



# *eLucidate*

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## Feature Article

### Open Access Books: Knowledge Unlatched

#### Lucy Montgomery

Although digital technology has, in theory, made it possible for many more people to access content at no extra cost, fewer people than ever before are able to read the books written by university-based researchers.

This article looks, very briefly, at the role that open access licenses might play in reviving the scholarly monograph: a specialised area of academic publishing that has seen sales decline by more than 90% over the past three decades. It also introduces a new approach to funding open-access scholarly books being pioneered by the not-for-profit social enterprise [Knowledge Unlatched](#).

#### The Rise and Fall of the Monograph

The current system for publishing scholarly books is not working for anyone. Monographs in the humanities and social sciences, in particular, are caught in a negative cycle of rising prices and decreasing sales. How did monographs get into this mess? And what might be done to save them?

Monographs have long been valued by the humanities and social sciences as a form of writing that allows single subjects to be explored in depth and complex theoretical arguments to be developed.

During their heyday they were a lucrative business. In the 1960s monographs were almost always published in hardback, often with a simultaneous paperback edition. The rapid expansion of higher education after the Second World War was associated with a library-driven boom in monograph sales as university libraries developed and expanded their collections and many individual readers also chose to purchase their own paperback copies.

However, as library budgets got tighter many libraries resorted to buying cheaper paperback editions. Publishers reacted to this by adopting a windowing strategy: publishing hardback versions first and, if a title sold well, bringing out a paperback. Because libraries could not be certain that a paperback version would be published, they had to purchase a hardback. Because publishers couldn't be certain that demand would

warrant a paperback edition, they began loading all of their costs onto the hardback version.

This negative cycle was made worse by growing numbers of scholars who needed to publish books to secure promotion and tenure, as well as sharp increases in the proportion of library budgets being eaten up by journal subscriptions. As more monographs titles were published and library book budgets continued to shrink, individual unit sales went into free-fall and books got more and more expensive.

These days the average monograph retails for around £50. Some sell for as much as £200 and the vast majority never make it to paperback. Most publishers are happy if they sell a few hundred copies of a specialist research monograph, usually as a printed book, to well funded university libraries.

As a result, at a moment when digital technology is, in theory, making it possible for many more people to access content at no extra cost, fewer people than ever before are able to read the books written by university-based researchers.

## **An Open Future?**

The potential for open access to transform access to publically funded research has received a great deal of attention over the past year. However, debate has largely focussed on how the established *journal* system is failing *scientific* communities. Much less attention has been paid to the role that open access might play in helping a deeply inefficient system for publishing scholarly books to find a sustainable way forward.

This is partly a result of the fact that the open-access journal models are unlikely to work effectively for monographs. The fixed production costs associated with a 70,000 – 100,000-word book are much higher than they are for a 2,000 – 5,000 word journal article. The costs of professional editing, high quality peer-review, type-setting, design, marketing, preservation, production and digital delivery mean that even not-for-profit University presses [struggle](#) to keep fixed costs below \$20,000 a title. The cost of printing physical copies only accounts for around 10% of cover prices.

Limited Humanities and Social Sciences budgets and high fixed production costs mean that it is unlikely that ‘gold’ routes to open access will save the HASS monograph.

Furthermore, although academics would like to see their books available more widely and at lower prices, the vast majority value the services that professional book publishers provide and recognise that these need to be paid for. Having a book published by a well-regarded publisher is seen as an important achievement: signifying not just that a book has been peer-reviewed, but also that an experienced publisher has deemed it likely to enhance the reputation of their press and worth taking a commercial risk.

## **Knowledge Unlatched**

Knowledge Unlatched has gone back to the basics in order to find a way beyond this impasse. Experienced academic publisher and founder of Knowledge Unlatched, Dr Frances Pinter, began with the simple observation that most of the

money that now pays for monograph publishing comes from library budgets.

The role of libraries as the only purchasers of monographs has resulted in a market that is simply unsustainable in its current form. However, it is also an important advantage when it comes to helping monographs to make the shift to open access.

Knowledge Unlatched has been set up as a not-for-profit organisation in order to help a global community of libraries coordinate their book purchasing activities more effectively. Its goal is to help librarians maximise the positive side effects of what they are already doing: purchasing scholarly books.

As the coordinator of a global library consortium, Knowledge Unlatched will facilitate the payment of a single "Title Fee" to publishers in exchange for books being posted online on open access licenses. The Title Fee is intended to cover the fixed costs of bringing a book to first digital publication. Consortium members will gain access to exclusive discounts on physical copies and premium digital versions, if they wish to purchase them for their collections. And publishers will remain free to continue selling physical versions and premium digital versions of books to the rest of the market through their regular channels.

This is how the model works:

1. Publishers nominate titles that they would like to offer to libraries through the Knowledge Unlatched program.
2. Individual libraries select the books that they would like to include in their col-

lection via their usual library suppliers. They may do this on a book-by-book basis, or by purchasing entire packages (as they do now).

3. When a library chooses to contribute to the costs of 'unlatching' a book they will become eligible for special discounts on physical copies and premium digital versions. Even if a library chooses both the unlatched version and a premium version, the total should still add up to less than libraries already pay for individual monographs.
4. When a minimum number of libraries select the 'unlatched' version, a Title Fee will be paid to publishers in return for making an Open Access digital version available via the Internet for free to anyone who would like to read it.
5. The Title Fee will reflect the fixed costs of publishing each book and provide a small operating margin to ensure that the Knowledge Unlatched model is sustainable. Knowledge Unlatched will negotiate Title Fees with publishers.
6. Publishers will make print copies and premium digital versions of selected titles available to the Knowledge Unlatched member libraries that have selected the 'unlatched' version at a members-only discount rate.
7. Publishers will remain free to sell print copies and premium digital versions to the rest of the market on their own terms.

8. The Knowledge Unlatched Title Fee will mean that publishers don't need to load all of their origination costs onto a hardback version (as currently happens). As a result, it will help lower barriers to the adoption of print, provide flexibility in relation to conventional printing and print on demand and give publishers room to experiment with lower prices more likely to appeal to wider audiences.

Because the Title Fee paid to publishers is a fixed charge, as the number of member libraries grows and the number of titles on offer increases, the price per title per library decreases.

Furthermore, once the number of libraries participating in the consortium has reached scale, this model is expected to be financially self-sustaining: The costs of operating the not-for-profit consortium will be covered by a very small percentage of each Title Fee.

The Knowledge Unlatched model is an attempt to re-coordinate a failing market in order to facilitate a transition to digitally appropriate publishing models that include open access. It offers librarians an opportunity to facilitate the open-access publication of books that their own readers would value access to. It provides publishers with a stable income stream on titles selected by libraries, as well as an ability to continue selling books to a wider market on their own terms.

It is hoped that in inclusion of this wider-market opportunity will encourage publishers to experiment; perhaps publishing books in paperback right away, moving to print on demand, or developing bells-and-whistles premium digital versions that customers are willing to pay extra for.

Knowledge Unlatched is an ambitious project with the potential to profoundly transform the monograph landscape. It is currently gearing up for a first stage global pilot, due to commence in late 2013.

More information about Knowledge Unlatched can be found by visiting:

[www.knowledgeunlatched.org](http://www.knowledgeunlatched.org).

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# Information Management

**Martin White, Intranet Focus**

## Enterprise Search: Twelve Success Factors

I spent much of last year writing a book on enterprise search (and that includes web site search) for O'Reilly Media. The strap line for the book was Enhancing Business Performance, and only two of the 12 chapters are about the technology of search. I will be running a UKeiG Workshop on enterprise search on 24 September, so this list of 12 success factors is some very advanced publicity. If you and your organisation can tick all these factor as being 'sorted' then there is no benefit to you attending. On the other hand ...!

[Enterprise Search](#) is available as both an e-book and in a print format. The e-book platform allows me to update the book on a regular basis. This enables me to reflect changes in technology and good practice and so this list is in fact the updated version which will appear in the book later this year.

1. Invest in a search support team

Before you do anything else set up a search support team with the skills, enthusiasm, organizational knowledge and networks to get the best of the current search application(s). Even if the team is initially a team of one put the budget, headcount and job descriptions in place so that it can grow ahead of the requirements for support.

2. Get the best out of the current investment in search

There is usually much that can be done to improve the current search applications once the search team and the search vendor focus in on options and priorities. The information gained from search log files is a very important element of defining search requirements and setting benchmarks for any new search application

3. Enterprise search is an approach and not a technology

Implementing one single all-encompassing search application is unlikely to be successful and usually carries more risks than benefits. Enterprise search is about creating a managed search environment that enables employees to find the information they need to achieve organizational and/or personal objectives. It is also about paying serious attention to website search.

#### 4. Content quality is essential for quality search

Current search technology can cope with poor quality content but there should be guidelines for content and metadata quality. It is of little benefit to the organization if a search lists twenty relevant documents with a content quality that renders them unfit to be trusted. Titles of results are especially important in helping users assess relevance.

#### 5. Understand user requirements and monitor user satisfaction

There are three categories of metrics for search performance. In the first category are technical performance measures, such as latency and the speed with which the index is updated. The second category is for search logs, which do provide some form of quantitative measure. Finally come qualitative metrics from sitting in team meetings and finding out how well search is working, or asking a group of employees to rate their assessment of the search application on a quarterly basis.

#### 6. Undertake intelligent log analysis

Search log analysis needs to be conducted on a regular basis by a team that understands the activities and language of the business so that

emerging issues in search failure can be identified at the earliest possible opportunity.

#### 7. Search then browse then alert then search then alert ...

Users need to be able to search when needed, browse when needed and set up alerts as needed. These three processes need to be linked together to provide an effective information discovery environment. Search logs quickly show up problems with the site architecture when it becomes clear that users are searching for terms that should be links on the home page of the site.

#### 8. Be prepared for mobile search

Creating a mobile version of a web site or intranet, perhaps through responsive design, although this is not the same as providing mobile search. For example no one searching a site using a smart phone wants to be provided with a document – they need actionable information that they can use immediately.

#### 9. Search is a dialogue

Aiming to get the most relevant documents at the top of the search results list is a waste of effort. In an enterprise environment users will have complex queries that require them to be able to refine their query and re-evaluate the results with the minimum of effort.

#### 10. Procure value not functionality

When the time comes to invest in a new search application specify requirements on what you expect the search application to deliver and not on what features you would like to have supplied.



11. Search is a journey

The process of ensuring that search is meeting user requirements never comes to an end. Every day there are new employees, new business challenges, new business opportunities and new developments in search technology.

12. All search projects fail – search has to be ‘business as usual’

This is a consequence of search being a journey. As soon as a search project is over something will change. It could be a new repository or a change in business requirements. Search has to be properly resourced. There was a [study by Oracle](#) last

year which indicated that a failure to find information could result in companies losing 14% of revenues each year.

You can find a links to my monthly column on search for CMSWire at <http://www.cmswire.com/author/martin-white/> and I blog quite frequently about search at <http://www.intranetfocus.com/blog> .

I look forward to meeting you in September.

PS If you order my book from the [O'Reilly site](#) and use AUTHD as the discount code you should get a 40% discount on the price.

*Martin White is Managing Director of Intranet Focus Ltd*

## Web 2.0

**Phil Bradley**

### Posting you a note

#### Introduction

I've never been asked how I get my ideas on what I'm going to write a column about, but if I did I would probably say that it's down to serendipity. While considering what to write this quarter I got an email from a favoured resource which told me that it was changing its name from Wallwisher to Padlet. So I thought I'd explain exactly what this type of tool is, how you can use it and a few sample tools.

If you take a look around you it's probably not going to take long before you cast eyes on a Post-it note or two. If you're anything like me it will actually be rather more than one or two – they're becoming an indispensable way of remembering useful things or passing notes back and forth. Sometimes they're stuck to a wall or noticeboard for so long they become part of the furniture. It's easy to take the concept of Post-it notes and translate it into an electronic version,

and there are a number of tools out there which do exactly that. So imagine if you will that your computer screen is a noticeboard that you can pull up at any time you want to, and you can fill it with as many Post-it notes as you wish; either to use for personal reasons, or to share with other people. Of course, a note doesn't just have to be words, it could be a link to a webpage, an image, video or link to a document for example.

#### Using Post-it boards

One way that I'll often use a Post-it board is at the start of a course that I'm running. I usually do the 'going around the room' activity, finding out who people are and what they'd like to get out of the course, but using a board is a slightly different way to achieve the same sort of thing. It's easy enough for people to get the hang of very quickly – click on the URL, go to the page, double-click to create a note, and then write what needs to be said. I can keep refreshing the main

screen, and moving notes around so that everyone can see what people want to get out of the training day. I can also group notes together in appropriate collections. The board can then be used during the rest of the day for reference, or I can delete notes off it as I cover each requested subject in turn. Alternatively I can keep the board active if the course is longer than a day for future reference. A Post-it board also gives nervous delegates a bit of confidence right at the start of the day and proves to them that maybe this Web 2/Social media thing isn't going to be so difficult after all! Post-it boards are a great way of brainstorming then – crowdsourcing ideas and then placing them together in groups for later discussion or action.

I had shown one group of delegates – teachers – about these boards and one of them told me that she was about to go and teach a sex-ed lesson, and an integral part of the lesson was let the children ask any questions they wanted. As you can imagine, this wasn't always very easy, but the use of a Post-it board meant that the children could post up the questions that they wanted answers to without being embarrassed. It's the choice of the person who establishes a board as to how they are used, and notes can be moderated prior to posting if necessary or desired.

Alternatively, use a board as just that – a notice board. An electronic noticeboard is available to everyone that you wish, directly from their desk, at home or at work, and it can be accessed 24/7, so it can be used globally if necessary. A Post-it board could be used to provide access to preferred links, instead of using a bookmarking system like Delicious. Since images or videos can be embedded a board could be a really interest-

ing and exciting way to provide access to appropriate resources. If you ever need to plan events a Post-it board would be an excellent way of keeping the discussions together in one place. No more hunting through emails trying to find the one that you read a few weeks ago – the information that you need is waiting and available on the wall. A Post-it board is a great way to keep notes and lists that can be accessed quickly and easily from wherever you might happen to be. Since the board is kept in the cloud it's always just a click or two away, even with a smartphone. If you need to get feedback on an idea, or seek opinions on something, a Post-it wall is a good way to do it. Create a board, post the question or link to a resource and get people to tell you exactly what they think of it.

### **Post-it resources**

Let's start with the tool that prompted me to write this column – Padlet, which used to be called Wallwisher. It's been around for several years now and is a very stable product – you can find it at <http://padlet.com/>. Simply create an account and choose the type of wall that you want to have; it can either be a 'stream' in which one Post-it note appears one after another chronologically, or it can be more free flowing and notes can be moved around and grouped as necessary. The board can be themed with different backgrounds and colours and linked into any number of different social media sites, or embedded onto a website. I've created an Elucidate wall at <http://padlet.com/wall/5wj654rcoj> and you're most welcome to take a look and try it out.

Listhings at <http://listhings.com/> does exactly the same sort of thing – create a wall, take notes directly from your browser and share with colleagues. I don't think it's as sophisticated as Padlet, but if you just need something to quickly jot some ideas down on paper, it's a good tool.

Popplet at <http://popplet.com/> has slightly more of a brain-mapping feel about it, with links that can be made between notes. It's an easy and attractive tool, though you do need to register in order to use it.

Stixy at <http://www.stixy.com/> is quite sophisticated and is visually very appealing. It's one of the very few that actually raise the idea that a Post-it board can be used by a family to organise ideas and events.

Lino at <http://en.linoit.com/> is the tool that most closely reminds me of Padlet; very flexible, powerful and attractive.

There are plenty of other alternatives though, so if none of those attract you, try Postica at <http://www.posti.ca/> Clever Notes at <http://www.clever-software.net/> Edistorm at <http://www.edistorm.com/> (which is not currently accepting new users, but since it's particularly designed for education I'm including it as a placeholder really), and Spaaze at <http://www.spaaze.com/home>, which defines itself as a virtual corkboard.

## Summary

Post-it sites, or virtual corkboards are really fun, enjoyable, easy and valuable tools. They have a multiplicity of users, and are ideal for personal work, sharing fun things with family and friends, or as a valuable tool within a work environment. They're flexible and free, so next time you need to collaborate with people, try a Post-it board.

## Online

### Joy Cadwallader, Aberystwyth University (Aberystwyth Online User Group)

Please send your submissions for the next edition to [jrc@aber.ac.uk](mailto:jrc@aber.ac.uk)

#### Aaron Swartz

There has been huge response online to the suicide of Aaron Swartz, best-known for co-founding Reddit, co-authoring RSS in his early teens, his involvement in the development of Creative Commons, founding DemandProgress.org in the fight against SOPA/PIPA, and as an internet activist undertaking daring stunts to promote his open access, anti-censorship agenda. He was arrested following his mass download of JSTOR articles via the MIT network in 2010 and the subsequent, lengthy federal prosecution has been seen by many, including [his family](#), as over-zealous.

The Electronic Freedom Foundation (EFF) has [begun a proposal](#), “Aaron’s Law”, to amend the US Computer Fraud and Abuse Act (CFAA) which currently “allows for harsh punishments and makes too many offenses felonies”. Meanwhile the Anonymous hacking collective has hacked [MIT websites](#) and the site for the [US Sentencing Commission](#).

#### British Library

The New Testament from the [Codex Alexandrinus](#), the oldest complete Bible, is now freely available to view online following digitisation by the [British Library](#). The [press release](#) tells how the manuscript dates from the 5<sup>th</sup> century, was donated in 1757 by George II, and is one of the earliest known Greek Bibles in existence. The Codex is one of over 800 digitised manuscripts available to browse and search on the British Library web site.

#### JSTOR

Following a ten-month pilot with 76 journals, [JSTOR](#) have now [expanded their Register and Read service to 1,200 journals](#). Anyone can register and view up to 3 articles from these journal archives every 2 weeks.

#### National Library of Ireland

A number of letters written by the controversial British diplomat and Irish nationalist Roger Case-

ment, together with a selection of official documents, photographs and personal items from the time of his execution for treason in 1916, have been released and catalogued by the [National Library of Ireland](#). Twenty-two of these items are currently [freely available to view online](#) including Roger's last letter to his cousins before his death, the ticket to permit his cousin Gertrude "Gee" Bannister to attend his trial and his final appeal notice.

## Research impact

Meanwhile altmetrics make the information news as pioneers [ImpactStory partner with HighWire Press](#) (Stanford University), who will be adding metrics to scholarly content from participating publishers on the HighWire open platform. ImpactStory founders Heather Piwowar, and Jason Priem (who coined the term altmetrics), have built an impact measure based on a range of sources including citations, downloads, bookmarks, recommendations, Facebook likes, tweets, appearances in datasets, slide presentations, software, web pages and comments.

In another development, [Techcrunch](#) has reported on rumours that research publishing giant Elsevier, are buying Mendeley, the popular reference management and researcher networking platform. Roderick D M Page has blogged about the pros and cons of both in his [iPhylo](#) blog,

and has usefully identified some possible outcomes. Will Mendeley develop functions to charge for articles? Could it become the lead measure of research impact, incorporating altmetrics into Elsevier? Or could it falter as part of a much larger corporation?

## Open Access

The Gold model of open access, as favoured in the Finch Report, is to be tested by JISC in a [Twelve-month pilot project](#) "JISC APC" in partnership with an intermediary company [Open Access Key](#) (OAK) who will manage the processing of APCs (article payment charges) for authors, universities and publishers. The pilot will begin on April 2<sup>nd</sup> and is intended to "to reduce the administrative burden on the various parties involved in making an article available". JISC will invite UK universities to join soon, as well as beginning talks with publishers. OAK began processing payments for open access in March 2012 and their current agreements include one with [Wiley and the Wellcome Trust](#).

The project announcement follows up the release of the RIN's [report](#), The Potential Role for Intermediaries in Managing the Payment of Open Access Article Processing Charges (APCs), undertaken with a range of stakeholders and [announced](#) on their blog at the end of November 2012.

# Cloud Computing

**Martin De Saulles**

## Can you trust the cloud?

Over the last few months there have been a number of stories of hackers getting into high-profile cloud services that many of us have come to rely on for our daily work. Last summer Dropbox was hacked when a Dropbox employee left an unencrypted copy of a document on the service which contained the email addresses of thousands of users. Although the affected users only suffered spam in their inbox, it highlighted the vulnerability of cloud computing services and the basic human errors that often allow hackers in. Building thicker, stronger walls on a castle is pointless if there is an unsecured backdoor that nobody is guarding. While the impact of the Dropbox security breach was relatively benign, last summer's stealing of over six million passwords from LinkedIn was far more serious. The passwords were dumped on a Russian online forum for other users to download and although the passwords were hashed (changed into a series of letters and numbers by an algorithm) it did not take long for hundreds of thousands of them to be decoded. If a hacker with criminal intent finds out your username and password for one cloud service it is possible they will be able to use this data to access other services you use, some of which may contain particularly sensitive informa-

tion. This is made possible if you use the same password for accessing multiple services.

So what can you do to reduce the risk of hackers stealing your data or even impersonating you online? Here are some practical measures you can take immediately:

1. Use as many different passwords as you can for your cloud services. Keeping track of lots of passwords can be tricky but there are solutions out there. I use the free, open-source application called KeePass.
2. Use passwords that cannot easily be guessed i.e. don't use the name of your partner, pet or child. KeePass has an automatic password generator.
3. If you are storing particularly sensitive data with your cloud provider then consider enabling two-step authentication and encrypting your files. Google, Facebook, Dropbox, Amazon Web Services and Yahoo! mail offer two-step authentication which requires both a password and a one-time code to gain access. The one-time code is sent via SMS to your

mobile so adds another layer of security. Encrypting files can be a relatively complex process but, depending on the level of encryption, can make it almost impossible for hackers to do anything with your data if they gain access.

4. Make sure you have other copies of your files on physical devices that you control. if the worst comes to the worst and someone steals your online data at least you've still got an offline copy.

For most of us, the benefits of being able to access our data over the web outweighs the risks of losing it to hackers. Of course, the above advice only applies to individuals and small businesses. Larger organisations are unlikely to use services such as Dropbox or Google mail and will, or at least should, have their own security procedures and protocols for managing data.

### **Do you need a combined CRM/project management solution?**

Over the last several years I've experimented with a number of cloud-based CRM and task/project management solutions that I can use for both work and personal contacts and projects. A central problem has been that most of the CRM systems have not been able to do a good job of integrating projects and vice versa. One service that does a pretty good job of both is Insightly ([www.insightly.com](http://www.insightly.com)) that originally only worked within Google Apps. A year or so ago they made it possible to open an Insightly account even if you did not use Google Apps. I think this was a smart move and I would recommend any freelance

professional or small business that needs to manage a substantial contact list and is involved in multiple projects at once to consider it. The key features that I particularly like about Insightly are:

1. When you open an account you are given a unique email address which allows you to email data into your Insightly account. This is useful for creating a record of correspondence with contacts as adding your Insightly email address to the BCC field of any emails you send will automatically add that email to the contact's record. If your contact's email address is one that Insightly has not seen before, it will create a new record for you. Insightly will also automatically create a record for your contact's organisation based on the email address. It is easy to then log in to your account and edit records such as adding phone numbers and physical addresses.
2. Adding projects and breaking them down into tasks is easy and if you add colleagues to your Insightly account it is possible to allocate tasks to individuals. If you manage a sales pipeline then it is easy to create opportunities that can be linked to both contacts in the database and, if the sale is successful, can be turned into a project.
3. Files can be uploaded and attached to contacts, tasks, projects and opportunities. This is particularly useful when collaborating with colleagues via Insightly as you can be



sure you are all working to the same documents.

4. Price – most other similar cloud-based services offer a free entry-level account but the limits on how many contacts or projects you can manage often makes them impractical for real-world use. However, Insightly's free plan is relatively generous and allows up to three users to manage 2,500 contacts, 200 megabytes of file storage and create unlimited tasks, projects and opportunities. For a sole professional or very small business this might be sufficient. Prices do start to creep up if you need to upgrade with the most expensive package, which offers unlimited contacts, 200 users and 200 gigabytes of storage for \$299 per month.

It is also easy to download and backup your contact data, which is something I would recommend any user does on a regular basis.

If our esteemed editor will let me, I'll finish this column with a shameless plug for an e-book I published last month (*Cloud Computing Applications for Project Management*). This short guide compares the functionality and pricing of five widely-used project management solutions for freelancers, small businesses as well as larger organisations. It is available through the Kindle store for £1.53 (<http://www.amazon.co.uk/Computing-Applications-Project-Management-ebook/dp/B00AWDWQF2/>).

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## Book Reviews

### Bethan Ruddock: *The New Professional's Toolkit*

Reviewed by Margaret Katny

Bethan Ruddock: *The New Professional's Toolkit*, Facet Publishing, 2012. ISBN 978 1 85604 768 5

This toolkit is primarily aimed at qualified information professionals, librarians or archivists starting out their professional journey. It is designed to help them establish themselves in their first job, prepare for the challenges of the workplace which they may not have anticipated in the course of their studies and equip them for managing their career development.

The topics covered include project management, teaching, training and communicating, meeting your users' needs, measuring success, promoting library services and the information role, engaging stakeholders, generating funding and doing more with less, managing money, budgets and negotiating, information ethics, copyright, upskilling, professional development, networking, promoting yourself, professional involvement and career development.

Of specific interest to UKeIG members may be the chapters on using technology and getting and staying online. These chapters survey the technological changes in the information world and the skills needed by information professionals to deal with and thrive in the technological workplace. The author assembles guidance on becoming a "zen master of technology", preserving collections digitally, contributing to the online presence, thinking about sustainability and interoperability and social media tools.

Given the number of topics included in the toolkit, the reader should not be surprised to find that they not covered in detail. This is not a criticism as there is a clear benefit to being presented with brief overviews and sets of pointers and concepts that can be followed up if desired. For example, the chapter on project management explains the concept of a project, how to get started with a project, ideas for formal training such as PRINCE2 standard, tools including Gantt charts, software packages and mind maps. None of these are covered comprehensively, but they provide the reader with enough material to guide further learning.

Some topics that one can expect to be of interest to new professionals do not have their own chapters, such as people management and customer service. It could be that these tend to be covered in most LIS degree courses. The overall value of the toolkit does not seem to be diminished by the absence of some subjects.

The author is aware that the information profession requires positive attitude to coping with the unexpected and is honest about what the toolkit does not cover such as how to “make pirate hats, “strap pillows to yourself and dress up as Father Christmas” or “hold a horse while a potential donor of archives examines its leg”. These are real-life examples of professional tasks gathered from the author’s peer network.

The book benefits greatly from the way it has been assembled – each chapter follows the same clear pattern and includes section introducing the topic, “how to” tips, case studies and a comprehensive list of references and further reading.

The case studies are international and from a wide variety of information sectors. Each chapter finishes with an “over to you” section, encouraging the reader to explore how the learning could be applied to their environment, what they could have done differently or would do differently in the future.

The book is well written and a pleasure to read. The language is clear and clutter-free.

This practical toolkit is highly recommended for all new professionals as well as established professionals seeking to refresh or broaden their skills.

*Margaret Katny, DipIS MA MCLIP, is Senior Media Manager at the BBC, and a committee member of UKeiG*

## Martin De Saulles: Information 2.0

Martin De Saulles: Information 2.0  
New models of information production, distribution and consumption. Facet Publishing, ISBN: 978-1-85604-754-8, 160pp

This book aims to take a contemporary snapshot of the world of information and intersperses descriptions of current trends and developments with small case studies of companies, institutions and technologies.

This short textbook is structured into six chapters that each follow a similar pattern and demonstrate how the internet has changed various aspects of everyday life. The book does pretty much what it states in its title by sandwiching between the introduction and conclusion, chapters on information production, storage, distribution and consumption. Chapters 2-4 each start with a brief introduction of the subject under consideration, before going on to outline how the internet has affected this sphere of activity and then concluding with four questions to think about. These chapters would provide library and information-science tutors with a readymade series of seminar topics and potential essay questions.

The author is a well respected academic and writes with verve and style, but as he himself acknowledges the book can only ever provide a broad overview of the issues and topics under consideration and unfortunately this means the work is of rather limited utility to practitioners. Where a topic of interest to the practitioner is mentioned such as changes to the Google search algorithm or a new service is highlighted like Radian6 or Klout, its presence is frustratingly fleeting before the reader is sped along to the next topic for consideration.

The book is an ambitious snapshot in time, and one of the features that make this work of potential interest is its coverage of current trends and developments in the information sector. It is therefore rather hard to understand the rationale for documenting these trends as a printed monograph when these very trends evolve so quickly and there appears to be a gradual decline in this particular medium. Whilst I would agree with De Saulles' assertion that the monograph can continue to be a key format for the transfer of ideas and arguments, I feel it simply doesn't make sense with this particular topic matter. Current trends in the information sector can be communicated far more dynamically using the new tools and techniques that are being pioneered by information professionals. In these straitened economic times practitioners may be better off saving their money

and instead turning their attention to De Saulles excellent blog [www.mdesaulles.net](http://www.mdesaulles.net), where in a format more fitting to his message he communicates his current thinking, ideas and arguments about Information 2.0.

For the cash-strapped student this may be a book to consider borrowing rather than buying as the £49.95 price tag is rather hefty, but this should not

be a problematic strategy as it will no doubt feature on the reading lists of many library and information-science courses, and will be stocked by academic libraries supporting these programmes.

*Matt Treadwell has worked in academic and health libraries and is currently an information specialist in the government sector.*

## New and forthcoming books

The following books have recently been published and look relevant to members' interests. Please email the *Elucidate* editor if you are interested in reviewing one or more of them. Equally, if you notice a book or resource you feel would be of interest to UKeIG readers, let us know with a review or mention.

### **Reflecting on the Future of Academic and Public Libraries**

Peter Hernon and Joseph R Matthews, editors

In this systematic attempt to speak to academic and public librarians about the future of library services, Hernon and Matthews invite a raft of contributors to step back and envision the type of future library that will generate excitement and enthusiasm among users and stakeholders.

<http://www.facetpublishing.co.uk/title.php?id=9481>

### **Information Resource Description: Creating and managing metadata**

Philip Hider

"Metadata is a topic of great, and continuing importance in all the information sciences and collection disciplines. But it is one in which students and practitioners alike can become lost in details and specifics. Philip Hider's book takes a uniquely wide and integrative approach, combining basic principles and well-chosen examples to give an admirably clear insight into the subject."

- David Bawden, City University London

November 2012; 288pp; paperback; 978-1-85604-667-1; £49.95

### **Electronic Resource Management: Practical perspectives in a new technical services model**

Anne Elguindi and Kari Schmidt, American University Library, USA

A significant shift is taking place in libraries, with the purchase of e-resources accounting for the bulk of materials spending. *Electronic Resource Management* makes the case that technical services workflows need to make a corresponding shift toward e-centric models and highlights the increasing variety of e-formats that are forcing new developments in the field.

Six chapters cover key topics, including: technical services models, both past and emerging; staffing and workflow in electronic resource management; implementation and transformation of electronic resource management systems; the role of the electronic resource librarian in discovery systems, layers and tools; and academic library consortia

and the evolving role of electronic resources and technology.

October 2012, 228 pages

### **Academic and Professional Publishing**

Edited by Robert Campbell, Wiley-Blackwell Publishing, Ed Pentz, CrossRef and Ian Borthwick, IET Standards, UK

Chandos, September 2012 ISBN 1 84334 669 9 510 pages

*Academic and Professional Publishing* draws together expert publishing professionals to provide comprehensive insight into the key developments in the industry and the innovative and multi-disciplinary approaches being applied to meet novel challenges. Topics include: peer-review; the scholarly ecosystem; the digital revolution; publishing and communication strategies; business models and finances; editorial and production workflows; electronic publishing standards; citation and bibliometrics; user experience; sales, licensing and marketing; the evolving role of libraries; ethics and integrity; legal and copyright aspects; relationship management; the future of journal publishing; the impact of external forces; career development; and trust in academic and professional publish-

ing.

### **Social Media for Academics: A practical guide**

Edited by Diane Rasmussen Neal, University of Western Ontario, Canada

Chandos Publishing Social Media Series No. 2

*A refreshing take on using social media in education.*

#### **Innovative Practice in Higher Education**

This book provides an overview of social media technologies in the context of practical implementation for academics, guided by applied research findings, current best practices, and the author's successful experiences with using social media in academic settings. It also provides academics with sensible and easy strategies for implementing a wide spectrum of social media and related technologies – such as blogs, wikis, Facebook, and various Google tools for professional, teaching, and research endeavours.

August 2012 270 pages

## About *eLucidate*

*eLucidate* is the journal of the UK Electronic Information Group. It is published four times each year, in February, April, September and November. Its aim is to keep members up to date with developments in the digital information environment, as they affect professionals. The magazine is provided free to UKeIG members.

### Notes for contributors

*eLucidate* welcomes articles or ideas for articles in the areas covered by the magazine. We are always on the lookout for feature writers, reviewers both for books and for meetings, as well as respondents to articles. Sadly, we don't pay contributors, but contributors retain copyright of their articles and can republish their articles elsewhere.

If you are writing for *eLucidate*, please follow these simple guidelines:

#### About the members

Our membership comprises information professionals involved in the dissemination and/or delivery of digital content and services. Our membership base is two-thirds academic, one-third commercial, as well as some public libraries. A key benefit of the group is that meetings and forums provide "crossover" insight from one area to another: members see it as a way of keeping up to date in areas outside their core. Few other organisations provide this kind of cross-sectoral awareness. The focus of the group is the UK, in the sense that authentication concerns tend to be around JISC tools such as Athens and Shibboleth. But the issues of digital provision are of course global. The most popular training courses we run are on search tools – Google and others; e-books and how to deal with them. Other popular strands include Intranets, content management, bibliographic software, and e-books.

#### Technical level

Although members rate themselves highly for technical awareness, they are typically users rather than creators of technology. Articles should not assume understanding of technical terms without explanation.

#### Length of article

Feature articles should be in the region of 1500-2500 words. Each article should be prefaced by a short summary (around 50 words) that can be used when displaying on public search engines an outline of the article, and to display on the non-member section of the website.



### **What to write**

A key aspect of UKeiG is that it provides insight from one area to another – members see it as a way of keeping up to date in areas outside their core expertise. Because the membership is quite disparate, ranging from pharmaceutical information professionals to public librarians, you should not assume readers are as familiar as you in the subject area.

The most valuable viewpoint you can give is that of an end user. UKeiG is not a place for theoretical debate, but a forum where peers can share their experiences and understanding. So, if it worked for you, tell others. If it didn't, tell others why not.

### **How to submit**

Please e-mail your article to [michael@consultmu.co.uk](mailto:michael@consultmu.co.uk). Articles should be delivered in Word or in an ASCII format. Images are welcome – they may be in gif or jpeg formats.

### **Rights**

By submitting an article to *eLucidate*, authors grant UKeiG the non-exclusive right to publish the material in any format in perpetuity. However, authors retain full rights in their content and remain the copyright owner.

### **About you**

Please provide a 10-20-word biographical summary about yourself to appear at the end of the article.

### **Editorial process**

Your article will be copy-edited for spelling and for sense. If there are major changes to the article we may return it to you for your comments and approval, but most articles require only light corrections before appearing in *eLucidate*, and do not need a further review by the author.

### **Brief for book reviews**

Book reviews are typically 500-750 words. Because UKeiG is independent of any publisher, we are not obliged to have favourable reviews. If you think a book is poor, then by all means explain why. Members and non-members alike are welcome to suggest books for review or to submit reviews.