

MLIA User Needs in the Cultural Heritage Domain

The European Library/TELplus Experience

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Outline

- The European Library - TELplus
- General Approach to Work
 - User Studies
 - HTTP Logs Analysis
 - Action/Search Logs Analysis
- Users - Questionnaires
- Outcomes



The European Library

- The European Library is a free service that offers access to the resources
 - of the 48 national libraries of Europe
 - in 20 languages
 - about 150 million entries across Europe
- The 48 European national libraries participating in The European Library are all members of the Conference of European National Librarians (CENL)
- <http://www.theeuropeanlibrary.org/>



The European Library Background

- 2005
 - i2010: European Commission launched a new policy framework, embracing all aspects of the information, communication and audiovisual sector.
 - The European Library was initiated with European funding and went live as an online service in March 2005.
- 2005-2007
 - TEL-ME-MOR project launched to support the addition of the 10 national libraries from the EU New Members States in becoming Full Participants of The European Library.
- 2006-2008
 - Through EDL project (2006-2008), The European Library's objective is to significantly extend its current collection records by adding 9 national libraries within the European Union/European Free Trade Association to its Full Participants list.
- 2007-2009
 - TELplus is a targeted project funded by the European Commission; it aims to OCR more than 20 million pages of content in many languages, to make library data OAI compliant and therefore harvestable.
 - The national libraries of Bulgaria and Romania will join The European Library as part of TELplus.



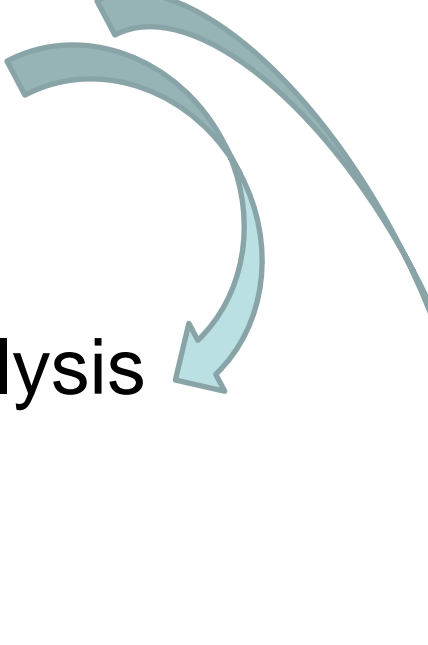
TELplus WP5 User Personalization Services (UNIPD Task Leader)

- Analysis of user requirements
- Log analysis
- Profile building
- Personalized search and alerting/notification
- Annotation sharing

WP5 General Approach 1 / 2

- The end user is considered the guide of the designers and researchers, prompting him to conceive and invent solutions of real use for the user himself
- The solutions have to be derived from the phase of requirements analysis which needs to be conducted together with end users of The European Library portal
- Types of services have to be derived from the analysis of user requirements

WP5 General Approach 2/2

- User studies
 - HTTP logs analysis
 - Action/Search logs analysis
- 
- The diagram consists of three light blue curved arrows. The first arrow starts at the right side of 'User studies' and points to the right side of 'HTTP logs analysis'. The second arrow starts at the right side of 'HTTP logs analysis' and points to the right side of 'Action/Search logs analysis'. The third arrow starts at the right side of 'Action/Search logs analysis' and points back to the right side of 'User studies', forming a cycle.

Approach for User Studies

- Users surveys: valuable method to understand user behaviours in different situations
- Surveys require a significant amount of time and effort, so, an accurate design of the process has to be carried out
- Questionnaires:
 - are extensive methods used to interview users, with the goal of learning how to better develop the service under investigation
 - can also provide simple feedback to build up an understanding of the different way users perceive the search tools provided by a service



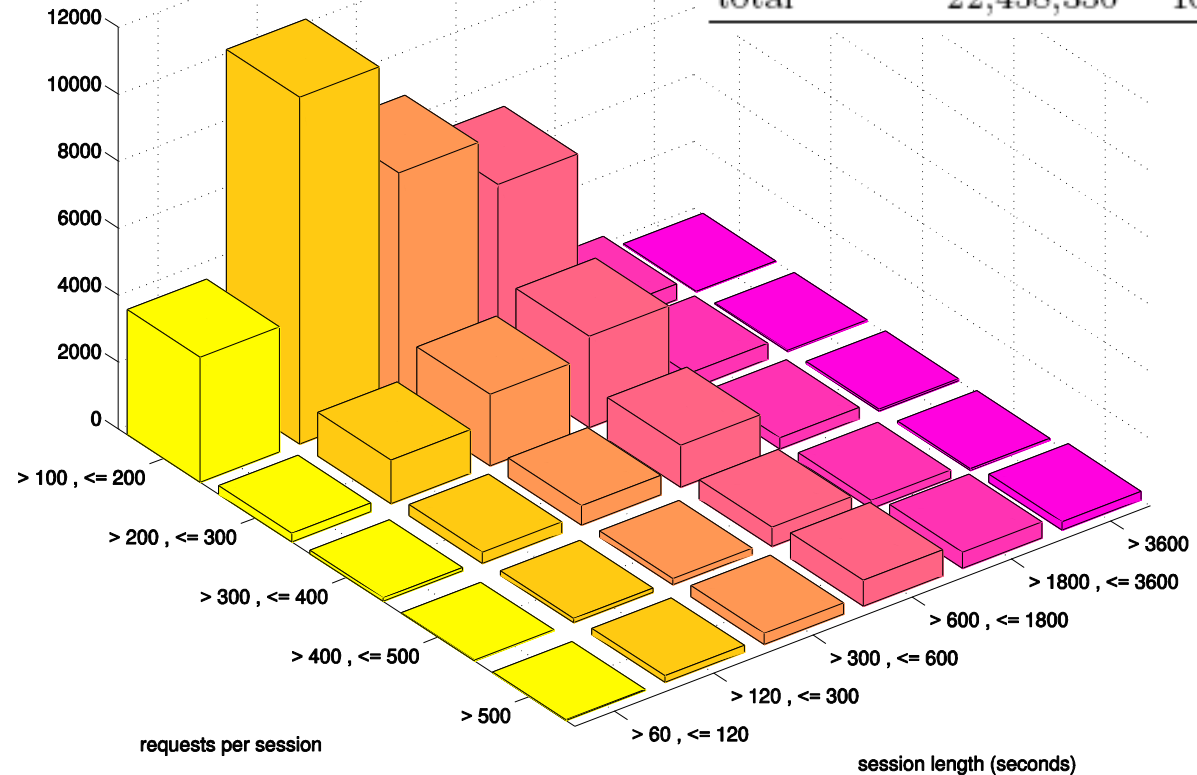
Approach for HTTP Logs Analysis 1 / 2

- HTTP log data
 - Evaluate the information access service to give recommendations for developing possible personalization services
- Analysis
 - Traffic analysis/type of traffic
 - Session reconstruction/analysis
 - Geographic provenance

Approach for HTTP Logs Analysis 2/2

- Logs 2007

origin	requests	percentage
human	17,006,566	75.72%
crawler	2,904,134	12.93%
software	2,460,867	10.96%
non standard	86,783	0.39%
total	22,458,350	100.00%



Action/Search Logs Analysis

- Action/search log data
 - Reconstruct from the logs the complete history of queries and documents (i.e., search results) clicked on after the user has seen the result page
- Analysis
 - Rephrase queries
 - Switch to search material for a new topic



Users

- A user's study was conducted by UNIPD in order to study specific aspects of The European Library portal, focusing mainly on:
 - Parts of the Web site
 - Clarity of the Web site
 - Level of satisfaction
- Controlled setting
- Total of 216 students
- Different groups of students
 - Humanities
 - History and Literature, 65
 - Modern Languages and Linguistics, 48
 - Foreign Languages, 36
 - Performing Arts Disciplines, 23
 - Cultural Heritage, 16
 - Statistics: 6
 - Psychology: 22



Questionnaires

Name _____ Surname _____ Student ID _____ Computer _____

The screenshot shows the header of the TELplus project website. It features the TETplus logo on the left and a banner with the text 'La bibliothèque européenne' and 'Europe's Digital Library' in multiple languages. The banner also includes binary code and a map of Europe.

TELplus: First Use of The European Library Web Site

Author: UNIPD
Version: 2.0

1. Use the following instructions to change the identification of the Web browser:

- Type *about:config* as address in the address bar of Mozilla Firefox, the location where you normally enter a URL and press *Enter*
- Right click to open the context menu and select "String" from the menu entry "New"
- Type the preference name *general.useragent.override*
- Type the new User Agent value you want Mozilla Firefox to use, and insert "faculty_date_computer-number" (e.g. *lettere_20080101_pc03*)
- Check the new value by typing *about:* in the address bar

These operations enable to modify the "User Agent" to be modified and allow to identify the activities performed.

The User Agent is a text string which represents and identifies who is interacting with the Web Server. The User Agent is usually composed by the name and the version of the browser.

2. Date Starting Time

3. You are now invited to spend some time to familiarise yourself with the service offered by *The European Library* Web site, which is a free service that offers access to the resources of 47 European national libraries in 20 different languages. Resources can be both digital resources and bibliographical records (books, posters, maps, sound recordings, videos, etc.). The URL to type is:

<http://www.theeuropeanlibrary.org/>

4. What is the first thing you do when you enter *The European Library* Web site?

Change the language of the interface

Type a query in the search box

Click on the "treasures"

Choose another section. If so, specify which one:

Other

5. If you modified the language of the interface, did that make the access to the Web site easier?

1 2 3 4 5

Not at all A little Enough Very Highly

6. If you typed a query in the search box:

What were you looking for?

What was the query?

Did you use any search criteria?

Is the visualization of the results clear?

1 2 3 4 5

Not at all A little Enough Very Highly

Have the results been browsed?

What did you expect from this search?

Are the results satisfying?

1 2 3 4 5

Not at all A little Enough Very Highly

Have you considered the effects of the "stop the search" function while waiting for the results of a query?

The European Library - v1.6 - Mozilla Firefox

File Modifica Visualizza Cronologia Segnalibri Strumenti ?

http://www.theeuropeanlibrary.org/portal/index.html

Gmail - Inbox - airam...

La Biblioteca Europea Det europæiske bibliotek La bibliothèque européenne De Europese Bibliotek La Biblioteka Europea Det europeiska biblioteket Avrupa Kütüphanesi Europska knjižnica Eiropas bibliotēka Evropska knjižnica Az Európai Könyvtár Die Europäische Bibliothek Euroopan kirjasto Euroopa raamat

The European Library

HOME COLLECTIONS LIBRARIES ORGANISATION

Search Results History Favourites Help?

[Advanced search](#) | [Virtual keyboard](#)

SEARCH

CHOOSE YOUR OWN COLLECTIONS:

- catalogues from national libraries
- digital collections
- audio and printed music
- images
- manuscripts
- maps
- journals
- children's literature
- theses and dissertations
- personal selection
- all collections from:

- [Browse all the collections](#)
- [Browse collections from:](#)
- [Browse collections by subject](#)
- [Search collections by description](#)


[The "Historic Atlases of the Netherlands" Collection is in maintenance](#)

The European Library searches the content of European national libraries.


NEWS 20/06/2008

First time visitors can now view The European Library [User Guide](#) in **18 languages**. The User Guide is designed to help new visitors discover all search possibilities offered by The European Library portal.

EXHIBITION [View Buildings](#)

 Visit The European Library web-exhibition and view 300 pictures of the National libraries of Europe. Click [here](#) to enter the gallery.

TREASURES [View treasure](#)

 **Missale Aboense**
National Library of Finland



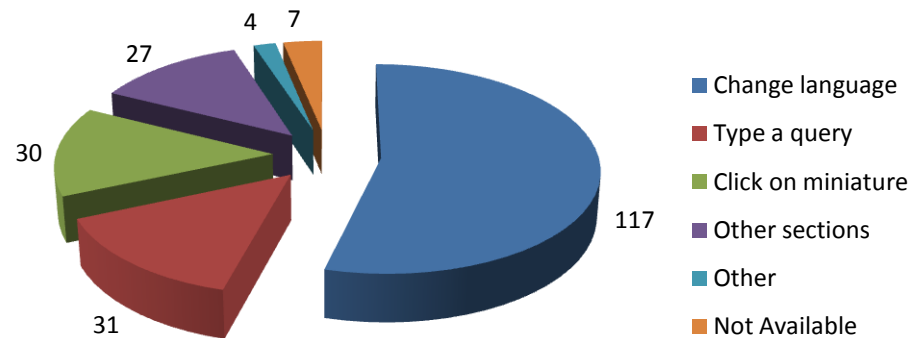
Outcomes

1. What is the first thing you do when you enter *The European Library Web site*?
2. Are the results satisfying?
3. Have you considered the effects of the "stop the search" function while waiting for the results of a query?
4. Did you find the "treasures" section interesting?
5. From a first impression did you understand what the Web site offers?
6. If you feel disappointed, what do you think the cause is?



1. What is the first thing you do when you enter The European Library Web site?

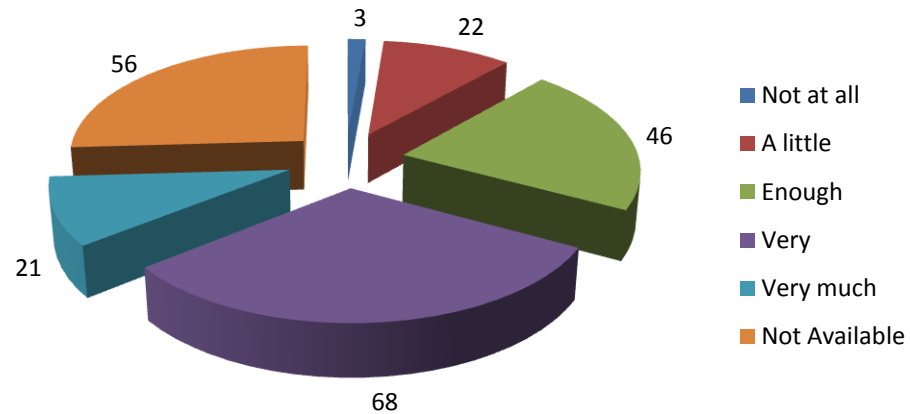
Overall Results





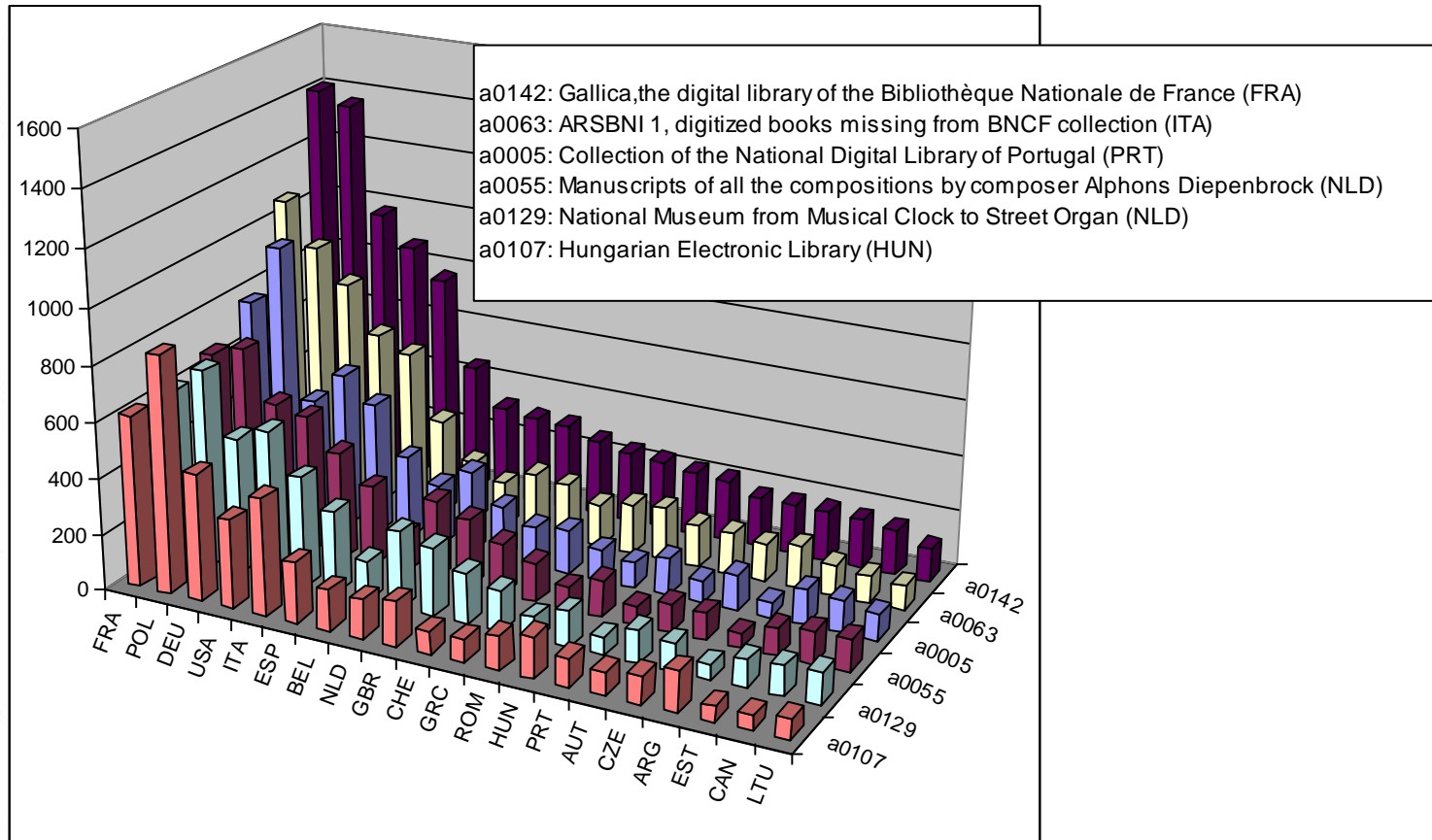
4. Did you find the "treasures" section interesting?

Overall Results



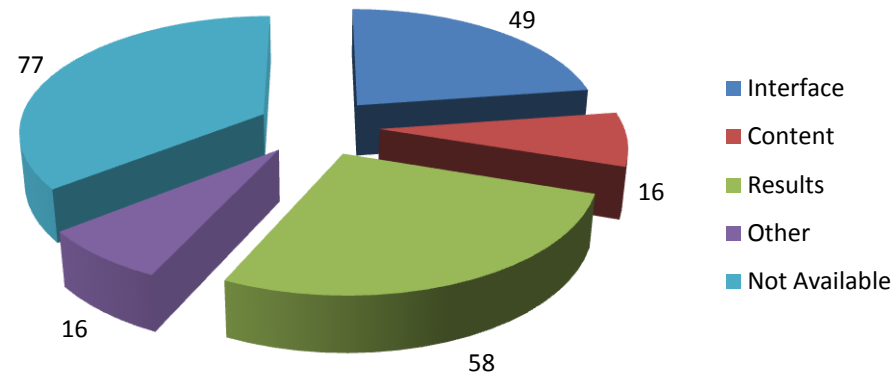


Geographic Provenance vs Collection Selection DELOS/TEL 2007



6. If you feel disappointed, what do you think the cause is?

Overall Results





**Thank you
for your attention**