

# eLucidate

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## Contents

The 'Googlezonisation' of Information Provision: the End of the Road for Libraries? .....	3
A Joint Venture to provide an International Resource: 'The Information Literacy Website' .....	5
Regular Columns	
Online .....	8
Internet .....	10
Intranets .....	14
Reference Management .....	16
Public Sector News .....	19
Current Awareness .....	22
Book Reviews .....	31
International Yearbook of Library and Information Management, 2004 – 2005: Scholarly publishing in an electronic era	31
E-journals: a how-to-do-it manual for building, managing and supporting electronic journal collections	33
Press Releases & News .....	36
Xrefer Signs Dorling Kindersley as 50th Publishing Partner	36
New books for September 2005 from Facet Publishing	36
UKeiG launch Online Information Exhibition Blog	37
2005 International Forum on Virtual Communities	38
Online Information 2005 Programme Launched	38
Public Libraries set to face serious staff shortages	39
Facet announce Executive i-Briefing Series	40
Publishers Association and EPS to stage major Online Debate on Traditional Publishing in the 'Age of Search'	40
CILIP AGM and Members Day	41
Data Protection ... and Bogus Agencies	42

## The 'Googlezonisation' of Information Provision: the End of the Road for Libraries?

John MacColl

UKEiG presentation, 21 June 2005, CILIP, London

In 2004, the Museum of Media History in Florida released a video on the web that presented a speculative 'history' of the next ten years, looking back from the year 2014, and predicted that a merger of the giant internet companies Google and Amazon would result in the traditional news media being replaced by 'Googlezon'. The merged company would deliver customised news to millions of online readers, based on their preferences as expressed through the information they routinely provided to internet companies about their interests and consumer preferences. In their predicted scenario, Googlezon would trump Microsoft and defeat The New York Times in a legal case that would leave it unchallenged as the news provider of choice around the globe. The danger, warned the video, is that what users would get as a result would be a mass of trivial information, most of it sensational, and much of it untrue.

Is this prediction relevant to libraries? Does 'Googlezon' threaten the value of the information services we provide as well? A few years ago, Herbert Van de Sompel of the Los Alamos National Laboratory, creator of several important digital library technologies in recent years, delivered a challenging address at Cornell University in which he prophesied the end of libraries in their current form. He called his talk 'The roof is on fire'. The fire in his analogy is the power of digital networks. Libraries were built for and are designed around non-digital objects. Libraries are not necessarily redundant in the age of digital networks, but they are fast becoming irrelevant.

Our resources arrive in a jumble of different formats. As well as printed or microform, we have a variety of digital formats to cope with, and even more unstandardised metadata schemas. We have a huge processing job to do on ingest. We also have to cope with the fact that many of our offerings are not within our immediate control – we only have a licence for their use. But that fact is not understood by, and anyway of no interest to, our library users. Van de Sompel declared 'It has become increasingly difficult for libraries to fulfil their fundamental role of safeguarding equity of access'. But how can access be equal when we don't control the gateways? We control our own front doors, and we have control over the virtual doorways to some of our resources, via Athens, for example. But the data providers have their own doorways to be negotiated, and often

will not give us proxy control. For users, this presents a seemingly arbitrary inequality in access, which leads them to distrust the environment they are in, and to become frustrated with their librarians who have not resolved the challenge of equal access which is, as Van de Sompel says, fundamental to our reason for existing.

Back in 1996, Ross Atkinson of Cornell University urged academic libraries to create a 'control zone' – effectively to become the publishers of the research data which is being grabbed by commercial publishers and sold back to us at ruinous cost. Not only is the cost exorbitant, but the packaging of the content we have to buy has removed our ability to select and therefore control what we make available. We must not abandon selection because publishers can push content onto us. We are at present being bullied by 'big deal' content.

Van de Sompel expressed the same point a different way. 'At the core of the problems that libraries are facing is the total dependency on information held upstream in the information chain'. Libraries have become little more than aggregators of already available aggregations. Our role as aggregators of content ought to be a bold and necessary one, as selectors of the most relevant content for our user communities – not as weakly branded providers of content pushed on to us by the most powerful publishers.

But we should not despair yet. Libraries are close to authors, and in a good position to obtain and manage the product of the academy. It may not yet be too late to create a 'control zone'. If we seize the moment, we can occupy a space that should be a new library role in the digital world. We can learn from Googlezon, to provide content in quantity, with a spare and usable interface, and fast responsiveness. We can build on the 'community of recommendations' which already exists in the academic world through citation, to provide a service based on the demonstrated academic value of papers – not, as with Google, on the popularity of sites as measured by the number of inbound links to them, with one eye always on the wishes of advertisers.

If we act collectively we have the chance to create a digital library environment that we control, and which will suit our users much better than the one which Googlezon threatens to provide. We can give our learning and research communities much better tools and much stronger content than Googlezon will ever manage, since it can ultimately only be a toy of consumer markets. We have a mission which runs deeper, with values based upon the activity of research – and learning led by research – that is not dependent upon the state of the stock market nor led by the entertainment industry. We have the content; let's not give it away.

Society has a sufficient need of research that our alternative to Googlezon has at least a chance of realisation. But let us credit Googlezon with displaying the boldness and vision to think about a level of provision that libraries have instinctively shied away from, believing it unattainable, ourselves too much the poor relations of the content world. If we continue to shy away, we may have to face the end of the road for libraries – or see the roof fire eventually consume the whole edifice.

## **A Joint Venture to provide an International Resource: ‘The Information Literacy Website’**

**Debbi Boden**

The CILIP CSG Information Literacy Group has been in existence for just over a year and half. The aim of the group is to provide a forum across all sectors of the profession, which encourages debate and allows the exchange of knowledge in all aspects of Information Literacy (IL). Over the last year the group has been involved in projects such as the creation of the CILIP Information Literacy definition and the organisation of a three-day international conference on IL (LILAC 2005). The group also worked with the editor of UPDATE to provide content for a bumper themed IL edition of UPDATE in January, providing fifteen articles on IL.

Next years plans are already in motion with LILAC 2006 taking place at Leeds University on 27th – 29th March 2006; keynote speakers will include Phil Candy and Jonathan Douglas. A ‘horizon scanning’ conference is also being planned that will bring together representatives from organisations such as the MLA, Ofcom and the DfES. The aim is to create a strategic planning process that will progress the national IL agenda, in a co-ordinated fashion, with a joined-up methodology. A programme is also being planned that will provide IL training and staff development on a regional level to informational professionals from all sectors.

At the top of the agenda, however, is the creation of an information literacy website. In July 2002 the Big Blue Report made the following recommendation:

‘That a national forum should be established to promote information skills and to provide support and a consultancy service on all aspects of information skills to the library, academic and student communities. To assist this, the conversion of the Big Blue website, or the

establishment of an information skills portal will provide a national resource.<sup>1</sup>

The group supports this recommendation but wants to widen its remit so that the website caters not only for the HE sector but for all sectors within the library community, for example: schools, NHS, public, government etc. At present there are many different groups who maintain websites which contain information on IL. These groups include Sconul, the HE Academy, and the Schools Library Group (SLG). Similarly, there are many individuals who also maintain websites devoted to IL, for example, Susie Andretta, Chris Powis and Sheila Webber.

CSG-IL propose to create an international resource, 'THE Information Literacy Website'. The website would have partners from all sectors and either host or point to quality information resources on IL. The recognition of the need for a national resource has already resulted in substantial collaboration. Groups and organisations that were approached were all in agreement that a UK website is core to future IL developments within the library community. An editorial board will soon be formed and will have representatives from groups and organisations such as Sconul, the HE Academy, the SLG, NIACE, the NHS, the Youth Libraries Group, the Government Libraries Group and others.

All content provided by the various partners will be branded and acknowledged to the group who provided it. However, it is important that the website is seen to be a resource that has equal partners and is not owned by any particular group or individual. Where the website was to be hosted was therefore an important consideration. Therefore, all initial partners were delighted when Eduserv offered to host the site.

'Eduserv are a not-for-profit IT services group, dedicated to providing quality support and solutions for business critical hosting, for e-learning, e-government and e-commerce, and for network identity management. With the contributions generated from these activities the Eduserv Foundation funds initiatives supporting the effective application of IT in education.'<sup>2</sup>

The IL website will be organic, It will grow and change depending on the needs of those who use it, based on the idea that feedback from users will

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<sup>1</sup> The Big Blue Report, JISC, University of Leeds & Manchester Metropolitan University (2002)

<http://www.leeds.ac.uk/bigblue/finalreportful.pdf> [accessed May 2005]

<sup>2</sup> Eduserv. <http://www.eduserv.org.uk/> [Accessed May 2005]

help inform the types of content provided. The target audience of the website is library and teaching staff who deliver information literacy teaching; therefore, we hope to provide the following types of information:

- IL definitions
- Glossary
- Staff development
- Tool kit / best practice
- Marketing / embedding IL into life long learning
- Current initiatives / research (funding opportunities, who is doing what, research techniques)
- News & announcements
- Discussion board
- Suggestion box for content that activates content management of website
- Subject / sector specific resources
- Links to existing resources, e.g. lesson plans, online tutorials, question banks, ACRL standards and resources

The site will be launched by the end of the year. If you would like to contribute to the site or want further information contact Debbi Boden at: [d.boden@imperial.ac.uk](mailto:d.boden@imperial.ac.uk)

## Regular Columns

### Online

**Joy Cadwallader, University of Wales, Aberystwyth (Aberystwyth Online User Group)**

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

**British Library** <http://www.bl.uk/treasures/festivalbooks/homepage.html>

A new, searchable database of rare Renaissance festival books, selected from a collection of over 2,000 held by the British Library, is now available online. The Festival Books Digitisation Project, funded by the AHRC, presents the content of 253 books with preliminary material, title pages, illustrations and dedications, and includes more than 14,000 pages detailing European public festival entertainment from the late 15th to the 18th century. The festivals described include births, christenings, marriages and deaths, coronations and religious events such as saints' days, and accompanying performances.

**Croner** <http://www.hspublishing.com>

Aimed at managers responsible for compliance, Croner-*i* Environment is a new online environmental compliance service. Features include step-by-step guides, model policies and forms to assist implementation, and "industry specific legislation trackers" to ensure that subscribers stay updated with changes to environmental compliance legislation affecting their operations. Areas covered include air, chemicals, noise, waste and water. Croner-*i* Environment is one of a family of Croner-*i* online compliance guidance services including Health & Safety and Human Resources.

**Environment Agency for England and Wales** <http://www.environment-agency.gov.uk>

A new database has been launched to provide flood data and related information to assist professionals in the prediction of flooding in the UK. The Environment Agency, the Scottish Environment Protection Agency and the Northern Ireland Rivers Agency have set up the online service, called HiFlows-UK. Further data and background information have been supplied by the National River Flow Archive, held at CEH Wallingford, and the University of Dundee. Archived hydrometric data collected from different river stations (for which maps are provided) around



the UK is used in conjunction with more recent readings to help flood hydrologists estimate localised peak flood flows.

**H W Wilson** <http://www.hwwilson.com>

H W Wilson have released the new Education Index Retrospective 1929-1983, which indexes an international range of nearly 600 English-language education journals and yearbooks. Subject headings have been updated to reflect modern terminology; the original headings are also retained to indicate trends of the times. Topics covered include literacy standards, distance learning, adult education and government funding.

**Institution of Electrical Engineers** <http://ieedl.org>

Following the launch of the UK's Institution of Electrical Engineers Digital Library on the American institute of Physics' Scitation platform, the IEE is now looking to extend journal archive coverage. Currently the service provides online access to IEE journals from 1994 onwards and contains more than 50,000 technical papers. A new project, due for launch in 2006, will digitise back issues from 1872, when the first IEE journal was published following the Institution's formation a year previously under the name 'Society of Telegraph Engineers', to 1993. Journals published by Institution of Electronic and Radio Engineers and the Institution of Manufacturing Engineers will be included as they both merged with the IEE in the 1980s.

**OCLC PICA** <http://oclpica.org/>

NHS Scotland Knowledge Services has chosen OCLC's NetLibrary ebook service to provide 5000 health-related ebooks, following an invitation to tender. The collection will be available to NHS Scotland staff and students via their e-library portal and will cover a variety of health topics. Access is extended via the NHS patient journey system to voluntary health associations amongst others.

**ProQuest Information and Learning** <http://www.il.proquest.com>

The UK's Southern Universities Purchasing Consortium (SUPC) have chosen the Safari Tech Books Online e-reference service, distributed by ProQuest Information and Learning, to provide e-books in a four-year deal covering the complete text and online collections. Expected features include individual or multiple institutional subscriptions for member institutions, and libraries being able to change online titles every 30 days. The consortium consists of 46 higher education and 28 further education institutions in the UK.

**QinetiQ** <http://www.qinetiq.com>

QinetiQ, the defence technology and security company, has sold the 1901 England and Wales Census website to Friends Reunited for just over £3.3 million. This key online resource for genealogists was built by digitising and indexing original census documents in a PFI project between QinetiQ and the National Archives, and achieved over 120 million hits and processed over 12 million paid downloads from users researching their family trees since its launch in January 2002 on the National Archives website. The census will enhance Genes Reunited, the genealogy arm of the highly successful Friends Reunited online service that helps people contact people they went to school with.

## Internet

### Podcasting and Libraries

**Susan Miles** ([S.Miles@kingston.ac.uk](mailto:S.Miles@kingston.ac.uk))

Podcasting has definitely been one of the hot topics since the Spring, so I thought I'd take a further look into it – what potential does it have for library services?

There was a spell when practically every programme on Radio 4 was broadcasting a piece about the wonders of podcasting – so what is it exactly? The simplest definition is that it is an audio broadcast that is made available over the Internet, usually on a regular basis, primarily as MP3 files. These 'streams' are available by subscription and are then downloaded onto a MP3 player, such as an iPod. For a comprehensive definition of podcasting look in wikipedia<sup>3</sup>. Podcasting is also known as 'syndicated audio content'; 'audio blogging' is its cousin.

While podcasting was a relatively new phenomenon it initially attracted attention from bloggers, but latterly its potential is being explored in different contexts. Perhaps the reason the BBC reports on podcasting so frequently is that it is running a download and podcast trial<sup>4</sup> from May to December 2005 that allows listeners to download individual programmes and/or to subscribe to particular programme feeds as podcasts. Figures

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<sup>3</sup> *Podcasting* [Online] (2005) Florida: Wikipedia. Available at:  
<<http://en.wikipedia.org/wiki/Podcasting>>  
[Accessed 24 August 2005]

<sup>4</sup> *BBC Radio: download and podcast trail* [Online] (2005) London: BBC. Available at:  
<<http://www.bbc.co.uk/radio/downloadtrial/>>  
[Accessed 24 August 2005]

about the podcasts have not yet been made available, but there were 1,369,893 download requests for live performances of Beethoven's complete symphonies that were offered as part of BBC Radio 3's The Beethoven Experience<sup>5</sup>. There are 16 programmes from across the whole BBC radio network offered as part of the trial, including the World Service's 'Go Digital', programmes in Persian and Gaelic, as well as 'From Our Own Correspondent' and the 8.10am interview from the Today programme.

An area where this technology could be applied is in the field of education. Duke University, NC, USA has recently announced a trial partnership with Public Radio International to provide public radio reports as digital audio files for use in Duke courses<sup>6</sup>. This pilot programme will run from September to December 2005, the radio programmes will be delivered over the Internet in a streaming format; others as downloadable MP3 files. Issues such as fee structures, licensing agreements and delivery mechanisms will be assessed after the results of the pilot.

This work builds on the University's experience in a 2004-5 \$500,000 initiative to encourage creative uses of technology in education and campus life, when hundreds of iPods were distributed to first-year students and academics. The results were wide-ranging – the ability to record audio generated the highest levels of interest, whether it was recording lectures and tutorials, or as a field recording tool; reflective listening for language and music students was also welcomed. Duke University found that the initiative encouraged discussions amongst staff and students about the role of technology in teaching, as well as generating significant publicity leading to the possibility of future collaborations with content providers and other institutions.<sup>7</sup>

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<sup>5</sup> *Beethoven downloads top one million: press release, 21.07.2005* [Online] (2005) London: BBC. Available at: [http://www.bbc.co.uk/pressoffice/pressreleases/stories/2005/07\\_july/21/beethoven.shtml](http://www.bbc.co.uk/pressoffice/pressreleases/stories/2005/07_july/21/beethoven.shtml) > [Accessed 23 August 2005]

<sup>6</sup> *Duke University partners with Public Radio International to provide radio reports for class: Duke University press release, 10.08.2005* [Online] (2005) Durham, NC: Duke University. Available at: [http://www.dukenews.duke.edu/2005/08/pri\\_partnership.html](http://www.dukenews.duke.edu/2005/08/pri_partnership.html) > [Accessed 23 August 2005]

<sup>7</sup> Duke University. (2005) iPod first year experience: final evaluation report [Online]. Available at [http://cit.duke.edu/pdf/ipod\\_initiative\\_04\\_05.pdf](http://cit.duke.edu/pdf/ipod_initiative_04_05.pdf) > [Accessed 20 August 2005]

Musselburgh Grammar School in East Lothian, Scotland is the first school in the UK to be producing regular podcasts<sup>8</sup>, and was short-listed for a *New Statesman* New Media Award, in the Community and Information category<sup>9,10</sup>, and since their academic year has already started, there is new content available.

So, how is the library community embracing this new development? Most of the activity seems to be originating from the U.S. There is a list for the use of podcasting technologies in libraries, the bibliocasting listserv ([bibliocasting@listserv.syr.edu](mailto:bibliocasting@listserv.syr.edu)) is dedicated to discussion of streaming media in the library environment<sup>11</sup>. I have subscribed to this list and traffic is very sporadic. One librarian who is using podcasts as part of his blog is Greg Schwartz, at OpenStacks<sup>12</sup>. While they have a certain 'homemade' quality to them, the content was interesting as a window into the issues affecting U.S. public libraries. Another stream of library orientated podcasts comes from OPAL: Online Programming for All Libraries<sup>13</sup>, a collaborative effort by libraries of all types to provide cooperative web-based programming and training for library users and library staff members, administered by a group of library services in Illinois. I was unable to subscribe to the podcast feed<sup>14</sup> but did listen to one of their broadcasts. It was reminiscent of listening to tele-conference, but does show what experiments are being made.

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<sup>8</sup> *Mgsonline*. [Homepage of Musselburgh Grammar School] [Online] (2005) Available at: <http://www.mgsonline.org.uk/> > [Accessed 20 August 2005]

<sup>9</sup> *InfoZone*. [Online] (2005) Available at: <http://www.mgsonline.org.uk/infozone.htm> > [Accessed 20 August 2005]

<sup>10</sup> Grammar School website nominated for the New Statesman New Media Awards 2005 for Education and Innovation. [Online] (2005) Available at: <http://www.mgsonline.org.uk/infozone/nmapressrelease.htm> > [Accessed 20 August 2005]

<sup>11</sup> Johnston, A. (28 April 2005) New e-mail list on podcasting in libraries. *Spoken word matters* [Online] (2005) Available at [http://laramie.gcal.ac.uk:8081/spokenwordmatters/discuss/msgReader\\$97](http://laramie.gcal.ac.uk:8081/spokenwordmatters/discuss/msgReader$97) > [Accessed 20 August 2005]

<sup>12</sup> *Open Stacks*. [Homepage of Greg Schwartz] [Online] (2005) Available at: <http://openstacks.net/os/> > [Accessed 20 August 2005]

<sup>13</sup> *OPAL: Online Programming for All Libraries*. [Homepage of OPAL: Online Programming for All Libraries] [Online] (2005) Available at: <http://www.opal-online.org/> > [Accessed 20 August 2005]

<sup>14</sup> *OPAL podcast*. [Homepage of OPAL podcasts] [Online] (2005) Available at: <http://feeds.feedburner.com/OpalPodcast> > [Accessed 20 August 2005]

I found two pieces about the possible uses of podcasting in libraries<sup>1516</sup>, written by Michael Stephens, a librarian, technology trainer and author living in Northern Indiana. The first is a great overview piece, pulling together thoughts and comments from a variety of sources, and the second looks at how libraries are using MP3 technologies.

A final few thoughts, whilst podcasting appears to be a great way to distribute audio content, it is, in many ways a passive medium. It is difficult to search for audio content, although Dogpile does have an audio search feature but Google doesn't seem to. It is also very difficult, if not impossible to annotate, comment on or save samples from podcasts. No doubt all these things will change over time – another challenge for the techies behind the search engines! My next column will be a look at e-audio in libraries.

Try it for yourself!

If you are interested in trying this out for yourself, then I would recommend that you start with the BBC site as it contains clear explanations of the various steps you need to take to be able to listen to podcasts. To do all this you will need a piece of software to manage your podcast subscriptions called a Podcast Client or iPodder, I use RSS Radio<sup>17</sup> (because Doppler doesn't work with the BBC podcasts) which seems to work well and interfaces with iTunes, Windows Media Player and iRiver Media Center.

Of course, you'll have to then download the podcasts onto your MP3 player. So like so many technologies this is not exactly the most streamlined process in the world, but worth persevering with.

If you are interested in seeing what else is available in the wider world then online podcast aggregator sites such as <http://www.podcast.net> allow you to choose from their lists of podcasts ones you may wish to subscribe to.

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<sup>15</sup> Stephens, M. (3 March 2005) TTW on podcasting. *Tame The Web: Libraries and Technology* [Online] Available at: <<http://www.tametheweb.com/ttwblog/archives/001033.html>> [Accessed 20 August 2005]

<sup>16</sup> Stephens, M. (23 February 2005) Libraries doing cool things with iPods. In *Tame The Web: Libraries and Technology* [Online] Available at: <<http://www.tametheweb.com/ttwblog/archives/000977.html>> [Accessed 20 August 2005]

<sup>17</sup> A download that is free for up to 5 subscribed feeds and \$15/€12 for a full licence, available at <<http://dorada.co.uk>>

### Further Reading

Tony Hammond, Timo Hannay, and Ben Lund. (2004) The Role of RSS in Science Publishing. Syndication and Annotation on the Web. *D-Lib Magazine*. 10(12) [online] Available at <http://www.dlib.org/dlib/december04/hammond/12hammond.html> [Accessed 20 August 2005]

## **Intranets**

### **Getting to Eureka!**

#### **Martin White**

The last few years have seen many organizations investing in content management software to support web sites and in particular intranets. One of the motivations for this has been the vision of everyone in the organization being able to contribute to an intranet, though in reality this is rarely achieved, and in fact is probably not a desirable state of affairs. CMS applications are good at getting content into a repository, and at first glance look to be the way in which content can also be retrieved. Looking at the feature list of most CMS products there is usually a reference to 'powerful retrieval functionality', and in many cases this will be based on the Verity or Convera search suites.

Notice carefully the word 'based'! Many organizations make the assumption that in buying a particular CMS product they are also buying an enterprise search engine. However this is not the case. The search functionality in a CMS is there solely to enable authors to find content in the CMS repository so that it can be re-purposed. This content is in HTML/XML formats and so usually the CMS search functionality does not even allow for the searching of content in related Word and pdf files, though that does vary from vendor to vendor. Certainly the license will only cover the searching of content on the web server, and even then only for internal purposes.

From the perspective of a user they just want to find information, no matter on what server or application. Their requirement is for 'enterprise search' and that is where there is going to be a lot of interesting developments over the next 12–18 months. If you are not an information professional used to the search functionality of a service like Factiva then your expectations of search are based around Google. I've lost count of the number of times I've heard senior managers say that all they want is Google on their intranet. That is indeed possible, and I'll come back to Google later.

With the arrival of desk-top search many users are now getting a different perspective on search, such as the value of being able to highlight the search keywords even in a pdf. This has lifted the expectations of how effective a good search engine can be. Searching through unstructured text is not new – indeed the first text search application was launched in 1963! Another factor in raising the profile and value of search has been the dramatic decrease in the cost of enterprise search from not only smaller companies such as Isys Search <http://www.isys-search.com> but also Verity, which is offering Ultraseek free for collections of less than 25,000 documents <http://www.verity.com>

Another low cost approach is to use a search appliance. This is a ‘black box’ that is plugged into a standard equipment rack and can be implemented in less than an hour. This is the basis for the Google Search Appliance <http://www.google.co.uk/enterprise/> , but there are other companies in this market, such as Thunderstone <http://www.thunderstone.com/texis/site/pages/Home.html>. The pricing of the Google Mini is currently £1995 for searching 100,000 documents. The relevance algorithm is similar to, but not the same as, the web version of Google.

The problem with implementing a search engine is that it is not until it is actually installed and indexing the document collection that its performance can be evaluated. There will need to be continuous tuning of the search engine as new document sets are added, and there is usually very considerable flexibility in presenting the results of search. Search can also be computing intensive, especially at the indexing stage. Querying is in fact much less intensive. More problems come when the user wants to download a number of large documents. This can result in some processor and network bandwidth problems.

Another misnomer is that search engines offering multiple language search enable the user to enter search terms in English and then the search engine will translate the terms into other languages. This is not the case unless a comprehensive look-up dictionary has been developed. The multiple language capability just means that searches can be carried out on a wide range of different languages using search terms in the language concerned.

As in the case of any piece of software a successful implementation starts with a clear understanding of user requirements, and this is where using personas to develop some search scenarios is very valuable, as these scenarios can then be used in performance and usability tests at a later stage.

Looking around for good sources of information on how to select a search engine I found that there was not much out there. Avi Rappoport's web site at <http://www.searchtools.com> is a good place to start, and has a pretty comprehensive list of vendors. CMSWatch has a report at \$1325 that profiles the major search engine vendors and their products <http://www.cmswatch.com> and there is a good blog at <http://www.unstruct.org/>. So I spent much of the summer writing the Enterprise Search Guidebook, which was published in September by Freepint. Details at <http://www.freepint.com/shop/report/>

End of sales pitch. Happy searching.

## Reference Management

### Best Practice on Using Reference Software

Tracy Kent ([t.k.kent@bham.ac.uk](mailto:t.k.kent@bham.ac.uk))

There are a number of ways in which reference management (no matter which package you choose) can be utilised for research and so here are a number of useful tips which you could consider:

To add value to individual references include some notes about the reference for later retrieval. You may wish to make a distinction between "quotes" that you can relocate or your [own notes] that could be placed in square brackets. This would help you keep track of materials and to re-purpose materials at a later date.

Alternatively you could use your own word-processing package to retain extensive notes and include your reference software ID number for cross referencing. This would mean that each reference would contain a file name and location in a field such as a label field or research notes option. You should ensure that the file format is consistent though to aid retrieval such as c:\documents\research\filename.doc Most packages allow you to open up additional file formats from within the references and to retain more than one link. We have yet to see how this might be affected by desk top search tools!

Several packages such as Endnote or Procite (for example) make reference to an image field which put a copy of the file into an internal software folder. Endnote for example has a data folder. This way you can only (often) locate one file per record while you can add multiple file links using other fields.



Try not to use numerical IDs for references, particularly if you are collaborating with a group of users as errors can occur. Rather consider extending the ID of a reference when inserting into a document, so that it is clear what the reference is perhaps by adding a core word from the title.

To ensure you retrieve relevant references from your database, annotate references with your own keywords and indicating these with a trailing character such as “yyy” to make a demarcation. Be sure, though, that you do not use punctuation characters such as asterisks which are searchable codes (for truncation, etc).

You might also want to check how the system searches for keywords and whether this is limited to the keyword field or any occurrence of a particular word. Most systems allow you to specify how you might achieve the best results.

If traditional reference software does not seem to help, consider using Open Source software such as PHP and MYSQL. PHP, for example, offers a natural language web scripting syntax and is integrated with the database management system of MySQL which enables web applications that can store, access and present information. If you complement them with a meta data standard such as Dublin Core this may well turn your references into a well ordered and retrievable system. Try <http://www.php.net> and <http://www.mysql.com>

Finally, good practice on reference management might involve some practical readings. Two useful items to get you started might include *Essential Classification*, which offers practical advice and worked examples on understanding the underlying principles of classification; Written by Vandra Broughton and published by Facet. (ISBN 1-85604-514-5); or *Building your own database driven website using PHP and MySQL* now in its third edition and written by Kevin Yank in 2004 (ISBN 0-97524-021-8).

## Software News

### Endnote

If you are still trying to plough your way through the extensive manual for Endnote you might find the endnote tip sheets useful which are available from the Adept Science webpage once you have pre registered. A useful pdf document of the key areas to get you started.

<http://www.adeptscience.co.uk/> or

[ftp://ftp.adeptscience.co.uk/pub/EndNote/EN9-Tip\\_Sheets.pdf](ftp://ftp.adeptscience.co.uk/pub/EndNote/EN9-Tip_Sheets.pdf)

## Onfolio

Onfolio captures bookmarks and stores local copies of Web pages, PDF files, charts, e-mails, etc into personal collections. The feed functionality also allows you to organise, read and search RSS feeds, a feature soon to be made available from the UKEIG website. The software synchronises bibliographic data with EndNote to track and manage online information, using cite whilst you write and allowing the posting of references to a Web page or blog. The later version also allows the creation and monitoring of persistent web searches by enabling subscription to a feed for a web search. <http://www.adeptscience.co.uk/products/refman/onfolio/>

### Ref Viz 2.1

This latest release has recently been beta-tested, so we can expect another version out soon. Usefully, part of the Beta test has been working with web of science to get this database to work effectively from non ip-recognised addresses. Very useful for individual researchers.

<http://www.refvz.com>

## Ref Works

The advantage of refWorks is that when a new release is available the enhancements are automatic (whether you want them or not – but it does save patches having to be downloaded). Such enhancements include Output Style Preview which allows you to preview references and in-text citations and/or footnotes (using your own data) in any output style. Write-N-Cite for Windows (version 2.0) now allows you to preview and modify in-text citations or footnotes via a citation editor. Finally within the new Administrator Central more support tools for training.

<http://www.refworks.com>

## WriteNote 2.5

There is a new simplified interface which introduces a new colour scheme and changes to the Internet Explorer and Mozilla toolbars. Other new features of note include Import and Export options now separate menu items; Guided Tour is available and users can navigate to library resources using their Web browser. Also, the Get Biblio feature has been renamed *capture* and instantly opens a new WriteNote reference window for the user to drag and drop the appropriate bibliographic data and build a reference. Further details from

<http://www.adeptscience.co.uk/products/refman/writenote/>.

## Reference linking : a bibliography

Locating appropriate references to add to your database is part of the life blood of Information Professionals and so the following reference might be of interest:

'The effect of open access and downloads (hits) on citation impact: a bibliography of students' by Steve Hitchcock, which considers reference linking and citation analysis for Open Archives.  
<http://opcit.eprints.org/oacitation-biblio.html>

## Public Sector News

### E-Government Progress

Jane Inman ([janeinman@warwickshire.gov.uk](mailto:janeinman@warwickshire.gov.uk))

In a press release issued on 23rd August 2005, the Office of the Deputy Prime Minister says that on average local authorities were 77% e-enabled in March 2005 so are well on the way to being 100% by December. This is based on local authorities reporting on the Best Value Performance Indicator which covers electronic service delivery, BVPI 157.  
[http://www.odpm.gov.uk/pns/displaypn.cgi?pn\\_id=2005\\_01755](http://www.odpm.gov.uk/pns/displaypn.cgi?pn_id=2005_01755)

As the year progresses and the e-government targets draw ever closer the minister for local government, Jim Fitzpatrick has announced £7.5m of funding for 2005/06 to develop *Government Connect*. *Government Connect* will provide better security for online transactions and a single sign in for users It should provide better facilities for sharing data between local and central government and be available to all local authorities by December 2007. <http://www.govconnect.gov.uk/ccm/portal/>

What else will you be able to do once local authorities have completed their e-government work? The list is a long one but highlights include online admissions for school places, web pages for and maintained by councillors, more online consultation, multi-media, map-based data for property related information, map-based information about roadworks, online submission of planning applications, online payments for services including council tax, purchase of registration certificates, skip licences and parking fees and online booking of sports facilities.

Is anyone using these online facilities? SOCITM (The Society of Information Technology Management) has produced a report on usage of local authority web sites. They report an estimated 11.4m visitors to local government websites in May 2005, equal to about 10% of the population and more than 20% of those who use the Internet. Job vacancies were the most frequent reason for visiting council websites! To find out more about this survey go to <http://www.socitm.gov.uk>. As part of the Implementing e-Government work the Government will be running a campaign in Spring 2006 to encourage take up of the services available.

### **National address register**

In May the Government announced its intention to draw together address information and create a single, comprehensive national address register to be known as the *National Spatial Address Infrastructure*. This would involve bringing together data from the Royal Mail who manage post codes, Ordnance Survey for mapping data, Land Registry for property title and the Improvement and Development Agency (IdeA) which manages land gazetteers. However in August the discussion between IDeA and Ordnance Survey stalled and the project was shelved. (*Financial Times* 25/08/2005)

### **Lists**

After the launch of the Integrated Public Sector Vocabulary we now have a Local Government Classification Scheme. Its stated aim is to "Facilitate and enhance the capacity of the organisation to share information and knowledge". Developed by the Records Management Society of Great Britain-Local Government Group it recognises the need to ensure records in whatever format are stored consistently. Overall the intention with all the standard lists is to facilitate better sharing of information.

Meanwhile all local authorities are required to use the Integrated Public Sector Vocabulary to index their web sites by December 2006.

To understand the lists now issued as part of the Government's interoperability framework visit <http://www.esd.org.uk/standards>.

### **UK Online Centres**

UK online centres are offering a £750,000 Challenge Fund for 'ICT innovation in English public libraries.' They are looking for projects which use IT in new ways to engage users, lead into learning and encourage take up of e-government services. For more information go to <http://www.mla.gov.uk>

### **Modernising public services**

The Institute for Public Policy Research (IPPR) has just completed a project to look at modernising public services through the use of technology and published a report called *Modernising with Purpose: a manifesto for a Digital Britain* (Davies, William IPPR 2005). It aims to broaden the debate on digital choices and encourage informed discussion of the opportunities on offer, whilst detailing a policy agenda for the use of the technology. You can view this report at [http://www.ippr.org.uk/ecomm/files/modernising\\_with\\_purpose.pdf](http://www.ippr.org.uk/ecomm/files/modernising_with_purpose.pdf).

*Library and Information Update* (September 2005 Volume 4(9)) takes issue with the report as it fails to mention the support offered by librarians or to refer to the People's Network. William Davies is quoted as saying the most beneficial use of ICT is in the home although he recognises the huge contribution made to closing the digital divide by the People's Network.

### **Public Sector Information**

In the last Public Sector column the big news was the launch of the Office of Public Sector Information. (<http://www.opsi.gov.uk>) In August the Advisory Panel on Public Sector Information (APPSI) published its annual report for 2004/05, its second since its formation in 2003. The report says that further promotional work is needed to make sure public sector staff are aware of the potential value of the information they hold and of their responsibilities under the new legislation. (*Statutory Instrument SI 2005 no.1515 The Re-use of Public Sector Information Regulations 2005.*) To view the report go to <http://www.appsi.gov.uk>

Jane Inman. Technical Librarian, Planning, Transport and Economic Strategy, Warwickshire County Council

Public Sector News is supplied by ALGIS (The Affiliation of Local Government Information Specialists) which represents information professionals providing information services to local authority staff and elected members. Jane Inman is currently Chair of ALGIS. For more information go to <http://www.algis.org.uk>.

## Current Awareness

Column editor: Jane Grogan

E-mail: [Jane.Grogan@gchq.gsi.gov.uk](mailto:Jane.Grogan@gchq.gsi.gov.uk)

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

< <http://lists.webjunction.org/currentcites/> >

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

## Education

Hirschheim, Rudy. The Internet-Based Education Bandwagon: Look before you Leap. [Communications of the ACM](#) 48(7)(July 2005): 97-101. – Fascinating questions are raised in this article about what exactly we're getting when we shift from a traditional classroom environment to web-based instruction. Are we providing a better product or are we merely tailoring it to fit the medium, and is that necessarily a good thing? The author warns against a "more standardized, minimalist product targeted for a mass market". He goes on, "the new delivery mode is pushing change, and universities must consider if they are happy with the direction being taken." The best outcome is "a judicious mixture of Internet and lecture content". – [[\\*LRK](#)]

## Electronic Publishing

Dueze, Mark. [Towards Professional Participatory Storytelling in Journalism and Advertising](#). [First Monday](#) 10(7)(4 July 2005) ([http://www.firstmonday.org/issues/issue10\\_7/deuze/](http://www.firstmonday.org/issues/issue10_7/deuze/)). – Dueze surveys the potential of the Web – the "graphic interface" of the Internet – to change how stories are presented, perceived and can be modified. Media professionals in particular are faced with "fascinating opportunities as well as vexing dilemmas." The same might be said of the majority of us, as we face the Web, yet Dueze's analysis of the meaning of narrative, visual display of story, and the relationship between 'connectivity' and 'content' is insightful. It can be boiled down to the new ascendance of participation in the narrative experience, which blurs the line between community (or social interaction) and the Web as a pipeline or utility. The challenges of

being distinctive in the new media are 'supercharging' the dialogue about how to use the Web, which has been an ongoing theme in all media professions' witness Jay Rosen, Dean of Journalism at NYU's remark on Blogs: "The system was, 'here's our news, take it or leave it;' now, sovereignty over the story is shifting." (New York Times, April 1, 2004, p. E3). Dueze presents the history of media, broadening the exploration with recent examples of hybrid forms of storytelling. He pulls theoretical analysis back to the real-world challenges facing media professionals, who now have to grapple with ideas like "co-creation" with customers, Blogs that rebut the press, etc. This is one of those articles where media analysis meets cultural studies, and the result is worth reading for anyone who manages digital media and conversations. – [\*TH]

Scholarly Publishing & Academic Resources Coalition. [Sponsorships for Nonprofit Scholarly & Scientific Journals: A Guide to Defining & Negotiating Successful Sponsorships](#) Washington, DC: SPARC, July 2005. ([http://www.arl.org/sparc/resources/Sponsorship\\_Guide.pdf](http://www.arl.org/sparc/resources/Sponsorship_Guide.pdf)). – SPARC has long tried to help libraries, universities, professional societies, and others open access to scholarly research and publication. From pieces like "Getting Your Journal Indexed" to this latest publication, SPARC has tried to advise and assist those starting open access journals and other types of open access publications. Sections of this 59-page PDF include Evaluating the Potential for Journal Sponsorships, Planning the Journal's Sponsorship Program, Negotiating Sponsorships, and Sources Cited & Further Reading. For someone new to creating a financially viable open access journal, publications like this are invaluable. – [\*RT]

## General

Dietz, Roland, and Carl Grant. [The Dis-Integrating World of Library Automation](#). [Library Journal](#) (15 June 2005)(<http://libraryjournal.com/article/CA606392.html> ). – Dietz and Grant are by no means the first to advocate busting apart the integrated library system into interoperable components. Andrew Pace (in his [February 1, 2004 Library Journal cover article](#)) has certainly said as much, as have others. But what makes this piece so ground-breaking is that it is written by two leaders of library systems companies. In other words, these are the very folks with the power to put what they say into play. Sceptics may say they want to see them "put their money where their mouth is," but if so Dietz and Grant can point to the [Vendor Initiative for Enabling Web Services \(VIEWS\)](#) as evidence that they are serious. – [\*RT]

Hill, Michael. [Libraries Offering Audiobook Downloads](#). [Associated Press \(via Yahoo! News\)](#) (26 August 2005) ([http://news.yahoo.com/news?tmpl=story&u=/ap/libraries\\_book\\_download](http://news.yahoo.com/news?tmpl=story&u=/ap/libraries_book_download)

s ). – I work in a [military library](#) and audio books are wildly popular with my customers, who are often on the move and lack the time to read dead tree literature. And though we don't offer these yet at my library, what could be more convenient than downloadable audio books – available for checkout 7/24/365? Basically, all the customer has to do is go to a library-specific website, browse the virtual stacks and download something that looks good. After three weeks or whatever standard loan period has been established, the downloaded files expire – e.g., go dead and can no longer be played. The downloadable audio books space for libraries is dominated by [OverDrive](#) and OCLC's [NetLibrary](#). People can listen to the books on their computers or on portable media players. One huge fly in the ointment is that these library download services are geared toward Windows users, meaning the files are not compatible with Apple's operating system or the iPod – which holds the lion's share of the portable media player market. While iPod users can still listen to audio books purchased from [Audible.com](#) or the [iTunes store](#), they will not be able to take advantage of the free service offered by their libraries – although some libraries are buying and loaning out compatible media players to their customers. – [[\\*SK](#)]

Marmion, Dan, Eric Flower, and D. Scott Brandt, et. al. Celebrating 25 Years of CIL Magazine. [Computers in Libraries](#) 25(7)(July/August 2005): 10-15. – Trip down memory lane for a number of contributors to *Computers in Libraries* in celebration of the magazine's 25th anniversary. Originally called *Small Computers in Libraries*, the magazine happily shook off the "Small" bit in 1989. Included along with the reminiscences are a number of magazine covers down through the ages, demonstrating not only how far our technology has come but our graphic skills as well! Lovely. – [[\\*LRK](#)]

Nisonger, E., Thomas & Davis, Charles H. The Perception of Library and Information Science Journals by LIS Education Deans and ARL Library Directors: A Replication of the Kohl-Davis Study. *College & Research Libraries* Vol 66 (4) July 2005: 341–377.

This article reports on the perceptions of the relative prestige of seventy-one Library and Information Science journals by the Deans of American Library Association, accredited Library & Information Schools, and Directors of American Research Libraries. Specifically, they were asked how important each journal is for promotion or tenure at their institution and, in the case of those institutions which offer neither, the general prestige of the journals. The methodology replicates, modifies and extends that used in the Kohl-Davis Study of 1985. The findings of the 2003 study suggest that there is continuity in the perception of LIS journals by Deans and Directors in the twenty-year period between 1985 and 2005. Tables are provided with ranked listings of the journals for 1985 and 2005.



For the majority of readers this study provides a current, hierarchical ranking of LIS journals and an additional perspective on the relative merits of LIS journals other than that provided by citation data which can be found in the Institute for Scientific Information's Journal Citation Reports. The authors draw attention to the fact that perception of a journal's prestige is only one piece of information which should be used in conjunction with other various criteria, including citation reports. – [AS]

Parker, Kimberly, and Daniel Dollar. E-Terminology: Why Do I Need to Know What You Mean? [portal: Libraries and the Academy](#) 5(3)(July 2005): 421-426. – When historians finally record this stage in our digital research culture, I do hope they go beyond such simplistic statements as, 'and then it all became available online'. The authors here point out how complicated and confusing access to subscription-based resources can be. "As digital resources librarians," they observe, "we live in a world of platforms, gateways, packages, and aggregations." Their proposed solution, developing "precisely defined terminology", sounds a bit iffy, but they rightly stress the need for librarians to help make sense of this mishmash, "distilling", as they put it, "the important aspects of these definitions for readers". – [[\\*LRK](#)]

"[Tenth Anniversary Issue](#)" [D-Lib Magazine](#) 11(7/8)(July/August 2005) (<http://www.dlib.org/dlib/july05/07contents.html> ). – This anniversary issue celebrates ten years of publication. From its [first issue](#), D-Lib Magazine has been a key resource for those interested in digital library technologies and techniques. One of the strengths of the magazine has been its ability to attract important, useful articles from both the computer science and library science communities, and therefore serve as a common meeting ground where we can collaborate to further our common goals. As an example, even the first issue mixed an article on metadata from a librarian (Stu Weibel from OCLC) with an article on digital library architectures from a computer scientist (Bill Arms from Cornell). The anniversary issue appropriately includes pieces from those two contributors as well as a number of other leading lights from both disciplines. Current Cites salutes the D-Lib Magazine anniversary, in particular since pieces from that source are cited frequently in our own publication. May D-Lib Magazine have many, many good years ahead. – [[\\*RT](#)]

Topping, Darren, and Geraint Evans. Public libraries in Belfast and the Troubles, 1969-1994. [Library Management](#) 26(6)(2005): 373-385. – Most of us are familiar with the stresses and stains that normally face an urban library system but what about a system in the midst of a prolonged civil conflict? In Belfast, during the "Troubles", libraries were repeatedly damaged as a consequence (often indirect) of bombings, people were shot at, one library was fire-bombed. The "Troubles" affected service hours, staffing levels and even collection development. The article relates

that librarians "had to walk an extremely cautious line in terms of remaining valid within the community and remaining neutral." Often this wasn't possible. – [[\\*LRK](#)]

### Information Access/Retrieval

Cohen, Laura B.. "Finding Scholarly Content on the Web: From Google Scholar to RSS Feeds" [Choice: Current Reviews for Academic Libraries](#) 42(Web IX)(September 2005): 7-17. – After a hiatus, Laura Cohen is back in the Choice special Web issue with another nicely organized overview of current web technology useful for academic research. Bombarded as we are with news of recent innovations, it is hard to see the forest for the trees sometimes, and this article takes the step back for you. In her discussion of search engines, concept clustering, scholarly content in the deep web, blogs and RSS feeds, she always does a thorough job of describing what behaviours to expect from the tools and what particular use they can be put to in an academic setting. Librarians in other types of libraries should read it, too – while the sample searches and subjects are appropriate for the intended readership, the knowledge to be gained about web technology is good for all. For further exploration, Cohen appends a complete list of sources cited. – [[\\*JR](#)]

Morrison, Heather. [Dramatic Growth of Open Access: Revised Update. The Imaginary Journal of Poetic Economics](#) (20 August 2005) (<http://poeticeconomics.blogspot.com/2005/08/dramatic-growth-of-open-access-revised.html>). – This posting uses various metrics to estimate the growth of open access (OA) materials, such as [Directory of Open Access Journals](#) entries, [OAlster](#) records, the number of [free back issues from Highwire Press](#), and the number of [BioMedCentral titles](#). One of the most striking statistics is the dramatic increase in the number of OAlster records: there were 3.7 million records in November 2004 and 5.7 million records in August 2005. Two million metadata records for digital works added in nine months! Of course, that number excludes works that are not in OAI-PMH-compliant archives or repositories, such as personal Websites, so it is only a partial measure of self-archiving and other non-journal-publishing OA activities. OA journals listed in the DOAJ increased from about 1,400 in 2/05 to 1,683 in 8/05; the number of journals published by BioMedCentral jumped from about 100 to 139 in the same period. Clearly, OA is continuing to gain ground at an impressive clip, especially on the self-archiving side of the equation. – [[\\*CB](#)]

Quint, Barbara. [OCLC Pilots Traditional Libraries into Web Services. NewsBreaks](#) (5 July 2005)(<http://www.infotoday.com/newsbreaks/nb050705-2.shtml>). – We all know that many of our users are using Google for what they formerly used their local library to accomplish. And if they fail in Google, they may not

think to fall back on us. So what to do? The best thing may be to meet them where they are – in Google. But how? It clearly takes a big play, which no single library is really equipped to do. Enter OCLC. Their [Open WorldCat program](#) makes it possible for Google and Yahoo users to discover library materials in their search results. But as Barbara Quint reports in this article, OCLC sees that as merely the wedge into a wide array of library-based services. Having noted that some of the inquiries they were getting from users were reference questions and others were requests to buy the book, OCLC is now moving to serve those needs and still others as well. The end result for us is likely seeing some of the users we lost with the advent of Google being redirected back to us from Google when appropriate. Wouldn't that be nice. – [\*RT]

*The Electronic Library* volume 23 issue 3: special issue ICT in Nigerian libraries

This special issue of TEL is devoted to ICT in Nigerian libraries. As David Raitt remarks in his introductory article, the developments documented in the articles reflect belated but significant improvements in the telecommunications infrastructure within the country, and steadily increasing use of ICT, following reforms under a civilian administration. Among the topics covered are: “Web sources, resources and strategies for legal research”, “Enhancing provision of scientific and technical information in Nigerian libraries”, “Enhancing women's productivity in the library and information sector in Nigeria” and “Evaluation of automated services in Nigerian universities”. The authors are generally acutely aware of the problems of under-funding of library services, and of poor research facilities and technical infrastructure; however, one gains a sense from these articles of real engagement with the problems and commitment to change.. This journal issue will be of interest to professionals with an interest in information access within developing countries. – [CE]

### Legal Issues

Mills, Elinor. [In Canada: Cache a Page, Go to Jail?. CNET News.com](#) (19 July 2005)([http://news.com.com/In+Canada+Cache+a+page%2C+go+to+jail/2100-1028\\_3-5793659.html?tag=cd.top](http://news.com.com/In+Canada+Cache+a+page%2C+go+to+jail/2100-1028_3-5793659.html?tag=cd.top)). – Is it the beginning of the end for search engines? In Canada, a bill under consideration (Bill C-60) appears to make the storage and provision of crawled Web pages illegal. According to copyright attorney Howard Knopf: "The way it reads, arguably what they're saying is that the very act of making a reproduction by way of caching is illegal." Search engines could face a legal environment where they could be much more easily sued unless Web pages were removed whenever copyright holders requested it. Of course, this potential law has generated quite a buzz. A [posting on Traffick](#) takes a

calmer view and provides a link to an analysis of the situation by Eric Goldman. It's worth a look. – [\*[CB](#)]

Testing the Barriers to Digital Libraries: A Study Seeking Copyright Permission to Digitize Published Works. [New Library World](#) 106(7)(2005): 332-342. – Interesting look at what it takes to get permission to digitize a printed work. Librarians at Carnegie Mellon took a random sampling of titles off the shelf, still under copyright, and then proceeded to ask publishers if they could digitize the material. About a quarter said yes. Academic and non-profit institutions were likelier to give their consent. Overall the authors list their results as "disappointing", emphasizing that such an exercise can be extremely complex and lengthy. On the plus side, the effort helped define "best candidates" and this in turn helped improve outcomes. – [\*[LRK](#)]

### Preservation

Talbot, David. [The Fading Memory of the State](#). [Technology Review](#) (July 2005) ([http://www.technologyreview.com/articles/05/07/issue/feature\\_memory.asp](http://www.technologyreview.com/articles/05/07/issue/feature_memory.asp)). – The [National Archives and Records Administration](#) (NARA) has a big problem. Because "(e)lectronic records rot much faster than paper ones," NARA has quickly got to develop a way of saving the "tsunami" of contemporary digital government records. "It is confronting thousands of incompatible data formats cooked up by the computer industry over the past several decades, not to mention the limited lifespan of electronic storage media themselves." The Declaration of Independence, the Constitution and other core documents, "written on durable calfskin parchment," live in sealed glass cases, immersed in protective argon gas. NARA has hired two contractors, Harris Corporation and Lockheed Martin, to come up with a similar durable means of storage for digital records. A secondary issue is that many electronic records are simply not being retained in the first place. Organizations in the private sector are, of course, facing similar crises, but the sheer size and scope of NARA's situation is a problem of unimaginable complexity. And because the agency has no good system for absorbing more data, a staggering backlog of electronic records hangs in limbo at countless federal agencies. This article talks about research efforts and potential solutions to NARA's situation. – [\*[SK](#)]

### Web Design

Aula, Ann, and Mika Kaaki. [Less is More in Web Search Interfaces for Older Adults](#). [First Monday](#) 10(7)(4 July 2005) ([http://www.firstmonday.org/issues/issue10\\_7/aula/](http://www.firstmonday.org/issues/issue10_7/aula/)). – The authors have been studying how older Web users face obstacles in using the Internet, and now they have designed an elderly-friendly search tool called Etsin.

They conducted usability studies to compare their search tool with Google – the search engine of choice for most casual Web users. They found that their own product was easier for the elderly to use than Google, mainly due to a very simple design interface. User experience is improved by decreasing the number of features to choose from, they argue, helping elderly searchers feel more in control of the online experience. Unsurprisingly, they further argue that consulting with elderly users (via focus groups, etc) is a critical step in interface design. Even though this seems an obvious requirement, there's an implication here that even now, designers can forget this crucial step. They also find that visual icons have higher value among the elderly as visual cues – and that novice users benefit the most from an emphasis on iconography. – [\*TH]

Hands, Joss. [E-Deliberation and Local Governance: The Role of Computer Mediated Communication in Local Democratic Participation in the United Kingdom](#). [First Monday](#) 10(7)(4 July 2005) ([http://www.firstmonday.org/issues/issue10\\_7/hands/](http://www.firstmonday.org/issues/issue10_7/hands/)). – Hands evaluates how local government Web sites in the United Kingdom are actually operating during a period when 'e-government' is being pushed more and more. The Web sites are designed to encourage and facilitate democratic deliberation, and are accumulating a great deal of information on how users view government Web sites. He poses the question, "To what end, and on whose terms, are citizens being encouraged to engage local government via computer-mediated communication?" To find out what the user traffic tells us, he examines 469 local government Web sites, reviewing the contextual evidence. He finds that while interaction is being encouraged, it remains limited and leans toward individualistic expressions rather than a communal dialogue where many people share common interests and discussion streams. – [\*TH]

Singer, David, and Sara Moulton Reger. [The Many Facets of Complexity](#). [IBM Think Research](#) (2005) ([http://www.research.ibm.com/thinkresearch/pages/2004/20041130\\_think\\_shtml](http://www.research.ibm.com/thinkresearch/pages/2004/20041130_think_shtml)). – No one sets out to make a poorly designed website. One of the inevitable culprits often is unnecessary complexity. The Research Team at IBM looks at complexity from an organizational standpoint, identifying problems and offering possible solutions. Part of a much larger and generally excellent series of reports and articles on Systems Development from the good people at IBM. – [\*LRK]

## Weblogs

Crawford, Walt. [Investigating the Biblioblogosphere](#). [Cites & Insights: Crawford at Large](#) 5(10)(2005): 2-13. (<http://cites.boisestate.edu/v5i10b.htm>). – In this article, Crawford ranks top library Weblogs (blogs) on various criteria (see the [Wikipedia entry for](#)

[blogosphere](#) to help decipher the article's title). Over 200 blogs were winnowed down to 60 finalists using a weighted "reach" formula that took into account Bloglines readership data and AlltheWeb, Google, and MSN "link:" search data (see the analysis [spreadsheet](#)). Blogs were then analyzed on a variety of criteria (e.g., starting date, frequency of posts, total and average length of posts, and number of comments) for specific periods in 2005 (see the [expanded spreadsheet](#)). Blogs were then grouped by "reach" into three groups. Needless to say, this study provoked considerable comment, especially by library bloggers (blogging is one of the most personal forms of publication and ego investment is likely to be high). One of the most interesting follow-up postings was "[Library Blogs and Google PageRank](#)" by Michael Lorenzen, whose analysis suggests a different rank order for library blogs, although some blogs, such as the ResearchBuzz, remained top blogs in the biblioblogosphere. – [[\\*CB](#)]

Gardner, Susannah. [Time to Check: Are You Using the Right Blogging Tool?. Online Journalism Review](#) (14 July 2005) (<http://www.ojr.org/ojr/stories/050714gardner/>). – Blog we must, but how? And what's a trackback, anyway? Try this handy analysis of major blogging software, complete with a blogging terminology guide. Not to be missed is the link to the detailed "Blog software comparison chart." Before you know it you'll be moblogging and using bookmarklets. – [[\\*CB](#)]

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Charles W. Bailey, Jr., Terry Huwe, Shirl Kennedy, Leo Robert Klein, Jim Ronningen, Roy Tennant

**Contributors**

Peter Chapman, Sarah Clarke, Catherine Ebenezer, Jonathan Gordon-Till, Linda Kerr, Ida Kwan, Penny Leach, Shona McTavish, Shirley Parker-Munn, Liz Reiner, Ann Smith, Christine Urquhart, James Watson.

## Book Reviews

**General Editor, G E Gorman. International Yearbook of Library and Information Management, 2004 – 2005: Scholarly publishing in an electronic era. London: Facet Publishing, November 2004; 240pp; hardback; ISBN 1-85604-536-6; £60**

This year's volume is devoted to a broad range of aspects of scholarly publishing, consisting of four parts:

- Overview of scholarly publishing in the 21st century
- Institutional perspectives on scholarly publishing
- Access and preservation initiatives in scholarly publishing
- Models and economics of scholarly publishing

There are ten chapters in this volume.

As the introduction indicates, this year's volume examines the scholarly publishing process which could be said to underpin the themes of earlier volumes such as collection management, electronic information services, digitisation and metadata.

Part one, Overview of Scholarly Publishing in the 21st Century, contains two overview papers that establish the context for both current issues and future challenges facing information professionals making use of, or creating, metadata. "It seems to me that librarians and publishers have more in common with one another, and more to gain from collaboratively addressing shared challenges, than attempting to do one another out of existence." So states Alicia Wise in the second paper; and this volume does provide points of view from both.

Part two, Institutional Perspectives on Scholarly Publishing, contains two papers presenting the perspectives of the library and the publisher respectively. The first paper, from Colin Steele, examines the impact of the rise of digital publishing and of open access initiatives on libraries' role in the creation, retention, distribution of scholarly publishing. The second paper, from John Cox, provides a global overview of the scholarly publishing situation in the 21st century, and how we got there. Again, the impact of open access initiatives on publishers is examined.

Part three, Access and Preservation Initiatives in Scholarly Publishing, contains three papers covering a variety of perspectives. The first paper, Access and Usability Issues of Scholarly Electronic Publications, shows the various channels through which a user can access these publications, then identifies some important parameters for measuring the usability of information access systems, and finally looks at the major problems that face users trying to gain access via hybrid libraries. The second paper, The Next Information Revolution: How Open Access will transform Scholarly Communications, examines the serials crisis, the foundation of SPARC and its development as an organisation linking broad advocacy of change with real world demonstrations of how new methods of scholarly communications might actually work. The final paper, Self-archiving Publications, analyses the ways in which self-archiving has developed so far, examining the possible benefits and drawbacks of self-archiving, and outlines the potential impact of the practice on scholarly communications.

Part four, Models and Economics of Scholarly Publishing, is the final part and contains three chapters. The first paper, Electronic books, presents an overview of where technology might take our relationship with the book, and what the new 'model' for the book might encompass. The second paper, Economics of Publishing and the Future of Scholarly Communication, offers a rigorous analysis of the economics of scientific and professional publishing. In the final chapter of the volume, Usage Statistics – Achieving Credibility, Consistency and Compatibility, Dr Peter Shepherd from Project COUNTER addresses this thorny issue. It discusses the COUNTER Code of Practice, focusing on journals and databases.

There is a clear and comprehensive index and the references given for each paper will enable further study of particular themes.

One area that is not covered at all is copyright, mainly because it varies so much from country to country. The General Editor acknowledges that this subject is so complex and so significant that it warrants a yearbook of its own, and this is promised for the future.

This is a surprisingly wide-ranging volume providing interesting background to trends, whose development will undoubtedly affect many of us over the coming years and will undoubtedly find a place with those who have an interest in scholarly publishing, open access initiatives and institutional repositories.

Susan Miles



**Curtis, Donnelly (with contributions by Virginia M Scheschy). E-journals: a how-to-do-it manual for building, managing and supporting electronic journal collections. London: Facet, 2005 419pp. ISBN: 1-85604-541-2**

This book is effectively a much-revised second edition of the author's 2000 book *Developing and managing electronic journal collections: a how-to-do-it manual for librarians*. It is intended to provide a "single, high-quality, reliable and up-to-date source about electronic journal collections for librarians to consult". The author was involved closely for over three years in developing and providing access to a large e-journal collection at the University of Nevada, Reno.

The work divides into two main sections. The initial chapters, "Understanding Electronic Journals" and "Understanding Users of Online Resources" serve as an introduction to the subject and set the stage for the more process-oriented coverage of the later chapters, which deal successively with workforce planning and management issues, collection development, licensing and user authentication, ordering and receipt, delivery and access (including electronic reserves and VLEs), user support and marketing, and usage analysis and evaluation. Technical appendices, on e-journal collection policies, standardisation of titles, e-journal web lists by subject, the aggregator-neutral record, and the use of spreadsheets to create web lists of e-journals, augment earlier coverage. Each chapter is comprehensively referenced. A companion web site, with links to the sites mentioned in the book, is available to readers at <http://www.library.unr.edu/subjects/guides/ejournals.html>.

The book is noteworthy for its high standard of presentation and for its measured and systematic approach. The author's treatment of her subject is detailed and comprehensive, while remaining clear and readable. Her summary account of the changes in the e-journal landscape since 2000 is invaluable. Her professional interests in user behaviour and web usability are readily apparent in the significant positioning of the "Understanding Users" chapter, and in the particularly strong and wide-ranging coverage of user support and promotion issues, in which she delves unhesitatingly into technical topics such as wireless networking, print management, web accessibility, and mobile computing.

Though much of the content of the book is applicable to workplace and specialist libraries, the institutional and professional scenario it assumes, as one might expect, is that of the large American academic library. The author does allude in places to the UK context; brief mention is made of ATHENS authentication, and it is gratifying that several of her examples of good practice in providing access to e-journal collections are taken from British university libraries. However, her discussion of intellectual property issues covers solely US law, and she fails to make mention of any UK

institutions in respect of consortial purchasing or service evaluation. Also, LIS-E-JOURNALS is unaccountably omitted from the selection of email discussion lists for continuing professional education. Generally, however, this work can be highly commended as an invaluable reference for any information professional involved in managing e-journals. Faced with the task of reading it over a bank holiday, I found the task surprisingly enjoyable.

Catherine Ebenezer  
Information Systems Manager, Royal College of Midwives



## **UKeiG will be at Online Information 2005**

Come and meet members of the Management Committee on Stand 139 for a chat about your Group is doing

We are always open to suggestions for meetings or activities, and this is an ideal opportunity for you to influence what we do

Also – for the first time this year –

UKeiG is hosting an Exhibition Blog

**>> Exhibitor News <<~>> Delegate Views <<**

This is your chance to make comments, recommend stands, and tell other delegates what they should be looking out for

Blog the Exhibition at Stand 139 and at

<http://www.uk eig.org.uk/blog/>

### **\*\* Vital Member News! \*\***

UKeiG members are again entitled to a massive 25% discount on the full conference rate if they book before 1<sup>st</sup> November.

After the 1<sup>st</sup> November the discount is 15%

## **Press Releases & News**

### **Xrefer Signs Dorling Kindersley as 50th Publishing Partner**

#### **7th September 2005**

Xrefer, provider of online reference collections to libraries worldwide, has signed an agreement with Dorling Kindersley to add the Financial Times World Desk Reference to Xreferplus' Ready-Reference service.

Xreferplus Ready-Reference features full-text, cross-searchable content from over 180 titles and 50 publishers, covering every major subject. The content is enriched with images, sound files, maps and customizable data tables.

To read this story online, go to <http://www.xrefer.com/news/index.jsp?m=2>

### **New books for September 2005 from Facet Publishing**

#### **Libraries and information services in the United Kingdom and the Republic of Ireland 2005-2006, 32nd edition**

For over forty years anyone needing information on British and Irish libraries has turned to Libraries and Information Services in the UK and the Republic of Ireland for the answer.

This annually updated directory lists nearly 3000 libraries and other services in the United Kingdom, the Channel Islands, the Isle of Man and the Republic of Ireland, with contact names, addresses, telephone and fax numbers, e-mail addresses, and URLs.

For further information about Libraries and information services in the United Kingdom and the Republic of Ireland 2005-2006, 32nd edition click here: <[http://www.lapwing.org.uk/cgi-bin/miva?lap/merchant.mv+Screen=PROD&Store\\_Co](http://www.lapwing.org.uk/cgi-bin/miva?lap/merchant.mv+Screen=PROD&Store_Co)

### **Setting up a Library and Information Service from Scratch**

This practical guide is written to help all those who need to set up a library or information centre within their organization, irrespective of subject background or type of organization.

It offers support to people who have qualifications but no experience in setting up such a service, and those who have had no training at all. Both Sheila Pantry OBE, and Peter Griffiths have had many years' experience of setting up information services for a wide range of organizations in the UK and many other countries.

For further information about *Setting up a Library and Information Service from Scratch* click here <[http://www.lapwing.org.uk/cgi-bin/miva?lap/merchant.mv+Screen=PROD&Store\\_Co](http://www.lapwing.org.uk/cgi-bin/miva?lap/merchant.mv+Screen=PROD&Store_Co)

### **An Introduction to Library and Information Work**

The expanded CILIP Framework of Qualifications, with its introduction of Certified Membership for staff in paraprofessional roles, reflects the continuing need for a textbook to replace earlier editions as the standard work for paraprofessional library and information staff and for the introductory year of professional LIS courses.

Fully revised and updated by Anne Totterdell with contributions from Jane Gill and Alan Hornsey, the third edition of this introductory guide to library and information work introduces support staff, paraprofessionals and LIS students to the workplace.

For further information about *An Introduction to Library and Information Work* click here <[http://www.lapwing.org.uk/cgi-bin/miva?lap/merchant.mv+Screen=PROD&Store\\_Co](http://www.lapwing.org.uk/cgi-bin/miva?lap/merchant.mv+Screen=PROD&Store_Co)

### **UKeiG launch Online Information Exhibition Blog**

**9th September 2005**

For many years, UKeiG/UKOLUG has judged the best stands at Online on behalf of the organizers. This year, in a new departure, the Group is launching – immediately – an Exhibition Blog and RSS feed. There will be some postings from committee members in the run up to November 29th, but – more importantly – the Blog will be live from the UKeiG Stand (139) with exhibition news and comments. This will be your chance to catch up with the latest exhibitor news and delegate views, and – maybe – to add a comment yourself.

The UKeiG Online Exhibition Blog can be found at:  
<http://www.ukeig.org.uk/blog/>.

Contact: Karen Blakeman or Chris Armstrong, UKeiG Committee

E-mail: [karen.blakeman@rba.co.uk](mailto:karen.blakeman@rba.co.uk) or [lisqual@cix.co.uk](mailto:lisqual@cix.co.uk)

## **2005 International Forum on Virtual Communities**

### **5th September 2005**

Infonortics has announced the programme for 2005 International Forum on Virtual Communities, which is to be held in Kensington Town Hall, London on the 9th and 10th November. Over the years, the Virtual Communities Forum has built a reputation as the annual event for practitioners, designers, builders, and the curious, to discuss views and experience within the domain of Virtual Communities. Emphasis at the Forum is on the exchange of information, of learning from others, on establishing contacts and imbibing new ideas.

A full programme is available at <http://www.infonortics.com/vc/index.html>.

Contact: Infonortics Ltd, 15 Market Place, Tetbury GL8 8DD

Telephone: 01666 505772; e-mail [contact@infonortics.com](mailto:contact@infonortics.com).

## **Online Information 2005 Programme Launched**

### **25 August 2005**

The programme for this year's conference (29 November – 1 December at Olympia Grand Hall, London) has been published. As usual there are three tracks, one of which – Managing Enterprise Content runs through all three days with foci on Information Architecture and Enterprise Search. The other tracks are Innovation in Information Discovery; Library and Publishing Developments; Wikis, Blogs and RSS; Emerging Issues for the Information Profession; Information Futures and Technology; and Making the Right Connections. There is the usual selection of pre- and post-conference workshops, language forums, roundtable sessions, and free talks in the exhibition hall. Indeed, one of these will be by Karen Blakeman, UKeIG committee member and councillor, who will be giving a free presentation entitled "Hints and tips from a search expert" on Tuesday 29th at 11.45.

The International Information Industry Awards dinner will be on Wednesday 30th November, and the exhibition – where you can meet members of UKeIG Committee on Stand 139 – is open throughout, with late night opening (until 18:30) on Tuesday. The conference is opened by Dr David Weinberger, co-author of The Cluetrain Manifesto. His keynote paper is called "The new shape of knowledge – everything is miscellaneous."

Contact: VNU Exhibitions Europe, 32-34 Broadwick Street, London W1A 2HG

Telephone: 020 7316 9674; web: <http://www.online-information.co.uk/>.

## **Public Libraries set to face serious staff shortages**

### **24 August 2005**

Just as public libraries are boosting their visitor numbers with an increase of more than 14 million visits last year, the service faces a new challenge. A survey carried out by the Museums, Libraries and Archives Council (MLA) shows that nearly a third of library staff in England will retire in the next 10 years – and library authorities are beginning to feel the pinch, with 59% saying they already have difficulty filling vacancies.

MLA chairman Mark Wood explained: "It's not simply a lack of applicants, although in some areas this is a problem, it is also attracting the right candidates. The stereotype of library workers couldn't be further from the truth. Public libraries today are thriving centres of the community, attracting people of all ages, from toddlers picking up their first book, to grandparents learning to surf the web – and the staff have to be lively, creative, out-going types, who can help users get the most out of their library visit."

The MLA survey, based on returns from more than a third of library authorities in England, suggests that around 10,800 new recruits will be needed by 2010.

The survey was undertaken as part of Framework for the Future, the Department for Culture, Media and Sport action plan to improve public library services managed by the MLA. Mark Wood again: "We took the initiative because no-one had pinned down what was happening about library recruitment at a local level. It is clear there is going to be a huge problem if local authorities do not act now. We will help them address this problem through Framework for the Future, which includes workforce development activities as well as a media campaign alerting people to the great career opportunities in public libraries."

The problem is particularly acute when it comes to managers and professionally qualified librarians. "The traditional image of someone who works in a library doesn't hold true today", asserts Bob McKee, Chief Executive of CILIP. "Public libraries are modern multimedia centres of information, imagination and enquiry at the heart of their local communities, and library staff at all levels need to be outgoing, confident and multi-skilled team players. That's why CILIP has developed a framework of qualifications which sets standards for the education and

employment of all library staff. It's a demanding role but one that can make a real difference to people's lives."

The picture around the country is fairly constant, although London appears to be worst hit, as 36% of staff there are due to retire within 10 years.

Contact: Emma Poole, Media and Events Manager, Museums, Libraries and Archives Council. Tel: 020 7273 1459; e-mail: emma.poole@mla.gov.uk

## **Facet announce Executive i-Briefing Series**

### **17 August 2005**

Facet Publishing has announced the first in a new series of high performance e-books, that deliver topical workplace information direct to the information professional's desktop for instant access. The first title is Digital Copyright by Paul Pedley, which examines how copyright applies in the electronic environment. It asks whether digital content is treated differently than hard-copy material, and if so how? Topics covered include database right, the application of copyright to websites and intranets and model licence agreements.

The Adobe e-book format allows you to bookmark and contains weblinks and navigational aids. It is available for single use (September 2005; 1-85604-573-0; £34.95 plus VAT) or multi-user licence for a single geographical location (September 2005; 1-85604-559-5; £175 plus VAT).

## **Publishers Association and EPS to stage major Online Debate on Traditional Publishing in the 'Age of Search'**

### **10 August 2005**

The Publishers Association and Electronic Publishing Services (EPS) Ltd have today announced plans to stage a six-month major online debate on the impact of digitisation technologies and web search tools on traditional book publishing.

The debate, which begins on 29th August, will be hosted on the EPS web site (<http://www.epsltd.com/>) and will take the form of specially commissioned contributions from leading figures in the international publishing and technology industries. Contributions and responses will also be encouraged from booksellers, librarians, readers, intermediaries and other interested and affected parties.

The title of the debate is 'Google and the Book Publishers: Is the Age of Search bringing exciting new opportunities for publishers, or is it the beginning of the end?'



Issues to be considered in the debate include:

- Will the ability to read full the full text of books online destroy the printed work's marketplace?
- Are 'online' and 'offline' separate marketplaces in which users/readers behave differently, or does one eventually have to supplement the other?
- Will 'print-on-demand' and 'never out of print' be factors in future marketplaces, and what is the role of search engines in relationship to them?
- What part will be played by an emerging mobile content marketplace, in which the nature of reading may change?
- Is it inevitable that the book industry follows the music industry into an illicit file transfer and download culture, and are Google and its peers facilitating this, or working to prevent it?
- Does copyright effectively govern publishing's relationship with the online world, or do new licenses and rights need to be put in place to enable Google and publishers to co-exist?

The debate will be edited and moderated by Paul Carr, new media columnist for The Guardian and Editor in Chief of cross-media publishing company, The Friday Project.

The debate aims to reflect the views of a wide spectrum of interested parties. Anyone interested in participating should contact [Paul Carr](#).

To be notified when the debate begins, e-mail [googledebate@epsltd.com](mailto:googledebate@epsltd.com).

Contact: Paul Carr. Tel: 020 7078 6457; e-mail: [paul@thefridayproject.co.uk](mailto:paul@thefridayproject.co.uk).

## **CILIP AGM and Members Day**

### **17 August 2005**

The CILIP Annual General Meeting will be held at the Brunei Gallery, The School of Oriental and African Studies, University of London. Thornhaugh Street, Russell Square, London WC1, on Thursday 27 October 2005, starting at 4.00pm. As usual CILIP will hold a Members Day with a series of presentations, a Presidential address and a guest lecture around the AGM.

There is a Call for Motions as a Word document at:

<http://www.cilip.org.uk/aboutcilip/howcilipworks/agm/agm2005/>.

## Data Protection ... and Bogus Agencies

### 8 August 2005

In early July the latest of a series of official reminders arrived in my office. It was headed:

DATA PROTECTION AGENCY  
REGISTRATION ENFORCEMENT  
NOTIFICATION UNDER DATA PROTECTION ACT 1998  
FINAL NOTICE

The language, appearance and overall impression of legal importance, backed up by the threat of a maximum fine (“not exceeding level 5 on the criminal justice scale. At present this level is no greater than £5,000”) all tempt recipients to shell out the £135 registration fee.

Unfortunately for the sender, I knew that this was £100 more than the fee should be, that my registration did not expire for some months, and that the return address was not that of the Information Commissioner’s Office (ICO). This was the latest bogus agency scam, and I – on behalf of UKeiG – duly reported it to the ICO.

There are a surprising number of bogus agencies (42 at the last count) and these are listed on the ICO website (<http://www.ico.gov.uk/>). There is no connection between the ICO and these bogus agencies, most of whom do go on to register (for the fixed fee of £35) the companies that apply to them, retaining the remainder of the payment for their “services”.

The ICO say that “although it is not inherently illegal to offer third part registration services (for instance it is common for solicitors to send applications on behalf of their clients) those that do so must ensure that they comply with the relevant laws relating to misleading advertising, the Trades Description Act, and obtaining money by deception or duress.” While the ICO has no legal powers to take action against these agencies, it is extremely concerned that people are being misled by the wording and tone of communications such as the one I received. The ICO liaises closely with the Office of Fair Trading, the police and Trading Standards Offices. The Blackpool police are leading the investigation into the “Data Protection Agency – Registration Enforcement”, the company who

contacted me. The ICO has placed a warning on their website about bogus agencies ... so if you receive an unexpected 'Final Notice', check the website before you pay!

Chris Armstrong, Vice Chair

Contact: Information Commissioner's Office. Tel: 01625 545700; e-mail: [mail@ico.gsi.gov.uk](mailto:mail@ico.gsi.gov.uk).