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Remote user testing and the Share-VDE Linked Data Discovery Interface at the University of Pennsylvania

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University of Pennsylvania

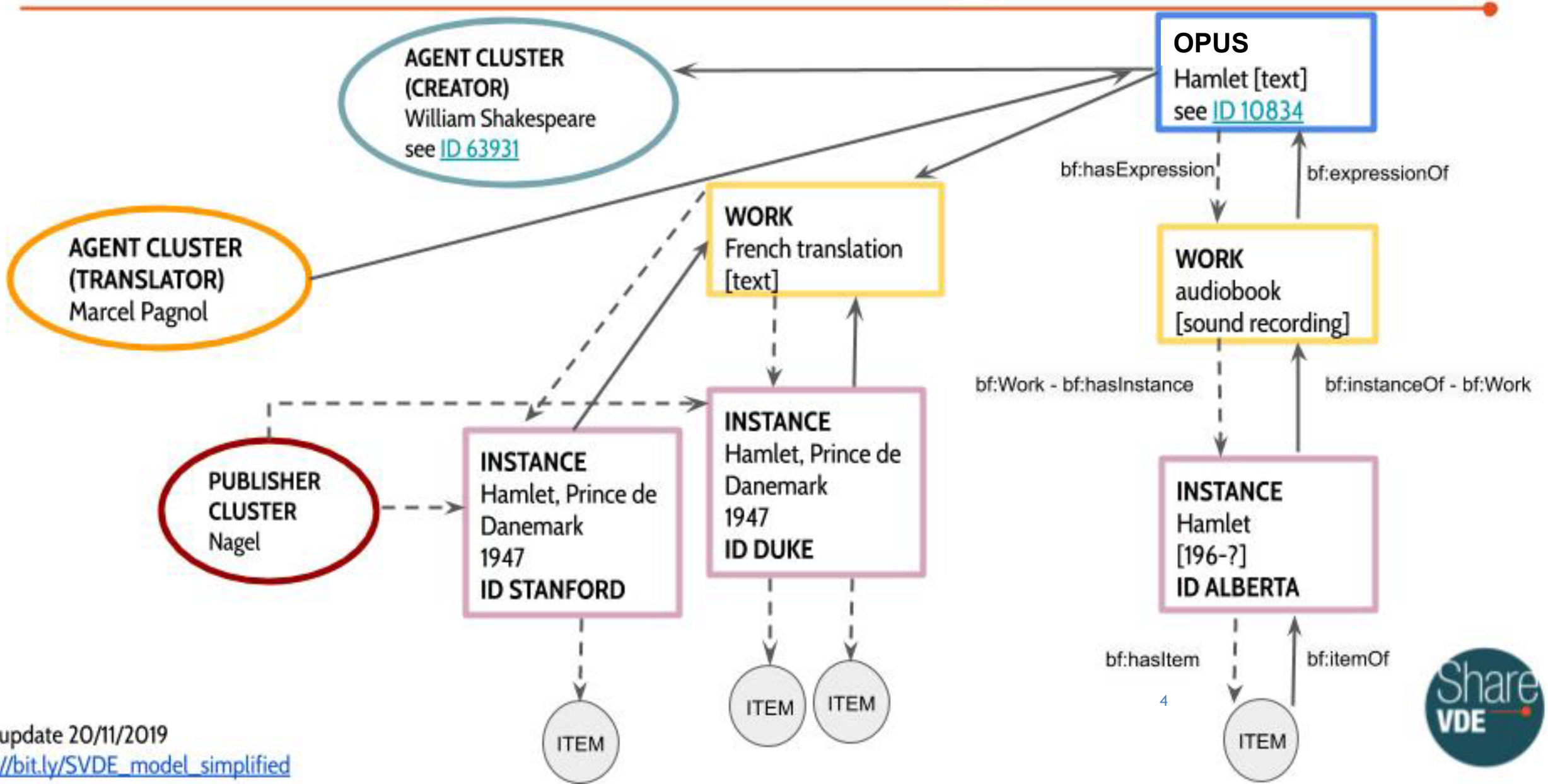
Share-VDE (Virtual Discovery Environment)

- Share-VDE is a library-driven initiative to establish an effective working environment for the use of linked data by libraries within a global context.
- Partners
  - 22 International Research Libraries
  - Casalini Libri
  - @Cult
  - Samhaeng

Share-VDE Goals

- Enrichment of MARC record with URIs; Conversion from MARC to RDF using the BIBFRAME vocabulary.
- Creation of a linked data discovery platform.
- Creation of a database of relationships and clusters (Sapientia Cluster Knowledge Base)
- Implementation of tools for direct interaction with the data (J. Cricket Editor)
- Batch/automated data updating procedures and dissemination to libraries.

Current Share-VDE model simplified



Last update 20/11/2019
http://bit.ly/SVDE_model_simplified

Penn's Vision for Share-VDE

- Focusing on how linked data can support users.
- Recognizing the value of a large data set to support delivery to library users.
- Embedding APIs into Share-VDE.

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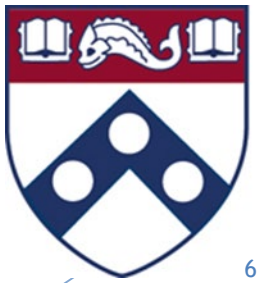
Penn's Share-VDE project goals

- Prototype linked data discovery interface
  - Test how linked data supports user discovery needs
- Support user delivery needs
  - Use APIs to find available versions
  - Streamline ILL options in a single interface
  - Options based on data from many institutions
- Develop in a reproducible way



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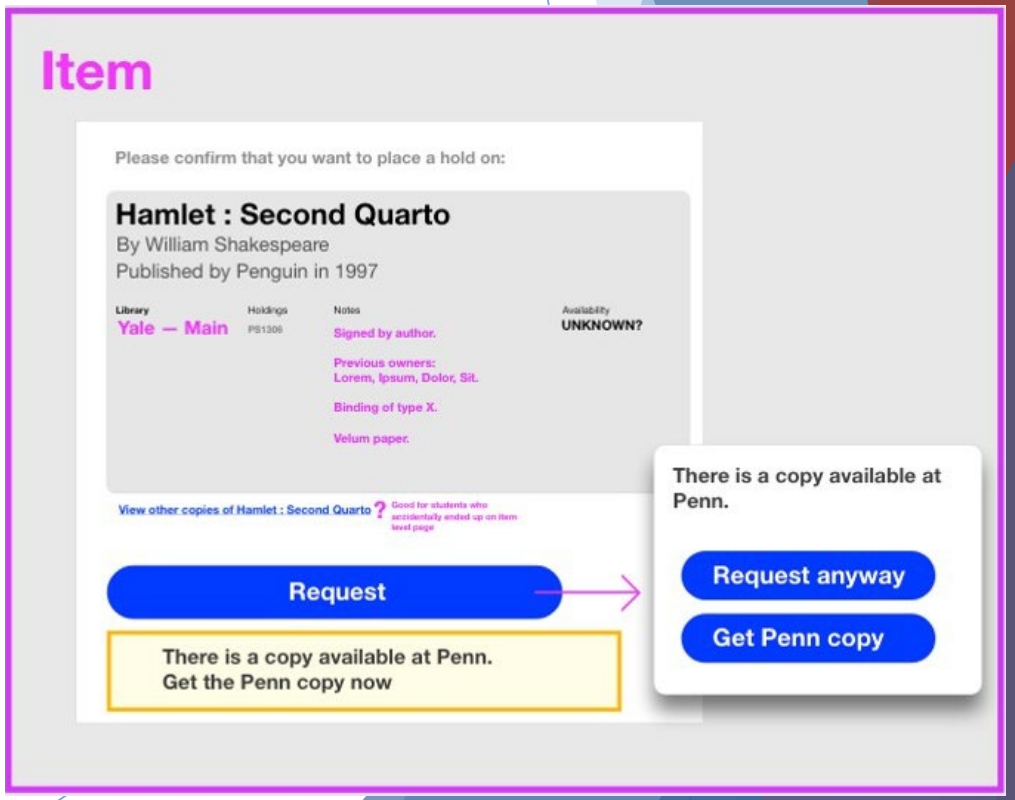
Development Process

- Work with UX/UI designer (Samhaeng)
- Mock-up
- Tech review and development (@Cult)
- Next: Prototype with live data
- Library and User testing



Penn Libraries Catalog

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Jane Doe

Person

Kathleen Hall Jamieson

1946-. American professor of communication

Kathleen Hall Jamieson (born November 24, 1946) is an American professor of communication and the director of the Annenberg Public Policy Center at the University of Pennsylvania. She co-founded FactCheck.org, and she is an award-winning author, most recently of Cyberwar, about how Russia very likely helped Donald J. Trump become the U.S. President in 2016.[1] — Wikipedia

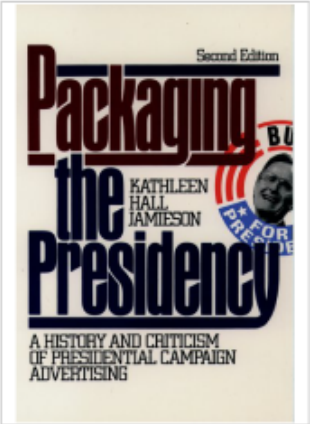
More options

Original Works by Jamieson | Other relevant related entities

15 results

Filter original works... | Year of publication | All filters

Original Work title	Format	Year of publication	External links
Beyond the double bind	Book	1995	External links
Civility in the House of Representatives	Book	1998	External links
Cyberwar	Book	2018	External links
Dirty politics	Book	1992	External links



Original Work

Packaging the presidency

Written by Kathleen Hall Jamieson in English

Covering the media campaigns of America's first presidents to Bill Clinton's 1992 campaign, Jamieson looks at the importance of political advertising. In her book, she writes that, "If political advertising did not exist, we would have to invent it." She... — Wikipedia

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Library-held Publications of Packaging the presidency | Related Original Works

17 results

Filter publications... | Location | Availability | All filters

Publication title	Person name	Language	Location	Year of pub.	Availability
Packaging the presidency : a history and criticism...	Kathleen Hall Jamieson	English	Duke	1992	Available at partner inst.
Packaging the presidency : a history and criticism...	Kathleen Hall Jamieson	English	Alberta	1996	Available at partner inst.
Packaging the presidency : a history and criticism...	Kathleen Hall Jamieson	English	Penn	1996	Available online

Demo of Share-VDE prototype

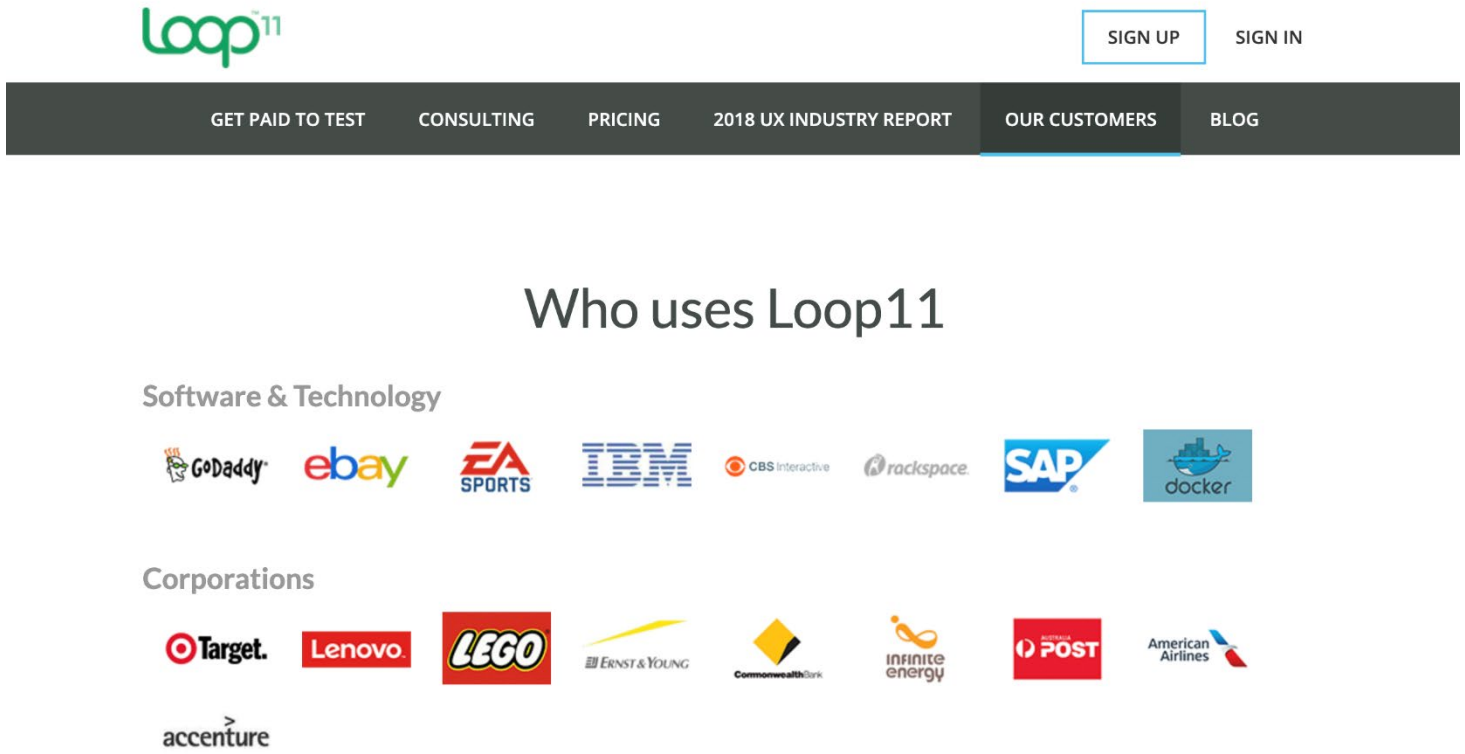
Remote User Testing

- Developing metrics for Linked Data Discovery Interfaces based on IFLA-LRM User Tasks
  - Research questions:
    - Can expressions of a work in a given language be easily ascertained in a linked data discovery search result page?
    - As compared to non-semantic interfaces, is disambiguation better supported in linked data search?
    - Do linked data discovery interfaces better support relationship exploration in a subject domain (e.g. browsing online).

Background: Library Reference Model (LRM)

- “LRM defines five user tasks : **Find, Identify, Select, Obtain, Explore**
- The tasks are listed in an order that reflects typical user behavior, which does not mean that all tasks need to be performed and that they cannot be repeated.
  - Particularly identify and obtain often occur in parallel and in interaction.” (Žumer, 2017) https://www.isko.org/cyclo/lrm#3

Loop 11


Loop11
SIGN UP
SIGN IN
GET PAID TO TEST
CONSULTING
PRICING
2018 UX INDUSTRY REPORT
OUR CUSTOMERS
BLOG
Who uses Loop11
Software & Technology
GoDaddy
ebay
EA SPORTS
IBM
CBS Interactive
rackspace
SAP
docker
Corporations
Target.
Lenovo
LEGO
Ernst & Young
CommonwealthBank
infinite energy
POST
American Airlines
accenture

Participant Metrics

Participants

View another participant ▾

Participant 1 (Hide this participant)

Summary	
Hidden	No
Passed filters	Yes

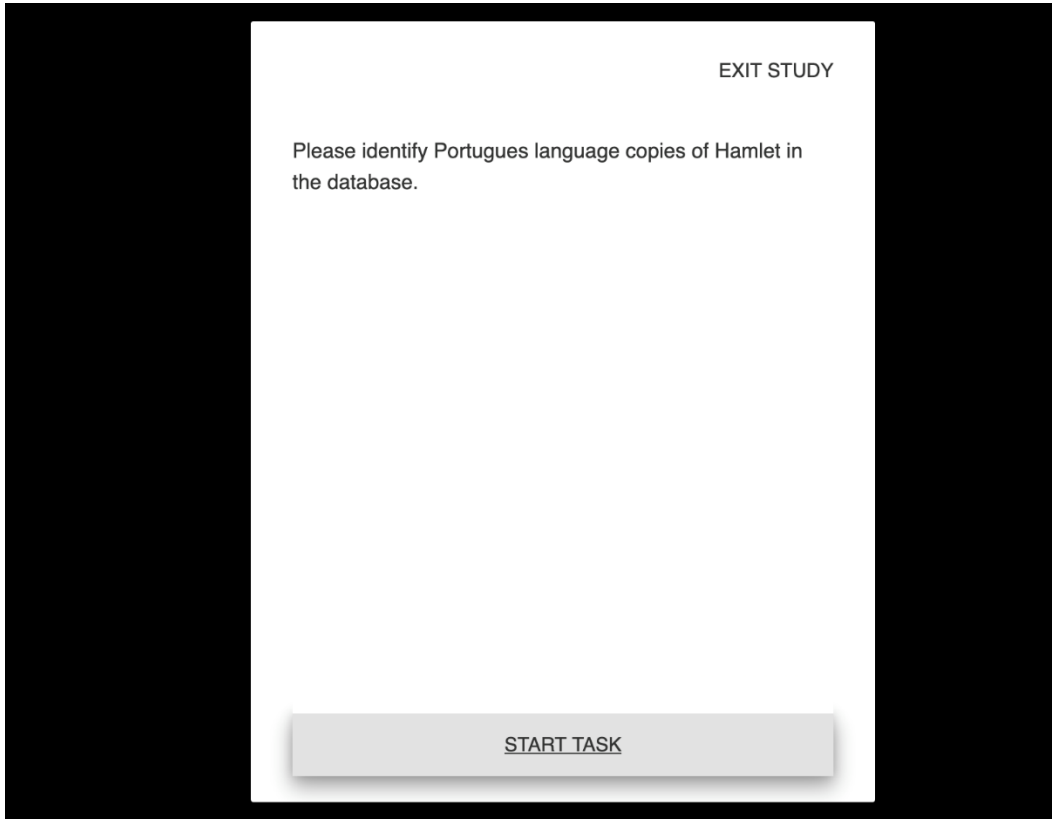
Statistics	
Total time spent on User Test	48 secs
Average time taken on tasks	12.3 secs
Average page views per task	1.0

Details	
IP address	140.177.225.197
Location	
Device Category	Desktop
Browser	Google Chrome 81.0.4044.138
Operating System	Mac OSX 10.15.4
Date commenced	13 May 2020 12:16 UTC+0000
Date completed	13 May 2020 12:17 UTC+0000

Tasks

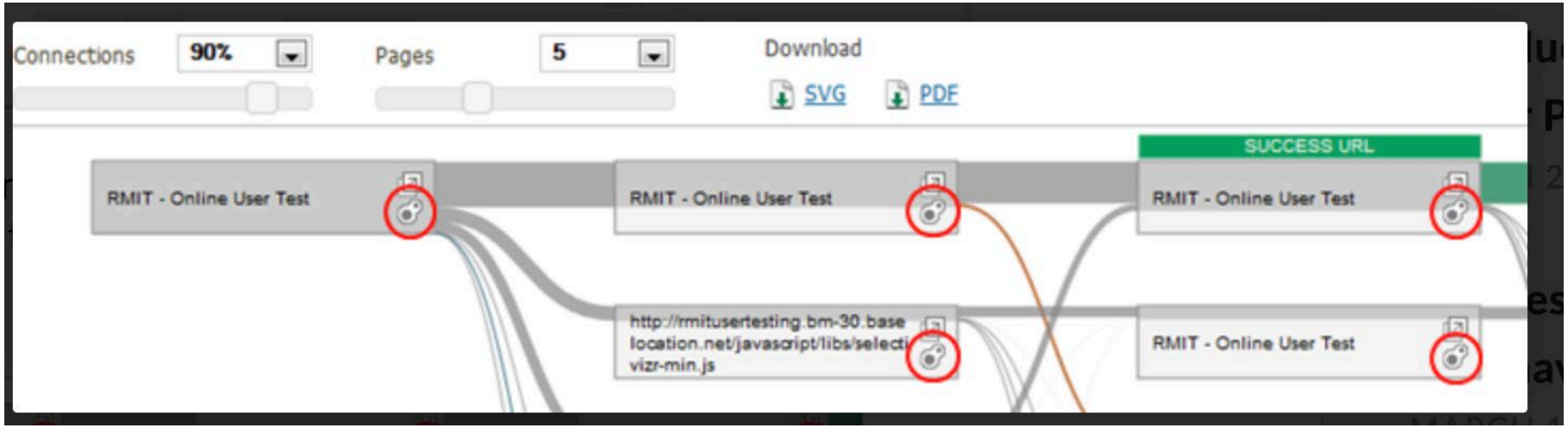
Item	Task	Videos	Path Analysis		Page views	Time spent
1 TASK	Bibliographic descriptions of a work in a specific language		Path Analysis		1	8 secs
2 TASK	related topics based on the result from their initial research		Path Analysis		1	18 secs
3 TASK	descriptions of bibliographic works unambiguously		Path Analysis		1	11 secs

Language question



Heatmap Reports

Click Stream Analysis



Testing Proposal

- Test internally with library staff
- Circle back with Share-VDE development
- Iterate design
- Tests with library users
- Continue to iterate as needed

Resources

- General Information: https://www.share-vde.org/sharevde/info.vm
- Share-VDE brochure: https://www.share-vde.org/sharevde/files/Share-VDE_brochure_201906.pdf
- Share-VDE short overview: https://www.share-vde.org/sharevde/files/Share-VDE_Short_overview_EN.pdf
- Share-VDE webinar: https://www.youtube.com/watch?v=CO-Z24PL2jg&t=3s
- Loop 11: https://www.loop11.com/
- IFLA-LRM User Tasks: https://www.isko.org/cyclo/lrm#3

Questions?

Share VDE Virtual Discovery Environment

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