Personalization on a library website
We started with this
And ended up with this
Single sign on

- Different log in systems for proxy, webpage, catalog, bibliometric database and group room
- Tied together with Shibboleth
- Opens possibilities because we can identify students, researchers etc…
- Problems:
  - Difficult to know what services you are logged into
  - Difficult to know when you are safely logged out of everything
Personalization – inspired by BBC

Environmental fears over US spill
Oil is leaking at the rate of 1,000 barrels a day after a rig sank off Louisiana in what US officials call “a very serious spill”.

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- Indian cricket suspends IPL chief
- Pope memo 'will not affect visit'
- Seoul mourns ship sinking victims
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- Ladies in White harass in Cuba

TV Channels
- BBC World News
- BBC America
- BBC Prime
- BBC Canada
- BBC Kids (Canada)
- BBC Food
- BBC Arabic
- BBC Entertainment
- Animal Planet
- People+Arts
- UKTV Australia
- BBC Knowledge
- BBC Lifestyle

Sport
- Indian cricket suspends IPL chief
- Destiny is in our hands – Ancelotti
- Rooney is PFA player of the year
- Kebede powers to London victory
- Burnley 0-4 Liverpool
- Sorensen World Cup hopes in doubt
- Murray faces Seppi test in Rome
- Leeds 12-10 Worcester
- McCoy wins on trail of 16th title
- Cornelius Lysaght on Twitter
- Honest Frank on Twitter

Karolinska Institutet
Example of personalization at KIB: My databases
Example of personalization at KIB: Journal Feeds

- Infliximab, Azathioprine, or Combination Therapy for Crohn's Disease
- A Randomized Study of Alglucosidase Alfa in Late-Onset Pompe's Disease
- Outpatient Management of Severe COPD
- Mechanisms of Disease: Aggressive Lymphomas
- Mediastinal Mass
Working with Drupal

- Popular Open Source Content Management System
- Pros:
  - Rapid development, free
  - Lots of user contributed modules
  - Google the manual
- Cons:
  - Steep learning curve
  - User contributed modules can vary in quality
  - Multi-lingual sites a bit tricky
Working with Drupal modules

- Shibboleth
  → Authentication
- Homebox
  → Drag & drop personalization
- Finder
  → Auto-suggest search
  → Limit type of site search
- Feed API
  → Aggregating content from different types of feeds
Will they use it?

- Worst Case: Only default site is used--still an improvement
- Best Case: Some users actually personalize and get more out of the site
- Usage depends on the quality of our content.
What now?

- Possible future applications?
  - Expand existing services: Search my databases with Metalib
  - More niche services for specific user groups: For example, advances PubMed tools for researchers
  - More integration with other systems: Group room, Metalib, Repository
  - General user login

- Things we haven’t tackled yet:
  - Mobile services
  - Offering applications in contexts other than our website