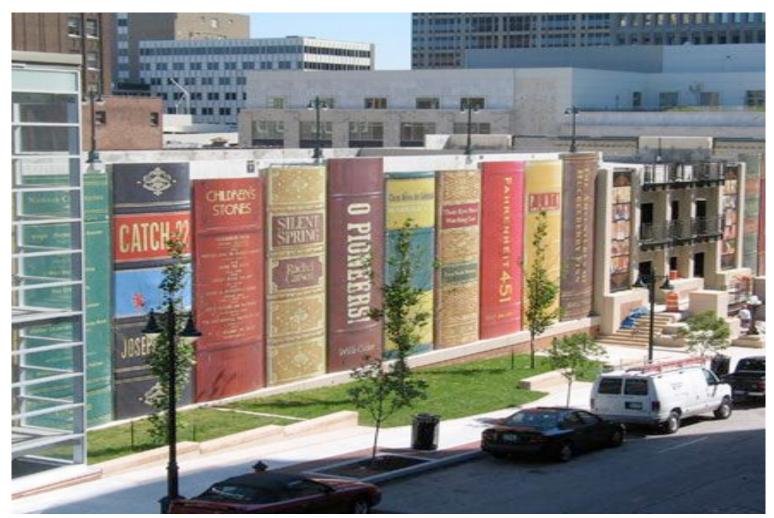
Libraries: Who Needs Them?

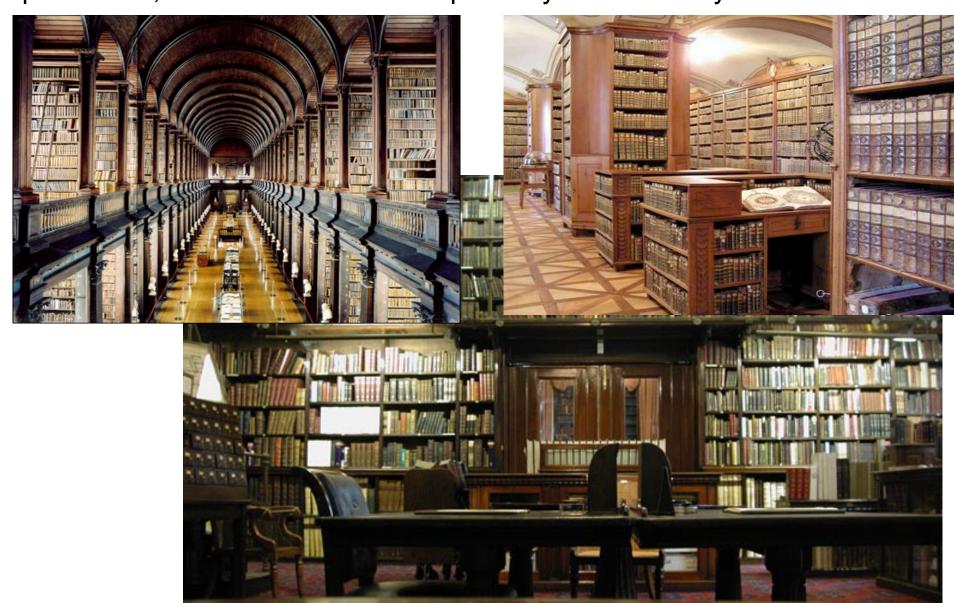


Search, Discovery & Research at the University Library

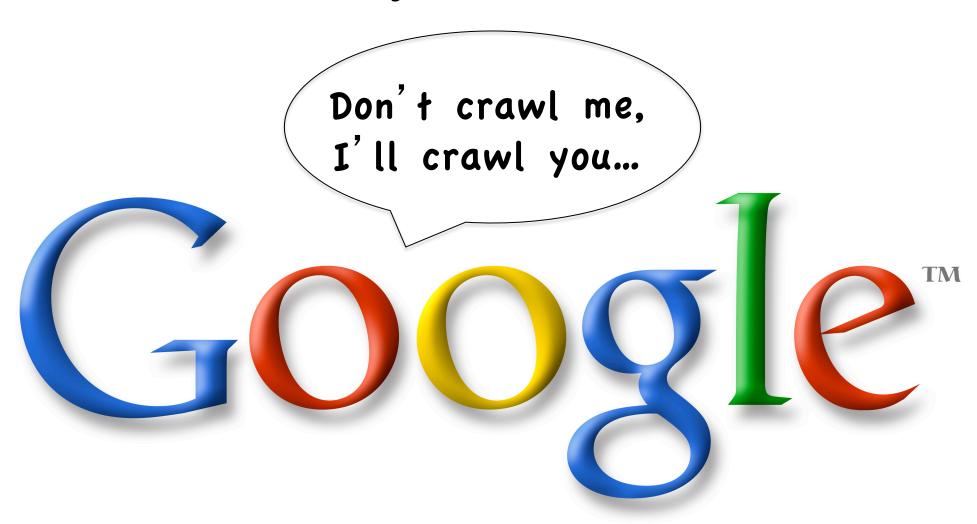
Joan A. Smith, PhD Chief Technology Strategist Emory University Libraries

The Museum of the Printed Word

Once upon a time, information was found primarily at the Library

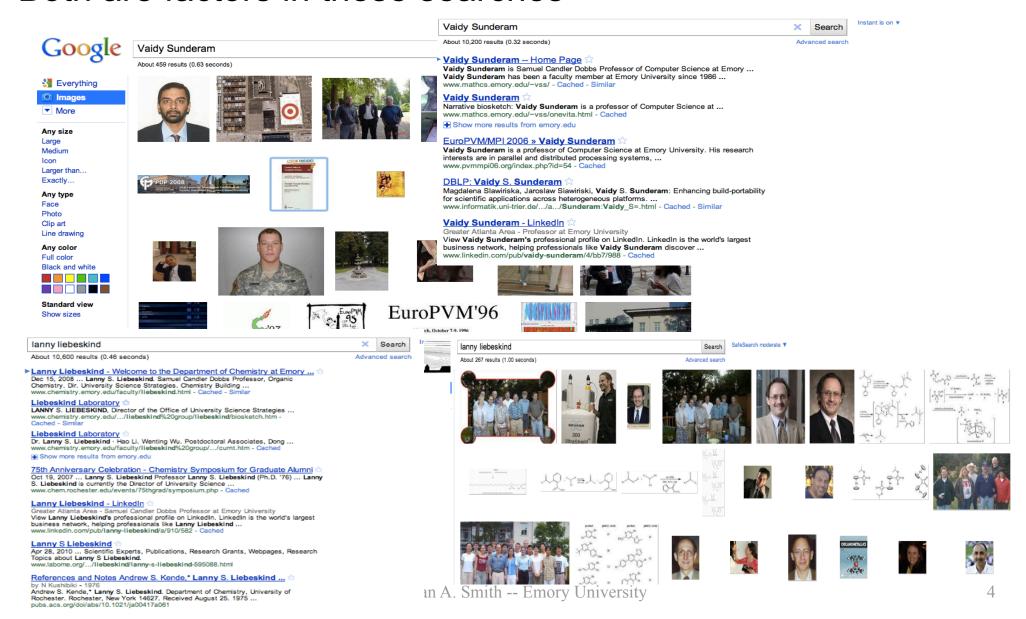


The 21st Century Über-Verb



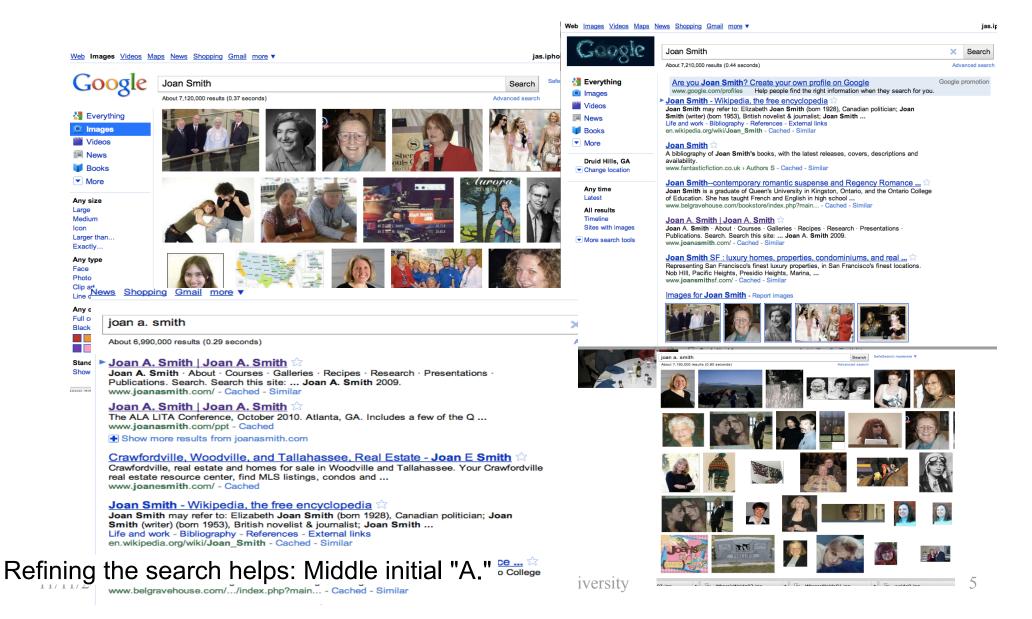
Uniqueness & Fame Help

Both are factors in these searches



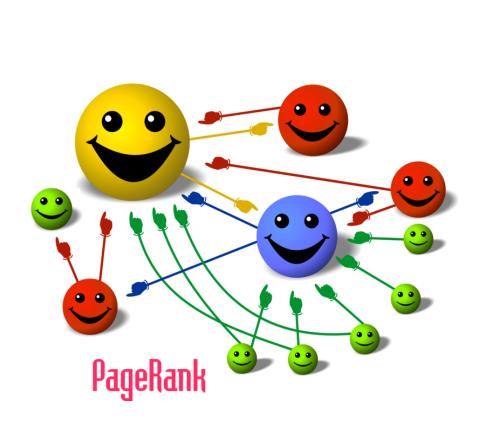
Which Joan Smith? Where?

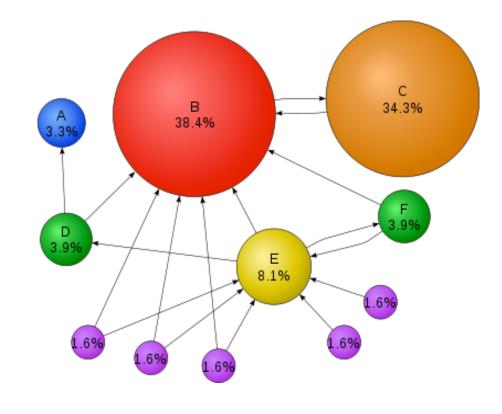
Differentiation Is Hard: temporal, spatial, other factors...



The web as directed, weighted graph

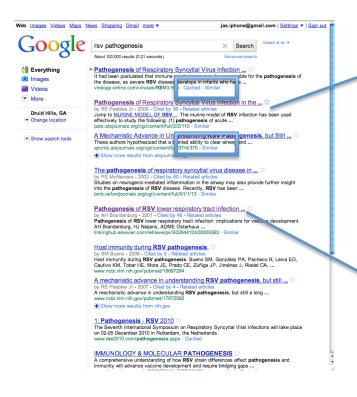
Google's PageRank Algorithm is a popularity contest...

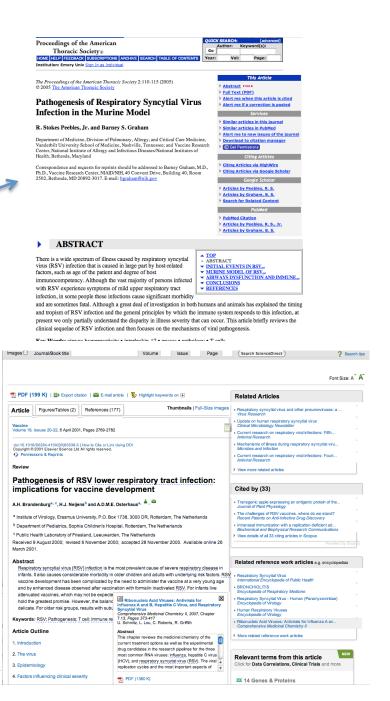




$$PR(p_i) = \frac{1-d}{N} + d \sum_{p_j \in M(p_i)} \frac{PR(p_j)}{L(p_j)}$$

Chains: Copyrights & Accessibility





Role #1: Access to Information

- (C)
- P
- ®
- TM

Access::\$\$\$\$



Pay and Pay Until....



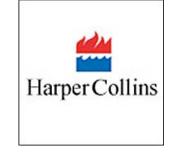








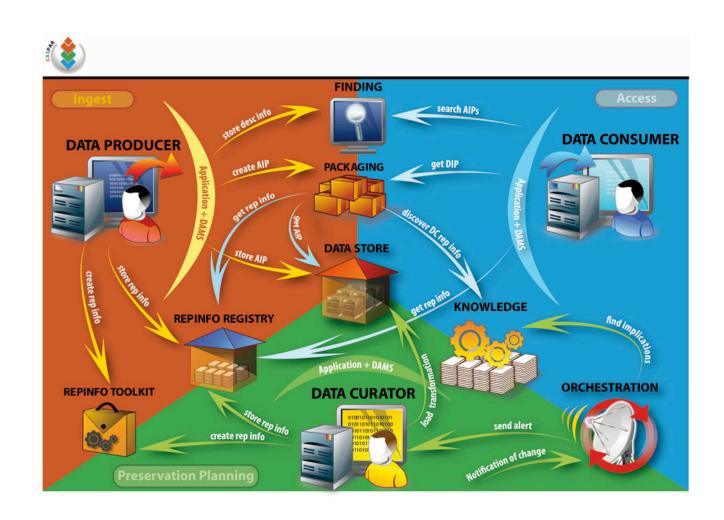






Oops: Bankrupt!

Role #2: Preservationist



Hacked!



ca href="http://www.semmys.org/category/viral-marketing/" title="View all posts filed under Viral
ca href="http://www.semmys.org/category/offseason/" title="View all posts filed under News & amp;
a>
ca href="http://www.semmys.org/category/design-usability/" title="View all posts filed under lity
ca href="http://www.semmys.org/category/search-industry/" title="View all posts filed under ca href="http://www.semmys.org/category/search-industry/" title="View all posts filed under

:black;background-color#fffff66">SEMMYS?</h3>
ring some of the best articles and blog posts from the search marketing industry, as voted by the rong> nominated, representing 157 blogs/sites.
wanted to know about the <b style="color:black;background-color:#ffff66">SEMMYS

It's easier than it looks...

sr_code'><a k.php?vi=46">Free Viagra Sampleshttp://www.lib.clemson.edu

sPorder Cialis Without

lemson.edu/stor/store.php?vi=18">lemson.edu/stor/store.php?vi=18">lemson.edu/stor/store.php?vi=18">lemson.edu/stor/store.php?vi=18">lemson.edu/stor/store.php?vi=188">lemson.edu

href="http://www.lib.clemson.edu/stor/store.php?vi=55">Viagra Dose<a k.php?ci=158">Sec Cialis Onlinelowset Price Viagrahttp://library.stritch.edu

a>Viagra

stritch.edu/php/index.php?vi=41">Where To Buy Viagra<a href="http://library.stritch.edu

a>Viagra

stritch.edu/php/index.php?vi=41">Where To Buy Viagra

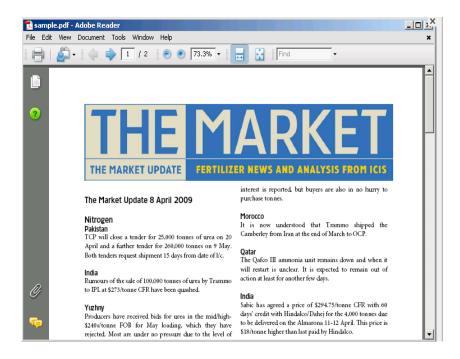
a>Mail Order Cialis

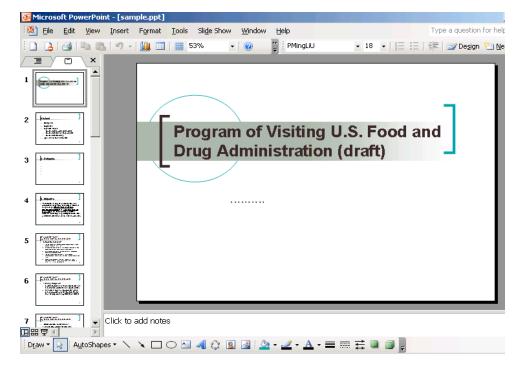
re.php?vi=124">Viagra Alternatives<a href="http://library.stritch.edu

a href="http://library.stritch.edu

Everything is vulnerable...

Open the PDF and your system now has a remote-access trojan, making it vulnerable to attack or information theft.



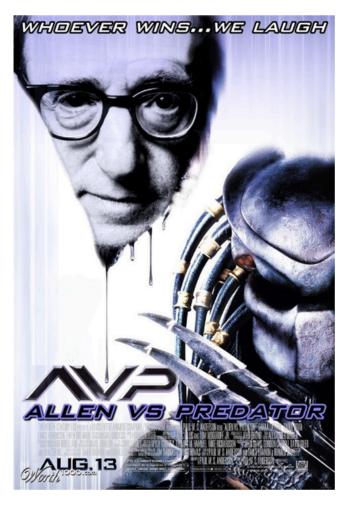


This Powerpoint file installs files called **hlwin32.dll**, **hlsvc32.dll** and **svchost.exe** to SYSTEM32 or TEMP folders.

Preservation and information security are closely linked...

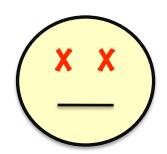
It's just one degraded bit...

Did you mean Alien VS Predator?



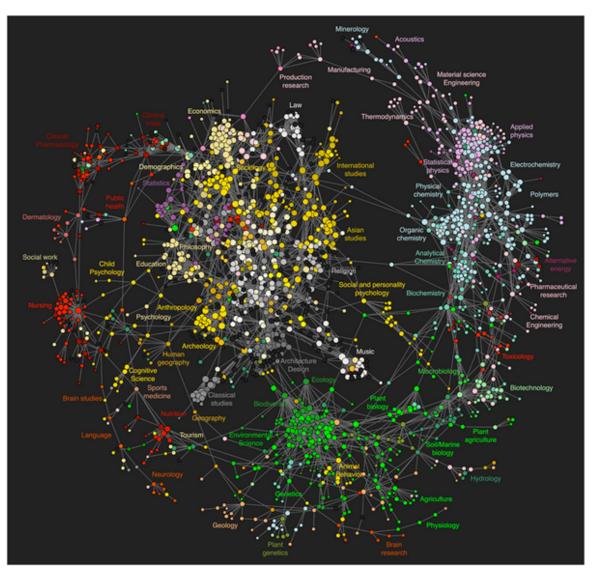
Bits (one byte)	Value
0100 1010	74
1001 1010	154

Take ?? Milligrams of Formula B



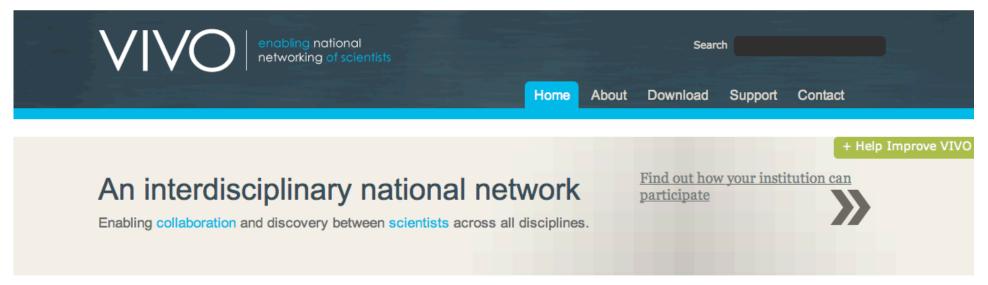
Role #3: Building Intellectual Networks

Clickstream analysis of scientific journal usage from library use (download) logs



Interdisciplinary Networking

VivoWeb.org



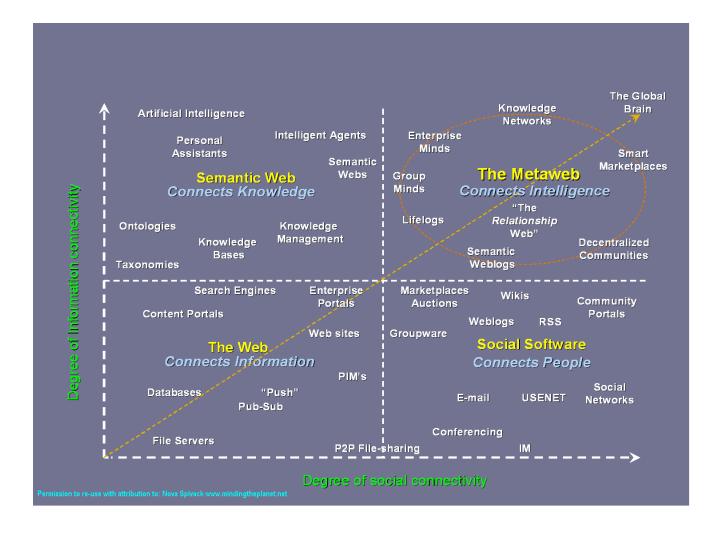
The national network of scientists will facilitate the discovery of researchers and collaborators across the country. Institutions will participate in the network by installing VIVO, or by providing semantic web-compliant data to the network.



Semantic Web

Like Justice Potter Stewart, I know it when I see it...





Moon Pie

Simple Search: "moon"

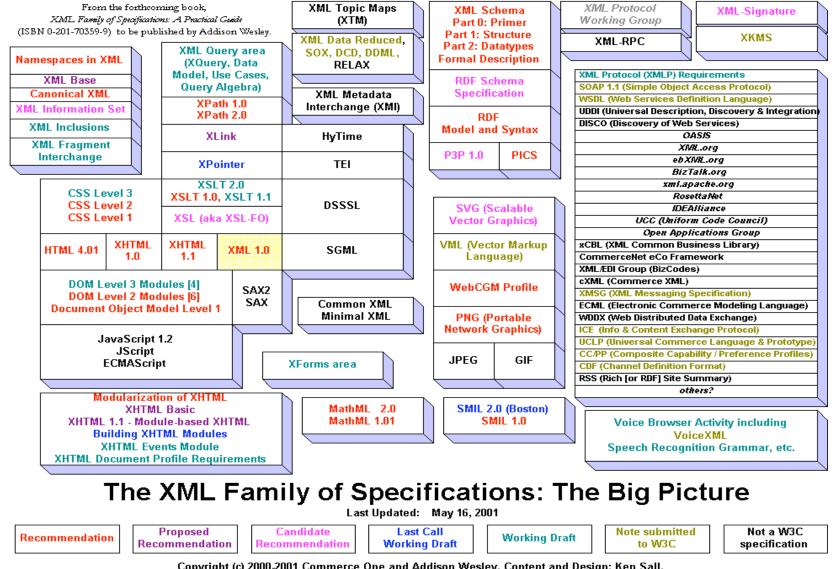
Context matters;

Inferring intent is hard...



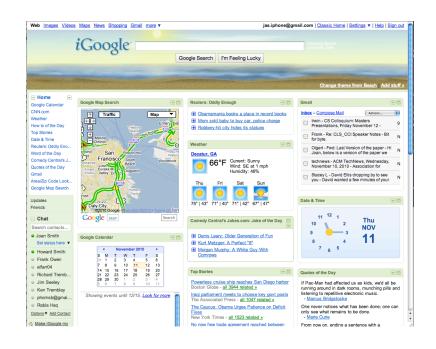
If it quacks like a duck

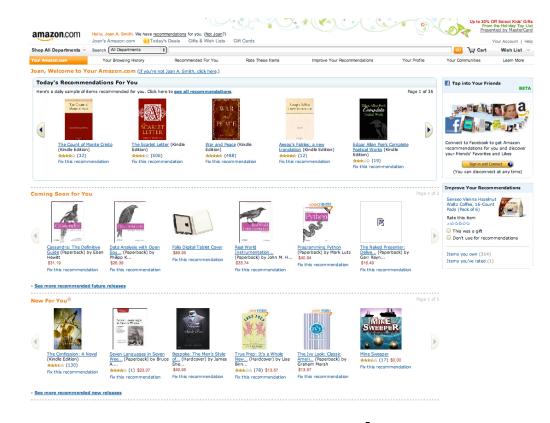
Recognizing similar content



Custom Browsing: Web 3.0

Semantic web is more than just *iGoogle*





More like Amazon's custom shopping view

Library: Research Partner

- Discovery
- Preservation
- Collaboration

