Zpráva ze zahraniční služební cesty

Jméno účastníka cesty	**Mgr. Andrea Fojtu**
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Pracoviště – zařazení	Oddělení dlouhodobé ochrany, Referát pro Centrální digitální repozitář
Důvod cesty	**Účast na workshopu k projektu TEL - The European Library Technical Working Group / Metadata Working Group / Editorial Working Group** "The European Library: improving the user experience"
Místo – město	**Haag/Amsterdam** Koninklijke Bibliotheek - Haag/ Openbare Bibliotheek Amsterdam
Místo – země	**Nizozemí**
Datum (od-do)	**26.4.-27.4.2010**
Podrobný časový harmonogram	Odlet: 25.4.2010 Seminář: 26.4.-27.4.2010 Návrat: 28.4.2010
Spolucestující z NK	-
Finanční zajištění	Grant TEL
Cíle cesty	Účast na jednání v rámci workshopu
Plnění cílů cesty	Cíle byly splněny

Program a další podrobnější informace	Setkání pracovních skupin TWG, MWG a EWG se neslo v duchu centrálního indexu pro TEL, redesignu webových stránek TEL a marketingové strategie pro dostečné rozlišení TEl a Europeana (viz 'Meeting notes', které jsou součástí této zprávy). **Klíčové prezentace workshopu:** *26.4. 2010* Pozadí projektu a dosavadní výsledky (*Louise Edwards*) Analysis of the existing site in relation to expectations of target users and recommendations for development (*Dan Barker*) Redevelopment of the site: overview of the project and challenges (*Andreas Juffinger*) *27.4.2010* Key areas of the project - Part 1: The central index (*Sally Chambers* a *Andreas Juffinger*) Key areas of the project - Part 2: Search and search results (*Andreas Juffinger* and *Aubéry Escande*)
Přivezené materiály	The European Library - Website redesign v. 1.0 The European Library - Building a new marketing strategy : background research and initial recommendations (materiály též dostupné online, na stránkach TELu, v partnerské sekci)
Datum předložení zprávy	28.4.2010
Podpis předkladatele zprávy	

Meeting Notes

DAY 1 - Koninklijke Bibliotheek - Haag

12:00 - Arrival and lunch at the KB's Room

13:00 - 13:20 Welcome and introduction: Project background and process to date - *Louise Edwards*

      Goals: 1. transform user's experinece of The Europen Library (thereinafter TEL), 2. bulding a new marketing strategy (August 2010), 3. three-year strategic plan 2010-2012 (September 2010), 4. website re-design (February 2010)

- a new information landscape - challenges: a crowded marketplace; economic crisis, limited resources, external funding, innovation
- success: user oriented robust service, more catalogu content, more digital content, new strategic innovations
- priorities for 2010-2012 - 1. international research learning communities, 2. collections and services, 3. strategic partnership (even with commercial institutions), 4. first class infrastructure, 5. sustainability
- meeting of Management Comittee in September 2009 - results and conclusions: focus on strength of TEL (union catalogue, resources for scholars, TEL as library domain aggregator for Europeana)
- meeting of Management Committee in March 2010 - results and conclusions: distinction of the service between TEL and Europeana; find real value of TEL, agree on a strategy independent of Europeana; relationship with the Europeana should be complementary not competitive

13:20 - 13:40 Analysis of the existing site in relation to expectations of target users and recommendations for development - *Dan Barker*

      Dan Barker is a freelance consultant; joined TEL at the begining of 2010

- in 2010 - one-day workshop, the presentation was a summary of that workshop
- what did they find? - search is unsatisfactory (fragmented, uneven, unpredictable as a result of the federated search; no partner has a full control of these components), users are overloaded with unclear results
- what are they doing? - central index; make quick search quick; relevance ranking (because of federated search); tools to refine results (facets from metadata, e.g. date, subject, language, location); clarify relationships with Europeana

13:40 - 14:00 Redevelopment of the site: overview of the project and challenges - *Andreas Juffinger*

    Infrastructure - federated search (TEL doesn't do search. NLs do)
- challanges: a single access point to 48 national libraries - NLs (different collection strategies, languages, ideologies, vocabularies and authority files); TEL relies on > 30 remote servers (> 30 OPAC/SRU/systems); the merging infrastructure is very complex and unstable; user is confronted with different ranking systems and content richness
- expectations: users want a single homogenous access point to NLs' collections; users want ranked results independent of NLs
- the current portal - over years developed with different technologies from different people; a highly complex and formidable system (very hard to understand and maintain)
    - challenges: consolidation of technologies; introduction of a CMS; quality of service (failsafe system, automatic testing, load balancing)
- redevelopment - building a central infrastructure; a library information system should be simple to search for users to allow catalogue search for experts; not only a central index, but a central infrastructure (aim - CMM Level of 2.5)
- milestones: improvement of functionality (the current & new portal) - Q3 2010 begin with implementation anf fractions of current content in the new CMS and new central sarch functions); corporate identity and corporate deisgn (the new portal) - Q4 2010 implementation
- feedback necessary (access will be announced soon), it needs to be sent via the prototype community section

14:00 - 14:20 The European Library target users - *Susanna Lob*

Susanna Lob - TEL marketing consultant

- web research, feedback taken from NLs's partners, directors, users
- TEL target user group: researchers (academic users) because of an unique content of an enormous value + general public (not as much as researchers); they come from all over the world (not just Europe)
- content of TEL should be focused on social sciences and humanities
- users feel disappointed of the full-text search absence; design looks old-fashioned
- recommendations: web site should be changed (enhancements); TEL vs. Europeana clarification

14:20 - 14:30 Coffee break

14:30 - 15:30 Key areas of the project - Part 1: The central index (presented by *Sally Chambers* and *Andreas Juffinger*)

- what it will mean for the users - improved user experience
- key challenges: receiving our data (most libraries use z39.50, not OAI, or submit their stuff on CDs, DVDs or USB sticks); storing our data; processing our data (different data models); maintaining our data (problematic identification of updated documents in the central index at the moment)
- how to achieve this - understand our collections; working together
    - solutions: linking to the digital objects, OAI providers

15:30 - 15:45 Coffee break

15:45 - 17:00 Key areas of the project - Part 2: Search and search results (presented by *Andreas Juffinger* and *Aubéry Escande*)

Visual enhancements - improving the query result page
- estimated 150 milion records (200 thousand to 500 thousand books); roughly 2% of the records are digital objects
- normalization is necessary at every level - collections and objects (digital objects, static data, catalogue records) - example shown at the National Digital Library of Slovenia (dl.si)

- portal statistics (static objects)
    - Top 1: Search/collections - dynamic; Top 2: Libraries - static; Top 3: Exhibitions - static (pages are very much visited); Top 4: Newsletter - static; Top 5: Services - static (postcards, promotional services)
- visual enhancements - based on the static and normalized content; content meeting the target user group
- search results: 4 groups of factors - 1. text matiching resultes are ranked by the text similarity between the query and document; 2. popularity - citation networks and references networks are used to guess the popularity; 3. freshness - newer and daily updated documents are ranked higher than others; 4. locality - based on the locality of the searchers and the provided content are boxed

17:00 - 17:15 Summary and discussion points and introduction to Day 2 - *Dan Barker*

DAY 2 - Openbare Bibliotheek Amsterdam

10:00 - 11:00 Presentation of the prototype - *Andres Juffinger*, discussion led by *Dan Barker*

Central infrastructure - Central index search + Identifier resolution (OAI is not unique for TEL, but library); should Europeana results be used for this?
- prototype data - content from 5 countries (Austria, Germany, Poland, Portugal, Spain and France)
    - 9 different collections (digital collections import complete); catalogues limited to ~ 100k; content in 49 languages (including ancient languages); records in 5 languages
    - the web site looks like a Google search page (it works in Firefox); document type facets almost "like in Amazon"; thumbnails are offered, they reduce the display space (there is something like a table display of thumbnails)
    - Global menu on website: Home/ Collections/ Libraries/ Community/ Organization
        - document type submenu: Image/ Catalogue/ Audio,Video
        - relevance ranking - equal rate on title, name, subject
- feedback needs to be discussed in the discussion board

11:00 - 11:15 Coffee break

11:15 - 12:30 Home page - Interactive session to cover key aspects of the home page: presentation of the various components and ranking suggestion - *Dan Barker*

      - the deisgn comes later; focus on functionality now

- two aspects: user's perspective and partners' perspective

- home page should display following: advanced search, search, news, libraries, collections, exhibitions, treasures and 'about' section

12:30 - 13:00 Summary of feedback and discussion, reminder about timelines and input required - *Dan Barker* and *Louise Edwards*