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# Social tags and other enhancements in public library catalogs

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SLIS Symposium



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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

\* Ray Lyons & Keith Curry Lance (2/15/2009) "Library Journal Index of Public Library Service 2009" <http://www.libraryjournal.com/article/CA6629180.html>

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# 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
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# Variations in OPAC scope

- No apparent OPAC
    - Guilford Memorial Library, in Guilford, Maine <http://www.guilfordlibrary.net/>
  - County-wide OPACs
    - Riceville Public Library in Riceville, Iowa <http://www.riceville.lib.ia.us/>
  - Individual + County-wide OPACs.
    - Lenox Library Association in Lenox, Mass. <http://wmars.cwmars.org/search~/>
  - State-wide OPACs → CalCat
    - City of Commerce Public Library, Commerce, CA  
<http://www.ci.commerce.ca.us/library.asp>
-

# Variations in OPAC implementations

| LJ Star OPAC | Tags  | Tags + Web2.0* | Web2.0 |
|--------------|-------|----------------|--------|
| N = 256      | 14.8% | 12.5%          | 35.5%  |

\* examples of Web2.0 enhancements:

- patron supplied stars
- patron supplied reviews
- patron recommendations
- tag clouds
- publisher supplied reviews

# Co-occurrence with LJ star rating

| LJ Stars           | % Tag | % Tag & web2.0 | % Web 2.0   |
|--------------------|-------|----------------|-------------|
| 3 star<br>(86 lib) | 14.0  | 9.3            | <b>37.2</b> |
| 4 star<br>(85 lib) | 16.5  | 14.1           | <b>40.0</b> |
| 5 star<br>(85 lib) | 14.1  | 14.1           | <b>29.4</b> |

-- 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

| Expenditures                  | % Tag       | % Tag & web2.0 | % Web 2.0   |
|-------------------------------|-------------|----------------|-------------|
| \$10k - \$199 k (90 lib)      | 3.3         | 3.3            | <b>15.6</b> |
| \$200k - \$4.9mil<br>(90 lib) | 13.3        | 10.0           | <b>46.7</b> |
| \$5mil & ><br>(76 lib)        | <b>30.3</b> | <b>26.3</b>    | <b>46.1</b> |

- 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

| Terminal use/capita         | % Tag       | % Tag & web2.0 | % Web 2.0   |
|-----------------------------|-------------|----------------|-------------|
| <b>0 – 3.5</b><br>(122 lib) | <b>21.3</b> | <b>18.9</b>    | <b>35.2</b> |
| 3.6 – 8.0<br>(93 lib)       | 10.8        | 7.5            | <b>30.1</b> |
| 8.1 – 61.8<br>(41 lib)      | 4.9         | 4.9            | <b>48.8</b> |

-- 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.

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# In Addition...

- Discover tools (i.e., AquaBrowser)
  - 2 views of OPAC
  - Tumble Books
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# Ann Arbor Public Library

(Ann Arbor, MI <http://www.aadl.org/> )

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[Home](#) »



**Published:** New York : Little, Brown and Co., 2006.

**Year Published:** 2006

**Series:** [Twilight saga ; 2](#)

**Edition:** 1st ed.

**Description:** 563 p. ; 22 cm.

**ISBN/Standard #:** 0316024961

**Language:** English

**Format:** Book

## Subjects

[Vampires -- Fiction.](#)

[Werewolves -- Fiction.](#)

[High schools -- Fiction.](#)

[Washington \(State\) -- Fiction.](#)

## Tags

[twilight](#) [vampire](#) [angst](#) [romance](#) [werewolf](#)

[Login to add tags.](#)

## New Moon

by [Meyer, Stephenie, 1973-](#)

[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"--t.p.

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: 

# Public Library of Charlotte & Mecklenburg County

( <http://www.plcmc.org/> Charlotte, NC)

★ Recipient of Library Journal Five Star Award!

PLCMC.org Pay Fines Locations Research/Homework Questions/Contact Us

Public Library of Charlotte & Mecklenburg County

Login My Account Classic Catalog

Search  Search > Advanced search > Text-Only > Help > Print

Results 1 - 3 of 3 for **frbr:|library/m/plcmc-data|1056209**, sorted by:

 eAudiobook (1)  Audiobook (CD) (1)  Book (1)



**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.

**Publisher:** New York : Little, Brown and Co., 2006.  
**Call number:** YA - M YA YA - M OVERSIZE 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 ...



» Save or tag...



**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 Bella could have imagined.

**Publisher:** New York : Listening Library, p2006.  
**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 ...

**Select Location**  
Showing results from

**Refine**

**Audience**

- > Young Adult (2)
- > Adult (1)

**Subject**

- > Werewolves (2)

**Genre**

- > Juvenile sound recordings
- > Juvenile fiction

**Author**

- > Kadushin, Ilyan

**Geographical**

- > Horror stories (1)

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plcmc  
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state  
area  
librería

Spelling variation  
Thesaurus term

**External Source**

Log in

Internet | Protected

# Darien Public Library, Darien, CT

(<http://www.darienlibrary.org/>)

DarienLibrary

Search here...

catalog: everything

Go

Home » Item Record

Item Record

Item Reviews

Item Record

## Darien Library

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  - Book Groups
- Our Movies
- Our Music

## New Moon



(8 votes - [Login to add yours](#))

- [Please log in to request this item](#)
- [Return to your search](#)

**Author** Meyer, Stephenie, 1973-  
**Publication Info** New York : Little, Brown and Co., 2006  
**Year Published** 2006  
**Edition** 1st ed  
**Description** 563 p. ; 22 cm  
**Call #** YA Horror MEYER  
**ISBN/Standard #** 9780316024969 (ppbk.)  
**LC #** 2006012309  
**Language** eng  
**Material Format** Book  
**Notes** "Megan Tingley books."

### Subject Headings

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

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 |



## Record Tags

girls teen edward meyer school stephenie cullen werewolves

romance read

fantasy

vampires titi beach

vampire high cold-skinned

[Login to add tags.](#)

## Reviews

Love this Series!!!

A review of *New moon*

Keeps getting better

A review of *New moon*



Darien Library, 1441 Post Road, Darien, Connecticut, 06820-5419 - 203-655-1234  
Directions and Contact Information. AIM & YM: deweydarien

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# Besides that ...

- LibraryThing is source for most public library tags
  - Varying goals and target audiences for tag implementation
    - Teachers, students, young adults
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## 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
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# 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
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