Bilgi Yönetiminde Son Gelişmeler: Amazoogle, İşbirliği ve Açık Erişim

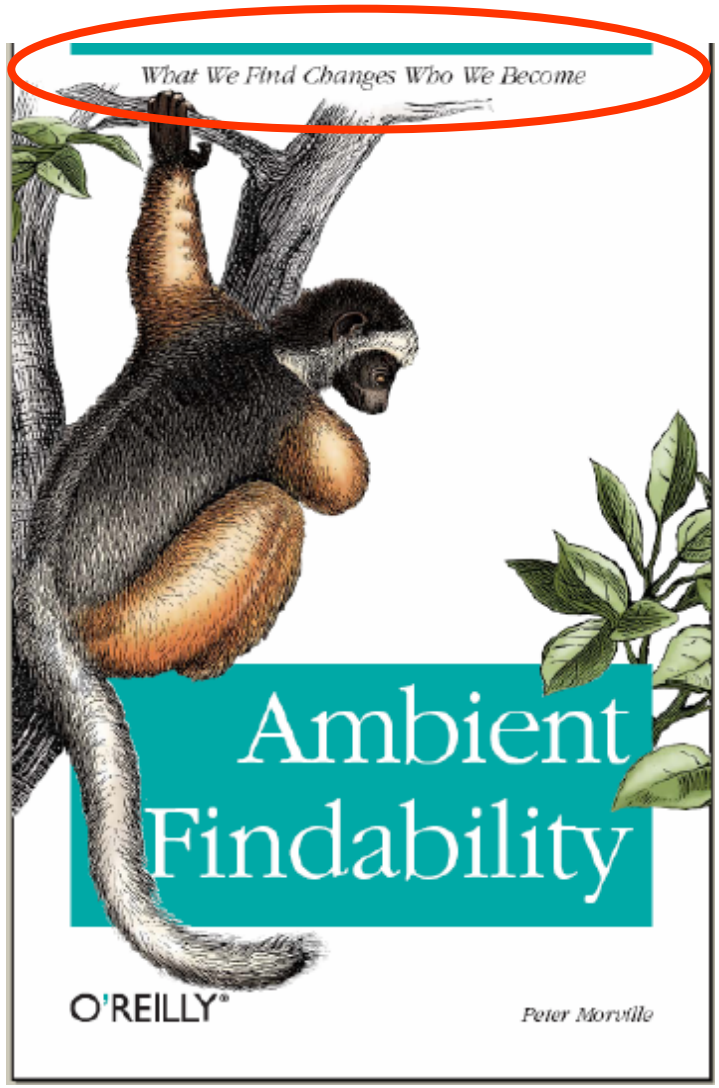
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Bilgi ve Belge Yönetimi Bölümü
tonta@hacettepe.edu.tr
yunus.hacettepe.edu.tr/~tonta/tonta.html

Plan

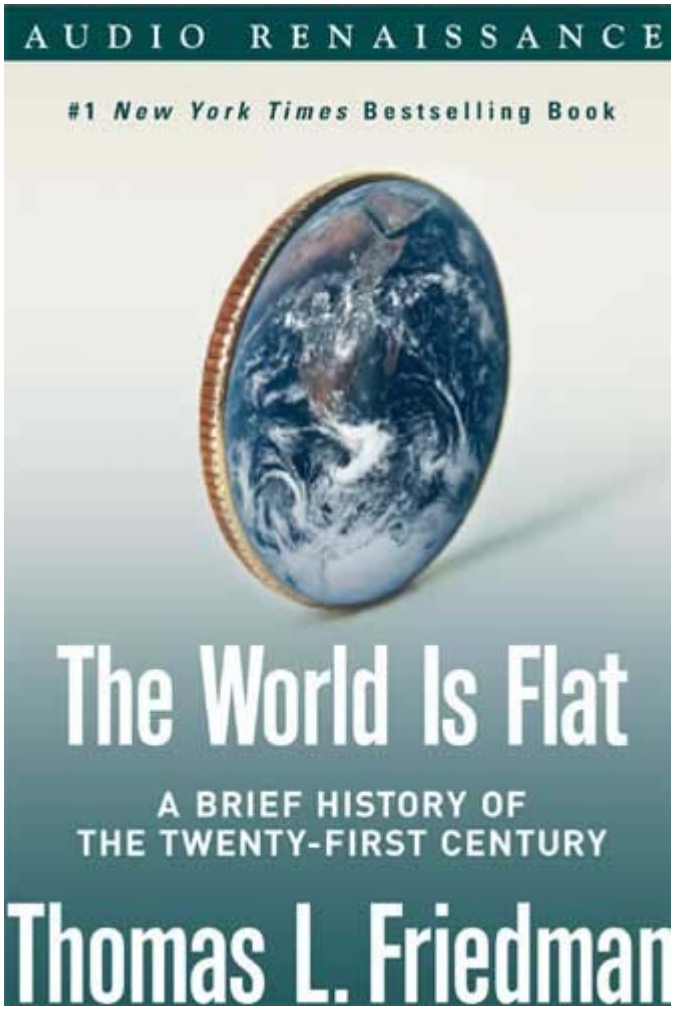
- Her yerden bilgiye erişim
- Amazoogle
- “Ters-yüz” kütüphane
- İşbirliği
- Neler yapılabilir?

Bilgi Teknolojileri Dünyayı Değiştiriyor

- Her yerden bilgiye erişim
  - Haftada 7 gün 24 saat insan, mekân, ürün ve hizmetlerle ilgili bilgilere erişim
  - Cep telefonu: telefon, e-posta, web, alış veriş, vd.
  - Sensörler ve gerçek zamanlı veri hizmetleri
  - Mekân duyarlı aygıtlar
  - RFID
- Kişiselleştirme
- Anında tatmin
- “What we find changes who we become”



Amazoogle



- “World Is Flat”

Amazon.com'da "World is Flat"



Kitapla İlgili Ayrıntılı Bilgiler . . .



Kitapla İlgili Ayrıntılı Bilgiler 2 . . .



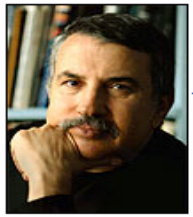
Kitapla İlgili Ayrıntılı Bilgiler 3 . . .

Amazon.com: The World Is Flat: A Brief History of the Twenty-first Century: Books: Thomas L. Fr - TTNET tarafından sağlanan Mic

Adres http://www.amazon.com/gp/product/03742

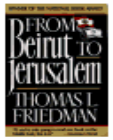
developments--when the dot-com bust turned interest away from the business and technology pages and when 9/11 and the Iraq War turned all eyes toward the Middle East--is when they actually began to accelerate. Globalization 3.0, as he calls it, is driven not by major corporations or giant trade organizations like the World Bank, but by individuals: desktop freelancers and innovative startups all over the world (but especially in India and China) who can compete--and win--not just for low-wage manufacturing and information labor but, increasingly, for the highest-end research and design work as well. (He doesn't forget the "mutant supply chains" like Al-Qaeda that let the small act big in more destructive ways.) Friedman tells his eye-opening story with the catchy slogans and globe-hopping anecdotes that readers of his earlier books and his *New York Times* columns will know well, and also with a stern sort of optimism. He wants to tell you how exciting this new world is, but he also wants you to know you're going to be trampled if you don't keep up with it. His book is an excellent place to begin. --*Tom Nissley*

Where Were You When the World Went Flat?

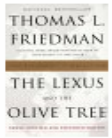


Thomas L. Friedman's reporter's curiosity and his ability to recognize the patterns behind the most complex global developments have made him one of the most entertaining and authoritative sources for information about the wider world we live in, both as the foreign affairs columnist for the *New York Times* and as the author of landmark books like *From Beirut to Jerusalem* and *The Lexus and the Olive Tree*. They also make him an endlessly fascinating conversation partner, and we'd happily have peppered him with questions about *The World Is Flat* for hours. Read our interview to learn why there's almost no one from Washington, D.C., listed in the index of a book about the global economy, and what his one-plank platform for president would be. (Hint: his bumper stickers would say, "Can You Hear Me Now?")

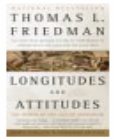
The Essential Tom Friedman



From Beirut to Jerusalem



The Lexus and the Olive Tree



Longitudes and Attitudes

More on Globalization and Development







Internet

Başlat 15:53

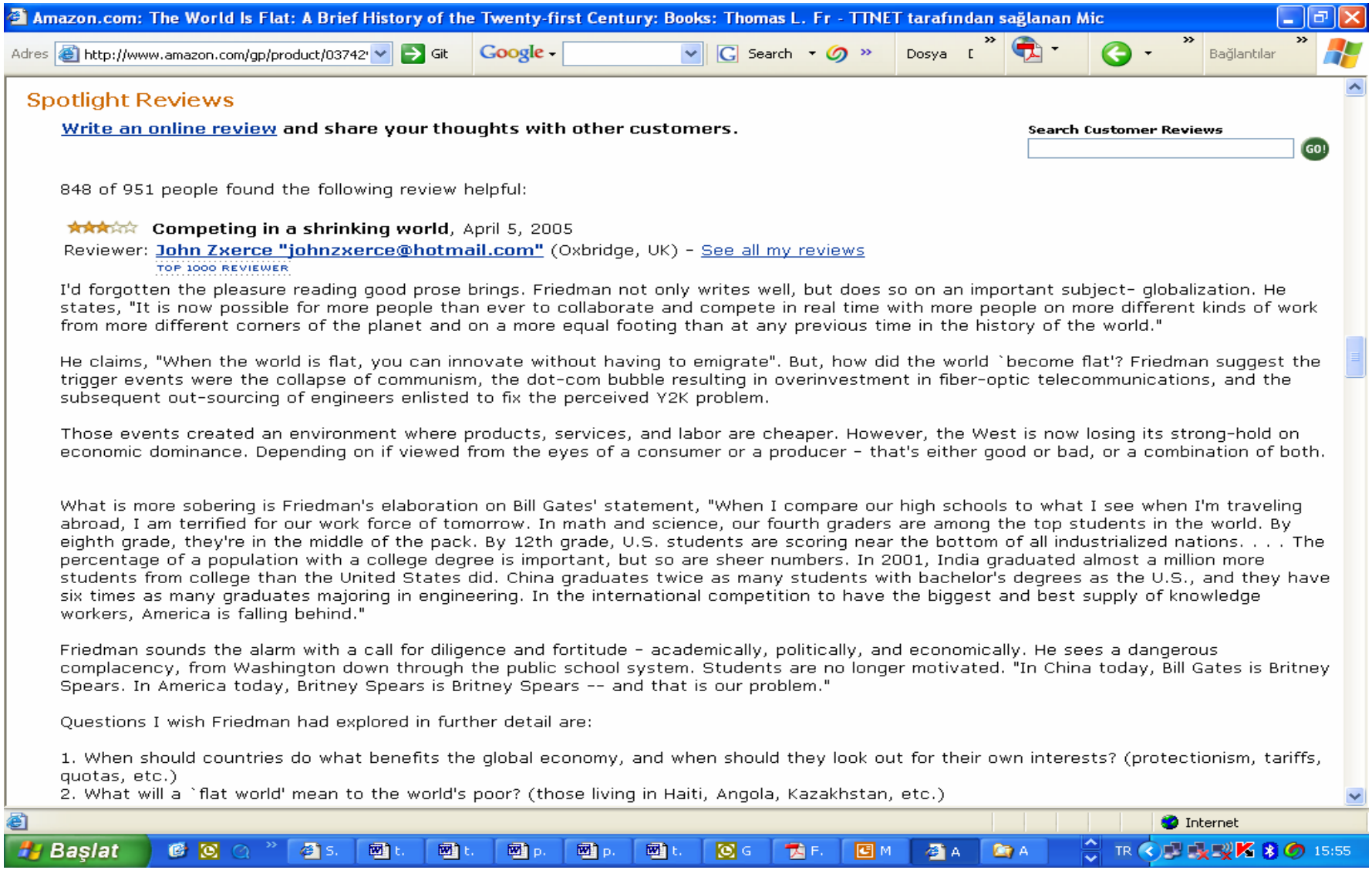
Kitapla İlgili Ayrıntılı Bilgiler 4 . . .



Kitapla İlgili Ayrıntılı Bilgiler 5 . . .



Kitapla İlgili Ayrıntılı Bilgiler 6 . . .



Kitapla İlgili Ayrıntılı Bilgiler 7 . . .



Kitapla İlgili Ayrıntılı Bilgiler 8 . . .



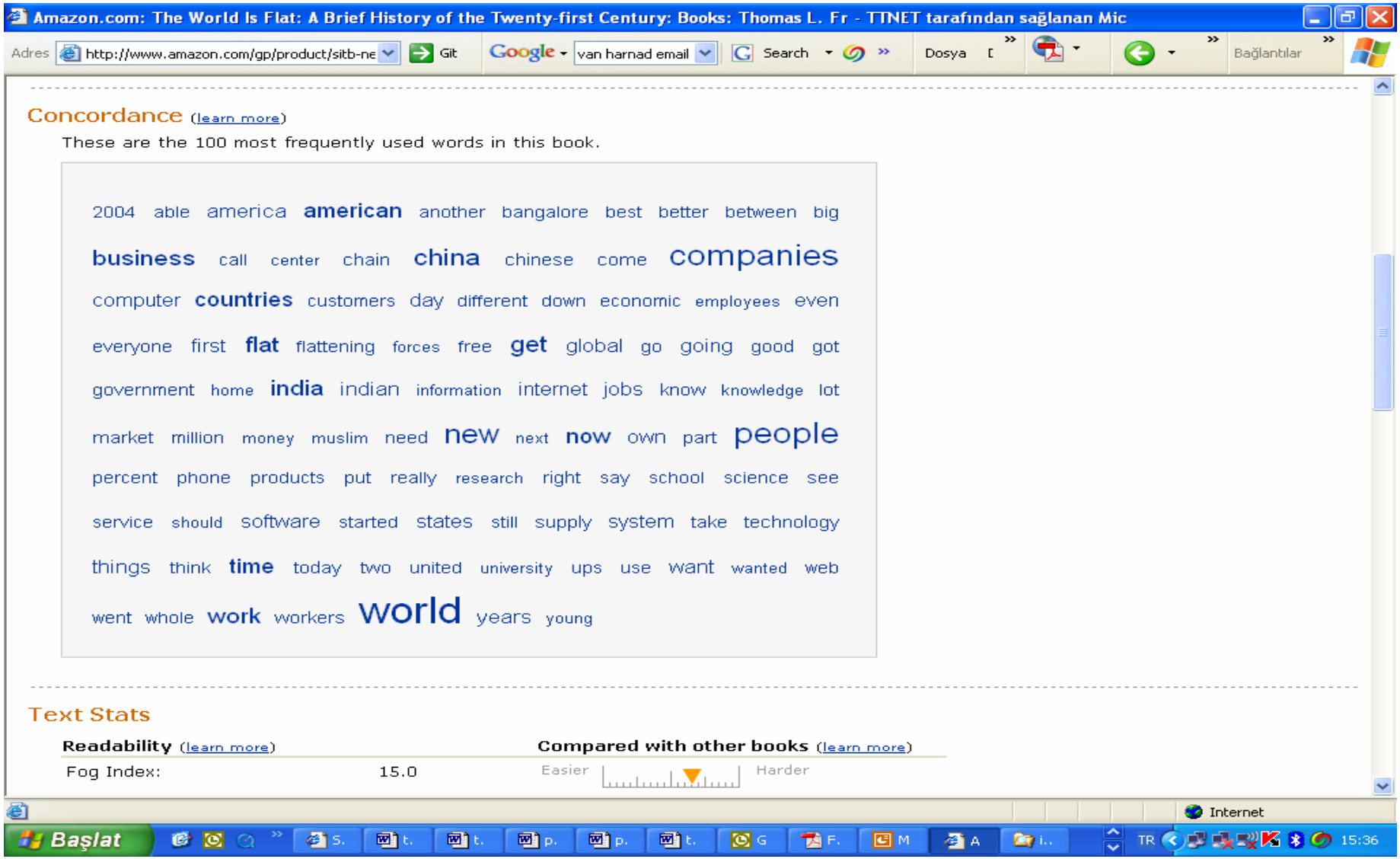
Kitapla İlgili Ayrıntılı Bilgiler 9 . . .



Inside This Book



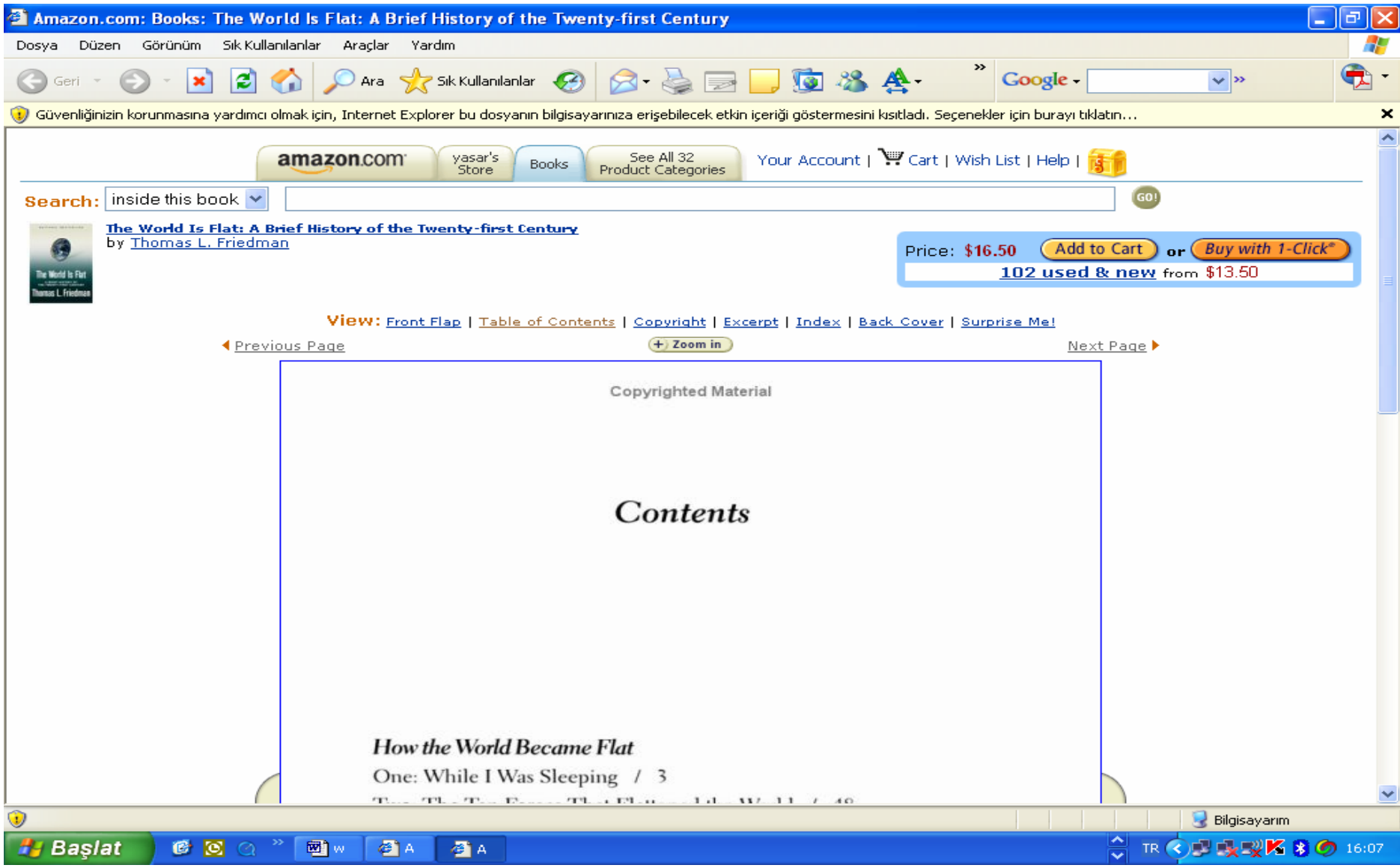
Kitapta En Sık Geçen Sözcükler



Okunabilirlik İstatistikleri



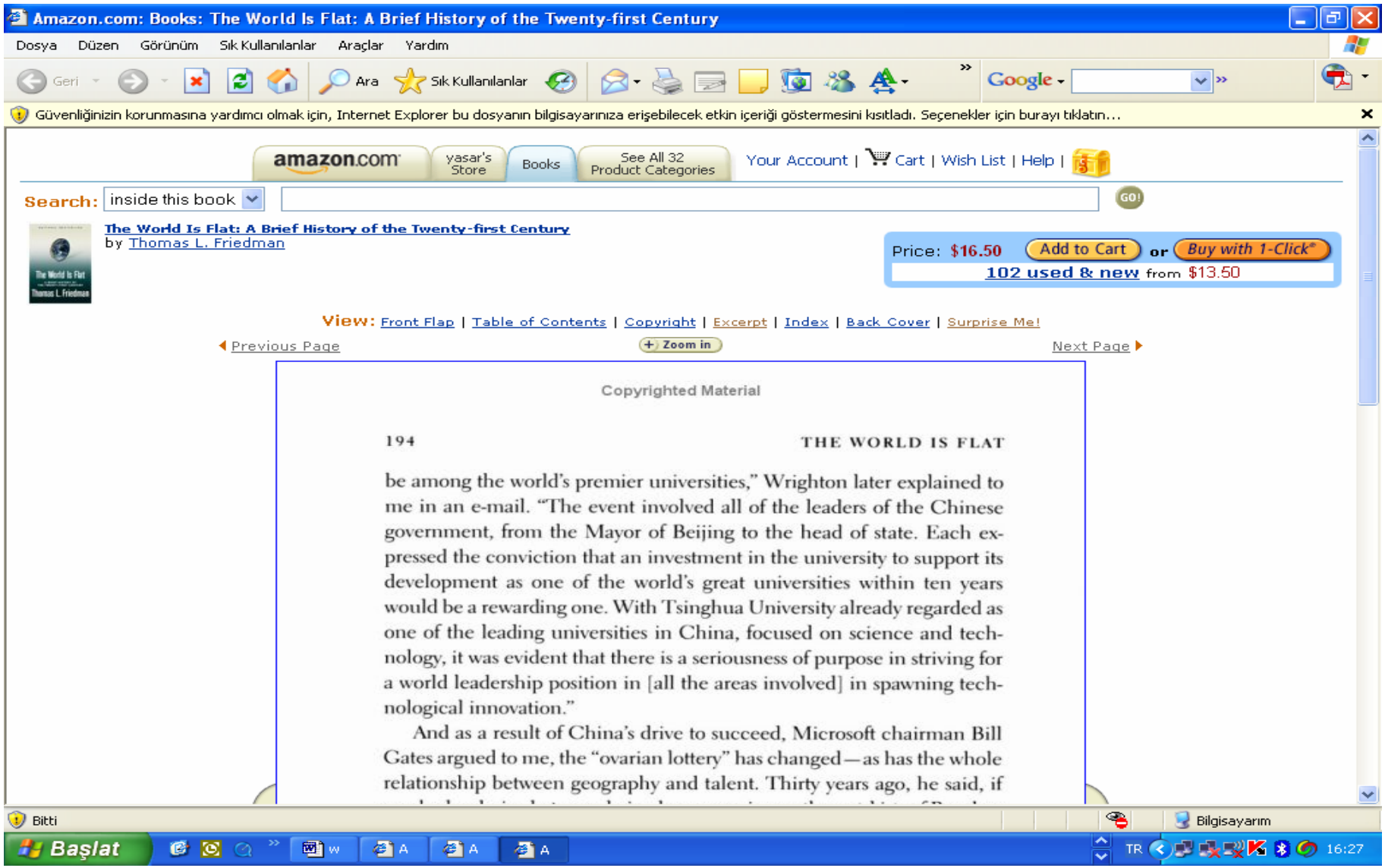
İçindekiler Sayfası



İlk Bölüm


Amazon.com: Books: The World Is Flat: A Brief History of the Twenty-first Century
Dosya Düzen Görünüm Sık Kullanılanlar Araçlar Yardım
Geri Ara Sık Kullanılanlar Google
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Zoom in
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ONE
While I Was Sleeping
Your Highnesses, as Catholic Christians, and princes who love and promote the holy Christian faith, and are enemies of the doctrine of Mahomet, and of all
Bilgisayarım
Başlat
TR
16:16

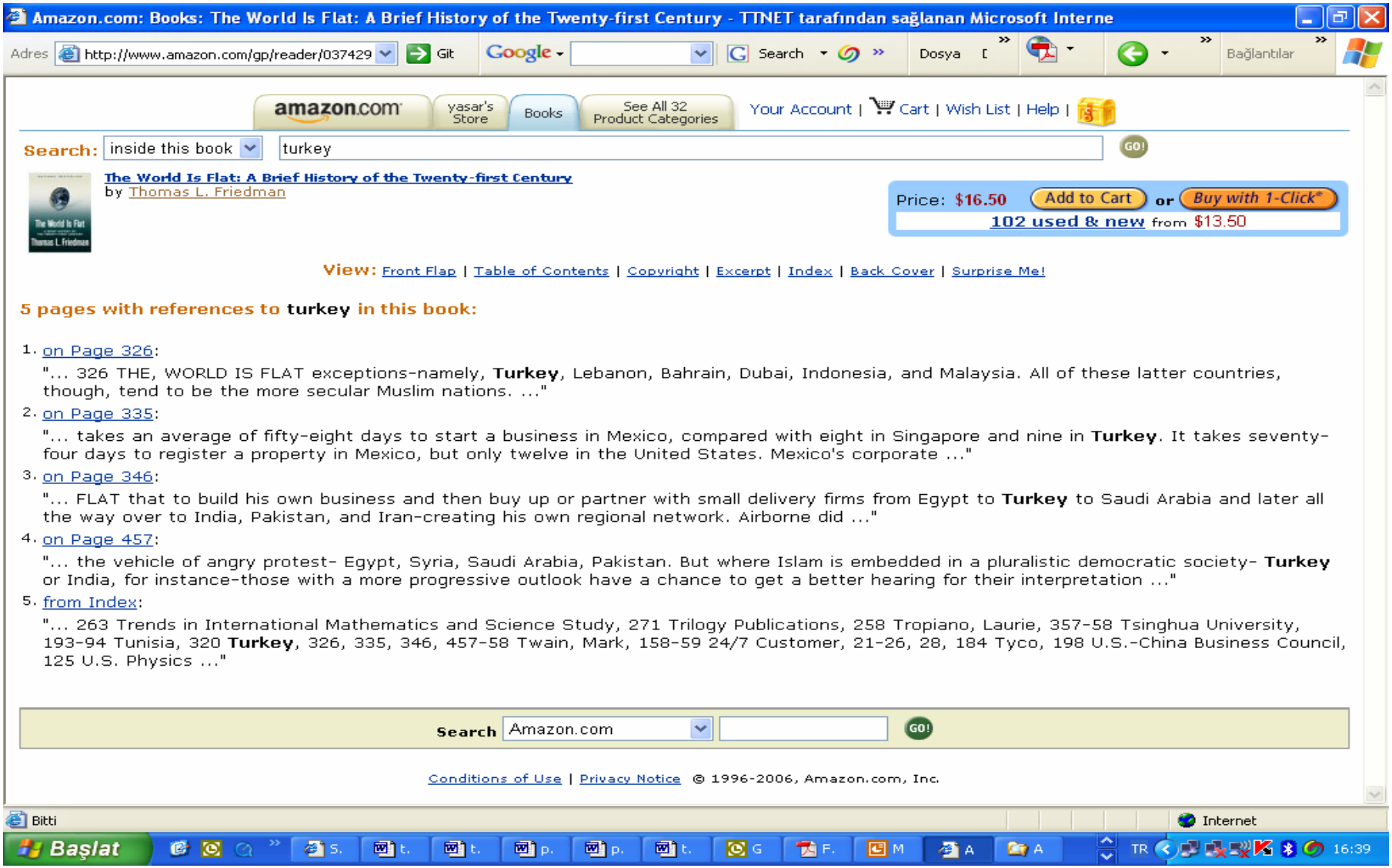
Kitaptan Rastgele Sayfalar



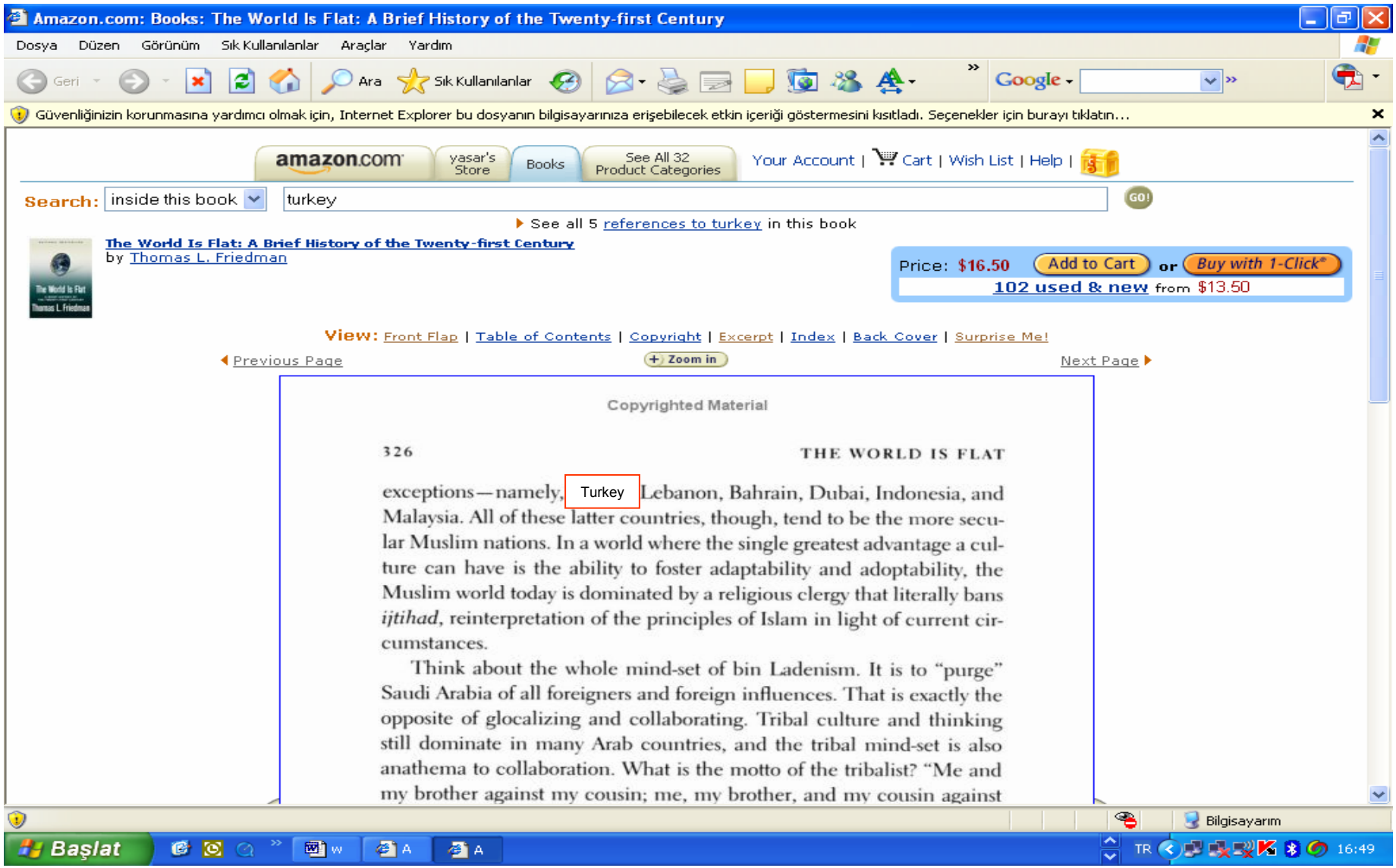
Kitap İçinde Arama: “Turkey”



Kitapta “Turkey” Geçen Sayfalar



İlgili Sayfa



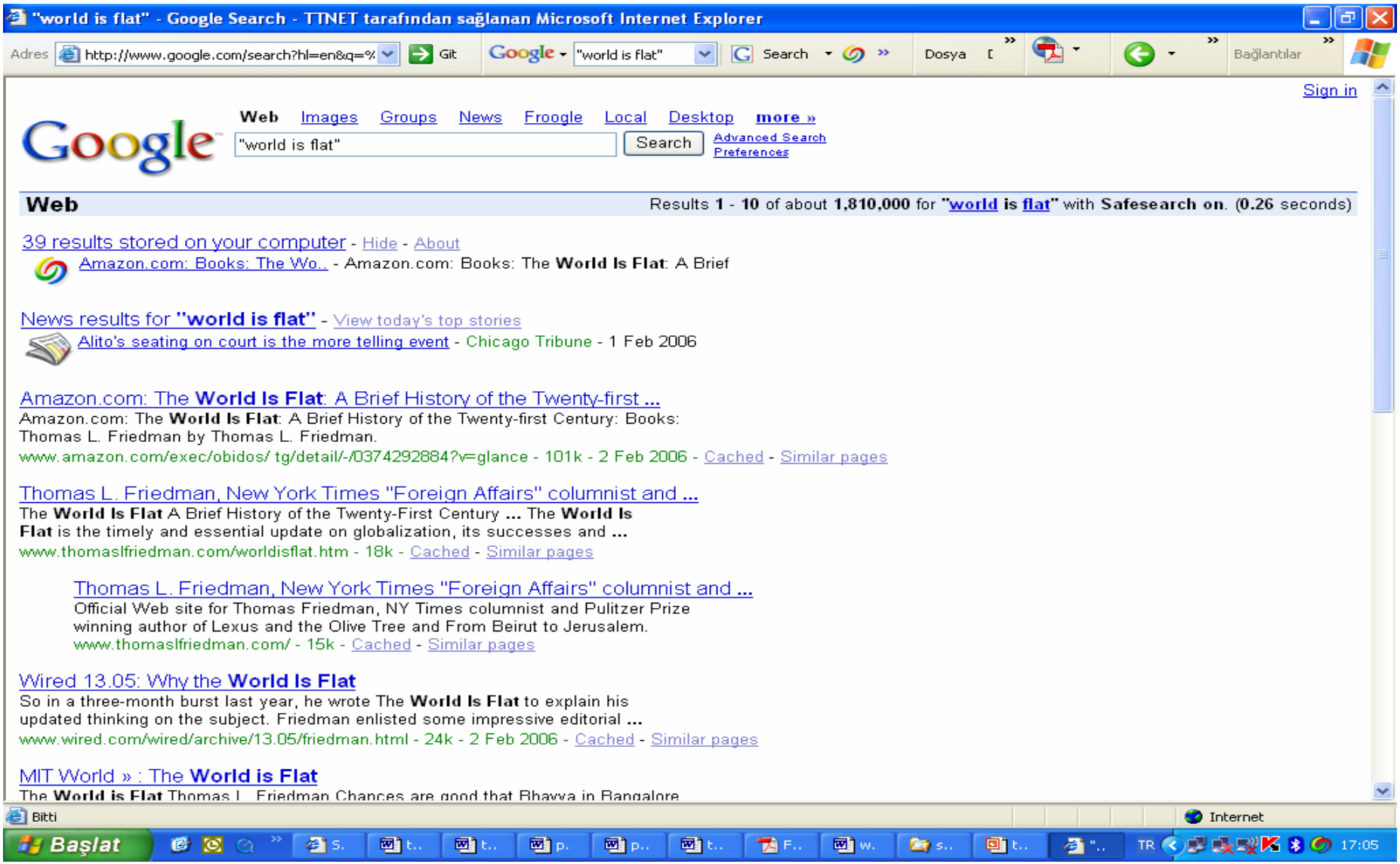
Kitabın Elektronik Kopyası



Yazarın Diğer Kitapları



Google'da "World is Flat"



Kitap Tanıtımı: Yazarın Web Sayfası



Yayınevinin Tanıtımı



Kitap Tanıtımı: *The New York Times*



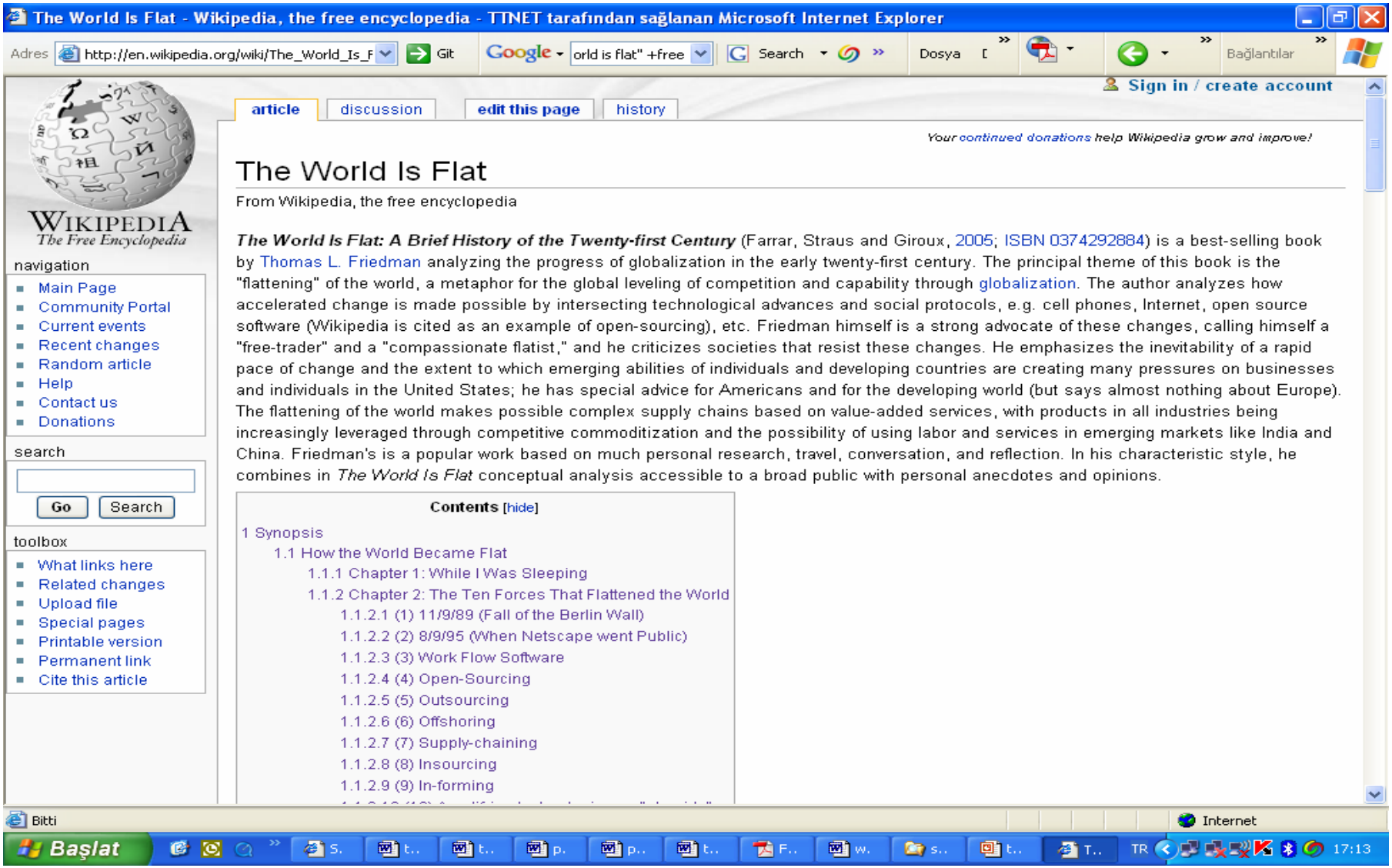
Kitap Tanıtımı: *The NY Review of Books*



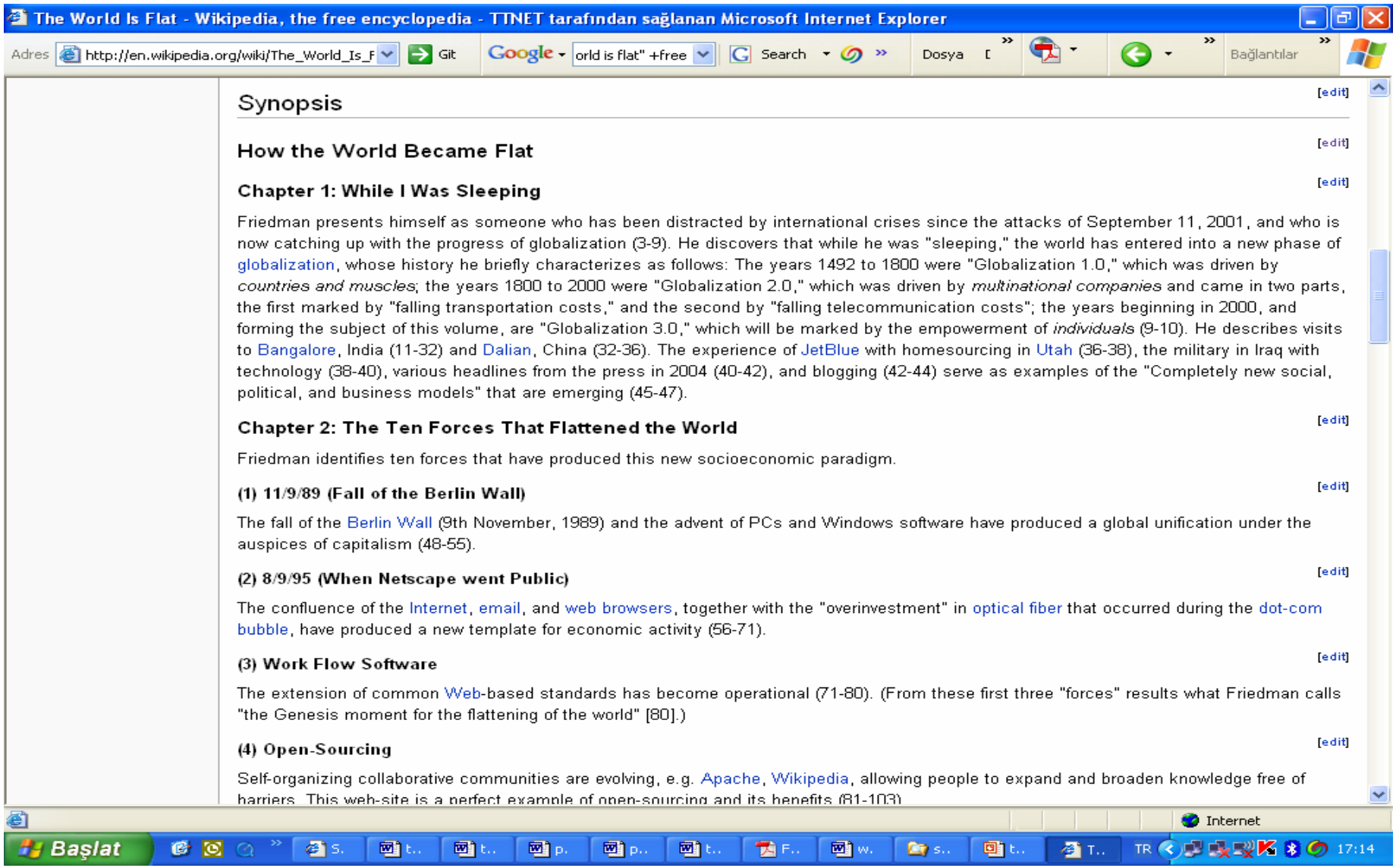
Kitap Tanıtımı: *Wired* Dergisi



Kitapla İlgili Bilgi: Wikipedia 1



Kitapla İlgili Bilgi: Wikipedia 2



Yazarın Konferansı



Yazarla İlgili Bilgi: The *NY Times*



Tanıtım: MSNBC Sitesi



Ücretsiz Video



Kitabın Ses Kaseti / CD'si

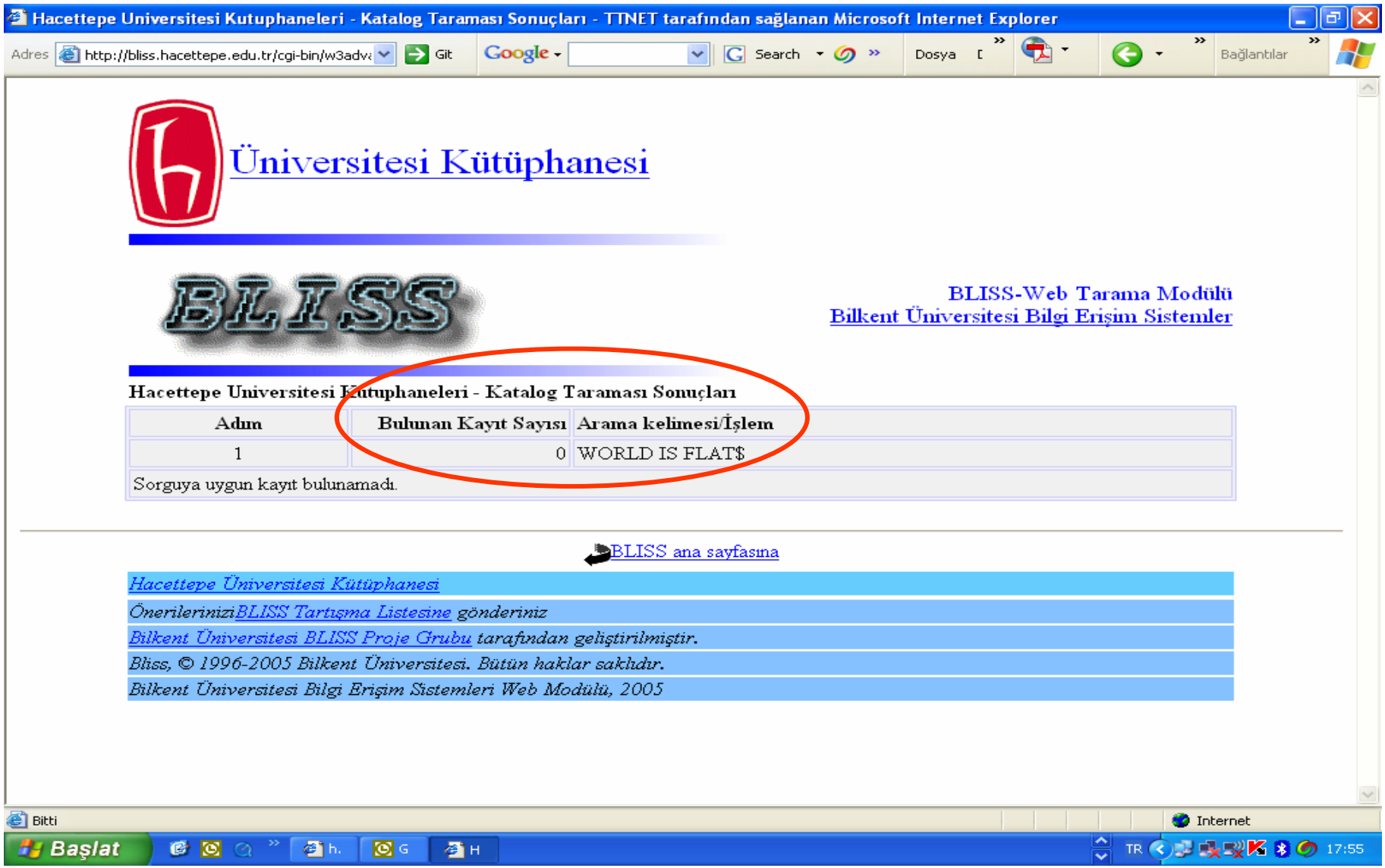


Fiyat Karşılaştırması

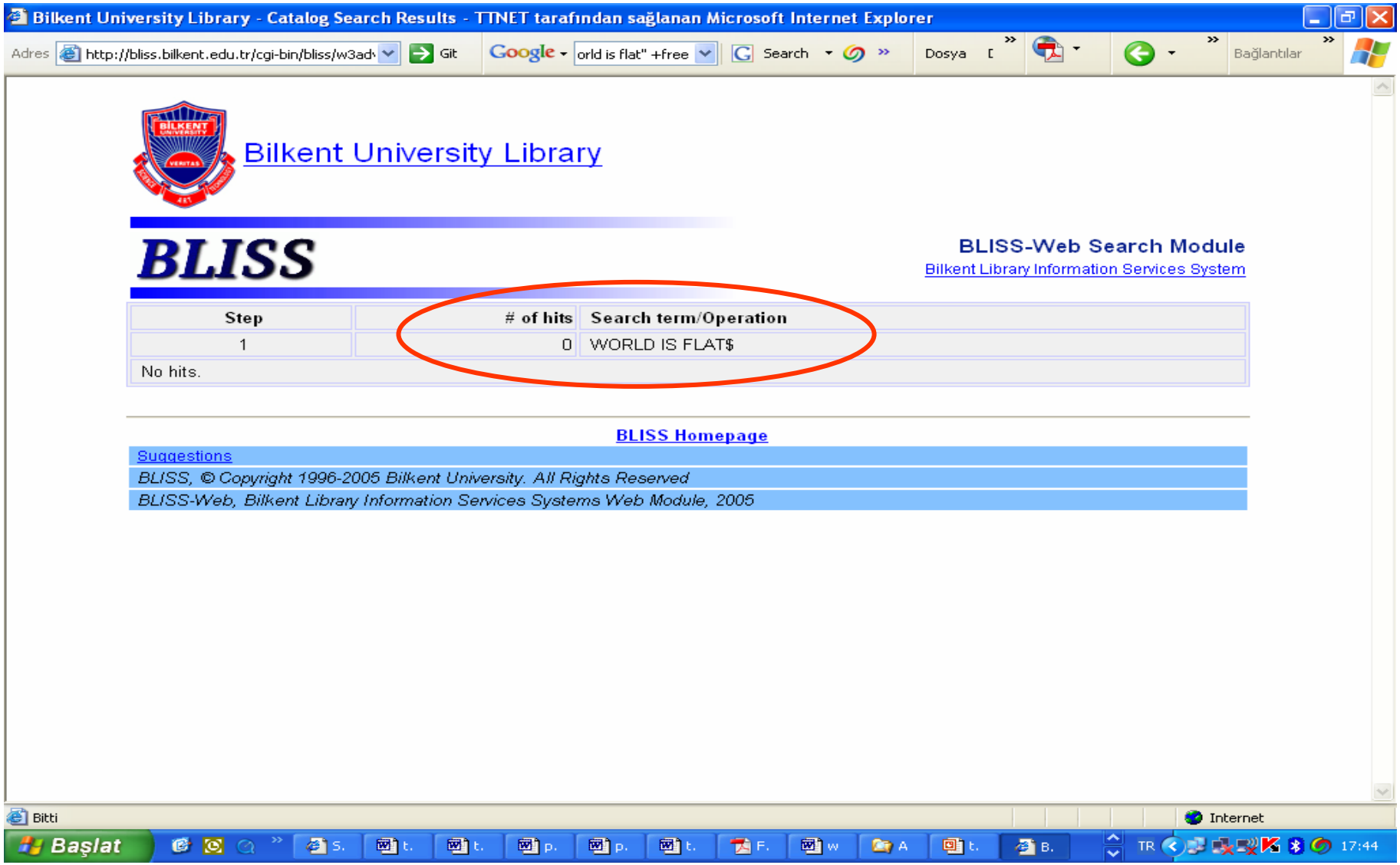


Kütüphanelerde “World Is Flat”

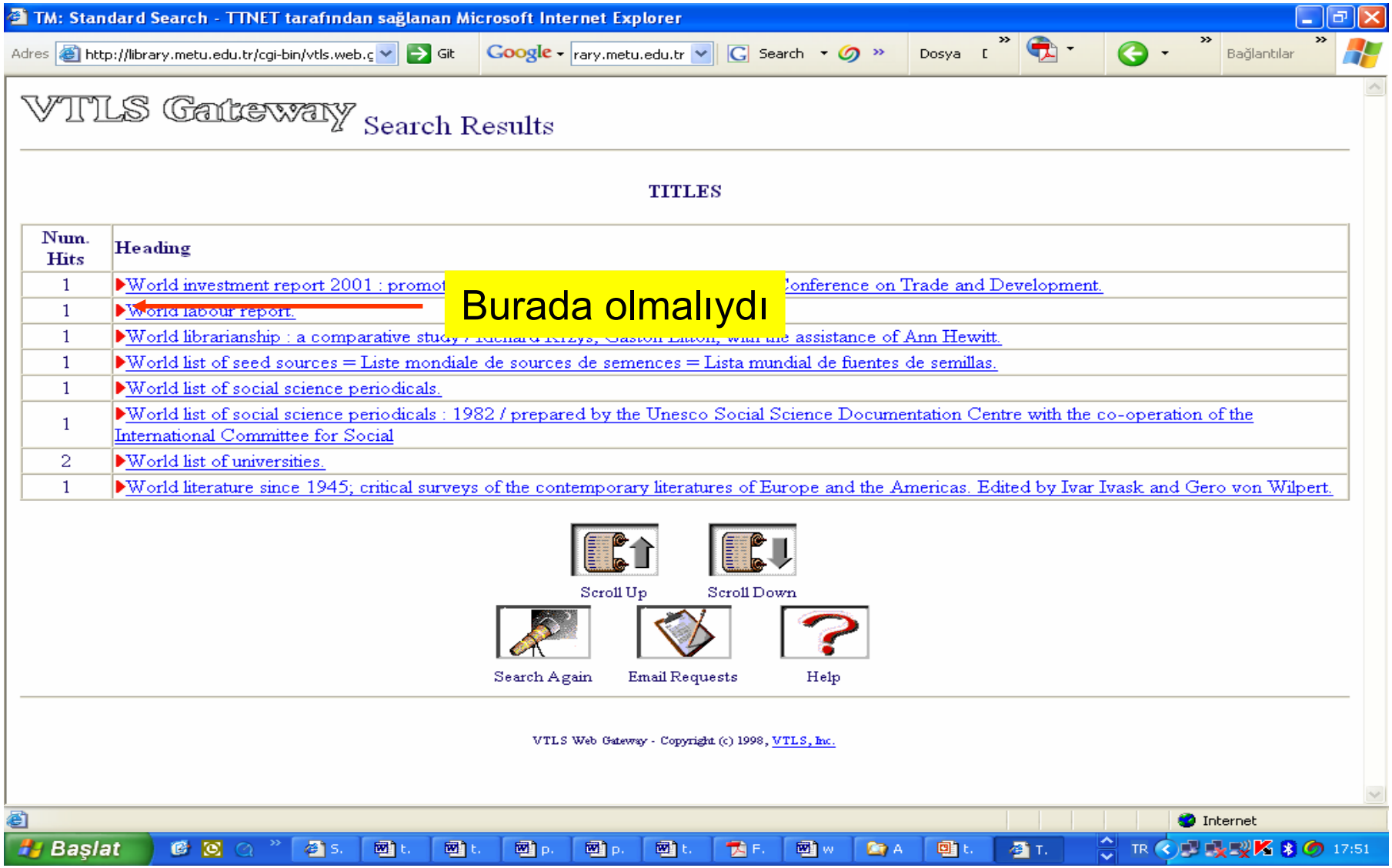
Hacettepe'de "World is Flat"



Bilkent'te "World is Flat"



ODTÜ'de "World is Flat"



Dünya Düz Değil!

- Üniversitelerimiz henüz Dünyanın düz olduğundan habersiz!
- Belki kitap henüz kataloglanmadığı için kataloglarda yok
- Belki de hiç ısmarlanmadı
- Ama kütüphane katalogları herhangi bir yardım da sunmuyor
- “Bizde yok ama
  - şu kütüphanelerden hemen sağlayabiliriz
  - Amazon.com’dan hemen çevrimiçi olarak ısmarlayabiliriz
  - Amazon.com’dan satın alabilirsiniz
  - kitapla ilgili daha fazla bilgiye şuralardan (Amazon.com, Google, Yahoo! vs.) erişebilirsiniz
  - kitapla ilgili tanıtım/eleştiri yazılarına şu sayfalardan erişebilirsiniz
  - kitapla ilgili tanıtım/eleştiri yazıları bizde bulunan şu dergilerde yer almaktadır. İsterseniz elektronik kopyalarına erişebilirsiniz.
  - aynı yazarın şu kitapları var.
  - . . .”
- Bakalım yurt dışındaki kütüphanelerde durum nasıl?

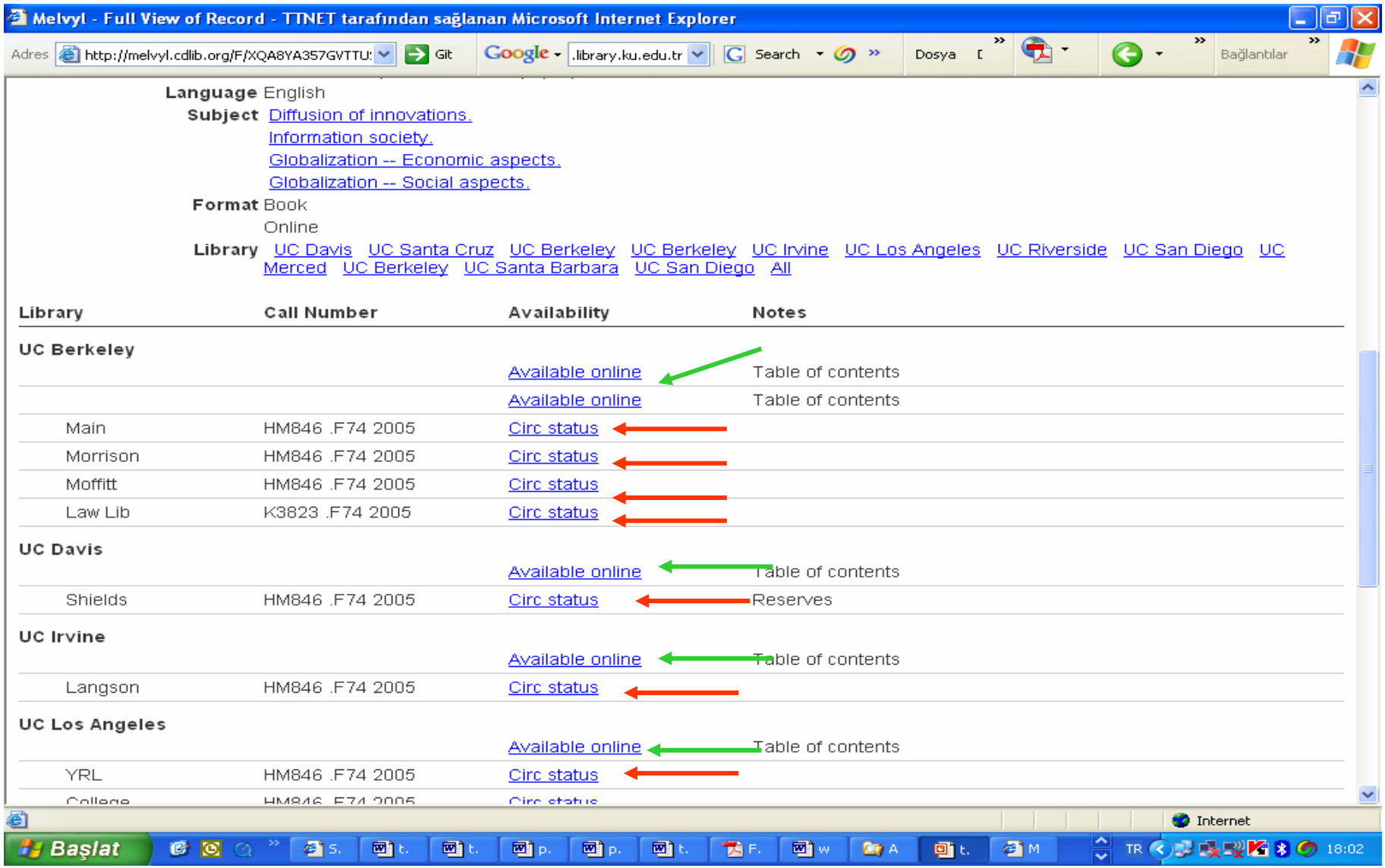
Kaliforniya Üniversitesinde “World is Flat”



Kitapla İlgili Ayrıntılı Bilgi 1 . . .



Kitapla İlgili Ayrıntılı Bilgi 2 . . .



İçindekiler . . . Kongre Kütüphanesinden

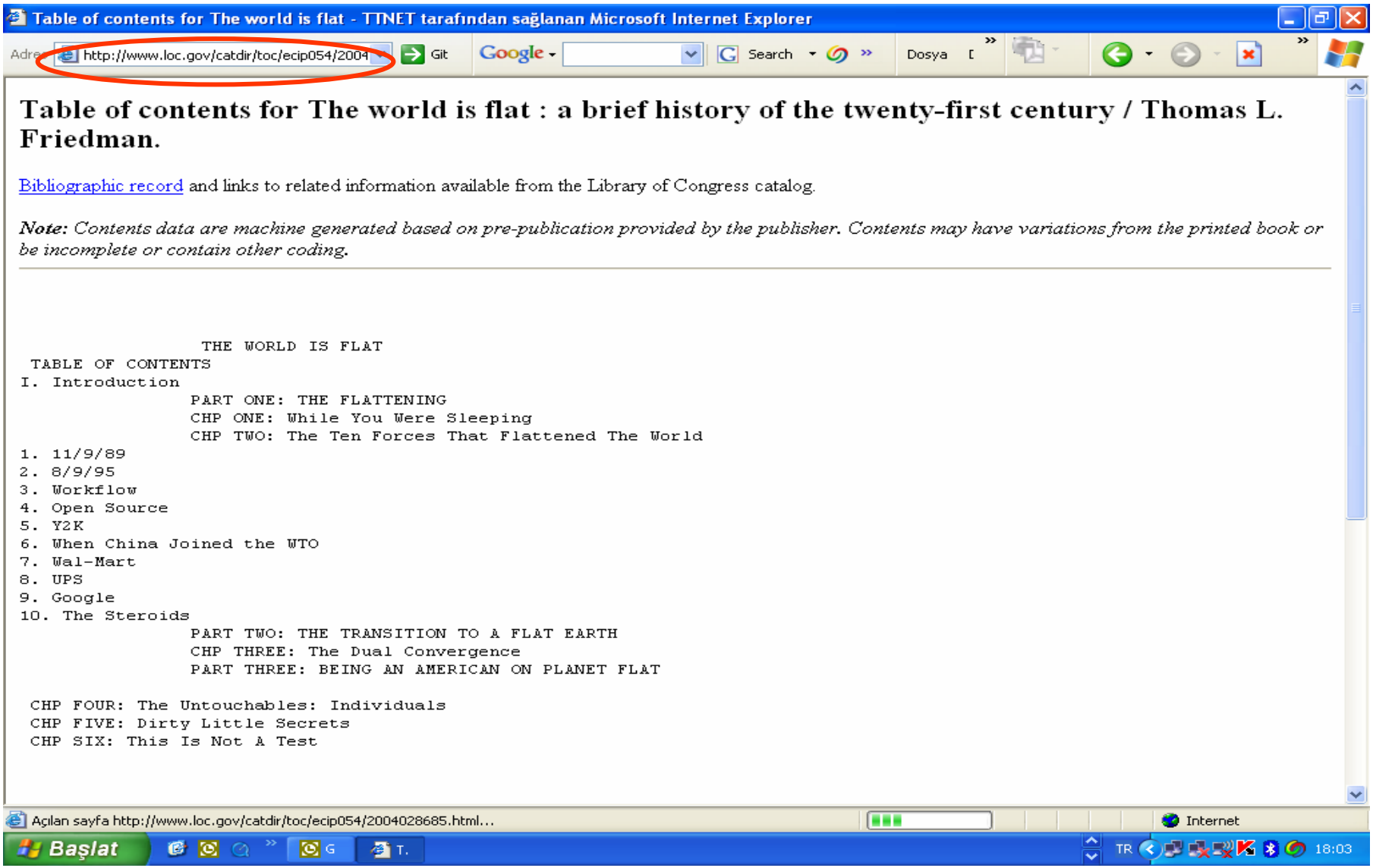


Table of contents for The world is flat : a brief history of the twenty-first century / Thomas L. Friedman.

Bibliographic record and links to related information available from the Library of Congress catalog.

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THE WORLD IS FLAT
TABLE OF CONTENTS
I. Introduction
PART ONE: THE FLATTENING
CHP ONE: While You Were Sleeping
CHP TWO: The Ten Forces That Flattened The World
1. 11/9/89
2. 8/9/95
3. Workflow
4. Open Source
5. Y2K
6. When China Joined the WTO
7. Wal-Mart
8. UPS
9. Google
10. The Steroids
PART TWO: THE TRANSITION TO A FLAT EARTH
CHP THREE: The Dual Convergence
PART THREE: BEING AN AMERICAN ON PLANET FLAT

CHP FOUR: The Untouchables: Individuals
CHP FIVE: Dirty Little Secrets
CHP SIX: This Is Not A Test

Yazarın Diğer Yapıtları



Dünya Düz. Ama . . .

- Kişiselleştirme yok. Herkese kitapla ilgili aynı bilgi gösteriliyor.
- Bizim kullanıcımız olmadığınız için size kitabın elektronik kopyasını gösteremiyoruz.
- İsterseniz İçindekiler sayfasını gösterelim.
- Başka???
- Kaliforniya Ü. kataloğu da pek fazla yardım sunmuyor.
- “Bizim elektronik kopyamızı kullandıramayız ama
  - size en yakın şu kütüphaneden kitaba erişebilirsiniz
  - Amazon.com’dan satın alabilirsiniz
  - kitapla ilgili daha fazla bilgiye şuralardan (Amazon.com, Google, Yahoo! vs.) erişebilirsiniz
  - kitapla ilgili tanıtım/eleştiri yazılarına şu sayfalardan erişebilirsiniz
  - kitapla ilgili tanıtım/eleştiri yazıları bizde bulunan şu dergilerde yer almaktadır. Bunların bedava olanlarını siz de kullanabilirsiniz
  - . . .”

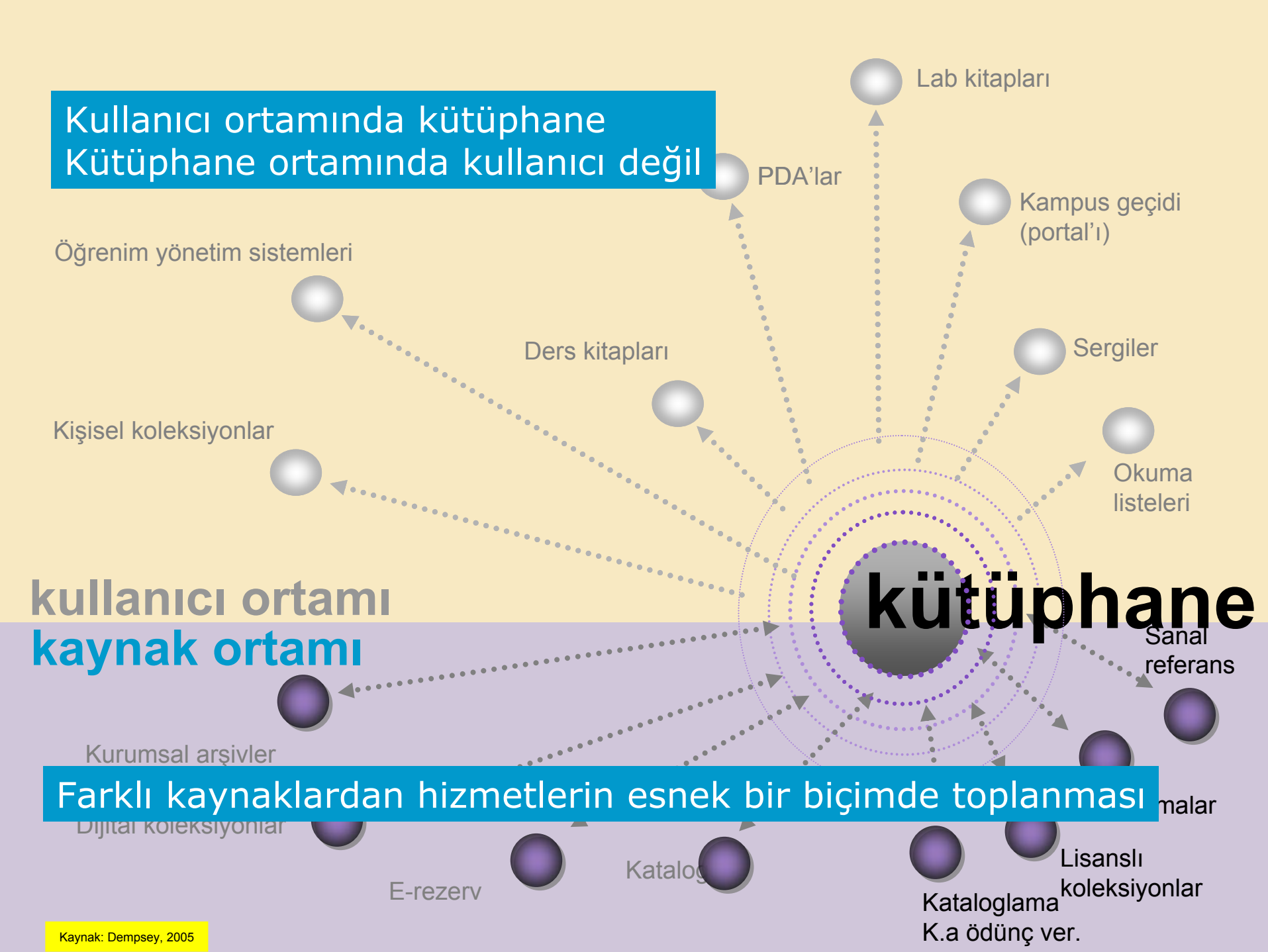
Amazoogle'a Karşı Kütüphaneler . . .

- Kütüphane kataloglarının da kullanıcıya en az "Amazoogle" kadar yardımcı olması gerekmez mi?
- Kütüphanelere giden kullanıcı sayıları giderek azalıyor
- Nerede bu kullanıcılar?
- **Web'de**
- Kaynak ve hizmetlerini web aracılığıyla sunan kütüphanelerin kullanıcı sayıları hızla artıyor
- O zaman kütüphane kaynak ve hizmetlerini ağa taşınmak zorunda
- Nasıl?

“Ters – Yüz” Kütüphane

- Kütüphaneler kullanıcıların bulunduğu ortamlarda olmalı
- Kullanıcılar kütüphane ortamlarında değil
- Kütüphaneler kullanıcıların iş/öğrenme akışlarının bir parçası olmalı

Kaynak: Dempsey, 2005



Kaynak: Dempsey, 2005

Kullanıcılar Ne İstiyor?

- Tek arama sistemiyle zengin koleksiyonlara erişim
- Zengin metadata (ONIX, içindekiler sayfaları, vs.).
- Tam metinlere erişim
- Kişiselleştirme
- Tek şifreyle tüm kaynaklara erişim
- Güvenlik / Mahremiyet
- Birden fazla formata erişim: e-kitaplar, MPEG, JPEG, RSS ve diğer itme teknolojileri
- E-postaya doğrudan erişim, paylaşma
- **Ve kullanıcılar tüm bunları kütüphaneye gitmeden yapmak istiyorlar**

Kaynak: “Rethinking How We Provide Bibliographic Services for the University of California” Aralık 2005.

Hizmetlerin Kullanıcı Ortamlarına Taşınması

- Kullanıcıların doğrudan kaynaklara erişebilmesi
- İçerik ve hizmetlerin kampus sanal öğrenme sistemleri ve ders yönetim sistemleriyle (WebCT, Blackboard, vd.) bütünleştirilmesi
- İçerik ve hizmetlerin kurumsal portal'lara gömülmesi
- Bibliyografik ve tam metin bilgilerin dikkatli bir biçimde dış arama motorlarına açılması

Kaynak: "Rethinking How We Provide Bibliographic Services for the University of California" Aralık 2005.

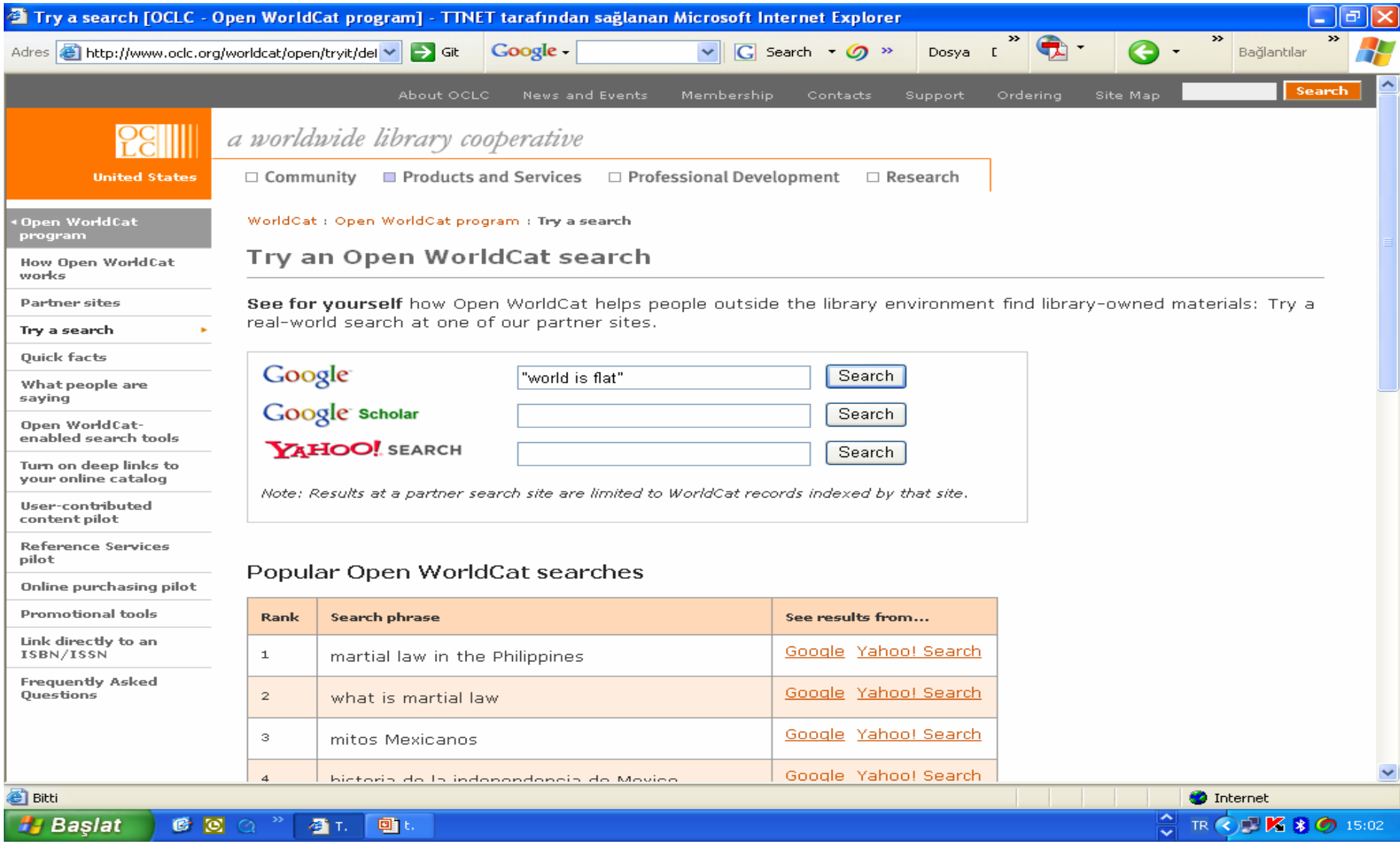
Aramanın Üç Aşaması

- Tek arama sistemleri
  - Kütüphane verileri ve arama motorunu sağlıyor
  - Kataloglar, öz-dizin veri tabanları, e-arşivler, vs.
  - Parçalanma, her sistemin ayrı ayrı öğrenilmesi vs.
- Meta arama
  - Kütüphane veri ve arama sağlıyor, meta arama işleticisi aramayla etkileşime giren kullanıcı arabirimi sağlıyor
  - Birden fazla veri tabanında yapılan çapraz aramalar
- Veriler
  - Veri tabanı işleticileri verilerini başka arama ve kullanıcı arabirimi işleticileriyle paylaşıyor (OAI PMH)
  - Veriler arama motorlarının örümceklerine açılıyor

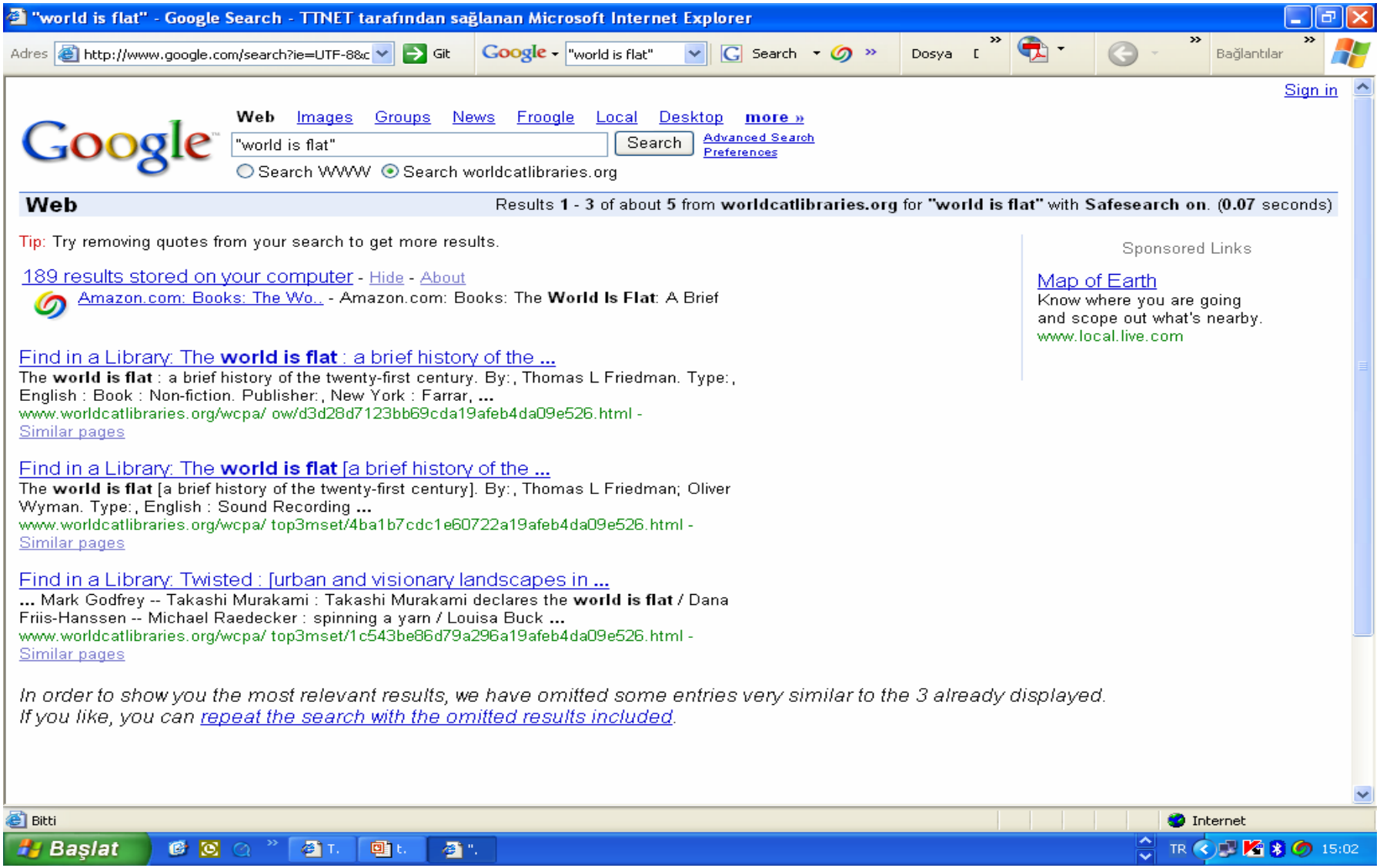
Kaynak: Dempsey, Nov. 2004

Bazı Örnekler

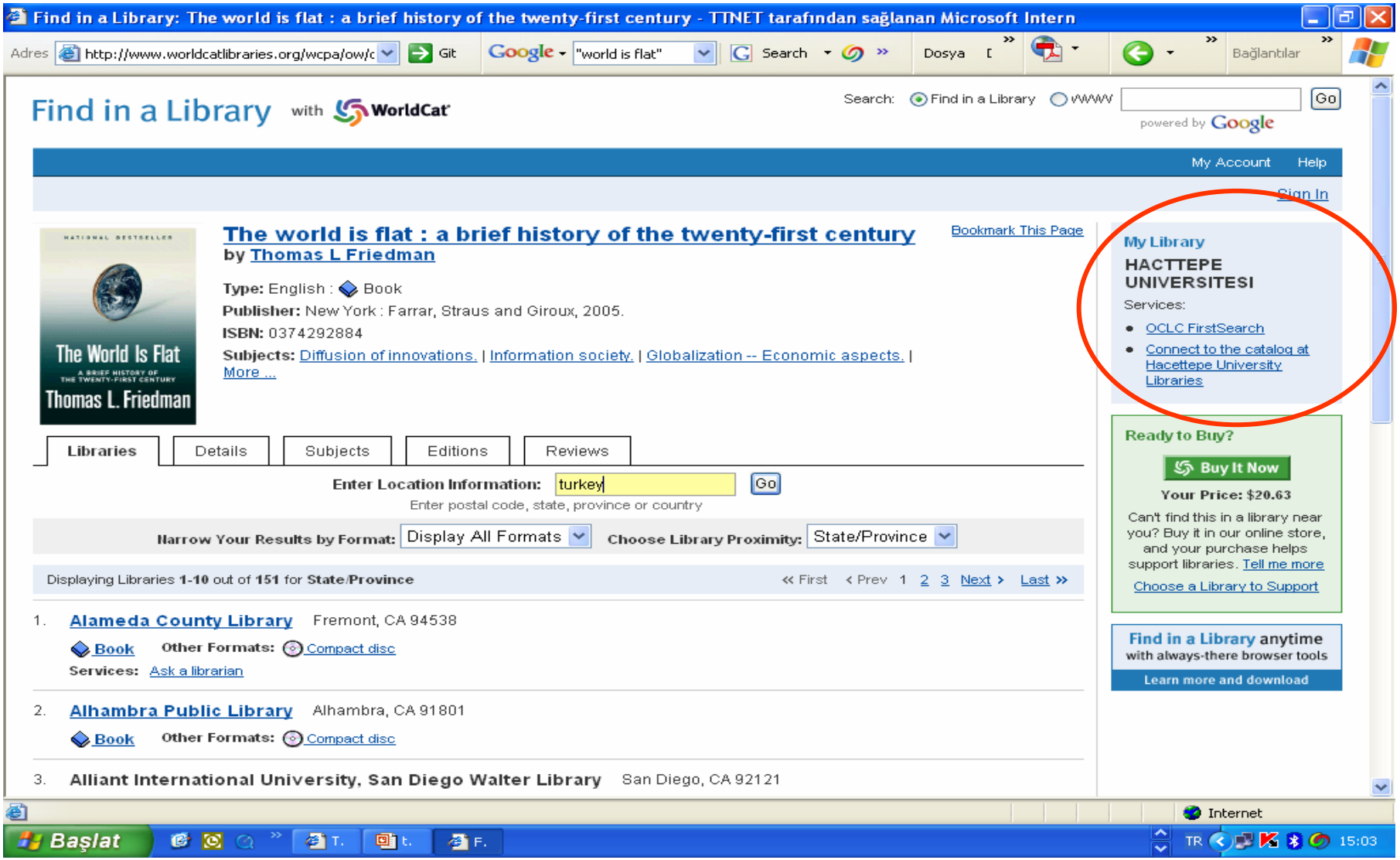
OCLC Open WorldCat



Google - OCLC İşbirliği



Türkiye'de "World Is Flat"



İncirlik'de Var



Kitapla İlgili Bilgiler



Kitabın Farklı Basımları



Eleştiriler



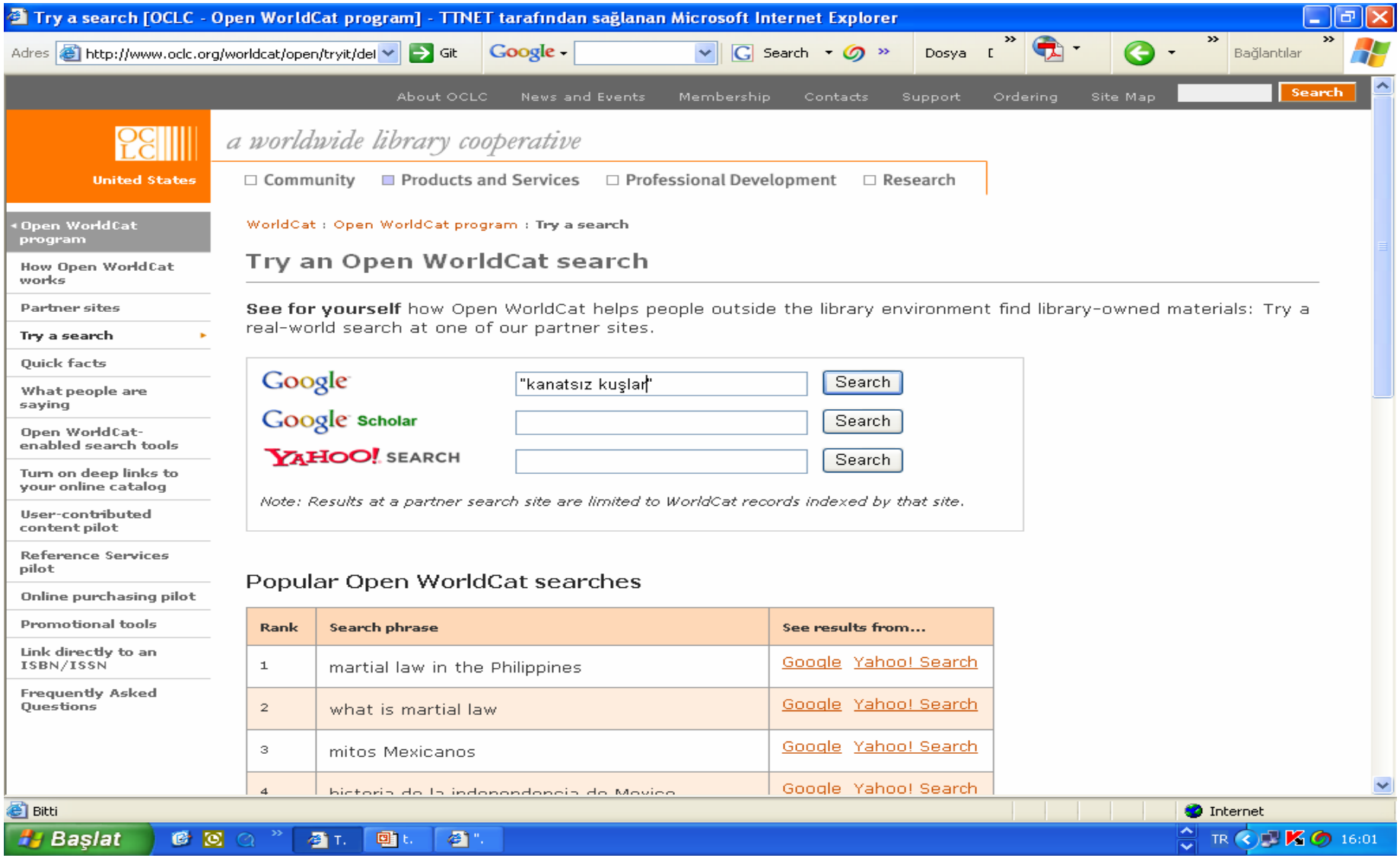
OCLC - Yahoo! İşbirliği



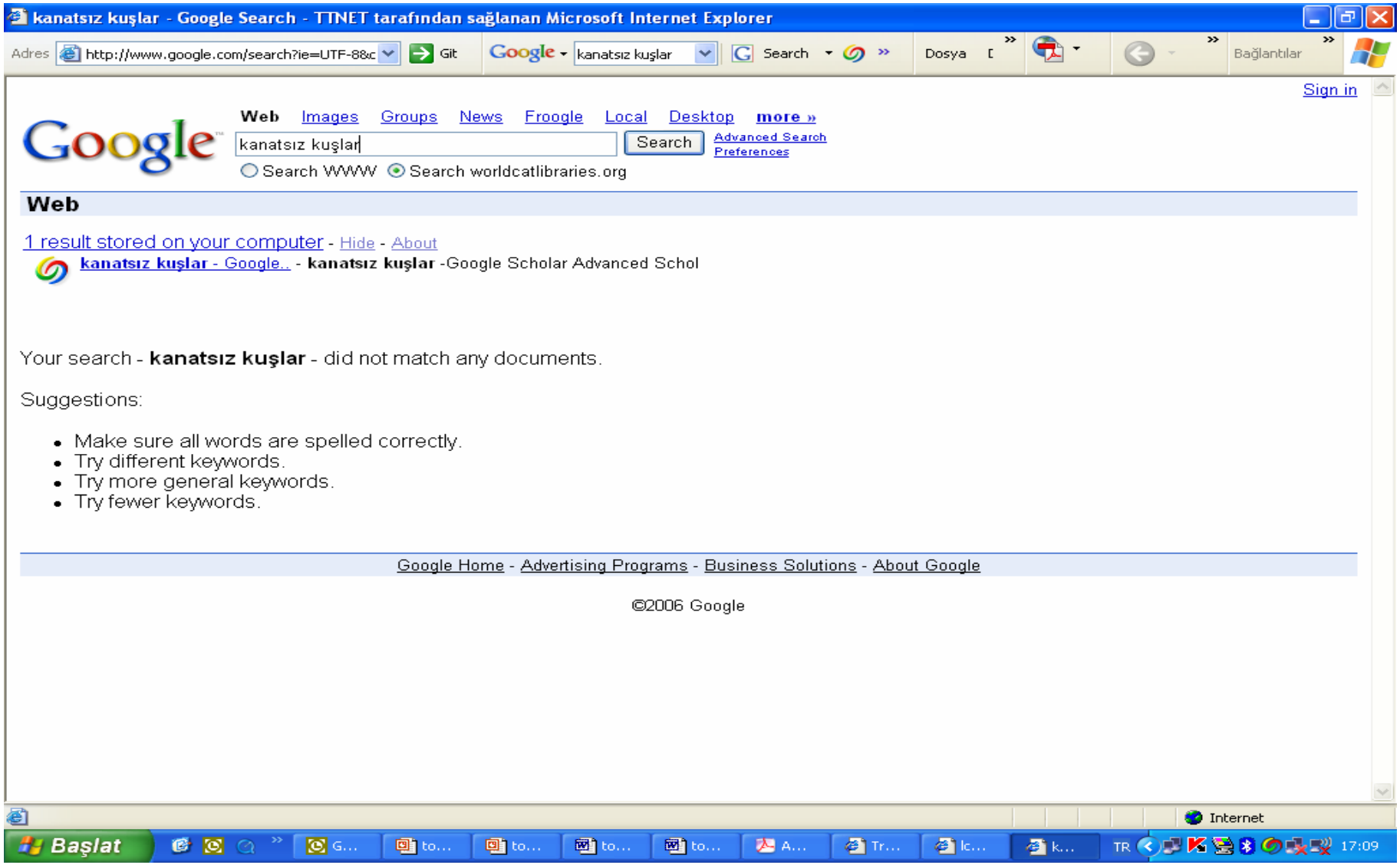
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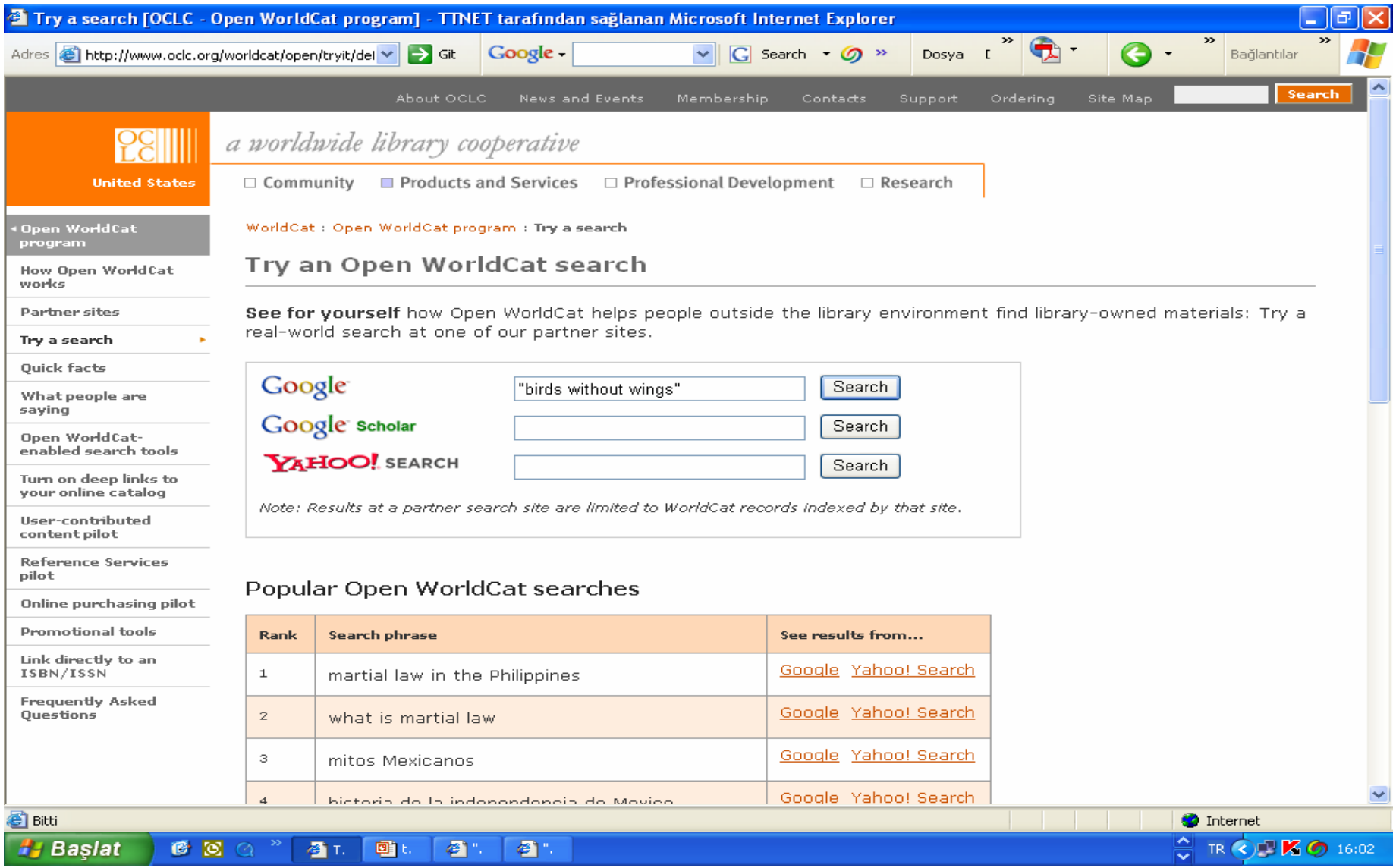
“Kanatsız Kuşlar”



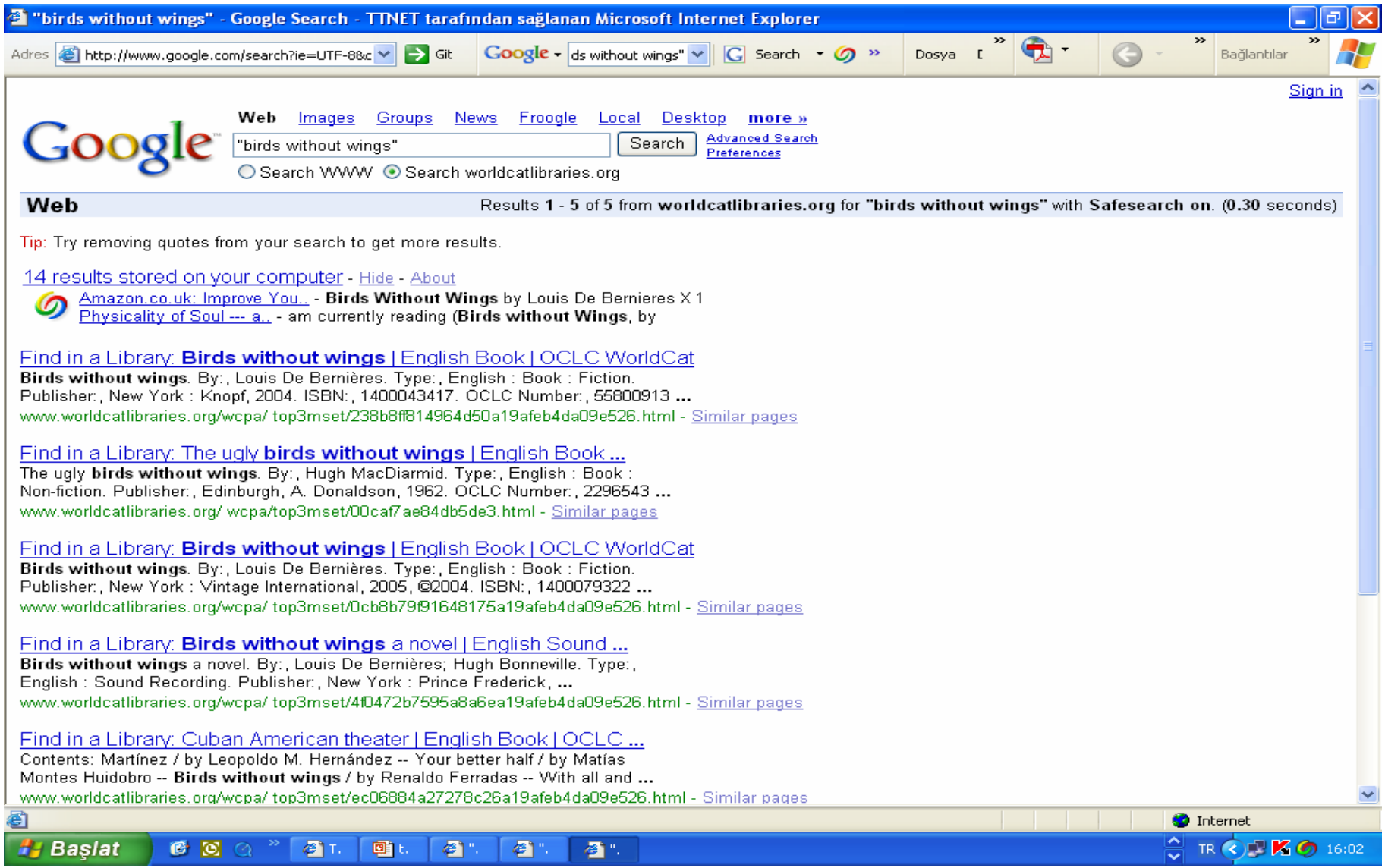
“Kanatsız Kuşlar” Yok!



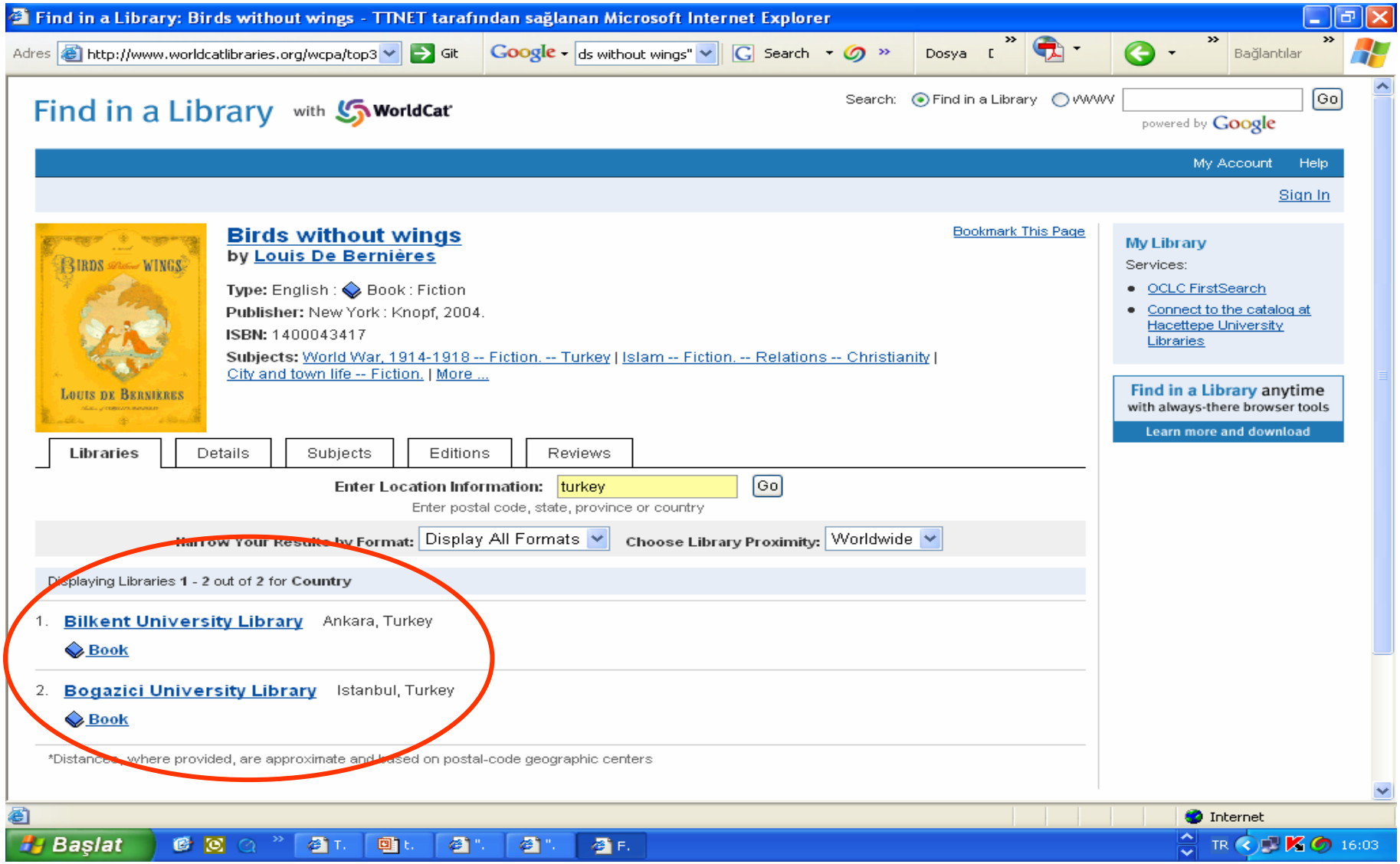
“Birds Without Wings”



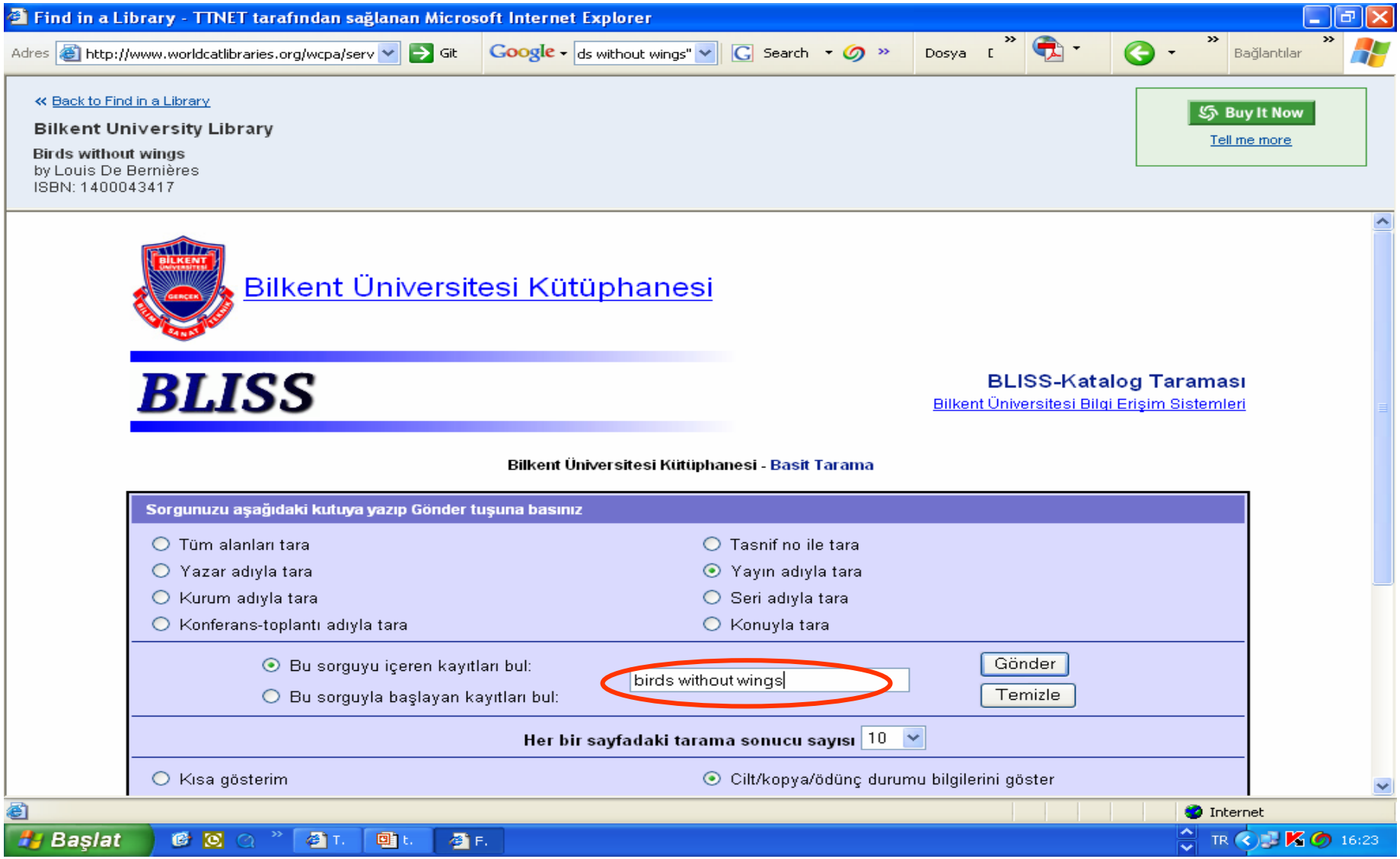
“Birds Without Wings” Var



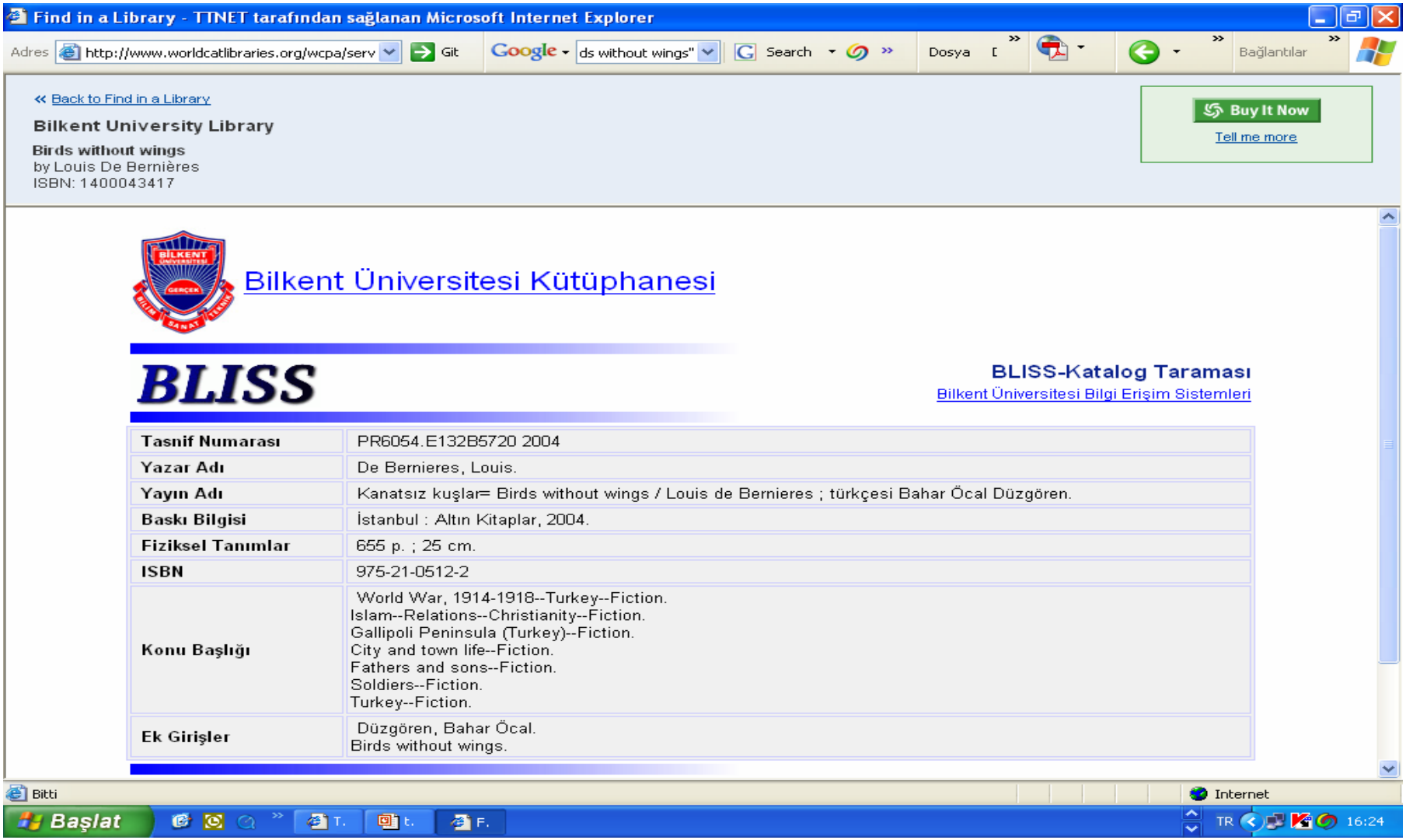
Bilkent ve Boğaziçi'nde Var



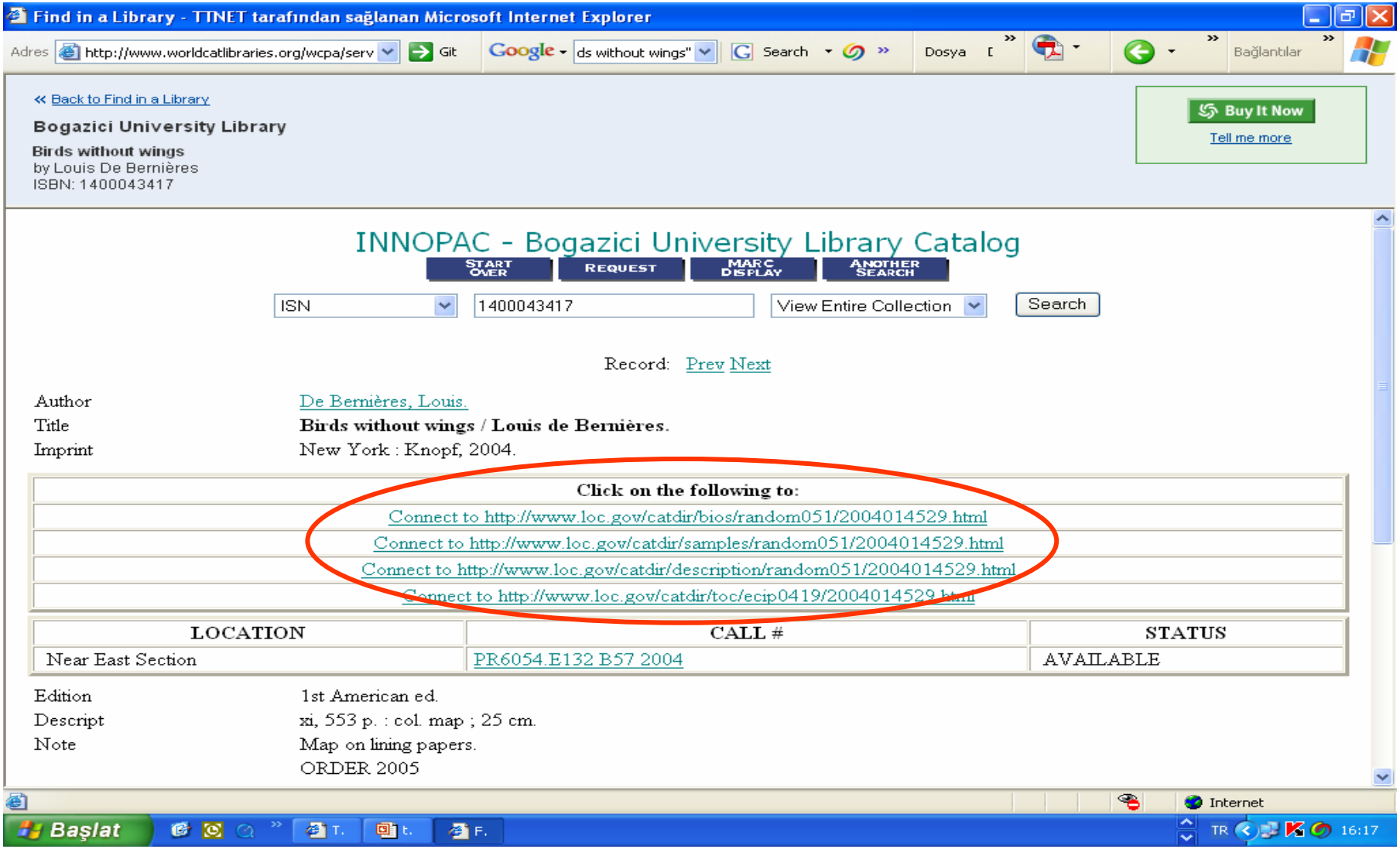
Bilkent'te Yeniden Aramak Gerekli



Türkçesi Var (Hani Yoktu?)



Boğaziçi'nde doğrudan kayda erişiliyor



Bilgiler Kongre Kütüphanesi'nden



Publisher description for Birds without wings / Louis de Berniáeres.

Bibliographic record and links to related information available from the Library of Congress catalog

Information from electronic data provided by the publisher. May be incomplete or contain other coding.

Corelli's Mandolin, was met with the highest praise: "Behind every page," said Richard Russo, "we sense its author's intelligence, wit, heart, imagination, and wisdom. This is a great book." A. S. Byatt placed the author in "the direct line that runs through Dickens and Evelyn Waugh." Now, de Bernières gives us his long-awaited new novel. Huge, resonant, lyrical, filled with humor and pathos, a novel about the political and personal costs of war, and of love—between men and women, between friends, between those who are driven to be enemies.

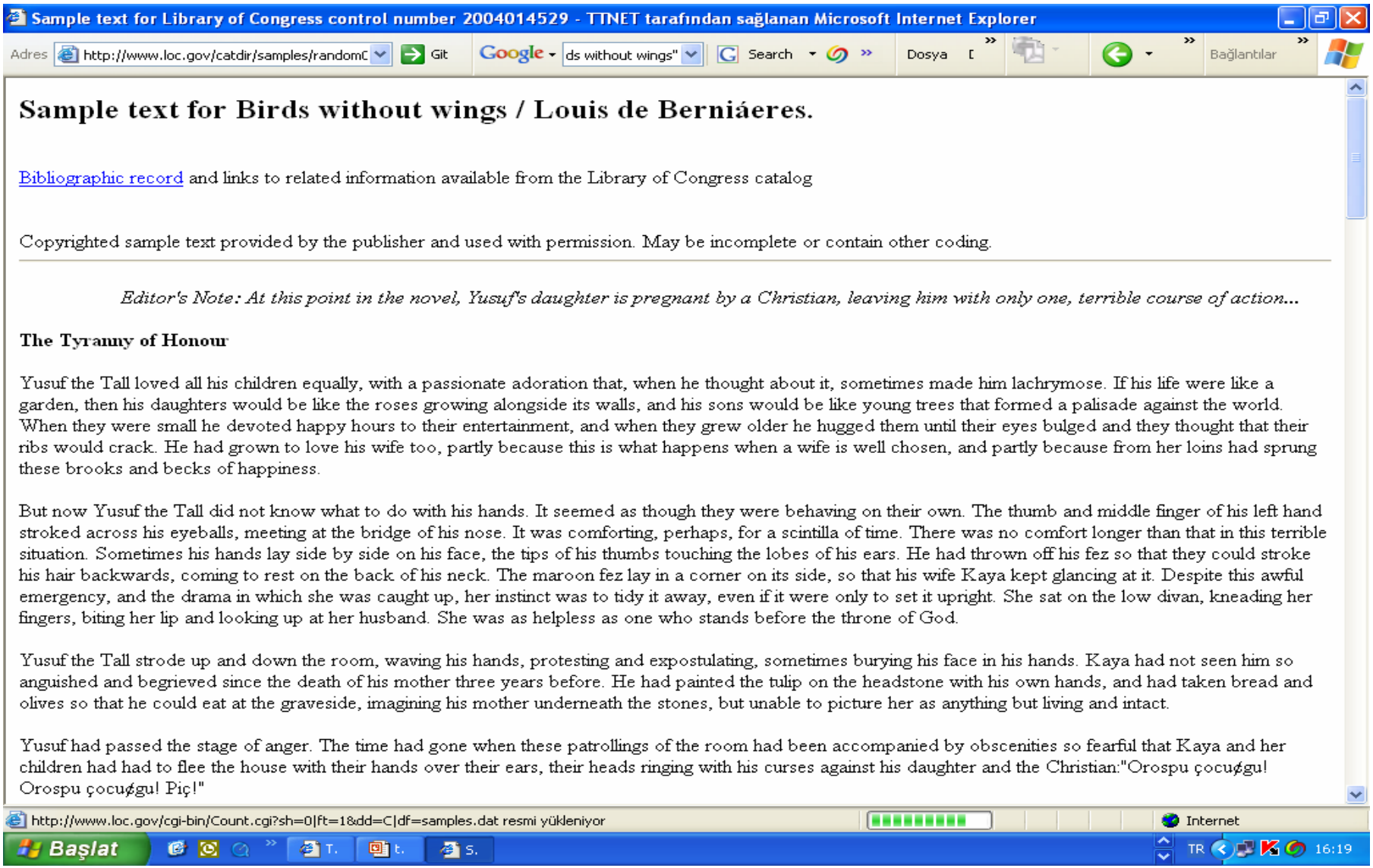
It is the story of a small coastal town in South West Anatolia in the dying days of the Ottoman Empire told in the richly varied voices of the people—Christians and Muslims of Turkish and Greek and Armenian descent—whose lives are rooted there, intertwined for untold years. There is Iskander, the potter and local font of proverbial wisdom; Karatavuk—Iskander's son—and Mehmetçik, childhood friends whose playground stretches across the hills above the town, where Mehmetçik teaches the illiterate Karatavuk to write Turkish in Greek letters. There are Father Kristoforos and Abdulhamid Hodja, holy men of different faiths who greet each other as "Infidel Efendi"; Rustem Bey, the landlord and protector of the town, whose wife is stoned for the sin of adultery. There is a man known as "the Dog" because of his hideous aspect, who lives among the Lycian tombs; and another known as "the Blasphemer," who wanders the town cursing God and all of his representatives of all faiths. And there is Philothei, the Christian girl of legendary beauty, courted from infancy by Ibrahim the goatherd—a great love that culminates in tragedy and madness. But *Birds Without Wings* is also the story of Mustafa Kemal, whose military genius will lead him to victory against the invading Western European forces of the Great War and a reshaping of the whole region.

When the young men of the town are conscripted, we follow Karatavuk to Gallipoli, where the intimate brutality of battle robs him of all innocence. And in the town he left behind, we see how the twin scourges of fanatical religion and nationalism unleashed by the war quickly, and irreversibly, destroy the fabric of centuries-old peace.

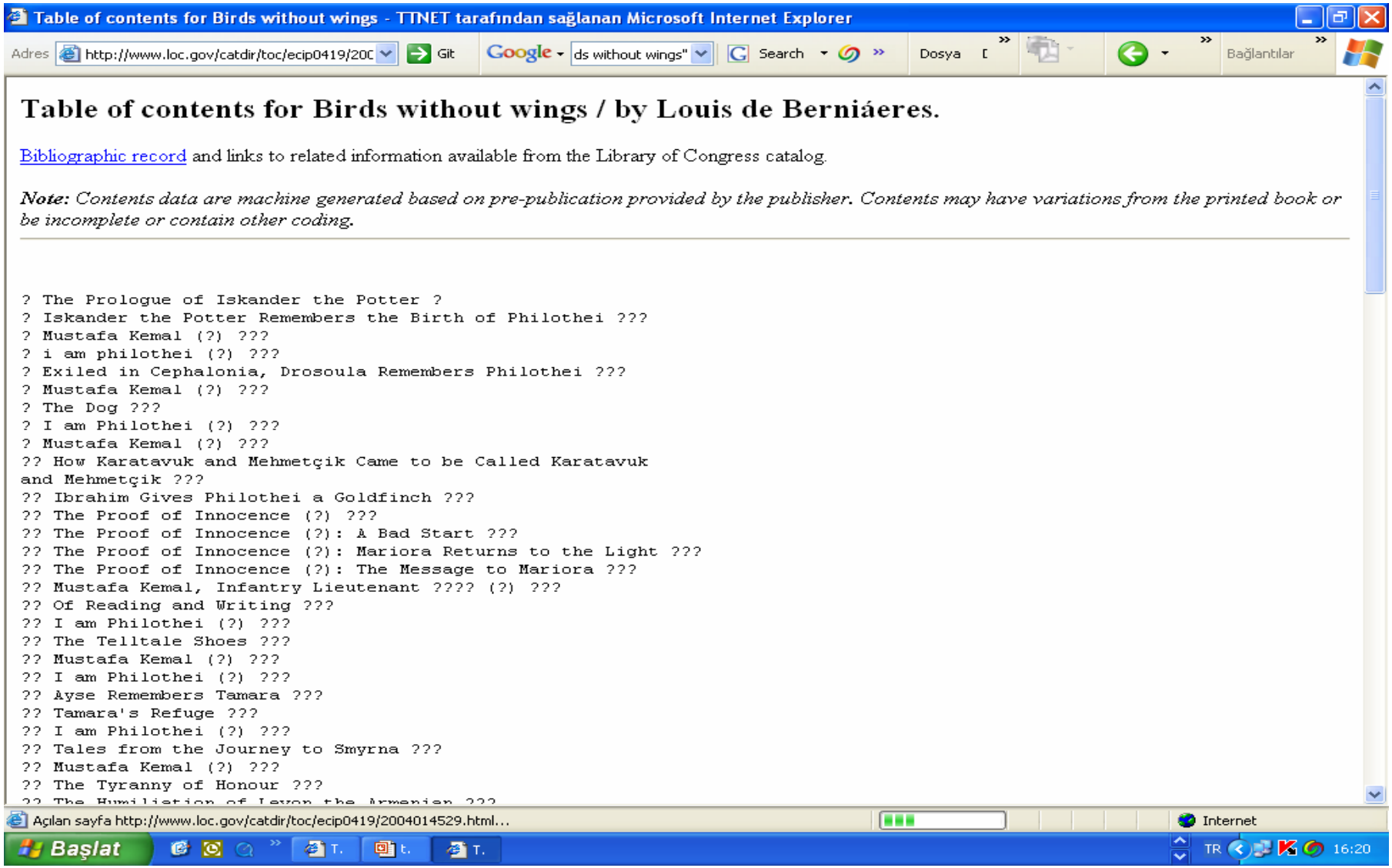
Epic in its narrative sweep—steeped in historical fact—yet profoundly humane and dazzlingly evocative in its emotional and sensual detail, *Birds Without Wings* is a triumph.

Library of Congress subject headings for this publication: World War, 1914-1918 Turkey Fiction, Islam Relations Christianity Fiction, Gallipoli Peninsula (Turkey) Fiction, City and town life Fiction, Fathers and sons Fiction, Soldiers Fiction

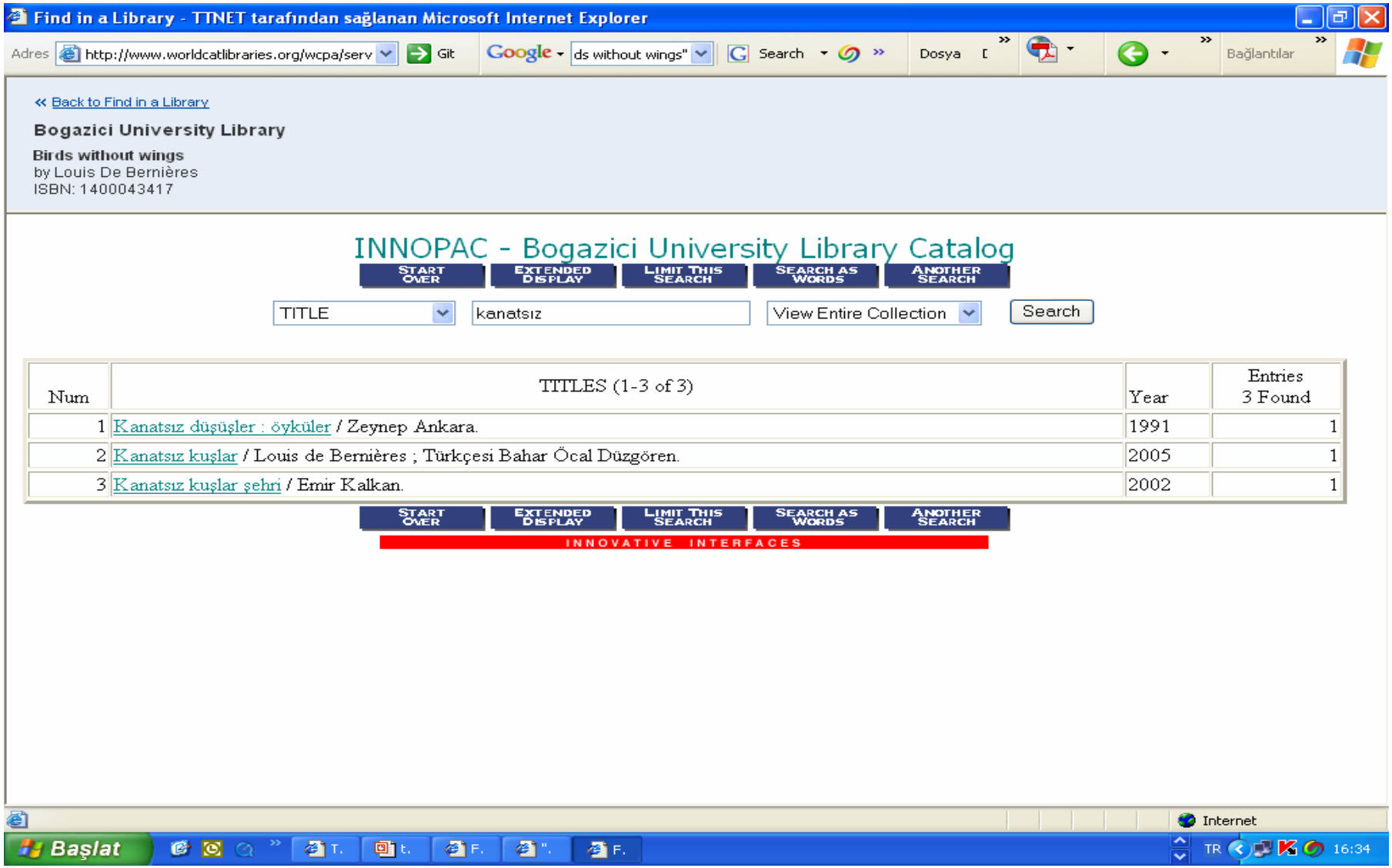
Kitaptan Bir Bölüm



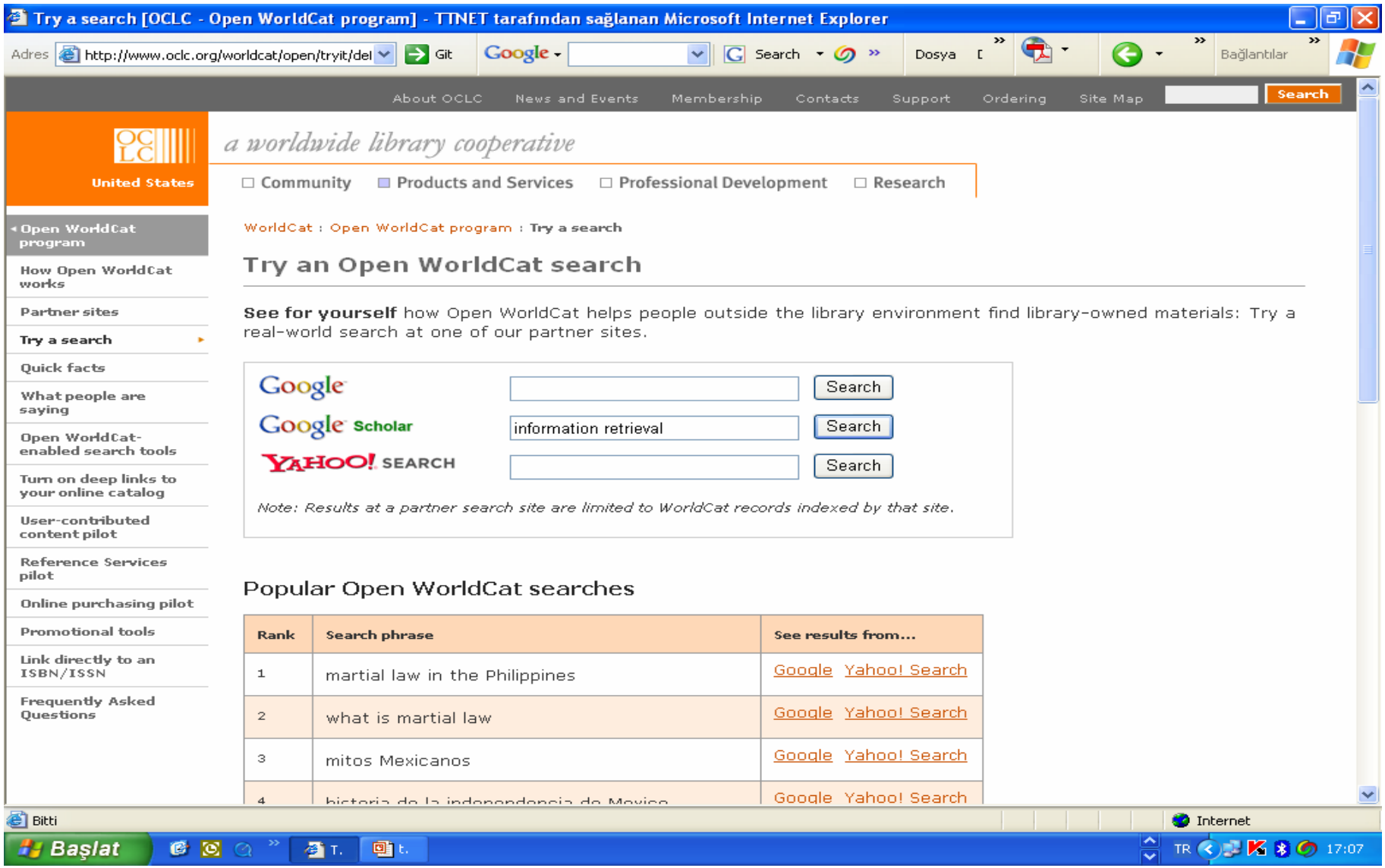
İçindekiler sayfası: ECIP



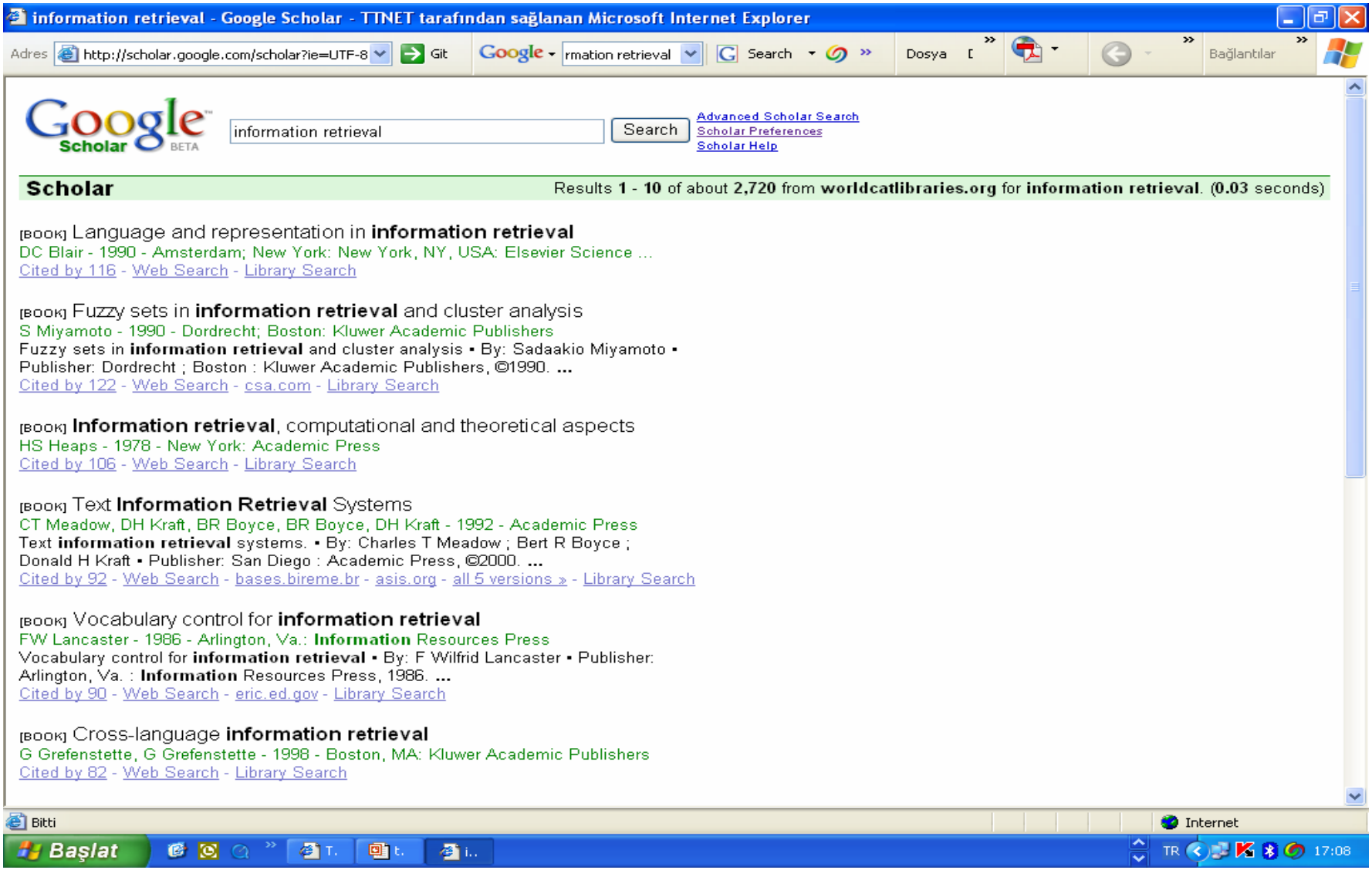
Boğaziçi'nde de Türkçesi Var



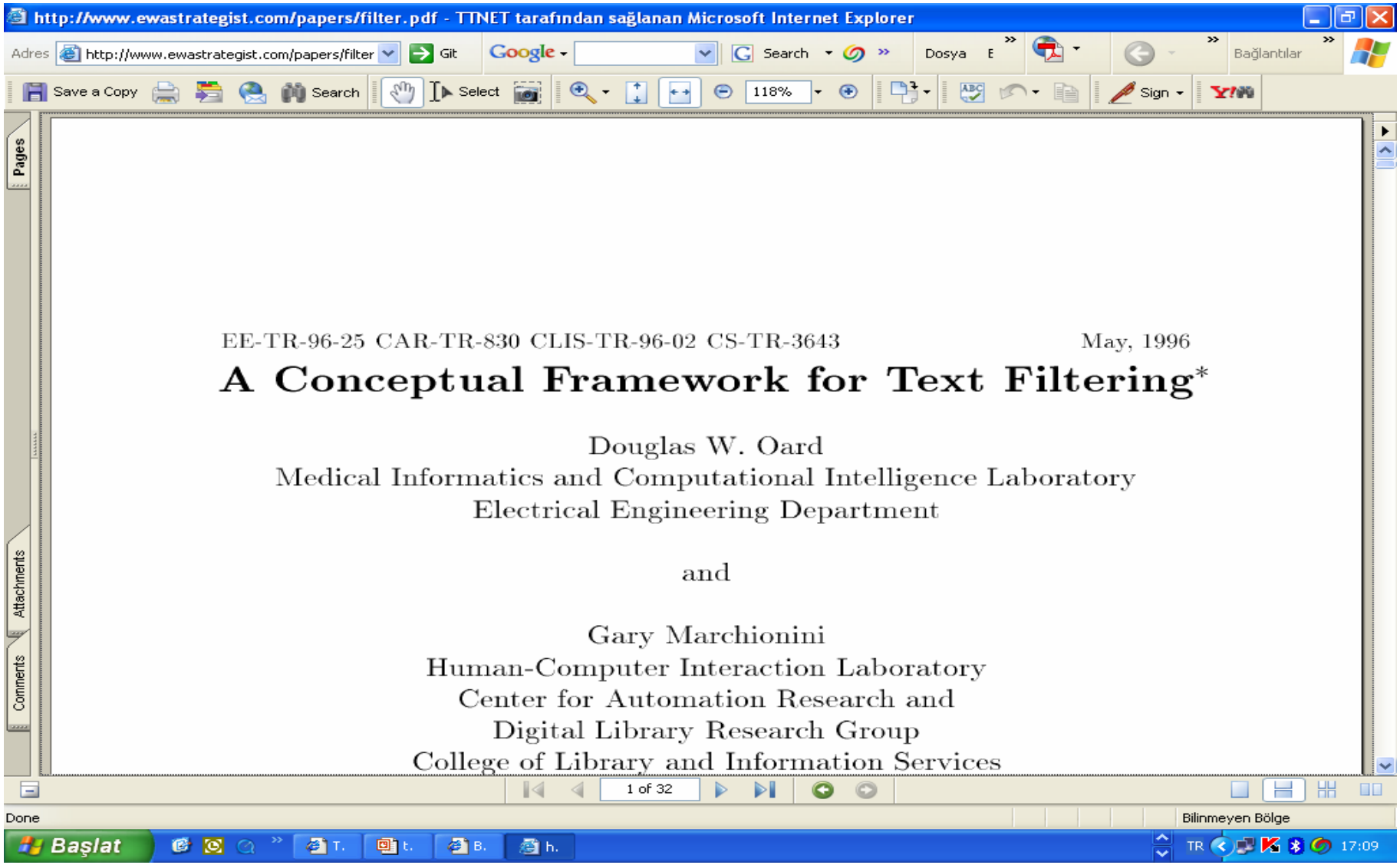
OCLC - Google Scholar İşbirliği



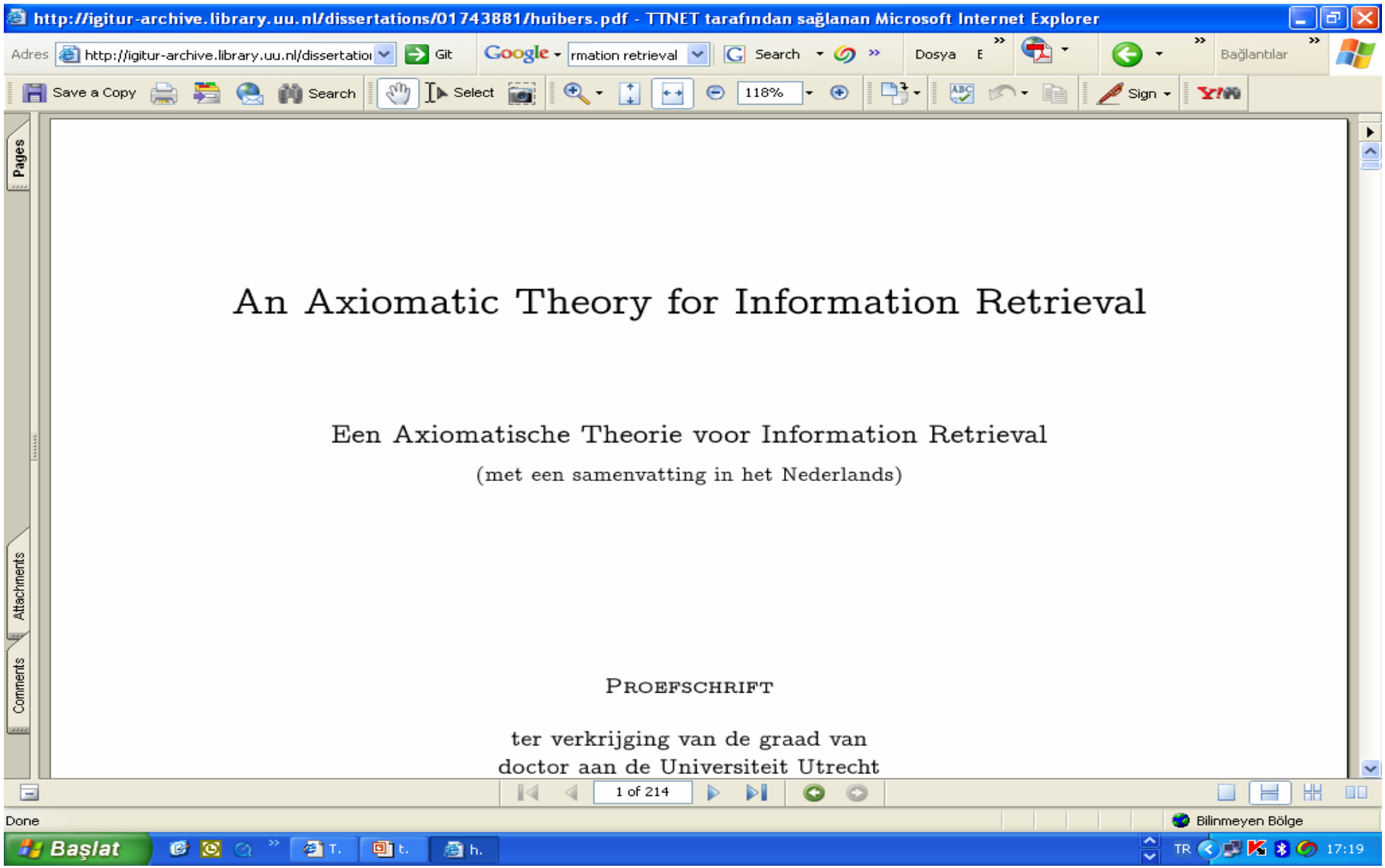
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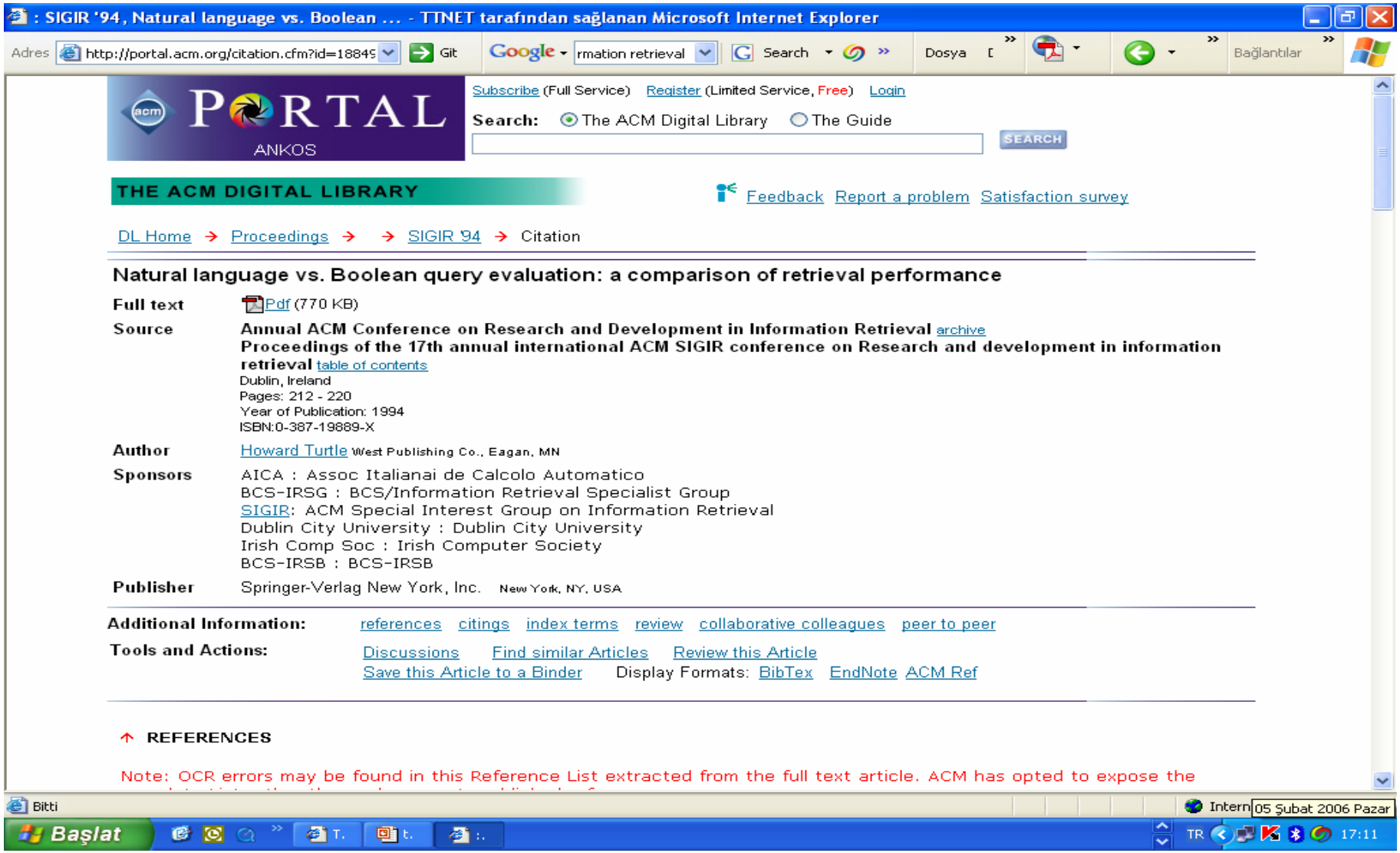
Tam Metin Teknik Rapor



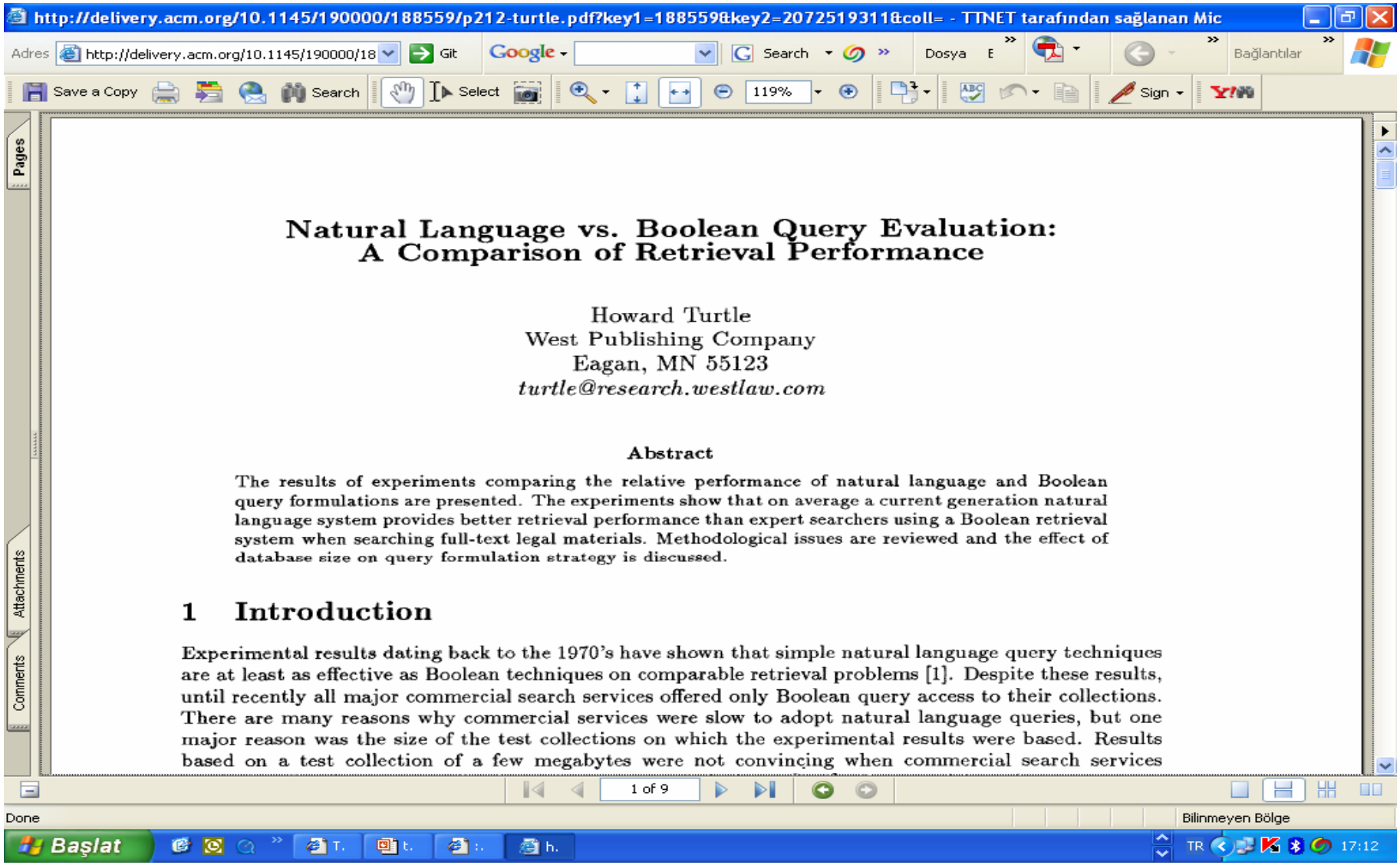
Tam Metin Tez



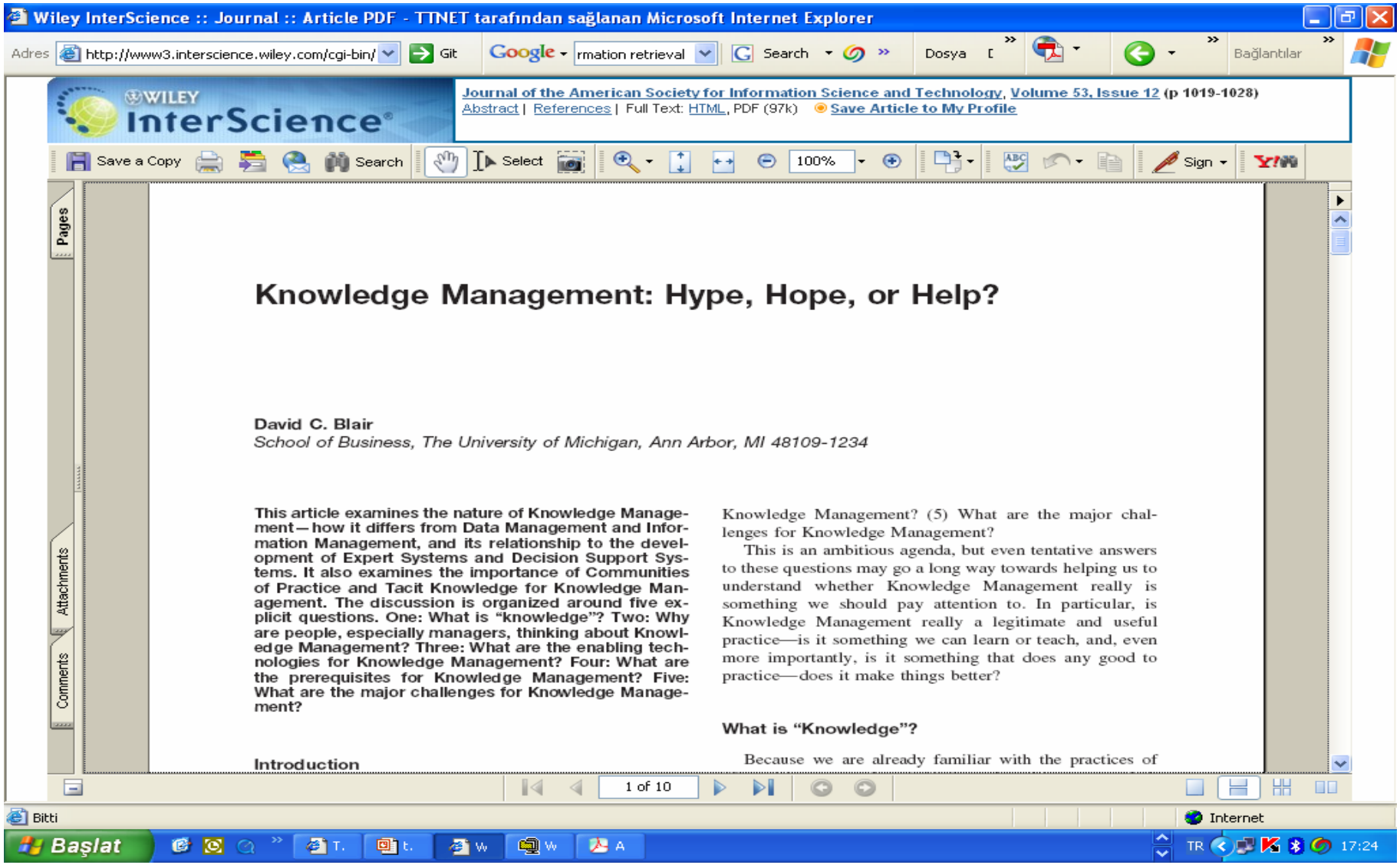
Tam Metin ACM Makalesi 1



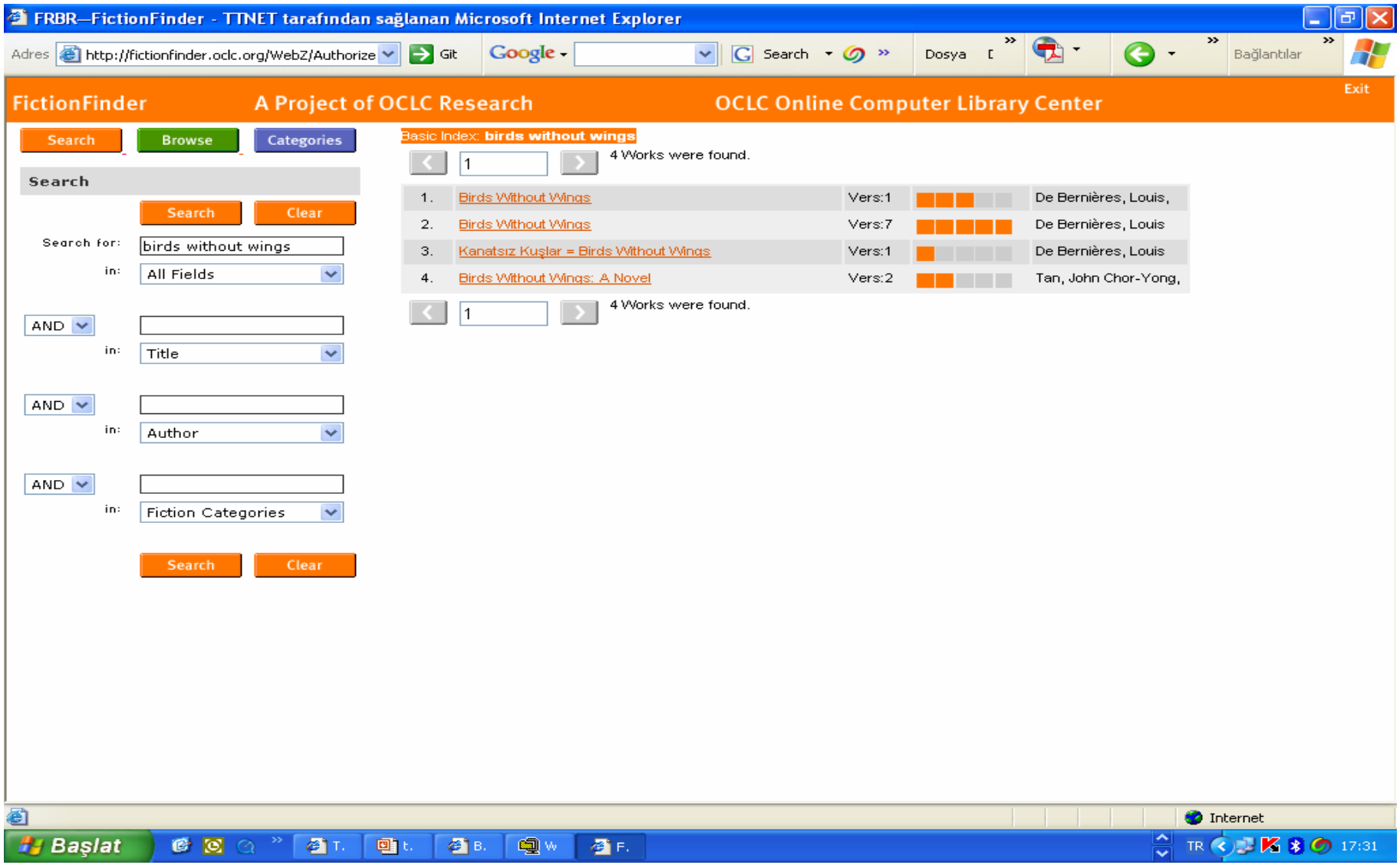
Tam Metin ACM Makalesi 2



Tam Metin JASIST Makalesi



OCLC's Fiction Finder Project



FRBR Örneği


FRBR—FictionFinder - TTNET tarafından sağlanan Microsoft Internet Explorer
Adres http://fictionfinder.oclc.org/WebZ/Authorize
Git
Google
Search
Dosya
Bağlantılar
FictionFinder
A Project of OCLC Research
OCLC Online Computer Library Center
Exit
Search
Browse
Categories
Search
Clear
Search for: birds without wings
in: All Fields
AND
in: Title
AND
in: Author
AND
in: Fiction Categories
Search
Clear
Basic Index: birds without wings
(1) Previous Record
Search Results (4 retrieved)
Next Record (3)
Birds without wings
Author De Bernières, Louis
Published Versions: 7, languages: 2
Fiction Categories Historical fiction
Religious fiction
War stories
Setting Gallipoli Peninsula (Turkey)
Turkey
Turkey — History — Mehmed V, 1909-1918
Turkey — Social conditions — 1288-1918
Subjects City and town life
Fathers and sons
Islam — Relations — Christianity
Islam — Relations — Christianity — History
Soldiers
World War, 1914-1918 —Turkey
Special Forms Large type books.
English (6)
Birds without wings. 2004. De Bernières, Louis. (978)
Birds without wings. c2004. De Bernières, Louis. (172) Large Type
Internet
Başlat
TR 17:35

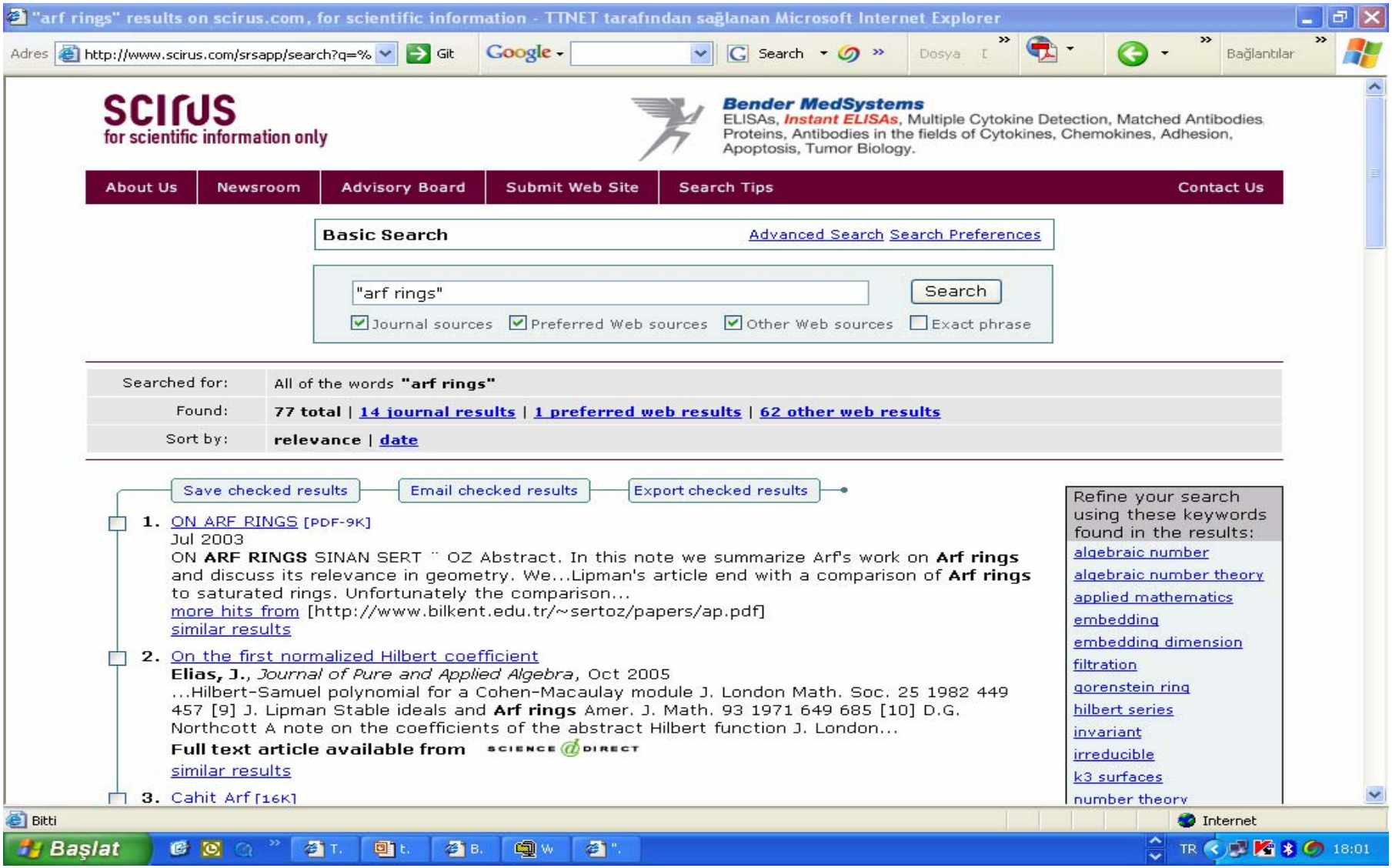
Grokker


Grokker - Enterprise Search Management - TTNET tarafından sağlanan Microsoft Internet Explorer
Adres http://www.grokker.com/grokker.html?quer
Git
Google
Search
Dosya
Bağlantılar
Tour | Help | Grokker Home
grokker
Select one or more sources then Grok. (About the sources)
Yahoo! ACM Digital Library Amazon Books
amazoogle
GROK
Search Options
Select a View
Outline
Zoomable Map
Search within the outline:
by keyword
Exclude
More Tools
Collapse Outline
Expand View
Expand Detail
amazoogle (174)
Library Blog (8)
Amazoogle Makeover my Life (9)
Search Engine (4)
General (62)
Long Tail (21)
Annual Conference (4)
Googlezon Vs (3)
Discovery and Delivery (6)
OCLC Symposium (7)
Lorcan Dempsey's Weblog (4)
Digital Libraries (4)
Amazoogle and Licensing (3)
Ideas about Web Searching (4)
Amazoogle Users (17)
Shifted Librarian (7)
Libraries in the Age (11)
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Kişiselleştirme



“Federe” Arama



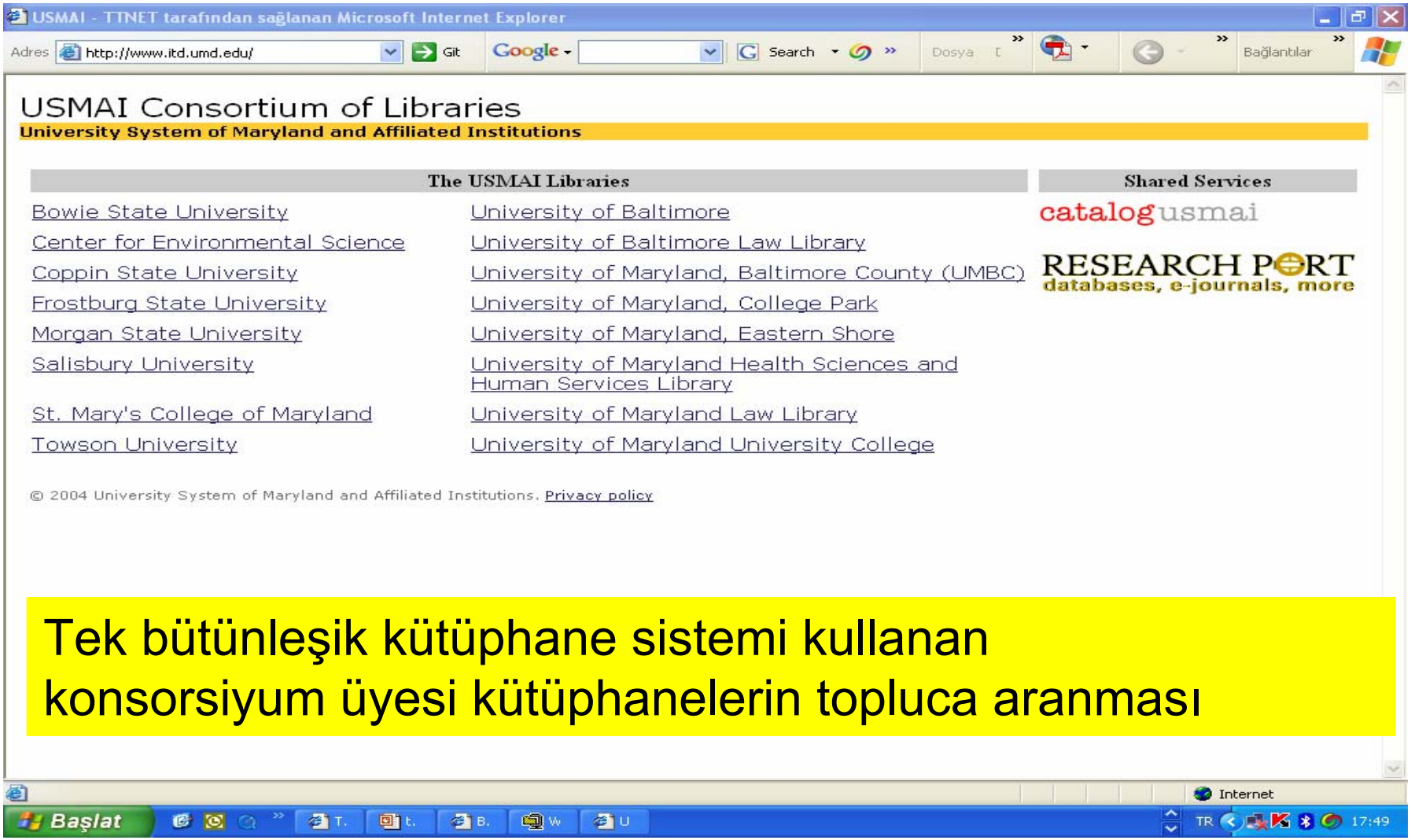
Tam Metin Makaleye Erişim



PDF Kopyası


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Journal of Pure and Applied Algebra 201 (2005) 116–125
JOURNAL OF PURE AND APPLIED ALGEBRA
www.elsevier.com/locate/jpaa
On the first normalized Hilbert coefficient
Juan Elias[1]
Departament D'Algebra I Geometria, Facultat de Matematiques, Universitat de Barcelona, Gran Via 585, Barcelona 08007, Spain
Received 19 April 2002; received in revised form 30 September 2002
Available online 7 April 2005
Dedicated to Prof. Wolmer Vasconcelos on the occasion of his 65th birthday
Abstract
1 of 10
Downloaded (0 B) :
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Maryland Üniversitesi Sistemi

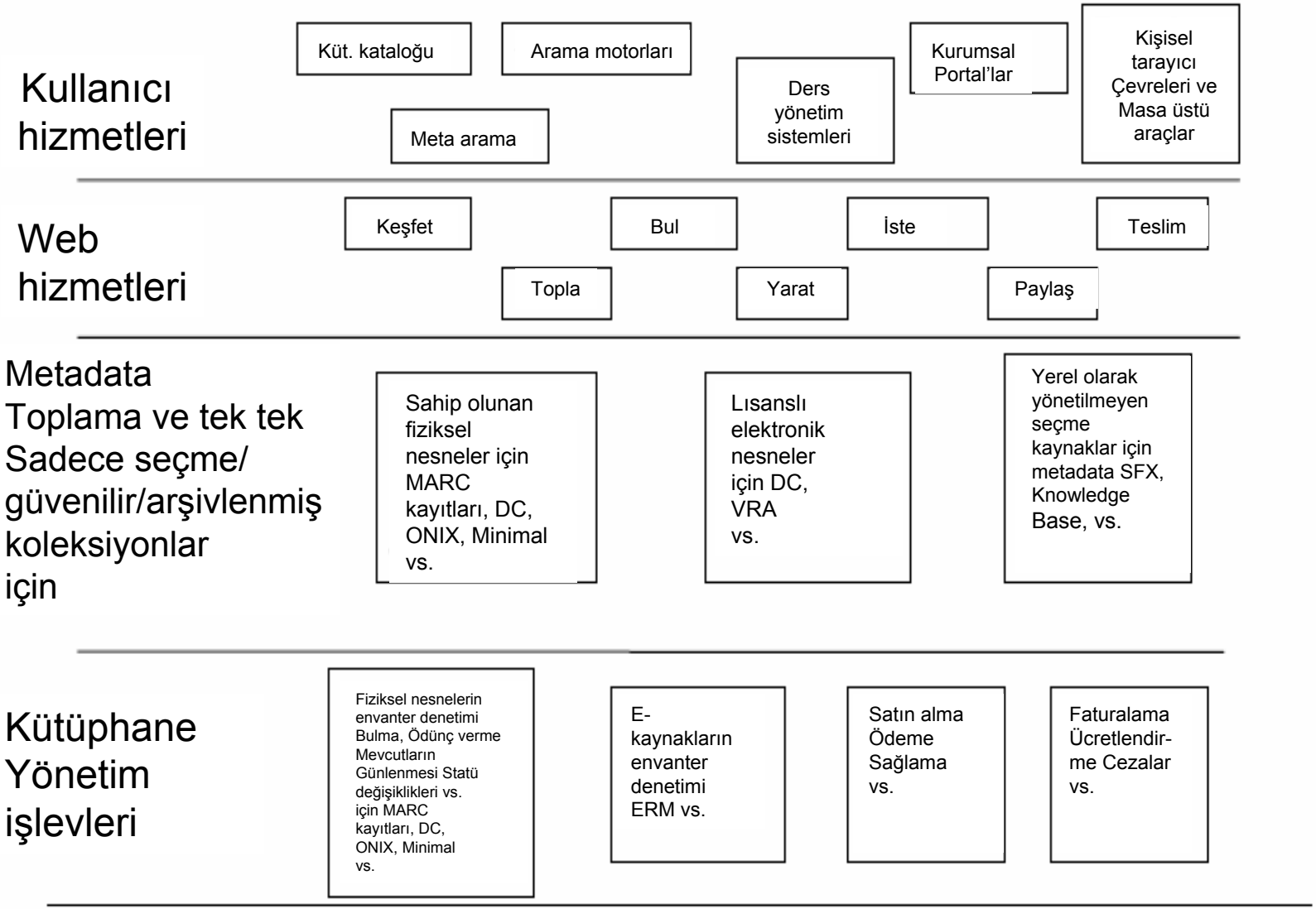


Tek bütünleşik kütüphane sistemi kullanan konsorsiyum üyesi kütüphanelerin topluca aranması

Avusturya Üniversite Kütüphaneleri Ağı



Servis Yönelimli Mimari



Kaynak: "Rethinking How We Provide Bibliographic Services for the University of California" Aralık 2005, s. 42.

Sanal Güzergâh Olarak Kütüphane

- Amazoogle yaklaşımı merkezileşme sağlıyor
- 100'den fazla kütüphane, dermelerini, veri tabanlarını Google Scholar'a açtı.
- Böylece daha büyük kullanıcı grupları bu içeriğe erişebilecek
- OCLC Open WorldCat
- Google Print

Neler Yapılabilir? I

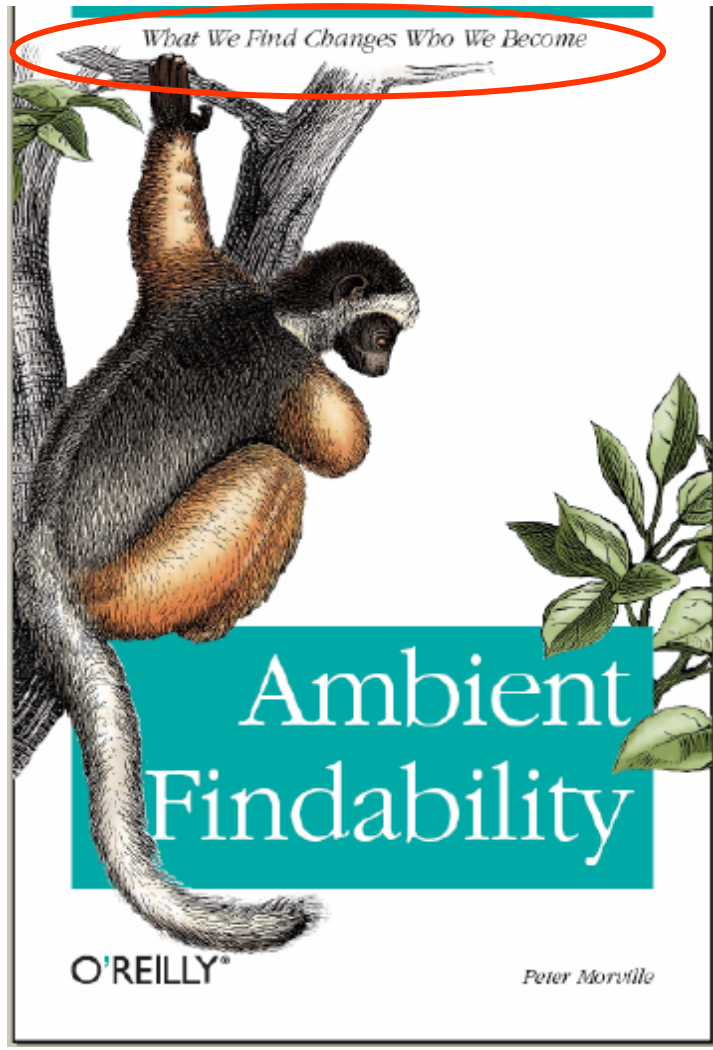
- Kütüphaneler “dikey silolar” halinde bölünmeye son vermeli
  - Uygulamalar ayrılmalı, veriler birleştirilmeli
- Metadata hazırlamada işbirliği yapılmalı
- OAI PMH (Açık Arşivler Girişimi Metadata Harmanlama Protokolu) ile harmanlanabilen metadata hazırlanmalı
- Metadata ve tam metin bilgiler mümkün olduğunca arama motorlarına açılmalı (OAIster, Google Scholar, Yahoo! Subscriptions vd.)

Neler Yapılabilir? II

- Kütüphanelerde İş Akışı Değiştirilmeli
- **“Sağla-Katalogla-Rafa Koy” → “Sağla-Mevcut Metadata ile Rafa Koy- Metadata Geliştirme Sürecini Başlat”** yaklaşımı
- “Mükemmel” bibliyografik kayıtlar oluşturmak yerine metadata, yayıncılardan geldiği şekliyle kabul edilmeli ve kaynaklar hemen kullanıcıya sunulmalı
- Her kaynağın özgün kataloglaması otomatik olarak yapılmamalı

Neler Yapılabilir? III

- Kütüphaneler web bilgi uzayında birer sanal güzergâh olmalı
- Aranan bilgilere erişilebilmeli
- Çünkü, “bulduklarımız kim olduğumuzu belirliyor / değiştiriyor”



“What we find changes who we become”



Cartoon by
Doug Sheppard and Katrin L. Salyers

Bilgi Yönetiminde Son Gelişmeler: Amazoogle, İşbirliği ve Açık Erişim

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