

## **Enhancing the OPAC:**

*Tagging the Catalog and  
Keyword-in-Headings Searching*

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### **Enhancing the OPAC:**

Tagging the Catalog and  
Keyword-in-Heading Searching

#### **Who are we?**

- **Michael Bowden**  
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2007 LITA National Forum      S. Carraway & M. Bowden      2

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### **Enhancing the OPAC:**

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#### **What did we do?**

- Enhanced our OPACS
  - Keyword-in-Heading
  - Social Tagging

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## **Enhancing the OPAC:** Tagging the Catalog and Keyword-in-Heading Searching

### **Why did we do this?**

- Increase access to our print collection
- Create a better way to search for print material
- Allow users the ability to tag our local collections like del.ico.us

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## **Enhancing the OPAC:** Tagging the Catalog and Keyword-in-Heading Searching

### **What are the requirements?**

- SirsiDynix Unicorn (any version)
- SirsiDynix API Certification (decoder ring)
- Perl 5.8 with DBI, DBD::MySQL, CGI
- PHP 5+
- MySQL 5.0+
- Web2 / iBistro

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## **Enhancing the OPAC:** Tagging the Catalog and Keyword-in-Heading Searching

### **What is Keyword-in-Heading?**

- A cross between a keyword search and a browse (authority) search
- Keyword Search returns a list of titles
- Browse (Heading) Search returns a list of headings
- KWIH allows the user to do a keyword search on the headings in your catalog

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## Enhancing the OPAC: Tagging the Catalog and Keyword-in-Heading Searching

### What is a Heading?

- Three access points to the old card catalog
  - Author  
(MARC: 100,110,111,700,710,711)
  - Title / Series  
(MARC: 245, 130, 440, 490, 830)
  - Subject  
(MARC: 6xx)

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## Enhancing the OPAC: Tagging the Catalog and Keyword-in-Heading Searching

### Why Create a KWIH Search?

- Browse searches
  - left aligned and right truncated
  - very precise
  - require the user to know library vocabulary (LCSH)

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## Enhancing the OPAC: Tagging the Catalog and Keyword-in-Heading Searching

### Why Create a KWIH Search?

- KWIH
  - Bridges the gap between keyword searching and browse searching
  - Adds another entry point for users to search and retrieve relevant items.

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## **Enhancing the OPAC:** Tagging the Catalog and Keyword-in-Heading Searching

### **How does it work?**

- Using Unicorn's APIs and Perl, all headings are pulled into MySQL and indexed.
- A Perl form is used for searching the MySQL database
- Results are mashed-up and displayed with Web2

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## **Enhancing the OPAC:** Tagging the Catalog and Keyword-in-Heading Searching

### **Let's take a look!**

- HACC Library System Catalog  
<http://lib2.hacc.edu/>

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## **Enhancing the OPAC:** Tagging the Catalog and Keyword-in-Heading Searching

### **Going One Step Further...**

- Tagging the Catalog

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**Enhancing the OPAC:**  
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**What is social tagging?**

- Allows users to assign their own "keywords" to individual items in the library catalog
- Allows users to organize information for their own benefit and in their own way
- Does not use any formal classification system
- Uses a tag "cloud"

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**Enhancing the OPAC:**  
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**What are some examples?**

- Flickr ( <http://www.flickr.com/> )
- del.icio.us ( <http://del.icio.us/> )
- Technorati ( <http://technorati.com/> )
- LibraryThing ( <http://librarything.com/> )

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**Enhancing the OPAC:**  
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**Why add social tags to the OPAC?**

- Empowers users to organize information in a way that makes sense to them
- Allows users to help each other as they organize data
- Allows the library to make items more "discoverable"
- Complements LCSH – not a replacement

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## Enhancing the OPAC: Tagging the Catalog and Keyword-in-Heading Searching

### How does it work?

- Click the **Add Tag** link
- Log in with your regular username and password.
- Add your tag
- View your tag in either the tag cloud or in My Account

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## Enhancing the OPAC: Tagging the Catalog and Keyword-in-Heading Searching

### What does the Tag Cloud do?

- Lists the 100 most popular tags and links the tags to the results list and the catalog.
- Shows by size the popularity of a particular tag – larger tags have more items.

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## Enhancing the OPAC: Tagging the Catalog and Keyword-in-Heading Searching

### What does My Account do?

- In addition to the traditional functions of My Account, users can also:
  - View their own tags
  - Create book lists
  - Share book lists
  - View their own book reviews
  - View their library RSS feeds

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## Enhancing the OPAC: Tagging the Catalog and Keyword-in-Heading Searching

### Let's take a look

- Library Catalog  
( <http://www.lib.midlandstech.edu> )
- Tag Cloud  
( <http://www.lib.midlandstech.edu/?tags> )
- My Account  
( <http://myaccount.lib.midlandstech.edu> )

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## Enhancing the OPAC: Tagging the Catalog and Keyword-in-Heading Searching

### Have you had any problems?

- Foul language
- Misspellings and typos
- Confusion – for example, gum

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## Enhancing the OPAC: Tagging the Catalog and Keyword-in-Heading Searching

### What's so great about it?

- Users are no longer passive
- Changes as language changes – for example, Coke
- Good way to make quick lists

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## **Enhancing the OPAC:** Tagging the Catalog and Keyword-in-Heading Searching

### **Questions about KWIH or Tagging?**

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## **Enhancing the OPAC:** Tagging the Catalog and Keyword-in-Heading Searching

### **Where can I get the code?**

- If you are a SirsiDynix site, the code is available on the SirsiDynix API Repository (<http://www.sirsiapi.org/>).
- Access to the repository is password protected. (Secret decoder ring required!)

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