

# Bringing Amazon.com to the OPAC

*One library's mission to enrich its catalog and improve search capabilities*

by Patricia R. Monk

The Oklahoma City University (OCU) School of Law Library recently experienced an epidemic of patrons unable to find materials in its Online Public Access Catalog (OPAC). Reference librarians and professors would call me, the co-system administrator for the integrated library system, when they were unable to find books that they knew the library must have. A professor did a subject search for “elder law” that yielded no results. And a reference librarian could not find “mound builder” in a title search, although she had initiated the purchase of *Moundbuilders: Ancient Peoples of Eastern North America*.

Though still underway, the OCU Law Library’s mission to improve OPAC seems to be a success. Now a keyword relevancy ranked search for “elder law” yields a long list of materials with chapter titles also searched. A keyword relevancy ranked search for “mound builders” finds 14 books, with *Moundbuilders: Ancient Peoples of Eastern North America* ranked number 12—even though the search is for the two separate words, “mound” and “builders.”

“Only librarians like to *search*, everyone else likes to *find*,” says Roy Tennant, user services architect at California Digital Library. “[L]ibrary catalogs fail as information finding tools [because] they have too little information about items.” Adding the tables of contents to catalogs enriches the catalog and improves user satisfaction by incorporating specificity and current terminology. Searching the chapter titles and authors in the keyword search, rather than in an author search, maximizes access to library materials without affecting name authority control in the author index.

Question seven on the *ABA Site Evaluation Questionnaire 2004* reads, “Describe the means by which the law library provides adequate access to all materials and resources in the law library’s collections, regardless of format.” The library’s OPAC should be one obvious answer. Making that answer more intuitive became my goal.

## Enriching the Catalog

The OCU Law Library recently passed the 300,000 volumes and volume equivalents mark. Under Library Director Judith Morgan, the library has consistently acquired many university press books as well as treatises and loose-leafs during the past 15 years. Finding all these materials in the catalog soon became a problem.

IndexMaster provided library information about catalog items through URLs embedded in the bibliographic records that linked to tables of contents and indexes. While the information was often extensive, the terms were not searchable through the OPAC. The patron had to find the bibliographic record first in order to look at the table of contents and indexes.



A keyword relevancy search for “UCC Harrell Insolvency” brings up Professor Alvin Harrell’s book, written with Professor Fred Miller, as the first hit.

In an attempt to remedy the situation, I studied the OPAC search logs. I found keyword searches with the specificity of Amazon or LEXIS/Westlaw searches, such as “UCC Harrell insolvency,” “Louis Henkin,” and “Reserve Mining.” Our library had already agreed to set “keyword search” as the default search and “full view”—that shows all available analytic notes—as the default view. Clearly more had to be done.

Records provided by OCLC have the same limitation; the tables of contents are available within the bibliographic records only as URLs so that the tables of contents are not searchable in the OPAC.

The first suggestion, typing or scanning the tables of contents into the bibliographic records in-house, was dismissed as too labor intensive and thus too expensive for most items. The library decided to outsource the project. In the past the OCU Law Library, as part of the Mid-American Law Library Consortium, had bought books through Blackwell's Book Services, so the search for a vendor began there.

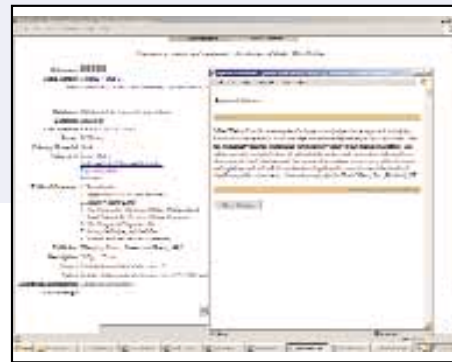
## Comparing Vendors

Blackwell will enrich MARC records regardless of where libraries purchase their books. In addition to adding table of contents information in the MARC 505 field, an enhanced 505 field, or 9xx field, descriptive summaries may be added to the 520 field and author affiliations may be added in a 9XX field. To take advantage of Blackwell's generous offer to provide a free test load of 50 enriched records, OCU law librarians filled out Blackwell's *TOC Enrichment Profile* and the *Terms of Use Agreement* ([www.blackwell.com/level2/TOC.asp](http://www.blackwell.com/level2/TOC.asp)) and uploaded 250 MARC records to its FTP site to ensure 50 enriched records.

A second vendor, Syndetic Solutions, also supplies the tables of contents in the basic MARC 505 field, enhanced MARC 505 field, or locally defined 9xx field. Book summaries can be added in the 520 or 9xx MARC field, and author notes and short biographies added in a local 9xx field. Syndetic Solutions is perhaps better known for supplying book jackets (cover images) for books, videos, and DVDs; first chapters; and book reviews through a URL request automatically initiated by an ILS vendor's software—a free trial can be arranged through Syndetic. Alas, the first chapters, book cover images, and book reviews accessed remotely can never be in the MARC records owned by libraries because of restrictions in the licensing agreements between Syndetic Solutions and its suppliers. OCU's Endeavor Voyager OPAC generates the linking dynamically. Both



A keyword relevancy ranked search for "elder law" yields a long list of materials. The sixth entry was enriched with a book cover image from Syndetic Solutions.



Clicking on "Additional Information" within the table of contents leads to a link to annotations.

Blackwell and Syndetic Solutions work with many different library systems and will supply references that use the library system that matches your library system.

At the Endeavor Integrated Library System's national meeting in Chicago in April 2004, I compared Blackwell and

chooses to end its subscription, that information would no longer be accessible. Our library chose to pay a charge per record to import the tables of contents into the basic MARC 505 field, book summaries into the 520 field, and author notes and short biographies into a local 9xx field.

Blackwell's Web site ([www.blackwell.com/pdf/TOCEnrichment.pdf](http://www.blackwell.com/pdf/TOCEnrichment.pdf)) includes a complete explanation of the enrichment process, titled *Tables of Contents Enrichment Service*. Syndetic Solutions, upon request, will send you *Tables of Contents and Book Summaries for Library Online Catalogs, Product Guide*. Both include contracts at the end.

Customers may request *Blackwell's Book Services, LC Class TOC Report*, which breaks down, by Library of Congress code, the number of titles with tables of contents available. For instance, as of October 1, 2003, K Law (General) had 3,159 titles with tables of contents. On the other hand, Syndetic Solutions did an individual analysis based on a match between the list of ISBN numbers representing items in the OCU Law Library's OPAC and the ISBN numbers in Syndetic Solutions' database. As of February 5, 2004, the overall match rate between the ISBN records in Syndetics' database and the OCU Law Library's MARC records was 55.49 percent (see "Syndetic Solutions ISBN Match Report" on page 10 for a complete breakdown).

For remote access, there is a price per category plus a discount if a certain number of the categories listed above are chosen. Our library chose cover art, CHOICE book reviews, summaries and annotations, all tables of contents, first chapters, and author notes.

Although the OCU Law Library opted to buy both the enriched MARC record and remote access to certain categories through Syndetic Solutions, a library might buy its

## AALL Professional Development Program Competencies of Law Librarianship

- 1 Core Competencies
- 2 Library Management
- 3 **Reference, Research, and Client Services**
- 4 **Information Technology**
- 5 **Collection Care and Management**
- 6 Teaching

This article addresses the AALL Specialized Competencies on Reference, Research, and Client Services; Information Technology; and Collection Care and Management. The complete AALL statement of Competencies of Law Librarianship is online at [www.aallnet.org/prodev/competencies.asp](http://www.aallnet.org/prodev/competencies.asp).

Syndetic Solutions. Both add tables of contents, summaries—also called annotations—and author information to the MARC record for a one-time price per record. Syndetic Solutions charges an additional yearly subscription fee for remote access to book jacket images, book reviews, first chapters, tables of contents, summaries from the book jackets, and author information through URLs. Syndetic Solutions can make its information available only through remote access, but if a library

## Syndetic Solutions ISBN Match Report

	Total	Percent
Individual Match Rates		
Cover Art	2,152	25.26%
Fiction and Biography Profiles	33	0.39%
Publishers Weekly	289	3.39%
Library Journal	438	5.14%
School Library Journal	22	0.26%
Booklist	386	4.53%
CHOICE	1,211	14.22%
Summaries and Annotations	3,088	36.25%
Tables of Contents	1,582	18.57%
Blackwell's Tables of Contents	3,205	37.62%
First Chapters	278	3.26%
Author Notes	924	10.85%

enriched records from Blackwell and remote access from Syndetic Solutions.

### The New and Improved OPAC

So far Syndetic Solutions has enhanced 1,435 MARC records out of 8,519 titles considered eligible for enrichment—or 16.8 percent. The OCU Law Library did not send microforms and materials without ISBN numbers, like serials, to Syndetic Solutions. The library also re-wrote its guide with directions for searching the OPAC to put an emphasis on using the powerful default keyword search first. This setting is more fault tolerant than a subject search using Library of Congress subject headings or an author search with authority control. The library began a campaign in fall 2004 to advertise the OPAC's Amazon.com-like search qualities through a revised guide to the OPAC, bookmarks, and on the OPAC entry Web page.

Blackwell cites a small study done by the University of New Mexico Health

Sciences Library that found that, “tables of contents in book records increased in house usage by 43 percent” and “increased circulation by 33 percent.” Additionally, “73 percent of the items with tables of contents were used” as opposed to “66 percent of items without tables of contents,” according to the study.

The poster session explaining the study, “Online Tables of Contents: Impact on Usage,” is available at [www.blackwell.com/news/issues/tocprint4.pdf](http://www.blackwell.com/news/issues/tocprint4.pdf). For information about the technical details of the OCU Law Library enhancement project, contact Kathy Broad, systems librarian, at [kbroad@okcu.edu](mailto:kbroad@okcu.edu). Librarians at Endeavor Libraries may also view our presentation, “Public and Technical Services Work Together to ‘Amazonize’ WebVoyage,” the OCU Law Library's OPAC on Endeavor's Web site. ■

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