



PROMOTING TRANSPARENCY  
IN DISCOVERY

# **Open Discovery Initiative Recommended Practice (2020): Roles for Publishers, Discovery Service Providers and Libraries**

ERMB 2021 Meeting

March 16, 2021

Julie Zhu

NISO ODI Standing Committee / IEEE

# Introduction



## Julie Zhu

- Senior Manager, Discovery Partners, IEEE
- Joined KBART II Working Group in 2010
- Joined ODI Standing Committee in 2014
- NISO Anne Marie Cunningham Service Award 2021
- [Zhu.j@ieee.org](mailto:Zhu.j@ieee.org)



# KBART & Non-English Content

- Presented at the 2018 China-U.S. Forum on Standards for Digital Resources
- KBART III Work Item
  - Improved support for global content, including those with non-Latin characters
    - Translated title
    - Transliterated title
    - Language of content
    - Names of authors/editors

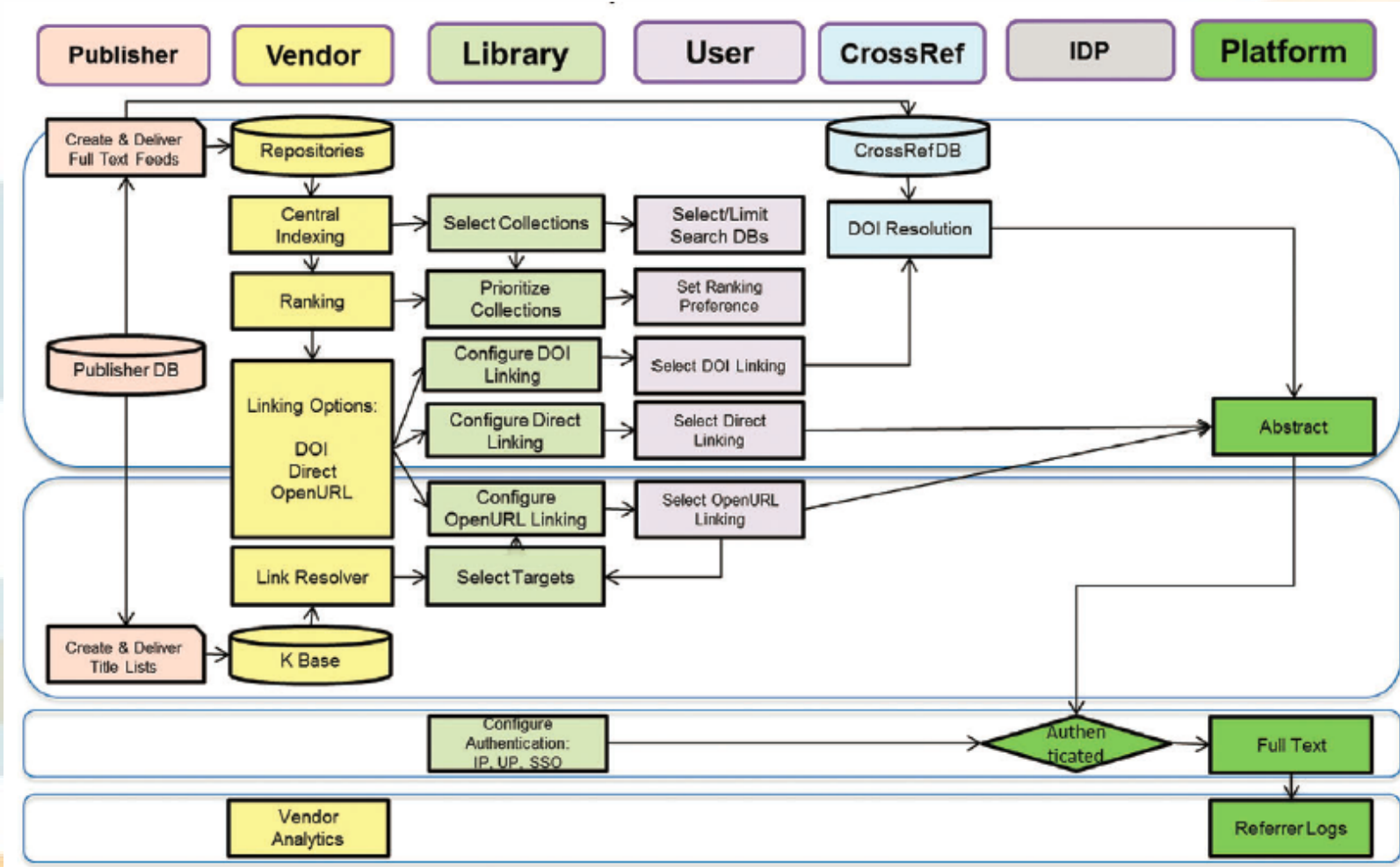
# Outline

1. Overview of the Open Discovery Initiative
2. Roles for Content Providers, Discovery Service Providers and Libraries
3. Resources

# History of the Open Discovery Initiative

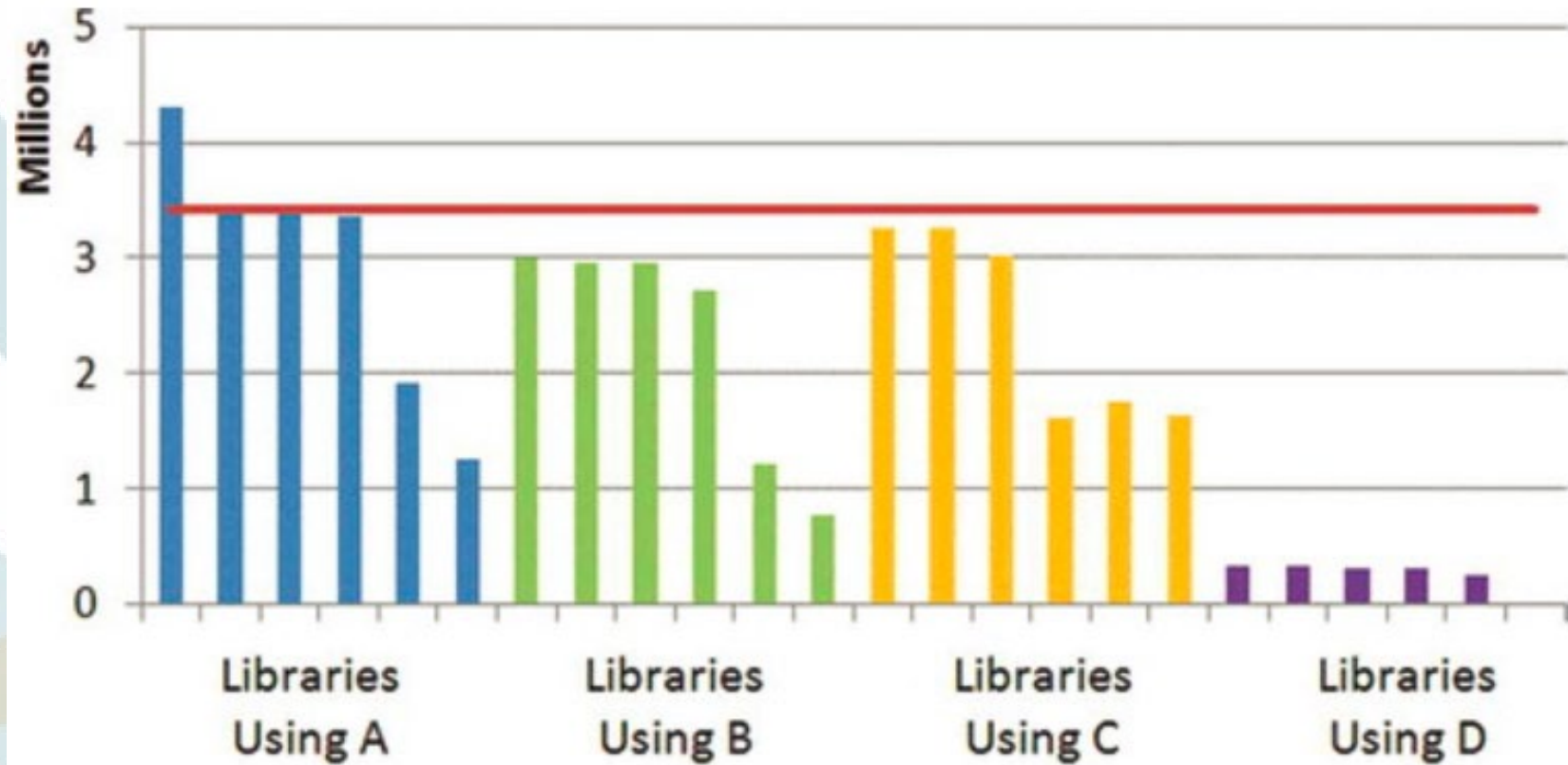
- 2011 ODI proposed at ALA Annual
- 2014 First Recommended Practice released  
Standing Committee created
- 2017 Revision process started
- 2020 Updated Recommended Practice released

# Discovery Pipelines



Zhu, J. "Should Publishers Invest in Library Discovery Technologies and What Can They Do?"  
*Learned Publishing* 30.1 (2017): 71-80. <http://onlinelibrary.wiley.com/doi/10.1002/leap.1079/full>

# Incomplete/Inaccurate Discovery Results



Zhu, J. and J. Kelley. "Collaborating to Reduce Content Gaps in Discovery: What Publishers, Discovery Service Providers, and Libraries Can Do to Close the Gaps." *Science & Technology Libraries* 34.4 (2015): 315-328. <http://www.tandfonline.com/doi/full/10.1080/0194262X.2015.1102677>

# Goals of the Open Discovery Initiative

- Define ways for libraries to **assess** the level of content provider participation and for discovery services to affirm how they use that content
- Help streamline the **process** for content providers work and discovery service vendors to work together
- Define models for “**fair**” **linking** from discovery services to publishers’ content
- Determine what **usage statistics** should be collected for libraries and for content providers



# ODI Standing Committee Roster

## Libraries

Marshall Breeding, Independent Consultant  
Noah Brubaker, PALNI  
Teresa Hazen, University of Arizona

Geoff Morse, Northwestern University  
Laura Morse, Harvard University  
Ken Varnum, University of Michigan

## Content Providers

Bobbi Patham, Springer Nature  
Don Sechler, Clarivate Analytics

Maria Stanton, ATLA  
Julie Zhu, IEEE

## Discovery Service Providers

Scott Bernier, EBSCO Information Services  
Jay Holloway, OCLC

Rachel Kessler, Ex Libris/ProQuest

# Content Provider Role

- **Metadata Quality:** Fosters sense of trust and enhances overall user experience (especially for advanced users).
- **Fair Linking:** Essential for libraries to choose which platform to link to
- **Open Access:** Where content is open, use the “free-to-read” metadata standard to say so.
- **And more:** See the Content Provider conformance checklist

# Content Provider Role

## Metadata Quality

- List of core elements to be provided at a minimum

Monograph & Serials	Articles/ Documents	Manuscripts/ Unpublished Content	Media Content Image	Media Content Recording	Media Content Motion Image
Nature	Derivation of pluripotent stem cells from cultured human primordial germ cells	The evolution of cooperative signal comprehension in the domestic dog ( <i>Canis familiaris</i> )	Portrait of Françoise en costume tailleur	Panama	The Scent of Green Papaya
	Shamblott, MJ; Axelman, J; Wang, SP; Bugg, EM; Littlefield, J; Donovan, PJ; Blumenthal, PD; Huggins, GR; Gearhart, JD	Wobber, Victoria Elizabeth	Picasso, Pablo	Armstrong, Louis	Tran, Anh Dung; Lu, Man San; Truong, Thi Loc; Yen-Khe, Tran Nu; Delhomme, Benoit; Abril, Jean-Philippe; Dedieu, Nicole; Roques, Jean-Pierre; Rossignon, Christophe; Negre, Alain; Ton-That, Tiet
			VIAF ID 15873	VIAF ID 195226	

- Publicly disclose level of discovery participation

# Content Provider Role

## Fair Linking

- Data should be provided to support Open URL resolution, see:  
*ANSI/NISO Z39.88-2004 (R2010) The OpenURL Framework for Context-Sensitive Services*

# Content Provider Role

## Open Access

- Open Access items should have “free\_to\_read” included in the metadata if item can be viewed without authentication
- Start and end data can also be included in free\_to\_read attribute

```
<free_to_read start_date="2015-02-03"/>
```

# Discovery Provider Role

- **Transparency** of what is included in Discovery System
  - Collection level
  - Title level
- **Fair linking**
- **Metrics**
- **Open Access**

# Discovery Provider Role

## Transparency

- Collection level metadata

Provider	Market Product	Titles in KB	Titles in Central Index		Number of Unique Records in Central Index		Percent of Records Full-Text Searchable in Central Index		Percent of Records Abstract Searchable in Central Index		Percent of Records from Provider that are Subject Searchable in Central Index		Percent of Articles that are Free to Read		Date of Last Market Product Update (content provider only)	Date of Last Report Update
			Overall	Content Provider	Overall	Content Provider	Overall	Content Provider	Overall	Content Provider	Overall	Content Provider	Overall	Content Provider		

- Title level metadata

Title	Standard identifier(s) e.g., ISSN, ISBN	Content format	Content type	Dates of coverage (journals) or date of publication	Number of records in Central Index	Percent of Records Full-Text Searchable in Central Index	Percent of Records Abstract Searchable in Central Index	Percent of Records from Provider that are Subject Searchable in Central Index	Percent of Articles that are Free to Read	Date of Last Report Update
-------	--------------------------------------------	----------------	--------------	-----------------------------------------------------	------------------------------------	----------------------------------------------------------	---------------------------------------------------------	-------------------------------------------------------------------------------	-------------------------------------------	----------------------------

# Discovery Provider Role

## Fair linking

- Do not discriminate based on business relationships in generating results, relevance, or link order
- Allow libraries preference in establishing which platform to link to
- Statement of neutrality in algorithms
- Explanation of business relationships with content providers
- Link presentation configurable by libraries



# Discovery Provider Role

## Metrics

- **COUNTER reports**
  - Is content being findable in discovery systems?
  - How effective is the metadata within the discovery systems?
  - Is licensed content being restricted to subscribers?

# Discovery Provider Role

## Open Access

- Indication of Open Access, Public Domain, or otherwise freely available materials needed for end users.

# Librarian Role

## Configuration

- Ensure that discovery provider's configuration guidelines have been followed.
- Document all configuration decisions.
- Assign staff to oversee specific areas of configuration.
- Confirm that subscribed content is enabled in discovery.

# Librarian Role

## Training

- Develop training to meet different users' needs (including library staff!).
- Review all system upgrades even if they are performed by vendor

# Librarian Role

## Conformance

- Complete and publish a library conformance statement.
- Follow up with vendor partners on their conformance
- Library advocates increasing ODI conformance for Content Providers and Discovery Service Providers

# Resources for Content and Discovery Providers

- Content Provider FAQ

<https://www.niso.org/standards-committees/odi/content-provider-faq>

- Implementation Guide

<https://bit.ly/2Wblk7W>

- Conformance Checklist Templates & Statements

- Goal is transparency, not perfection!

<https://www.niso.org/standards-committees/odi/conformance>

<https://www.niso.org/standards-committees/odi/completed-statements>

# Resources for Librarians

- FAQ and Talking Points

<https://www.niso.org/standards-committees/odi/library-talking-points>

- Publishers Discovery Configuration Guides

<https://niso.org/standards-committees/odi/configuring-content-providers>

- Conformance Statement Checklist

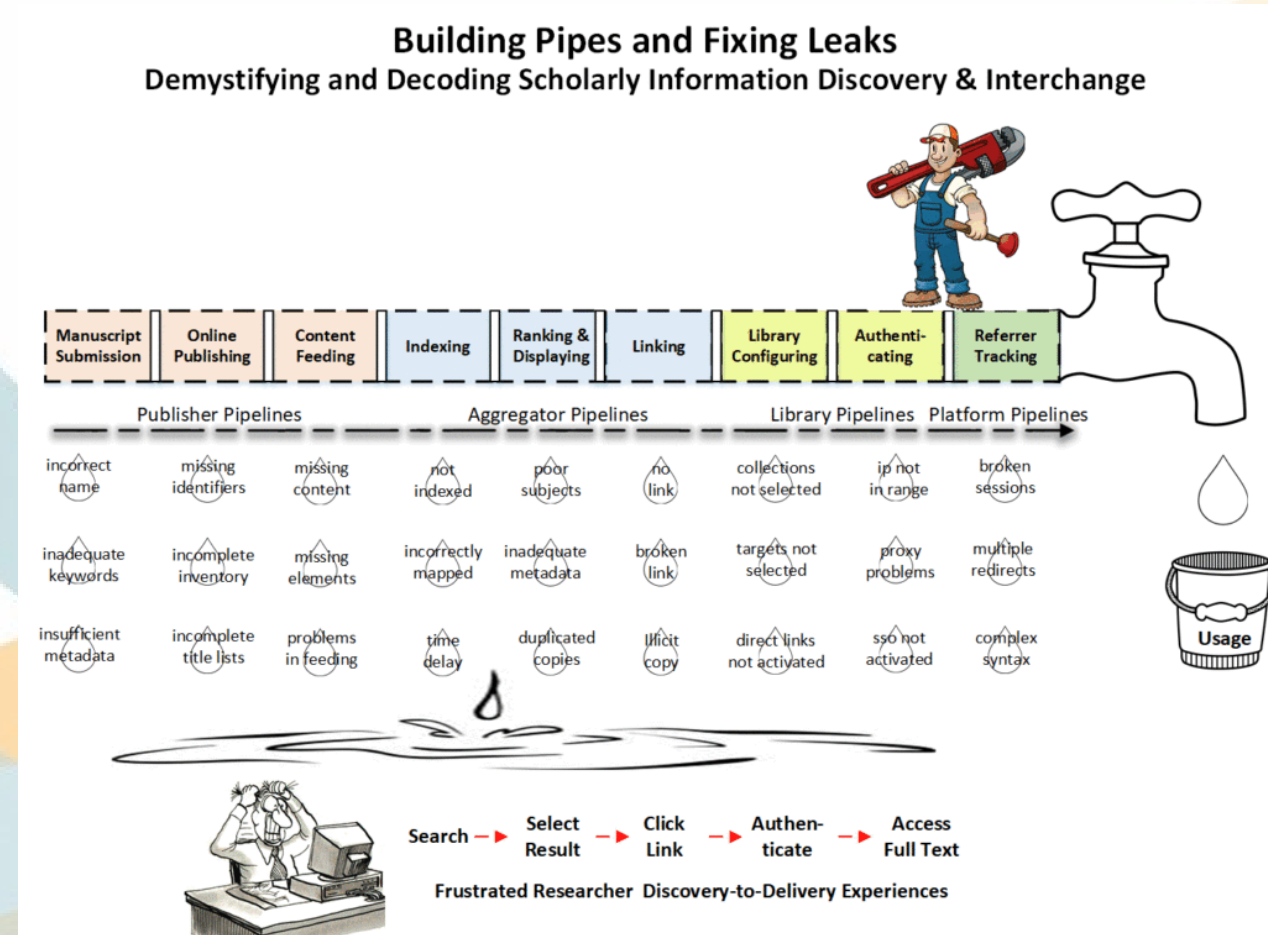
[https://groups.niso.org/apps/group\\_public/download.php/24607/ODI%20Conformance%20Checklist%20Template Library 2020.docx](https://groups.niso.org/apps/group_public/download.php/24607/ODI%20Conformance%20Checklist%20Template%20Library%202020.docx)

# Stay Connected

- Website  
<https://www.niso.org/standards-committees/odi>
- Mailing List  
<http://groups.niso.org/lists/opendiscovery/>
- ODI Updates  
<https://www.niso.org/standards-committees/odi/updates>
- Twitter  
[https://twitter.com/NISO\\_ODI](https://twitter.com/NISO_ODI)



# We Are All Data Plumbers!



Zhu, J. "Building Pipes and Fixing Leaks: Demystifying and Decoding Scholarly Information Discovery & Interchange." Scholarly Kitchen, July 11, 2019. <https://scholarlykitchen.sspnet.org/2019/07/11/building-pipes-and-fixing-leaks-in-scholarly-content-discovery-and-access/>



**Thank you! Questions?**

<https://www.niso.org/standards-committees/odi>  
[odi@niso.org](mailto:odi@niso.org)