REFERENCES

TITLE: Reference Authoring
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PUBLICATION TYPE: Presentation
DATE: 2005
VENUE: Friday Seminar SIMS, UC Berkeley, Berkeley, CA
ABSTRACT: Discussed the intersection between digital reference and information retrieval.
KEYWORDS: digital reference, virtual reference, reference authoring, information retrieval, credibility
Reference Authoring

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Agenda

- The Reality of Knowledge Bases
- Drawbacks of a Deductive Approach
- The Concept of Transformation
- Search and the Road to Reference

EXTRACT

- 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 Drawbacks 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
Raw Text File

Extracted URL’s

Frequencies
“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
Reference Weighting
AskERIC Histogram

AskERIC Top Cited URL's 2000-2003
AskNSDL Histogram

AskNSDL Cited URLs 2002-2005
“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