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PR activity of IR by mashup of OPAC and JuNii+

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ABSTRACT

"University of Miyazaki Academic Repository" has been opened to the public since August 23, 2007. For collecting contents of the repository, it is necessary to inform IR and let the members of our university know its convenience. So, we recommend contents of IR on OPAC's bibliographical details page.

To search related contents of IR with the book displayed on OPAC, the "RS-Search" of JuNii+ is used. At first, web browser picks out the title and keywords from OPAC's bibliographical details page, then search contents of IR from JuNii+. Using "RS-Search", metadata related with the book can be gotten. By displaying these metadata on OPAC's bibliographical details page, we can recommend contents that the users needed and gain a great opportunity to promote IR.

1. Background

Many members of our university have not known IR and have not accessed IR. So, it is necessary to inform IR and navigate them to IR contents. If they use IR, they will want to register their own articles.

2. Why OPAC?

Without special operation, navigation to IR contents is displayed at our OPAC. Most users of our library use OPAC. So, we can navigate to IR a person who doesn't know IR.

3. JuNii+ and RS-Search

"JuNii+" is IR contents search service by NII (National Institute of Information). Metadata of Japanese IR are harvested by JuNii+ using OAI-PMH. So it is possible to search many IR at once.

"RS-search" is a search method of JuNii+. By using RS-search, it is possible to search IR contents related to the keywords or sentences.
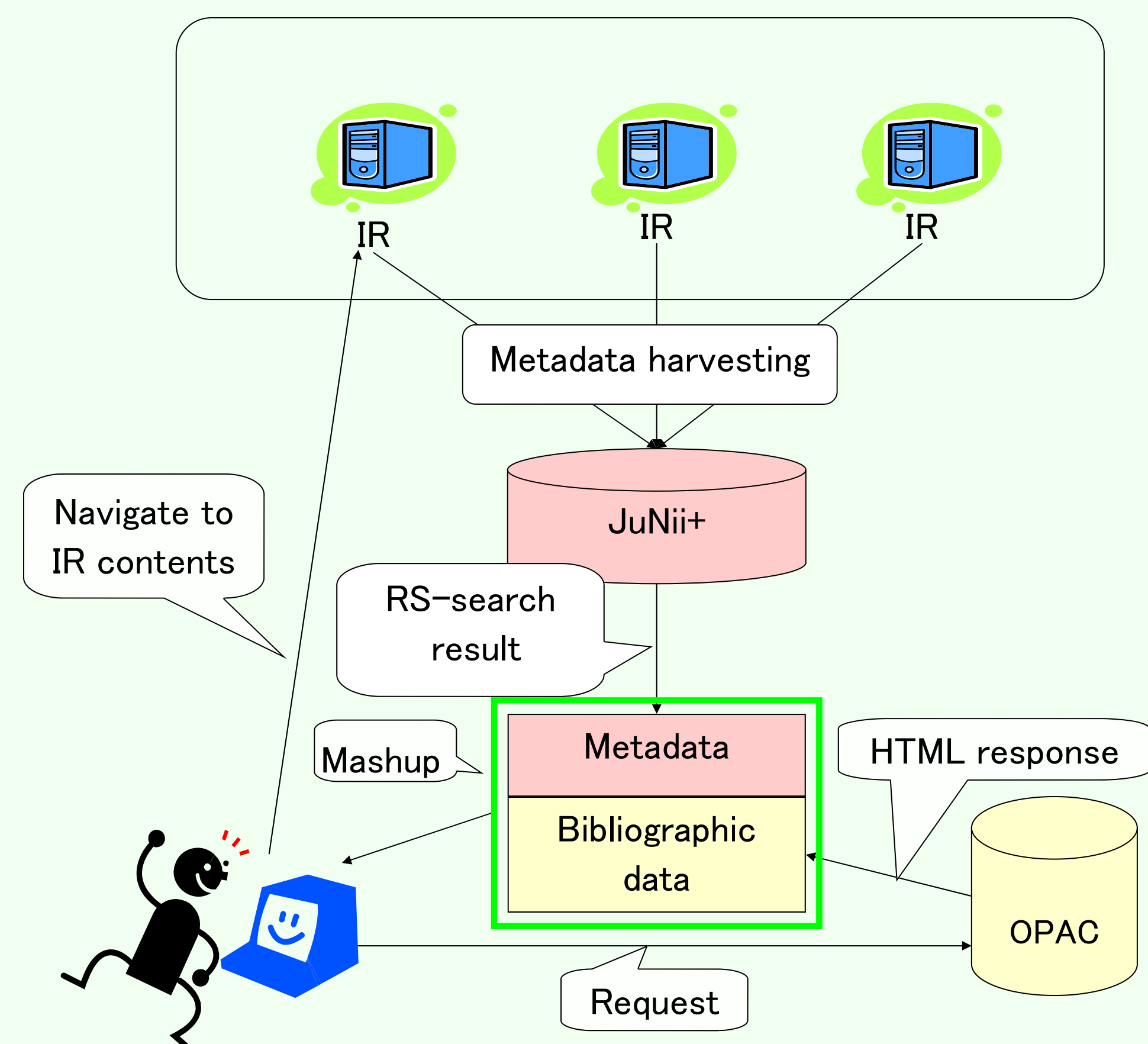
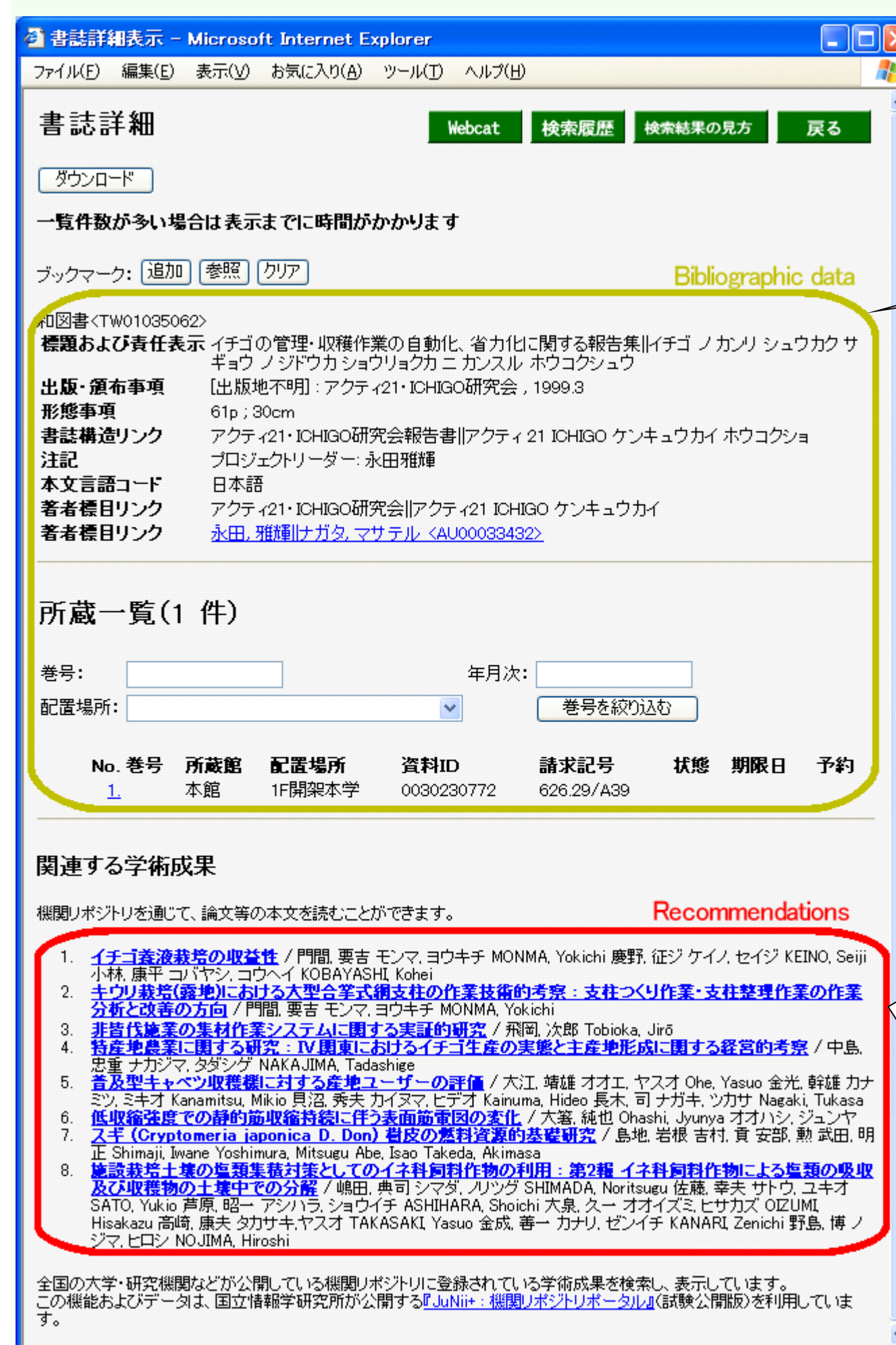http://juniiplus.csc.nii.ac.jp/

4. Mashup of OPAC and JuNii+

"Mashup" means to combine different contents and to form a new service.

When bibliographic data is displayed at our OPAC, RS-search results of JuNii+ are displayed together. In this way, the mashup of OPAC and JuNii+ forms a new service, recommendation of IR contents.

5. Recommendation

By using RS-search of JuNii+, it is possible to recommend IR contents related with a book displayed at OPAC. So, user can get article quickly, and we can get great opportunity to promote IR.

1. Web browser displays bibliographic data of the book.

2. Web browser picks out title words and keywords, then search JuNii+ using RS-search.

3. RS-search result (links to IR contents related with the book) is displayed as recommendations.