

schema.org in the wild: libraries++

Schema.org, SchemaBibExtend - Structured Data on the
Web

DCMI 2014

Dan Scott / +Dan Scott

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Library holdings as schema:Product + schema:Offer

Blame **Richard Wallis** (Nov 2012 - integration of GoodRelations).
Or **Jeff Young** (June 2013 - investigation of IndividualProduct).

Or maybe [Eric Miller](#) (Oct. 2012):

From eric miller to Everyone(04:28:44 PM)

i used products only to make the point that what schema.org is focused on really is about helping accelate more effective discovery of things that can be bought / sold. We (in the library community) can recognize this and leverage this direction to support our (more content focused) requirements.

Time for a syllogism

1. Search engines want to connect people to products
2. Libraries want to provide useful resources to people
... ergo ...
3. Libraries should present their resources as products that search engines can offer to people

GoodRelations e-commerce vocabulary

1. An **agent** (e.g. a person or an organization),
2. An **object** (e.g. a camcorder, a house, a car,...) or service (e.g. a haircut),
3. A **promise** (offer) to transfer some rights (ownership, temporary usage, a certain license, ...) on the object or to provide the service for a certain compensation (e.g. an amount of money), made by the agent and related to the object or service, and
4. A **location** from which this offer is available (e.g. a store, a bus stop, a gas station,...).

Library holdings-as-schema.org vocabulary

1. A ~~agent~~ **schema:Library** that offers goods,
2. A ~~object~~ **schema:Product** (e.g. a book, DVD, vinyl record, map),
3. A ~~promise~~ **schema:Offer** to provide the product, usually for free, made by the library
4. A ~~location~~ **schema:availableAtOrFrom** from which this offer is available (e.g. a section of the library).

Hey, it turns out AbeBooks.com uses Product / Offer!

Tested against Karen Coyle's holdings gallery

Some library holdings display examples

Public library - Encore catalog



Book
BOOKS
2012

Fifty shades of grey / E.L. James
James, E. L.

17 holds on first copy returned of 16 copies

Central New Books Fiction James, E ON HOLDSHELF

+ Show all 7 available copies/volumes + Show all

☒ Hold this for me  Add to marked list  More info  Explore

1stChapt. | Auth.Note



★★★★☆



Book
BOOKS
c1966

Moby Dick; notes / including life and times of Herman Melville, introduction, list of characters, synopsis, chapter summaries and commentaries, critical analysis, character analyses, questions for examination and review
Roberts, James Lamar, 1929-

Central Library 809c M497m CHECK SHELF

- Show all 2 available copies/volumes

| Location | Call No. | Status |
|------------------------|------------|--------------|
| Central Library | 809c M497m | CHECK SHELF |
| Central Reference Desk | 809c M497m | LIB USE ONLY |

☒ Hold this for me  Add to marked list  More info  Explore

Contents



University library - using III

- 2  **Moby-Dick, or, The whale / by Herman Melville.**
Melville, Herman, 1819-1891.
New York : Vintage Books/Library of America, 1991.

| Location | Call No. | Status |
|---|---------------------------------|------------------------|
| Mark Twain Papers Project | PS2384 .M6 1991 | AVAILABLE LIB USE ONLY |
- 3  **Moby-Dick, or, The whale / Herman Melville ; with a new foreword by Hershel Parker ; edited by Harri**
Melville, Herman, 1819-1891.
Evanston, Ill. : Northwestern University Press, 2001.

| Location | Call No. | Status |
|---------------------------------------|----------------------------------|-----------|
| Main (Gardner) Stacks | PS2384 .M6 2001b | AVAILABLE |

Unstructured -> structured -> linked data

- Bibliographic records
 - Record types: Book, Map, MusicRecording, fallback to CreativeWork
- Holdings, using the schema:Product / schema:Offer model
- Libraries
 - Hours of operation
 - Web site
 - Location
 - Contact information
 - Branch relationships

The findability formula : the easy, non-technical approach to search engine marketing / Heather Lutze.

Lutze, Heather, 1969- (Author).



Book

Record details

- **ISBN:** 9780470420904 (pbk.)
- **ISBN:** 0470420901 (pbk.)
- **Physical Description:** xxxii, 255 p. : ill. ; 24 cm.
- **Publisher:** Hoboken, N.J. : Wiley, c2009.

Content descriptions

Bibliography, etc. Note: Includes bibliographical references and index.

Available copies

- 4 copies at Merrimack Valley Library Consortium. [\(Show\)](#)
- 1 copy at Amesbury Public Library.



[Place Hold](#)



[Add to my list](#)

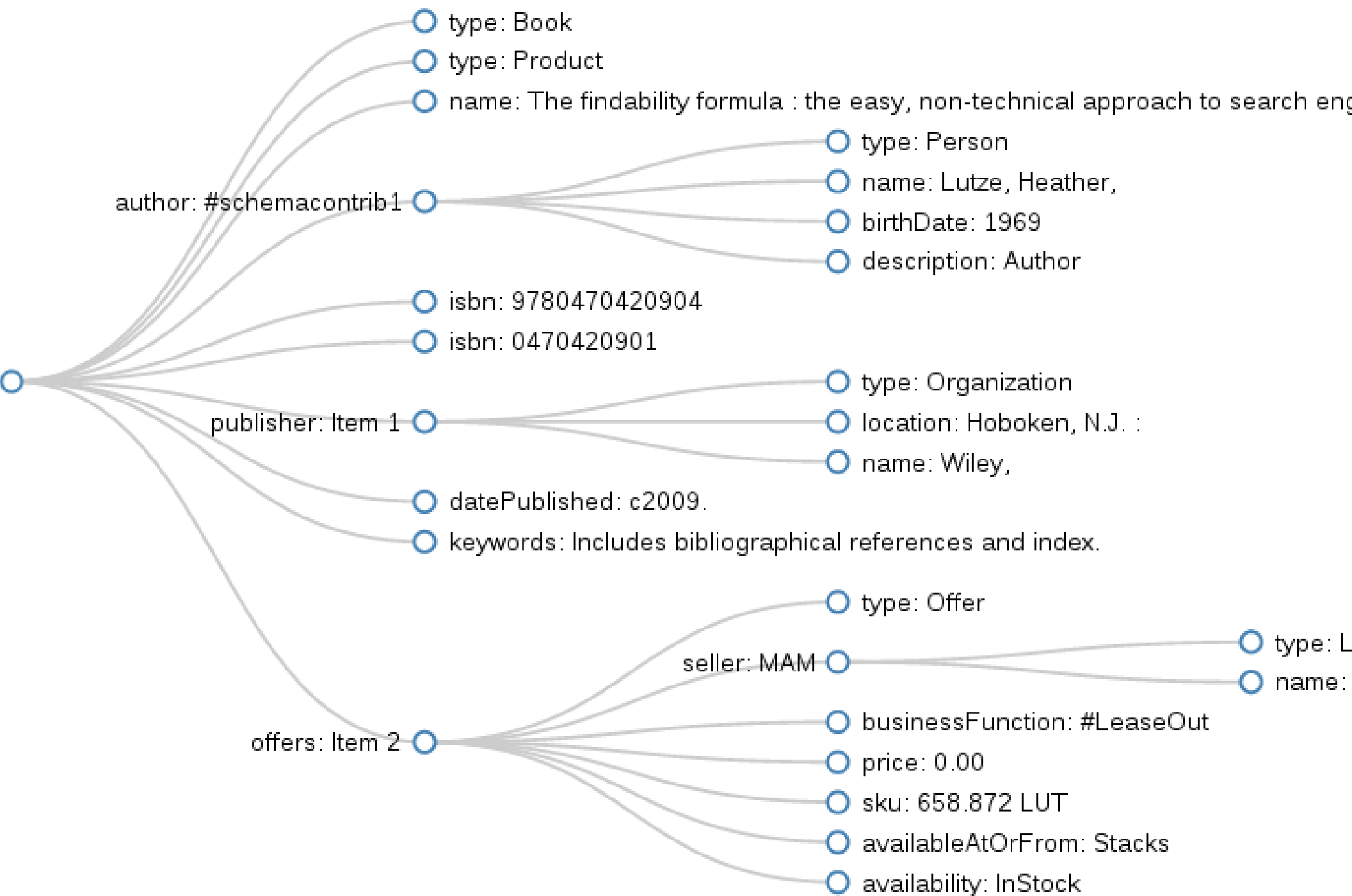


[Print](#) / [Email](#)

Current holds

0 current holds with 4 total copies.

| Location | Call Number / Copy Notes | Collection | Status | Due Date |
|---|------------------------------------|------------|-----------|----------|
| Amesbury Public Library | 658.872 LUT (Text) | Stacks | Available | - |



[Search the Catalog](#)[Advanced Search](#)[Browse the Catalog](#)

Search: **Type:** Keyword ▼ **Format:** All Formats ▼ **Library:** Am

Amesbury Public Library

[Library web site](#)

Opening hours

Monday: 10:00 AM - 8:00 PM
Tuesday: 10:00 AM - 8:00 PM
Wednesday: 10:00 AM - 8:00 PM
Thursday: 10:00 AM - 5:00 PM
Friday: 10:00 AM - 5:00 PM
Saturday: 10:00 AM - 5:00 PM
Sunday: closed

Contact information

Telephone: [978-388-8148](tel:978-388-8148)

Mailing address

149 Main St.
Amesbury
MA
US
01913

Branch relationship

Parent library: [Amesbury](#)

