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

Beth Picknally Camden, Goldstein Director of Information Processing
Jim Hahn, Head of Metadata Research
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.
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.
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
Development Process

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

Original Works by Jamieson
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

17 results

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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).
“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
Who uses Loop11

Software & Technology
- Goody
- eBay
- EA Sports
- IBM
- CBS Interactive
- Rackspace
- SAP
- Docker

Corporations
- Target
- Lenovo
- LEGO
- AT&T
- Communications
- American Airlines
- Accenture
### Participant Metrics

#### Participant 1 (Hide this participant)

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<td>Device Category</td>
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<td>Browser</td>
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#### Summary

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<td>Passed filters</td>
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#### Statistics

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<td>Average time taken on tasks</td>
<td>12.3 secs</td>
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<tr>
<td>Average page views per task</td>
<td>1.0</td>
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#### Tasks

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

Please identify Portugues language copies of Hamlet in the database.
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 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?