



Library Newsletter

Winter 2008/2009

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1. Academic Libraries, Facebook and MySpace, and Student Outreach: A Survey of Student Opinion

By Ruth Sara Connell

(portal: *Libraries and the Academy*, January 2009, pg. 25)

This study surveyed 366 Valparaiso University freshmen to discover their feelings about librarians using Facebook and MySpace as outreach tools. The vast majority of respondents had online social network profiles. Most indicated that they would be accepting of library contact through those Web sites, but a sizable minority reacted negatively to the concept. Because of the potential to infringe on students' sense of personal privacy, it is recommended that librarians proceed with caution when implementing online social network profiles.

Ruth Sara Connell is electronic services librarian, Valparaiso University, Valparaiso, IN.

2. Are You Following Me?

By Lori Reed and Paul Signorelli

(*American Libraries*, November 2008, pg. 42)

Welcome to the 21st-century library. Everyone is a trainer; and trainers, under an increasingly wide variety of job titles, are assuming leadership roles. Without even noticing that it has happened, we have reached the point where nearly everyone working in libraries needs some basic knowledge on how to provide effective training—what many involved in professional organizations such as the American Society for Training and Development (ASTD) refer to as “workplace learning and performance” opportunities—and leadership skills are crucial to our ability to deliver what is needed.

Lori Reed is the Employee Learning & Development Coordinator for the Public Library of Charlotte & Mecklenburg County (PLCMC). Paul Signorelli has worked in libraries and nonprofits for more than 20 years.

3. Best Practice and Standardization Initiatives for Managing Electronic Resources

By Rafal Kasprowski

(*Bulletin of the American Society for Information Science and Technology*, October/November 2008, pg. 13)

The processes of managing and accessing electronic resources involve a number of participants – libraries, subscription agents, content providers, hosting services – and tend to be complex, time-intensive and susceptible to human error. Licensing, exchange of acquisition data, research and usage data collection are some of the processes that have been performed manually or have no or only poorly implemented best practices or standards. As a consequence, their potential usefulness still cannot be fully exploited (for research, usage data collection), remains generally too time-consuming for many libraries (licensing) or leads to miscommunication (exchange of acquisition data).

Rafal Kasprowski is with Rice University.

4. The Changing Language of Search

By Nancy K. Herther

(*Searcher*, January 2009, pg. 36)

In any successful search, you have to consider not only the client's information needs but also the nature of the information in the source database. For example, in studying cultures

with oral traditions, searchers face the challenge of determining all the potential spelling variants that might have been used in source documents. Descriptors, suggestions for variant terms, and other advanced search features in databases can help both novice and experienced searchers. However, with the increasing numbers of full-text databases and web-based repositories, finding information is becoming more difficult — reducing one's trust in the comprehensiveness of any search. *Nancy K. Herther is Anthropology and Sociology Librarian at the University of Minnesota Libraries.*

5. A Complex Systems Framework for Research on Leadership and Organizational Dynamics in Academic Libraries

By Donald L. Gilstrap
(*portal: Libraries and the Academy*, January 2009, pg. 57)

This article provides a historiographical analysis of major leadership and organizational development theories that have shaped our thinking about how we lead and administrate academic libraries. Drawing from behavioral, cognitive, systems, and complexity theories, this article discusses major theorists and research studies appearing over the past century. A complex systems framework is then proposed for future research on leadership and organizational development surrounding change in academic libraries and professional responsibilities. *Donald L. Gilstrap is associate dean of libraries, University of Oklahoma Libraries, Norman, OK.*

6. Doing Virtual Reference Along With Everything Else

By Betsy Harper Garlish
(*Computers in Libraries*, January 2009, pg. 8)

It was natural that virtual reference would be considered as yet another form of resource sharing—the sharing of librarians' expertise instead of books or databases. *Betsy Harper Garlish is currently a reference librarian and assistant professor at Montana Tech of the University of Montana, in Butte, Mont.*

7. Encouraging Global Information Literacy

By Forest Woody Horton Jr. and Barbie E. Keiser
(*Computers in Libraries*, November/December 2008, pg. 6)

While much has been done to address the digital divide, awareness concerning the importance of information literacy (IL) has taken a back seat to a world that focuses on technology. Librarians and educators have done amazing things to address the content and context side of the information and knowledge continuum, but how to apply what they've learned and developed outside these communities has proved challenging. Many sectors need assistance adapting these models and guidelines to their own situations; variations in culture mean that the starting points for discussion concerning information literacy, and the emphasis of information literacy training efforts, must shift to take into consideration the needs of a social group. *Forest Woody Horton Jr. and Barbie E. Keiser are information resources management consultants located in the Washington, D.C., area.*

8. The End of the Gutenberg Era

By Jason Epstein
(*Library Trends*, Summer 2008, pg. 8)

Digitization has brought the five hundred-year-old Gutenberg era to an end. Gutenberg's press opened the gates to our modern rational, secular world. The cultural impact of today's digital technologies, which will bring multilingual literacy to the far corners of the earth, foreshadows far greater changes. *Jason Epstein worked in book publishing more than 40 years. He was editorial director of Random House and founded Anchor Books, The New York Review of Books, the Library of America, and the Readers Catalog.*

9. Finding Free Media

By Greg R. Notess
(*Online*, January 2009, pg. 41)

As a profession, librarians end up being closely involved with a variety of copyright issues. We try to explain it, teach compliance, help users find copyright owners, and make sure our libraries and information centers do not run

afoul of copyright law. Perhaps due to copyright familiarity, librarians can be found across the political spectrum of proposing changes to copyright—from the militant all-information-should-be-free approach to the overzealous copyright police and all persuasions in between.

Greg R. Notess is reference team leader at Montana State University and founder of SearchEngine.Showdown.

10. Forecast 2009: What's on the Horizon (*Information Today*, December 2008, pg. 1)

The second half of 2008 was a chapter for the history books. More budget tightening followed a series of industry M&As, all before Wall Street began weathering its highs and lows amid global economic unrest. With continued shifts in power, allegiances, and ranking still making headline news in the business world, the information technology industry is more than a little interested in what it can expect to experience in the coming year. A few industry notables offered *Information Today* their assessments of what lies ahead; here are some insights from each of them.

11. From Open Source to Open Libraries

By Thomas Krichel

(*Bulletin of the American Society for Information Science and Technology*, December/January 2009, pg. 39)

Most contributions in this issue are concerned with open source software (OSS) in libraries. Their basic angle is to look at what is being done with OSS in libraries – or what can be done. This contribution takes a broader look. It outlines a number of direct correlations between the functions of libraries and the characteristics of OSS, and by extension, how the principles of OSS can be applied to the distribution of “open libraries” as a future direction for librarianship.

Thomas Krichel is affiliated with both the Palmer School of Library and Information Science at CW Post Campus of Long Island University and the Information Systems Division of the Faculty of Information Technology, Novosibirsk State University.

12. The Future of Information Literacy in Academic Libraries: A Delphi Study

By Laura Saunders

(*portal: Libraries and the Academy*, January 2009, pg. 99)

Information literacy is a central tenet of academic librarianship. However, technological advancements coupled with drastic changes in users' information needs and expectations are having a great impact on this service, leading practitioners to wonder how programs may evolve. Based on a Delphi study, this article surveyed 13 information literacy experts about proposed futures that explore the possible evolution of information literacy over the next decade. Although generally optimistic in their assessment of the continued importance of information literacy and the role librarians will play in its future, these experts acknowledged a number of obstacles academic librarians will face in fully realizing these possibilities.

Laura Saunders is a PhD student and adjunct faculty, Simmons College Graduate School of Library and Information Science, Boston, MA.

13. Giddyap, Google: Tooling Up Content

By Barbara Quint

(*Information Today*, November 2008, pg. 7)

Several months ago, the author received a call from a reporter at a national newspaper who was investigating the Google Knol reference product. The Google News Archive broke the barrier on that restriction some time ago. Publishers and data aggregators have detailed knowledge of who writes in which fields covering which topics: Find topics of interest, find knowledgeable authors, and push them to create Knols. Have your own staff do some. You might even use the Knols to test practices that release previously pay-per-view content to the open Web in a controlled manner. Co-marketing Knols within your own market base should look chic in the Google world order. You could generate new products from the mass of content you control. Link up all your Knol-ers in a social network collaboration.

Barbara Quint is editor of Searcher Magazine.

14. Google Scholar Search Performance: Comparative Recall and Precision

By William H. Walters

(portal: *Libraries and the Academy*, January 2009, pg. 5)

This paper presents a comparative evaluation of Google Scholar and 11 other bibliographic databases (Academic Search Elite, AgeLine, ArticleFirst, EconLit, GEOBASE, MEDLINE, PAIS International, POPLINE, Social Sciences Abstracts, Social Sciences Citation Index, and SocINDEX), focusing on search performance within the multidisciplinary field of later-life migration. The results of simple keyword searches are evaluated with reference to a set of 155 relevant articles identified in advance. In terms of both recall and precision, Google Scholar performs better than most of the subscription databases. This finding, based on a rigorous evaluation procedure, is contrary to the impressions of many early reviewers. The paper concludes with a discussion of a new approach to document relevance in educational settings—an approach that accounts for the instructors' goals as well as the students' assessments of relevance.

William H. Walters is dean of library services and associate professor of social sciences, Menlo College, Atherton, CA

15. The Growing Trend Toward Larger-Scale Cooperative Library Automation

By Marshall Breeding

(*Computers in Libraries*, January 2009, pg. 11)

According to the author, one of the trends in library automation is the movement toward more libraries cooperating to share automation systems. Libraries have a long history of cooperating in order to provide improved services to their users and to reduce their costs. In his area of interest—library automation—consortia and other cooperative arrangements provide opportunities to deliver access to broader collections to library users at lower costs to participating libraries.

Marshall Breeding is the director for innovative technologies and research for the Vanderbilt University Libraries, the executive director of the Vanderbilt Television News Archive, and the founder of Library Technology Guides (www.librarytechnology.org).

16. Is The Medium Still The Message?

By Corilee Christou

(*Searcher*, January 2009, pg. 6)

In his 1964 book, *Understanding Media: The Extensions of Man*, communications theorist Marshall McLuhan first coined the now popular phrase, "The medium is the message." What many people do not remember is the remainder of the quote: "This is merely to say that the personal and social consequences of any medium — that is, of any extension of ourselves — result from the new scale that is introduced into our affairs by each extension of ourselves, or by any new technology."

Corilee Christou is chairperson at C2 Consulting.

17. It's Never Too Late To Retool

By Mary Madden Demajo

(*American Libraries*, November 2008, pg. 50)

Much has been written about teaching information literacy to library users and about in-service training for library professionals and paraprofessionals, but little has been said about mid-career librarians who must retrain when moving from an environment with only basic technology to one that's technology-rich.

Mary Madden Demajo served at Southeastern Louisiana University's Sims Memorial Library as a temporary reference librarian.

18. "Just-in-Case" Answers: The Twenty-First-Century Vertical File

By Tam Dalrymple

(*Information Technology and Libraries*, December 2008, pg. 25)

This article discusses the use of OCLC's QuestionPoint service for managing electronic publications and other items that fall outside the scope of OCLC Library's OPAC and Web resources pages, yet need to be "put somewhere." The local knowledge base serves as both a collection development tool and as a virtual vertical file, with records that are easy to enter, search, update, or delete.

Tam Dalrymple is Senior Information Specialist at OCLC, Dublin, Ohio.

19. Library Technology International

By Marshall Breeding

(Computers in Libraries, November/December 2008, pg. 33)

The author considers himself extremely fortunate over the last few years to have had the opportunity to travel to many different parts of the world and speak and work with librarians in many countries. He had the chance to see firsthand some incredible libraries that demonstrate creative approaches to library services, innovative uses of technology, expansive resource sharing, and pragmatic approaches to library automation. This article gives a quick tour.

20. Major Open Source ILS Products

By Marshall Breeding

(Library Technology Reports, November/December 2008, pg. 17)

At least four open source ILS products are available today: Koha, Evergreen, and OPALS. While there may be some additional products, these four have emerged as the most widely implemented and serve as good examples of the current state of the art of the open source ILS. While each of these products bears a great deal of similarity in approach, they also differ in features and functionality and in their appeal to different types of libraries. This section provides detailed information regarding each of these systems.

21. A Mass Digitization Primer

By Juliet Sutherland

(Library Trends, Summer 2008, pg. 17)

Many people are talking these days about “digitizing books”. But what does that really mean? This paper describes different kinds of digitizing, the pros and cons of each, and suggests a layered structure for understanding “digitization”.

Juliet Sutherland is the chief PTB (Powers That Be) at Distributed Proofreaders, a completely volunteer website that transcribes public domain texts into electronic form.

22. New Projects Boost Digital Library Content

By Jim Ashling

(Information Today, November 2008, pg. 26)

The Organization of American States (OAS) agreed to join and to contribute material to the World Digital Library during September. The project, planned by the Library of Congress, now has more than 20 partners who have made a commitment to add material to the internet, free of charge, including manuscripts, maps, rare books, musical scores, recordings, films, prints, photos, architectural drawings, and other significant cultural materials. The public launch is planned for next April at the UNESCO headquarters in Paris. *Jim Ashling runs Ashling Consulting, an independent consultancy for the information industry.*

23. OCLC: An Enterprise With a Global Perspective

By Miriam A. Drake

(Information Today, November 2008, pg. 1)

When Robert “Jay” Jordan became president of OCLC in 1998, he found an organization with a talented, dedicated staff focused on North America. In the 10 years he has been president, he has transformed the company into a global enterprise and created greater value for libraries and the public.

Miriam A. Drake is professor emerita at the Georgia Institute of Technology Library.

24. Open Source Library Automation: Overview and Perspective

By Marshall Breeding

(Library Technology Reports, November/December 2008, pg. 5)

This is a time of major transformation in the library automation industry, and the open source software movement has found fertile ground among libraries. Many libraries are moving away from proprietary integrated library systems in favor of open source software. The dynamics of the industry have changed dramatically in recent years—until recently, libraries had largely acquired proprietary automation systems from a clique of specialized vendors following the traditional software licensing models. The open source movement has disrupted longestablished

patterns, introducing a new way of thinking about the development and distribution of software, new products, and a new set of companies seeking to compete against the status quo.

25. Practical Geek-Keeping, or, How To Hire—And Keep—Good Technical Staff

By Daniel Chudnov

(*Computers in Libraries*, January 2009, pg. 25)

Recently, I was giving a talk about free software and open source in libraries at a state library consortium meeting. The attendees of the meeting included many library administrators. One of the questions I received after the talk stumped me. Although I came up with one good answer I'm still confident about and share below, it's taken me weeks to come up with more helpful answers to this question, for which many answers are possible. The question is, "How do you hire and manage technical staff whose work you don't understand?"

Daniel Chudnov is a librarian working as an information technology specialist in the Office of Strategic Initiatives at the Library of Congress.

26. Reference Diagnostics For A Virtual World

By Terence K. Huwe

(*Computers in Libraries*, January 2009, pg. 27)

Change has been the one constant of the Web 2.0 era. New interactive technologies and whole new ideas of community are emerging on the web—these are the kinds of innovations that we have come to expect. The pace is fast, and we are constantly tempted to jump headlong into new technology applications and to create services that take advantage of these innovative spaces.

Terence K. Huwe is director of library and information resources at the Institute for Research on Labor and Employment at the University of California—Berkeley.

27. Report Proposes Limitations and Exceptions to Copyright

By Lesley Ellen Harris

(*Information Outlook*, November 2008, pg. 10)

The proposed instrument is to have certain minimum goals that are relevant to information professionals, including eliminating barriers to trade in information service activities.

Lesley Ellen Harris is a copyright lawyer who consults on legal, business, and strategic issues in the publishing, content, entertainment, Internet and information industries.

28. Social Libraries: The Next Generation of Knowledge Management

By Phillip Green

(*Information Outlook*, December 2008, pg. 10)

It's clear that a new class of knowledge management is needed – one that uses social technologies to tap into an organization's collective wisdom. Libraries are designed to do this.

Phillip Green is the Chief Technology Officer at Innagic, based in Woburn, MA.

29. Social Media Metrics: Tracking Your Impact

By Darlene Fichter and Jeff Wisniewski

(*Online*, January 2009, pg. 54)

In our previous column November/December 2008), "Social Media Metrics: Making the Case for Making the Effort," we looked at why it's important to measure your library's social media presence. We noted that it's not enough to simply be on the social media radar. It's important to track your social ROI. You're investing time, effort, and resources updating your library blog, creating RSS feeds, and mounting images on Flickr. Is this time and money wellspent? Are you achieving desired outcomes? This time we'll offer up some easy-to-use tools and techniques for tracking your social media impact.

Darlene Fichter is data librarian, University of Saskatchewan. Jeff Wisniewski is web services librarian, University Library System, University of Pittsburgh.

30. Ten Necessary and Sufficient Conditions for Librarianship in Virtual World

By Tom Peters

(*Library Technology Reports*, October 2008, pg. 11)

The bulk of this report explores possible answers to this fundamental question: What are the necessary and sufficient conditions that make a virtual world “ripe” for librarianship? Ten conditions are tentatively proposed. They are outlined briefly here. In later sections of this chapter, several of the conditions are explored in greater depth.

Tom Peters is the Director of the Center for Library Initiatives at the Committee on Institutional Cooperation (CIC), the academic consortium of the Big Ten Universities and the University of Chicago.

31. Testing the Web 2.0 Waters

By Mark E. Funk

(*American Libraries*, January/February 2009, pg. 48)

It’s pretty difficult to avoid all the commotion about Web 2.0 nowadays. It seems to always be on the news, in magazines, and featured at conferences. So you’ve been meaning to start playing around with this stuff, but you’ve been busy. You’re certainly no Luddite—you can whip out a fancy Excel chart with the best of them— but you feel the need to catch up. Here, then, is a quick primer on some very useful Web 2.0 tools.

Mark E. Funk is the head of resource management collections at the Weill Cornell Medical Library in New York City.

32. The Thick of the Fray: Open Source Software in Libraries in the First Decade of this Century

By K. G. Schneider

(*Bulletin of the American Society for Information Science and Technology*, December/January 2009, pg. 39)

The library community has been a-buzz of late about open source software (OSS). The air is thick with wildly divergent opinions of its value and utility for libraries even as wikis, blogs, conferences and journal articles about OSS flood the library attention-economy.

K.G. Schneider is community librarian with Equinox Software, Inc.

33. The Transparent Library: Measure the Silence

By Michael Casey and Michael Stephens

(*Library Journal*, January 2009)

You make every effort to create a transparent library. You listen to your staff and customers and give them all possible means to talk to you—email, blogs, paper comment cards, telephone numbers, instant messaging, etc. You try to listen in via Twitter and Yelp. You hold community nights for customers to talk to you and go out to where they are and try to hold conversations where it is most convenient for them. From all of this, you try to steer your library on the right course, paying heed to and responding to input.

Michael Casey is Information Technology Division Director, Gwinnett County Public Library,

Lawrenceville, GA, and coauthor of Library 2.0.

Michael Stephens is an Assistant Professor, GSLIS, Dominican University, River Forest, IL, and author of Web 2.0 & Libraries.

34. Virtual Reference, Real Money: Modeling Costs in Virtual Reference Services

By Lori Eakin and Jeffrey Pomerantz

(*portal: Libraries and the Academy*, January 2009, pg. 133)

Libraries nationwide are in yet another phase of belt tightening. Without an understanding of the economic factors that influence library operations, however, controlling costs and performing cost-benefit analyses on services is difficult. This paper describes a project to develop a cost model for collaborative virtual reference services. This cost model is a systematic description of all expenses incurred by a library in providing virtual reference service as part of a collaborative.

Lori Eakin is a PhD student, School of Information and Library Science, University of North Carolina at Chapel Hill, Chapel Hill, NC; Jeffrey Pomerantz is assistant professor, School of Information and Library Science, University of North Carolina at Chapel Hill, Chapel Hill, NC

35. Where Have All The Lawsuits Gone?

By George H. Pike

(*Information Today*, January 2009, pg. 1)

Have you ever wondered what it takes to settle a massive copyright infringement lawsuit? Well, in the case of The Authors Guild lawsuit against Google over Google Book Search, the answer is 3 years, 323 pages of paperwork, and \$125 million.

George H. Pike is director of the Barco Law Library and assistant professor of law at the University of Pittsburgh School of Law.

36. Wikis as Legitimate Research Sources

By Suzanne Bell

(*Online*, November 2008, pg. 34)

Too many people equate the word “wiki” with Wikipedia and, based on that, view information found in public-facing wikis with suspicion. Others see wikis solely as knowledge-sharing tools employed within an enterprise to encourage team collaboration and enhance project management. A survey by Janus Boye, published in his “Wiki in the Enterprise” report, finds that wikis are now ubiquitous in many organizations. Thus, the wiki format is no longer strange to people, although its utility as an information source can be questionable.

Suzanne Bell is economics/data librarian, UR research projects coordinator at the University of Rochester.

37. Wikis for Reference, Enthusiasts, and Government Information

By Suzanne Bell

(*Online*, January 2009, pg. 20)

In the last issue of *Online*, the author investigated using wikis to research health topics and community information. He found that wikis can contain much valuable data, although some basic evaluative techniques should be applied when deciding to incorporate them into your research toolkit. Again, looking at wikis from a content perspective rather than a purely technological one, in this issue he is exploring wikis created for basic reference, for enthusiasts, and for government information.

38. Year in Review

(*American Libraries*, December 2008, pg. 38)

The financial crisis of 2008 hit late in the year, and its ramifications have yet to be understood. As President Bush prepares to leave office and Barack Obama readies to become the first African-American president, speculation grows over how the bailout of failing financial institutions at taxpayer expense will take its toll on libraries and education.

The *Library Newsletter* focuses on recent developments in the field of library science and information management in the United States. It contains summaries of articles from leading library-related periodicals and recommended Internet sites. The *Library Newsletter* is published quarterly by the American Reference Center.