Bridging the Gap
Bringing End Users Closer to Digital Objects

The J. Willard Marriott Library’s Representation of 360-Degree Objects
The J. Willard Marriott Library?

A great place to do research, study, for gallery strolls, and even sleep!
The Digital Library - *Snapshot*

• Showcases a wide variety of materials:
  – Subject matter/media
    • Digital photographs, newspapers, maps, books, audio recordings, and various other formats items.
  – Over 450 Digital Collections
  – Over 2.5 million Digital Objects, and growing...
    • UDN = 1.5 million pages (18 million articles)
    • CDMbuntu = 1 million objects
    • Highest no. of objects in CDM, anywhere
  – Media types
    • Images (including zoomable image files), pdfs, A/V, map files, interactive 3-d files, and many more
The Question We Ask Ourselves Often

• Rare Books Scanning
  Close-ups of
  – fore-edge
  – spine
  – cover
Future Trends/Shifting Trends in Libraries

- Definition of the book is changing
  - E-book has arrived
  - Flexible content with multi-media becoming more important
  - Traditional monograph (all physical books) less popular
- User behaviors are changing
  - Constantly connected / Everything on my phone
  - Digital Natives are growing as a group, having more influence
- Web access is ubiquitous
  - Provides for interaction, immediate dissemination
Looking towards the future...

- Our DAMS (content management system)

- Is what we have been using sufficient for an ever growing digital library?
# Patron Satisfaction

Survey results...We must be doing something right!

<table>
<thead>
<tr>
<th>UDN</th>
<th>All Other Collections</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Overall good/excellent 81%</td>
<td>• Overall good/excellent 72%</td>
</tr>
<tr>
<td>• Genealogists 63%</td>
<td>• Navigation good/excellent 72%</td>
</tr>
<tr>
<td>• Accuracy good/excellent 64%</td>
<td>• Site layout good/excellent 76%</td>
</tr>
<tr>
<td>• Will return soon 77%</td>
<td>• Positive feedback on UI 72%</td>
</tr>
<tr>
<td>• More knowledge of fam hist 62%</td>
<td>• Relevant, accurate searches 63%</td>
</tr>
<tr>
<td>• Found new sources 66%</td>
<td>• First time visitors 53%</td>
</tr>
<tr>
<td>• From outside Utah 42%</td>
<td>• At least monthly 25%</td>
</tr>
<tr>
<td>• First time visitors 25%</td>
<td>• Most frequent suggested improvement: ADD MORE CONTENT</td>
</tr>
<tr>
<td>• At least monthly 55%</td>
<td></td>
</tr>
</tbody>
</table>

Most frequent suggested improvement: ADD MORE CONTENT
It came to us while... **Shoe Shopping!**

- E-commerce use
- Setups include turntable technology
- Allow for HTML JavaScript output files
- Work on virtually all platforms (including hand-held devices)
- 360-degree views of artifacts/e-commerce items
Getting Started

- There were so many questions!
  - Equipment?
  - Software?
  - Which vendor?
  - Personnel?
  - Budget?
  - Were we making the right decision?
  - Early investigation started in 2011
Dig Ops (Department Expansion)

Head of Digital Operations
Kinza Masood

Digital Operations Coordinator
Matt Brunsvik (2010)

Visual Resources Specialist
Cathay Ericson

Digital Operations A/V Coordinator
Leif Johnson (2012)

Digital Operations Project Coordinator
New Position

Scanning Technician
15

Technicians (PT)
Library Team Leaders 4

A/V Technicians (PT)
2 individuals

Technicians 5
The 360-Degree Photography Set-Up

• The Equipment:
  – Tripod
  – Backlight
  – Turntable
  – Tent
  – Camera
  – Camera-to-usb connection
- **Software**
  - Custom software
  - Turntable control
  - Camera control
  - Custom program generates JavaScript (can be embedded in web pages)
How are we using this process?

- Park City Historical Society and Museum

- http://content.lib.utah.edu/custom/turntable/_SpinHeadband/index.htm

- http://content.lib.utah.edu/custom/turntable/_SpinLunchBox/index.htm

- http://content.lib.utah.edu/custom/turntable/_SpinMapCup_tinted/index.htm

- http://content.lib.utah.edu/cdm/singleitem/collection/uu-pchsp/id/34

- http://home.utah.edu/~u0622763/
Marriott Library Special Collections

• **Project**- Digitizing diaries of early Mormon pioneers
  B.H. Roberts, Frederick Kesler, etc.
  Handwritten. 19th century

• **Collection**- American Westward Migration
  Diaries, maps, trails of Mormon pioneers from their westward migration. Early 1800s

• [http://content.lib.utah.edu/custom/turntable/_SpinHat/index.htm](http://content.lib.utah.edu/custom/turntable/_SpinHat/index.htm)

• [http://content.lib.utah.edu/custom/turntable/_SpinPens/index.htm](http://content.lib.utah.edu/custom/turntable/_SpinPens/index.htm)
Some additional details

- Breakdown for how long processing an artifact takes
- Pre-scan / artifact prep: 15 to 30 minutes
  - (additional time) If artifact requires cleaning or other special considerations
- Scanning:
  - 6 minutes for 80 shots
  - 5 minutes for 60 shots
- Post-scan: 25 minutes for all stills and java script file
- CDM Upload: 5-15 minutes
- Total time - 50-60 minutes
  - It could go up to 90 + minutes for special considerations
Online Webinar

Want to know how we do this?
Questions?
kinza.masood@utah.edu