

**Philipp Hess**

*ExLibris*

***Utilizing article usage patterns to build the scholarly article recommender service bX***

Despite the significant, accelerating trend toward electronic materials in scholarly resources, many of the tools that support scholarly research remain in the print domain. New tools are needed to help researchers and learners find and assess quality scholarly materials in a rapidly expanding corpus of information.

Further, Web 2.0 trends of participation and collaboration highlight the values inherent in user communities and the contributions made by their members. Explicit contributions consist of content that users create through the addition, for example of tags and reviews, whereas the choices that users make and the preferences that they demonstrate (for example, through clickstreams) constitute implicit contributions. These forms of user contributions can provide the basis for a range of new useful services.

One such service now prevalent in e-commerce sites such as Amazon is a recommender service in which information is presented to a user on the basis of the user's choices. Recommender systems have now also entered the domain of scholarly materials—particularly materials in the library—as exemplified by LibraryThing, BibTip and the bX article recommender service from Ex Libris.

The session will explore bX as a new initiative at Ex Libris that aims at leveraging the usage information gathered by link resolvers (such as the Ex Libris SFX® link resolver) to provide a recommender service that assist researchers and students to discover and evaluate the materials that are most relevant to them. This services is a direct implementation of results of the research project MESUR (Metrics from Scholarly Usage of Resources), the United Kingdom Serials Group (UKSG) Usage Factors study, and similar research efforts.

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*Philipp Hess is Senior Account Manager for Ex Libris.*