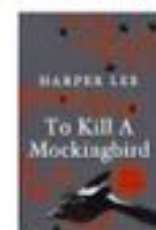
Adaptations: [The Great Gatsby](#), [The Great Gatsby](#), [The Great Gatsby](#), [The Great Gatsby](#), [The Great Gatsby](#), [The Great Gatsby](#), [G](#)



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Harper Lee



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F. Scott Fitzgerald



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F. Scott Fitzgerald



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We're not (yet) speaking
the language of the Web

But we're very close

- MARC To BIBFRAME (social)
- Frustration with consolidation in marketplace (economic)
- Web is increasingly actionable / semantic e.g. schema.org (technical)

BIBFRAME

Purpose and Promise

- **Purpose:** Replacing MARC
 - **Promise:** So much more
-

- **Purpose:** Serving Libraries
 - **Promise:** Related memory organizations and the users they serve
-

- **Purpose:** Leverage existing Web standards to speak with a consistent voice
- **Promise:** Visibility, Discovery and Effectiveness

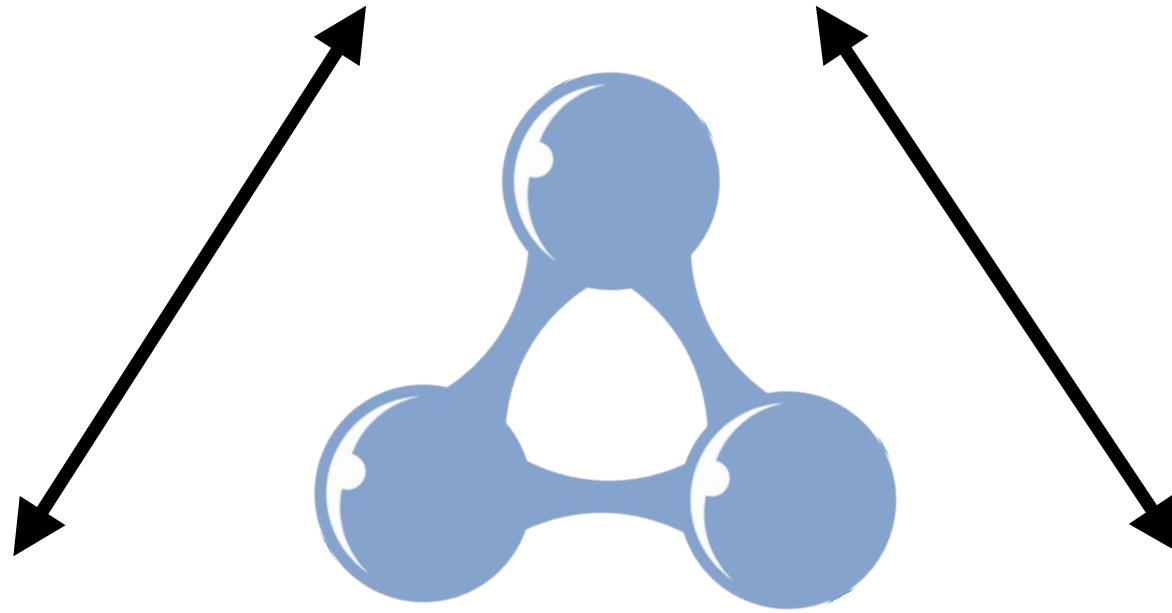
Description

Discovery



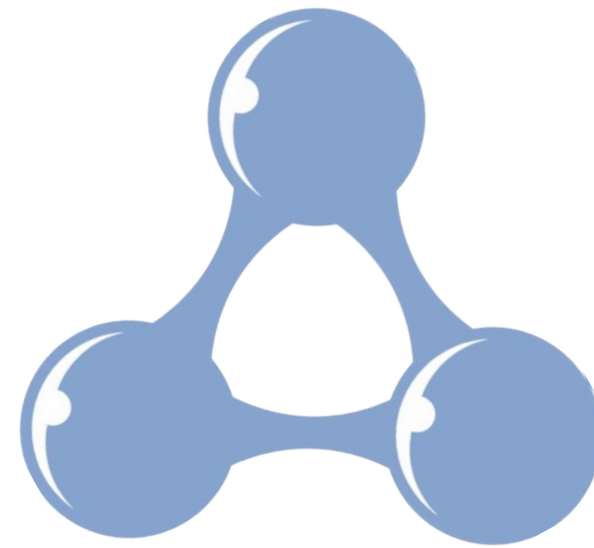
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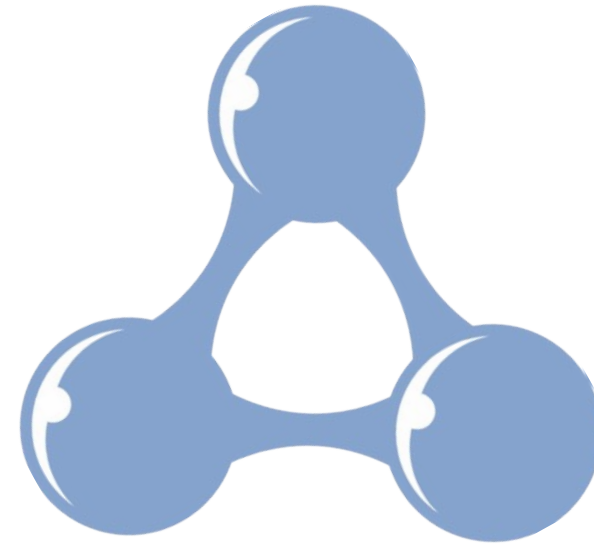
Library Description
and Capacity



Systems and
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Content and
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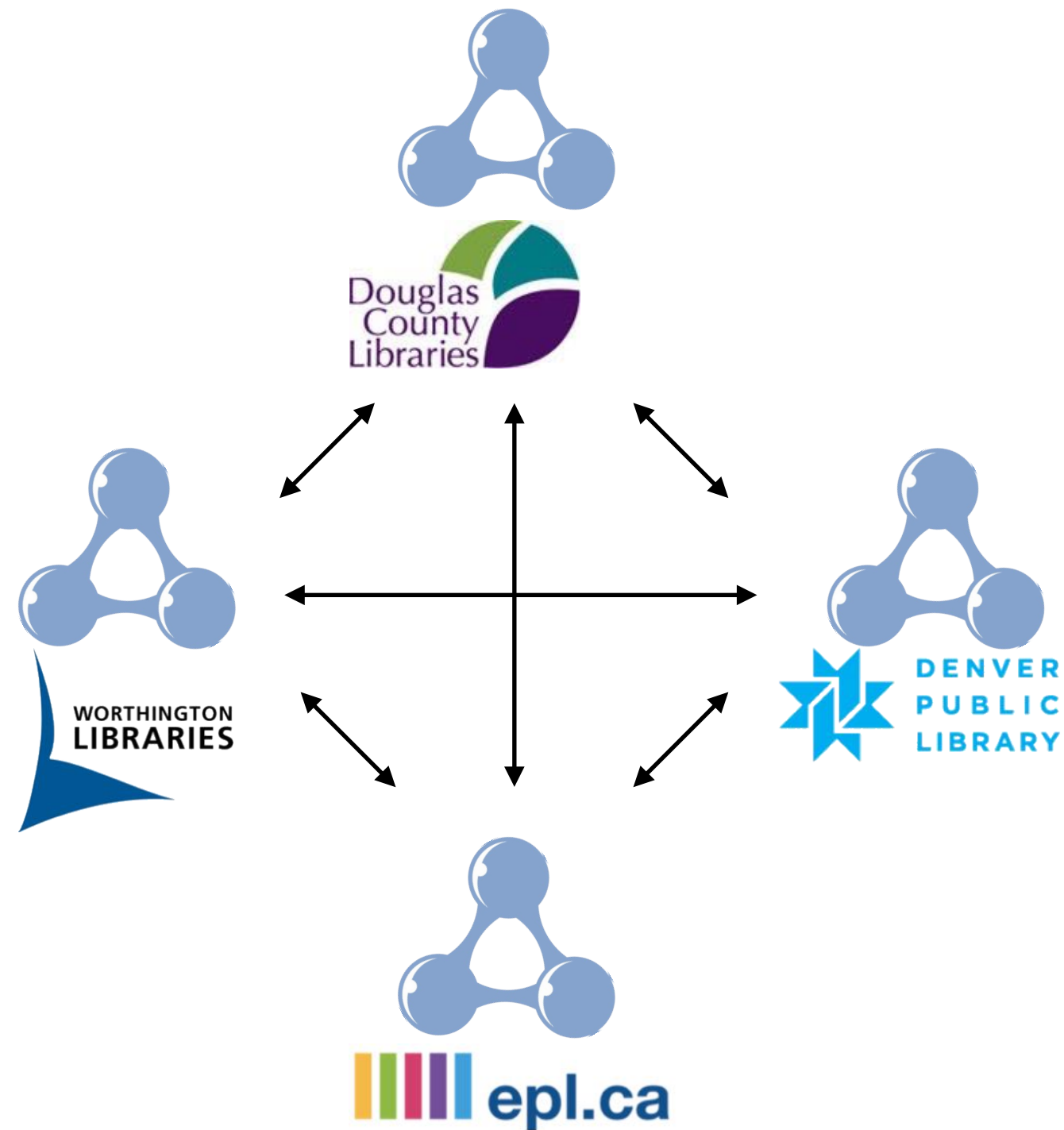




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Link Accelerator



Link Accelerator

Wikipedia

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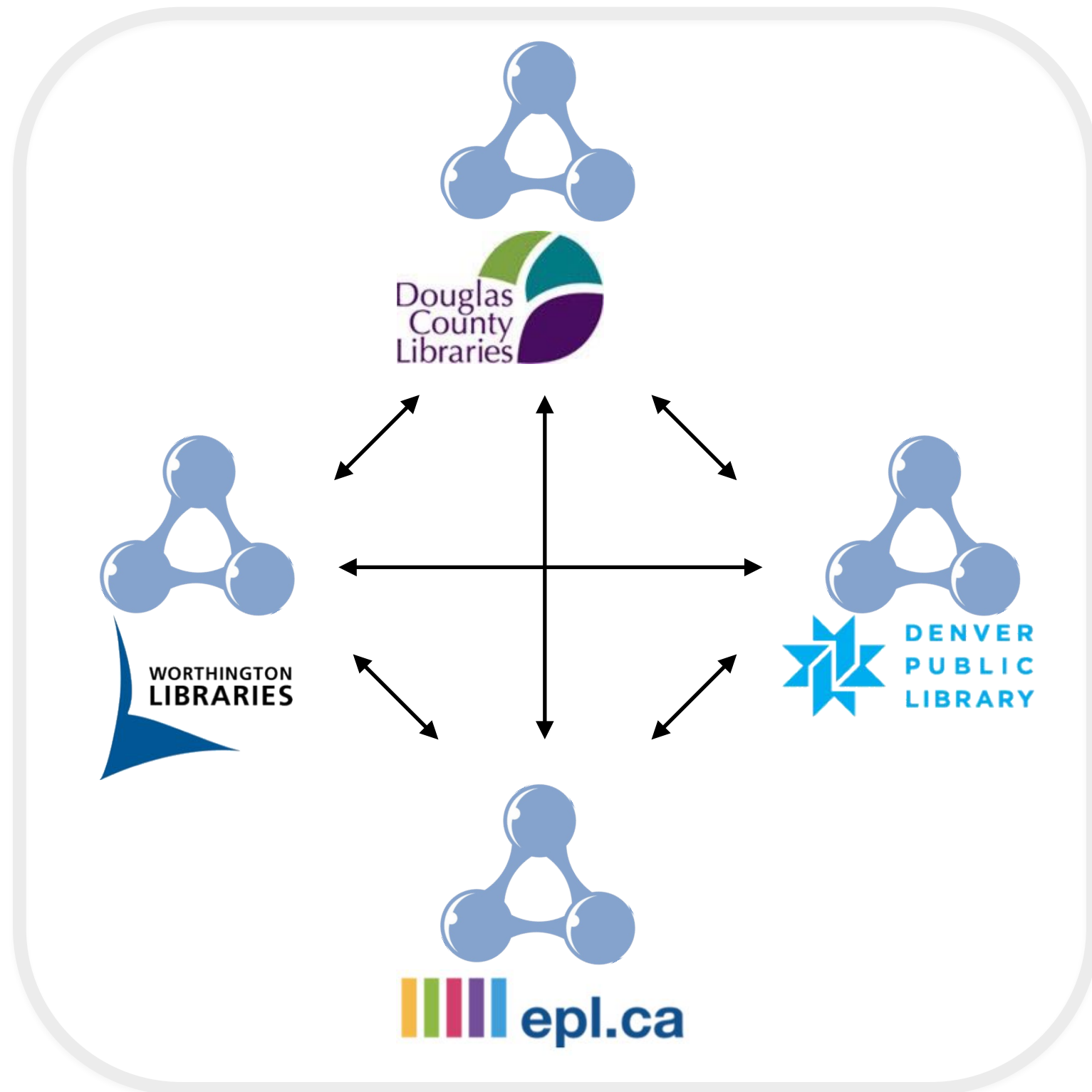
Europeana

Google

Bing

Yelp

Foursquare



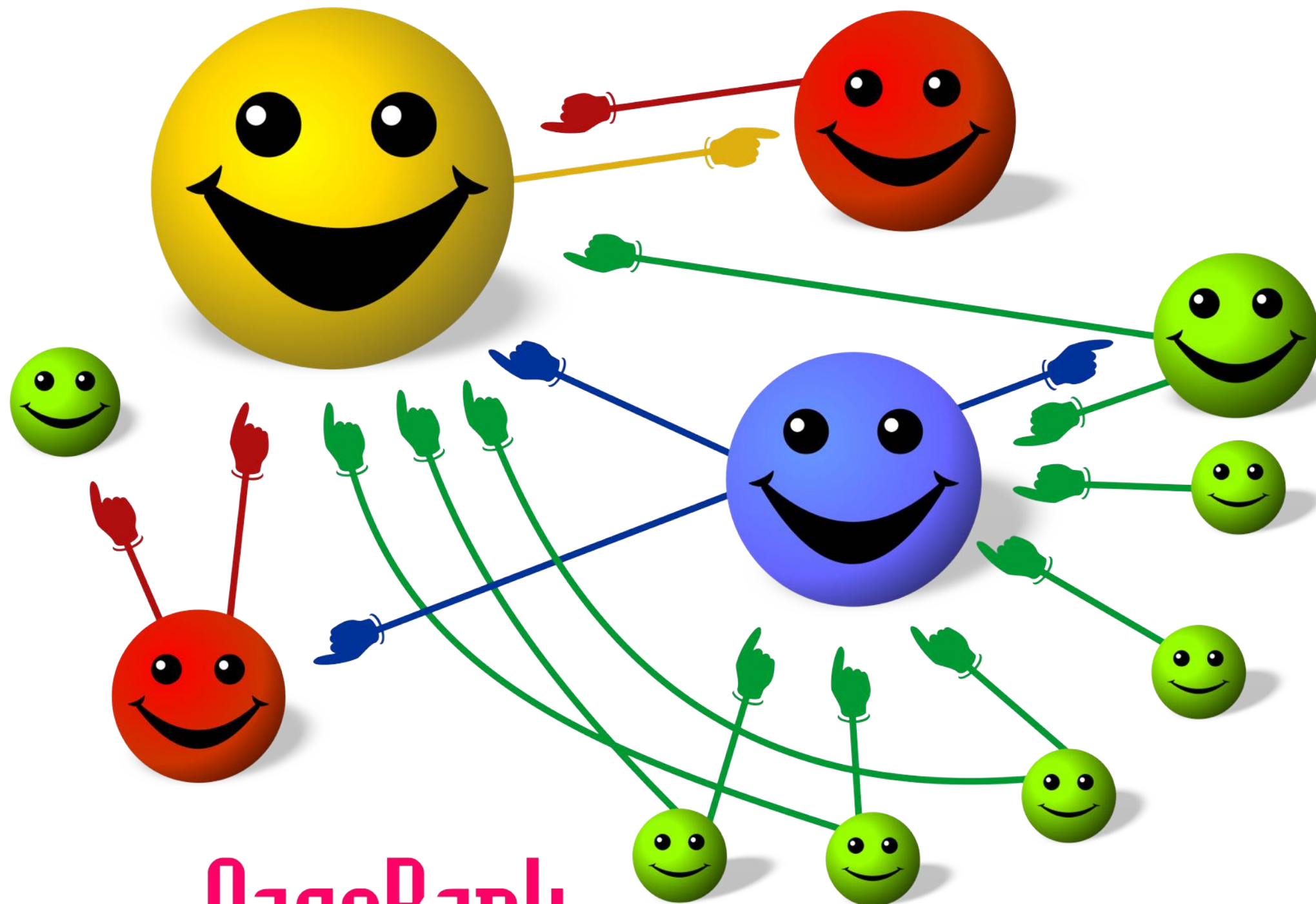


- In the summer of 2015, Zepheira will introduce the Libhub Network, a Web-based data network designed to surface and connect libraries and their resources in a visible and actionable fashion.



- In the Network, each library will have their own set of data optimized for linking across the library resources, across other organizations with shared assets, and within the context of the broader Web to ensure that library content weaves into the Web in a usable and connected fashion.

A link is worth a 1000 words



PageRank

Don't be too clever

- This isn't about gaming a system
- It's not about optimizing to any one service
- It's about speaking in a way the Web understands
- And benefiting from what this enables



quentin tarantino movies



Django
Unchained
2012



Pulp Fiction
1994



Inglourious
Basterds
2009



Reservoir
Dogs
1992



Death Proof
2007



Grindhouse
2007



Jackie
Brown
1997



From Dusk
Til...
1996



True
Romance
1993



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Quentin Tarantino - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Quentin_Tarantino

His **films** include **Reservoir Dogs** (1992), **Pulp Fiction** (1994), Jackie Brown (1997), Tarantino's contribution to the Grindhouse project was titled **Death Proof**. ... Tarantino's 2009 film **Inglourious Basterds** is the story of a group of guerrilla U.S.
co.uk/film/filmblog/2011/may/05/quentin-tarantino-django-unchained-script.

[Quentin Tarantino filmography](#) - [Death Proof](#) - [Jackie Brown](#) - [New Beverly Cinema](#)

Quentin Tarantino - IMDb

www.imdb.com/name/nm0000233/

In January of 1992, **Reservoir Dogs** appeared at the Sundance **Film** Festival, by ... up Dogs success with **Pulp Fiction** which premiered at the Cannes **film** festival... ..

Quentin Tarantino Still of **Quentin Tarantino** in **Django Unchained** Still of ...

[Django Unchained](#) - [Biography](#) - [Death Proof](#) - [Kill Bill: Vol. 3](#)

Quentin Tarantino movies, photos, movie reviews, filmography, and ...

www.allmovie.com/artist/quentin-tarantino-p113658

Word-of-mouth on **Reservoir Dogs** began to build at the 1992 Sundance **Film** Festival, ... During 1993, **Tarantino** wrote and directed his next feature, **Pulp Fiction**, ... Grindhouse into two portions: the first half, **Death Proof**, directed by **Tarantino**, ...

Quentin Tarantino Movies | Cracked.com

www.cracked.com/funny-1906-quentin-tarantino-movies/

Quentin Tarantino used to recommend **movies** while working in a video rental store, making him the most successful "annoying guy going on about 'good' ...

Everything Tarantino « The film works of Quentin Tarantino

www.everythingtarantino.com/

Jamie Foxx says that **Quentin Tarantino** rewrote the ending to **Django Unchained** in a matter of minutes after being unhappy with the previous conclusion.

Top Ten Quentin Tarantino Movies « Movies-Films-MotionPictures

moviesfilmsmotionpictures.com/.../top-ten-quentin-tarantino-...

Mar 27, 2010 – **Reservoir Dogs** is the first movie **Quentin Tarantino** ever directed and it is ... **Death Proof** is "the" guilty pleasure **movie** for me. ... It's really amazing how wildly entertaining and amazing a **film** that **Pulp Fiction** is. ... a doubt in my mind that **Inglourious Basterds** is **Quentin Tarantino's** greatest piece of cinema

Quentin Tarantino



info-stars.com

Quentin Jerome Tarantino is an American film director, screenwriter, producer, cinematographer and actor. [Wikipedia](#)

Born: March 27, 1963 (age 49), Knoxville

Upcoming movies: [Django Unchained](#), [Kill Bill: Vol. 3](#)

Awards: Palme d'Or, National Society of Film Critics Award for Best Director, [More](#)

Education: [Narbonne High School](#), Fleming Junior High School

Song	Year	Album
Interview	1997	Tarantino Connection
Pulp Fiction	1998	Interview Picture Disc
Jackie Brown	1998	Interview Picture Disc

Books



True
Romance



From dusk
till dawn



Quentin
Tarantino



Death Proof



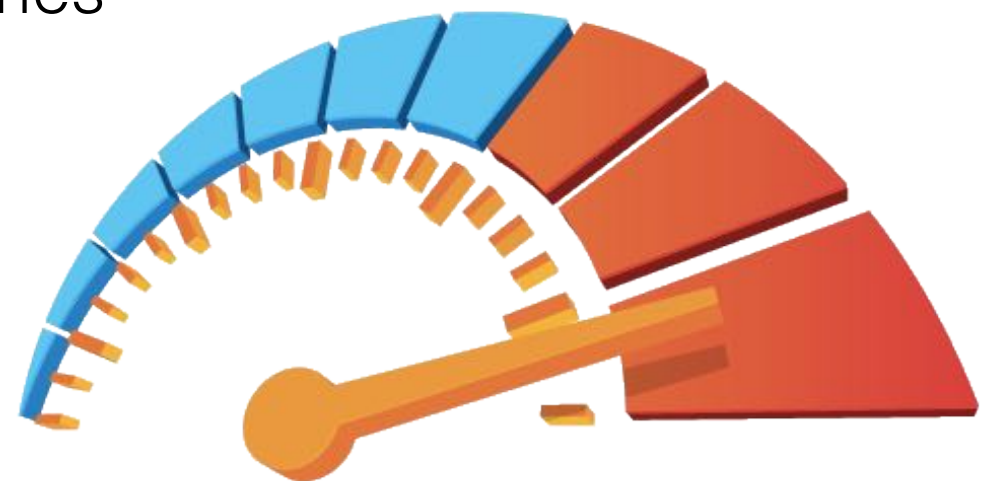
Grindhouse

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Moving the Needle and Transforming the Web

- NO NEED TO WAIT
- Build on existing investments
- Use Bibframe to reflect content in a Web of Data
- Project in to a vocabulary the Web understands (schema.org via RDFa)
- Leverage the Web's cooperative infrastructure
- Link between shared & Web assets to test impact on results
- Help the Web understand library vocabularies
- Connect into legacy systems

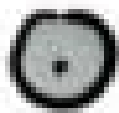


What you can do Now

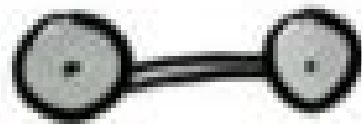
1. Explore your Web footprint
 1. Create a Wikipedia entry, Google+, Facebook, Yelp! etc. for your Library
 2. Understand the gap between your catalog and the Web
2. Explore Terry Reese's MarcNext work (MarcEdit to Libhub pipeline)
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5. Get involved! Your perspective counts!



Not like this....



1



2



3



4

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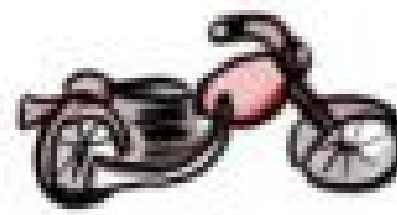
1



2



3



4



5

Thank you

Eric Miller
em@zepheira.com

