

Current Awareness

Column editor: Jane Grogan (Jane.Grogan@gchq.gsi.gov.uk)

This column contains summaries of articles (print and electronic) about information access and retrieval, electronic publishing, preservation and virtual libraries etc. including, with permission, abstracts identified with an * next to the author initials, drawn from Current Cites, the monthly publication distributed electronically by a team of Librarians and Library Staff and edited by Roy Tennant: (<http://lists.webjunction.org/currentcites/>).

If you are interested in providing reviews for the column, please contact Jane Grogan for further details.

Content Management

Byrne, Tony. **The WCM renaissance** *EContent* 30 (5) (June 2007) 38-42 – Why Web content management still has a place, despite the rise of enterprise content management. Byrne explains that ECM tools primarily support operational standardisation and enterprise control. WCM tools principally support informational standardisation while empowering individual publishers. Web 2.0 has forced managers to become more aware of the Web as an interactive tool. A breakout box looks at Ajax content management system – [CP]

McClure, Marji. **A case of measuring content's impact** *EContent* 30 (4) (May 2007) 44-46 – Case study of a hip hop music site which uses FeedBurner tools (<http://www.feedburner.com>). As the concept of content view becomes more common, this site is using these tools to measure feed items – [CP]

Miller, Ron. **Today content delivery is a two-way street** *EContent* 30 (4) (May 2007) 32-36 – “These days, content is a two-way street. The trick is to avoid content traffic jams”. Miller looks at how organisations can handle fluctuations in traffic. Content Distribution Networks are one such method. A breakout profiles the FlightCentre blog (<http://www.flightcentreblog.com>) – [CP]

Digitisation Projects

Gorman, G.E. **Google Print and the Principle of Functionality** *Online Information Review* 31(2) (2007): 113-11 – G.E. Gorman obviously hasn't gotten his copy of 'The Long Tail'. In this piece, he warns against the "spurious, economically unsound views" of Google Print in their intention to digitize "everything [they] can lay their hands on". He recommends using "professional judgment" as a selection method instead. All I can say is beware of what you wish for! There already was a selection method in place that produced the original collections. None represent the universe of all publications. Furthermore, past use on the shelf is no indicator of future use once in digital form. Digitalization of low-use material surely promises more than simply "clutter[ing] the web" as Gorman argues. Also thankfully, Google Print isn't the only game in town. Its academic partners are free to pursue their own digitization schemes using methods hopefully more to Gorman's liking – [*[LRK](#)]

Grogg, Jill E., and Beth Ashmore. **Google Book Search Libraries and Their Digital Copies** *Searcher* 15(4)(April 2007)

(http://www.infotoday.com/searcher/apr07/Grogg_Ashmore.shtml) – Entire articles have been written about the Google Book Search Library Project – how Google's doing it, why libraries are joining in, and the issue of copyright – but not much has been said about what those libraries plan to do with their copies of the digitized materials once they've been scanned. Grogg and Ashmore survey the field and study how the project fits into existing and future digital libraries at various institutions. Plans include open access to all, inclusion in OPACs and digital repositories, and archiving and preservation. Many of the libraries are still developing the infrastructure and delivery system to handle the sheer volume of materials they are receiving. Of the twelve institutions reviewed for the article, seven are sticking with scanning materials in the public domain, and five are scanning all materials regardless of copyright (at least until any court decisions have been made). Grogg and Ashmore answer the question of motivation to join when they write, "Google can offer digitization on a grand scale at a price libraries can afford." It's a bargain that's hard to turn down, even with the threat of pending litigation – [*KC]

Puglia, Steve, and Erin Rhodes. **Digital Imaging – How Far Have We Come and What Still Needs to be Done?** *RLG DigiNews* 11(1) (15 April 2007) (http://www.rlg.org/en/page.php?Page_ID=21033#article2) – Few are as qualified as Steve Puglia to pen this history of library- and archive-based digitization efforts. Having long labored in that particular orchard for the [National Archives and Records Administration](#), as well as served on the faculty of the highly regarded [School for Scanning](#), Puglia has lived much of what he recounts. But this is by no means simply a history of NARA's efforts, Puglia casts a wide net over all the major players and the documents and procedures they promulgated over the years. The table of "Imaging Specifications and Guidelines" that identifies many of these is an impressive statement to the body of work produced by those active in the field. This and the other article cited in this issue of *Current Cites* are a fitting end and tribute to this part of *RLG DigiNews* history – [*RT]

Treloar, Andrew and Groenewegen, David. **ARROW, DART and ARCHER: A Quiver Full of Research Repository and Related Projects.** *Ariadne* 51 (April 2007) (<http://www.ariadne.ac.uk/issue51/treloar-groenewegen/>) – Describes three inter-related projects to support scholarly outputs and the e-research life cycle which have been funded by the Australian Commonwealth Government. Arrow is the Australian Research Repositories Online to the World, DART the Dataset Acquisition, Accessibility and Annotations e-Research Technologies and ARCHER the Australian Research Enabling environment. Looks at the design, development and deployment and success of each – [CP]

E-Publishing

Davis, Jan. Referenceware by Books24x7 – *EContent* 30 (4) (May 2007) 20–22 – Review of full text IT and business books and reports for which all content, including tables, equations, charts and illustrations are tagged and indexed. The search engine has a patent pending, and Davis remarks on the powerful and precise search results. Other features include downloadable tables with MathML encoding and the ability to create custom topics to link to an organisation's training programmes or projects. In short a just-in-time library (<http://www.books24x7.com>) – [CP]

Education

Cosgrove, Lynn, Wise, Steven L. & Lottridge, Susan M. **The Development and Validation of the Information Literacy Test** *College & Research Libraries* Vol 68 (3) May 2007: 229 – 236 – Cosgrove et al describe the development and validation of the Information Literacy (IL) Test at James Madison University (JMU). Interestingly, the IL test is specifically designed to be used by other universities or university libraries outside JMU. Student assessment is via 60 multiple-choice questions which can be completed in one hour, and are delivered via the Web. It measures four of the five (Standards 1, 2, 3, and 5) ACRL Information Literacy Competency Standards for Higher Education. The test was developed collaboratively by the JMU Center for Assessment and Research Studies and JMU Libraries.

The authors describe the measures taken to ensure that the IL test provides both reliable and valid measures of information literacy. Rigorous standard-setting procedures are described, which means students achieve performance levels of proficient, below proficient, or advanced. The test is available for a small fee of 7 US dollars per test. For those who want more details visit the webpage at:

www.jmu.edu/icba/prodserv/instruments_ilt.htm or contact one of the first two authors at camerosl@jmu.edu or wisesl@jmu.edu – [AS]

Stacey, Paul. **Open Educational Resources in a Global Context** *First Monday* 12(4) (April 2007) (http://www.firstmonday.org/issues/issue12_4/stacey/) – This article provides a useful overview of the state of development of open educational resource (OER) initiatives and some of the questions regarding their use and effectiveness in improving global access to education. Based on an online discussion that took place in a UNESCO-sponsored forum in November/December 2005, the author provides examples of different models of OER initiatives (MIT's *OpenCourseWare*, Rice University's *Connexions*, and Carnegie Mellon's *Open Learning Initiative*), explores various business models, and suggests next steps that can help OER initiatives realize their full potential. Especially interesting are the discussions on global issues such as language, the digital divide, and international cultural considerations. The author also discusses some technical issues from a user's perspective, looks at the possibility of social and community-based authoring, and points to some convergences with other "open" initiatives, such as open-source software and open access to research and scholarship – [*BR]

Thomas, Kim. 2007: **An inspection calls.** *Information World Review* 236, June 2007: 10-12 – A three page article looks in depth at universities' preparation for the 2008 research assessment exercise (RAE); the first since 2001. This exercise is intended to evaluate the quality of research undertaken in higher education institutions and also affects future funding decisions. The opportunity for and role of information experts in supporting such assessments is discussed; including checking bibliographic sources and impact factors of published work using citation indexes. Gary Horrocks, Chair of UKeIG, talks about the impetus for institutions to integrate information provided by the RAE – [RH]

Wilber, Dana J. **MyLiteracies: Understanding the Net Generation through LiveJournals and Literacy Practices** *Innovate: Journal of Online Education* 3(4) (April/May 2007) (<http://www.innovateonline.info/index.php?view=article&id=384>) – This month's issue of *Innovate: Journal of Online Education* focuses on the Net Generation student and how educators and the educational systems could or should response to the

challenges these student impose. While there are a number of good articles, Wilber's deserves particular note, which is a summary of an ethnographic case study she conducted in Fall 2005. During the course of the semester, Wilber studied the literacy and technology practices of college student, focusing specifically on her use of the social networking and the blogging site LiveJournal. She discovered an emerging set of new literacy practices that challenge the once clear delineation between author and reader – [*SG]

General

Arfeuille, Erik. **New Technologies in Libraries – The End** *New Technologies in Libraries* (5 April 2007) – Anyone interested in digital libraries over the past 10 years is sure to recognize the name of Erik Arfeuille. His regular compendium of articles on library-related topics, *New Technologies in Libraries*, was a welcome source of current awareness. It certainly gave me pointers on what to read (and recommend). Alas in a farewell message dated 4/5/07, he announces that his "workload" no longer allows him to produce the lists. While this is a shame, the nature of his contribution for so many years is appreciated – [*LRK]

Caldwell, Tracey. 2007: **Thomson bids for Reuters to survive exchange shake up.** *Information World Review* 236, June 2007: 1 – In the context of a rapidly changing stock exchange trading environment, Reuters and Thomson are reported as being involved in an £8.7bn 'super-merger' deal. The development of quasi-automatic trading systems based only on intelligence and analysis providing alongside data-feeds is anticipated. The consequences for choice, information pricing and competition are discussed – [RH]

Carlson, Scott. **Are Reference Desks Dying Out?** *The Chronicle of Higher Education* 53(33) (20 April 2007): A37+. (<http://chronicle.com/weekly/v53/i33/33a03701.htm>) – Despite the overblown title, this article explores some interesting issues regarding modern library reference service. The article begins with the example of a UC Merced librarian answering text-message reference questions from students via cellphone while thousands of miles away at a conference. "Doing things the way I'm doing them now," Carlson quotes the librarian, Ms. Michelle Jacobs, as saying, "I have reached almost twice as many students as when I sat on a reference desk." That isn't the whole story, though, and Carlson goes on to give those advocating face-to-face reference services airtime as well. The article does not come down on either side with any force, but rather leaves the reader thinking about options. This reader thinks that the real answer is not one or the other, but both, implemented in ways that maximize the benefits of each while minimizing the staffing impact – [*RT]

Daily, Geoff. **Lights, camera, action: is vodcasting ready for primetime in the enterprise?** *EContent* 30 (5) (June 2007) 24-29 – Offers a definition of vodcasting, how and why it's being implemented in enterprises, and barriers to its wider implementation. Whilst using the same model as RSS the delivery often differs. Podcasts and vodcasts are cheaper than webinars, and have applications in corporate training and internal communication. Readers with advanced media capabilities include Attensa for Outlook and NewsGator's FeedStation. The author suggests that RSS-delivered video has potential for offloading the strain on corporate networks, as video could be uploaded and

pushed out to subscribers at night. Companies featured in the article: Attensa – reader with advanced media capabilities, Feedia, NewsGator and PodTech – [CP]

Gibson, Craig, and Dorothy C Lockaby. **The Johnson Center Library at George Mason University** *Reference Services Review* 35(2) (2007): 322-330 – Can a library center built in 1995 already be obsolete? The construction of any library is naturally a reflection of the technology and perceived needs at the time. If both these change, the role of the library might have to be reconsidered. That at least is the challenge confronting the Johnson Center Library at George Mason. The authors make clear through an interesting discussion that the developers got some things right and some things wrong. The question now is how to build on the positive while making optimal use of the space – [*[LRK](#)]

National Science Foundation **Cyberinfrastructure Vision for 21st Century Discovery** Arlington, VA: National Science Foundation, March 21, 2007. (<http://www.nsf.gov/pubs/2007/nsf0728/nsf0728.pdf>) – Often libraries are overlooked when issues related to cyberinfrastructure are discussed, but this is not the case in the latest in this series of reports on cyberinfrastructure development. In five chapters, this report looks at the major issues to be addressed in the next several years including high performance computing; data analysis and visualization; virtual organizations and distributed communities; as well as learning and workforce development. Throughout the document, but particularly in the chapter on data analysis and visualization, the critical role of libraries in developing the cyberinfrastructure is made clear. Not surprisingly, many of the issues discussed in the report will be familiar to those in the information professions. Perhaps the biggest (unaddressed) question in the report is how we in the information professions will take up the challenge to lead in the further development of the cyberinfrastructure lest it be left to others – [*[FC](#)]

Pothen, Philip and others. **The JISC Annual Conference 2007** *Ariadne* 51 (April 2007) (<http://www.ariadne.ac.uk/issue51/jisc-conf-rpt/>) – Overview of the proceedings of this Spring's JISC Annual Conference held on 13 March 2007 at the International Convention Centre, Birmingham (<http://www.jisc.ac.uk/conference2007>). Sessions covered the e-Framework, e-Theses service, the learner's experience of e-learning, virtual research environments, knowledge transfer, preserving and managing institutional digital assets, e-content and compliance. The closing keynote from the project director of BBC 2.0 covered the principles guiding Web development at the BBC - [CP]

Powell, Andy and Recordon, David. **OpenID: Decentralised Single Sign-on for the Web** *Ariadne* 51 (April 2007) (<http://www.ariadne.ac.uk/issue51/powell-recordon/>) – A brief look at OpenID (<http://openid.net>) and how it is relevant to e-learning. OpenID is a user-centric technology that allows users to control how their identity is managed and used online. It is decentralised, so users make their own choice of OpenID provider. The authors believe it will be adopted by more Web 2.0 services – [CP]

Smith, Steve. **My Internet, my self** *EContent* 30 (5) (June 2007) 6 – “The Web becomes a shadow self...monitoring what we work on and feeding us the content we need to complete tasks, because it knows us as well as a personal assistant.” Smith asks if our content is ready to converse with the next generation – [CP]

Smith, Steve. **Virtual worlds open for business** *EContent* 30 (4) (May 2007) 6 – Looks forward to the possibilities when people become as comfortable with virtual world engines as they are with webcasting and instant messaging, and content providers leverage There.com or Second Life worlds to become environment providers – [CP]

Van Orsdel, Lee C., and Kathleen Born. **Serial Wars** *Library Journal* (15 April 2007) (<http://www.libraryjournal.com/article/CA6431958.html>) – *Library Journal* has published its annual review of serials prices. The bottom line: "In 2007, academic libraries saw overall journal price increases just under eight percent for the second year in a row. U.S. titles rose nine percent on average; non-U.S., 7.3 percent." STM journals continued to be quite expensive, with average 2007 prices for the top three disciplines being: \$3,429 for Chemistry, \$2,865 for Physics, and \$2,071 for Engineering. The country with the highest average price per title (\$3,362) was the Netherlands. There is considerable discussion of open access issues in this article, and Peter Suber has [commented](#): "This is an excellent picture of where OA stands today. If you have colleagues who want to know what's been happening and only have time for one article, give them this URL." – [*CB]

White, Martin. **Wanted: Intranet Leadership** *EContent* 30 (4) (May 2007) 30 – There is no easy answer for which department should manage an intranet when it is on every desktop. Mostly the choice is between human resources and IT. White argues that the solution is strategic, with a steering group of representatives of all stakeholders reporting to one executive level sponsor – [CP]

Information Access

Grogg, Jill E. Ashmore, Beth. **Google Book Search Libraries and Their Digital Copies** *Searcher* 15 (4) (2007): 18-27 – This article looks at the institutions that are participating in the Google Book Search Library Project, which seeks to digitize the print material contained in library collections across the globe. The Google project is not the first experience participating libraries have had with digitization, but the resources at Google's disposal allow digitization to proceed with far greater speed. The intention is that the project will preserve material for generations to come, and provide increased access/functionally for current users. Some institutions, like the University of Oxford, are only allowing the scanning of out of copyright materials, but others, like the University of California, are permitting the scanning of materials regardless of their copyright status – [MT]

Thompson, Henry S. **The W3C Technical Architecture Group** *Ariadne* 51 (April 2007) (<http://www.ariadne.ac.uk/issue51/thompson/>) Introduces the W3C Technical Architecture Group and its work – [CP]

Information Retrieval

Bradley, Phil. **Search Engines: Why Ask Me, and Does 'X' Mark the Spot?** *Ariadne* 51 (April 2007) (<http://www.ariadne.ac.uk/issue51/search-engines/>) – Thorough analysis of the workings of the Ask search engine (UK and US versions) and the test version Ask X – [CP]

Chau, Michael, Xiao Fang, and Olivia R. Liu Sheng. **What Are People Searching on Government websites?** [Communications of the ACM](#) 50(4) (April 2007): 87-92 – Quantification from search log analysis meets some big questions of political philosophy: we don't get final answers here, but are introduced to an avenue of exploration, and that's a start. The authors analyzed a log of over a million search queries at the Utah.gov website. Their first conclusion gets the "at last we have the numbers to support the obvious" prize: the top categories of what people search for are different at a government website to at an all-purpose search site such as Alta Vista. (Of course, queries for sex on Utah's site might reveal evidence of an interesting fetish subculture for state government porn, but I'd rather not imagine what that could look like.) We hit the big questions when the focus turns to search terms of potential interest to terrorists, and the issues around open government come into play. Is someone searching for "water system" interested in poisoning it, or looking for good news about irrigation? "Smallpox" – spreading it or avoiding it? The authors can't even get close to a solution to the problem of which information might be too sensitive to remain freely available, not that we'd expect them to pass judgement on issues more appropriate for the state Supreme Court. Their effort is commendable in that it makes a good case that ignorance certainly isn't bliss and data gathering and analysis may eventually inform some very difficult debates – [*JR]

Lally, Ann M., and Carolyn E. Dunford. **Using Wikipedia to Extend Digital Collections** [D-Lib Magazine](#) 13(5/6) (May/June 2007) (<http://www.dlib.org/dlib/may07/lally/05lally.html>) – An example of a library "getting in the flow," this article documents the University of Washington Libraries' effort to put their digital collections where their users will see them – in Wikipedia. The result was so successful in driving more users to their collections that they "now consider Wikipedia an essential tool for getting our digital collections out to our users at the point of their information need." It's a nice way to strengthen Wikipedia too. The article also contains some useful tips on creating articles and cross-references within Wikipedia, monitoring for changes and vandalism, and communicating with other Wikipedia users – [*BR]

Manafy, Michelle. **Who's zooming you** *EContent* 30 (4) (May 2007) 3 – Forget "Googling" someone. ZoomInfo is more accurate, and has ambitious plans for the future – [CP]

Marks, Paul. **The people's search engine gangs up on Google** *New Scientist*, 2 June 2007, 30-31 – Jimmy Wales, co-founder of Wikipedia, along with an army of rebellious engineers are hoping to knock Google off its search engine perch. Their weapon is their open source algorithm, which they believe creates greater transparency and trust, and allows users to tweak it in line with technology. This revolutionary approach is intended to exploit the questions about the quality of Google's, and other search engines, results and their possible bias to advertised clients. The development is at a very early stage, with much discussion on forums about the best way forward. There are many hurdles to overcome, not least finding the cash to develop the infrastructure, but they remain defiantly confident – [LF]

Miller, Ron. **Multimedia search matures...** *EContent* 30 (5) (June 2007) 32-37 – The big search engines lack a way to search inside multimedia content. This article profiles leaders in multimedia search, using voice recognition technology (matching words to words in dictionaries) and phonetics (much faster indexing). Companies profiled are Blinkx, TVEyes, Nexidia and Podzinger – [CP]

O'Neill, Nancy. **ChaCha, Yahoo!, and Amazon-mail is evolving are you?** *Searcher* 15 (4) (2007): 7-11 – ChaCha is a search engine that uses human guides to sort through search results. The article evaluates the ChaCha search engine <http://www.chacha.com> and makes brief comparisons with Yahoo Answers! <http://answers.yahoo.com> and Askville <http://askville.amazon.com>. When testing ChaCha's human guides with some standard queries, the results were not particularly impressive. The current ChaCha guides fail to ask questions that would clarify the information needs of their users. The article concludes that unless ChaCha can attract a lot more human guides it unlikely to satisfy many users – [MT]

Read, Eleanor J. **Data Services in Academic Libraries: Assessing Needs and Promoting Services** *Reference & User Services Quarterly* 46(3) (Spring 2007): 61-75 – Back when data services meant a place for running magnetic tapes on mainframes, it was a contained specialization without wider ramifications for information providers generally. However, the explosion of networked numerical data deliverable to desktops has created challenges for technologists and public service people. Read's article can help both groups see through the haze of this data cloud to identify sources, skill sets and support networks. It springs from a data services awareness survey conducted at the University of Texas, polling faculty and graduate students in disciplines using social sciences data. One paradox is that the wider availability of datasets has not been accompanied by a greater awareness of their availability; one conclusion is that today's data service providers have outreach and instruction as major job components – [*JR]

Spoerri, Anselm. **What is Popular on Wikipedia and Why?** *First Monday* (April 2007) (http://www.firstmonday.org/issues/issue12_4/spoerri2/) – "Google giveth, Google taketh": this paper about Wikipedia's popularity is even more pointedly an impact analysis of Google's secret source. Spoerr's discussion of "which pages and topics are the most popular on Wikipedia and why" uses data generated from Wikicharts to swiftly move through a discussion about what's popular on Wikipedia (which despite Wikipedia's reputation as an "encyclopedia" turns out to be entertainment and sexuality). Spoerr then steps beyond these observations to the larger question of "what precisely drives Wikipedia's traffic and growing popularity," which is apparently a back-scratching relationship with large search engines, particularly Google. Though we can't crack open Google's black box to find out how it works, Spoerr's analysis strongly suggests that Google, recognizing Wikipedia's popularity and high trust with users, gives precedence to Wikipedia's entries so that results are likely to show up within the highly-desirable top three results. Spoerr points out that Wikipedia's favored placement only increases the ferocity of competition among other websites to make the top three, or at least top ten, search results. An unspoken question underlying this article is where library-based Web

resources fit into the competition for Web turf – then again, maybe we don't want to know the answer – [*[KGS](#)]

Stanley, Tracey. **Developing a Virtual Research Environment in a Portal Framework: the EVIE Project** *Ariadne* 51 (April 2007) (<http://www.ariadne.ac.uk/issue51/stanley/>)
Overview of the EVIE Project, which was funded under the JISC Virtual Research Environments Programme. Based at the University of Leeds Library, the project was to integrate the Virtual Research Environment (VRE), Virtual Learning Environment (VLE), e-library and other resources within a portal. The benefits would be awareness of the tools, uptake and use of the tools and improving the ability for researchers to share information across systems. Stanley describes the project's progress, including the phases of research and user requirements gathering, implementation and testing, evaluation and dissemination. The author recommends that VREs adhere to published and open standards and specifications, in view of the increased use by researchers of social networking applications – [CP]

Knowledge Management / Social Networking

Ardito, Stephanie C. **MySpace and YouTube Meet the Copyright Cops** *Searcher* 15 (5) (2007): 24-34 – MySpace and YouTube quickly give people easy access to music and video content they are interested in over the Web, but this has caused conflict with traditional content suppliers who are keen to protect their investments. The article looks at copyright issues that are emerging in the media, film and music industries as a result of new social networking and file sharing sites. Section 512 of the Digital Millennium Copyright Act www.copyright.gov/legislation/pl105-304.pdf makes provisions similar to “fair use” in the copyright act. These apply as long as sites don't benefit financially from posted content. It is argued that MySpace and YouTube maybe unwise to rely too heavily on this “safe harbour” provision if they place advertising next to videos – [MT]

Bates, Mary Ellen. **Communications two point oh!** *EContent* 30 (5) (June 2007) 23 – Muses on blogs and wikis. While blogs have introduced a new way for people to become thought leaders, there are more than 200 million abandoned blogs. Bates believes blogs may have peaked, but is more optimistic about wikis. “Blogs and wikis strike me as polar opposites in terms of whom they work for.” What will the next self-expression tool be? Bates is betting on YouTube, as it's entertaining at least – [CP]

Butters, Geoff, Hulme, Amanda and Brophy, Peter **Supporting Creativity in Networked Environments: The COINE Project.** *Ariadne* 51 (April 2007) (<http://www.ariadne.ac.uk/issue51/brophy-et-al/>) – Description of the European Commission-funded project Cultural Objects in Networked Environments (COINE), which aimed to enable users to create and share their own stories, thus contributing to the development of cultural heritage at the local level. Libraries, museums and archives were chosen to act as mediators, providing advice, training and the necessary infrastructure. A Web-based system was developed to provide the tools for individuals to publish their cultural material online. Screenshots are included of the system which deliberately used a very simple interface with plain English terms such as “My Ways of Finding Stories” instead of

“Saved Searches”. The authors conclude that such a localised system may prove to be the ‘long tail’ of great lasting value compared to global systems such as YouTube and MySpace, which lack authority and provenance – [CP]

Davis Kho, Nancy. **Networking opportunities: social networking for business** *EContent* 30 (4) (May 2007) 24-29 – How social networking is being used by the corporate world to improve internal communication and to deepen customer relationships – [CP]

Dye, Jessica. **Meet generation C: creatively connecting through content** *EContent* 30 (4) (May 2007) – 38-43 – “Generation C is the “You” in YouTube, the “My” in MySpace and the i in Ipod. They’re you (and me), and they’re shaking up the way people make, think about, and use digital content – [CP]

Emamy, Kevin and Cameron, Richard. Citeulike. **A Researcher's Social Bookmarking Service** *Ariadne* 51 (April 2007) (<http://www.ariadne.ac.uk/issue51/emamy-cameron/>) – describes a tool that assists researchers to gather, collect and share papers and fuses web-based social book-marking services with traditional bibliographic management tools. The authors claim it turns the linear ‘gather, collect, share’ process into a circular ‘gather, collect, share and network’ process, enabling the sharing and discovery of academic literature and research papers. RSS feeds and watchlists are available to allow users to track tags and libraries that interest them. Publishers can also be alerted to tags being used by Citeulike users of their journals – [CP]

Foggo, Lisa. **Using Blogs for Formative Assessment and Interactive Teaching** *Ariadne* 51 (April 2007) (<http://www.ariadne.ac.uk/issue51/foggo/>) – Case study of using a blog for formative assessment in a library session designed to teach students the skills they need to find information relevant to their subject area. The blog helped the tutor identify what students wanted to achieve, understand if learning outcomes had been achieved and measured student expectations. The blog was successful, but the author concludes that more time was needed for it to be fully used and integrated – [CP]

Hendrix, Dean. **Peer-to-Peer (P2P) Knowledge, Use, and Attitudes of Academic Librarians** [portal: Libraries and the Academy](http://portal.librariesandtheacademy.org/) 7(2) (April 2007): 191-212. (http://muse.jhu.edu/journals/portal_libraries_and_the_academy/v007/7.2hendrix.html) – Discussions about P2P networks on academic campuses usually focus on various dangers – security holes, bandwidth usage, and legal threats from ambitious music industry lawyers. But P2P technologies are also driving new library activities and initiatives, such as instant messaging reference services, and Stanford's LOCKSS program for preservation of e-journals. This article analyzes the use and knowledge of P2P technologies among librarians in the U.S, taking into account variables such as age, gender, year of MLS, and library job description. The general conclusion: academic librarians are behind the curve. Nearly 45% of the total questions on all the returned surveys were answered with: "not sure." One shortcoming of the study (acknowledged by

the author) is that it asks only about file-sharing applications, and doesn't include instant messaging. Still, the general conclusions of the article remain valid: as a group, we do not extensively use P2P technologies, and thus we don't have a great understanding of the relevant technical, social and legal issues, haven't thought a lot about how we might use P2P to help advance our missions, and don't have a strong voice in larger, campus-wide discussions about P2P – [*BR]

Lopresti, Michael. **TechPresident takes a Web 2.0 Look at the 2008 Presidential Campaign** *EContent* 30 (4) (May 2007) 10-11 – TechPresident (<http://www.techpresident.com>) is a blog that aims to cover the web's effect on the 2008 US presidential campaign. It shows the online footprints for candidates, including mentions in blogs and number of MySpace friends – [CP]

Miller, Ron. **Blogger behave: blogger code of conduct proposed** *EContent* 30 (5) (June 2007) 14-15 – After a blogger received hate comments, publisher Tim O'Reilly has proposed a blogger code of conduct. Miller scans the blogger community's reactions to the proposal – [CP]

Sparkes, Matthew. 2007: **Web 2.0 Wealth Check** *Information World Review* 236, June 2007: 14-16 – In-depth analysis of attempts to generate revenue from user-supplied content in social computing. Sites considered include: *Newsvine*, a mix of traditional news agency and user-written articles; *Netscape's* strategy of paying 'super-users' for content; Photo-agency *Scoopt*, paying royalties for sold photographs, and *Zopa*, which allows users to set up financial accounts then lend to other users. The pitfalls in developing income generation models for social networking sites are considered, including needing to let the community grow and not making the site just a 'sterile' profit making machine – [RH]

Staley, Laura, Rachel Van Noord, and Betha Gutsche, *et. al.* **Blended Learning Guide** Dublin, OH: OCLC, March 2007 (<http://webjunction.org/do/DisplayContent?id=13893>) – This 38-page guide is an excellent overview of the present mix of learning technologies used by a number of organizations to provide e-learning courses. Their definition of blended learning is "a combination – or blend – of different online learning modes, or of online and in-person learning." Summary sheets on each of these modes (e.g., Discussion Boards, Instant Messaging/Chat, Podcasting, etc.) are followed by a set of case histories about how various libraries have used blended learning techniques. Highly recommended for any individual or organization to gain a better understanding of current learning technologies and how they can be used effectively in a blended mode. *Full disclosure:* I was on the WebJunction Advisory Board and soon will be employed by OCLC – [*RT]

Legal Issues

Fitzgerald, Brian F., Jessica M. Coates, and Suzanne M. Lewis, eds. **Open Content Licensing: Cultivating the Creative Commons** Sydney: Sydney University Press, 2007. (<http://eprints.qut.edu.au/archive/00006677/>) – This freely available e-book presents

papers from the 2005 Open Content Licensing: Cultivating the Creative Commons conference in Brisbane, Australia. It includes two papers by Lawrence Lessig: "Does Copyright Have Limits? Eldred v. Ashcroft and Its Aftermath" and "The Vision for the Creative Commons: What Are We and Where Are We Headed? Free Culture." While much of the book has an Australian slant, the underlying issues raised about open content licenses, such as Creative Commons licenses, in areas such as computer games, creative industries, and government resonate worldwide – [*CB]

Smith, Laura. 2007: **MPs blow in a hole in FoI by voting personal opt-out.** *Information World Review* 236, June 2007: 3 – The passing by MPs of David MacLean's Private Members Bill to exempt members of both houses of Parliament from the 2005 Freedom of Information Bill is analysed. The bill, due to go to the Lords on 21 June, has drawn criticism of hypocrisy from some quarters, and it is noted here that this may yet get defeated in the upper chamber. The information commissioners reiteration on using existing legislation to deal with 'vexatious' requests is also noted – [RH]

Preservation

Allinson, Julie, Hey, Jessie, Awre Chris and Mahendra Mahey. **What Is an Open Repository?** *Ariadne* 51 (April 2007) (<http://www.ariadne.ac.uk/issue51/open-repos-rpt/>) – Report on the Open Repositories 2007 conference, held in San Antonio Texas over 23-26 January (<http://www.openrepositories.org>). User group sessions were held for DSpace, EPrints and Fedora. The conference promoted interoperability and openness between repositories, development communities, implementers, librarians and repository managers – [CP]

DigCCurr2007, an International Symposium on Digital Curation (April 18-20, 2007) (<http://www.ils.unc.edu/digccurr2007/program.html>) – Last month's DigCCurr conference (it's pronounced "Dig Seeker" and stands for Digital Curation Curriculum) in Chapel Hill focused on "what digital curators do and what they need to know." The conference is part of an initiative to prepare students to work in the field of digital preservation, but the discussions will be just as useful for cultural heritage organizations trying to develop expertise and skills among their own staff. Several points were made repeatedly: digital curation is a collaborative endeavor; the range of skills required goes far beyond the technical; terminology matters because it helps define what we do (Cliff Lynch called the term digital curation "truly frightening"); and when the future is unclear, a return to the foundations of our professions can help illuminate the way forward. There are many good papers and presentations are on the conference website, including Adrian Cunningham's forceful discussion on the experience of the National Archives Australia, in which he ["draws a line in the sand"](#) and calls on us to remember the differences between archives and libraries, and Ken Thibodeau's bird's-eye view of the ["critical competencies for digital curation."](#) At a more nuts-and-bolts level, Liz Madden describes some "data-wrangling" approaches to moving data from one stage of the digital life cycle to the next. Hers is wise advice based on experience in the trenches, and not to be ignored – [*BR]

McGovern, Nancy. **A Digital Decade: Where Have We Been and Where Are We Going in Digital Preservation?** *RLG DigiNews* 11(1) (April 15, 2007) (http://www.rlg.org/en/page.php?Page_ID=21033#article3) – Nancy McGovern provides a remarkably clear assessment of developments in the digital preservation community over

the past ten years, and provides a look at what is needed as we move forward. One of the most important recognitions here is that a digital preservation program built upon a "three-legged stool" (organization, technology, resources) is more sturdy and sustainable than "a technology pogo stick." Organizationally, in the last decade we have seen the emergence of the concept of the trusted digital repository (TDR), the creation of numerous policy statements, and the acknowledgment of the need for evidence-based audit and certification. Still needed is the ability to move such policies and theories into action, and the development of better digital preservation skills. On the technology leg, developments include the OAIS Reference Model, the development of numerous repository and digital library applications, and the development of various other tools to perform digital preservation tasks such as identifying file formats, normalizing data, and generating metadata. In the coming years the community will need to enhance and integrate these tools and software to help create modular, automated and scalable workflows. The resources leg – developing an understanding of and commitment to the costs of maintaining a digital preservation program over time – is perhaps the least developed of the three legs, and there is no general community model. (TDR and OAIS provide this function for the technology and organization legs). Various resource models have been proposed, but we need more responses to these contributions from the community, and more transparency in reporting resource usage, in order to move from "just-in-time" funding to more programmatic, sustained support for digital preservation. The article helpfully includes numerous links to many of the resources and documents discussed – [*BR]

Security

Huang, Phil. **How You Can Protect Public Access Computers and Their Users** [Computers in Libraries](#) 27(5) (May 2007): 16-20 – When I worked in a public library, we were always on the lookout for strange goings-on at the public computer terminals. It's amazing how many patrons could get around our security software, and how many users didn't think to safeguard their personal information while surfing the Web or creating a resume. Phil Huang gives libraries tips on both sides of this issue – how to protect public access computers from unwanted security breaches and how to protect your users from unwittingly giving away their personal data. If you're looking for a framework to create a workshop on computer and Internet safety for your users (and maybe even for your staff), this article is a great starting point – [*KC]

Web Design

Arnold, Erik. **Let the Tail Wag the Dog** *Searcher* 15 (4) (2007): 52-54 – It is argued that where websites do not possess a decent search facility, visitors to the site are likely to leave and not return. Web log files should be analysed to find out what search terms people are using, then this information should be used to improve and change a website. To guarantee site traffic it is stated that page designers should focus the same level of attention on their SERP, or search engine results page, as they do on their home pages. Tie every change in your site design to information gleaned from the evaluation of your search engine log files, a process known as site search analytics – [MT]

Fichter, Darlene. **The Age of Darwinian Design (Intranet Librarian)** [Online](#) 31(2) (March/April 2007): 52-54 – Insightful article by Darlene Fichter on the joys of "Rapid Iterative Design". This is a method, traditionally used in the development phase of designing a website, where you go through prototypes, testing them on users, refining

them when problems arise and then testing the results until you have a complete solution. Fichter extends this procedure to websites even after they've been launched arguing that it makes no sense to wait for the next iteration of the site for improvements to be made. In this way, she points out, library websites can mirror the "permanent beta" of successful commercial sites – [[*LRK](#)]

McDermott, Irene E. **Escaping Ugly: Graphic Design Aids for Untrained Librarians** *Searcher* 15 (5) (2007): 12-16 – The article reviews a number of sites dealing with the topic of graphic design that librarians can use to improve their marketing materials and websites. These include the Principles of Design http://www.digital-web.com/articles/principles_of_design , Web Style Guide <http://www.webstyleguide.com> and Graphics Software for MAC and PC <http://graphicssoft.about.com> – [MT]

Contributors to Current Cites *

[Charles W. Bailey, Jr.](#), Keri Cascio, [Frank Cervone](#), [Susan Gibbons](#), [Leo Robert Klein](#), Jim Ronningen, Brian Rosenblum, [Karen G. Schneider](#), Roy Tennant

Contributors

Peter Chapman, Ann Dixon, Catherine Ebenezer, Linda Fawcett, Ina Fourie, Rob Hughes, Linda Kerr, Ida Kwan, Shirley Parker-Munn, Claire Pillar, Liz Reiner, Ann Smith, Matt Treadwell, Ian Walker, Jennifer Wilkinson.