eLucidate

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Ex Cathedra

Those of you avid for news of *e-Diamond* (!) – are well served in this issue. Not only is there an article summarising the results of the recent user test – a test in which many of you took part – of the software, eTNA, but also this note in Ex Cathedra. I can report that the project was successful in passing the final EC Review – a definite triumph that involved an inquisition at the hands of the three reviewers.

For those of you who have never faced such a review, it begins very formally with introductions before the team is invited to leave the room so that the reviewers can swap notes. When the project team returns they have 60 minutes – no more and no less – to present the project. In our case we gave a demonstration of the software, talked about the market validation and how the consortium planned to move forward. Again the team leaves the room while the reviewers consider their case.

Invited back, we faced over 90 minutes of cross-examination. Then we left again while the reviewers made up their minds and prepare a verbal report. We were told that the news was good in the end, and the project was judged to have met its targets. One of the concerns of the review panel was value for money and we have been asked to provide some additional documentation on this aspect. Thank you all for your work in testing eTNA and sending us back the questionnaires.

What else has UKOLUG been doing? Well we have provided a formal response to the new CILIP Framework on Qualifications and an informal response, by way of a consultation exercise, to the DfES report, Towards a unified e-learning strategy. We raised the issue of information literacy, which had not been addressed in the document at all. In fact, the consultation document mentioned information literacy only once in passing (not linked to libraries); e-skills, ICT skills and 'new skills' are all mentioned – but none is defined (they may or may not have been intended as information skills – I argued that they are not equivalent, and that they are certainly not the same as information literacy).

Government documents over the past several years have used terms like IT skills and ICT skills undefined, and they are either read and understood to mean the ability to use a mouse and software, or something more, depending on the reader. The writers' intentions have always been unclear. Information literacy – that is, the ability to understand cultural, ethical, legal and socioeconomic issues surrounding the location, obtaining, evaluating (that's a crucial one given the global expanse of the information available), and use of information – was not considered in the consultation document. My point was that, as Baroness Greenfield said, "We are in a time when people can sit in front of the screen and get bombarded with facts and sometimes that's confused with education" and, in a strategy document on e-learning, the stage beyond information-on-the-screen has to be addressed. JISC research in which I have been involved for a number of years clearly demonstrates the need for greater information literacy in the FE/HE sectors and there can be no doubt that this is even more so when we move outside the 'formal' education arena.

UKOLUG has also – as you will have gathered from previous Ex Cathedra – been considering its role and its position in the 'infoverse'. One suggestion is that we should change our name to something more meaningful and relevant to the 21st century. We feel that 'online' does not describe us adequately and that many CILIP members do not recognise or understand the name (particularly the acronym) when it comes to selecting groups that they may join. The name we have come up with is the **UK eInformation Group** or **UKeIG**, and we shall be proposing this at the AGM in June. The committee sees this name as being easily understood in both its full and shortened forms as the 'e' prefix for electronic – e-commerce, e-journals, etc – is universally accepted and our core activities have always revolved around information delivered that way – online, or electronically in today's jargon. We hope that you will approve of the new name.

I also want to take this chance to remind you that all our meetings now offer a certificate of attendance for your CPD portfolio. All you have to do is ask for one when you are there.

Chris Armstrong
Chair, UKOLUG

A North American View of Electronic Resources, 2004

Those of you who were kind enough to read the article I wrote last year (*UKOLUG Newsletter* Vol 14 Issue 2) may remember I said that e-book readers and CD-Roms were two products about which I was hearing very little any more. This past year, both products have slid even further down the U.S. library radar scale. I can remember receiving only one Reference CD-Rom in the last six months and somewhere around three or four CD-Roms in the whole last year for our Government Documents Division. It certainly seems as though it's almost time to break out Baring-Gould's music for "Now the Day is Over" when it comes to CD-Roms in libraries --- at least on this side of the pond.

Videos are another format which are not doing so well, as evidenced by the $1.19 Billion (USD) loss by the commercial Blockbuster Video chain last year. DVDs may offer a better image, but even DVDs are fast being eclipsed by the downloading of movies and music directly to a computer or to a television screen. Digital distribution is the latest phrase on everyone's lips. In

early February 2004 Walt Disney and Microsoft agreed to cooperate in distributing movies digitally and as of this writing the Apple iTunes "store" has sold something over 30 million songs. Last November Pennsylvania State University agreed to underwrite a deal with the new Napster to allow their students access to over ½ million pieces of music.

Changes in the commercial marketplace are also reflected in the library marketplace. CD, video and cassette formats are still being produced, but the writing is on the wall. As these formats become less and less profitable for companies to produce, they will stop producing them. That leaves libraries who own titles in any of these formats with the problem of providing/maintaining hardware/machines that can read these formats. As digital distribution becomes more common, do libraries continue to buy these "older" formats? Do we allow patrons to purchase electronic resources via our public machines? The jury is certainly still out over here on these questions.

This past September e-book readers received, what may be a mortal blow, when Barnes & Noble, one of our largest national bookselling chains, (both online and brick-and-mortar), announced, rather abruptly, that they would no longer be selling e-books and gave their customers 90 days to download any outstanding titles. This is a company which not only collaborated with both Microsoft and Adobe re e-book technology, but in January 2001 established their own e-book publishing arm, Barnes and Noble Digital. The press release announcing the new publishing venture included the comment that "."We believe that the formation of this division represents a significant leap forward for electronic publishing" http://www.barnesandnoble.com/ir/press/archive/2001/010401.asp. Just a scant three years later, that comment looks both sadly optimistic and wildly off the mark.

The e-book reader may be going the way of the Pierce-Arrow, but free online full-text titles are continuing to flourish. In October 2003 Project Guttenberg uploaded their 10,000th free title online http://www.gutenberg.net/index.shtml, while Connecticut's Quinnipiac University has compiled several collections of online texts including their "Library of American Civilization Titles" http://www.quinnipiac.edu/x6781.xml, "Digitized Connecticut History Books" http://www.quinnipiac.edu/x6776.xml and the "Great Hunger (in Ireland) Collection http://www.quinnipiac.edu/x6779.xml.

There is also the University of North Carolina's "Library of Southern Literature" http://docsouth.unc.edu/southlit/texts.html and Indiana University's "Wright American Fiction 1851-1875" site at: http://www.letrs.indiana.edu/web/w/wright2/. The University of Michigan's "Making of America" Collection contains some 8,500 19th century books and 50,000

journal articles from the same period http://www.hti.umich.edu/m/moagrp/ and the Library at the University of Pennsylvania hosts John Mark Ockerbloom's wonderful index site, "The Online Books Page", which points to over 20,000 free online titles http://digital.library.upenn.edu/books/.

Almost all these free sites are maintained by ardent volunteers or academic institutions and feature copyright free titles. Just a few months ago in December however the landscape changed when the University of California Press posted 419 of its fairly recent titles online, free to all (!). The bulk of these titles are from the 1990s (some as recent as 2000) and are therefore still under copyright protection. But they are now available, with no restrictions, to anyone who wants them. http://texts.cdlib.org/escholarship/titles_public.html.

Last year I said that my experience has been that no matter how many full-text titles are online, patrons don't usually read these full-text items from "cover to cover", but use them to read/print out a chapter and/or use the searching facility to locate specific passages, quotations, etc. This is, for the most part, still true. There are times however when the online version is the only copy you have and that's, of course, a different story.

Having free online access to such a growing treasure trove has prompted U.S. librarians to begin to catalogue these resources by either adding electronic copies to an existing print record, or creating an online-only record for the title. Those of you who are cataloguers know you can put a URL in the 856 field of a MARC record and the URL becomes a live link in online catalogues.

This is wonderful of course, but 856 fields usually only appear in the full version of the record --- and, at least in the United States --- very few patrons look at the full record. Our patrons generally look at the brief record (title, author, publisher, call number and circulation information). Some library systems do allow you to choose the 856 field to display in the brief record, but sometimes it's quite an effort to find a work-around to make that happen. My own university system just recently got the 856s to display in the brief record --- but it took our technical folks over a year to figure out how to do it --- and the look of the display still needs some work.

Two additional hot topics of conversation over here this past year re electronic resources have been "federated searching" (a.k.a. single-source interfaces) and the price of electronic journals.

We've all been trying to cope with the escalating prices of electronic journals for a number of years now and those of us in North America will be following the March testimony in the Commons enquiry into scientific publications with great interest. In the meantime, the

Massachusetts Institute of Technology has decided not to renew its multi-year agreements with both Wiley and Elsevier, while the entire editorial board of *Journal of Algorithms* (another Elsevier journal) recently resigned to protest the price of a subscription. In addition the faculty senate at the University of Connecticut passed a resolution asking their faculty "to support scholarly publishing practices that promote the broadest possible dissemination of scholarly communication" http://www.info-commons.org/blog/archives/000375.html. These three events all happened this February and followed recent actions against forced vendor "journal-bundling" by both Harvard and Cornell.

Federated searching, single-source interfaces, cross-database searching, portal searching or metasearching are all different names for the same concept --- one-stop shopping. The idea is that a patron types in search terms in your catalogue and retrieves not only catalogue records, but links to your online journals, results from your databases and perhaps even from publicly available databases and web search engines. Sounds great --- doesn't always work. Vendors seem to be having trouble incorporating the Z39.50 standard and have mostly adopted the OpenURL standard, but a real sticking point is authentication for subscription databases. This is particularly true when you're dealing with remote users. Another difficulty is the elimination of duplicates because databases, especially public search engines, just return too many results than can be dealt with in any reasonable length of time http://www.infotoday.com/it/oct03/hane1.shtml.

Federated searching products often need a lot of tweaking and many libraries don't have the technical expertise to do that successfully. That lack of/cost of technical expertise is a continuing problem for many libraries, especially as electronic products become more and more sophisticated. The explosion of electronic resources and their installation/tweaking/upkeep technical requirements are proving somewhat difficult for a number of libraries.

And finally, here's some information about RFID, an electronic change that is on the horizon for a growing number of North American libraries --- The RFID (Radio Frequency Identification) chip is one electronic service that has been moving from the commercial retail marketplace to the world of libraries. RFID "chips" are placed in a book and the radio frequency allows electronic readers to read the information on the chip and provide "hands-free" check-out, better inventory control, etc. Privacy advocates are raising some concerns that patron information might be included on these chips, but as of this writing, over 100 U.S. libraries and library systems, Including such libraries as San Francisco Public, the University of Georgia, the University of Pennsylvania and Salt Lake City Public have installed (or agreed to install) RFID systems.

Some resources I hope you will find useful on the above subjects are listed below.

Federated Searching Resources:
Chandler, Sarah and Nan Hyland. "Federated Searching and Academic Libraries: One Size Fits All?" Cornell University. September 2003. http://encompass.library.cornell.edu/presentations/ACS_9_03_rev.ppt.
Luther, Judy. "Trumping Google? Metasearching's Promise." *Library Journal.* 1 October 2003. http://www.libraryjournal.com/index.asp?layout=article&articleid=CA322627&publication=libraryjournal.
Seaman, David. "Deep Sharing: A Case for the Federated Digital Library." *Educause.* July/August 2003. http://www.educause.edu/ir/library/pdf/erm0348.pdf.

RFID Resources:
Dorman, David. RFID Poses No Problem for Patron Privacy. *American Libraries.* December 2003. http://www.ala.org/ala/alonline/techspeaking/2003columns2/december2003.htm.
Givens, Beth. RFID Implementation in Libraries: Some Recommendations for "Best Practices". Presentation to ALA Intellectual Freedom Committee. 10 January 2004. http://www.privacyrights.org/ar/RFID-ALA.htm.
Schneider, Karen G. RFID and Libraries : Both Sides of the Chip. Testimony presented at Committee on Energy and Utilities, California Senate. 20 November 2003, http://www.senate.ca.gov/ftp/SEN/COMMITTEE/STANDING/ENERGY/_home/11-20-03karen.pdf.

Scholarly Publications Resources:
ARL. (Association of Research Libraries) "Framing the Issue: Open Access." 10 February 2004. http://www.arl.org/scomm/open_access/framing.html.
Harvard University Gazette. "Libraries Take A Stand. " 5 February 2004. http://www.news.harvard.edu/gazette/2004/02.05/10-libraries.html.
McBride, Liz. Crisis in Scholarly Communication. *Emory University Libraries.* 13 February 2004. http://web.library.emory.edu/about/issues/scholcomm.htm.
Suber, Peter. "Scholarly Communication. Removing Barriers to Research: An Introduction to Open Access for Librarians." *College & Research Libraries News.* February 2003, Vol. 64, No. 2. http://www.ala.org/ala/acrl/acrlpubs/crlnews/backissues2003/february1/removingbarriers.htm.

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Learning to lead knowledge-sharing initiatives: time for change for information professionals

There is considerable agreement that information and knowledge are the lifeblood of organizations. One wonders then why information services and information professionals are almost never considered "core" in their organizations. The increasing focus on knowledge- sharing initiatives provides information professionals with an opportunity to play a crucial role – not only in the content management area, but also in the other pillars of "knowledge management": organizational change and the intelligent use of technology. Libraries and information services cannot continue to be passive repositories of knowledge. However, in order to be considered as essential and not just occasionally useful, they need to move to a new mode of operation that involves creating and/or improving information. Information professionals need to develop new skills that will help them to assist their organizations in reaching their goals. There is an opportunity to seize these new roles and find innovative approaches to information management and knowledge sharing, otherwise others will take on these tasks and run with them.

Many organizations are deploying new methods, systems and management techniques to encourage knowledge sharing and are seeing some concrete benefits including faster project implementation, more insightful decision-making based on concrete facts and data – not anecdotal – understanding of issues and increased efficiency. Both public and private organizations are recognizing the need to capture some of the institutional knowledge that otherwise walks out the door every time an experienced employee retires or leaves the organization. Recycling and reusing information and knowledge leads to collective intelligence and greater efficiency for the organization and its clients. Information professionals need to think beyond bibliographic information and get involved in leveraging their organizations' intellectual capital.

New directions, new skills

Leveraging knowledge in organizations is not just information management redefined, nor is knowledge management an old idea repackaged. It is about creating value and knowledge from the intangible assets within organizations and facilitating access to key resources and expertise. Going beyond bibliographic, codified information is the new challenge for the information profession. "Working with knowledge" involves encouraging innovation and facilitating learning through sharing to create new useable ideas, products, processes and services. Managing content, synthesising and analysing and

packaging information are the new roles for information professionals.

Clients want specific bits of data and information – not reams of it - which they can quite easily locate themselves. Information professionals need to become more discriminating about the use of the tools of their trade, knowing when process and control serve a useful purpose, and when these become rigid impediments to creative change. A new outlook requires a high degree of objectivity and innovation that is difficult to accomplish within the traditional library setting. Working outside the information management role, in other parts of the organization that are considered core business, is one way of acquiring new perceptions. "Learning by doing" remains one of the most effective ways of gaining new knowledge and seeing things from different points of view.

In all types of organizations new problems and issues have emerged in the last few years which require new working methods, different expertise and skills. Globalization and the increased access to information due to technological advances and the ubiquitous Internet has changed forever how we carry out our work and reach clients. Information management requirements have changed to take account of the desire of individuals to have more control over their own information. Clients expect information services and tools to facilitate "personal knowledge management", streamlining storage and access to relevant information. Although expectations have changed, for the most part, skills of information professionals have not evolved to meet these new challenges.

The information business is similar to that of consulting firms that assist clients to move on to new directions and find innovative solutions to their problems. Information services should aim to have a measurable impact on core business. However, a considerable slice of the time is spent bogged down with process and procedures, leaving a limited percentage of work time focused on "core" activities – serving clients. Worse still, some information professionals have actually lost sight of what their missions and mandates are supposed to be, and view the process as the business. Competencies and skills for information professionals have been discussed in a variety of fora, including Aslib and SLA. A document produced by the latter association, "Competencies for special librarians of the 21st century", provides a long list of professional competencies including inter alia:

- leads in the testing, selection an application of the latest technologies and tools for information delivery in the organization;
- manages the full life cycle of externally- and internally-produced information in the organization from creation to long-term preservation, storage or destruction;
- develops and manages convenient, accessible and cost-effective information services that are aligned

with the strategic directions of the organization;

- develops and uses appropriate metrics to communicate the value of information services to senior management, key stakeholders and client groups;
- uses the best available evidence of what works to continually improve information sources and services.

Beyond this, however, is the ability and aptitude to create and support networks of expertise within organizations. Additionally, the promotion of knowledge sharing means identifying ways of bringing people together to encourage innovation. Rethinking the use of space in information services will also help change perceptions. Information centres might look for ideas from some of the more innovative booksellers (i.e. Barnes and Noble) who have created social gathering points within their shops.

An integrated approach

Facilitating knowledge sharing encompasses three essential processes that are intricately linked: organizational learning, information management and information technology. An integrated approach in these areas is essential. Most information professionals are well-versed in the technology implications. However, they have often little understanding of how organizations learn concepts that may seem too abstract.

Human resources experts who focus on the need to change attitudes in the workplace and encourage knowledge sharing are often the champions of organizational learning. They aim to create a work environment that will facilitate this. The essential challenge is to turn tacit knowledge - that which cannot easily be written down or be codified - into useable information that can be shared in order to stimulate innovation and create new products and services. To accomplish this, attitudes toward sharing information and knowledge need to change. Taking the organizational learning route is an important component of effectively working with knowledge because of the implications for organizational change. Information professionals should join ranks with their human resources departments to work together on these issues.

Developing a knowledge-sharing strategy involves creating an integrated approach and finding the right balance in approach that leads to practical and definable outcomes. Information professionals who are able to see beyond the concept that information and knowledge can be codified and categorized should be at the forefront to lead this process.

Starting points

What puzzles information professionals is "Where to start?" What does knowledge management mean concretely for their organization? "Working with knowledge" involves continuous communication, and the sharing of expertise and ideas. The key to effecting change is to focus on concrete, tangible outputs. These frequently relate to operational improvements limited to a specific activity, process or function, for example:

- managing projects;
- launching new products or services;
- initiating new media campaigns;
- undertaking research and training;
- promoting continuous learning;
- identifying knowledge requirements in all core areas;
- improving access to knowledge and information inside and outside the organization;
- developing new knowledge repositories;
- minimising the time spent searching for information and knowledge;
- streamlining information flows; and
- understanding the needs of internal and external clients.

These tasks are an extension of those typically carried out by information professionals that emphasize the tacit rather than explicit forms of knowledge. This means accepting that there may not always be a systematic codified approach. Rather, a great deal of information and knowledge in organizations is always going to be ad hoc in nature. Encouraging the informal exchange of knowledge in a variety of ways is becoming a key new activity for libraries and information centres. Larry Prusak, the Executive Director of IBM's Institute for Knowledge-based Organizations and knowledge-sharing guru says about the future directions for libraries "… a piece of the answer must be a comfortable physical space in which to interact with other people. Perhaps the library, instead of housing documents (something that can be done with technology), can be the place that people can go to meet other people, more of a social space. This would be a really valuable thing." This is a trend that is already happening in many information resource centres, particularly in public libraries that have recognized a role for themselves as entertainment and community centres.

Intranets are frequently seen as one of the key activities within the scope of knowledge- sharing programmes. Unfortunately, however, few organizations are using intranets effectively for knowledge sharing. There is a recognition that intranets need to be redesigned to make them more intuitive and to encourage discussion and the sharing of ideas. Often IT departments or communication units have the organizational responsibility for intranets. It's curious to note that few libraries and information centres have taken over this responsibility. One wonders if intranets are seen as too crucial for internal communications to be relegated to information professionals. There is possibly an apprehension that

the intranet will be overly controlled and therefore not evolve as a knowledge-sharing tool. Information professionals need to do some soul searching to examine if new initiatives that should have become part of their work domain have been assigned to other departments within the organization, viewed as being more directly linked and attune to the core business.

New mind set

One of the key challenges to organizations today is information overload which has resulted in the increased value and importance of cognitive skills including communicating, decision-making, persuasiveness, judgement and creativity. Knowledge-sharing initiatives attempt to address this problem by encouraging a new culture and mindset, which enables organizations to recognize their tangible and intangible resources and how they should be developed and managed. Technological transformation plays an important part in facilitating this change and represents a major investment, but it is not the most difficult aspect in the establishment of a knowledge management strategy. Achieving organizational change is a far more complex challenge, and it is this change process that is the imperative to reaching organizational goals. To play a role in finding new solutions to this problem, information professionals need to understand their organizational culture and work within it to find realistic, pragmatic approaches to knowledge sharing which will have a positive impact on the daily work routine. Whatever initiative is launched should have concrete results for the core business and individuals.

We preach the role and importance of information, but what is really required is "access to the right knowledge at the right time"*(1)*. Information professionals need to stand back and reflect on the learning processes in organizations. The key to achieving the goals of information services is dependent on the capacity to reflect, innovate and change. This requires new ways of looking at things, involving more emphasis on facilitating the learning process in organizations, examining how decision-makers are influenced and understanding their learning styles. It also involves creating opportunities for socialization and the creation of networks and taking the lead in these initiatives.

Information professionals also need to develop a better understanding of the concepts of organizational behaviour in order to take an active part in the change process in their organizations. They must understand not only the client's stated information requirements, but also the organizational and personal issues driving them. The trend to more personalized information systems must be balanced with the requirement for common knowledge repositories in organizations. Information professionals should become the broker between these two imperatives and should assist in bridging the gaps.

An essential factor in launching a successful knowledge management strategy is that it integrates and forms part of the organization's strategic objectives. Unfortunately many knowledge management initiatives are viewed primarily as improving the use of information technology to streamline processes. This is only one part of the picture. Although senior managers realize intuitively that the core expertise of the organization and its strategic advantage comes from knowing more than its individual parts, there are few initiatives that explicitly make the link between knowledge and strategy. Information professionals need to take part in the strategic planning process in order to contribute to making this link. However, this means acquiring new skills, not the least of which is how to use business planning tools and methods.

Leading: being there

Facilitating the sharing of tacit knowledge, as well as promoting coherent approaches to handling internal information, will provide the real added value to our organizations. Leading effectively with knowledge needs to be put on the management agenda and information professionals should be the people to put it there.

1 Keeping Good Company: A Conversation with Larry Prusak *Information Outlook* May 2001 http://www.findarticles.com/cf_dls/m0FWE/5_5/75098169/p6/article.jhtml?term=

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Linda Stoddart
International Labour Office
8 October 2002

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The final e-Diamond market validation, and the future of eTNA

The EU eTEN programme project, e-Diamond, that UKOLUG has been involved with over the last couple of years came to an end on the last day of January 2004. UKOLUG's principal role was to run the market validation. Initially this involved testing user reaction to the e-commerce model being proposed and more recently re-visiting some of those questions at the same time as we collected user responses to eTNA, the product itself.

eTNA – well the product was developed in Italy – stands for Electronic Trading Networked Architecture. It is an entirely new approach to marketing online, offering a single gateway and search engine access to a range of content suppliers as well as offering the added security of never having to enter personal and credit card information. When it is released, eTNA will develop into a network of suppliers, each with a range

of content providers selling anything from abstracts to applications, flowers to furniture, cars to clothes; and each with users who can purchase goods from across the network. The watchwords are 'trust', 'transparency' and 'reliability'.

As with any new software product, alpha and beta testing help to ensure that the product that is launched is both one that is needed and one that works. There had been a lengthy period of testing prior to the market validation in which some UKOLUG members took part, and the market validation completed the process. The aims of the second market validation survey are to determine the reactions of users to:

1 shopping electronically (e-commerce)
- comparison with other e-commerce products
- comparison with views expressed in the initial market validation survey
2 the eTNA service
- the user interface; and
- the search and purchase software.

A survey instrument was designed and tested in the UK before being translated, along with a set of testing instructions, for use in other EU countries. The instructions only offered information on the conduct of the market validation exercise and did not add to the eTNA online User Documentation. Users were asked to log onto the eTNA site and subscribe. When they had received a password and were able to access the site they were asked to browse, search, view products, add products to their shopping basket, purchase, and cancel purchases. The survey was administered in late November 2003. The date for last returns was 14 January 2004. An Excel spreadsheet was designed to provide easy and comparable data entry for all partners/countries. Completed spreadsheets were sent to UKOLUG who produced a master and analysed the results.

The Results

Excluding some 350 questionnaires mailed in France which generated no replies, there were 132 questionnaires sent and 39 (29.6%) returned. The majority of responses (69.2%) came from individuals; only 25.6% claimed to be responding on behalf of a corporation.

The survey results can be divided into two sections corresponding to the areas of research set out above. The comparative e-commerce results will be presented first, followed by a summary of user responses to the software and interface.

The age range of respondents was similar to that in the first survey, with a high percentage of mature users – combine this information with the selected population (largely information workers from UKOLUG, CILIP and the EINS user base), and it can be deduced that this

survey has largely been completed by users who have long experience of using online systems. Some commented on this aspect in respect of the advanced search capability:

The search editor was fine for me as a regular user of advanced search options. However, I'm not sure if that particular interface is intuitive enough for the average user (Case 3)

Whole thing was too complicated and non-information professionals won't bother to work things out. (Case 19)

It was hypothesised that most respondents would have purchased goods over the Internet prior to this survey. eTNA was designed with both tangible and intangible products in mind (virtual or electronically-delivered, for example flight or theatre tickets, information products or digital photographs) and the survey was designed to discover the degree to which users had purchased either. It was discovered that while both are purchased quite regularly, intangibles are acquired far less regularly and, in fact, over 53.7% of the respondents had never purchased any intangible while only 2.6% had never purchased a tangible product that had to be delivered physically to them. The survey administrators are thus satisfied that the populations selected had the requisite experience of both online systems and search softwares, and of e-commerce.

The Comparative e-Commerce Survey

One of the aims of the market validation survey was to determine users' views of eTNA relative to their general views of e-Commerce and purchasing goods over the Internet from other sites. Figure 1 demonstrates the degree of agreement with six statements, and also shows a comparison with responses collected in the first market survey. Some tentative conclusions can be drawn with regard to users' views changing both over time and with actual experience of the product.

Overall, Figure 1 suggests that users have not changed their views about the e-commerce approach taken by eTNA. It might have been hypothesised that a further year's experience of purchasing over the Internet would have reduced concerns over security and convenience but this does not seem to be the case. Only for the first statement, "I value the added security of the eTNA system", is there any significant change, with the percentage of respondents who agree with the statement reducing from 75.2% to 46.2% and with less emphasis showing. Much of the change is at the expense of a greater number of respondents who felt unable to comment, and this may demonstrate an uncertainty stemming from a very limited and functionally curtailed use of the system during testing. It was not possible in the time available and without undertaking real purchases for users to experience the overall security of the eTNA environment.

Figure 1: Comparison of views of eTNA with previous survey
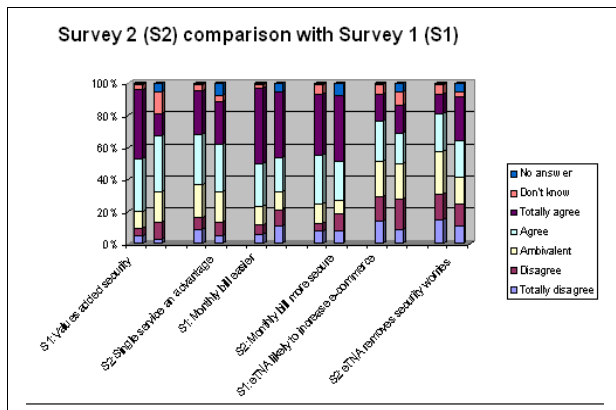
The remaining five statements asked for agreement or disagreement as follows:

- A single service such as eTNA for all shopping is an advantage
- A monthly bill is easier than continually giving my personal and credit card details over the Internet
- A monthly bill is more secure than continually giving my personal and credit card details over the Internet
- The eTNA "shopping arcade" approach to Internet shopping is likely to increase my use of the Internet for shopping
- eTNA removes my worries over Internet security.

In all cases there is only slight variation from the responses made before experiencing the system and some 12 months prior to this survey. It can be seen that a majority of respondents agrees with each of the first three remaining statements, while opinions have not changed on the more subjective question on eTNA increasing e-commerce. A slightly greater number now agrees the system removes security fears completely – always an optimistic suggestion, which probably explains the anomaly in the first survey between the first and last statements, "I value the added security of the eTNA system" and "eTNA removes my worries over Internet security". In this survey the two security statements attract a similar number (46.1%) of agreements.

The conclusions that we can draw from the above data are that:

- security remains an issue for Internet shoppers
- no system is likely to completely remove security concerns
- eTNA has satisfied the promises made at the time of the first survey
- monthly billing is seen as an advantage
- eTNA shows every indication of meeting the needs of users in these areas.

The survey also sought to determine how eTNA compared with other Internet shopping services of which the respondents had experience. A wide range of other systems had been used including:

Abel Labels, Amazon, Argos, CD WOW, Choices Direct, Comet, Crucial.co.uk, DABS.com, Easyjet, eBay, Fat face, Field and Trek, Graham & Green, HQ Hair, Initial Ideas, Jungle.com, Lakeland, Lands End, Lifestyle Foods, Ocado, Ordnance Survey, Orvis, Play-com, Rohan, Ryanair, Sainsburys, Tesco, The Stationery Office, Times Higher, Travelling Light, Vacuum Cleaners Direct, Virgin, and World Books.

Figure 2: eTNA compared with other services
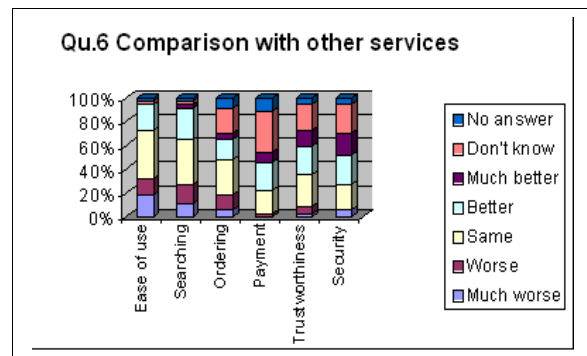
Unfortunately, many users felt unable to comment on areas that they had been unable to try during the test (e.g. making a payment) or of which they had only a limited system experience (e.g. trustworthiness). Even allowing for the limited degree of commitment in these areas, it is clear from Figure 2 that eTNA is generally viewed as similar to, or better than, other systems.

In terms of the payment method, trustworthiness and security, up to fifteen times as many respondents view eTNA as better than other systems – only 2.6% think the eTNA approach to payment is worse than other systems while 20.5% see it as superior. Over 64% of respondents viewed eTNA search options as similar or better to other systems. However, it can be seen that eTNA failed to demonstrate clear superiority in ordering (17.9% 'worse' or 'much worse' against 20.5% who thought it was better) – probably due to the fact that it is difficult to be innovative for the ordering process. The system's ease of use (30.8% 'worse' or 'much worse' against 20.5% who thought it was better) also failed to impress. However, it is certainly worth noting that the multi-layered complexity of the eTNA system, which offers searching across multiple databases of dissimilar products through a common interface designed to hide the complexity from users, is likely to fare badly in this respect. Systems used for comparison are, in fact, not comparable as they all have discrete data sets of similar items.

The consortium clearly cannot be complacent over the results from this question, and many of the comments added to the questionnaires confirm this. eTNA must

ultimately be significantly easier to use and have visibly stronger facilities (searching, ordering, etc) than other systems, as well as having demonstrable and visible trustworthiness and security. It should be noted that had the testers seen the agreement and the eTNA e-Trading Conditions – 'real' users would have had to sign these – it is probable that their opinions would not have been so ambivalent. This part of the market survey shows eTNA in a generally good light, but there are specific issues, particularly centred on ease of use, to be addressed.

The eTNA software

The second objective of the market validation was to further test the software, the data structures and the user interface. The questionnaire collected data on user reactions to:

- Accessing the service
- Searching for products
- Advanced search capabilities
- Product descriptions
- Help files and documentation, and
- Ordering and paying

In each section, users were encouraged to comment freely on their experience, and these comments will influence continuing work on the software and interface.

As a part of the testing, users were requested to visit the eTNA website and follow the procedures detailed there in order to subscribe to the service. No additional instructions were given and the only difference between the testers and 'real' users lay in the fact that the testers were not required to sign a user agreement. Accordingly, the first question in the questionnaire dealt with the ease of joining the system and logging on.

It is impossible to supply added security without jeopardising the ease of signing up for a system and nearly 36% of respondents found the procedure difficult despite the fact that understanding the procedures was not especially problematic (38.5% found this easy or very easy). The apparent implication of this is that the software routines that take users through signing up and the communications from the eTNA service need to be improved. Some quotations from the questionnaires suggest areas for improvement:

After logging on for the first time and confirming my subscription (not clear which ID I should use …) I was surprised to find I was not logged in! (Case 10)

When I registered I received many different codes by email and it was not clear which of them must be used for accessing the system (Case 26)

Having logged onto the service, users were encouraged to search for products, to browse, look at the detailed descriptions, to use the help files, to use the advanced search feature, and to purchase products.

There was some ambivalence over the general ease of navigating around the site – the fact that exactly one-third of respondents did not view it as either easy or difficult suggests that navigation is similar to that on other sites; however, 25.6% thought navigation was easy and 30.8% that it was difficult. We were unable to test the degree to which the difficulty stemmed from some difficulty in understanding the concepts behind the navigation (for example, the need to select a product category before searching for an item, which is necessary to limit the number of databases being searched concurrently by the system, could be viewed as an unnecessary or inconvenient extra step in navigating to the search screen). The multi-layered complexity of the system inevitably makes all aspects of the user interface difficult. A survey of this nature is unable to explore causal relationships between user difficulties and the deep system (as opposed to the interface) and further user testing will be necessary at a later stage.

Despite the above responses to general navigation, locating products was generally seen to be easy (59%), with narrowing or widening a search only marginally less so.

Most respondents seem to have been reasonably content with the amount of information provided. Product information was seen as satisfactory; the fact that this was product information only from a series of test data files suggests that the data structures and amount of data available when the system is launched will be sufficient for users' needs. Only 23.1% of respondents felt that the help files/online user manual were helpful and informative, and this suggests that some re-writing and restructuring is necessary here.

While it is possible to locate products using a simple search – particularly on the test system containing relatively few product databases – an advanced search is also provided, and some 64.1% of the test population used it. Figure 3 shows the views of these users (i.e. the percentage rates are of 25 users, which is 64.1% of the whole population). Users were asked which of four features/search options they found particularly useful, and in all cases the facilities are generally regarded as useful or very useful. Some comments about the ease of using the advanced features and the high percentage of 'no answers' indicate that the interface to the system needs improvement, but overall it is clear that advanced searching of this kind is necessary on eTNA.

It was too easy to clear the search instead of submitting it. (Case 17)

The search editor was fine for me as a regular user of advanced search options. However, I'm not sure if that particular interface is intuitive enough for the average user - especially since the layout has the query string

builder box off screen. (Case 3)

Almost too cluttered and didn't bother with index to it as it wasn't obvious what it was about. (Case 19)

Figure 3: Opinions on Advanced Search features
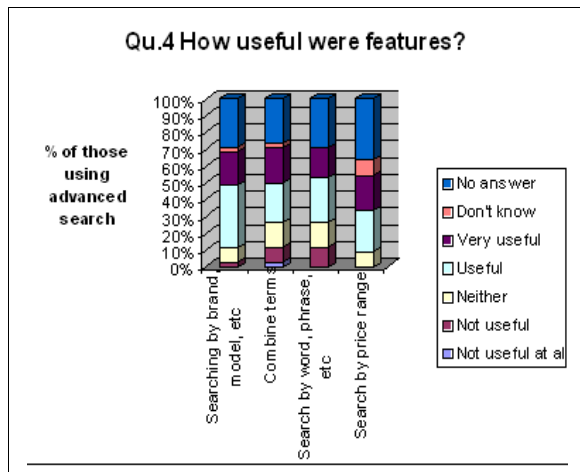
Of those who did not use the advanced search feature, 36.4% managed without it and 18.2% did not understand it; the remainder did not answer the question. This statistic, as well as the supporting quotations (below) support the view that this part of the user interface needs attention.

Tried unsuccessfully to use the advanced search option. (Case 15)

It was not immediately obvious how to use the advanced search. (Case 23)

Figure 4 shows the degree of ease experienced in actually purchasing items once they had been located. It should be noted that, while the testers had the ability to add items to their shopping carts and to confirm orders, they were told that they would never receive or be charged for these items. Users were asked about adding items to their cart, removing items, viewing the content of the shopping cart, and confirming an order. The 'very easy' and 'easy' bands (averaging 48.7% for adding, viewing and removing) signify that there were no real problems here. Confirming orders is marginally less easy (41%) and this may be an area that requires attention.

Confirmation of order is cumbersome having to place orders for one item at a time from the shopping cart. A global confirmation of the whole cart is needed as an option. (Case 10)

Easy to understand ordering. However, an option to print or email confirmation would be useful (Case 21)

Figure 4: Opinions on purchasing items
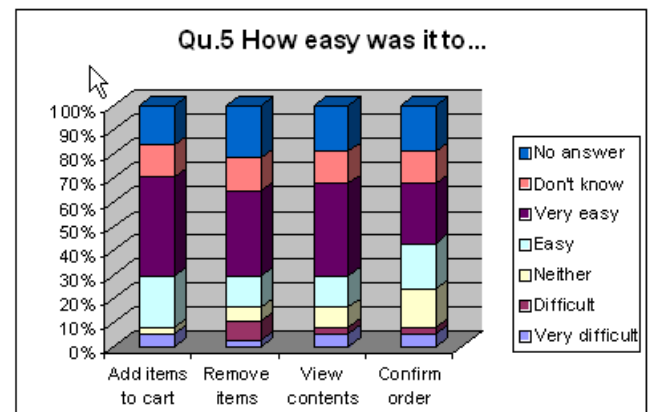
The testers were also asked if the amount of information supplied about the contents of the shopping cart was sufficient. Of those users who gave an opinion, the majority (73.9%, or 43.6% of all users) felt that the amount of information was about right. Additional questions showed that just over 56.4% felt that the procedure for ordering was easy to follow and understand, while 28.2% felt that the billing procedure was clear. Once again, it should be noted that this statistic should be viewed in the light of the absence of the user agreement, which testers had not had the opportunity to read.

Figure 5 shows that 51.3% of users rated the system 'secure' or 'very secure'. Only 5.1% did not regard the system as secure but 15.4% were ambivalent about the perceived security. One of the principle marketing strengths of eTNA is the high level of security afforded by both the system and the fact that user and credit card details do not have to be entered, and this is perhaps a disappointing result.

Once again, this may be due to the lack of a user agreement for the testers; also it worth noting that the artificial way in which testers were recruited (that is, they did not come to the system as a result of advertising or publicity material) could contribute to a lack of understanding about the security features, or their particular strengths. Comments about the difficulty in subscribing show, in part, that users were aware, at least obliquely, of some of the security features. This is an issue that has to be addressed at both marketing and interface levels.

Figure 5: Is eTNA secure?

Qu.5 How secure is service?
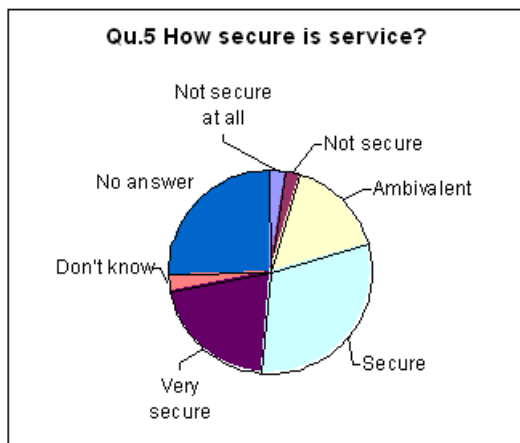
Conclusions

In comparisons, eTNA is generally viewed as similar to, or better than, other systems. However, there is no room for complacency:

• eTNA must ultimately be significantly easier to use and have stronger facilities than other systems;
• the market survey shows eTNA in a generally good light but there are specific issues to be addressed.

The conclusions that we can draw with respect to security are that:

– security remains an issue for Internet shoppers
– no system is likely to completely remove security concerns
– eTNA has satisfied the promises made at the time of the first survey
– monthly billing is seen as an advantage
– eTNA shows every indication of meeting the needs of users.

Finally, testers emphasised that the software and the interface was 'useful', 'easy', and/or 'helpful' but not to the exclusion of all other comments.

The survey has highlighted a small number of deficiencies or areas for improvement in the software, the interface and the documentation, and it is clear that the consortium will need to address these before the formal launch.

The test user populations were all professional information workers with long experience of online systems, selected for this reason. It was felt that they would be best able to use the e-Diamond/eTNA system and judge it against other current search platforms. Based on the findings of this survey as set out above, it is clear that a case can be made for launching eTNA as an e-commerce platform following a small amount of additional work.

In the light of this market validation, it seems likely that the eTNA e-commerce platform will be launched in the autumn of 2004. While the intervening time will be spent mainly on improving the product and the interface, it will also allow the consortium time to sign up further eTNA Service Providers and Content Providers.

If readers are interested in eTNA, or if they wish to market products or services – or, indeed, become an eTNA Service Provider – progress can be followed and interest expressed via the website: http://www.et-diamond.net/

Chris Armstrong and Karen Blakeman

Online

Column Editor: Johanna Westwood, Advisor, University of Wales, Aberystwyth.

EBSCOHOST

EBSCOHOST http://www.ebsco.com/home/ have announced they are now offering the Columbia Granger's Poetry Database. There are over 50,000 poems in full text, included are also 400,000 citations to poems and bibliographic anthology information. A free trial is available.

CSA

CSA http://info.csa.com/daai/ have made available the Design and Applied Arts Index (DAAI). This is a bibliographic database of over 500 titles covering subjects in design and applied arts such as photography, textiles and interior design. The database contains 130,000 entries which include relevant articles, news items and exhibition reviews dating back to 1973. Data is also available on designers, craftspeople, workshops and companies. The database includes an Education Directory listing courses in design and applied arts in Colleges and Universities.

DIRECTORY OF OPEN ACCESS JOURNALS - DOAJ

DOAJ http://www.doaj.org has a new version with improved features announced this month. Open URL linking is now available and allows journal titles to be linked to directly. Changes have been made to the user interface, to include an increase to 100 titles listed when a result page is displayed. More fields within the record can be searched, such as the language and ISSN. When browsing the subject tree, the number of journals listed under each heading are displayed.

BRITISH LIBRARY

BRITISH LIBRARY
http://www.collectbritain.co.uk/collections/dialects/ have announced their new website for Northern England's accents and dialects. It includes recordings and images during the 20th century. A wide subject area is covered ranging from steelwork, farming and football. It is a valuable collection into the changing dialects over the last century. When complete in September the Collect Britain digitisation project will include over 350 hours of recordings and 100, 000 images.
http://www.bl.uk/collectbritain

INDEX TO THESES

INDEX TO THESES http://www.theses.com/ have announced that the bibliographic coverage of dissertations accepted for higher degrees by UK universities and Ireland has increased. Coverage goes back to 1716, with 44,000 additional abstracts for the 1970 to 1985 period. In total there are now 480,000 entries in total, with all entries from 1986 onwards including abstracts.

R.R.BOWKER

R.R.BOWKER http://www.booksinprint.com> has introduced a new version called PatronBooksInPrint.com. The site is designed to be user friendly for library users to search the site. There are options to search for fiction and non-fiction, popular fiction areas such as romance or crime, or for a recurring character or series. For library users, there is an option to receive free e-mail alerts when new titles are available matching their search criteria. The current subscribers to booksinprint.com will receive this additional service as complimentary.

INGENTA AND EBSCO

INGENTA http://www.ingenta.com/ AND EBSCO http://www.ebsco.com/ have announced that Ingenta plc., will be working with EBSCO on a project to simplify the process for institutions to register their subscriptions to journals. Currently each title has to be individually registered. The new scheme should enable librarians to have immediate access to their subscribed journals purchased through a subscription agent. There are 260 publishers that supply data to Ingenta, 98% of these have agreed to follow this new process.

NETLIBRARY
NETLIBRARY http://www.netlibrary.com/ have teamed up with Information Science Publishing to provide full text material on research trends within IT. It is available through the Netlibrary interface and covers the latest information on areas such as knowledge management, E-commerce and distance learning. The database is regularly updated and currently contains 2,000 documents.

Internet News
Column Editor: Kevin Bell;
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Further to a previous item on the Information Society, there was a World Summit on the Information Society held in Geneva from the 10th to the 12th December 2003 see: http://www.itu.int/wsis/. The summit was held at the initial instigation of the International Telegraph Union (ITU). If, like me, you aren't sure just who the ITU are, the following item from their website may surprise you:

As the world's oldest international organization, ITU can take much of the credit for developing the vast, interconnected web of networks which have grown to become the planet's largest man-made artifact. Established in 1865 to manage the first international telegraph networks, the Union has worked tirelessly to ensure that the latest technological advances have been rapidly integrated into the telecommunication networks of countries all around the world.
Over the last 135 years, the Union's mandate has expanded to cover the invention of voice telephony, the development of radiocommunications, the launch of the first communications satellites, and, most recently, the technological convergence that heralds the dawn of a new, telecommunications-based information age. With a membership which includes almost all the world's countries and over 500 private members from the telecommunication, broadcasting and information technology sectors, ITU can boast a long and highly successful track record in developing and managing our telecommunication resources.
http://www.itu.int/aboutitu/overview/foreward.html

The Public Library Authority conference in December announced a new three-year action plan that included the development of 'Digitial citizenship'. This is to build on the success of the People's Network and is intended to develop national services for information, learning and reading. As part of this development, Government minister Stephen Timms has stated that he is 'very keen' on the idea that every public library should be a Wi-Fi hotspot. It is claimed that 90% of libraries have broadband already, which will aid in the roll-out of Wi-Fi. Even now, according to Intel, there are more hotspots in the UK than in the whole of the rest of Europe put together.

At the same time, a report prepared for the Government (Business in the Information Age: The International Benchmarking Study 2003) http://www.ukonlineforbusiness.gov.uk/benchmarking2003/index.htm points to the widespread takeup of ICT by British business. The particular value of the report is that it provides a benchmark comparison against our European competitors and helps to pinpoint best practice, both here and overseas.

Is there a strange smell as you read this newlsetter? There soon could be if Telewest Broadband approves trials of a new technology add-on – scented emails! While it may sound 'gimmicky' at the moment, there is respected research that indicates adding a third sense to the internet will help to humanise cyberspace as smell is one of the most primitive of human communication methods. Advertisers are particularly interested in the technology, imagine viewing a holiday advert and smelling the sea or an alpine meadow. Also mentioned in the article in The Times: http://www.timesonline.co.uk/newspaper/0,,173-1006845,00.html is the idea of being alerted to emails by the smell of freshly roasting coffee or baking bread… sorry, my mouth's watering just thinking about it, must go!

Intranets and CM
Column Editor: Martin White, Intranet Focus Ltd; e-mail: Martin.white@intranetfocus.com

Just at present I seem to be making a reasonable living sorting out organisation that have found themselves entangled in the tentacles of a content management software (CMS) application for their intranet and/or web site, so perhaps it's time to demolish a few myths about content management, though in no particular order.

We can save money by using open-source software
The software will be free, or nominal cost, but then who is going to pay for all the development work. Not only will the CMS have to be customised for your particular application but you will need to continue to develop the software to meet new information needs. One of the benefits of commercial CMS applications is that product upgrade costs are spread over the entire client base.

Our web agency can build a CMS for us.
Would you ask the garage where your car is serviced to build you a car? I may be pushing the metaphor a little but web agencies do many things well, but building a CMS for a client is not one of them. They may well have one that they use to manage their own site, and perhaps those of customers, but building and continuing to support a product they are selling to someone else is a different proposition.

With a CMS we will easily be able to change our site if we don't get it quite right at the beginning
CMS applications are certainly able to facilitate making changes to a site, but not without a lot of work. If the content metadata is not well thought through then how will the CMS be able to identify the content that needs to be relocated? Major site changes will also mean rewriting all the associated links, and the extent to which the CMS can do this varies quite considerably.

We will be able to add content straight from Word documents
Two myths in one. First the way in which different CMS products handle content being cut and pasted in from Word files needs to be looked at quite carefully. In many cases organisations do not have consistent Word styles, and most CMS products will need consistency to be able to render the document in HTML. If that was not a big enough problem you will then find that the documents are written to be read on paper, and have not been written for the web. There is a big difference in terms of structure, paragraph length and heading consistency. http://www.useit.com/papers/webwriting/writing.html is a good place to start, or have a look at http://www.writingfortheweb.co.uk/artlist.html from Malcolm Davison.

A budget for the software has been agreed
But by who, and on what basis. If the IT department has phoned round for a few quotes you have a big problem. As a rough rule of thumb the cost of the consulting work that will be needed to implement the CMS software will be at least the software cost in addition, and for high-end systems that are effectively tool-kits it could be three or four times the basic licence fee. It is also easy to forget about the maintenance fee (typically 20%) and the cost of training.

Once we get content in more quickly intranet hits will increase rapidly
They may do, but for the wrong reason! First adding content to an intranet is only part of the battle. People still have to find it, and that requires a blend of good information architecture, metadata and link management and a search engine. Second, measuring intranet use just by hits as the sole metric is very dangerous. Ideally you should be looking to minimise the number of hits because you have brought the heavily used content up to the top of the intranet hierarchy. Too many organisation just see a CMS as a way of reducing the web-master bottle neck, and end up increasing the total percentage of staff time spent on both contributing and finding relevant content.

We don't need a search engine because the CMS has one built in
The search engine that comes with the CMS is there to enable content contributors to locate content in the repository that they can then repurpose into a new document. Often the functionality is quite limited, and the license only extends to the CMS server. If you want to use the search engine for other purposes you will almost certainly need to upgrade the license.

Reference Management
Column Editor: Tracy Kent; e-mail:
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So you have finally decided on the package see my checklist) which meets your users requirements …..
what next? How does an Information Service support the introduction of reference software? Whichever package you choose there are a number of support issues common to all. Here are just a few…

1. How will you promote the software?
One of the difficult things about reference management software is that users are often not aware what it is and how it can help them. Outlining the added value of this software – whether to individual researchers, specific departments or library "champions" is necessary if your users are to invest time and energy into utilising the software effectively.

Most Information Services provide seminars and training at both introductory and more advanced stages of the software. At the University of Birmingham, for example, they offer a basic : introduction to reference management software : endnote and reference manager compared (see www.istraining.bham.ac.uk), followed by three hours sessions on the individual packages (*Endnote* and *Reference Manager*) giving users an opportunity for hands on and asking questions. The basic introduction is necessary as many users are unclear about the features of the software.

The more advanced sessions concentrate on organising references, connecting and downloading, importing and outputting references (the sort of programme you will find on a UKOLUG reference management day!). These sessions are carried out by the subject librarians. This is quite typical and other examples of training in different software packages can be found at Kings College, London,(www.kcl.ac.uk) Loughborough www.lboro.ac.uk/library/dbase/Refworks.html) and the University of Brisbane (www.library.uq.edu.au/faqs/endnote). More examples are available on the UKOLUG website. You might also find a paper by East, John W. 2001. Academic libraries and the provision of support for users of personal bibliographic software : a survey of Australian experience with Endnote. *LASIE* (April) 64-70 interesting as he outlines examples in Australia.

As the training becomes embedded, training is often then extended to other groups of users (say undergraduates or support staff) or to specific academic groups (say Sociology researchers). This enables the sessions to be more tailored as subject specific import filters and output styles can be demonstrated. Several institutions train library support staff at different enquiry points to help increase awareness and to answer some basic queries about the software (such as how do I download from web of

science?). This is an additional investment in the software.

Whatever training is provided it must be clear to the users why they would want to invest their time and energies in the software and the added value that this will bring them.

2. Is there to be a supporting website with documentation and frequently asked questions?
Most Information Services websites make reference to how to prepare and quote references appropriately and so it seems the next logical step to extend the usefulness to links to this type of software. Further, this can provide links to documentation (hand outs, contact details, etc), a frequently asked question type page and the list of appropriate import filters. The software companies themselves will provide FAQs as well as comparison and compatibility charts which can be very informative. An example would be Birmingham at www.i-cite.bham.ac.uk with more on the UKOLUG website which also houses the fact sheets!

The key here is maintenance, maintenance, maintenance. Whatever website you create it must be kept up to date with appropriate filters, documentation for the latest upgrade and accurate contact details.

3. Who will provide Import filter information?
The most difficult area in providing support for reference software is identifying appropriate import filters (the translation files for external databases) for in-house databases. This is made more difficult as database providers change the way the data is structured (see *PudMed* as an example www.pubmed.gov). But who will provide these – library or IT staff? In many cases it is the individual subject staff who are most familiar with the database structure so seem to be the most logical providers of the filters. The *I-cite* guide at the University of Birmingham is one example of how this can be done (www.i-cite.bham.ac.uk) with others listed on the UKOLUG website. The software producers are good sources of information on the import filter (see their webpages) but maintenance of the correct import filters is on-going. With some databases (such as *Cambridge Scientific Abstracts*) there is provision for downloading into their own unique reference software, *RefWorks* (www.refworks.co.uk) which cuts out this area.

What is often required is the inclusion of checking filters built into the trial ling and acquisition of databases within an institution to check for compatibility. Are procedures in place for this?

4. Who will join or make available Mailing Lists Support?
Key support staff would find it useful to join the various associated mail lists on the software to keep up to date with new developments, products, import filters, output styles, etc. The archives of previous messages can be

particularly useful for answering elusive queries. Contact instructions are available from the UKOLUG pages. Should there be a key contact for alerting staff to appropriate changes or is it up to individual staff? http://www.ukolug.org.uk/content/public/links/refmanlinks.html#discuss .

You might even want to consider setting up an internal mail list to keep your users up to date with filter changes, software upgrades or new products such as *RefViz* (an add-on to *Endnote*). Most software companies also provide email notices of upgrades, new products, etc so check if there is a useful one for your product. A good example is that from *AdeptScience* (www.adeptscience.co.uk) or *ResourceMate* (www.resourcemate.com).

5. Who will provide direct user support?

When users run into difficulties how can they be supported? They might want to telephone the help desk (is this the library or the IT desk or a named individual?); email (again is this IT or library email addresses or to their subject representative?) or visit in person?

What is clear is that, having introduced the software, the hard work really starts as users begin to request specific help with exploiting the software. Once this happens it makes the building of a frequently asked questions page all the more necessary!

6. How will you ensure the software stays relevant?

How will you obtain and encourage feedback on the software once it is in place? Are questions asked during Annual Surveys or via Suggestion forms? How will you keep informed about developments in the reference software market? How will you keep users up to date as well? There are several links on the UKOLUG website which might be of interest including the *Scholarly Electronic Publishing b ibliography* http://www.ukolug.org.uk/content/public/links/refmanlinks.html#uptodate

The most important lessons to be learnt in implementing bibliographic software are that the significant time commitment of staff and the willingness to collaborate with your users in developing innovative applications yield their own rewards : no matter which package you choose!

Software updates

WriteNote 1.6 is available and now works with a wider range of web browsers and platforms including Macintosh and Linux. More importantly, the software now allows formatting of papers with in-text citations on most word processors without the need for a plug in. A great improvement! The software also implements Unicode support to provide researchers with a standardised means of interchanging, processing and displaying the written text of most languages. *WriteNote* is sold as an annual, unlimited site-wide

CHEST subscription to academic Institutions. The *AdeptScience* website also provides a list of universities and colleges who have previously requested trials. Further details from www.adeptscience.co.uk

Public Sector News

Column Editor: Penny Garrod, Public Library Networking Focus, UKOLN. p.garrod@ukoln.ac.uk

Museums, Libraries and Archives news

From *Resource* to *MLA* – change of name for Government body
Resource: the Council for Museums, Libraries and Archives issued a bulletin in January 2004 announcing that the word 'Resource' was to be dropped and in future they would be known as the Museums, Libraries and Archives Council (MLA). This brings the national body in line with the regions i.e. the nine Regional Agencies (except London) are 'Museums, Libraries and Archives Councils' prefixed by two letters designating the region they represent e.g. 'SEMLAC' is the South East Museum, Libraries and Archives Council, and SWMLAC is the South West Museums, Libraries and Archives Council etc.

Curriculum Online Roadshow

MLA is collaborating with the Department for Education and Skills (DfES) as part of an initiative to encourage the cultural sector to make their eLearning resources available through Curriculum Online. http://www.curriculumonline.gov.uk

A series of Curriculum Online Roadshows will be held at Regional Agency offices throughout England, starting with Newcastle (NEMLAC) on 4 March and finishing with Taunton (SWMLAC) on 26 April. These events aim to explain the educational and policy context behind Curriculum Online, and provide practical examples from pilot sites. Further information and bookings will be available from Regional Agencies - contact details can be found on the MLA website at: http://www.resource.gov.uk/action/regional/regionsmap.asp

Chief Executive of MLA gives keynote speech at international conference in Canada

A conference entitled: *Beyond Productivity: Culture and Heritage Resources in the Digital Age* attracted experts from around the world to Calgary, Canada on 26-27 February 2004. The event was organized by the Canadian Heritage Information Network (CHIN) in collaboration with its departmental partners, Canadian Culture Online Program (CCOP) and eCulture. Chris Batt, Chief Executive of MLA, provided the keynote speech on the first day, and the event was broadcast

via a live Webcast.
See:http://www.chin.gc.ca/English/Conferences_Traini
ng/Dccf_Workshop/

The British Library in the 21st century: from dating for bookworms to 'ee-ba-gum'

The British Library http://www.bl.uk/made it to top position in the diary column in the Sunday Times 'Culture' supplement on 22 February (p.43) as a result of an event aimed at book loving singles. An email was posted to the lis-pub-libs JISCmail list http://www.jiscmail.ac.uk/lis-pub-libs/ on 4th February advertising the British Library's first 'Mingle' i.e. "an opportunity for anyone who is single, likes to talk and wants to make friends and network to meet and enjoy a drink - at a private view of our contemporary Chinese Prints exhibition and Treasures Gallery on Thursday 12th February". The event offered literary prizes which included a free book on love from Penguin, Mingles chocolates from Bendicks, and communication and networking advice from Mary Balfour (founder of Drawing Down the Moon).

On a slightly different note, but once again demonstrating the British Library's entrepreneurial flair, Delia Smith and BBC Books have been recruited to create a display of cookery books using BL's comprehensive collection of cookery books, ancient and modern. Apparently the young Delia (who has sold 14 million books in the UK) spent many an hour in the British Library reading room researching traditional recipes. The display, called 'Eating in' runs from 27 February until 25 May 2004 and admission is free.

Finally, moving from the written to the spoken word, the British Library's new portal called: Collect Britain - http://www.collectbritain.co.uk features a sound archive of Northern English accents and dialects. Called *Northern accents on t'net* the archive brings together two large audio resources held in the British Library Sound Archive:
* the *Survey of English Dialects* and the *Millennium Memory Bank*.
The Survey of English Dialects was the brainchild of Harold Orton at Leeds University and Eugen Dieth from the University of Zurich, and is " the only systematic survey of our native dialects". The archives cover a wide range of topics, which "documents both continuity and change, offering many insights into local history and the fabric of social and working lives".
*Northern accents on t'net*is at:
http://www.collectbritain.co.uk/collections/dialects/

Public Library Web Managers workshop. UKOLN, University of Bath. 5-6 May 2004

UKOLN is planning another Public Library Web Managers workshop this year to take place on 5-6 May 2004 at the University of Bath. The focus will be on building e-content and e-services in order to maximise

the potential of ICT in public libraries. Speakers will include Martin Greenwood, Socitm Insight Programme Manager (Society of IT Management in local government), David Potts, Senior Network Adviser at MLA, and experienced practitioners with a raft of experience of developing and delivering innovative projects and services.
For more information contact the UKOLN Events team:
events@ukoln.ac.uk
or visit the website:
<http://www.ukoln.ac.uk/events/public-workshop-04/intro.html>

Citizen Information Project- UK population register

A feasibility study published by the Registrar General for England and Wales on
6 January found that a UK population register could be built for use by public services. The register would provide an effective and secure system for sharing basic contact data for people usually resident in the UK, and could become the authoritative source for the public sector. Citizens who need to update details can go directly through the new registration authority or via a government department with which they have dealings. The register aims to improve efficiency of the public sector by reducing duplication of effort in different departments and agencies. It is also claimed that it would 'raise the quality of basic contact data accessible to all public services and improve the statistical base for policy research and analysis'. Eventually government would be able to 'personalise and target communications and services more easily and accurately'.
http://www.statistics.gov.uk/registration/cip.asp

Source: SPIN Bulletin No. 78, 12 January 2004. SPIN Bulletin is published by the Society of Public Information Networks: http://www.spin.org.uk; email: bulletin@spin.org.uk

E-Government

Changes to e-GIF
The Office of the e-Envoy is setting up a new central repository of agreed eGovernment standards and specifications for information systems across the public sector. The e-Government Interoperability Framework (e-GIF) is one of the key documents underpinning the UK's eGovernment strategy, which Government departments, local authorities and the wider public sector are required to use as the basis for their eGovernment development. However, the e-GIF is currently split into two separate parts i.e. high level policy statements and technical standards and specifications. The plan is to merge these into a single document with Part 1 becoming the entire e-GIF, and Part 2 being moved to a new 'e-GIF Registry' which will include other standards documentation.
Source: eGov monitor Weekly. No. 109 - Monday, 26 January 2004. http://www.egovmonitor.com or email: enquiries@egovmonitor.com

UK Online centres in rural areas

The Department for Education and Skills and the Countryside Commission have funded a report to evaluate the effectiveness of UK Online centres funded under the Capital Modernisation Fund (CMF). http://www.countryside.gov.uk/Publications/articles/Publication_tcm2-16046.asp

The report focuses on UK Online centres serving rural communities, and notes that the centres are not just places for accessing ICT, but community centres where local people gather and become more involved with their communities.

Sustainability of ICT systems funded under various national schemes, including the New Opportunities Fund, is an ongoing concern for the public sector. UK Online centres in rural areas are no exception - 76% do not have access to broadband. This means the centres are limited in what they can deliver e.g. learning opportunities, such as Learndirect, which require broadband connectivity. The report lists a series of recommendations – many involve finding new, sustainable sources of funding for rural UK Online centres. Easier said than done. However, the report also recommends "promoting the benefits and revenue generation potential of the e-government initiative" as a way of convincing government to dig deeper into their pockets or to attract a national sponsor.
Source: *Connecting the Countryside*. Electronic Public Information published by SPIN. January/February 2004. p.5 . http://www.spin.org.uk

Joined up websites for South West London

The London Boroughs of Hounslow, Kingston, Merton and Richmond have joined forces to develop a new website called www.livinlondon.gov.uk. The site, which was launched on 26 February 2004, provides information and services across borough boundaries. The site took three years to develop with £3.5m from the Treasury's 'Invest to Save Budget' (ISB). The site provides citizens with information which are local, but which are based outside their particular borough.
Source http://www.kablenet.com/ 26 February 2004

Change of URL for Department of Health web site

The Department of Health website has changed its' address from 'doh' to 'dh' on 16 February http://www.dh.gov.uk/ involving the setting up of redirects for key areas of the site. However, not all documents will be included, and where a link fails users will have to conduct manual searches to find the required documents.

The new website is seen as having significant benefits for users, including
improved navigation and search, more information about publications and a clear and consistent layout. In addition, accessibility has been addressed as the site currently meets W3C level 'A' standard, but the

Department of Health is working towards the RNIB's 'See it Right' standard.

The new web site uses a Content Management System (CMS) developed by the Office of the e-Envoy (OeE) for public bodies called 'Delivering on the Promise' or DotP – see http://fastlink.headstar.com/dotp1.

Source: E-Government Bulletin, Issue 154, 6 February 2004. http://www.headstar.com/egb

Current Awareness

Column editor: Jane Grogan; e-mail: Jane.Grogan@gchq.gsi.gov.uk

This column contains summaries of articles (print and electronic) about online services, CD-ROMs, networked information, electronic publishing, multimedia etc. including, with permission, abstracts identified with an * next to the author initials, drawn from Current Cites, the monthly publication distributed electronically by the Library, University of California at Berkeley:
http://sunsite.Berkeley.edu/CurrentCites/.

The Current Cites database of citations now numbers over 1,000 and is searchable at http://sunsite.berkeley.edu/CurrentCites/bibondemand.cgi. This service is called "Bibliography on Demand" because it can be easily used to create printable or linkable bibliographies on information technology topics. Another service offered is full-text searching of all cited articles that are freely available in full-text. You can try it out at http://sunsite.berkeley.edu/CurrentCites/articlesearch.html.

CONTENT MANAGEMENT

Kugel, Robert D.. "Unstructured Information Management" *IntelligentBPM* (December 2003) http://www.intelligentbpm.com/feature/2003/12/0312feat2_1.shtml. - This white paper, from Ventana Research, offers a lucid explanation of what "unstructured information" actually means, and why it will consume a significant amount of IT resources in the coming years. Structured data is the easily classified stuff -- names, addresses, zip codes, SKU numbers, etc. Unstructured data "does not readily fit into structured databases except as binary large objects (BLOBs)." Examples given include e-mails, multimedia files, document files.... Although these objects may have some structure -- e.g., an e-mail address -- they are not easily classified for storage in a structured format that makes a typical database happy. As the amount of this unstructured data increases exponentially, solutions are being sought; XMLis a big help because of its flexible tagging system. If this data cannot be efficiently stored and retrieved, it has little or no utility. The white paper identifies six potential

components of a viable storage system: document management, Web content management, records management, digital rights management, collaboration, and image capture. All of these elements are emerging as critical, especially in light of today's more stringent regulatory environment (i.e., Sarbanes-Oxley) which dictates compliance standards for information retention. – [*SK]

ELECTRONIC PUBLISHING

Talja, Sanna and Maula, Hanni. "Reasons for the use and non-use of electronic journals and databases". *Journal of Documentation* 59 (6) 2003: 673-691. Discusses the part of a wider study on academic IT cultures that dealt with electronic journals and databases. Junior and senior researchers (n=44) from four disciplines (nursing science, literature and cultural studies, history and ecology/environmental science) were interviewed, using a qualitative approach. Relates the different approaches used by researchers to the need (or not) for directed searching, book versus article orientation of the source materials, domain size, and need for topical relevance. Results confirm that the target e-journal market are the disciplines where topical relevance is important, and directed searching the norm. – [CJU]

"XML and E-Journals" *OCLC Systems & Services* 19 (4) (November 2003) - This special issue focuses on the use of XML in electronic journals. Included are articles that review the history of article metadata standards, the history of XML, using XML for journal archiving, and using XML for scientific publishing. I'm not yet convinced that it is feasible to markup journal articles in XML, at least without the ability of common authoring tools such as Microsoft Word to output an article in a useful XML encoding. From this set of articles, it appears that I'm not the only doubting Thomas, as the editor (Judith Wusteman) of this collection remarks in the introduction that "The granularity with which e-journals should be marked up is debateable and there is more than one approach presented in this special issue". But as Wusteman herself puts it, "The papers in this special issue cover a breadth of opinion but there is a common theme, namely that XML and its related technologies can help to fulfill the promise of e-journals." – [*RT]

GENERAL

Albro, Edward N.. "The Linux Experiment" *PCWorld.com* (February 2004) http://www.pcworld.com/resource/printable/article/0,aid, 113746,00.asp. - Microsoft Windows...the operating system so many of us love to hate. But what are the alternatives? Macintosh? Do you really want to move to another hardware platform? How about Linux...or is that just for geeks? Well, no...but having a geek pal or two to hold your hand is not an entirely bad idea, according to the author of this article, who "went on a Microsoft-free diet for four weeks." Read about his adventures in the land of open source and learn from his experiences if you've ever considered taking Linux

out for a spin. Includes information on sorting through the different Linux distributions and choosing the best one for you. Points you to Web-based sources of assistance. Describes and evaluates some of the applications available for Linux. The author's verdict? He likes Linux computing, even if it requires more work on the part of the user. – [*SK]

Alvestrand, Viveka Celebrating success. *Information World Review*, Issue 198 January 2004. Page 12. CILIP Gala Awards Day – a review of the inaugural Diversity Awards given by CILIP in December 2003, with a list of the winners. – [LR]

Atkinson, Cliff. "Don Norman on PowerPoint Usability: Interview with Cliff Atkinson " *Sociable Media* (2004) http://www.sociablemedia.com/articles_norman.htm. - Rebuttal of sorts to Edward Tufte's condemnation of PowerPoint as reported in Current Cites for August. Don Norman argues from the get-go that "PowerPoint is NOT the problem"; it's the presenter. Norman cautions that the tool should be used sparingly: "The best talks I have ever heard had no slides at all. The best talks I have ever presented had no slides." – [*LRK]

Ayati, M. B, and Susan Carol Curzon. "How to Spot a CIO in Trouble" *EDUCAUSE Quarterly* 26(4) (2003): 18-23. http://www.educause.edu/ir/library/pdf/eqm0343.pdf. - Catalog of "warning signs" that the head of IT will get the axe if left unresolved. Many of the points will be familiar to anyone who has felt themselves under the tyrannical yoke of an unresponsive Systems operation. Warning signs include "everything is always a crisis with them" and "we can count on them to fail", or my personal favorite, "I have students who are more up-to-date." – [*LRK]

Cohen, Cynthia F., Stanley J. Birkin, and Monica J. Garfield, et. al. "Managing Conflict in Software Testing" *Communications of the ACM* 47(1) (January 2004): 76-81. http://doi.acm.org/10.1145/962081.962083. - Developers are from Mars, testers are from Venus. That's the standard picture of these two groups, both essential to successful software development, who nonetheless are often known to work at cross purposes. The article does a good job of going over some of the differences: differences in attitude, role and approach. Better yet, it also offers excellent advice on diminishing these differences. Among the suggestions are developing common goals and expanded social contacts: "testers and developers who communicate only when problems occur lack a robust social fabric with which to smooth the process. Several testers and managers we interviewed indicated that social contact paved the way to better working relationships with developers." Note, this is one of several good articles in this month's CACM. – [*LRK]

Dudman, Jane; Jaques, Robert; and Chillingworth, Mark. A grand day out: special report of Online Information 2003. *Information World Review*, Issue

198, January 2004. Pages 6-11.
Gives a thorough review of the Online Exhibition, focusing on suppliers in knowledge management, finance and business information and content management. – [LR]

Kurbanoglu, S. Serap. "Self-efficacy: a concept closely linked to information literacy and lifelong learning". *Journal of Documentation* 59 (6) 2003: 635-646. Discusses how the concept of self-efficacy, the belief in ones ability to organise a course of action to attain a goal, might be applied to students' perceptions of their information and IT literacy. Undergraduates (n=179: 40 first year, 29 second year, 62 third year, 48 fourth year) in the Department of Information Management at Hacettepe University, Ankara were surveyed. Results suggested that students' perceived self-efficacy for some categories did not change significantly as they progressed. The IT literacy and information literacy scores appeared to correlate. - [CJU]

Marsh, Emily E. and White, Marilyn Domas. "A taxonomy of relationships between images and text". *Journal of Documentation* 59 (6) 2003: 647-672. Explains how a taxonomy of image-text relationships was developed, based on the ways the images and text interact (e.g. describe, reiterate, relate, condense, interpret). The results of a literature review were used to formulate a draft taxonomy which was then applied to 954 image text pairs found in 45 Web pages. Functions were divided into those with little relation to the text, those expressing close relation to the text and those which went beyond the text. Presents a range of interesting examples (from war crimes, through to radio waves and Dewie the turtle). The full taxonomy with scope notes is in an Appendix. – [CJU]

Pedley, Paul. Implementing an intranet in a global organisation. *Business Information Review* Vol 20(3) (2003): 136-143.
The article describes the design and implementation of a new Intranet for The Economist Group. Prior to 2002 the group had a number of small intranets which had disadvantages because no overall responsibility was taken for them. The new resource needed to be relevant to international offices and 970 staff. A consultant was appointed in January 2001 and a project board and steering group established. The new Intranet was launched in March 2002. The sections of the new Intranet included: a news page, a staff directory, a knowledge base, group resources, applications, links and a social section. Early on it was necessary to make enhancements to the home page including search boxes and a rolling list of news-items. It was also necessary to redesign the CMS which was overcomplicated and acted as a barrier to contributors. The new Intranet was successful: user numbers increased, the facilities for cross company document sharing improved and positive feedback was received. – [JW]

Pickering, Bobby. A pioneering spirit. *Information World Review*, Issue 198
January 2004. Page 14.

IWR's Professional of the Year Award 2003 went to Neil Infield, the outgoing president of SLA Europe. Bobby Pickering interviews Neil about his career and his innovative work as Head of Information for Hermes during the last 18 years. – [LR]

Pickering, Bobby. Back to the future. *Information World Review*, Issue 198
January 2004. Pages 17 – 22
Bobby Pickering look back at 2003, month by month, and highlights the top stories from the information industry. – [LR]

The 2003 OCLC Environmental Scan: Pattern Recognition   Dublin, OH: OCLC Online Computer Library Center, Inc., 2004.
http://www.oclc.org/membership/escan/. - According to the OCLC web site, this report "was produced for OCLC's worldwide membership to examine the significant issues and trends impacting OCLC, libraries, museums, archives and other allied organizations, both now and in the future. The scan provides a high-level view of the information landscape, intended both to inform and stimulate discussion about future strategic directions." To produce it they reviewed the literature, performed research, and interviewed over 100 "knowledge experts" (full disclosure: I was one of them, go figure). Chock full of interesting statistics, challenging concepts, and good ideas, this 148 page glossy publication (or the version on the web site) is well worth studying. – [*RT]

Tillett, Barbara. What is FRBR? A Conceptual Model for the Bibliographic Universe   Washington, DC: Library of Congress, Cataloging Distribution Service, September/October 2003. - At ALA Midwinter 2004 in San Diego, I picked up this piece as a color glossy reprint at the Library of Congress booth. When I returned home I fruitlessly searched their web site for a PDF, or even a way to order a paper copy. But since it is a reprint of a *Technicalities* article (September/October 2003, vol. 25, no. 5), perhaps you can find it there. And find it you should, if you don't know anything about IFLA's Functional Requirements for Bibliographic Records (known as FRBR, pronounced "ferber"). In this piece Tillett (who was involved with creating FRBR) explains FRBR concepts simply and understandably. However, it may not be possible to understand the full implication of FRBR without looking at a system that implements some of it concepts. Luckily, there is such a system available from the Research Libraries Group (RLG), called redlightgreen.com. So after reading Tillett's piece, go bang on redlightgreen.com and get a better sense of some possible implications for library systems. You may find, as I have, that FRBR presents us with some compelling possibilities. – [*RT]

Wittenborg, Karin, Chris Ferguson, and Michael A. Keller. Reflecting on Leadership   Washington, DC: Council on Library and Information Resources, December 2003.
http://www.clir.org/pubs/abstract/pub123abst.html. -

I will admit to writing this review having read only part of this intriguing publication. But the part I have read is well worth paying the $15 to buy it, let alone firing up your web browser and getting it for free in either HTML or PDF. These very personal statements about leadership are likely to inspire a mix of emotions and thoughts in you. You will find comments with which you strongly agree, others that may challenge your preconceptions, and still others that will cast light on areas of the profession and your place in it that you have perhaps not considered before. Come to be enlightened, encouraged, and informed, but stay to be challenged to think about your own career and what role leadership plays in it. – [*RT]

INFORMATION ACCESS/RETRIEVAL

Beard, Jill et al. (2003) ASK: a virtual enquiry desk - a case study. *Electronic Library* 21(6) 601-608
This very interesting case study documents a five-year-long virtual enquiry desk project at the University of Bournemouth, a large 'new' university with a large number of undergraduate students requiring remote access to learning facilities. This was one of the first university virtual reference desk projects in the UK. At the time it was conceived of in 1997, the aim was to provide 24-hour access to a searchable archive rather than just to implement an enquiry service based on email. This was intended to function as a resource for non-professional library staff as well as for users. The paper describes the team working across the newly-merged academic services department (in terms of IT support, publicity, training and professional development) that was involved, and the method by which the project was evaluated. Enough technical "nitty-gritty" is provided to lend realism, without becoming tedious. – [CE]

Brown, Cecelia, Teri J. Murphy, and Mark Nanny. "Turning Techno-Savvy into Info-Savvy: Authentically Integrating Information Literacy into the College Curriculum" *Journal of Academic Librarianship* 29(6) (November 2003): 386-398.
http://www.sciencedirect.com/science/article/B6W50-4B6SHHP-5/1/e0d34964b0b4c84cbcd66197a7e68b2b.
- Information literacy is most successful when it directly relates to the individual information needs of each student. That's the conclusion of a case study presented here looking at information seeking behavior of college students majoring in education. Among a number of great points made throughout the article is this gem: "It is no longer effective to provide a laundry list of information resources that librarians believe to be 'good for' students, but rather, instruction must focus on the learning styles and preferences of the target population. Others have also suggested that to successfully foster and promote information literacy librarians must first understand how people learn. " – [*LRK]

"Keeping Found Things Found: Web Tools Don't Always Mesh With How People Work" *Ascribe: The Public Interest Newswire* (17 December 2003)

http://www.ascribe.org/cgi-bin/spew4th.pl?ascribeid=20031217.055425&time=07%2028%20PST&year=2003&public=1. - "People have devised many tricks - such as sending e-mails to themselves or jotting on sticky notes - for keeping track of Web pages, but William Jones and Harry Bruce at the University of Washington's Information School and Susan Dumais of Microsoft Research have found that often people don't use any of them when it comes time to revisit a Web page. Instead, they rely on their ability to find the Web page all over again." Keeping Found Things Found is a National Science Foundation-funded research project ongoing at the University of Washington's Information School that seeks to learn how people actually work with the information they find on the Web. Eventually -- according to this press release which describes the project -- the researchers hope to develop information seeking and management tools that are actually useful to end users. A collection of Keeping Found Things Found presentations and papers is available online. – [*SK]

Kloss, Louise and Zhang, Yin An evaluative study of a real-time online reference service. *Electronic Library* 21(6) 565-575
Unlike the University of Bournemouth service, the online reference service provided within the Northeastern Ohio Library Association (NOLA) system operates in real time using "chat" software. Usually with this system, the readers type queries, while the librarians type responses while simultaneously searching the Web for answers. When appropriate sites are found, the librarian then "pushes" the pages into the reader's browser. This evaluative study gathered system usage data, readers' evaluations, and librarians' responses to a questionnaire survey. Readers in general were very positive about the service, while the librarians involved were acutely aware of its limitations, particularly in respect of the lack of in-depth searching that is possible in real time and the limitations of "chat" software as a communication channel. The librarians involved continued to use print resources with the virtual setting. The authors express the need for a more detailed follow-up study at a later date when the library staff had gained more experience. – [CE]

Orlowski, Andrew. "A Quantum Theory of Internet Value" *The Register* (18 December 2003) http://www.theregister.co.uk/content/6/34586.html. - Google "sucks," according to this IT columnist. This in spite of its impending (as of this writing) rollout of Google Print, which is more or less like Amazon.com's Search Inside the Book tool. It's not Google's fault that it sucks, the writer says, because Google's "aggressive, but essentially dumb robots" simply cannot "see" most of the Web. The intial promise of the Internet -- that everyman would be easily connected to the entire world of information -- has not been fulfilled. Why? "Information costs money." What a concept! "Taxonomies also have been proved to have value...." Another concept! And, says this columnist, librarians and archivists know this better than anyone. He

wonders why no one has seriously looked into "how come our 'Internet' went AWOL, while we weren't looking?" Has it been totally overpowered by garbage and hucksterism? And why haven't such "fads" as portals and blogging been enough to save it? Or maybe the Internet as we perceived it back in 1994 never actually existed. What is important, the author says, are the "information archives" we have now. And if you doubt this, he suggests, "ask a librarian, while you can still find one." – [*SK]

Stacy-Bates, Kristine. ""E-mail Reference Responses from Academic ARL Libraries: An Unobtrusive Study". " *Reference & User Services Quarterly* 43(1) (Fall 2003): 59-70. - The article discusses an effort to determine e-mail reference quality by looking at the query responses. To do this, the author sent (relatively simple) reference questions to all 111 academic libraries in ARL. The responses "generally met orexceeded" expectations though accuracy varied. The author suggests making accuracy of response and consistent identification of the librarian making the response (e.g. name and job title) part of standard e-mail reference guidelines. – [*LRK]

Van Brakel, Pieter (2003) Information portals: a strategy for importing external content. *Electronic Library* 21(6) 591-600
This paper provides useful clarification of the terminology used in describing and classifying portals. It is the author's contention that the critical issue is the integration of external content into portals. A portal should not be termed such unless it provides customisation and personalisation functions which provide a level of 'value adding'. An 'information portal' is characterised by the incorporation of four building blocks of information dissemination and content: channelled information, pushed information, customisation and personalisation. Portal developers should rely on the expertise of information professionals within the organisation as regards evaluation of external information sources, their availability, and the needs of users. – [CE]

VRD 2003 Online Proceedings Syracuse, NY: The Virtual Reference Desk, November 2003. http://www.vrd2003.org/proceedings/. - If you're interested in digital reference, you should be all over this. Likewise, if you're not, you may have better things to do. These are (mostly) PowerPoint presentations from the 2003 Virtual Reference Desk Conference held in Austin, Texas in November. Presentations are grouped under the topic areas of Technology, Evaluation, Management, Staffing and Training, User Behavior, Information Literacy, Collaboration, General, and Vendor Demonstrations. – [*RT]

INTERNET USE

Cass, Stephen. "A Fountain of Knowledge" *IEEE Spectrum Online* (January 2004)
http://www.spectrum.ieee.org/WEBONLY/publicfeature/jan04/0104comp1.html. - IBM's WebFountain -- "half a football field's worth of rack-mounted processors, routers, and disk drives running a huge menagerie of

programs" -- works to convert the vast sea of unstructured information roiling across the Internet into a structured format that is capable of being analyzed. The primary intent here is to package this information so it can be used by companies to make smarter, more timely business decisions. In a nutshell, IBM's technology "transforms unlabeled data into XML-labeled data." Software programs called "annotators" scan all the raw data looking for recognizable words and phrases and add appropriate XML tags. What this does is create more data -- the article indicates that by the time the annotators are through with a document, it can be 10 times the size of the original. Yikes. Fasincating stuff here. Using this technology, IBM researchers have already discovered that 30% of the Web is porn and 30% is duplicated information. 50,000,000 pages are changed or added to the Web each day. And although 65% of all Web pages are currently written in English, English pages will be in the minority by 2010. – [*SK]

Loo, Alfred et al. Internet surfing for the blind: a prototype. *Electronic Library* 21(6) 576-586
Those of us who have studies web accessibility issues are likely to have encountered screen readers as a method of providing access to Internet resources for people with visual impairments. Readers in the UK, however, do not generally have to deal with the problem addressed by the project documented in this study, that of providing access to mixed Chinese and English content within individual pages. No commercially-available screen reader for Chinese characters yet exists. The paper describes, in considerable technical detail, the development of a prototype system (named VocalSurf) for reading mixed Chinese and English content. The 'sound engine' of VocalSurf is able to determine the language of the content, and to process it accordingly. The authors suggest possible other uses (hands-free browsing for people with hand disabilities, translation from Chinese to English, use by young children) for their system. – [CE]

Margulius, David L.. "Trouble on the Net" *InfoWorld* (24 November 2003)
http://www.infoworld.com/pdf/special_report/2003/46SRInternet.pdf. - "The founders of the Internet sought to minimize intelligence at its core and insure end-to-end connectivity. Today, a host of challengers, including commercial interests and security concerns threatens that vision. What can be done?" Some interesting tidbits from this article: 1) The number of "average daily queries" to the Net's DNS services is "up fivefold since 2000." The number doubles every 18 months; 2) "Internet traffic is growing at a faster rate than Moore's Law predicts...."; 3) IPv6, the so-called "next generation Internet," has gotten off to a slow start in the U.S. Says Symantec CTO Rob Clyde, "That whole product upgrade cycle is likely to be very complex. Everything has to be changed. It will probably take the government driving IPv6."; 4) VeriSign has invested more than $100 million in the DNS system and provided "100% availability for six years." Note: Large PDF file -- 5.63MB – [*SK]

KNOWLEDGE MANAGEMENT

Buckley, Rob Beyond knowledge. *Information Age* November 2003 61-64
The article describes a shift in the Knowledge Management (KM) software market from standalone KM systems to products which integrate KM with Content Management Systems. Companies are expressing frustration because, despite the surge in enthusiasm surrounding KM in the mid 1990's, their tacit knowledge is not being captured. Consequently vendors are focussing on enterprise portals, categorisation systems and search engines to close the "knowledge gap". The Knowledge Management Institute feels that Taxonomies aiding document location, will be a key area in the next few years. The article contains opinions on the KM software market by corporate leaders and analysts. – [JW]

LEGAL ISSUES

Boynton, Robert S.. "The Tyranny of Copyright?" *The New York Times* (25 January 2004)
http://www.nytimes.com/2004/01/25/magazine/25COP YRIGHT.html. - Students at Swarthmore College acquired several thousand emails and other correspondence among employees at Diebold Election Systems, the largest maker of electronic voting machine in the United States. Included were candid discussions about Siebold software and network vulnerabilities to hackers. The students felt, that this information should be available to the public via the internet, given the debacle of the 2000 presidential election. After posting the information, the students soon encountered the gag effect of the 1998 Digital Millennium Copyright Act (D.M.C.A.). In an effort to protect intellectual property, this law, as well as others, are stifling the free expression of information, by holding the ISP liable for materials posted by its subscribers. Diebold confronted Swarthmore, charging that the students were infringing on copyright, and demanded that the material be removed from the students' Web page, on the Swarthmore College server. The College complied. This action, as well as numerous other well publicized lawsuits, have led to the organization of a protest movement known as Copy Left. They argue that the laws designed to protect intellectual property are in effect hampering free expression, creativity, and could utimately erode democratic freedoms. The battle that is emerging transcends the courts. It is a battle of different views of society. – [*MG]

PRESERVATION

Barton, Mary R., and Julie Harford Walker. "Building a Business Plan for DSpace, MIT Libraries' Digital Institutional Repository" *Journal of Digital Information* 4(2) (2003)
http://jodi.ecs.soton.ac.uk/Articles/v04/i02/Barton/. - Currently, there is a great deal of interest in institutional repositories, but little is known about their costs. This article outlines MIT's business plan for its well-known DSpace repository. Not considering software

development and system implementation costs, the authors conservatively estimate a budget of $285,000 for FY 2003. The bulk of the costs are for staff ($225,000), with smaller allocations for operating expenses ($25,000) and system hardware expansion ($35,000). MIT's DSpace service offerings have two components: core services (basic repository functions) and premium services (e.g., digitization and e-format conversion, metadata support, expanded user storage space, and user alerts and reports). While core services are free, MIT reserves the right to potentially charge for premium services. For further information see: MIT Libraries' DSpace Business Plan Project-- Final Report to the Andrew W. Mellon Foundation (http://libraries.mit.edu/dspace-fed- test/implement/mellon.pdf),which indicates that system development costs "included $1.8 million for development as well as 3 FTE HP staff and approximately $400,000 in system equipment." – [*CB]

Crow, Raym. A Guide to Institutional Repository Software. 2nd ed New York: Open Society Institute, 2004.
http://www.soros.org/openaccess/pdf/OSI_Guide_to_In stitutional_Repository_Software_v2.pdf. - If you need a quick overview of institutional repository software options, try this brief guide from the Open Society Institute. It describes software that: (1) is open source, (2) conforms to the latest version of the OAI metadata harvesting protocols, and (3) is currently available for use. This includes ARNO, CDSware, DSpace, Eprints, Fedora, i-Tor, and MyCoRe. Each system is overviewed in a separate section, and then the features of all systems are compared in a detailed, lengthy table. – [*CB]

Digital Preservation Management: Implementing Short-Term Strategies for Long-Term Problems Ithaca, NY: Cornell University, September 2003.
http://www.library.cornell.edu/iris/tutorial/dpm/. - From the same folks who brought us Moving Theory Into Practice: Digital Imaging Tutorial" comes yet another informative, engaging, and slick presentation of essential information on an important topic. Built to support a workshop of the same name, this online tutorial is well worth the time of anyone interested in digital preservation. Anne Kenney and company clearly know their stuff, and they have applied their award-winning style in presenting a complex mixture of organizational and technical information to great effect. Be sure to check out their "Chamber of Horrors: Obsolete and Endangered Media" and "Timeline: Digital Technology and Preservation", both very useful in their own right. – [*RT]

Digital Library Federation Fall Forum 2003 Washington, DC: Digital Library Federation, November 2003.
http://www.diglib.org/forums/fall2003/fallforum03.htm. - A tremendous amount of innovation is going on in libraries these days, the world over. For those of us in the United States, however, one of the best sources for finding out about cutting-edge developments is at the

twice-yearly DLF Forums. Although only members and invited guests can attend, the rest of us can virtually attend by reviewing the many interesting presentations that are available online shortly after the end of the meeting. I won't attempt to list the topic areas of the presentations, which vary widely, but will leave you with the assertion that if you are interested in digital library issues of any stripe, there is likely something of interest here for you. – [*RT]

It's About Time: Research Challenges in Digital Archiving and Long-Term Preservation   Washington, DC: The National Science Foundation and the Library of Congress, August 2003. http://www.digitalpreservation.gov/index.php?nav=3&subnav=11. - I'm old enough to remember that for a while the preservation of print materials was all the rage. The issue of books crumbling into dust was at the forefront of everyone's awareness within the profession, and at least to some degree, without. Therefore government money to fund print preservation activities was relatively easy to obtain -- particularly for large research libraries. Now, although the print preservation problem has not suddenly disappeared, it is the preservation of digital materials that is all the rage. So it certainly isn't surprising to see this report, which comes out of a workshop co-sponsored by the National Science Foundation and the Library of Congress. If you're involved with digital library research or -- god help you -- in digital preservation itself, this report is essential reading. The rest of us can probably skip it. – [*RT]

LeFurgy, William G.. "PDF/A: Developing a File Format for Long-Term Preservation" *RLG DigiNews* 7(6) (15 December 2003) http://www.rlg.org/preserv/diginews/diginews7-6.html#feature1. - The number of files in Adobe Acrobat format (also known as PDF for Portable Document Format) is astounding. This file format has been embraced by the U.S. Government, journal and book publishers, and indeed just about anyone who wishes to have more control over how something displays on screen than can be attained by HTML. And although PDF is a somewhat open format (with the specification openly published), it nonetheless remains in the control of a commercial company, and therein lies the preservation rub. "Adobe controls its development and is under no obligation to continue publishing the specification for future versions. The format includes some features that are incompatible with preservation purposes," states the author. Therefore, there is a move afoot, which this piece outlines, to specify a stable subset of the PDF format upon which librarians, archivists, and others can rely as a method to preserve digital information over the long haul. Given the number of PDFs that were created while you were reading this, such a development can only be good news. – [*RT]

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Contributors: Chris Awre, David Bevington, Peter Chapman, Sarah Clarke, Catherine Ebenezer, Jonathan Gordon-Till, Dave Huddart, Robert Hughes, Linda Kerr, Marty Kesselman, Ida Kwan, Penny Leach, Shona McTavish, Shirley Parker-Munn, Liz Reiner, Lesley Robinson, John Ross, Ann Smith, Christine Urquhart, James Watson.

Meetings Reports

Online Information 2003

Each year, for the past very many years, I have found myself in London at the beginning of December for one reason or another and have spent some time at the annual Online Information meeting. In 2003 I had no other reason to be in London but decided that I would 'treat' myself to the full works and attend Online Information for the whole three days. I should add that the organisers, Learned Information and Imark Communications are very supportive in offering press passes which enables attendance at the conference sessions for those, such as myself, editors of library and information science, or related, journals.

The content of Online evolves from year to year, although its format has not changed greatly over the years. There is a fee-paying conference with refereed papers and an exhibition which is basically free for all.

This year the format for the conference was to have one or more keynote talks at the start of each day followed by, usually two, parallel tracks on specific subjects with three or four speakers in each track. In total there were over 60 presentations over the three days, and more than 40 of these appeared in printed proceedings available for full conference delegates; a web version of the proceedings is also available for delegates. Specific topics covered included information architecture (IA), content management (CM), the impact of weblogs, and the future of virtual reference; these complemented hardy favourites such as search tools and techniques, quality searching and networking. I found the standard of the papers this year to be generally high. There were some very 'big' names amongst the speakers.

On the first day, Lynne Brindley, Chief Executive of the British Library presented a paper entitled "Powering the world's knowledge: the future for libraries and information professionals" in which, inter alia, she described the challenges facing the BL in the implementation of the forthcoming legal deposit of electronic publications. Peter Morville, described in the conference book as a "founding father of the field of information architecture" and co-author of a major book on IA, Information Architecture for the World Wide Web, provided a good introduction to this topic for people, like me, for whom it was new.

On the second day another American, Bob Boiko, provided the keynote talk. Boiko, author of the Content management bible, introduced the terms metator and metatorial. Boiko is on the faculty of the University of Washington Information School and also runs a company, Metatorial Services Inc. http://metatorial.com/. On this website a need for a metator is described in the following way: "Overall, metadata needed a type of person who was a cross between an editor, a librarian, and a database administrator to do a good job creating and maintaining metadata."

Linda White, Digital Projects co-ordinator at the Library of Congress was one of the speakers on the final day. She spoke of the experiences in migrating the traditional skills of librarianship into the online environment. One of her comments that I remember was "we need to think of the library as remote and not the users as remote." Not all speakers were from 'over the pond'. There was a good number of papers from Europe. Ones I particularly found interesting were Wouter Gerritsma and Marc E. Loman on implementing portal functionality at Wageningen library in the Netherlands (particularly as in one of their PowerPoint slides the key book on organic farming given was written by a colleague from Aberystwyth!) and Evelind Hutzler from the University of Regensburg in Germany talking about the Electronic Journals Library/Elektronische Zeitschriftenbibliothek.

In addition to the formal presentations there was a number of discussion or question/answer type sessions. One on searching involved acknowledged experts such as Marydee Ojala (editor of Online), Phil Bradley, Danny Sullivan (SearchEngineWatch), Chris Sherman and Gary Price. The organisers reported that some 800 delegates, from countries as far away as Australia, Bahrain, Canada, China and the Philippines attended sessions at the conference. Seating in the main auditorium was very comfortable although some of the other sessions in much smaller rooms were so well attended that many of us ended up sitting on the floor!

The layout of Olympia means that there is quite a walk from the conference area to the exhibition area and so it is not easy to just 'pop-in' to a few stands in between papers. There was an impressive number of exhibitors– 250 or so in all, and the organisers state that there were 11,000 attendees over the three days. As ever, some of the stands were very big and 'flashy', others were smaller and more subdued. For seasoned Online attendees it is always interesting to note which organisations are NOT exhibiting at Online in any one year, and to ponder the reason, as well as, of course to hear of new products from the exhibitors. An impressive addition this year was the number of free sessions (over 100) many by independent experts (i.e. not describing a specific product from an exhibition stand). These sessions covered Information

Masterclasses (in information literacy, weblogs, managing virtual learning environments, collaborative working, tips and tricks of searching), Career talks, Subject focused sessions (e.g. medicine, law, engineering), and Content management. The one I attended on weblogs by Peter Scott at the University of Saskatchewan was very well attended.

So all in all a lot to see and hear about. As with all conferences and meetings the 'content' is important but also meeting people is important. As ever at Online I met some old friends, some old students as well as new people. In particular, as I am involved in the education of library and information science (LIS) professionals I especially enjoyed 'ad hoc' discussions with Swiss and Swedish colleagues also involved in LIS education who I found myself sitting by at various functions.

Many of you reading this may also have been at Online … and perhaps helping on the ever-present and ever-useful UKOLUG help desk. Your experiences will no doubt be very different from mine… there is so much to see, so many people to meet that all attendees have to work out exactly what they wish to see and all will have a different view of the event. For me, the time was well spent. I learnt a lot about new developments and enjoyed meeting people. The Conference Chair and Vice Chair (Martin (White) and Karen (Blakeman), both of good UKOLUG pedigree, and their various committees are to be congratulated on bringing together an impressive collection of speakers that attracted an interesting collection of delegates.

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Perspectives on Information Architecture

Seminar organised by the UK Online User Group with the support of the Asilomar Institute for Information Architecture

CILIP, 3rd March 2004

The main question in my head before the meeting was "What is Information Architecture?". Discussion with other attendees on arrival showed that many others were thinking the same thing. Fortunately, a major theme during the morning was to review and discuss a range of possible answers to this. Martin White, whose idea the meeting was, raised the matter right from the start, and introduced us to AIfIA http://www.aifia.org/. He added another question for us to keep in mind throughout the day: "Is there a role for CILIP and UKOLUG here?".

Alan Gilchrist guided us into the subject along an historical path strewn with acronyms, from Management Information Systems via Knowledge Management to Information Architecture. He reviewed the factors driving promotion of Information Architecture and presented statistics to emphasise the urgent, great need for really effective ways of retrieving information from the rapidly-expanding morass available to us. He put before us several definitions of Information Architecture from the scholarly literature of a range of fields of academic study; another theme of the day emerged - Information Architecture touches on many fields in addition to information science. We were reminded that the information model, with its taxonomies, thesauri and metadata, is just one layer in the structure necessary to link users with information. Alan concluded by stressing the importance of good, controlled metadata, drawing attention to the e-Government Metadata Standard.

Stella Dextre Clarke expanded on the 'metadata' topic. She gave us a memorable image of a Russian doll representing a system where taxonomy and metadata form the innermost layers, which must fit inside and work well with the outer layers - workflow and business objectives. She followed with a useful checklist of issues to consider before setting up such a system. This led on to the question "Who knows about Information Architecture?". Starting where my career began, with a bibliographic database built from hand-written abstracts according to a set of rules that formed the metadata, she demonstrated that one form of Information Architecture began in the publishing industry and has evolved to suit an online world; what was a niche speciality is now "everybody's business, a vital resource". Another important theme emerged: Information Architecture is one of our traditional core skills, but we need to raise our profile and sell it to a wider audience.

David Haynes pursued metadata further. He started with several thought-provoking questions about what it is and why it matters. His examples of non-English information sources illustrated very clearly that metadata must suit its context. The importance of obtaining recognition of relevant information science and librarian skills in the rush for information architecture was highlighted again, with the warning that we cannot let it be taken over by the information technologists! David addressed the 'evidence base' necessary to prove our point. This provoked a lively discussion which ranged over the material presented by all the morning's speakers.

After we had enjoyed a good lunch amidst pleasant surroundings and good company, Mark Everest spoke about web design. He defined the purpose of information architecture from this perspective and went on to demonstrate in some detail how he applies it, using a real-life case study. In particular, he focused on user-centric information architecture, giving us some good ideas on how to apply this.

Roger Evernden talked on "Architecting Information" from a business perspective, demonstrating that 'visual aids' need not equate to PowerPoint (tambourine and juggling balls!). He continued the focus on users and directed our attention to user expectations, mental models and information-handling skills. He asked us to consider the value of a piece of information and the way that changes when a piece of information is linked to others - the "value chain" - and how things look different when viewed from different parts of an organisation. Roger told us to build information architectures for the future in a way that allows them to adapt as needs change.

Shelley Hardcastle picked up many of the themes and issues raised in the earlier talks, using a specific company intranet to show us information architecture in a real-life practical situation. The importance of seeing things from the users' view point was again emphasised, and the need to design systems for busy people with no time for information management. She concluded with some challenging thoughts on the current status of information architecture, a list of wants & actions to improve things, and an embryonic SWOT analysis to stimulate our grey cells.

This allowed us to glide effortlessly into a discussion period, where Karen Blakeman encouraged us to propose how we emerge from the 'mud hut' of Information Architecture, where we are now and how CILIP and UKOLUG can help. As a result, a list was drawn up: case studies; tools; advocacy; training/development; and building a community of interest with other professional bodies.

Around 40 people attended, drawn from library and information services across the whole spectrum and I would be surprised if they had not all gone away with a better understanding of what information architecture can be and how it might apply in their jobs. Many thanks to Karen Blakeman and Martin White for arranging such a stimulating day.

Sheila Thomas
TWI Ltd

Book Review

Managing your internet and intranet services
Peter Griffiths. Facet Publishing. London. 2004
ISBN 1-85604-483-1 256pp. £29.95

I hate reviewing books like this. I open the book and scan through for the obvious errors and omissions. There are none. Bother. I'll just have to read the book through line by line and find them. There are just one or two. Something wrong here. Ah. The author is Peter Griffiths. That explains why I can't find many. But of course I'll catch him out on currency, as things change so quickly in Internet Land, and you know what publishers are like. Bother. Failed again. The speed

with which Facet seem to have got the book through production is quite amazing. I wondered why the ink was a bit smudgy!

So what do you get for your money. Twelve chapters and a resource list. A bakers dozen I suppose. The book starts at the beginning (well, most books do!) with making sure that a web site is being set up for the right reasons, and that a good business case is made. Then come chapters on what makes a good web team, populating and organising the web site, managing technical service provision, managing registration publication, design and accessibility (a bit of a collation to be honest) and finally in the web section a chapter on managing website content.

After all the website content the author moves onto a rather short but good chapter on intranet management, and concludes with how to ensure that web sites continue to adapt to organisational change.

The only major omission, and despite the comments at the beginning of this review it is a major omission, is the lack of guidance on content management systems, especially given the somewhat crazy approach the e-envoy has to the imposition (I use the word with care) of the Dot-P content management software. The author devotes more space to blogs than content management, and the CMS references are rather ancient. A few other areas might have benefited from more content. For example accessibility is not just about visual disabilities, but also about people who have physical disabilities, such as severe arthritis which limits their use of a mouse. The intranet section is a little light, but then I'm biased.

What is good about this book is the very direct writing style, and content that clearly based on experience and not just on reading a few articles and reports. The subtitle of the book is "The information professional's guide to strategy" and that is a good strapline. The focus is on strategy and management and not on the minutiae of web site construction. The glossary of additional resources is an asset. There is so much good practical advice here that on balance I have no hesitation in recommending the book to anyone managing a web site.

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Books awaiting review

The following books from Facet Publishing are awaiting reviewers - please contact Peter Chapman if you would like to do one (or more...)

Herring, James E. **the internet and information skills: a guide for teachers and school librarians**

Chowdhury, G G **Introduction to modern information retrieval 2nd ed.**

Hughes, Lorna M. **Digitizing collections: strategic issues for the information manager**

International Yearbook of Library and Information Management 2003-2004 metadata applications and management (general editor G E Gorman)