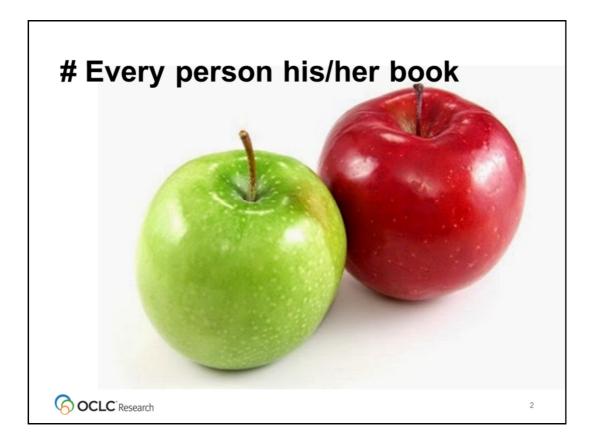
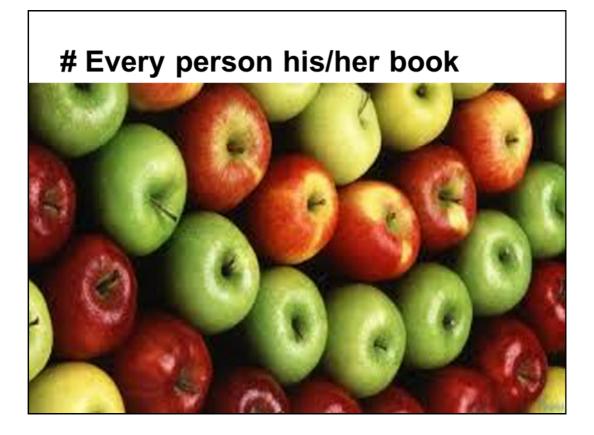


OK, so this is where we continue from...



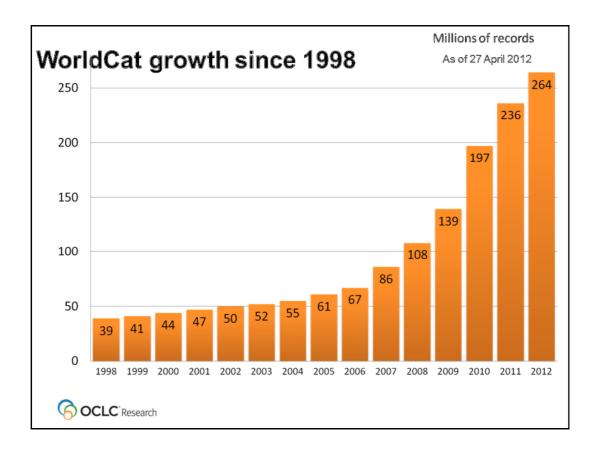
In fact, we had an OCLC Research activity that was symbolized by a similar picture – apples that look similar but are not the same – in this case not symbolizing different readers with different needs, but metadata that looks similar but is not. As Lynn pointed out, this Ranganathan Law is about the ability to "pinpoint the information readers need".



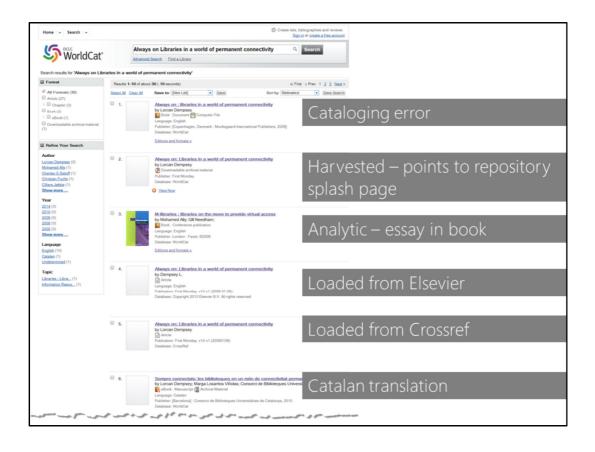
In the digital environment this law is about the unlimited growth of content and the challenge for the reader to find what he/she is looking for. Metadata is the key to unlock this wealth of information, but the problem is that our library metadata aggregations are not helping the user find the information he/she wants.

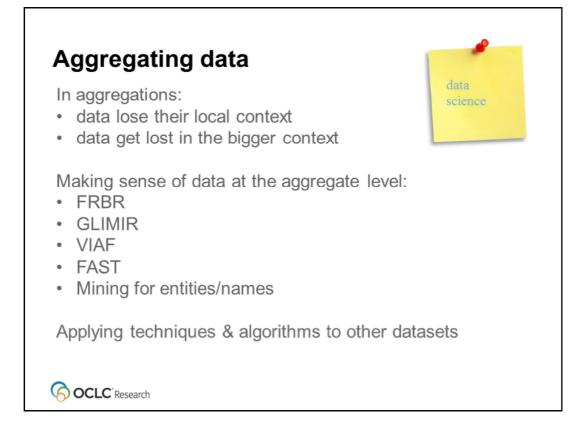


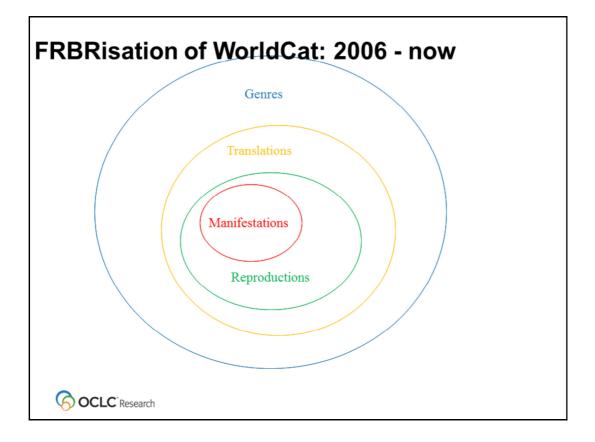
The reason is that we have evolved from local catalogues to large metadata aggregations.

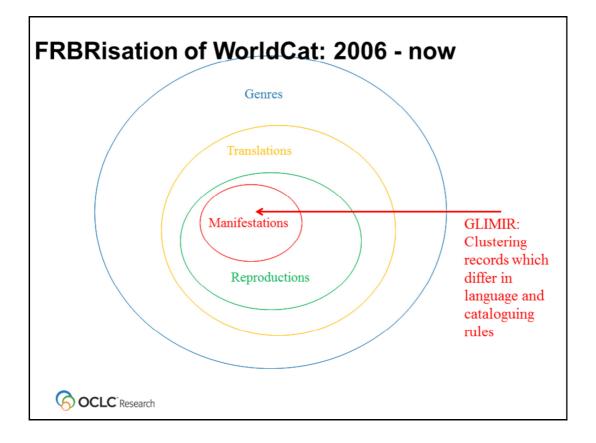


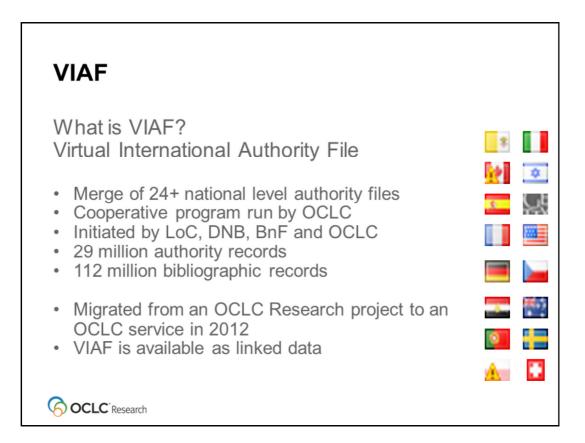
TITIA The WC aggregation is a good example.

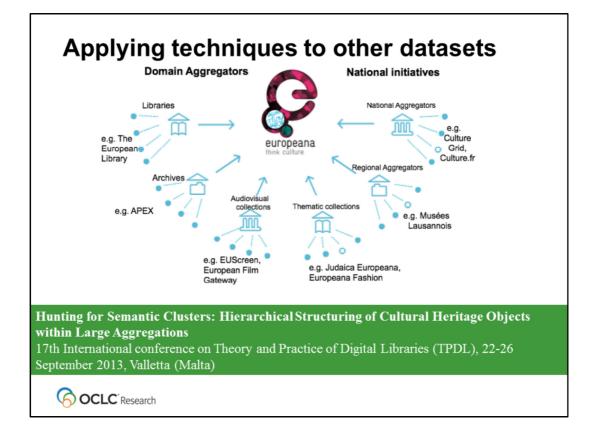


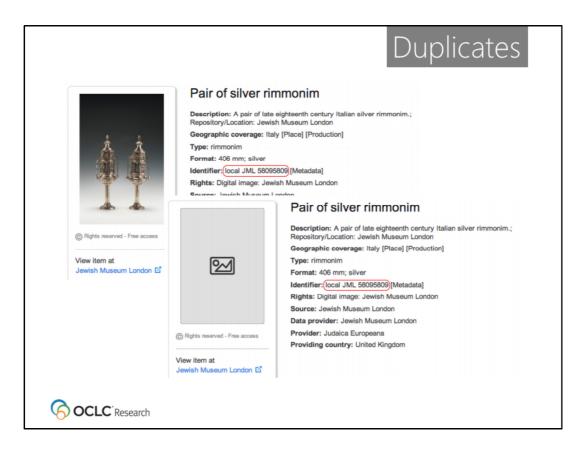


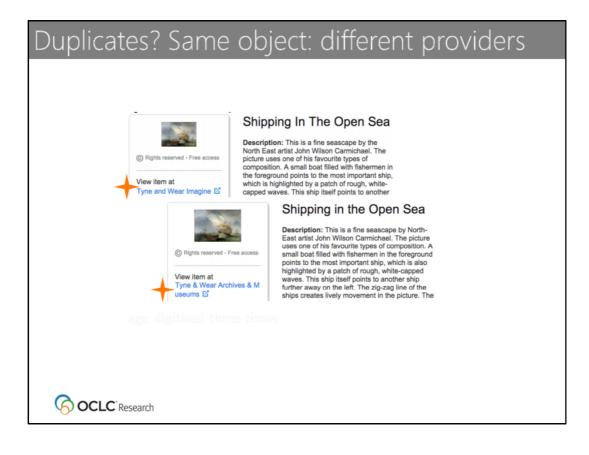


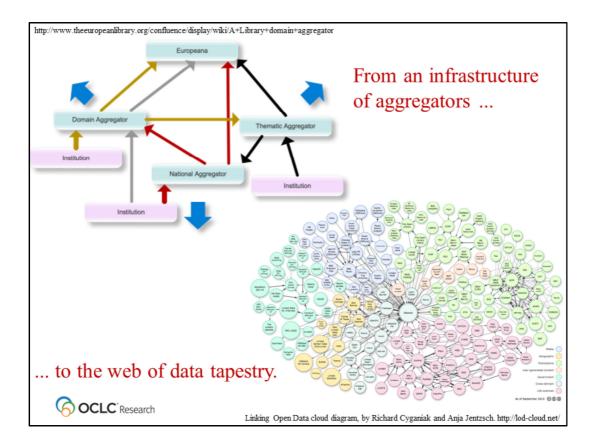


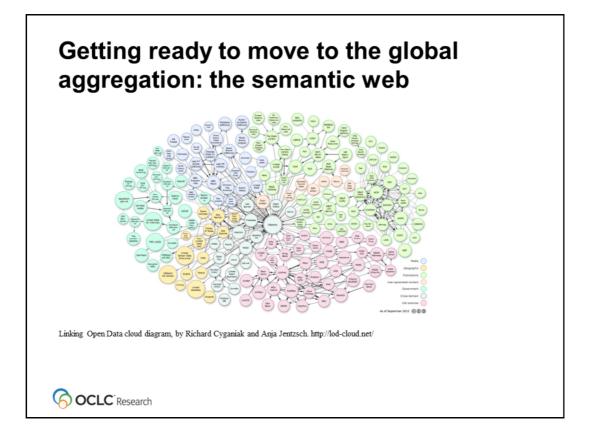




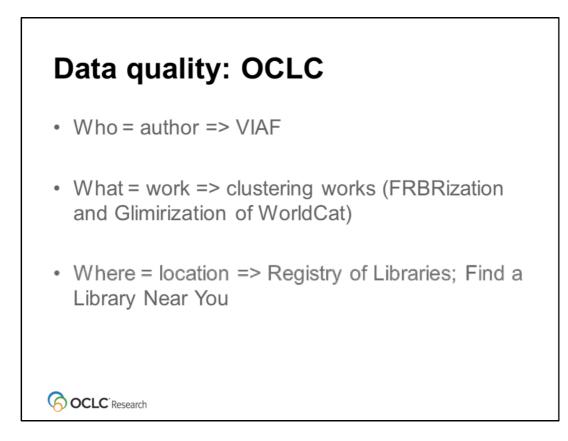


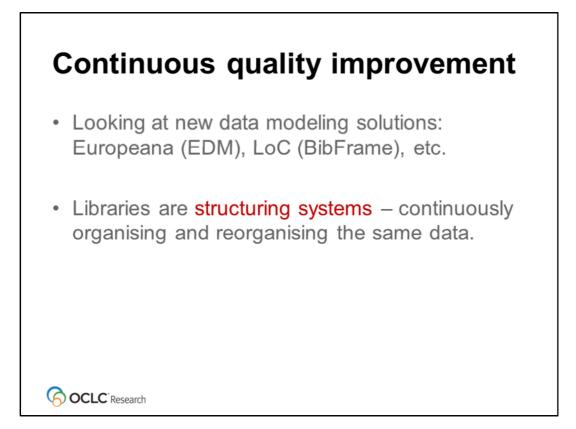






We are, in fact, still in the middle of developing the proper logistics for our supermarkets. We are still developing metadata harvesting workflows, metadata harmonisation and enrichment procedures, etc. We are setting up large digital stacks to be able to supply from our digitised and digital collections. We have clearly not yet realised the promise of smooth d2d logistics within our own controlled aggregations. And already, developments on the Web are raging past us, weaving d2d logistics into the tapestry of the Web.





Continuous quality improvement

 Wikipedia and Google are learning systems – continuously improving the data and relying on crowd sourcing for correcting and improving the quality of the data

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