Presented current research on reference authoring emphasizing Reference Extract.

KEYWORDS: digital reference, virtual reference, reference authoring, Reference Extract
Reference Authoring

R. David Lankes

http://www.DavidLankes.org
Agenda

- The Reality of Knowledge Bases
- Draw Backs of a Deductive Approach
- The Concept of Transformation
- Search and the Road to Reference
- Key Concept: Credibility
Realities of KB’s

- Many Doubt their Usefulness
- Exceptions Like Mad Scientist, Ask Dr. Math
- Yet, We Use them All the Time
- Statistics, Patron Follow-up, Evaluation, etc.
A KB Continuum

Raw

Edited

Refined
Draw Backs

~ Context Dependencies
~ Metadata Creation
~ Chunking
~ Fact Shifting and Temporal Dependencies
Transformation

~ Effort: The Amount of Resources (Time, Money, Automation) Expended to Transform

~ Effect: The Utility of the End Result
Examples: High Effect, High Effort

Each Requires a High Amount of Effort to Effect
Examples: Low Effect*, Low Effort

* Low Effect Simply Reflects Susceptibility to the Draw Backs of Deductive Knowledge Bases

Requires Low or Distributed Effort to Effect
Question: What has Low Effort and High Effect?

〜 Search Seems Promising
〜 High Use in the Internet
〜 Matches Reference Domain
〜 Preserves Patron Privacy
〜 URL Stripping
“What is the utility of a knowledge base?”

High Utility, Low Cost, High User Privacy


Low Context
So Why Isn’t this LII?

~ Built Inductively from Actual Use

~ Reference Weighting

~ Using “Citedness” as a Surrogate for Relevance like Google uses Page Ranking

~ “Boost” Results by Use/Citation
VRD Histogram

VRD Top Cited URLs 2001-2004
“Weighting Window”
Story Starters

- High Context
- Builds on Blogs
- Reference as Community
The Information Institute of Syracuse’s New Weapons of Mass Instruction

Reference EXTRACT & Story Starters