Findability in the Flow: Discovery through Linking

Mark A. Matienzo
Manuscripts and Archives, Yale University Library
Society of American Archivists Annual Meeting
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mark@matienzo.org
http://matienzo.org/
twitter: @anarchivist

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Why are you in this session?

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http://www.flickr.com/photos/keithmarshall/1302601776/

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About 538,000,000 results (0.28 seconds)

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Everything
Maps
More

Any time
Past 2 months

All results
Social
Timeline
Page previews

More search tools

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Internet **Archive** is a non-profit digital library offering free universal access to books, movies & music, as well as 150 billion archived web pages.
Texts - Live Music Archive - GratefulDead - Audio
www.**archive**.org/ - Cached - Similar

National **Archives** and Records Administration

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An **archive** is a collection of historical records, as well as the place they are located. **Archives** contain primary source documents that have accumulated ...
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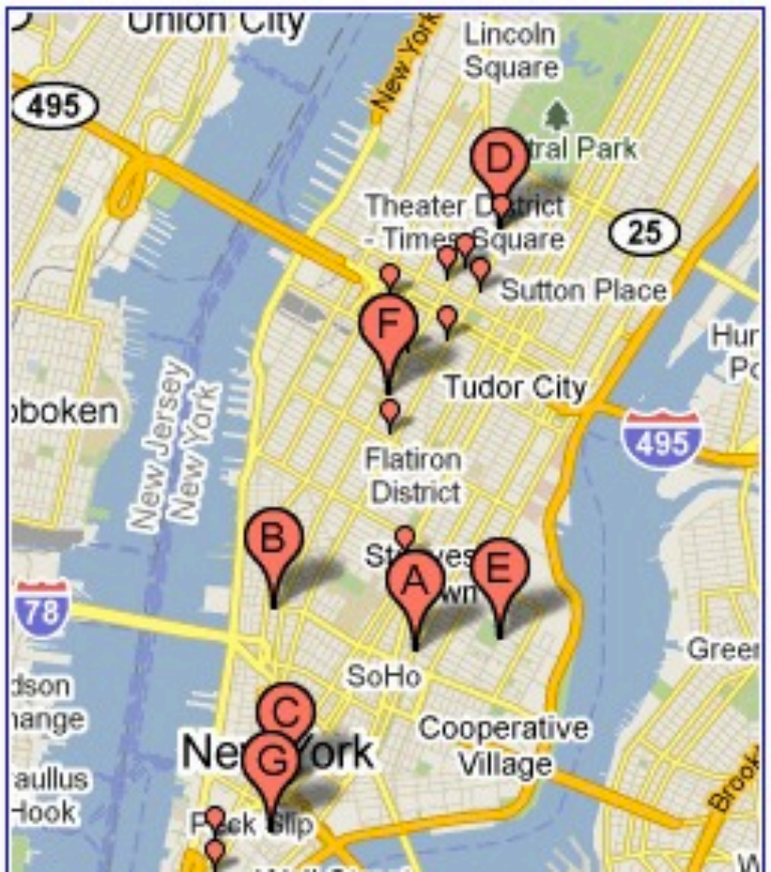

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G. New York Notary Services
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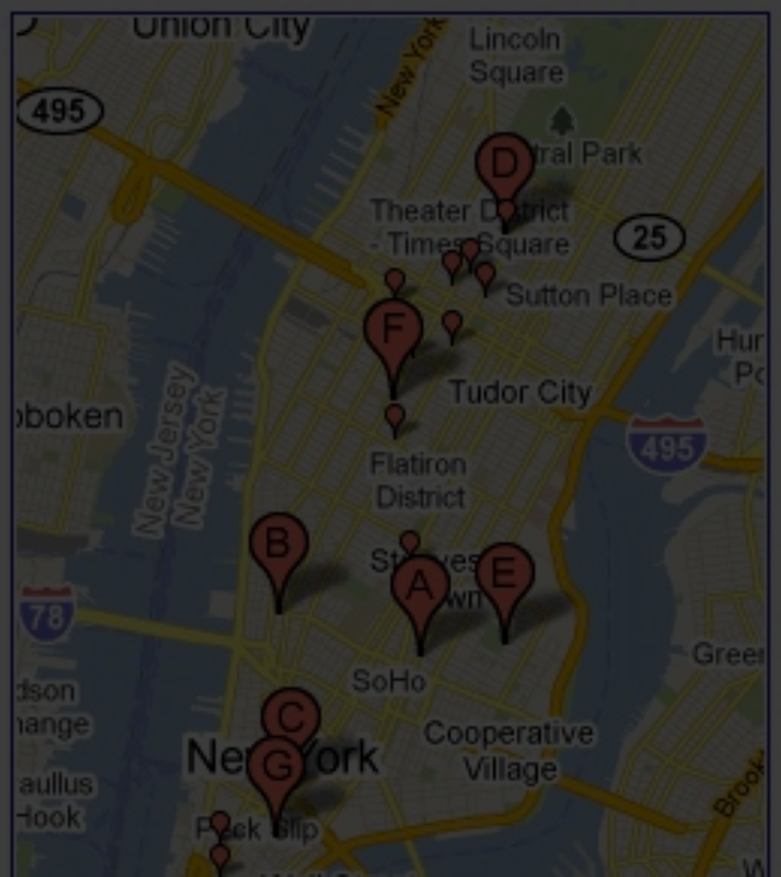
en.wikipedia.org/wiki/**Archive** - Cached - Similar

This isn't the only goal

Local business results for **archives** near New York, NY Change location



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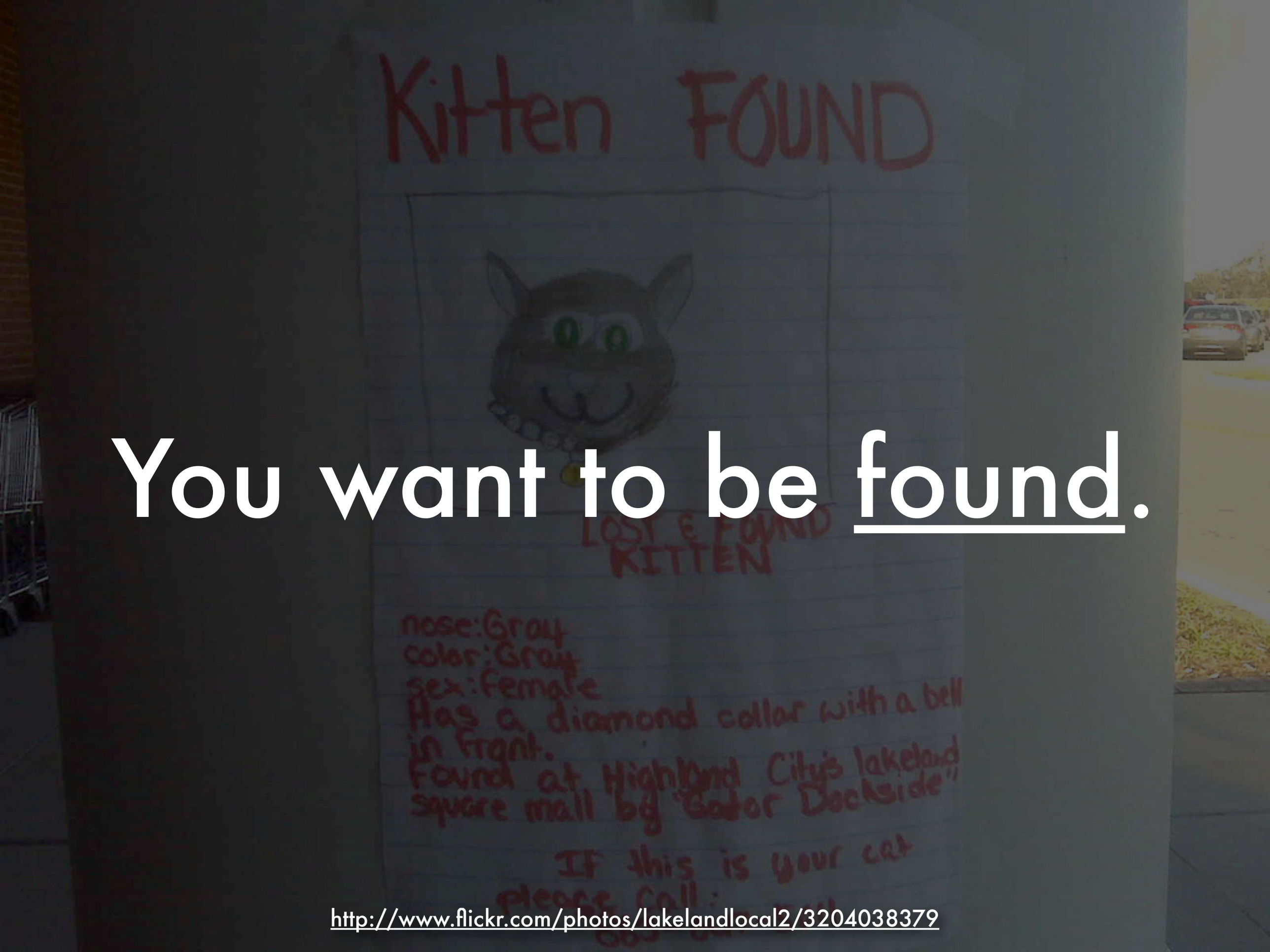


You want to be found.

http://www.flickr.com/photos/lakelandlocal2/3204038379

Search or discovery?

http://www.flickr.com/photos/wwworks/1431384410

Marchionini (1995)

Search

- Implies seeking a known object
- Seeker has specific characteristics in mind
- Characteristics are used to specify and guide search activity
- Analytical behavior

Discovery

- Implies exploration for underspecified or unknown objects
- General characteristics outline information space
- Info. space examined w/ perception/cognition
- Browsing behavior

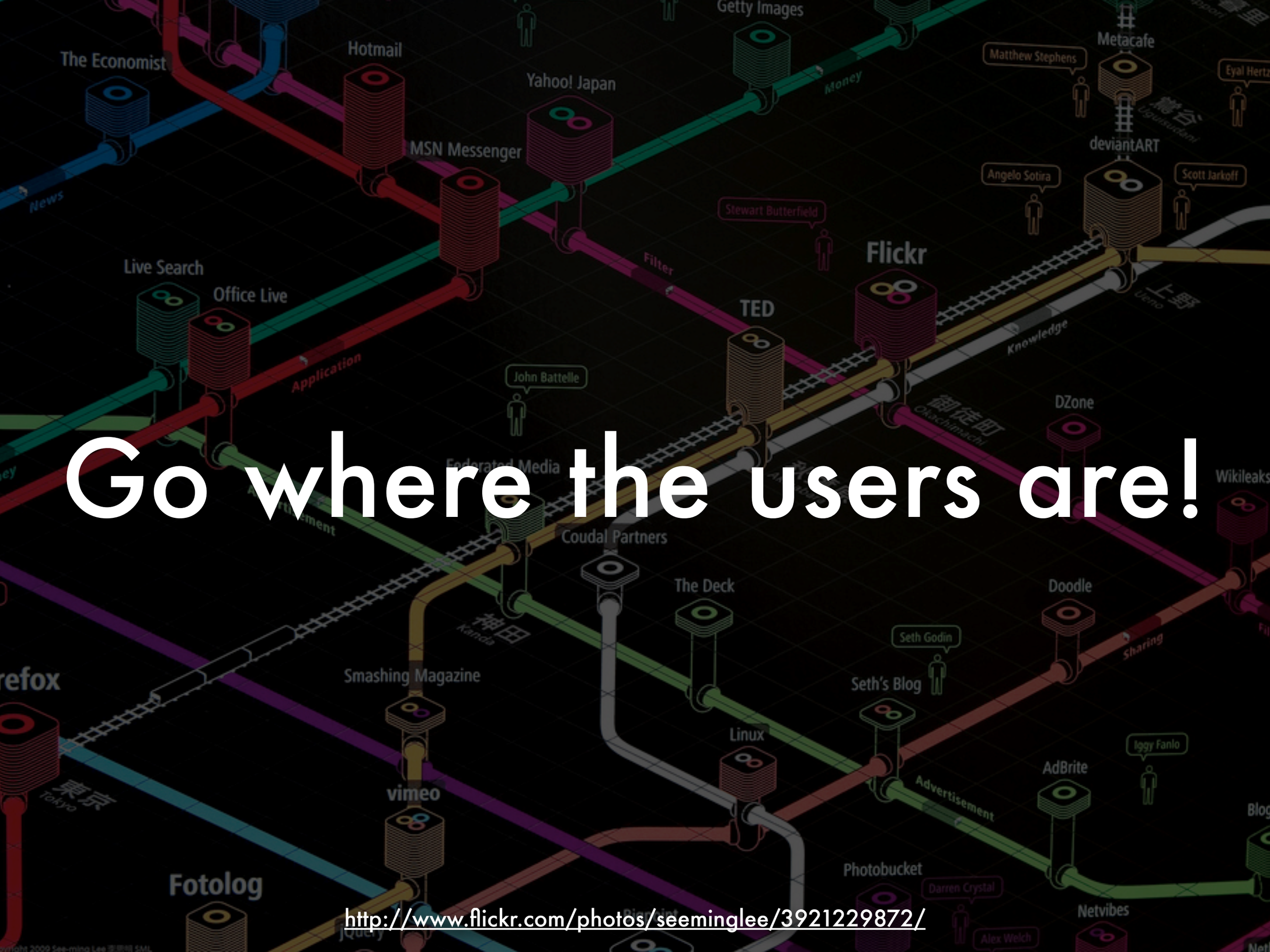
G. Marchionini, "Resource Search and Discovery," http://www.ils.unc.edu/~march/getty.pdf

Discovery happens elsewhere

Lorcan Dempsey
http://orweblog.oclc.org/archives/001430.html

http://www.flickr.com/photos/nengard/4399134103/

Go where the users are!



http://www.flickr.com/photos/seeminglee/3921229872/

URLs are the currency of the web.

Lorcan Dempsey
http://orweblog.oclc.org/archives/000984.html

http://www.flickr.com/photos/penguincakes/2930270559/

Users exchange links for information

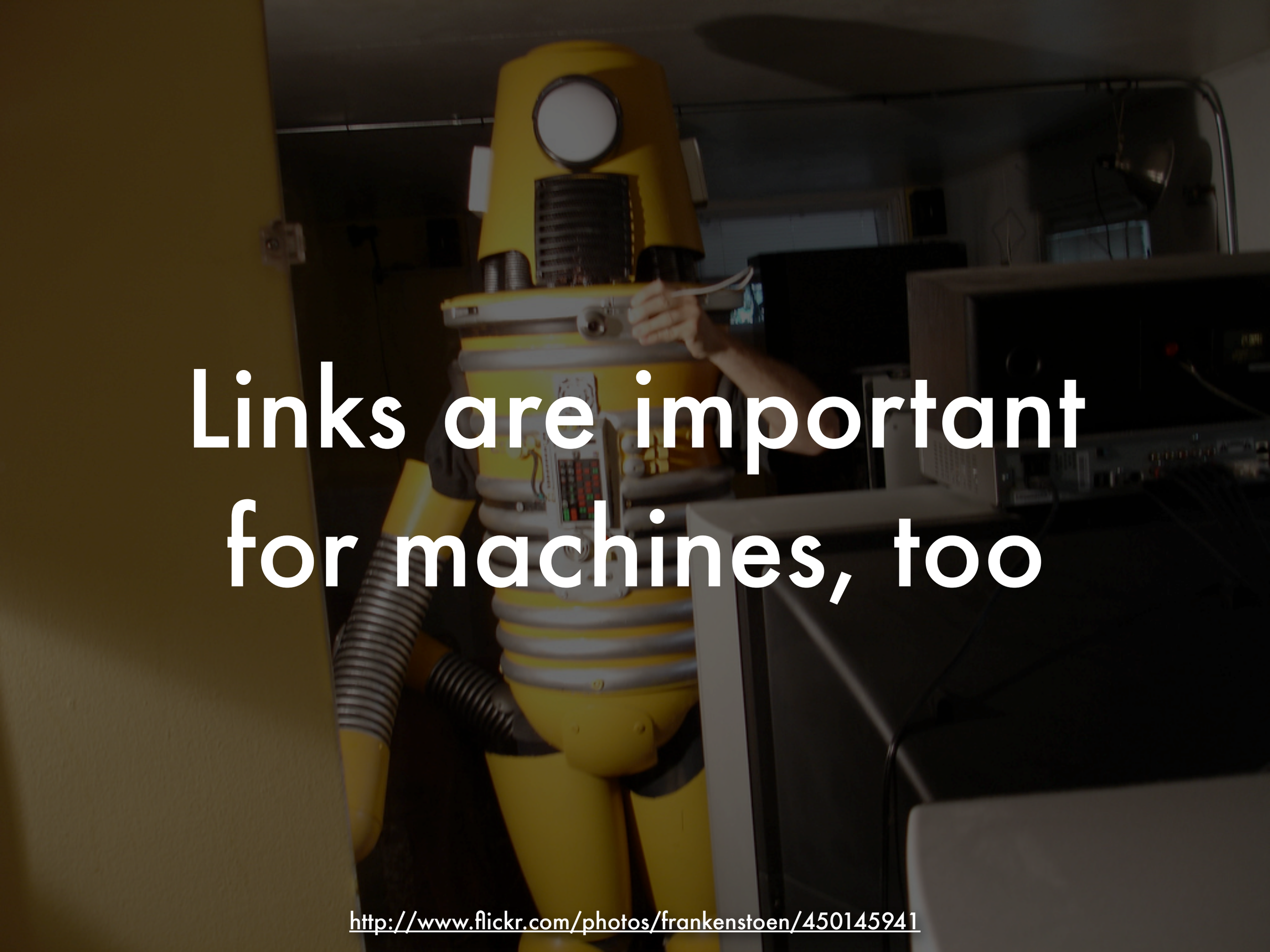
http://www.flickr.com/photos/boutmuet/4659106184

Users exchange links for influence

http://www.flickr.com/photos/ravages/2831688538

Users exchange links for goodwill

http://www.flickr.com/photos/ryanr/142454711



Links are important for machines, too

http://www.flickr.com/photos/frankenstoen/450145941

Web crawlers can help define relationships

http://www.flickr.com/photos/seandreilinger/521047167

Web crawlers can help give new insights

http://www.flickr.com/photos/dexxus/2532351811

Web crawlers can help build reputation

http://www.flickr.com/photos/infomatique/2855650499

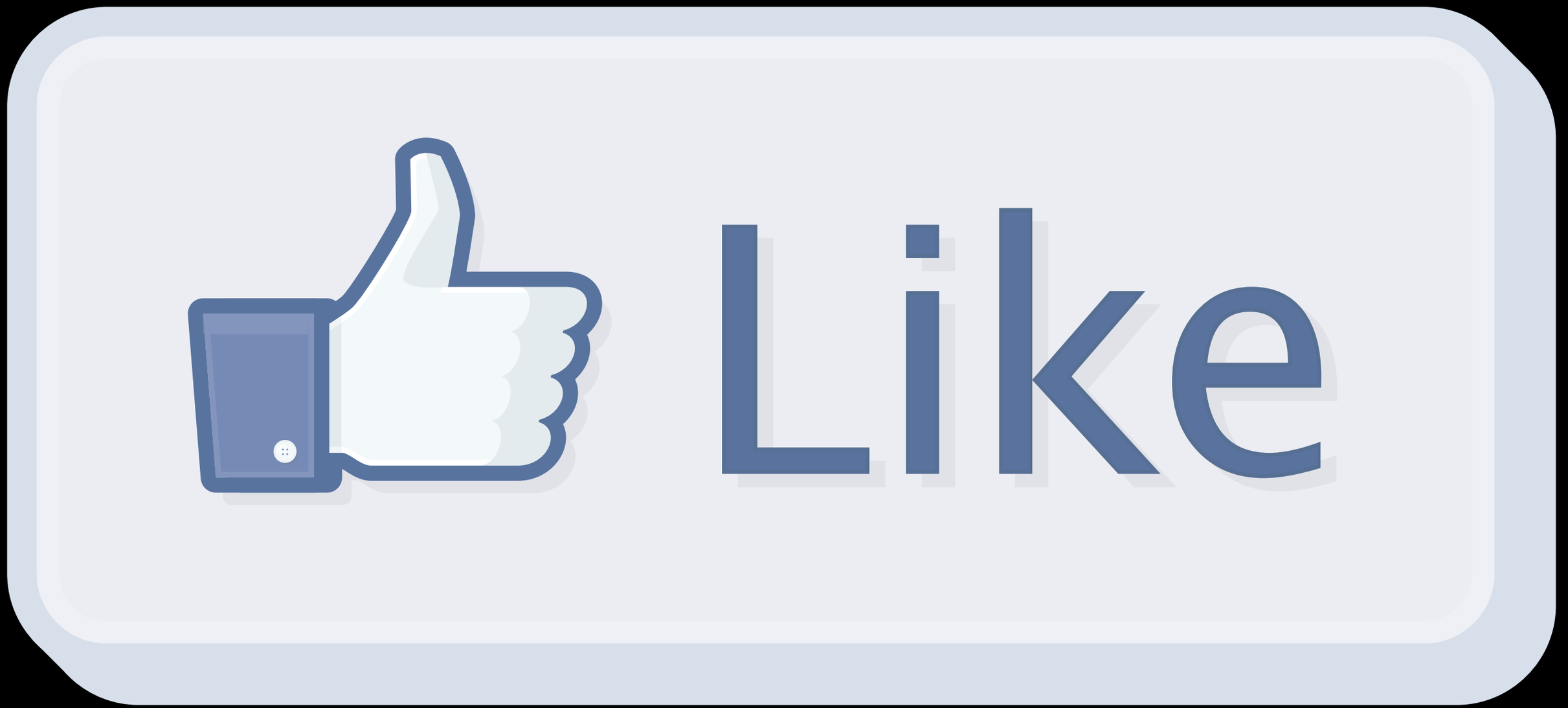
Look for backlinks into your resources

http://www.flickr.com/photos/snapeverything/2475894906/

Follow your nose to other resources

http://www.flickr.com/photos/m-j-s/395927865

Examples


Like

Like Button – Facebook Developers

facebook DEVELOPERS Documentation Forum Showcase Blog

Social plugins

Home › Documentation › Social plugins › Like Button

Plugins

- Activity Feed
- Comments
- Friendpile
- **Like Button**
- Like Box
- Live Stream
- Login Button
- Recommendations

Like Button

The Like button lets a user share your content with friends on Facebook. When the user clicks the Like button on your site, a story appears in the user's friends' News Feed with a link back to your website.

When your Web page represents a real-world entity, things like movies, sports teams, celebrities, and restaurants, use the Open Graph protocol to specify information about the entity. If you include Open Graph tags on your Web page, your page becomes equivalent to a Facebook page. This means when a user clicks a Like button on your page, a connection is made between your page and the user. Your page will appear in the "Likes and Interests" section of the user's profile, and you have the ability to publish updates to the user. Your page will show up in same places that Facebook pages show up around the site (e.g. search), and you can target ads to people who like your content.

There are two Like button implementations: XFBML and Iframe. The XFBML version is more versatile, but requires use of the JavaScript SDK. The XFBML dynamically re-sizes its height according to whether there are profile pictures to display, gives you the ability (through the Javascript library) to listen for like events so that you know in real time when a user clicks the Like button, and it always gives the user the ability to add an optional comment to the like. If users do add a comment, the story published back to Facebook is given more prominence.

To get started, just use the configurator below to get code to add to your site.

URL to Like (?)

Layout Style (?)

standard

Show Faces (?)

Like 35,150 people like this. Be the first of your friends.

Done

http://developers.facebook.com/docs/reference/plugins/like

You can “like” real things

http://www.flickr.com/photos/denisdervisevic/4745520501/

Open Graph protocol – Facebook Developers

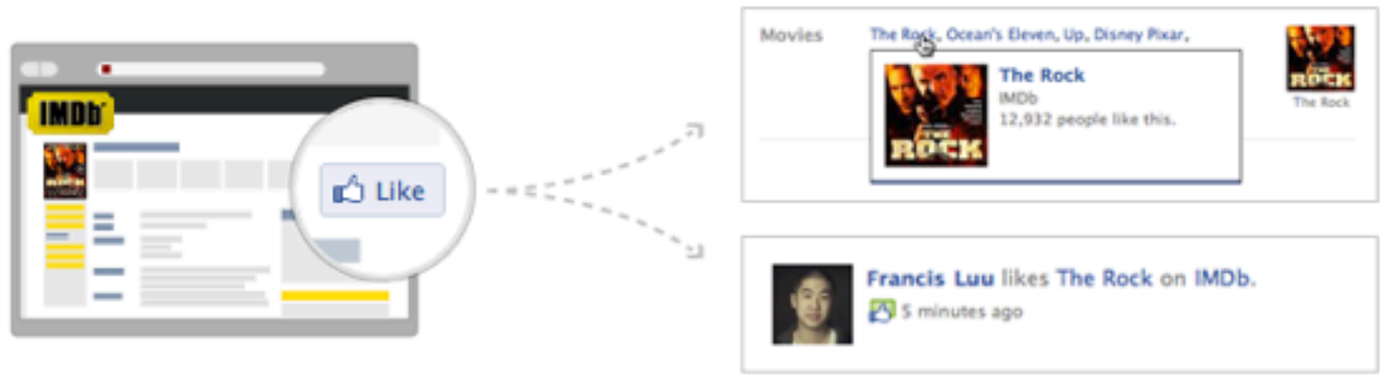
facebook DEVELOPERS Documentation Forum Showcase Blog

Open Graph protocol

Home › Documentation › Open Graph protocol

Introduction

The Open Graph protocol enables you to integrate your Web pages into the social graph. It is currently designed for Web pages representing profiles of real-world things — things like movies, sports teams, celebrities, and restaurants. Once your pages become objects in the graph, users can establish connections to your pages as they do with Facebook Pages. Based on the structured data you provide via the Open Graph protocol, your pages show up richly across Facebook: in user profiles, within search results and in News Feed.



Getting Started

To turn your web pages into graph objects, you'll need to add Open Graph protocol `<meta>` tags and the Like button to your webpages.

The tags allow you to specify structured information about your web pages. The more information you provide, the more opportunities your web pages can be surfaced within Facebook today and in the future. Here's an example for a movie page:

```
<html xmlns:og="http://opengraphprotocol.org/schema/"
      xmlns:fb="http://www.facebook.com/2008/fbml">
  <head>
    <title>The Rock (1996)</title>
```

Done

http://developers.facebook.com/docs/opengraph

```
<html xmlns:og="http://opengraphprotocol.org/schema/"
      xmlns:fb="http://www.facebook.com/2008/fbml">
  <head>
    <title>The Rock (1996)</title>
    <meta property="og:title" content="The Rock"/>
    <meta property="og:type" content="movie"/>
    <meta property="og:url" content="http://www.imdb.com/title/tt0117500/"/>
    <meta property="og:image" content="http://ia.media-imdb.com/rock.jpg"/>
    <meta property="og:site_name" content="IMDb"/>
    <meta property="fb:admins" content="USER_ID"/>
    <meta property="og:description"
          content="A group of U.S. Marines, under command of
                   a renegade general, take over Alcatraz and
                   threaten San Francisco Bay with biological
                   weapons."/>
    ...
  </head>
  ...
</html>
```

http://developers.facebook.com/docs/opengraph

Yale University

From Wikipedia, the free encyclopedia

Coordinates:

"Yale" redirects here. For other uses, see Yale (disambiguation).

Yale University is a private Ivy League university located in New Haven, Connecticut. Founded in 1701 in the Colony of Connecticut, the university is the third-oldest institution of higher education in the United States. Yale has produced many notable alumni, including five U.S. presidents, seventeen U.S. Supreme Court Justices, and several foreign heads of state.

Incorporated as the *Collegiate School*, the institution traces its roots to 17th-century clergymen who sought to establish a college to train clergy and political leaders for the colony. In 1718, the College was renamed *Yale College* to honor a gift from Elihu Yale, a governor of the British East India Company. In 1861, the Graduate School of Arts and Sciences became the first U.S. school to award the Ph.D.[8]

Yale College was transformed, beginning in the 1930s, through the establishment of residential colleges: 12 now exist and two more are planned. Almost all tenured professors teach undergraduate courses, more than 2,000 of which are offered annually.[9][10]

The University's assets include a US$16.3 billion endowment,[11] the second largest of any academic institution, as well as the second largest academic library in the world, with some 12.5 million volumes held in more than two dozen libraries.[12]

Yale and Harvard have been rivals in academics, athletics, and other activities for most of their history, competing annually in The Game and the Harvard-Yale Regatta.

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- 1.1 Origins
- 1.2 Curriculum
- 1.3 Students
- 1.4 19th century
  - 1.4.1 Sports and debate
- 1.5 Expansion
- 1.6 20th century
  - 1.6.1 Behavioral sciences

http://en.wikipedia.org/wiki/Yale_University

Yale U

LUX ET

Motto	V'T Lux
Motto in English	Lig
Established	170
Type	Priv
Endowment	US
President	Ric
Faculty	3,6
Students	11,
Undergraduates	5,2
Location	Ne

WIKIPEDIA
The Free Encyclopedia

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Català
Česky
Dansk
Deutsch
Eesti
Ελληνικά
Español

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External links [edit]

- Official website
- Campus map from Yale University website
- Home page in EduRoute university ranking

University portal

Wikimedia Commons has media related to: ***Yale University***

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v · d · e **Yale University** [show]

v · d · e **Ivy League** [show]

Links to related articles [hide]

v · d · e **Colonial Colleges** [show]

v · d · e **Ivy League presidents** [show]

v · d · e **ECAC Hockey** [show]

v · d · e **Colleges and Universities in Connecticut** [show]

v · d · e **Association of American Universities (AAU)** [show]

v · d · e **Universities Research Association (URA)** [show]

v · d · e **International Alliance of Research Universities** [show]

v · d · e **World Universities Debating Ranking 2010** [show]

v · d · e **Sports teams based in Connecticut** [show]

affiliation, vital statistics, the percentage of those who supported the American Revolution, and geographic mobility. See Bruce C. Daniels, "College Students and Puritan Society: a Quantitative Profile of Yale Graduates in Colonial America," *Connecticut History* 1982 (23): 1-23

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42. ^ [a] [b] *Los Angeles Times* 4 October 2000, p. E1
43. ^ *New York Times*: p. 14. 13 August 2000

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http://en.wikipedia.org/wiki/Wikipedia:Conflict_of_interest#Non-controversial_edits

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Website URL:	http://www.yale.edu/
Wikipedia Links:	703
Wikipedia Pages:	556
Wikipedia Categories	0
Last Crawl:	
Added By:	127.0.0.1

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1 2 3 4 5 6 7 8 9 10 ... 20 21

Wikipedia Page	Links	Last Update at Wikipedia
List of Yale University student organizations	53	2010-08-11 01:08:58
Yale University	28	2010-08-12 09:08:52
Residential colleges of Yale University	24	2010-07-27 05:07:44
Soviet–German relations before 1941	20	2010-08-12 10:08:23
Talk:Tripartite Pact/Archive 2	20	2010-08-07 07:08:34
Wikipedia:Dead external links/301/y	16	2010-03-06 10:03:56
Territorial evolution of the United States	13	2010-08-12 02:08:50
Non-native territorial evolution of North America 1763 to present	10	2010-07-27 09:07:26
User:JFriedmann	10	2010-07-15 12:07:01
Soviet occupation of Bessarabia and Northern Bukovina	8	2010-08-10 01:08:30
Talk:History of Poland (1939–1945)	8	2010-07-31 06:07:27
Talk:Treaty of Tripoli/Archive 1	7	2010-07-27 09:07:42
Yale Political Union	6	2010-07-17 08:07:29
Environmental Sustainability Index	6	2010-07-26 04:07:07
Talk:Yale University/Archive 4	6	2010-01-26 03:01:07

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1 2 3 4 5 6 7 8 9 10 ... 34 35

Wikipedia Categories	Wikipedia Pages
All articles with unsourced statements	382
Living people	126
All articles needing additional references	108
All articles with dead external links	97
All pages needing cleanup	96
All articles to be expanded	67
All articles with specifically-marked weasel-worded phrases	55
Yale University faculty	50
Articles containing Russian language text	46
Yale University	46
Articles with unsourced statements from May 2009	45
Articles with unsourced statements from February 2010	38
Articles with unsourced statements from July 2008	37
Articles with unsourced statements from February 2007	36
Articles with unsourced statements from April 2010	35
All articles lacking in-text citations	34
Articles with unsourced statements from May 2008	34

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Username	Registered	Edit Count	Emailable	Groups
3ala 2addy	Aug. 4, 2009, 11:34 a.m.	32	✓	
68.239.82.231	None	0		
AGK	Feb. 27, 2006, 4:51 p.m.	26673	✓	sysop
Adam63	Jan. 20, 2007, 3:44 p.m.	111		
Ahmadi	Jan. 19, 2007, 5:56 p.m.	1892		
AlexR	Dec. 26, 2002, 4:34 p.m.	3829	✓	
Amorken	Jan. 15, 2007, 9:23 p.m.	6	✓	
Anggarrgoon	Jan. 13, 2006, 2:33 a.m.	63		
Antony-22	Nov. 8, 2006, 3:02 p.m.	2342	✓	reviewer
ArmyAnt	Feb. 5, 2007, 8:32 p.m.	41		
Arsonal	Jan. 18, 2006, 3:37 a.m.	8153	✓	autoreviewer reviewer rollbacker
Balcer	April 25, 2004, 2:16 a.m.	12675	✓	
Bcs2011	May 30, 2008, 7:50 p.m.	105		
Bengalski	July 8, 2005, 2:44 p.m.	875		
Bkonrad	Feb. 13, 2004, 3:50 p.m.	80126	✓	sysop
Blue-Haired Lawyer	March 18, 2006, 10:27 p.m.	5136	✓	reviewer
Blur4760	Feb. 8, 2006, 7:44 p.m.	591		
Caribbean H.Q.	Dec. 12, 2006, 2:52 p.m.	24100	✓	sysop

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Conclusion

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