# Get on the Net so I can link to you

# Academic search and findability in the age of Google

## EBSLG Conference Norwegian School of Management May 19th, 2006



Dr. Espen Andersen Associate Professor BI Norwegian School of Management (www.bi.no) European Research Director The Concours Group (www.concoursgroup.com)

This presentation is available at www.espen.com/EA-EBSLG-20060519.pdf

# **BI** Three kinds of memory



Eco, U. (2003). Vegetable and mineral memory: The future of books. *Al-Ahram Weekly Online*. (http://weekly.ahram.org.eg/2003/665/bo3.htm)





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# 1.Substitution2.Expansion3.Structuration<sup>2</sup>

1: Malone, T. W. and J. F. Rockart (1991). "Computers, Networks and the Corporation." *Scientific American* (September): 128-136 2: Orlikowski, W. (1992). "The Duality of Technology: Rethinking the Concept of Technology in Organizations." *Organization Science* 3 (3): 398-427.

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**BI** The Internet is moving from phase II towards phase III, fulfilling its original promise

- Decomposition of value added
  - Publishers become filters, agents, and/or editors
  - Newspapers write for net first, ceding opinions to independents and focusing on investigations
  - Authors join musicians in becoming performers rather than producers
- Search replaces categorization
  - Categorizers less important
  - Manipulation of context is big business
    - Search engine optimization now larger than \$1b
  - Search becoming the new interface
- Knowledge about information and search behavior more valuable than the information itself
  - "The database of intentions"

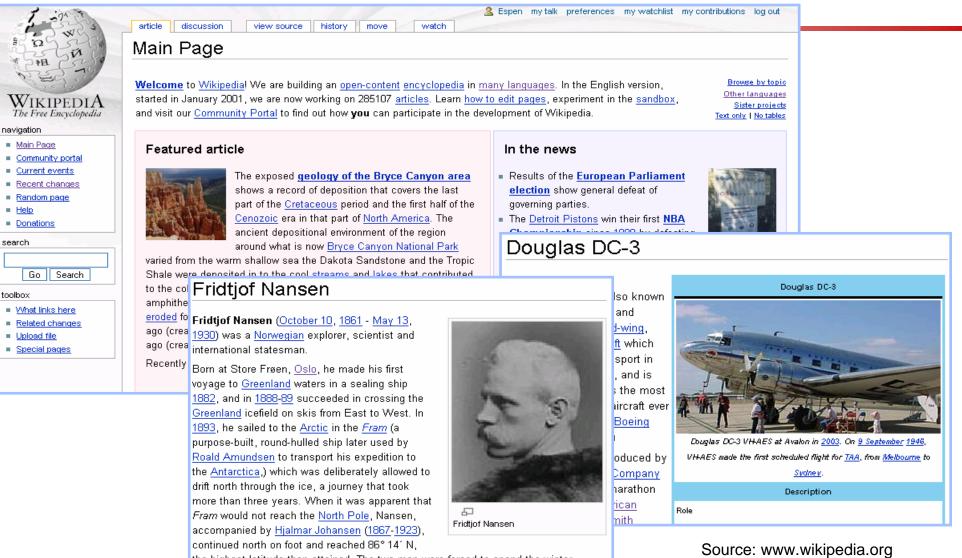
# **BI** What are the technologies currently changing the information landscape?

- Search
- Wikis
- Blogs
- Podcasting
- Creative Commons
- ....and everything on the Net

## ....also known as Web 2.0

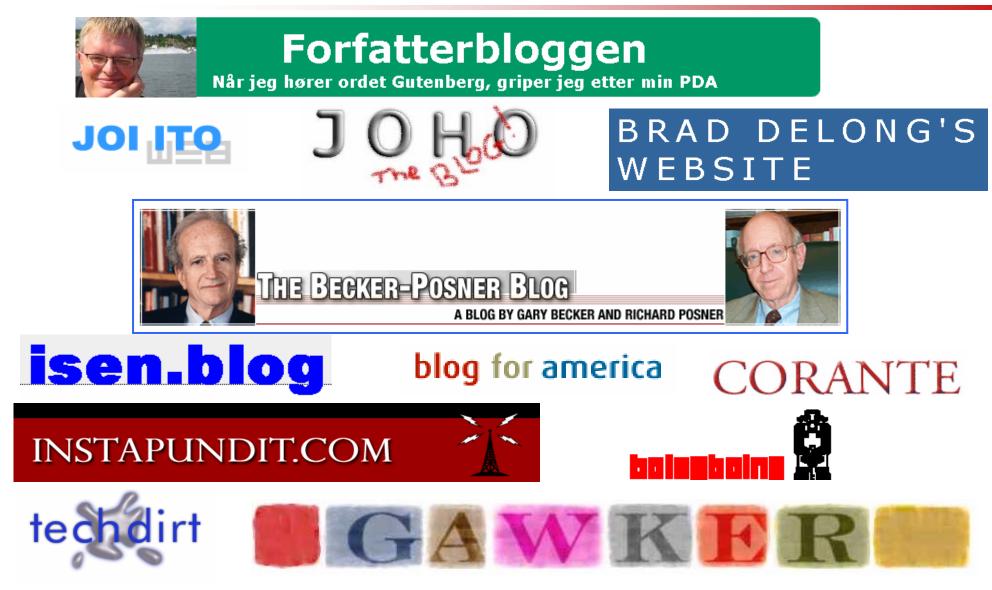
# BI

## Wikipedia is a collaborately written encyclopædia

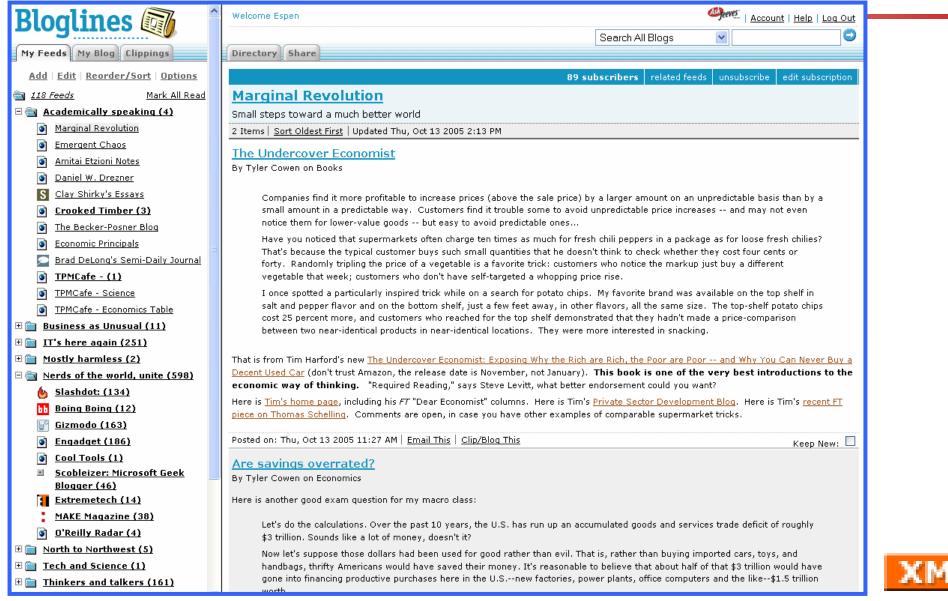


the highest latitude then attained. The two men were forced to spend the winter, surviving on <u>walrus blubber</u> and <u>polar bear</u> meat, on <u>Franz Josef Land</u>, where they eventually connected with a British expedition.

# **BI** Blogs are the new discussion and reporting platforms of the web



# **BI** Bloglines and other RSS-readers and aggregators allow fast overview of many sources



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# **BI** Will future intellectuals have to choose between incomeless relevance or profitable obscurity?

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### How to Look at China

November 9, 2005, Wednesday By THOMAS L. FRIEDMAN (NYT); Editorial Desk Late Edition - Final, Section A, Page 27, Column 5, 846 words

**DISPLAYING FIRST 50 OF 846 WORDS** -My friend Nayan Chanda, the edit and a longtime reporter in Asia, recently shared with me a conversation he'd had v regarding India and China: India, he said, always looks as if it is boiling on the surfavery...

To read the rest of this archive article, upgrade to TimesSelect or purchase as a





## Thomas Friedman's Latest Article | NYT Subscription Wall Goes Up

Topic: Media

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2005-09-21 09:02:32-07

If President Bush wants to make anything of his second term, he should make a quest for energy independence the moon shot of our generation.

Well, here it is.. The first new <u>Friedman</u> column behind the <u>New York Times</u> subscription wall.

Goodbye Tom! I refuse to pay \$7.95 a month when there is only one columnist I regularly read there. I might pay \$10 a year for "FriedmanSelect", if half of the money made it directly to Tom. All NYT's other content, I usually find via discussions taking place on the web. Those conversations all start to go dead today. The New York Times voice of commentary is about to get really, really, really soft and quiet.

Hopefully this will not last long. Thomas, if you can hear me, **PUT UP A BLOG**. PLEASE!!

# **BI** All information will be on the web....



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## ...and Google Booksearch will provide access...

Popwar. II NetAttivismo contro l'ordine costituito by Arianna Dagnino, Stefano Gulmanelli

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QUO VADIS, POPWAR? / 133

con un network di telefonia cellulare, il nuovo nodo (utente) non è un aggravio – di costo e di performance – sul sistema bensì è un elemento in aggiunta che porta un miglioramento della performance del network<sup>19</sup>.

I mesh network hanno infine anche un'altra caratteristica graditissima al NetAttivismo: come fa notare Espen Andersen,20 "è un modo di costruire network sostanzialmente impossibile per le aziende [di telecomunicazione NdA], o quantomeno impossibile da realizzare in un modo tale che vi sia per loro un ritorno economico". In altre parole questo tipo di network sono la strada alternativa alle telco che le telco non possono percorrere o sulla quale non possono cercare di mettere il cappello. Tanto che lo stesso Andersen aggiunge: "Se fossi a capo di una società di telecomunicazioni sarei molto nervoso al pensiero di una tecnologia per la creazione di network che può essere implementata dai singoli individui". Una tecnologia che non a caso - pur in un momento di estrema difficoltà del business IT - sta vedendo (al di là del colosso Intel che ha fatto della filosofia mesh uno dei suoi campi prioritari di sviluppo) una ventina di aziende, soprattutto della Silicon Vallev e dintorni, impegnate nella messa a punto di software e strumenti per architetture mesh<sup>21</sup>.

Certo, lo sviluppo di questo tipo di architettura tecnologica ha le sue difficoltà oggettive; per certi aspetti il punto di forza è anche punto di debolezza: proprio per la loro caratteristica di flessibilità e adattabilità, i mesh network sono infatti intrinsecamente precari: i pacchetti di dati viaggiano cioè su percorsi disegnati da nodi che compaiono e scompaiono costantemente. A ciò si aggiunge il problema tipico di una trasmissione wireless che richiede la portata ottica e cioè l'assenza di ostacoli ambientali come edifici, alberi e colline. Tutte difficoltà che non esistono nel tradizionale network wired.

<sup>19</sup> Ancora una volta risuona profetica la frase di Kevin Kelly: "Dumb parts, properly connected into a swarm, yield smart results" In questo caso le parti "stupide" sono i singoli strumenti di trasmissione, la parte intelligente è il risultante network auto-configurante e altamente organizzato.

<sup>20</sup> E. Andersen, "Genesis Of An Anthill: Wireless Technology And Self-Organizing Systems", http://www.espen.com/.

<sup>21</sup> Una di queste, la Mesh Netwoks Inc, ha concepito e realizzato sistemi di routing

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# **BI** A typical search in an academic database (I)

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Bigbook	No password needed	
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# **BI** A typical search in an academic database (II)



Minimum browser requirements: Internet Explorer 5.5+, Netscape 7.0+, Firefox 1.01, Safari 1.x

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## A typical search in an academic database (III)

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## A typical search in an academic database (IV)

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## A typical search in an academic database (V)

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- Check the spelling of your search terms. Correct any misspellings and re-run the search.
- To broaden your search, use the Boolean operator OR. For example, type: Siamese OR cats.

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# **BI** A typical search in an academic database (VI)

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# **BI** Google Scholar lets you search academic material...

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## **BI** ...and finds it right away!

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Does Information Technology Lead to Smaller Firms? - group of 4 » E Brynjolfsson, TW Malone, V Gurbaxani, A Kambil - Management Science, 1994 - JSTOR of the new organization" (Drucker 1988) and has been widely discussed in both the busi- ness and academic literature (see (Malone and Rockart 1991, Huber 1990 <u>Cited by 180</u> - <u>Web Search</u> - <u>BL Direct</u>	
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Information technology and the new organization TW Malone, JF Rockart, C MIT - System Sciences, 1992. Proceedings of the Twenty-Fifth, 1992 - i Page 1 Information Technology and the New Organization 0073-1129-1/92 \$3.00 © 1992 IEEE Thomas W. Malone and John F. Rockart Massachusetts Institute of <u>Cited by 5</u> - <u>Web Search</u> - <u>BL Direct</u>	eeexplore.ieee.org

# **BI** What is missing from "academic" databases?

- No direct linking to related material
- No cross-linking between databases
- No collaborative filtering
- No exploitation of search behavior
- No fuzzy query processing
- No intelligent prioritization of search results
- No facility for tagging
- No feedback mechanism
- No mechanism for deep linking
- No available APIs
- No simple sign-on mechanism

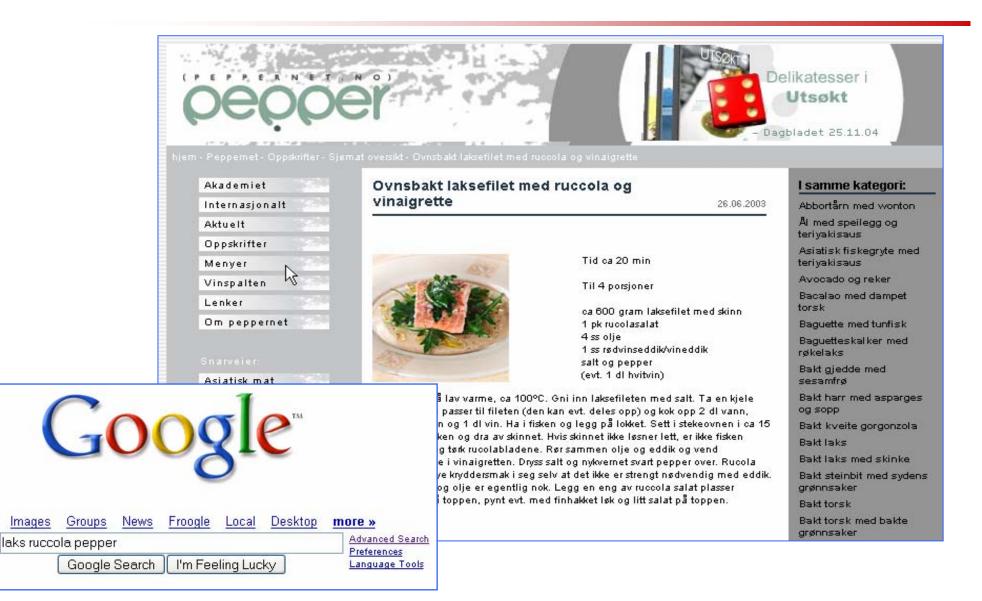
## Academic databases aren't very academic

# **BI** Checklist for academic database publishers

- 1. Consider an individual feature
- 2. Is it something your end user will thank you for putting in?
  - Does it make search easier?
  - Does it make search quicker?
  - Does it make search demonstrably more complete?
  - Does it make search more flexible?
  - Does it enhance the usability of the underlying information?
- 3. If yes: Great!
- 4. If no: Stop doing it!
- 5. Repeat until you are better than Google Scholar

## Academic databases should facilitate the future of academia, not only preserve the past

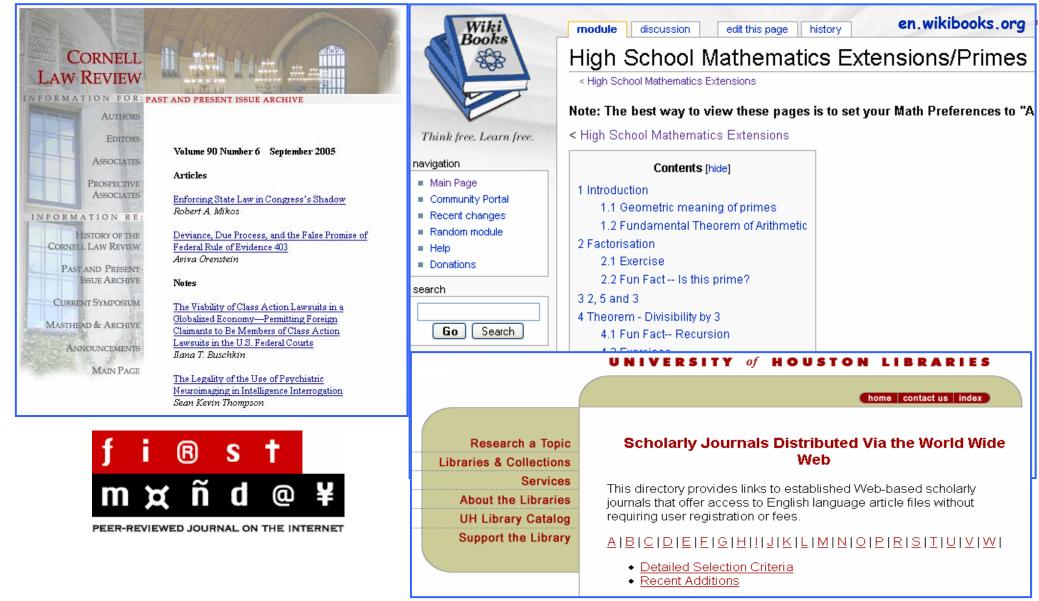
## RT Future search does not respect categorization



Images

Web

# **BI** Future academic publication will be online first



# **BI** Future search will have new interfaces

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- <u>Chemical Engineering</u>
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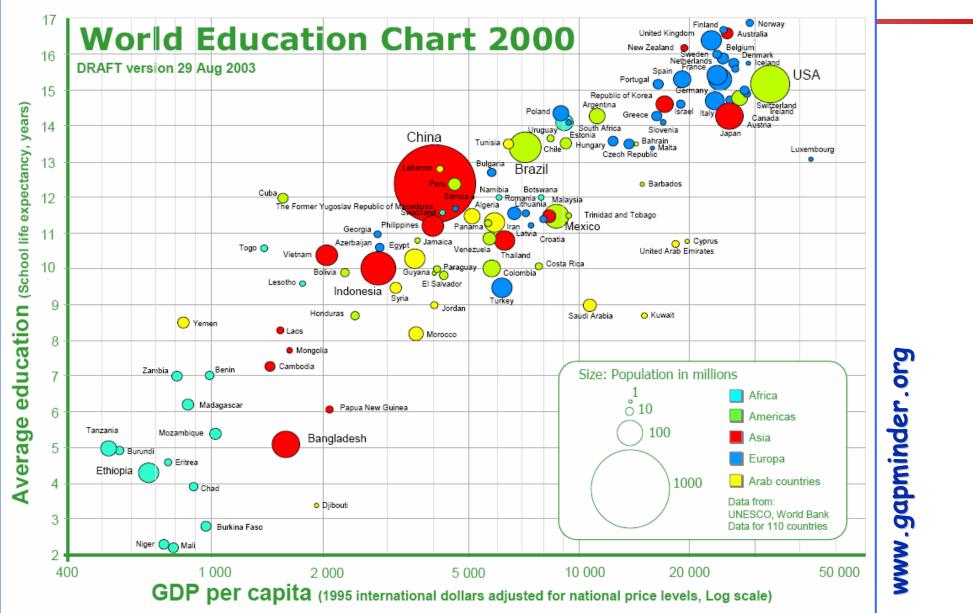


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## **BI** ... facilitating fact-based discussion.

EA/EB



# **BI** The rumors of the death of any industry tend to be greatly exaggerated...

change is not death. fear of change is death.



