UKeiG
UK eInformation Group

eLucidate

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This issue of *eLucidate* is edited by Michael Upshall, Oxford, tel: 01865 453410, michael@consultmu.co.uk

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Web 2.0

Phil Bradley

Screencasting

In this column I thought that I'd take a look at some of the screencasting tools that are available for people to use. If you're unfamiliar with the term it basically means that you take a copy of your screen, together with everything that you're doing on it, such as moving the mouse, typing something into a search box, and you can then store this to share it with other people.

There are plenty of reasons why this is a really desirable thing to do. If you have discovered a bug or problem with a piece of software it can be quite difficult to describe exactly what is happening clearly, accurately and succinctly. However, if you're able to replicate the bug, take a screencast of it happening and hey presto! It's the perfect way to inform a technical support person of exactly what the problem is. Another really good use for screencasting is a training aid. Rather than try and talk someone through something on the phone, or in text simply record the appropriate actions on the screen, such as a complex Google search, or a walkthrough of a confusing series of actions in Photoshop.

In the dim and distant past, about three or four years ago, software like this was quite rare and usually fairly expensive. Nowadays however there's plenty of it, and it's often free. I'll run through a few resources that I've looked at, and

hopefully you'll have a chance to explore one or two of them yourself.

Apowersoft Free Online screen recorder at http://www.apowersoft.com/free-online-screen-recorder

This software allows you to record both video and audio on Windows or Mac computers. You can choose full-screen mode, custom screen size or webcam capture — this allows you to capture audio and video directly from packages such as Skype. It's web based, which means that you don't have to download anything at all — simply click 'start recording' and you're up and running. Videos are saved in the WMV format, and can be shared online at once, or edited for a little extra sparkle. It's a robust package with impressive features, especially since it's free!

Google+ Hangout

Google is continually improving the quality of its hangout offering, which allows you to have video chats live with up to nine other people, and one of the options that it now provides is the facility to share a screen with those people. It makes it really easy to talk through a subject, discuss a problem, run a training course and so on. There's nothing to download or install, although to use

the hangout functionality in the first place you do have to run a quick software install, which takes about 60 seconds.

Jing at http://www.techsmith.com/jing.html

This tool gives you a comprehensive set of resources to capture what you see, record what you've done, and you can then upload the recording and share it through email and social media. You are however limited to five-minute videos.

OCam at http://ohsoft.net/product_ocam.php#

This is a piece of software that you download – this may be off-putting for some people, but it's nice and simple. You can use it to capture a single screenshot or record some video. Simply choose the part of the screen that you want to capture, hit record or capture and you're pretty much done. You can then save the resulting output in a variety of formats such as AVI and MP4 and share it on somewhere like YouTube or send it directly to a friend or colleague.

Screencastle at http://www.apowersoft.com/free-online-screen-recorder

This is a basic tool — there's a big red button on the screen and you just click it. This launches the screencast, once you've installed the correct plugin; a Java control app. (This may set the hackles up on some of your technical team, so may not be an ideal solution for everyone.) Once you've done that, you simply select the portion of the screen you want recorded, and if you need audio from your microphone for a narration. Each screencast has a unique URL, together with an embed code to put it onto a webpage or blog. Unfortunately you can't edit the recording, so you

have to get it right first time or live with the errors.

Screencast-o-matic at http://www.screencast-o-matic.com/ is also simple. Just click 'Start Recording' to uh… start recording!

Screenr at http://www.screenr.com/ has been around longer than most of the packages, and there's the comforting knowledge that as well as the freebie version there's a commercial option as well. It's another of the packages that are used directly from the browser window – just click the record button, capture your screen and voice and then share the link. The commercial version allows private screencasts, embeddable recorders on clients support sites and player branding. However, for the vast majority of us, the free version will be more than adequate.

My preferred package is a product called BB Flashback. It's another of the products that you download, but it was quick and simple to install. As with other tools, you can choose the section of the screen that you capture, and I like the fact that you can also record your webcam at the same time, in a variety of different sizes, which allows for a nice personal touch. You can also zoom into part of the screen, annotate the screen and it comes with a really nice editing suite. I like it so much that I actually paid for the commercial version, and it's the tool that I use exclusively now. You can see an example of how it works on my YouTube channel at http://youtu.be/do9POezXUcw (I should point out that I'm nothing other than a satisfied user of the product by the way!)

If you haven't tried doing a screencast I can thoroughly recommend it. It's very quick and simple, and it's actually quite a lot of fun. Also, if you're running quick training sessions, or guiding people through a product, a screencast is going to save you a great deal of time. Give it a go!

Information Management

Martin White

Information Management and CILIP

Over the last few years CILIP has paid very little attention to information management other than a very vague definition on the old version of the website. However over the last year or so significant progress has been taking place, largely due to the enthusiasm of Peter Griffiths and a small group of IM activists who were kidnapped by CILIP and formed into the Information Management Advisory Group. One of the objectives of the Group has been to support CILIP in incorporating information management into its new [Professional Knowledge and Skills Base](#) where you will see references to

- Organising knowledge and information.

- Knowledge and information management.

- Using and exploiting knowledge and information.

- Information governance and compliance

The second objective is to help CILIP prioritise the actions it should take to raise the profile of information management as a professional discipline and to be seen as a thought-leader in this sector.

On 31 October there is going to be an IM Summit at CILIP to provide input into the work of the Advisory Group, which is due to report to Council in early 2014. The programme for the summit has been developed by Sandra Ward (formerly with GlaxoSmithKline and then TFPL) with assistance from the other members of the Group. The programme should be up on the CILIP website by the time this issue of *eLucidate* appears but at present I can't give you a URL. The keynote speaker will be Clive Holtham, Professor of Information Management at City University, and he will be followed by a further eight speakers from the corporate and public sectors and academia. There will be a working lunch and a lot of discussion. I'm acting as Chairman for the Summit.

In parallel the Advisory Group has been developing a list of resources on information management and a short briefing paper on the subject. These will be tabled in draft form at the Summit for comment and then published on the CILIP website.

Attendance at the Summit will be by invitation only, as we want to influence quite a number of senior managers both within and outside the profession. This is not so much a conference as working session of the Advisory Group. However, once the invitation list is finalised there could be some spaces left over and these will be advertised on the CILIP website in the next couple of weeks. We will be asking for a £50 contribution to offset the costs of the Summit.

If you have read my comments in the July and August issues of Update you will have seen that the Advisory Group is very anxious to expand its membership. We have already had quite a number of potential volunteers and if you are interested send an email to IM@cilip.org.uk. Guy Daines is the lead within CILIP but we have also had very active support from Annie Mauger in the development of the Summit and for the work of the Group. The next meeting of the Group will take place in November and will agree a programme of work for the remainder of the project period.

I think that this is a very important area of work for CILIP and the Advisory Group have been very encouraged by the response from the speakers we have invited. I don't think we have had a single rejection slip and many of the speakers have agreed to facilitate discussions around the tables at what will be a very working lunch.

A new book on decision-based information strategies

Decision Sourcing – decision making for the agile social enterprise. Dale Roberts and Rooven Pakkiri. Gower Publishing. 2012. ISBN 978-1-4094-4247-9

My clients and my workshop participants over the last few years will be very aware of my focus on identifying tasks and decisions that have to be made in designing intranets and implementing search. In developing information management strategies I like to work backwards from decision and task analysis to defining what information/data needs to be made available, and how it should best be accessed. In that way the impact on the organisation of effective information management can be positive, immediate and measurable.

However I often feel that I am treading a lonely path in this approach, so was delighted to be alerted to this new book from Gower Publishing. The authors are Dale Roberts (Artesian Solutions) and Rooven Pakkiri (Collaboration Matters). Reading this book has been a delight both because of the content and the style of writing. In addition the authors have combined an almost endless array of case studies (many from the UK) with a very sound knowledge of published research and experience in this topic.

Rather than list the chapters it may be more useful to pick up on just some of the topics

- The relationship between decision making and organisational success
- The real difference between data, information and knowledge

- How the enterprise social graph replaces the organisation chart
- What is missing from decision support
- The convergence of social and analytics for collaborative decision making
- Why social listening is more authentic than questioning and polling
- How the agile social enterprise engages everyone in decision making
- Clearing up the confusion between consensus and collaboration

This list should convey the very broad scope of the book. I especially liked the Seven Interaction Model for decision making and the discussion about roles in decision making in a networked organisation. The authors have provided a good list of references but the inclusion of screenshots from some commercial products (e.g. IBM Connections) does not add value and several of the diagrams look as though they have been lifted from PowerPoint presentations.

My own approaches to decision-based information strategies have been developed pragmatically through consulting projects, and this book has reassured me that others have been taking similar approaches and come to similar conclusions. The authors are not prescriptive in saying "This is what you should do" but provide evidence and insights that will make you think differently about information support for decision-making. Overall this is a book I would strongly recommend to managers with responsibility for making sure that intranet, collaboration, social media and digital workplace platforms deliver value to the organisation.

Martin White is Managing Director of Intranet Focus Ltd

Intranets

Dion Lindsay

The expanding world of intranets

This issue's column brings you up to date on current sources for inspiration and examples of intranets – two of the most frequent concerns raised at UKeiG's Intranets Forum and courses.

Gone are the days when little was publicly shared about intranets, when screen shots were few and far between. Now there's a conference season, prizes are awarded annually for innovation in intranet design, and recent books published on intranets are particularly laced with examples. There's also a small but growing range of YouTube videos showing off the proud creations of intranet managers.

Conferences

There are three big intranet conferences in Europe between now and Christmas.

Interaction Intranet: Exclusively Intranets. 24-25 September 2013. London http://www.intranetconference.com/

Nordic Intranet Summit. 21-22 October 2013. Stockholm http://www.nordicintranets.com/stockholm/

J Boye's Web and Intranet Conference: Turn experience into advantage. 5-7 November 2013. Arhus http://aarhus13.jboye.com/

Whether or not you are able to go to these conferences, you can still of course get inspiration from them. Their websites give a good indication of what were hot topics when the programmes were put together (presumably in early 2013), and mostly still are: mobile, collaboration, SharePoint 2013, content management, social media, and search. Two particularly new topics — in terms of formal sessions are: return on investment for intranets (Nordic Intranet Summit), and user experience design (J Boye's Web and Intranet Conference).

The lead-up to and comments on the conferences can all be followed on twitter (#iic13, #norintra, #jboye13 respectively) and intranet commenta-

tors will of course be tweeting (#dionl for Dion Lindsay).

All told then, an interesting conference season, which all of us should be able to get some benefit from, whether we get to attend or not. Published proceedings are sometimes available, though not as often as pre-digital-workplace days: I will tweet details as I find them and report back on any in this column in the December issue of *eLucidate*.

Prizes

Although it's too late to enter for this year's intranet prizes, there's bound to be a lot to learn and be inspired by in the 2013 awards.

James Robertson of Step Two Designs is in London, facilitating a session on this year's winners of his company's prestigious Intranet Innovation awards on 19 September. The afternoon is being hosted by Intranetters, at 8 Fitzroy St https://intranetters-sep13.eventbrite.com.au. Focus will be justly on three UK winners (Barclays Bank (platinum), Coca-Cola Enterprises (gold) and Arup (commended); the 4th UK winner is Shepperd and Wetterburn (commended)), and all 19 winners are featured in detail in Step Two Designs' report http://store.steptwo.com.au/product/intranet-innovations/

Interact Intranet also holds annual awards http://www.interact-intranet.com/intranet-excellence-awards-2013/. You have to be an existing Interact customer to take part, and awards are presented at their Interaction Intranet Conference at the end of September (see above). If previous years are to go by, the results of

Interact Intranet's competition will be on their blog in October: while they will be Interact Intranet customers, there are likely to be enough details to furnish our professional imaginations.

Awards reports are great sources for examples and screen shots as well as inspiration, so here are a few links to more of this year's awards

Thoughtfarmer's Best Intranets Awards 2013. http://www.thoughtfarmer.com/blog/best-intranet-collaboration/. Awarded at the end of July

Nielsen Norman Group's 2013 Intranet Design Annual Awards http://www.nngroup.com/news/item/2013-intranet-design-awards/ Announced in January 2013

Quadriga University Berlin's Digital Communication Awards 2013 http://www.digital-awards.eu/categories/ Announced on Sept 20 2013.

Books

Of course there are many useful surveys on intranet design and use (a topic for a column early in 2014), but published case studies are still a little harder to come by. A recent book by James Robertson, Essential intranets: inspiring sites that deliver business value, contains 150 screenshots illustrating how to establish the fundamentals and how to deliver business value.

From the same author (James Robertson really does publish a lot of good material on intranets!) is the full report of this year's Intranet Innovation Awards, and (significantly for sheer numbers of high quality case studies) a bundle of all winners

over the seven years' existence of the awards http://store.steptwo.com.au/product/intranet-innovations-bundle/. At Australian AUD$89.00 and $189 respectively, and a current exchange rate of AUD$1.72 to £1.00, these may be affordable for your employer if they are keen to proceed with intranet design on a strong evidence base.

Videos

Increasingly organisations are using YouTube to publish introductions to their intranets for their employees. One such, very well produced, video, is by Marie Curie for its intranet at http://www.youtube.com/watch?feature=player_embedded&v=SNAsIShWOR4.

As well as providing us with as live an example of an intranet as we are likely to find in the public domain, this is a good example of how to use video as a training and induction tool for intranet users.

Round-up

All told then, the current source base for examples of intranets is lively and innovative. I hope to bring you more examples in future columns. Meantime, if you have instances you would like me to link to, please email me at dion@dionlindsayconsulting.com, and mark the email *ELucidate*. Reactions to anything published in the column, and suggestions for future topics, will be very welcome at the same address.

Dion Lindsay is Managing Director of Dion Lindsay Consulting Ltd

Online

Joy Cadwaller, Aberystwyth University (Aberystwyth Online User Group). Please send your submissions for the next edition to jrc@aber.ac.uk

BiblioBoard Library

Here's something I'm looking forward to trialling! JISC Collections and Bibliolabs have partnered to offer BiblioBoard Library, comprising a collection of 14,000 e-books and a selection of primary source content, a creator tool where libraries can share their digitised special collections, and an add-on module from the British Library on the 19th Century. One year subscriptions are available to HE via JISC Collections, and users at subscribing institutions can access the resource on their portable devices via the Apple App Store, Google Play or on the Kindle Fire HD.

Cengage Learning

Within days of reporting the launch of their Daily Mail Historical Archive 1896-2004 in June, Cengage Learning filed for bankruptcy protection. The announcement on their website highlights for Gale customers the security of content via the Portico archive. This article by Nancy K. Herther in Against the Grain tracks the takeovers preceding the launch of Cengage Learning and how they came by their corporate debt.

Digital public library

Bexar County Digital Library in Texas, the first digital public library in the US, opened on September 14th. Their website says they have 800 e-readers, 200 pre-loaded for children, plus computers, laptops and tablets. Patrons will be able to borrow e-readers or use their own kit to gain access to approximately 10,000 titles. This column reported in September 2010 when the first digital academic library opened at the University of Texas.

Getty Trust

The Getty Trust have made more than 4,600 images from the J. Paul Getty Museum available to use without fee or restriction, via their [Open Program Content](#). As noted in their [press release](#), the images are high resolution, and include paintings, manuscripts, photographs and decorative arts. The Getty is extending the Open Program Content to include more images and knowledge resources from their special collections and field projects worldwide.

National Library of Wales

The Boston Manuscript of the Laws of King Hywel Dda of Wales has been made available to view online by the National Library of Wales (NLW) at Aberystwyth. In partnership with the Heritage Lottery Fund, Friends of the National Libraries and the Welsh Government, the rare 14th century manuscript was purchased through auction for more than half a million pounds. It has been painstakingly repaired and rebound, and digital images of the pages can be viewed on the [NLW website,](#) together with more information about the restoration and a video of the unbinding process.

Open Access

The House of Commons Committee on Business, Innovation and Skills published their [report on Open Access](#) in two volumes on September 10th. It is critical of the Gold open-access approach taken following the Finch report in July 2012. The chair, Adrian Bailey MP, [commented](#) that "Government and RCUK have given insufficient consideration to the transitional period and the vital role of the Green route". Amongst a number of recommendations, the report calls for the reinstatement of the immediate deposit mandate by the RCUK, embargo restrictions (maximum six months for STEM research, 12 months for HASS) and a VAT reduction on e-journals. Adrian Bailey also recognises the financial pressures on universities paying for both journal subscriptions and APCs.

Open access

David Ball

The Pendulum Swings?

Considering recent reports on Open Access (OA), we might echo Claudius: "When reports come, they come not single spies But in battalions".

The first appeared at the end of August, when the European Commission issued the report of a study undertaken by Science-Metrix, snappily entitled *Proportion of Open Access Peer-Reviewed Papers at the European and World Levels 2004-2011*. According to the Commission "this new research suggests that open access is reaching the tipping point, with around 50% of scientific papers published in 2011 now available for free".

One may quibble about the importance of this proportion: can it really be seen as a "tipping point", and what does that actually mean? It seems to imply that there will now be an avalanche of OA articles. However one can see in this proportion the success of the work of the tireless Green OA advocates such Stevan Harnad, and the resulting growth of institutional repositories and mandates and backing from research funders, which will continue organically.

The report is important because it shows the proportion of OA articles to be double that established in previous surveys. It draws attention to the differing growth rates of Green and Gold OA, with Gold far outstripping Green at 24% per year, "which means that the number of gold papers doubles every 2.9 years". However, Gold OA is starting from a very low base, and while, as the report acknowledges, the impact of Gold should be closely monitored in the future, one cannot at this juncture predict an avalanche of Gold.

Indeed, as suggested in my last column, the pendulum seems to be swinging back towards Green OA. A second report, published in September by the Business, Innovation and Skills Committee as a result of its investigation of OA, agrees that the ultimate goal should be Gold OA, but holds that the Government is "mistaken in focusing on Gold as route to full open access" as outlined in the Finch Report.

The conclusions and recommendations of the BIS Committee report include:

- Support for the existing and world-leading infrastructure of institutional repositories and for immediate deposit mandates;

- Placing an upper limit of six-month embargoes on STEM subject research and up to 12 month embargoes for humanities and social-sciences subject research;

- A call to the Government to mitigate the effect of universities having to fund a significant portion of the costs of Gold OA.

The question of course is what practical effect the report will have. The Committee has no executive power. However the report notes that "the Minister for Universities and Science and members of the Finch working group are due to meet in September 2013 to assess impact and progress of open access policy" and calls on the Government to "fully consider and address the conclusions and recommendations set out in this Report".

Watch out for the next *ELucidate*.

David Ball, former Librarian of Bournemouth University, is a consultant specialising in aspects of higher education

Cloud Computing

Martin De Saulles

Recent News

Perhaps one of the most important stories in cloud computing during the last several months has been the revelation that the National Security Agency (NSA) in the US and GCHQ in the UK have been able to decode encrypted data sent over the Internet. According to the *Guardian* (http://www.theguardian.com/world/2013/sep/05/nsa-gchq-encryption-codes-security), these organisations have been covertly working with major technology companies to insert backdoors into commercial encryption software, allowing them access to what users thought were secure messages and data. This revelation raises a number of disturbing questions about how much encrypted data the NSA and GCHQ have decoded and stored, what they have done or intend to do with it and, more importantly, how can we trust that our data in the cloud is safe. The agencies would argue that their efforts are in the interest of national security but as Bruce Schneier, an encryption specialist and fellow at Harvard University, argues in the *Guardian* article, "By deliberately undermining online security in a short-sighted effort to eavesdrop, the NSA is undermining the very fabric of the Internet." Whatever the pros and cons of these revelations, it has probably made persuading large organisa-tions to move their IT functions to the cloud a harder sell for vendors.

However, these vendors might take heart from research reported in Forbes (http://www.forbes.com/sites/louiscolumbus/2013/09/04/predicting-enterprise-cloud-computing-growth/) that claims global spending on cloud computing will grow at a compound rate of 36% to 2016, when spending will reach $19.5 billion. The largest sub-area of spending over the next 12 months is on internal private clouds which, bearing in mind the NSA/GCHQ story above, might be safer than trusting it to public cloud infrastructure.

A virtual filing system

You've probably heard of Evernote and maybe even use it. If you have not tried this information capturing and storing device, then I strongly recommend you give it a go. I've been using it for about four years, and it has gradually become the key place where I store digital documents, write down ideas, plan classes that I teach as well as more mundane tasks such as shopping lists and recipes. I wrote this column on Evernote. Think of it as a virtual filing cabinet in which you can create folders (or notebooks as Evernote calls

them) and within those individual notes. You can also attach PDFs, Word documents, PowerPoint presentations and images (and many other formats) and Evernote will index the text of those files to allow efficient searching and information retrieval. The ability to allocate tags to individual notes complements the notebook structure and, if used properly, allows notes to be retrieved across multiple notebooks. The four things I value most in Evernote are:

1. Evernote software can be installed on PCs (PC or Mac) allowing a local copy of notes and attachments to be kept onsite. The more you upload to Evernote, the more important this is as even if the company disappeared tomorrow, you would still have all your data. This hybrid cloud model works well and allows the synchronisation of data across multiple machines. I have Evernote software installed on my home and work PCs, so I have an extra level of redundancy as my data is stored on two machines in different locations as well as on the Evernote servers;

2. Because all your data is synchronised to the Evernote cloud, you have full access to all your data via any web browser. I know some people who do not use the PC software at all and only use Evernote from their browser and smartphone;

3. The text recognition works very well and even uses OCR on image files. I am amazed how accurately Evernote recognises text on handwritten notes which I have photographed with my phone and uploaded via the Evernote Android app (there is also an app for iPhones);

4. The smartphone apps are very well designed and provide full access to all your Evernote data. The ability, mentioned above, to take photos via the app and instantly upload them to Evernote works well as does the voice memo functionality which I have used a lot to capture ideas when out and about.

The basic Evernote service is free, but for £35 a year you can upgrade to the premium service, which offers advantages such as note sharing, faster indexing and better searching within documents. In June 2012 the company claimed it had 34 million users, with 1.4 million of those paying for the premium service. Even if you only use it as a place to store and index PDF documents, I would argue it is worth the annual £35 as you would have all your files backed up and accessible from any browser.

Martin De Saulles (www.mdesaulles.net) is Principal Lecturer in information management at the University of Brighton

Meeting Review: Getting to Grips with Developing and Managing ebook Collections

Reviewed by Susan Pilcher

UKeiG's course *Getting to Grips with Developing and Managing ebook Collections — an Introduction* was a highly informative and useful event. The course was presented by Ray Lonsdale and Chris Armstrong. I was hoping to find out some of the issues involved with eBooks, as I felt I had a limited knowledge and understanding. The day really did address my needs.

The day began with a discussion as to what an eBook is. After some discussion, it was concluded that an eBook is more than simply an electronic book. It can be a digitised version of a print book, available in different formats, or it can be digital born, that is, never having existed in print form. One thing we can say for sure about the eBook is that it is meant to be read on a screen, and we had a brief discussion about the types of devices used and the differences between them.

The course looked at different eBook providers and trends in publishing. EBook publishing began with commercial publishers, in particular university presses in North America in the mid-1980s. An interesting new development by some publishers is that users can create their own eBook. This involves bringing together several chapters from different textbooks. Some publishers are now looking to license their eBooks directly to students. There are different types of eBook providers: they comprise publishers, aggregators and bookshops. We also looked at a range of free eBooks.

Following on from this discussion, we had a practical hands-on session where delegates were able to explore the different eBook providers and their eBooks. Particular attention was paid to the different interfaces and their ease of use. We then discussed how our users may find the different interfaces.

The course then focussed on licences and some of the types of access different suppliers provide. This was all very enlightening, as eBooks may be accessed by purchasing them, by subscription or through a form of ownership. The latter involves buying credits, which are used each time the book is accessed. It was interesting to consider the legal issues involved when obtaining eBooks in terms of the licences. Questions were raised as to what can go wrong, what happens when a publisher goes out of business, and what then happens to the library's eBook supply?

EBook accessibility was considered, and we looked at how they are displayed on the OPACS and whether there are links on the library website etc. It was stressed that eBooks need to stand out and be accessible to our users to ensure that they are being used. As well as ensuring the eBooks are accessible, we were told to remember the importance of marketing and promoting eBooks. Various methods were discussed for libraries, such as splitting up induction sessions so that students aren't told about everything in one go. In theory, by having separate sessions on different resources, the students will be more receptive,

posters, surrogate eBooks on the shelves, using QR codes, etc. Academic staff, publishers, aggregators and official bodies also have a role in this area.

This course was exactly what I was hoping for. Chris and Ray didn't assume we had a vast knowledge as the course was an introduction. They made sure they gave delegates the opportunity to ask for clarification on certain points before continuing. I now have a much better understanding of a variety of issues surrounding eBooks, and it was an enjoyable and informative day.

Meeting Review: School Library Association Weekend Course

21-23 June 2013, Hilton Hotel, Belfast

Reviewed by Karen Lilliman

I am a part-time school library assistant and MA student, and this year's course was my first opportunity to attend a School Library Association event. The conference programme included a number of optional sessions; this report outlines my reflection on the workshops that I attended.

A breakfast session led by Joyce Martin from JCS Resources considered government changes to post-16 education and their implications for those of us who work in school libraries. Joyce explained that new funding rules require sixth form students to be in school for a minimum number of hours, and include a duty on teachers to set work that can be studied 'independently'. Such changes increase both the challenges and opportunities facing school librarians. Whilst the changes relate to sixth form, the need to create 'independent learners' applies to all young people and is an issue that Ofsted consider to be of importance. Group discussion followed on how we define

'information literacy' and the skills our students need to become information literate. The speakers in this session argued that librarians should develop students by focusing on research skills from an early age, encourage teachers to be more demanding about referencing and promote an online library that includes a mixture of free and subscription material from trusted sources.

From the main conference programme, I attended a workshop called 'Enriching Reading for Pleasure' led by Joy Court. This session looked at Carnegie book award shadowing, and presented research findings from a project that investigated the impact of the scheme on young people. Joy started the session by introducing the idea of Carnegie shadowing, and then went around the room allowing each person to share their own knowledge and experience of the topic. It was refreshing to hear that every delegate had something unique to offer to the discussion. This

ranged from people who had never taken part (including me!) to others who had led Carnegie sessions for many years. Some librarians chose to use Carnegie with a pre-existing book group, while others used it to create a new group. Workshop discussion included using Carnegie to create a staff-student group that was non-hierarchical. Carnegie allows staff to experience the books as readers and can be a good way of creating a whole school reading culture. I concluded that what works well in one school may not work well in another, although Carnegie is designed to be flexible. Students don't have to read all of the books, and overall the scheme is a very positive thing to be involved in.

My second optional session was called 'Kind-letastic' and was led by school librarian Adam Lancaster. It set out to explain 'how utilising ebooks and new technology can improve reading and writing attainment'. As somebody who has never used ebooks in the workplace, I was very keen to see a successful model of ebook lending. In this respect, my expectations weren't met. What followed, however, was a thought-provoking workshop that left me feeling inspired about the huge potential within the school library profession to have real impact on pupil development.

Adam's presentation described the way in which he uses pre-existing data alongside a year seven survey to measure students' attitudes to reading. The first part of the session was devoted to explaining the 'science of reading' and by using a series of audience participation tasks, Adam explained that reading comprehension relies on an ability to combine ideas in a passage rather than simply accessing each idea on its own. For weak readers, this can be problematic as they struggle to identify ideas in the text and the relationships between them. Adam argued that at secondary school level we should disregard phonics in favour of word recognition, and that this could be achieved through targeted literacy intervention. The remainder of the presentation detailed a ten-week intervention programme that used technology (including ebooks and Nintendo DS) to improve students' reading attainment. The programme appeared very simple in structure, but had produced measurable results. Students were selected and invited to an initial interview followed by a reading and comprehension test. The programme was explained to the pupils before they worked with the librarian to choose a device on which they would read. When the device had been chosen the librarian worked with each student to choose the right book. The students read the books on the devices, one book per student over ten weeks. Use of technology helped to break down barriers and students were challenged to read independently. Many students chose to continue reading at home as they had developed the habit, ability and want to read. All students were assessed at the end of the programme, and the minimum improvement in reading age was 18 months.

The conference ended with a panel debate on the topic: 'Are e-readers the death of the physical book?' On the panel were Duncan Wright (@litforlads), Bev Humprey (@libwithattitude) and Adam Lancaster (@dusty_jacket). A very lively debate took place for over an hour, with many contributions from across the room. As a school librarian who is not using e-readers in the workplace, I was keen to hear from other delegates who have had success with ebooks. In the debate, Adam advocated the use of ebooks, but he was

keen to stress that although he does use Kindles with students, he doesn't loan ebook content. Duncan's contribution to the debate included the invitation for somebody to show him a legal method of ebook lending that was cost-effective for schools. From the lack of responses on the day, I feel that such a method is not yet ready. Bev and others pointed out that school LMS suppliers are currently working on ebook platforms, but for many schools, the platforms available on the market provide more questions than answers. If I purchase your ebook platform, do I own all of the content on it? What are the ongoing subscription costs? What happens to my content if I cancel my subscription? What is the time delay between (physical) book publication and ebook availability? Do ebooks offer value for money? Are ebooks compatible with all devices? I left the debate feeling keen to explore these issues further, but satisfied that any decision not to rush into purchasing ebook content for schools was a decision well made.

Karen Lilliman is a school librarian based in York

Umbrella 2013: a student perspective

2-3 July 2013, Manchester University

Archana Deshmukh, University of Brighton

A student perspective of the CILIP Umbrella 2013 conference, focussing on some of the common themes discussed by the speakers and delegates.

In March of this year I was delighted to receive a bursary from UKeiG towards the cost of attending CILIP's Umbrella conference in Manchester on 2-3 July 2013. This biennial event brings together librarians and information professionals from a range of sectors, and aims to highlight the impact of good practice and promote innovation.

According to delegates who had attended previous Umbrella conferences, there was a marked difference in the approach used to organised this year's event. Firstly, instead of requesting submissions through the CILIP sub-groups, the conference organisers had put out a general call for papers. Secondly, the conference featured speakers from beyond the library profession. This meant that there was an interesting diversity in the style, content and viewpoints expressed at the event.

The presentations were grouped under four strands: "Future Skills and Future Roles", "Information to Best Support Society", "Beyond Information Matters" and "Partnerships for Progress". Over the course of the conference, I was interested to note that a number of sub-themes seemed to be echoed across all four strands. Instead of summarising the content of the presentations which are available via this link: http://bit.ly/14GqLeS, I will therefore focus on discussing my perceptions of these sub-themes.

A blurring of the boundaries between digital and physical library services

The impact of digital technologies on the information environment was viewed from different professional perspectives, including media production and software development. However, the

opening keynote speaker for the conference was Roly Keating, CEO of the British Library. He highlighted how the organisation is embracing opportunities to widen access and enjoyment of its existing physical collections, content and expertise, through digital projects such as its Sounds Archive. Moreover, he discussed the opportunities that the digital environment presents for creating new collections, as demonstrated by the project to archive the personal emails of the poet Wendy Cope. This positive view of digital technologies was somewhat contrasted by a discussion following a presentation by Ka Ming Pang about #UKLibchat, a discussion forum on Twitter for librarians. Some delegates expressed concern about using social media in the workplace, seeing it as a predominantly social rather than a professional activity. However, the debate session entitled "Where Does the Internet End and the Library Begin?" highlighted how today's information environment has no defined boundaries; users now act as creators, sharers and archivists. In order to meet their requirements, information professionals need to be engaged with the full range of physical and digital information sources adopted by users. This was aptly demonstrated by Suzanne Tatham of University of Sussex, who has integrated the use of Twitter in the teaching of information literacy to undergraduate students.

Adapting to a changing economic climate

Although it can be argued that the information environment is constantly evolving and that information professionals are frequently early adopters of new technologies, the economic recession has focussed attention on the need to review and update the skills required in a competitive job market. Thus, Karen McFarlane, Government Head of Profession, Knowledge & Information Management, discussed how the role of Knowledge and Information Management (KIM) has changed over time, and explained how the KIM remit now includes newer areas such as information architecture, data management and information rights. Janice Lachance, CEO of the Special Libraries Association in the US (and a former Cabinet Member of the US Government under Bill Clinton), echoed this issue by advising librarians to consider broadening their career paths by making use of sought-after analytical and data management skills beyond the library sector. Both speakers emphasised the need for staff to actively promote information services and demonstrate their value and expertise to senior management by aligning service objectives to those of the organisation. The speakers' sound advice was inspiring on a personal level, although their words provided little comfort to staff working in the public libraries sector, where despite the evident need for the provision of information services to the public via a community hub, library services are being eroded due to cutbacks in funding. This issue was raised after the presentation by Keri Gray, Consultant from Sue Hill Recruitment, who discussed strategies for "Managing Change and Changing Mindsets"; delegates expressed concern about adapting willingly to changes that diminish a service rather than enhancing it.

Collaborative practice

A number of presentations highlighted projects where collaboration has led to the development of innovative and relevant services. For example,

Ruth Carlyle, whose role at Macmillan Cancer Support currently includes that of Acting Head of Information, discussed the partnership between Macmillan, NHS Choices and public libraries, with the aim of supporting the creation of personalised information prescriptions. This user-centred initiative also benefits participating information services by providing opportunities for sharing knowledge and expertise from their respective areas. This form of inter-service collaboration can increase the perceived value of information services amongst stakeholders. The joint presentation by Victoria Treadwell, Clinical Librarian and Dr. Girendra Sadera, Consultant in Critical Care & Anaesthesia at Wirral University Teaching Hospital NHS Foundation Trust, was an example of a working collaboration which exists in a number of NHS hospitals, whereby the Clinical Librarian (CL) is integrated into a clinical team. The CL undertakes a range of activities which can include providing information on ward rounds, researching guidelines, supporting staff development and supporting funding bids. Although clinical librarianship has been as aspect of NHS library services since 1978, it is the active promotion and championing of the CL role by a senior clinician that has led to the recent coverage in the national media, and contributed to a wider understanding of the role of information professionals in the health sector.

Successful, localised initiatives

The conference highlighted a wide range of innovative practices being undertaken by academic, legal, health and government information services in the UK. Within the public libraries sector, it was clear that librarians continue to play a key role in the community, as demonstrat-

ed by a number of initiatives, such as the project run by Surrey County Council Libraries for people experiencing or surviving domestic abuse, which won the CILIP Libraries Change Lives Award for 2013. It was evident that despite straitened economic times, information professionals continue to provide innovative, relevant information services to their users. Nevertheless, as a newcomer to the profession, I was concerned that many of the initiatives were local in nature and that the longer-term aims of some projects seemed to be unclear. It may be that a more cohesive and focussed approach to the advocacy of library and information services at a national level may lead to less fragmented initiatives.

Benefits of attending the conference

Attending the 2013 CILIP Umbrella conference was an opportunity for me to hear about and reflect upon best practice from experienced information professionals in the public, private and not-for-profit sectors. Moreover, it enabled me to gain a greater understanding of some of the issues and viewpoints regarding the current and potential future of the information profession. It is certainly the case that the overview I have gained from attending the conference, has served to contextualise the research project that I am undertaking in a health library. I therefore hope that my experience of the conference will contribute towards the library service's ongoing development.

Many thanks to UKeiG for enabling me to attend the 2013 CILIP Umbrella conference.

Archana Deshmukh is an MA Information Studies student at University of Brighton, currently on

placement with the Library and Knowledge Service at Brighton and Sussex University Hospi-   *tals NHS Trust.*

Umbrella 2013: another student perspective

2-3 July 2013, Manchester University

Evelyn Webster, Manchester Metropolitan University

The CILIP Umbrella conference for 2013 took place at Manchester University on 2nd and 3rd July, and I was able to attend thanks to a UKeiG grant. It was a packed conference programme, with a huge variety of sessions, and some excellent guest speakers. The delegates were all very friendly — as you'd expect from librarians! — and it was great to chat with people I'd met in other settings; during my trainee year in Oxford, at LibraryCamps, and on my work placement at Manchester Public Libraries. Some of the students on my course from MMU had also received grants to attend, so we could compare notes on different sessions at break times, and agonise over which to attend next.

There was so much choice within the parallel sessions that it was very difficult to decide which to go for! I felt I made good choices though; I certainly took a lot away from the ones I saw. My favourites included Simon Barron's talk about the importance of being a cyborg librarian, and developing your 'techie' skills to reduce your library's reliance on IT departments (http://www.slideshare.net/simonxix/rise-of-the-cyborgs-the-growth-of-librarianit-hybrids). As information providers, we have to be able to break down the technological barriers to access what users experience, so if we can combine librarian knowledge of e-resources, metadata and licensing with IT skills such as programming, coding and web design, we can future proof ourselves, *and* offer more streamlined service to users.

Another presentation I felt was excellent was Jo Alcock and Annmarie Lee's talk about collating research on using mobile phone technology in libraries (http://www.slideshare.net/joeyanne/umbrella-2013-alcock-and-lee-23701486?from_search=3). The rapid pace of change makes it hard to justify investing in particular technologies, and around the country there are lots of libraries experiment-

ing with small projects such as apps, QR codes, or SMS. The compiled research on these projects provides a one-stop shop for finding ideas and details of how to accomplish tasks such as inducting new users or accessing e-resources using mobile technology.

Jonathan Bamford, head of strategic liaison at the ICO, described some of the upcoming changes to data-protection laws, a talk that was particularly interesting for me, as it followed on from a module I had taken about the Internet and the law. Essentially, the updated laws should give individuals more control over and more access to the information collected about them, but there are concerns about the increase in data market-ization at an individual level, and the possible exacerbation of the 'data divide' between those with access to their data profiles, and those without.

Geoff White's talk was a fascinating and enter-taining insight into Channel 4 news production (apparently there's a lot more caution and quiet concern than in Aaron Sorkin's *The Newsroom*). The parallels between how TV news and libraries function were striking; we both compete with the Internet for people's interest, but our advantages are that we are trusted to provide well re-searched and accurate information without requiring people to wade through a maze of choices and information overload to find it.

The drinks reception at MOSI (Museum of Science and Industry) was lovely. It's a brilliant museum, and a very good setting to show off Manchester's history. The Libraries Change Lives award was inspiring, and really made me realise that public libraries should be as much of a social club, youth

group, town hall, health centre, job centre, and education college as possible (http://www.cilip.org.uk/news-media/Pages/news130703a.aspx). With increas-ing numbers of libraries becoming 'community managed/run/supported' (a topic of several sessions at the conference), librarians are worried that public libraries' focus will shrink back down to just the collection. Phil Bradley phrased it well in his closing speech; libraries don't collect cookery books, they help people cook. They don't just support reading or studying, they support everything the community wants to do.

On a final note, I was lucky enough to win one of the prizes on offer from the suppliers exhibiting at the conference; a 'quick picks' unit from FG Library Products. As I'm currently not working anywhere, I donated it to my local library – which happens to be the first library I ever worked at, back when I was fifteen and a Saturday shelver. They were very pleased (if surprised) to have the

new unit, and it's now helping to display their 'crime scene' promotion.

References

Jo Alcock & Annmarie Lee 'Putting research into practice': http://www.slideshare.net/joeyanne/umbrella-2013-alcock-and-lee-23701486?from_search=3

Simon Barron 'Rise of the cyborgs': http://www.slideshare.net/simonxix/rise-of-the-cyborgs-the-growth-of-librarianit-hybrids

Libraries Change Lives award winner: http://www.cilip.org.uk/news-media/Pages/news130703a.aspx

Evelyn Webster is a postgraduate student at Manchester Metropolitan University studying Library and Information Management.

Figure 1 The new display unit in situ at Congleton Library.

The Accidental Series: an interview with John Bryans, Information Today

John B. Bryans, publisher of The Accidental books (including The Accidental Taxonomist and The Accidental Law Librarian) at Information Today talks to Michael Upshall about the series and how it came about.

How did the series begin?

We launched this series in 2003 with two titles: *The Accidental Systems Librarian* by Rachel Singer Gordon (released in a second edition in 2012, by Nicole Engard with RSG), and *The Accidental Webmaster* by Julie Still. The series (which is now up to ten titles) has sold so well, that if an author comes to me with a proposal that fits the series I will often suggest we make it an "Accidental" book. It's likely to sell 10%-30% more copies than done as a single, non-series title.

Where did the term "accidental" come from?

The idea is fairly obvious and we are not the originators of the concept. A lot of people think of Anne Tyler's *The Accidental Tourist*, but books with "accidental" in the title go back well before that wonderful novel. Rachel Gordon, who was editing our library titles at the time, came to me with the idea initially, as a single book. I have always been a series maven (there's a story there

going back to the start of my career as a fiction editor in 1979) and with our "Super Searchers" series winding down the time seemed right to try something new.

The most recent title is *The Accidental Law Librarian* by Anthony Aycock, and it's terrific. Also a perfect example of an area of librarianship where a librarian might not have expected to land, but did. There is a strong career aspect to these books: many copies are purchased by readers looking for new work within libraries, often because they find themselves between jobs and consider it an opportunity to try something a little different.

What is the best-selling title of the series?

The Accidental Library Manager by Rachel Singer Gordon, published in 2005, is our bestseller in the series to date. However, it faces stiff competition from Heather Hedden's *The Accidental Taxonomist* which we published in 2010 and is still going strong. This one surprised me!

The series title "accidental" suggests a down-to-earth approach with immediate practical ideas for the reader. Is this the reason for its success?

A big part of the appeal of this series, no doubt, is the sense of accessibility the title quickly conveys. As to the broad range of other titles that are available, the library publishers I'm aware of generally seem quite on top of what their readers want (credit for which goes mainly to the writers we work with — those info pros who tell me their motivation for writing a book is to create the resource they would have liked to have when they were just starting out in a given role) but we can definitely do a better job helping readers make wise choices in what they read.

The Web has certainly helped — Tables of Contents and sample chapters are now widely available, and reviews are increasingly accessible online, at no cost. But competition is fairly intense, and professionals are struggling more than ever to keep up with what they really need to know (there's so much pressure to stay current), thus, we as publishers need to be as clear and honest as possible in regard to what our books are, and aren't.

The Accidental series now comprises ten titles. Do you have ideas for more titles?

Eventually, as happened with our "Super Searchers" series, we may start to run thin on topics that have broad enough appeal to warrant a book. At this point, there are still plenty of ideas we haven't tackled yet; there are some obvious topics I've been thinking about, but I'm most interested in hearing from information professionals who have gone into "accidental" career areas and want to share their experiences.

It is refreshing to find a genuinely readable and practical guide in a series of information science titles. Are all the Information Today book titles aimed at providing practical advice?

Thanks so much for saying so! I think it's fair to say that Information Today, Inc. has always emphasized practical content designed to help information professionals on the job and in their careers; this can be seen not only in our books, but in our periodicals, reference products, and conferences. That said, there is an established and *growing* need and interest in information science theory, and we're pleased to play a role in disseminating theoretical and applied research through a series of books we publish on behalf of the Association for Information Science & Technology.

The Accidental Taxonomist is reviewed in this issue of eLucidate. Other Accidental… titles can be found at the Information Today website, http://books.infotoday.com/accidental.shtml

Book Review: The Accidental Taxonomist

Reviewed by Michael Upshall

Hedden, H., 2010. *The accidental taxonomist*, Medford, N.J.: Information Today.

Heather Hedden has written an excellent introductory manual for anyone involved in setting up, running or expanding a taxonomy or thesaurus. Unlike many books on the subject, this is one for the practitioner, based on lots of practical experience — as Patrick Lambe describes it in his foreword, "this is taxonomy from 100 feet".

Hedden very helpfully does not get too doctrinaire about the distinction between taxonomies, thesauri, and other classification systems, nor about the many and varied capabilities of taxonomy software. This is helpful, because in most cases nowadays a combined approach is used to ensure the classification adopted has the greatest possible value. It turns out when looking in detail at taxonomy software, for example, that many of the products available have modules that achieve similar goals, although of course they might all be labelled differently.

Hedden is also sufficiently aware of what is going on in the world to have looked at taxonomies in a wider context. She explains, for example, the difference between the term "thesaurus" in Roget's Thesaurus, and that used today often for machine-based indexing and searching.

One of the difficulties Hedden faces, paradoxical for a subject area that is based around classification, is that there is so little agreement on terms. It is not too difficult to define what a taxonomy is or does; this is handled in the first chapter, identifying three functions:

1. Indexing support

2. Retrieval support

3. Organisation and navigation support

But Hedden hits some problems in the following chapter, Creating Terms, since the term "concept" is described as being "any of node, object, individual, entity, instance, cluster, wordset or taxon" – an indication of the confusing lack of agreed terminology in this area. With this many terms it is not surprising that taxonomy is seen as a forbidding subject. Hedden sensibly opts for a single term within her book, and where there is a standard around, such as Z39.19, she refers to it.

Nonetheless, once a term and its usage has been agreed, you find later in the book different

interpretations and usages start to creep in. For example, we are told that Z39.19 mandates the use of lowercase for terms in a thesaurus ("apples", not "Apples"), and no inversion ("commercial loans", not "loans, commercial"), but in chapter 6, where she discusses indexing by hand, she recommends adding plenty of phrase inversions to facilitate retrieval. The problem is not that Hedden is inconsistent, but that this is an inconsistent body of practice with very little standardisation. Effective use of taxonomy often seems to be to use multiple methods, which may not always be consistent with each other.

One reason for the lack of standardisation is because the field described in the book is so vast. *The Accidental Taxonomist* includes creating the navigation for a website, which might comprise only a handful of terms, but also examines the compilation of monster subject-domain thesauri such as Inspec, which will have hundreds of thousands of terms in a tightly controlled hierarchy, as well as upstarts such as faceted searching, which has become the indexing of choice for many e-commerce websites. The methodology for creating and managing taxonomies for each of these three areas will vary widely.

I suspect the book will be valued for two things in particular: first, it provides practical guidance from someone who seems to have turned her hand to most aspects of taxonomy creation. For each process, there is a recommended procedure, which users can adopt or not as they choose, but which nonetheless provides a considered framework the reader can use in developing a plan.

The other benefit is her very clear and objective comparison of human-based and machine-based indexing. Advocates of each system seem to spend their lives complaining about the other, but the truth is as so often happens somewhere between the two. Chapters six and seven compare manual and automatic methods of indexing and cover the many and varied tools now provided by taxonomy software companies, including (but not limited to) automatic categorization, entity extraction, applying business rules, even, with some software tools, automated taxonomy generation.

The book also mentions ontologies, although it would be fair to say that the book is not really a guide to what ontologies do. This is unfortunate, since ontologies are transforming the way that content is indexed and retrieved, and they have introduced such a major change in the way that taxonomies are created and managed that (as they say) things may never quite be the same again. It may seem simply a case of changing the label from "taxonomy" to "ontology", but there are some fundamental differences between the two, and this "creative disruption" has already transformed the taxonomy software market.

Overall, it is difficult to imagine anyone, even an experienced taxonomist, not finding something of value in the book. This is well worth reading, and in fact Heather Hedden's blog (http://www.hedden-information.com/blog.htm) continues this impartial and informed tone admirably to cover the three years since the book first appeared.

Book Review: Organizing Knowledge

Reviewed by Michael Upshall

Lambe, P., 2007. *Organising knowledge:* taxonomies, knowledge and organisational effectiveness, Oxford, UK: Chandos.

Patrick Lambe has established a reputation for his work on taxonomies in the last few years; this summer (July 2013) he gave the keynote address to the ISKO UK annual conference in London. So a book by him is approached with some anticipation.

Organizing Knowledge, although it would appear to cover a similar territory to Susan Hedden's *The Accidental Taxonomist*, has in fact a very different approach. Lambe's book is an intriguing combination of two separate approaches, which could almost be two separate books. One approach is examining organisations, based around the thesis that taxonomies form part of an effective organisation structure (and no practising taxonomist would disagree with that statement!). The other approach is a more conventional practical guide to creating and maintaining taxonomies. The two approaches are quite tightly enmeshed throughout the book: for example, advice on how to build a faceted taxonomy is contained in the chapter describing the concept

of facets. I suspect that readers interested only in the practical details will find some of the theory rather challenging. Senior managers who want to be convinced of the value of taxonomies will not be interested in the how-to details, while for readers who want a practical guide to developing a taxonomy for a specific purpose, much of the book is not relevant.

Taxonomies are one of the most taken-for-granted organisational skills, and it is a credit to Patrick Lambe that he tackles the considerable challenge of persuading senior management of their importance. However, senior managers are not the ones who build the taxonomies, and while the book answers the question "why", it as a result leaves some gaps in the "how". There is an extensive discussion of real-life examples, such as the tragic Victoria Climbie affair, but however important issues such as these may be in social and in cultural terms, they are not directly relevant to the building of a taxonomy. Lambe, for example, doesn't mention a single software package by name.

While the real-life examples are compelling and highly informative, such is the emphasis on

persuasion and justification that I feel at times some opportunities for practical advice are neglected.

In fact the book is an impressive concatenation of great insight (this is clearly an author who has thought long and hard about classification), but it is combined with some quite challenging theory that has marginal relevance to a practising taxonomist. You cannot but be impressed by an author who cites such a range of sources in the context of a taxonomy book, right back to ancient descriptions of how to memorise things by classifying them. But perhaps on second thoughts, these references are not so helpful. For example, a diagram (fig 3.3) showing how in an organisation, taxonomies are just one of several interrelated elements by which organisations work, may be very true, but will be of little assistance to a taxonomist, or of little practical value. Similarly, a lengthy case study about SARS concludes: "The SARS case illustrates one of the dangers of strong taxonomies." While the SARS affair demonstrates clearly the advance of medical knowledge, it is not clear from this example how a taxonomist should resist building an excessively strong (or excessively weak) taxonomy without defining what is meant by these terms; the example needs to be more relevant to be of practical use. There are repeated references to terms such as "base", "fundamental", for example "base category", without explaining how these base categories might be arrived at.

A case study of Unilever brands has the moral: "Above all it should demonstrate that there is plenty of work for taxonomists beyond information retrieval". This is almost trite, and comes dangerously close to those fashionable marketing slogans common today, for example a baker claiming "we are more than just bread". A campaigning statement like this is a call to management, not to taxonomists (who don't need any persuading).

At times the theory interferes with the practice. Describing a taxonomy as a boundary object (chapter three), a way of bringing together different groups across boundaries, seems to me a long way from the way many taxonomies operate in practice. It is difficult enough in my experience for a taxonomy to provide signposts for one group, let alone several. Lambe's diagram of an incident report, and the way it is catalogued differently by different groups, is an excellent description of how different interest groups view the same thing in different ways, and yet it doesn't reveal how the incident report would be indexed in the seven different ways he describes to meet the requirements of each of those seven groups. In practice, most organisations, if they classify things at all, classify them once. Lambe states a faceted search is the answer, and facets can certainly provide multiple ways of approaching the same topic, and to his credit he describes how to build such a faceted search system. Facets, however, are not a collection of mutually incompatible approaches.

Overall, *Organizing Knowledge* is an impressive addition to the literature of classification and systematization, particularly as it applies to organisations. I can't help feeling that there could be another book in here covering more specific practical recommendations in more detail, backed up by Lambe's years of consulting experience.

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. If you notice a book or resource you feel would be of interest to UKeiG readers, let us know with a review or mention.

Personal Knowledge Management

Individual, Organizational and Social Perspectives

Edited by David Pauleen and Gary Gorman

'This very interesting book provides a wealth of applicable ideas and practices that will benefit organizations in many and varied ways, from increasing effectively knowledge management and knowledge worker competences to raising productivity and performance levels… What is most impressive about this book is the numerous illustrations in terms of tables and figures which the authors use to illustrate concepts and processes…This is a well written book...'

Donavan A. McFarlane, Jrnl of Business Studies Quarterly

Ashgate, February 2011, 292 pages

Hardback 978-0-566-08892-6

Management Basics for Information Professionals

G Edward Evans and Camila A. Alire

Ashgate, 3rd edition

Completely revised and expanded to reflect the rapidly changing sphere of information services, this comprehensive introduction to the management of libraries builds the basic skills good library managers must exercise. The authors offer an authoritative approach on the fundamental concepts of management while recognizing the diverse needs of different operating environments.

M-Libraries 4

Mohamed Ally **and** Gill Needham**, editors**

A brand new edition of the highly successful *M-Libraries* series, this draws together cutting-edge international contributions from the leading authorities in the field. Based on the proceedings

of the Fourth International M-Libraries Conference, held in Milton Keynes in 2012, it explores the variety of work that libraries are doing across the world to deliver resources to users via mobile and hand-held devices.

September 2013; 256pp; paperback; 978-1-85604-944-3; £59.95

Building Mobile Library Applications

Jason A Clark

"...recommended to anyone trying to get a grip on mobile technology and what is involved in bringing it to their library."
- *Australian Library Journal*

This complete handbook guides the reader through the process of planning, development, and launch of their own mobile library applications. In learning to build and use these applications, you can reach your users in locations where they need you the most.

Ashgate, 2012; 126pp; paperback; 978-1-85604-845-3; £34.95

Using Mobile Technology to Deliver Library Services: A handbook

Andrew Walsh

"This book is a great starting point for anyone interested in using mobile technologies to deliver library services but not sure where to start. It's easy to read, the language used is jargon free, and the opportunities and challenges are fully explained. However it's not so simple that it wouldn't appeal to those who have a bit more knowledge and I can see myself consulting it regularly."
- *Refer*

Packed with easy to implement ideas, practical examples and international case studies, this provides you with the ultimate toolkit, exploring ideas as simple as renewals and reminders to the more complex such as access to ebooks and virtual worlds. Jargon-free coverage of the background and context to mobile delivery will enable you to fully understand the challenges and embrace the opportunities, getting to grips with critical issues such as what sort of services users really want.

Ashgate, 2012; 192pp; paperback; 978-1-85604-809-5; £49.95

Press Releases

Finding the right indexer is now even easier

July 2013: Thanks to the restructuring of the Society of Indexers' online directory of 'Indexers Available', it's now even easier to find the right indexer for your project. Rather than just presenting you with lists of indexers offering particular subject specialisms, the redesigned interface provides much more information about each indexer's experience and qualifications in each subject, enabling you to select the most suitable indexer for the job. Analytical indexing is a skilled intellectual task, in which an appropriate level of subject knowledge is vital for preparing a properly constructed finding aid to guide readers back into the text.

Visit http://www.indexers.org.uk/index.php?id=273 to access the subject specialism lists and for more information about commissioning an indexer, visit http://www.indexers.org.uk/index.php?id=136

If you're not sure why ebooks need indexes and are struggling to understand how indexing fits into digital publishing processes, then visit the Society of Indexers' recently launched website dedicated entirely to analytical indexing in the digital age: http://www.ptg-indexers.org.uk/

Further information

The Society of Indexers was established in 1957 to raise awareness of indexing and promote improved standards in all forms of indexing. Further information about the Society, about training as an indexer, about commissioning an indexer and about indexing in general can be found on its main website (http://www.indexers.org.uk/).

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. It 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; ebooks and how to deal with them. Other popular strands include Intranets, content management, bibliographic software, and ebooks.

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. 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 600-1000 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.