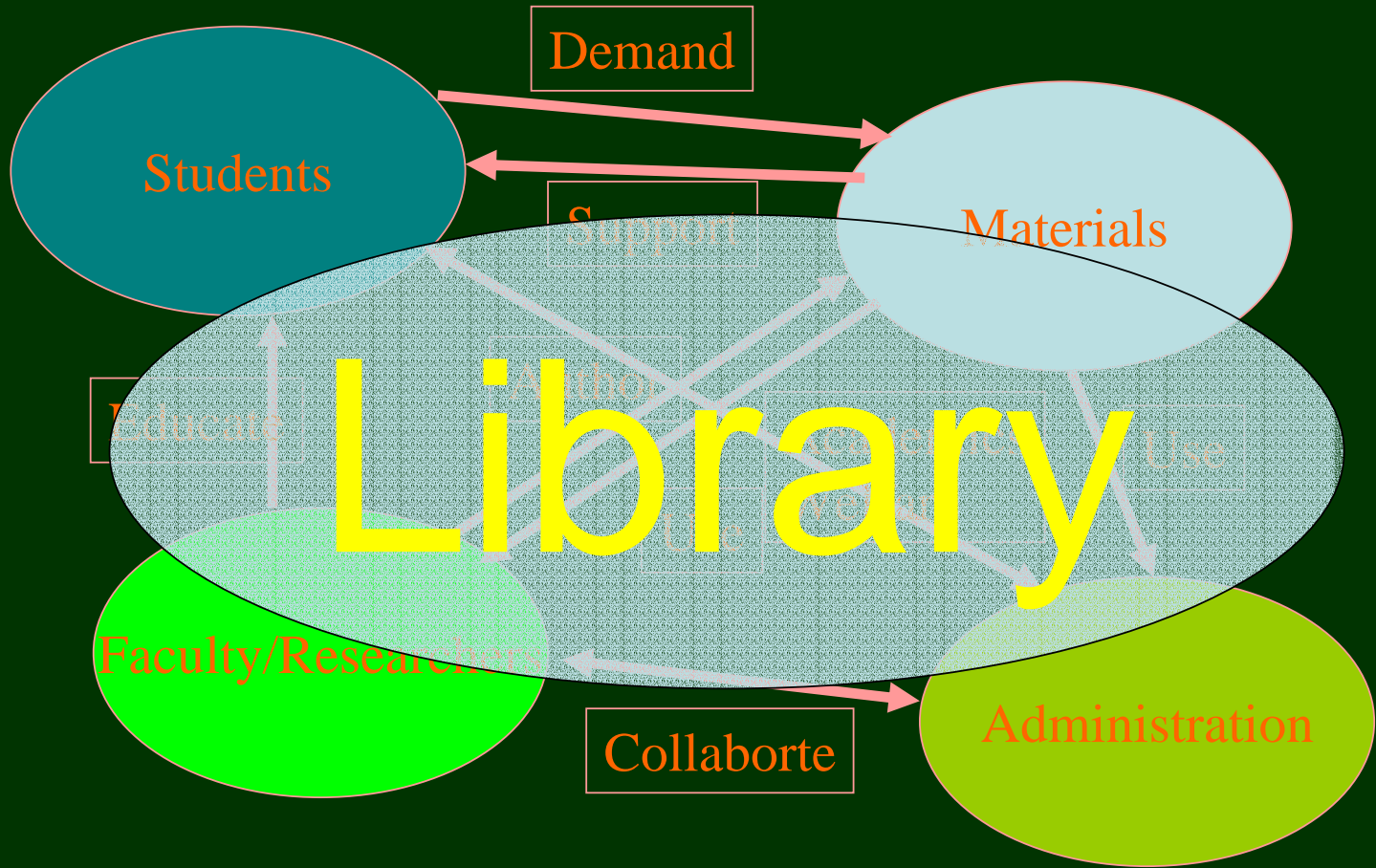


An invitation to “experimental library science”:
Knowledge is Power in Marketing

Syun Tutiya
(Chiba University)

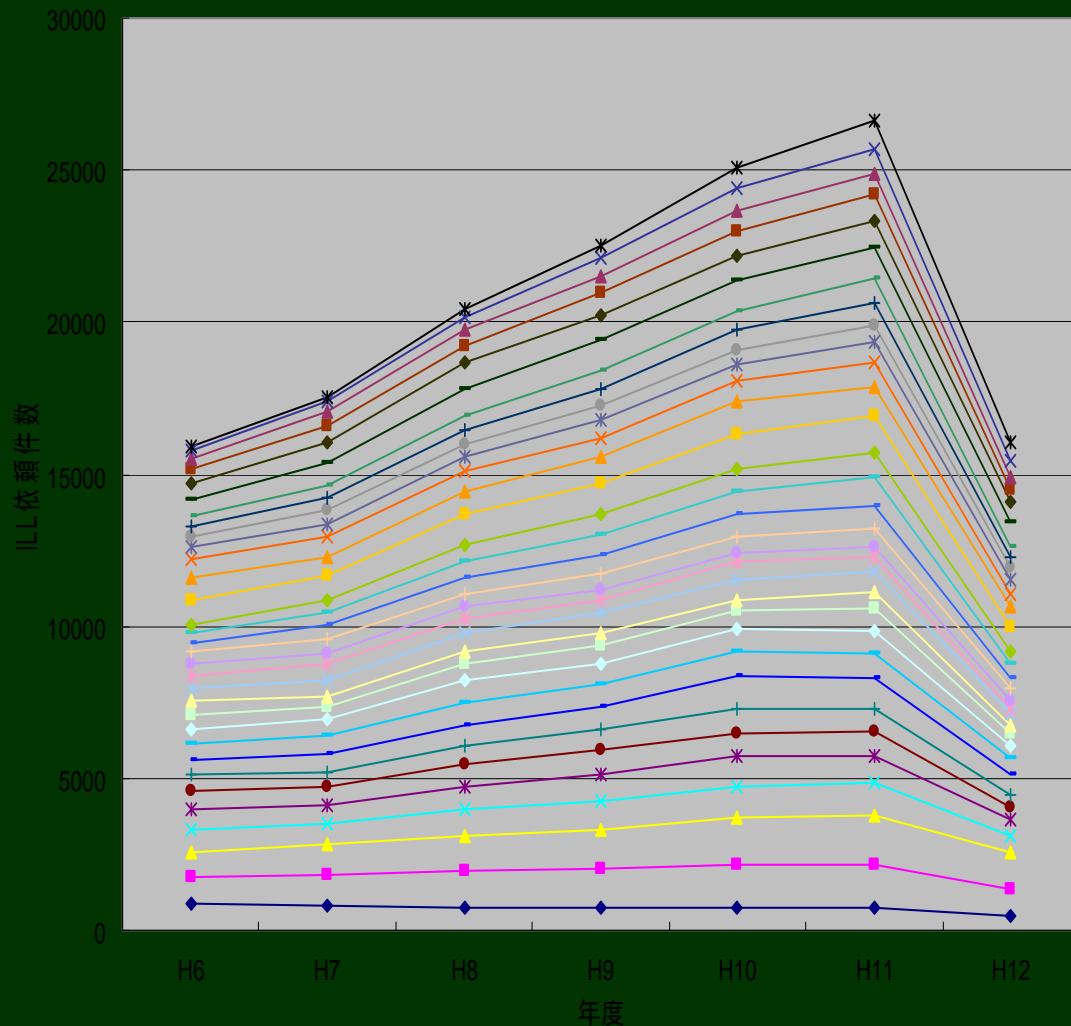
<http://CogSci.L.chiba-u.ac.jp/~tutiya/Talks/>

Information flows on campus



- Rethink about the “Cycle of gift”
 - How can relevant stakeholders share the cost?
- Campuswide topsliced budget required
 - Coordinate and control campus’s demands and flow of money
- New view on resource sharing
 - New trend in ILL statistics
- Usage measured for the first time
 - User behavior -- need for empirical study
 - Life of journal articles -- need for empirical study, too
- From “BIG DEAL” to “FAIR DEAL”(=Maximization of Usercentered Usage/Spend ratio) i.e., 2005 model for National universities

NACSIS-ILLにおけるElsevier刊行雑誌の依頼件数(積上げグラフ)

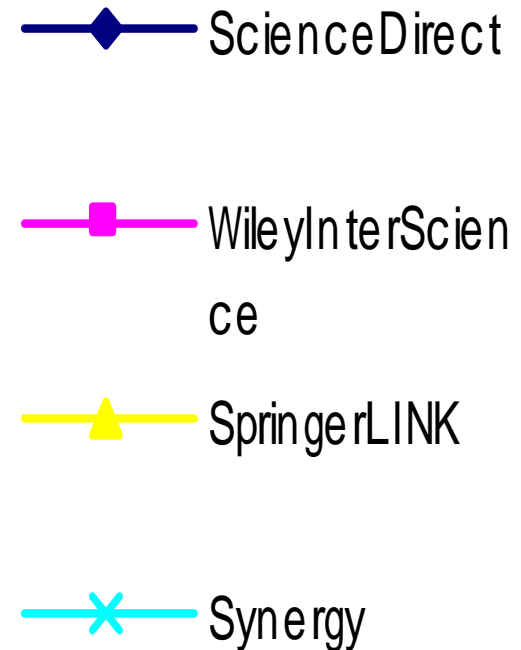
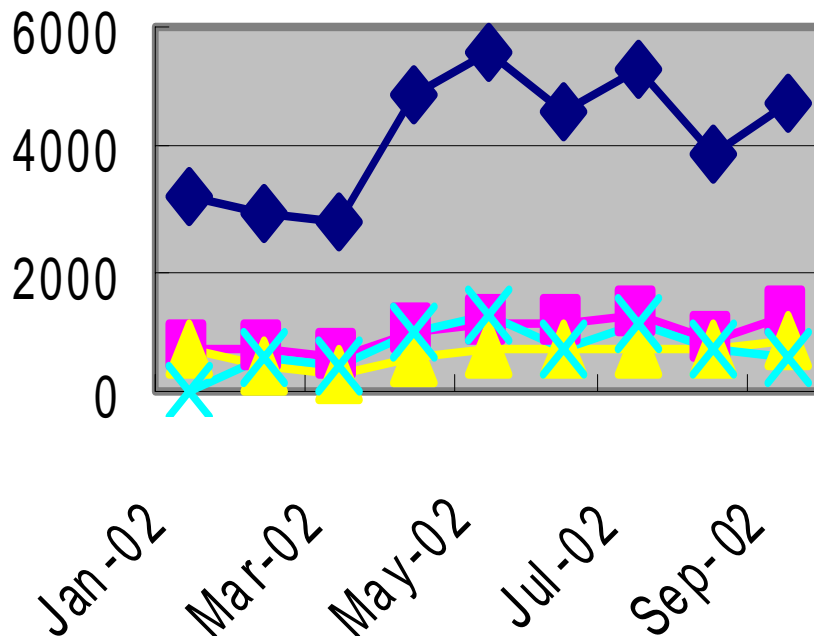


- *— Chemosphere
- x— Free radical biology & medicine
- ▲— Physiology and behavior
- Neuroscience
- ◆— Tetrahedron
- Tetrahedron letters
- Solid state ionics
- +— Journal of non-crystalline solids
- European journal of pharmacology
- x— Journal of crystal growth
- x— Surface science
- ▲— Chemical physics letters
- FEBS letters
- ◆— Cancer letters
- Mutation research
- Journal of chromatography. A
- +— Journal of immunological methods
- ◆— Journal of electroanalytical chemistry and interfacial electrochemistry
- x— Physica. C, Superconductivity
- x— Journal of hepatology

Hard to extract information from HTTPd logs

130.69.96.180 - ANUL [23/Apr/2002:09:54:12 +0900] "GET /ANUL/isi/20020314-confirmation/AppendixB-final.pdf HTTP/1.1" 200 16173
130.69.96.180 - ANUL [23/Apr/2002:09:54:12 +0900] "GET /ANUL/isi/20020314-confirmation/AppendixB-final.pdf HTTP/1.1" 206 7981
130.69.96.180 - ANUL [23/Apr/2002:09:54:23 +0900] "GET /ANUL/isi/20020314-confirmation/AppendixA-final.pdf HTTP/1.1" 200 131072
130.69.96.180 - ANUL [23/Apr/2002:09:54:24 +0900] "GET /ANUL/isi/20020314-confirmation/AppendixA-final.pdf HTTP/1.1" 206 188715
130.69.96.180 - ANUL [23/Apr/2002:09:55:27 +0900] "GET /ANUL/isi/20020314-confirmation/Confirmation-final.pdf HTTP/1.1" 200 0
130.69.96.180 - ANUL [23/Apr/2002:09:55:28 +0900] "GET /ANUL/isi/20020314-confirmation/Confirmation-final.pdf HTTP/1.1" 206 0
130.69.96.180 - ANUL [23/Apr/2002:09:55:28 +0900] "GET /ANUL/isi/20020314-confirmation/Confirmation-final.pdf HTTP/1.1" 206 44
130.69.96.180 - ANUL [23/Apr/2002:09:55:28 +0900] "GET /ANUL/isi/20020314-confirmation/Confirmation-final.pdf HTTP/1.1" 206 285366

of sessions publisherwise



Changes in life style

(1) “ No need to take the trouble to visit libraries in person. I find it a revolution to be able to look up journals sitting at my lab-desk. The mail alerts prove to be of great advantage”

(2) Chores like requesting copies and arranging an ILL become dispensable. A sizable cut down of time and labor, allowing a research-centered life”

(3) “Benefits are not only saving the time for copying, but the quality of the copy reproduced from PC proves to be better”

(4) “PC becomes ever more an indispensable vade mecum”

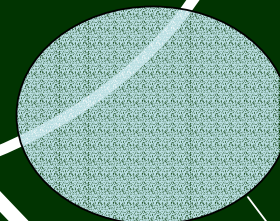
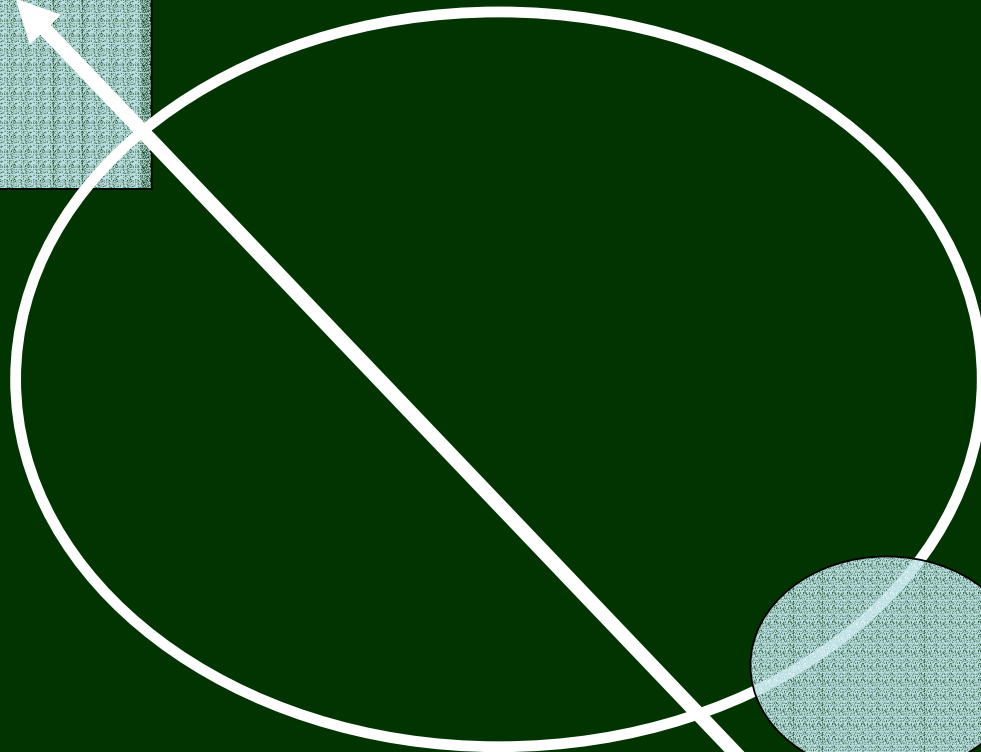
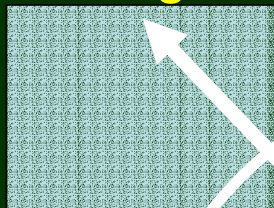
(5) “The literature search becomes simpler and easier. That helps make daily routines lighter and allows to stay on top of the current status of the research”

(6) “It directs me narrow and straight to what I want. Chances are less to browse print journals”

(7) “SD is beyond the limit of time and space. It seems to me something like a vast library open 24 hours all days never closed on holidays”

Experimental library science

Server logs



User clicks

Need to know empirically

- Correspondence between user behavior and server logs
- User behavior
 - Clicks
 - Browse, View, Printout, Notetake
- Server log
 - Kinds of requests, Status codes
- Noises
 - Local
 - Internet

PLAN

SERVER

- HTTPD logs
 - Http
 - Referer
 - Error
 - Internet monitoring
 - Datamining technology
 - Time
 - Pattern
- Reverse Problem Solving

USER(In-depth study)

- Online monitor
 - Clicks
 - Keyboards
 - Other windows
- Gaze
 - What part
 - In what order
- Video with audio
 - Head direction
 - Hands