

eLucidate

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Online

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

Cambridge Information Group

<http://www.cambridgeinformationgroup.com/>

The Cambridge Information Group (CIG) have completed their \$222 million purchase of ProQuest Information and Learning, combining it with CSA to create ProQuest-CSA. CIG also include R.R. Bowker and RefWorks among their holdings.

ProQuest's Early English Books Online has been purchased by the university libraries at Leiden, Amsterdam, Groningen, Nijmegen and Utrecht, a move supported SURFdiensten B.V (the Licensing Agency for Higher Education in the Netherlands).

COPAC

<http://copac.ac.uk/>

Following 60 responses to the COPAC Challenge Fund, the Consortium of Research Libraries (CURL), the Research Information Network (RIN) and the British Library have announced that collections from twelve further institutions will become partly or wholly available through COPAC. These include the Tate Gallery, St Andrews University and the Women's Library at London Metropolitan University.

Emerald

<http://www.emeraldinsight.com/>

Emerald have announced a second five-year consortium deal with the Council of Australian University Librarians (CAUL) to provide access to Emerald's online journals and databases to 1.1 million users.

Intute: Arts and Humanities

<http://www.intute.ac.uk/artsandhumanities/>

In their regular feature section Limelight, Intute focused Web resources highlighting the recent destruction of cultural heritage in Iraq, research on drawing and, on World Book Day, the history of the book.

JISC News

<http://www.jisc.org.uk/>

A new JISC Collections agreement has been announced for H. W. Wilson's Art Museum Image Gallery (AMIG) providing more than 155,000 copyright-cleared images for educational use, particularly in art history, studio art, and design. Different HE and FE prices rates are available, with discounts for those institutions already subscribing to Art Abstracts or Art Full Text via the existing JISC agreements.

JISC have also announced a new collections agreement for Social Policy and Practice comprising over 200,000 bibliographic records of evidence-based social science research provided by Ovid from four databases: Planex (IDOX), Acompline (Greater London

Authority), CareData (Social Care Institute for Excellence) and AgeInfo (Centre for Policy on Ageing).

A new National e-books Observatory Project in association with UK Higher Education has been launched by JISC Collections to “fund and license a collection of e-books that are highly relevant to UK higher education taught course students” in business and management studies, engineering, medicine (excluding mental health and nursing) and media Studies. Selected e-books will be licensed to HE for 2 years under the terms and conditions of the JISC Model License for e-books during which time studies will take place on user behaviour and patterns of use.

Macmillan

<http://www.mcp.com/>

The publisher Macmillan has announced the availability of 30 titles as e-books to browse, buy and download from their website. MacMillan is using their new BookStore digital content platform, developed within the MacMillan group, and the purchased e-books can be downloaded in Adobe eReader, MS Reader and MobiPocket Reader formats or read online or ordered as a book.

Natural History Museum

<http://www.nhm.ac.uk/nature-societies-online/>

Nature Societies Online is a new Web-based resource from the Natural History Museum Library and Information Services that provides direct links to British and Irish natural history and related societies and their websites. This growing database originated from “A Directory of Natural History and Related Societies in Britain and Ireland” (Audrey Meenan, 1982) and is searchable by name, keyword and region.

OCLC

<http://www.oclc.org/>

A new, free directory service to libraries, museums, archives and consortia called WorldCat Registry has been launched by OCLC where institutions can store data such as institution type, location, services, service URLs etc. and, if desired, share the information with others such as vendors, current service providers and partners using an encoded link. OCLC is planning to enhance the sharing service by offering syndication to other websites including their WorldCat platform.

Thomson Gale

<http://www.galegroup.com/>

Thomson Gale have published free classroom content during March to recognize Women’s History Month, comprising of biographies, activities, timelines a quiz and more.

Wiley

<http://www.wiley.com/>

Wiley have announced the completion of their £572 million purchase of Blackwell Publishing, to be merged with Wiley’s global Scientific, Technical, and Medical arm and making it the largest of Wiley’s core businesses.

Intranets

Who manages the Intranet?

Martin White, Intranet Focus Ltd (martin.white@intranetfocus.com)

A common question when setting up an intranet – in which department should the intranet be based?

I have lost count of how many times I have been asked where an intranet should 'report to' in an organisation, usually by a manager who wants to get rid of what they see as a problem child that is fast becoming a challenging teenager! There is no easy answer (if you are looking for one then move on to another section of eLucidate) because it depends on a number of different factors in combination,

A look at my website will show that these are the three elements that I see as forming the platform for any intranet strategy. Just to be perverse, let me take them in reverse order. An ownership decision based on organisational structure tends to want to take the 'tidy' route to management. Everything else in the organisation reports into one department, so what not the intranet? There is a logic behind that, but a false logic. The fundamental problem with an intranet is that it is on every desk in the organisation. With the exception of MS Office/Outlook, it is probably the only application that is on every desk top and so the normal rules of divide, conquer and take the plaudits do not apply. Of all the departments in an organisation, IT, HR and Internal Communications are probably the only ones that touch every employee at every level. However, only large organisations have an Internal Communications department; so the choice usually comes down to HR and IT.

From a technology perspective, an intranet is boring. It's nothing more than a heterogeneous mess of HTML, MS Office and pdf files loosely assembled onto a Web server. Even the excitement of installing a CMS is soon tempered by the realisation that it is nothing more than a database application. Portals are different! I have yet to find a portal application masquerading as an intranet that was not driven by an IT department with an interest in using SharePoint or BEA AquaLogic and needing an application to make the business case for the license costs. (If any of you have the evidence to contradict this statement my e-mail address is on this page.)

There is another aspect of technology though, and that is the CMS implementation that I have referred to above. The case is often made that, since the same CMS is being used for the website (which probably got it first) and for the intranet then it should be Marketing Communications that take responsibility for the intranet. The case is made on the basis of sharing expertise and of reducing support and training costs. There are some fallacies here that need to be addressed. If there is a major training requirement and a substantial need for ongoing support for an intranet CMS application, then you have bought the wrong CMS for intranet use, no matter how good it is for the website. An intranet CMS has to support ad hoc use by people who are not being rewarded for intranet content addition, and who see the need to work through a 500-page user manual as the final frontier. Moreover, Marketing Communications is all about communicating with the external world, and employees have very different information and knowledge needs.

So what about either Internal Communications or HR? To a significant extent (humour me here!) Internal Communications is about the bulk transfer of information to employees

and HR is about some very specific information to individual employees. Neither really get involved with understanding how better business decisions can be made with effective access to internal and external information.

The reality is that the solution to the problem is a strategic issue and not an operational one. One of the reasons that departments are sometimes very keen not to take ownership of the intranet is that there is no top-level sponsorship of the intranet, and so budgets and lines of authority stop with the departmental manager – and that can be uncomfortable. If the objectives for the intranet are clearly articulated, and the resources required are quantified and made available, then any specific department can see that it is the guardian of the intranet, not the owner of it. An intranet absolutely has to have a steering group with representation from all stakeholders, which reports into one (or more) executive-level sponsors. Budget is made available at a corporate level and allocated to a department for line management purposes. A good intranet improves business decisions, reduces business risk, supports business growth, enhances career development and makes working for the organisation a pleasure. Are you telling me that you do not want to be the manager who takes the credit for all this?

Reference Management

Tracy Kent, Librarian for Physics and Computer Science, University of Birmingham (t.k.kent@bham.ac.uk)

Manuscript Management Toolset

<http://www.thomsonscientific.com/press/2007/8360646/>

Thomson Scientific have released a Manuscript Management Toolset. These tools integrate elements of ScholarOne Manuscript central with the Web of Science and Endnote. The collaboration makes it possible for authors to create their manuscripts in Endnote and then seamlessly submit it for review using Manuscript Central. This development will enhance the manuscript review process. Manuscript Central will also be able to check references for completeness. Blackwell publishing will allow a select group of references to take advantage of the new tools to accept and manage manuscript submissions through Manuscript Central.

Cross Ref

<http://www.infotoday.com/newsbreaks/nb061106-1.shtml>

Cross Ref, the reference linking network of Publisher International Linking Association (PILA) has launched a free DOI look up feature called simple text query. Users can enter whole bibliographies with citations, in almost any bibliographic format, and receive back the matching Digital Object Identifier for these references to insert in their final bibliographies.

RefWorks

RefWorks has recently released *RefGrab-It* which drops in data from websites into the refworks database once a plug in has been installed. RefShare is probably the most unique feature and this has been developed.

New Reference software packages

OpenOffice Bibliographic Project (OOoBib) : an interesting twist on using Wikis?

Reference software, created using open source, but which uses wikis to aid the development process. What more could you ask for? So if you have gripes about what's wrong with your existing reference software package and wish to contribute to a new piece of software, then OpenOffice may just be the package for you. As the name suggests this product is based on *open-source* software and aims to make it easier for people to store and manage reference data, to format their documents and to collaborate with users. It has an emphasis on being simple to use for casual users, as well as meeting the requirements of the professional and academic writer. It is both a project and based on open-source software, which means that we as information professionals can begin to shape the future of this type of software. On the webpage for the project, there are a range of opportunities to contribute including the use of wikis to help list deficiencies in the software and to suggest enhancements. Open-Source software is also being used in the Institutional repository fields as well as in this example of reference software, so there may be an merger of the two. A list of this type of software can be found at the registry of institutional repositories at <http://roar.eprints.org/>

Details of the open-source software package at <http://bibliographic.openoffice.org>

Ottobib

<http://www.ottobib.com>

OttoBib.com is a website with a free tool to generate an alphabetised bibliography of books from a list of ISBNs with output in MLA, APA, or Chicago/Turabian format. Each query also generates a permalink which can be used to recall the bibliography without having to re-enter the ISBN data. The site is a metasearch engine, integrating data from several sources, including the U.S. Library of Congress API, the Amazon.com database of books, and ISBNdb.com. OttoBib accepts both ISBN-10 and ISBN-13.

Reproducing the references

A unique selling feature of reference software tends to be the ability to reproduce references in a variety of established formats – often based on journal titles. A recent survey by Brahmi and Gall compared citation format in EndNote version 7 and ReferenceManager version 11 with the citation format for references found in the instructions to authors from the most significant medical literature. They provide some interesting conclusions.

Medical Reference Services quarterly 25 2 2006 p49-57

Training options

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

The Adept Science website that supports the UK market in reference software has recently launched new supporting materials. Particularly recommended is that of the knowledge database which provides answers to many common queries with different software packages – from changes in formatting styles to losing the toolbar in Word. The free tip sheets – unfortunately only for Endnote at the moment – are useful additions to any training portfolio.

Public Sector News

Jane Inman, Technical Librarian, Environment and Economy, Warwickshire County Council (janeinman@warwickshire.gov.uk)

E-petitions

You will have found it hard to miss the news coverage of the use of the e-petitions website for a vote on road pricing. 1.8million people signed up to support the motion that vehicle tracking and road pricing policy should be scrapped. The activity on this site has probably made more people aware of the availability of government websites than the take-up campaign designed to encourage use of directgov.gov.uk and the linked local authority sites!

E-petitions are available on the 10 Downing Street website at <http://petitions.pm.gov.uk> Anyone can set up a new petition but there are opposing views about the value of political opinion being measured this way. Writing in *The Independent* Andy McSmith asks if the Internet liberates or undermines democracy. He draws attention to the care taken to ensure everyone who is entitled to vote in an election is registered and can access a polling station and the measures taken to prevent fraud. This contrasts with e-petitions where the digital divide will mean many do not have access to the technology or the skills needed to add their vote. He also suggests that online petitions are a 'lazy form of political activism' compared to marching in the streets for instance.

(The big question: does the Internet liberate or undermine democracy? *Independent* 23 February 2007 Andy McSmith)

<http://news.independent.co.uk/uk/politics/article2296801.ece>

Cull of government websites

Transformational Government was launched with publication of the Cabinet Office strategy document Transformation government: Enabled by technology (Cabinet Office, CM 6683) in November 2005 and a review of the first year was issued in January. Transformational government: Enabled by technology Annual Report 2006 (Cabinet Office Cm 6790) The report contained news that government websites are to be reviewed and at least 551 websites are to be closed.

I don't think anyone would disagree that there are too many Government websites and certainly the development seems to have been a little haphazard. However, concerns have been expressed about the content of the sites which are to be disposed of. Will the content be properly archived for future reference or will it disappear without trace? Concern has also been expressed that some of the small sites developed to back up a particular campaign will have been designed to reach a limited market. It may be appropriate for these to look very different from for instance directgov.uk. An example of this would be the Talk to Frank site which is about drug use and is aimed at young people. (<http://www.talktofrank.com>) To read the report on transformational government go to http://www.cio.gov.uk/documents/annual_report2006/trans_gov2006.pdf.

Public libraries and online services

Some very interesting figures were published by the Chartered Institute of Public Finance and Accountancy (CIPFA) in January. They reported an increase of 7.5% in the number of people visiting public libraries over the last five years. Set alongside figures which show a 10% increase in expenditure on electronic resources in 2006 it would seem that the availability of electronic resources contributes to this rise in use. To see more detail of the figures which were produced in association with the Museums, Libraries and Archives Council go to <http://www.cipfastats.net> .

Parliamentary blogs

Blogs are in use in every area of life and have been the subject of a Parliamentary question! The Secretary of State for Work and Pensions was asked how much it cost to operate the blog of the Minister for Employment and Welfare Reforms. The cost was given as £1,487 a month since its launch in October and there have been 4,731 visits by 1,987 unique visitors. This makes it a rather expensive operation but it makes quite interesting reading. See for yourself at <http://www.dwp.gov.uk/welfarereform/blog/>.

Information for local government

Anyone working in local government will have come across info4local (<http://www.info4local.gov.uk>) which provides information from Central Government to Local Government. The service was re-launched in January with some refinements. You can now select from sub-categories for some subject areas so that you can tailor the service more accurately to your interests. You can also select by English region and the service alerts you to consultations which are reaching their deadline.

65 government departments, agencies and public bodies contribute to the website, so as well as the alerting service, it provides a useful route into government information related to local government. As far as I can tell the e mail alerting service is not limited to use by those working in local government.

Local authority websites

<http://www.socitm.gov.uk>

SOCITM, the Society of Information Technology Management, has just published its latest report on local authority websites. Better connected 2007 is the ninth such report, and now gives local authority websites a ranking of 'excellent', 'transactional' or 'standard'. Only one authority, Barking and Dagenham, was graded as 'excellent.' The grade is based on 16 criteria, which basically look at the usefulness, usability and usage of local authority sites. The report shows how use of local-authority websites has grown since the first report was issued and identifies the challenges for the future. These include making the customer journey as smooth as possible and the development of the skills, information and commitment for transferring activity to the web.

UK Cabinet Papers

<http://www.nationalarchives.gov.uk>

The National Archives has won a grant of £800,000 to digitise Cabinet papers from 1917-1975. The project is called British Governance in the 20th Century and will cover 500,000 papers all of which are already open as they are over 30 years old. Funding is coming from the Joint Information Systems Committee.

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. ALGIS welcomes anyone with an interest in public sector information who feels they would benefit from being part of a community working in the same area. For more information go to <http://www.algis.org.uk>.

Current Awareness

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

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

Catalogues / Cataloguing

Coyle, Karen, and Diane Hillmann. **Resource Description and Access (RDA): Cataloging Rules for the 20th Century.** *D-Lib Magazine* 13(1/2) January/February 2007. (<http://dlib.org/dlib/january07/coyle/01coyle.html>) – This prosaically titled essay is not the dispassionate exposition of the effort to remake the Anglo-American Cataloging Rules (AACR) that you might expect. Rather, it is an exposé of a process that appears, according to the authors, to be too concerned with an easy transition for libraries. Far better, they argue, to forge a new path that is more revolutionary (and probably more painful initially) and likely to be more effective in an Internet age. "Members of our profession," they assert, "who have embraced the present information technologies and are looking forward to what the future will bring are particularly dismayed at the creation of another set of cataloging rules based on technologies that are now decades past." If the future of bibliographic description – or even the future of libraries – is important to you, consider this piece to be your wake-up call. – [*RT]

Markey, Karen. **The Online Library Catalog: Paradise Lost and Paradise Regained?** *D-Lib Magazine* 13(1/2) January/February 2007 (<http://dlib.org/dlib/january07/markey/01markey.html>) – Markey throws down the gauntlet and challenges libraries to remake library catalogs partly in the model of Google (embrace "post-Boolean" probabilistic searching), partly in the model of classic library strategies (embrace subject cataloging), and partly something entirely new (expand with qualification metadata). She precedes her proposed solution to library catalog woes with a brief litany of failure, and an examination of why people use Google. Even if you don't agree with all of her points, there is plenty to ponder and discuss and (hopefully) lead to experimentation and implementation. My only criticism is that our gaze needs to encompass more than library catalogs at this point or else we're toast before we begin. – [*RT]

Rethlefsen, Melissa L. **Chief Thingamabrarian.** *netConnect* Winter 2007. (<http://www.libraryjournal.com/article/CA6403633.html>) – You probably would have to have been living in a cave to not know about LibraryThing.com. So if you have only recently left your mountain domicile, stop reading this and go try it out. We'll meet you back here when you're done. Yes, that's right, who knew cataloging was fun? And that you could actually get just about anyone to do copy cataloging? Well, Tim Spaulding knew it, or at least he suspected it, and the success of LibraryThing is no small matter. This interview with him provides an interesting insight into not just the LibraryThing world, but also tagging, potential linkages with library catalogs, and more. – [*RT]

Collaborative Tools

Dye, Jessica. **Collaboration 2.0: make the Web your workspace.** *EContent* 30(1) Jan/Feb 2007: 32-36 – What happens when you combine your content management system with Web 2.0 tools? “Wikis while you work” may yet replace e-mail and shared Word documents as the main forum for team collaboration. Corporate blogs may even interest a CEO and can be faster than reading through and replying to accumulated e-mails. Enterprise blogs and wikis can transform corporate communication into content with the help of tagging to flatten the typical corporate search hierarchy. Companies featured in this article: Ektron, Google, Koral, Socialtext and Web Crossing – [CP]

Guy, Marieke. **Wikido: Exploiting the Potential of Wikis.** *Ariadne* 50, January 2007. (<http://www.Ariadne.ac.uk/issue50/wikido-rpt/>) Reports on a [one-day workshop](#), held in Birmingham in November 2006, which took a closer look at the potential of wikis for educational institutions. Papers at the workshop covered what wikis can provide and developing a deployment strategy – [CP]

Marks, P. **Knowledge to the people.** *New Scientist*, 3 Feb 2007: 44-45 – Interview with Jimmy Wales, founder of Wikipedia. Discusses the birth of Wikipedia, its ethics and his latest plan to develop a search engine. – [LF]

Lenhart, Amanda, and Mary Madden. [Social Networking Websites and Teens: An Overview Pew Internet & American Life Project](#) 7 January 2007. (http://www.pewinternet.org/PPF/r/198/report_display.asp) – This paper reports on the wide use of "social networks" such as MySpace or Facebook by teenagers. Based on survey results, over half of the respondents said they had a profile and slightly less than half (48%) said they frequented the sites every day. The vast majority of them use the sites to "manage their friendships" or in other words to communicate with friends. This communication, as the report makes clear, takes the form of everything from blog entries and comments to in-network e-mail. If ever there were a promising area for library outreach, it's this! – [*[LRK](#)]

Content Management

Doyle, Bob. **Compare and contrast CMS.** *EContent* 30 (1) Jan/Feb 2007: 31 – Imagines what an ideal site to compare and contrast content management systems might include: standard features with standard names, website profiles or scenarios, total cost of ownership of a CMS for typical customers, and typical number of people at the vendor and the amount of time they will spend in support of the implementation, deployment and maintenance of the system. Key parameters are more useful than a long list of features – [CP]

Education

Cochrane, Lynn Scott. [If the Academic Library Ceased to Exist, Would We Have to Invent It? EDUCAUSE Review](#) 42(1) January/February 2007: 6-7. (<http://www.educause.edu/apps/er/erm07/erm0714.asp>) – Nightmare scenarios concerning a make-believe College in 2010 that does away with its campus library only to find that obtaining research material any other way is less reliable and more expensive. While the author focuses on materials, thus leaving out such vital services as Reference, she still makes a good case that institutions get good value out of their libraries and ought to continue supporting them. – [*[LRK](#)]

Drake, Miriam A. **Academic libraries are alive and thriving.** *Searcher* 15(1) 2007: 8-12 – Four academic library directors from the USA are interviewed about service developments and trends. The importance of the library as a social study space is emphasised and the benefits/drawbacks of purchasing large e-journals bundles are explored. Big deals are seen to be impacting upon society/not-for-profit publishers and The Association of Learned and Professional Society Publishers Learned Journals Collection is held up as a potential saviour for the not-for-profit sector (<http://www.alpsp.org>). The confusion many academics feel about “open access publishing” is highlighted, as is the hostility of many publishers towards it. The challenges of getting faculty members to deposit items in institutional repositories – IRs – are explored. Given the significant long term costs of IRs, the idea of developing broader disciplinary repositories is suggested. The article concludes that in order to survive and thrive, academic libraries are rapidly transforming themselves into vibrant social learning spaces where the needs of the user are paramount. – [MT]

Walk, Paul. **JISC CETIS Conference, 2006.** *Ariadne* 50, January 2007. (<http://www.Ariadne.ac.uk/issue50/jisc-cetis-2006-rpt/>) – Report on the third annual Centre for Educational Technology & Interoperability Standards conference held in Salford in November 2006 – [CP]

General

Bates, Melanie, Sue Manuel and Charles Oppenheim. **Models of Early Adoption of ICT Innovations in Higher Education.** *Ariadne* 50, January 2007. (<http://www.Ariadne.ac.uk/issue50/oppenheim-et-al/>) – First defining invention and innovation, the authors provide an overview of some considerations for change agents attempting to introduce an innovative new information communication technology service into Higher Education institutions. These are associated with early adopter characteristics, communication channels, features associated with the innovation, scale and source of the initiative, the time scale for introduction and a range of institutional characteristics and processes. Institutional factors include cultural values, communication and social networks, provision of suitable support, a safe environment for the exploration of new technologies and for creativity, as well as recognition and reward – [CP]

Biever, Celeste. **Web 2.0 is all about the feel good factor.** *New Scientist* 23/30 December 2007: 30 – Key factors in the success of websites such as YouTube and Flickr is ones increase in status and receiving rewards from fellow users in the form of comments or endorsements, according to a group of US researchers. Such persuasion strategies ultimately benefit the websites themselves by engaging the users to contribute and enhance the quality of the site. Following on from their initial studies the US researchers intend to investigate which other persuasion technologies work within the Web 2.0 environment. – [LF]

Cave, Francis, Brian Green and David Martin. **ONIX for Licensing Terms: Standards for the Electronic Communication of Usage Terms.** *Ariadne* 50, January 2007. (<http://www.Ariadne.ac.uk/issue50/green-et-al/>) This paper describes the purpose, development and potential of standards for the electronic communication of licensing terms between publishers, libraries and other licensees – [CP]

Chillingworth, Mark. Trick or Treat, *Information World Review* 232, February 2007: 14-16 – A round table discussion is facilitated by IWR to ask whether 2.0 will revolutionise information tools and services or simply wipe-out the industry as we now know it.

Contributors include Tom Coates (Yahoo), Paul Miller (Talis), Iain Tait (Poke – a Web 2.0 agency), Peter Lake (Sweet and Maxwell) David Worlock (EPS) and Victor Camlet (Thomson Scientific) – [RH]

Edwards, Cliff, and Moon, Ihlwan. [Upward Mobility](#). [BusinessWeek](#) 4 December 2006: 68-82.

(http://www.businessweek.com/magazine/content/06_49/b4012071.htm?chan=top+news_top+news+index_technology) – If you think that the US is full of mobile communications junkies now, just wait. South Korea and Japan are leading the way to a new level of mobile service, and Motorola Chief Executive Ed Zander has taken to calling handsets "the device formerly known as the cell phone." The technological keys to this new kingdom will be WiMAX, fuel cell batteries, OLED screens, and near-field communications. Say what? Read the article to find out what these terms mean. – [*CB]

Fisher, Richard. **Just can't get e-nough**. From cyberchondria to Google-stalking, technology is turning us into obsessive wrecks. *New Scientist* 23/30 December 2007: 34-37 – Cheesepodder, Google-stalker, blog streaking, these are just some of the modern maladies and techno-addictions afflicting us in the Web world. But are these Web syndromes new versions of old afflictions or are we developing new mind bugs? Afflicted webbers confess their addictions alongside discussion over whether our online personality can spill over into our offline world. – [LF]

Garman, Nancy. [That Was Then – This Is Now](#). [ONLINE](#) 31(1) January/February 2007 (<http://www.infotoday.com/online/jan07/Garman.shtml>) – ONLINE celebrates its 30th Anniversary with this trip down Memory Lane by Nancy Garman. Important highlights featured in the magazine include the introduction of CD-ROMs (1984), expansion of the Internet (1993) and of course, the introduction of the World Wide Web (1995). This is just one of several articles looking at the magazine's past and the state of technology over the 30 years of its existence. – [*LRK]

Griffin, Daniel. 2006 : Takeovers, Makeovers and Handovers. *Information World Review* 231, January 2007: 12-15 – IWR review of the information year presented as monthly highs and lows for the information industry; items covered include; IBM's announcement of a \$1 billion investment in information management in March.; the appearance of Windows Live Academic Search in May; the Social Market Foundation's criticism of public sector bodies hiding behind Data Protection Act in data sharing work in September. A series of 'sites with sizzle' are included as IWR pick of the year on the Web including Exact editions (<http://www.exacteditions.com>); Trexy (<http://www.trexy.com>) and Rollyo (<http://www.rollyo.com>) – [RH]

Miller, Paul. What Happens When We Mash the Library? *Ariadne* 50, January 2007. (<http://www.Ariadne.ac.uk/issue50/miller/>) – Miller looks at recent attempts to make library resources more appealing, including the Talis competition to build library 'mashups'. [Wikipedia](#) defines a mashup as "a website or Web application that uses content from more than one source to create a completely new service." The [Talis competition](#) received 18 entries ranging from simple enhancements to existing library functions to a collaborative effort to provide library services inside the Second Life 3D online digital world. The competition website remains open to accept new entries on an ongoing basis and any piece of innovative work in this field may be registered in an [Innovation Directory](#) – [CP]

Norman, Don. **Simplicity Is Highly Overrated** [JND.org](http://www.jnd.org) 2007

(http://www.jnd.org/dn.mss/simplicity_is_highly.html) – This article has been making the rounds. It's by one of the great figures of design, Don Norman. His basic message is that cutting down on features is a losing proposition, that people want all the bells and whistles. I think the perspective is interesting and ought to be understood as a reaction to the "KISS" mantra made famous by everyone from usability guru Steve Krug to minimalist design firms like 37signals. That said, it's hard to say what impact this approach should have on design decisions, particularly on the Web. We're not buying products for ourselves after all but making them for others. If features in this context were so attractive, then 'Advanced Search' would be the first stop of even our most neophyte users. – [*[LRK](#)]

Shirky, Clay. **Second Life : A Story Too Good to Check** [Valleywag](http://www.valleywag.com) 12 December 2006.

(<http://www.valleywag.com/tech/second-life/a-story-too-good-to-check-221252.php>) – A less-than-enthusiastic appraisal of the virtual world known as [Second Life](#). Clay Shirky has been writing about the Web for at least 10 years and he uses his experience to great effect as he challenges the greenhorns in his profession with lines like: "[T]he tech beat is an intake valve for the young. Most reporters don't remember that anyone has ever wrongly predicted a bright future for immersive worlds or flythrough 3D spaces in the past, so they have no skepticism triggered by the historical failure of things like Lambda-MOO or VRML." This wealth of experience makes for an article that transcends a critique of a single phenomena, in this case Second Life, becoming instead an almost classic deconstruction of (in this case an Internet) mania. Having argued that participation in this online environment is far less than meets the eye, he concludes with one last eminently quotable line, "there's nothing wrong with a service that appeals to tens of thousands of people, but in a billion-person Internet, that population is also a rounding error." – [*[LRK](#)]

Information Access

Ashmore, Beth & Grogg, Jill E. **Google and OCLC open libraries on the open web.** *Searcher* 14 (10) 2006: 44-52.

The open libraries of Google and Online Computer Library Catalog (OCLC) are examined in this article. OCLC's WorldCat.org has made its massive store of library holdings information freely available online and these 66 million records are argued to be a powerful resource bank. Google Scholar is said to be becoming one of the main search engines of choice for academics and information professionals alike. It is suggested that libraries now have a great opportunity to learn how to co-exist and complement these growing info giants. – [MT]

Chillingworth, Mark. **Leaked plan to attack open access has science in uproar.**

Information World Review 232, February 2007: 1, 4 (Editorial) – Lead article and editorial focuses on the decision of the Association of American Publishers (AAP) to hire a PR agency to make their case in the Open Access (OA) debate. Eric Dezenhall's services have been engaged who is described as having the reputation of a "PR pit-bull". The problems facing the publishing industry and the views of those in favour of Open Access are noted in the lead article. The editorial extends an 'open invitation' for those on both sides of the OA debate to contact IWR to air views. – [RH]

Coyle, Karen. **Mass Digitization of Books** [The Journal of Academic Librarianship](http://www.sciencedirect.com) 32(6)

November 2006: 641-645. (<http://www.sciencedirect.com/science/article/B6W50-4M877GM-1/2/91673967ebebaf384a277c5579164041>) – This is a good high-level overview article on mass digitization projects such as the Google Library project. Mass digitization is contrasted with "non-mass" digitization and "large-scale" digitization in

addition to issues such as workflow, output and book structure, user interface, standards, preservation, and scoping. Readers interested in exploring the copyright implications of mass digitization should not look here, but rather to the many contributions on the topic that can be found almost anywhere you care to look. – [*RT]

Holt, Glen E. **Fitting Library Services Into the Lives of the Poor** [Bottom Line](#) 19(4) 2006: 179-186.

(<http://www.emeraldinsight.com/Insight/viewContentItem.do?contentType=Article&contentId=1576561>) – As the title suggests, this relatively short article looks at delivering library services to the poor. This is the very definition of an underserved and underprivileged user group. For this reason, it's not enough to put library services on offer but rather to reach out and accommodate as much as possible the particular needs of low-income users. Hence the word "fitting" in the title. The author suggests a number of ways of doing this: convenient hours, points of service outside of the library, partnerships with other community organizations, spreading the word through PSAs and visibility at community events. There are limits to how far an institution can go but the author strongly suggests that more can be done. – [*LRK]

Nixon, William and Millington, Peter. **Take a Peek Beneath the EPrints v3 Wrappers.** *Ariadne* 50, January 2007. (<http://www.Ariadne.ac.uk/issue50/eprints-v3-rpt/>) – With v3 now officially launched at the Open Repositories Conference in San Antonio in January 2007, this is a detailed report on the EPrints 3 pre-launch briefing – [CP]

Thomas, Kim. **MIT puts entire curriculum at disposal of e-learners.** *Information World Review* 232, February 2007: 2 – The entire catalogue of 1800 courses at the Massachusetts Institute of Technology (<http://ocw.mit.edu>) is to be put online by the end of 2007. Free access to courses, said to transform the e-learning landscape will include lecture notes, podcasts and videocasts. Overseas visitors, particularly from China and India, are believed to dominate usage traffic. The international consortium of open courseware providers (<http://www.ocwconsortium.org>) is now said to have 120 members. – [RH]

Toobin, Jeffrey. **Google's Moon Shot.** [The New Yorker](#) 5 February 2007. (http://www.newyorker.com/fact/content/articles/070205fa_fact_toobin) – One of the most even-handed and informative articles on the Google Library (and Books) Project I've seen. You won't find any major new revelations here, but you will find a good overview of some of the issues and identification of some of the main players. Unlike many accounts that either swallow Google's kool-aid, or else provide knee-jerk style objections, Toobin cleaves to the middle in what might be considered a picture-perfect example of expository writing. One example: after quoting the Google engineer responsible for the scanning operation talking about a future where all the world's information is available online, Toobin states "Such messianism cannot obscure the central truth about Google Book Search: it's a business." Indeed. – [*RT]

Weber, Jonathan. **Evergreen: Your Homegrown ILS.** [Library Journal](#) 15 December 2006 (<http://www.libraryjournal.com/article/CA6396354.html>) – A quiet revolution occurred this past Labor Day. Well over 200 Georgia libraries, all part of the [PINES](#) regional consortium, began using an open source integrated library system for the first time. The new system, dubbed Evergreen, was built from scratch by PINES programmers. The numbers are impressive – the consortium has over 8 million items and over 1.5 million borrowers. Amazing enough, they can handle the load with approximately \$250,000 of hardware – which by their calculation is only a fraction of what a typical commercial system would require. This article by a contributor to the project introduces the system, its

history, and its potential future. Its future may even include you, since it is being released as open source. – [*RT]

Information Retrieval

Bates, Mary Ellen. **Does anyone RTFM?** *EContent* 30(1) Jan/Feb 2007: 24 – Bates has lately come to realise that “it’s all those stupid users out there, not the quality of the documentation, that’s the issue.” Her review of the advanced search pages of the major search engines leads her to think that we have a long way to go in terms of intuitive search interfaces. Exalead is a favourite, as its advanced search page explains the search filters with examples and inserts the proper syntax into the box when a user clicks that filter. She looks forward to well-designed graphical interfaces for building search queries and analysing results – [CP]

Bradley, Phil. **New Search Engines in 2006.** *Ariadne* 50, January 2007. (<http://www.Ariadne.ac.uk/issue50/search-engines/>) – The author takes a look at search engines that he noticed in 2006 and provides brief assessments of: [Collarity](#), [Healia](#), [Huckabuck](#), [Hot Daddy](#), [iBoogie](#), [IncyWincy](#), [Jatall](#), [Kahzam](#), [Kosmix](#), [Mojeek](#), [Opsdo](#), [Quintura](#), [Scandoo](#), [Searchmedica](#), [Search Stomper!](#), [WebFetch](#), [WebWobot](#), [Whonu](#), [WordIQ](#), [Yurnet](#), [Zepti](#) and [Zoo](#). For Bradley, Healia stands out for its flexibility and interesting variety of options, and Collarity is ‘very clever’, though flawed in places. He suggests we try them out for ourselves, and make up our own minds – [CP]

Evans, Woody. **Getting “Swicki” with it.** *Searcher* 14(10) 2006: 59-61 – The article provides an insight into using and developing “swickis”. A swicki is a subject specific search engine that can learn from the behaviour of the community that uses it. Evans sees potential in this technology and encourages information professionals to begin using and building swickis via the Eurekster website <http://swicki.eurekster.com> – [MT]

Marks, Paul. **Improving the search for intelligence.** *New Scientist* 10 February 2007: 22-23 – An 18th century probability theory is the basis of a sophisticated search engine now being employed by UK police forces. IDOL, an Autonomy product, calculates the probabilistic relationship between different variables, which can, in the early stage of a police inquiry look for common ground in witness statements. One police force has reported a reduction in police search time from 15 to 2 minutes. However, even though intelligence can now be gathered much quicker and put officers onto the right track sooner, it is good old-fashioned human police methods that take over from there. – [LF]

Tebbutt, David. **Our Web 2.0 freedoms can turn into IT chains.** *Information World Review* 232, February 2007: 9 – The phenomenon of user-driven computing and software as a service (SaaS) is discussed in terms of how this may affect the user relationship with IT authority and control. However the increasing demands on the end-user in selecting and tweaking software may backfire and create a ‘Tower of Babel’ whilst ‘IT’ waits for the non-experts to filter the good from the bad – [RH]

Knowledge Management

Lervik, Jon E., Mark Easterby-Smith, Kathryn Fahy and Carole Elliott. **Limits to Information Transfer: The Boundary Problem.** *Ariadne* 50, January 2007. (<http://www.Ariadne.ac.uk/issue50/lervik-et-al/>) – This paper discusses the challenges in integrating knowledge across boundaries between specialised knowledge communities within an organisation. Collaboration on the boundaries is not only about joint knowledge production, but also about identifying interdependencies and trade-off and negotiating

interests. The authors present and develop a framework which elaborates on this problem and offers some guidance about how it might be tackled – [CP]

Tebbutt, David. **2006 : Breathing new life into KM.** *Information World Review* 231, January 2007: 18-20 – This article looks at the current position of Knowledge Management (KM) against the assertion that this field may be dead in terms of common conception. Starting from the question of whether there are a number of meanings to the term the writer investigates social software as a way of bringing KM “closer to the object of its ambitions”. The practice of sharing that Blogs and Wikis encourage, a site for sharing bookmarks (<http://del.icio.us/>) and culture changes at IBM are all examined as examples of the way in which the knowledge environments can be managed. – [RH]

Legal Issues

Caldwell, Tracy. **Common Touch on Rights.** *Information World Review* 232, February 2007: 10-12 – The battle between advocates of Digital Rights Management and the creation of protections for creators and publishers against freedoms for scientific development is discussed in the context of development in copyright and Creative Commons (CC) licenses. Such developments including Creative Archives, Copyleft, the incorporation of CC licensing into Windows Vista and Science Commons are referenced. The different forms, trends and mechanisms governing CC licences are covered including versions, usage in academic publishing and practical benefits extolled, in particular in this article, by Biomed Central. Google and Yahoo’s advanced search pages are noted as having added filtering to include only CC licensed content. Article includes a summary of the six main types of CC licences – [RH]

Chillingworth, Mark. **Information experts back Gowers’ copyright review.** *Information World Review* 231, January 2007: 1, 10 – The Gowers review into intellectual property and copyright is reported as being welcomed by the information industry. Andrew Gowers, former Financial Times editor, was commissioned by Gordon Brown to give the government a better understanding of how intellectual property and copy right regulations could promote economic growth and protect creators. Comments on the report from the British Library and the Open Rights Group are included in the report. Suggestions to develop comments on ‘fair dealing’ and make a closer look at the enforcement criteria in terms of distinguishing between large and small-scale counterfeiting are made. The challenge of Digital Rights Management and technology is commented on. Orphaned works and libraries rights to copy in separate formats for preservation are also covered. (Full analysis of the report is provided on page 10 of this issue). – [RH]

Metadata

Allinson, Julie, Johnston, P and Powell, A. **A Dublin Core Application Profile for Scholarly Works.** *Ariadne* 50, January 2007. (<http://www.Ariadne.ac.uk/issue50/allinson-et-al/>) – The authors describe a Dublin Core application profile for the description of eprints that makes use of the Functional Requirements for Bibliographic Records (FRBR) and the Dublin Core Metadata Initiative (DCMI) Abstract Model. Community acceptance and dissemination activities are generating momentum for uptake of the profile – [CP]

Preservation

Ball, Alexander and Manjula Patel. **2nd International DCC Conference 2006: Digital Data Curation in Practice.** *Ariadne* 50, January 2007 (<http://www.Ariadne.ac.uk/issue50/2-dcc-conf-rpt/>) –Provides an overview of the second

annual conference of the Digital Curation Centre, which brings together researchers in the field to promote discussion of policy and strategy. Themes were disciplines and data, life cycles, open science and practical approaches – [CP]

Beresford, Philip. **Web Curator Tool**. *Ariadne* 50, January 2007.

(<http://www.Ariadne.ac.uk/issue50/beresford/>) – The Web Curator Tool has been developed by The National Library of New Zealand, The British Library and Sytec to assist curators of digital archives in collecting web-published material for storage and preservation. Beresford tells the story of its development from The British Library's perspective. The project has quickly produced usable software and is in use already at the NLNZ and will be rolled out to [UK Web Archiving Consortium](#) partners in 2007. The tool includes workflows to identify content for archiving and then to manage it, including permissions, selection, description, scoping, harvesting and quality review. [Web Curator Tool](#) is available as open source software. – [CP]

Dunning, Alastair. **Cultural Heritage Online: The Challenge of Accessibility and Preservation**. *Ariadne* 50, January 2007.

(<http://www.Ariadne.ac.uk/issue50/rinascimento-digitale-rpt/>) – Report on a conference in Florence about the preservation and accessibility of cultural heritage material. The general tenor of the presentations was less about the technical issues than the strategic ones. The understanding is quickly growing that just as the Web is distributed, so are the expertise, approaches and practices that manage cultural material on the Web – [CP]

Hilton, Chris and Dave Thompson. **Collecting Born Digital Archives at the Wellcome Library**. *Ariadne* 50, January 2007. (<http://www.Ariadne.ac.uk/issue50/hilton-thompson/>)

– This paper discusses plans for work with born digital archival material at the Wellcome Library. The authors conclude that engaging with digital material means business as usual: sound archival practice, policies, documented workflow, and training – [CP]

Sale, A. **The patchwork mandate**. *D-Lib Magazine* 13 (1/2) Jan/Feb 2007.

(<http://www.dlib.org/dlib/january07/sale/01sale.html>) – Having trouble convincing management that your organisation would benefit from an Institutional Repository? In this brief opinion piece Sale, a Professor of Computing at the University of Tasmania, suggests employing a new tactic, which he terms The Patchwork Mandate. Due to the relatively poor uptake of voluntary deposition schemes (Sale estimates that only 15% of researchers take part) and the reluctance by management to mandate deposition, many Institutional Repositories find it hard to get off the ground. The Patchwork mandate advocates a piece-meal approach to the problem, through the conversion of researchers at a departmental rather than an institutional level. Sale cites the Department of Electronics and Computer Science at the University of Southampton as an example where a departmental mandate has borne fruit. While the success of the patchwork mandate is debateable, Sale's enthusiasm for IRs is certainly encouraging. – [IW]

Suber, Peter. **Predictions for 2007** [SPARC Open Access Newsletter](#) (104) 2006.

(<http://www.earlham.edu/~peters/fos/newsletter/12-02-06.htm#predictions>) – Peter Suber has issued his 2007 open access predictions, and, as usual, they are well worth a read. Among his predictions: OA archiving policies by funding agencies and universities as well as institutional repositories will be unstoppable trends, reluctant publishers will be pushed to allow self-archiving at the same time that publishers who already permit it may try to dampen self-archiving activity with fees and/or embargoes, and new copyright problems will emerge (e.g., "Do machine-generated paraphrases of copyrighted texts infringe copyright?"). – [[*CB](#)]

Security

Miller, Ron. **Plugging information leaks.** *EContent* 30(1) Jan/Feb 2007: 26,28-30 – Overview of the types of content leaks and products available from the growing content security industry to plug those leaks. These invoke rules to automatically block leaked information; the advice is to involve human resources, legal and IT departments in drawing up the policies to drive these rules – [CP]

Web Design

Bedord, Jean. **Findability factors found: leading customers to content.** *EContent* 30(1) Jan/Feb 2007: 38-43 – Tips on how to make your pages findable in the major search engines without paying for advertising. This is worth doing as click-through rates on individual pay-per-click ads are usually well under 5% while users will click on at least one of the top ten results on the search results page. 1) Check the number of pages actually indexed in each search engine. 2) Display a meaningful text excerpt from your Web page that is relevant to the user's search query. 3) Use the customer's own words. 4) Use metadata and editorial guidelines wisely; for example, a product page should have a succinct description and events should have a date in the URL. A sidebar describes the success story of Vanderbilt University's Television News Archive which faced closure until it created static pages to be picked up by search engines. These replaced the abstracts previously hidden in the invisible Web, and led to a 13% increase in income in five months – [CP]

Entlich, Richard. **The Missing Dimension in Web-based Museum Exhibitions: Obstacles to Adding Depth to Digital Data** [RLG DigiNews](http://www.rlg.org/en/page.php?Page_ID=20999#article5) 10(6) 15 December 2006. (http://www.rlg.org/en/page.php?Page_ID=20999#article5) – This "FAQ" feature in RLG DigiNews "provides a brief discussion about the development of 3D technology on the World Wide Web, its adoption by museums, and the obstacles that continue to keep the creation, dissemination, and management of 3D imagery via the Web from becoming a fully mainstreamed activity." It provides a useful summary of 3D technologies such as VRML, QuickTime-VR, Shockwave3D, and others, along with examples of them in use. Although there have been various obstacles to the wide adoption of 3D technologies, the piece ends on a hopeful note with standards being solidified, high-capacity networks more widespread, and end-user computers gaining in capability for graphic rendering. – [[*RT](#)]

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Meeting Report: Selecting and Implementing Web and Intranet Search

CILIP Ridgmount Street, London, 22 February 2007

This course was entertainingly delivered by Martin White of Intranet Focus Limited, a very familiar figure to UKeiG members and a pillar of the information profession for the last three decades or more. He had an enthusiastic audience of 29.

Martin soon reminded us that there is no universal solution to the challenge of implementing Search. To help us work out the most appropriate solution in each case, we should bear in mind a common framework of concerns and questions to be explored. He shows this framework as a triangle, in which the apices represent:

- Information (a.k.a. content)
- Technology (for processing, storage and network management, as well as integration with other applications)
- User requirements (including definition of types of query, and usability needs).
- Study of all three aspects is a vital step in developing a specification of the search requirement.

This framework compares interestingly with the Venn diagram set out by Rosenfeld and Morville in their classic book¹ on information architecture, in which three overlapping and interlocking circles represent:

- Content
- Context
- Users

At first glance “Context” might look different from “Technology”, but the Rosenfeld/Morville model explicitly includes technology as an important element of context, alongside goals, funding, politics, culture and constraints. Plainly there’s a lot of commonality between the two models. Whether we show it with a Venn diagram or a triangle, this general framework can serve us well in a great many other information management applications.

Concerning the Information apex of his triangle, Martin advocated carrying out a full content audit before specifying the search requirement. It is helpful to know the size distribution of the documents to be indexed, the file types, the languages of the text, confidentiality restrictions, rate of expansion/updating of the collection, etc. But if the audit has revealed anomalies or inconsistencies in the content (including its metadata) or if the information architecture provides a poor structure for it, Martin warned us that it’s no good hoping a good search engine will paper over the cracks – the real problem has to be addressed first.

¹ Louis Rosenfeld and Peter Morville. Information Architecture for the World Wide Web. 2nd edition. O’Reilly Media, Inc: Sebastopol, USA: 2002. ISBN 0-596-00035-9 See p.23-24. [NB a third edition came out in December 2006.]

On the Technology front, Martin stressed the importance of understanding how search works, especially the building and maintenance of indexes, crucial to retrieval performance. This is not something we can leave to our IT colleagues, especially when it comes to trouble shooting, e.g. working out how it is that a document we **know** to be loaded is not showing up among the search results. Even better if understanding how it all works enables us to anticipate the problem before it occurs, and take steps perhaps to increase the spidering frequency, or to improve the consistency of meta-tagging, etc.

The “average user” is an elusive character – not only is each of us an individual, but the needs and preferences of a single user can vary from one day to the next. To overcome the difficulty of defining User requirements, Martin has found persona development a helpful technique. The idea is to build a detailed picture of a small number (say 5 or 6) of hypothetical but nonetheless typical users or ‘personas’ to be served by the search system. In a pharmaceutical company, for example, one persona might be a research chemist; another might be someone running clinical trials. Understanding the needs of the personas can help us to define user interfaces, to select a representative document set for product evaluation, to set up usability tests, etc.

With those three aspects fully understood we can build a specification of the requirements, develop a business case, and begin the process of selecting candidate software products and evaluating them. A year may easily pass before procurement ends and implementation begins. And that’s just the start – Martin warned us that implementation never ends.

During the course we had some fun picking holes in the search capabilities of websites available on the Internet. Some of them were the websites of the search engine vendors themselves, and others belonged to organisations that you might expect to be setting an example to the rest of us. “What’s new?” you may say – we have all suffered bruising experiences while trying to find things on the websites of important organisations. But things do not have to be this way. Very often there is nothing fundamentally wrong with the search engine, that cannot be rectified by putting more effort into buying all the modules we need, implementing them thoroughly, optimising the parameters and constantly monitoring performance.

Some consultants give good strategic advice while steering clear of the coal-face; others act more like contractors, getting through the legwork but contributing little to overall direction. So at this meeting it was refreshing to receive all-round guidance from one who knows the business from top to bottom. Martin’s enthusiasm inspired us all to go forth and get search working.

Stella G Dextre Clarke

Book Review: Negotiating Licences for Digital Resources

Fiona Durrant. London: Facet Publishing, 2006

Professional books are usually made up of either or both of two strands. Either they tell you where the world is heading (the futurologist approach), or they tell you how to manage with the world as it is (the cookbook approach). It's much rarer when the two interact, and you get a justification for doing what you do.

Fiona Durrant's book, published last year, is a cookbook. From the title onwards, it's pretty clear what you are going to be given. Does the book enable you to negotiate for digital resources? I would give it a qualified "yes". As far as techniques of negotiation go, Durrant's book is admirably clear. All the main aspects of negotiating are covered., from contractual details, to communicating with staff, to meeting strategy, including, for example, helpful suggestions on conciliatory or confrontational language. All the content about negotiating techniques, and about facial and body expressions are useful. Interestingly, for example, the author points out that the publisher may not have knowledge (or at least such good knowledge) of competing products as the purchaser. In the strange world of private information products, where little public information is available about quality of service, it can be surprisingly difficult to evaluate other players in the market. So in this case the purchaser can usefully point out to the vendor what specific services they want that their competitors provide.

But even within the core area of negotiation, one of the most important aspects is the contract, and I was disappointed here. Since Ms Durrant is based in a major London law practice, it is disappointing for her to begin Chapter Two, The Contract, by saying "this chapter cannot offer legal advice or interpretation as the author is not a lawyer" She then proceeds to give a chapter full of legal advice, so I can only presume that statement at the head of the chapter is to reassure her employers. The advice she gives seems eminently sensible.

Perhaps it's a bit churlish to expect more from a book devoted to negotiating licences, but I did expect more. The book is short and doesn't use its allotted space as sensibly as it could (over a page is devoted to the layout of the meeting room) and could have benefited from a wider perspective on digital resources and how they are used. More importantly, there are many books on negotiating skills on the market. This one I expected to be different: as an information specialist, the author is ideally placed to add value to the whole information delivery chain. Lawyers use the information that is bought and sold as described in the book, but they unlikely to be aware of the different ways in which information can be delivered. There are many ways in which information providers can provide better tools to enable that information to be retrieved rapidly and then used effectively, for example, by using tracking tools to measure successful and unsuccessful search strategies. But there is no mention of the information specialist's role in this process, which should be (1) to have a good grasp of all available tools to measure usage (COUNTER exists for usage of journals, so why doesn't a similar principle exist for other subscription-based services?), and (2) to understand the specific information-gathering strategies of her customers (the lawyers) and the extent to which the services meet those strategies. Information vendors may have difficulty gaining access to these customers, but the information specialist in a law firm is in daily contact with them.

And, finally, I was astonished to see of all people, John Ruskin quoted on how to negotiate. Ruskin was a fine writer and critic, but since he never had a full-time job in his life, I doubt his ability to comment on the art of negotiation. In fact Ruskin's quote "It's

unwise to pay too much, but it's worse to pay too little" is misguided, being based on the idea that price is some way related to the quality of the service. Ruskin's advice may be more appropriate for buying a craftsman's labour. If you pay a craftsman too little he may starve, but I think it unlikely that Factiva, with a turnover of \$281m in 2005, will go under if you negotiate too hard with them. In light of Megan Roberts' article on major information providers in the January 2007 issue of eLucidate², I think a case could be made for information providers being asked to do considerably more for the money they are paid.

More useful would be the commonplace advice that there are only two types of negotiation – those where you are going to deal with the other party again (such as licensing digital resources), and those where you are not (such as buying a house). If your negotiation is of the former type, it is not helpful to negotiate so hard that the other party feels the transaction was unfair.

Michael Upshall

Book Review: Ambient Findability

Peter Morville. Farnham: O'Reilly Press 2005.

Peter Morville is a librarian, and follows the usual librarians' line that there is Google and that there are librarians, and people use the former when they should be using the latter. If only people asked the specialists, they would be better informed, etc. etc. So far, so good; but Morville then continues with an anecdote about how he cured his back pain, after going to the doctor and being given lots of pills, which didn't cure the backache, by then finding a solution on the Internet via Google – a solution he chose, Morville admits, without any evidence to justify it. Comments the author: "Believe it or not, this is the new face of healthcare. As access to medical information grows, it's increasingly in our best interests to find our own answers". I agree wholeheartedly with most of that sentence, but I part company with the last bit. What I can state unreservedly instead is: "As access to medical information grows, we can become better informed about what is in our best interests.". That small shift, from knowing the choices to finding our own answers, is a huge conceptual leap. It may be one small step for a man, but it's expecting an awful lot from Google.

So is Morville's latest book worth reading? Certainly, given that Morville was co-author of one of the best-known books on information from the 1990s³. There is one big idea in the book, that of Mooer's Law. Calvin Mooer in 1960 stated: "An information retrieval system will tend not to be used whenever it is more painful and troublesome for a customer to have information than for him to not have it." The repercussions of that hypothesis are enough to warrant a book on how to find things, and Morville is entirely justified to make Mooer's Law the centrepiece of his book – the "Law" (I don't know if it has ever been validated by experiment) is sufficient to justify, for example, the current craze for search engine optimization, because your information can't be used if your users cannot find it.

² Lexis Nexis on Trial: a report on findings. *eLucidate*, vol 4 issue 1, January 2007, pp 3-8.

³ Morville and Rosenberg (1998): *Information Architecture for the World Wide Web*

In addition, the book contains useful pointers on how to structure content and how information retrieval can be made more effective: how people make worse decisions when they have too much information, for example, and how human reasoning can be described as “bounded irrationality”.

I agree, therefore, with the book’s basic premise. I can accept that in an Internet-based environment, the easy to find can triumph over the correct – “when push comes to shove, access trumps literacy”. But what about the author’s back pain? Surely that is an example of access trumping solid knowledge? Am I the only one to find worrying Morville’s statement that “The Web lets us find our own way. We choose our links and our leaders. We decide where to go, what to believe, and who to follow.” I would love to believe that the anthropomorphic Web is like a reliable uncle, infinitely well-informed, always ready to help, and unthreatening. But I suspect the truth is rather different: the Web cannot be trusted, and more often than not the easier it is to find an answer, the more that answer should be suspected. I don’t think Morville suspects the Web sufficiently.

The book could have benefited from a more thorough copy-edit and, astonishingly for a book about information, *Ambient Findability* could benefit from better signposting of information. Cryptic chapter titles give no indication of what is being discussed, and even the space allotted immediately after the table of contents to describe what each chapter is about frequently leaves you guessing what is going to be covered. References to people include annoying repeated descriptions – we know Herbert Simon is a Nobel Laureate, because the author has already told us; in fact, he tells us each time Simon’s name is mentioned.

Finally, the author weakens his case fundamentally when he jumbles his nuggets of information theory with a loose, future-addicted writing style that I thought had gone out of fashion in the dotcom era. As early as page two, we are introduced to the latest gadget in the Morville household, a handheld device that is described as “this sexy ... personal lending library”. I know sexy, Mr Morville, and a Treo (whatever that might be) is not it, even if it has many gigabytes of memory.

Michael Upshall

Press Releases & News

Mathematics titles to be published by Oxford Journals

WorldCat Registry offers management of organisational data

27 February 2007—OCLC has launched the WorldCat Registry, a comprehensive directory for libraries and consortia, and the services they provide. The WorldCat Registry will help libraries and consortia manage and share data that define their organisations – such as institution type, location, URLs for electronic services, circulation statistics, and population served – through a single, authoritative Web platform.

Profile data in the WorldCat Registry can include details such as branch library locations that can be used as part of WorldCat.org, the Web service that allows free access to the world's richest resource for finding materials held in libraries, enabling searchers to find what they need at the nearest library.

"The Registry was created to help libraries and other cultural heritage institutions make themselves more visible on the Web, and to ease libraries' administrative burdens associated with providing the same types of information to many sources," said Chip Nilges, Vice President, OCLC New Services.

The Registry also helps solve an increasingly common administrative burden for libraries and library groups: keeping multiple institutional identities up to date across different internal and third-party applications and through a variety of methods, including Web interfaces, faxed paper forms and phone calls.

"Libraries, consortia, and electronic content vendors all need to maintain current files of information such as computer-network IP addresses, local administrative contacts, and size of the user community," said Celeste Feather, Electronic Resources Librarian at The Ohio State University Libraries. "The problem for libraries is that they are expected to maintain this information in many places if they want to ensure reliable service. Vendors also need an efficient way to maintain this information in their systems."

"A centralised database such as the WorldCat Registry for this type of information would facilitate efficient sharing of critical information among many interested parties. If widely adopted, the Registry service could provide a solution to a difficult workflow issue for librarians," said Ms. Feather.

Any institution or consortium—OCLC members and non-members alike—can use the WorldCat Registry to share their profile with other libraries, technology vendors, e-content providers, funding agencies, and other parties that could benefit from access. A WorldCat Registry profile is shared via a special Web link that provides instant, read-only access to the most current data.

A WorldCat Registry profile will let an institution or consortium maintain and share information, such as:

- Institution name, "also known as" alias, and type
- Identifying codes issued by industry organisations
- Physical location
- Consortial memberships
- Parent-child relationships (main and branch institutions)

- Computer-network IP addresses
- Web-based services such as online catalogue, "Ask-a" virtual reference and OpenURL servers
- Budgetary and service statistics
- Administrative contacts
-

Sensitive information such as personal IP addresses and contact names, phone numbers or e-mail addresses are not made publicly available in the WorldCat Registry.

Web services that allow the query and retrieval of specific Registry data by online applications are also available. Two Web services have been released for free, non-commercial use as part of the WorldCat Affiliate Program at <http://worldcat.org/affiliate/default.jsp>.

Visit the WorldCat Registry at <http://worldcat.org/registry/institutions>.

Ex Libris Adds TechXtra and PerX Configurations to MetaLib

Jerusalem, Israel, and Edinburgh, Scotland – February 19th, 2007

Ex Libris Group announced today that two important new engineering and technology resources – TechXtra and PerX – have been added to the MetaLib Central KnowledgeBase of cross-searchable resources. PerX provides subject resource discovery across a series of repositories of interest to the engineering learning and research communities. TechXtra cross-searches 31 engineering, mathematics, and computing collections from over 50 publishers and providers.

The new resources effectively increase the range of cross-searchable engineering, mathematics, and computing resources in the MetaLib gateway and metasearch system. As with all new cross-search configurations in the MetaLib Central KnowledgeBase (whether added by Ex Libris or by libraries), these configurations are available to libraries at no additional charge.

Karen Groves, MetaLib product manager at Ex Libris, commented, "We are very pleased to offer these important new services with the MetaLib KnowledgeBase and are confident that many libraries will make use of these new configurations. An additional benefit to end users is that through the SFX linking server, they will see links to applicable services via records retrieved from TechXtra and PerX."

Roddy MacLeod, senior subject librarian at Heriot-Watt University and manager of TechXtra, added, "We are pleased that our innovative new service will be available to the global MetaLib user base. Having TechXtra and PerX in MetaLib means that we will receive more hits, both through metasearches and through direct hits on our native interface, as MetaLib provides both options."

About TechXtra

An initiative of the Institute for Computer Based Learning (ICBL) and the library at Heriot-Watt University, Edinburgh, TechXtra receives no external funding. TechXtra is an independent service and free source of information in engineering, mathematics, and computing. TechXtra is based on a search engine that provides immediate access to the freely available full-text content of millions of articles, key Web sites, theses and disserta-

tions, books, industry news, new job announcements, technical reports, e-prints, learning and teaching resources, and the latest research in engineering, mathematics, and computing. In cases where the full text is not freely available, TechXtra provides links to vendors for pay-per-view options.

TechXtra also offers access to hundreds of free trade magazine subscriptions and technical document downloads, job announcements, the latest industry news, cut-price new books, discovery guides, information about validated engineering design data, information about offshore engineering publications, newsletters, and more. In the future, new databases, feeds, journals, newsletters, and guides will be added to TechXtra, and the interface will be updated.

For additional information on TechXtra, see <http://www.techxtra.ac.uk>.

About PerX

PerX – Pilot Engineering Repository XSearch – is a two-year Joint Information Systems Committee Digital Repositories Programme project. The purpose of the project is to develop a [pilot service](#) that will provide subject resource discovery across a series of repositories of interest to the engineering learning and research community. This pilot will then be used as a test bed for exploring the practical issues that would be involved in a full-scale subject resource discovery service.

For more information on PerX, see <http://www.icbl.hw.ac.uk/perx/about.htm>.

About MetaLib

The Ex Libris MetaLib gateway and metasearch system enables users to access their institution's e-collections, obtain relevant services, and work in a personalized environment. Using the easily customized MetaLib user interface or the user interface of another application tightly integrated with MetaLib, library patrons can conduct a metasearch across heterogeneous resources or link to the resources' native interface.

The flexible MetaLib infrastructure accommodates both single institutions and consortia. Web-based administration tools enable librarians to quickly activate the full range of information resources that they offer their users. Integrated with the MetaLib gateway is the award-winning SFX OpenURL-compliant linking server, which provides users with context-sensitive linking to services that their institution has defined and customized on the basis of its e-collections and policies.

For additional information on MetaLib, see <http://www.exlibrisgroup.com/metalib.htm>.

The National Library of Wales extends its collection with ebooks from NetLibrary

6 February 2007 – The National Library of Wales has supplemented its book collection with 295 eBooks on Welsh interests and culture from NetLibrary through OCLC PICA, enabling further remote access to its resources for over 350,000 registered users. Robert Lacey, acquisitions librarian at the National Library's Department of Collection Services says, "The National Library of Wales has the world's largest collection of works about Wales and the other Celtic countries: books and pamphlets, archives and manu-

scripts, magazines and newspapers, paintings and photographs, microforms and ephemera. Also, as an important general reference library, we are constantly seeking to add to our electronic resources so that users from afar can access information at any time of day or night and the new eBooks are an excellent addition to our collection."

Users accessing the National Library of Wales' website can link through to the ebooks via the library's Web catalogue.

NetLibrary, available from OCLC PICA, is an established leader in EContent delivery. As of January 2007, NetLibrary has 15,000 customers in over 50 countries. NetLibrary acquires over 1500 new titles every month and is currently offering 127,000 titles from over 450 publishers.

OCLC PICA's director of sales, Mark Carden added "The National Library of Wales joins a growing number of academic, public and special libraries in the UK that are developing their collections through the acquisition of eContent. There are nearly 100 libraries in the UK, who have chosen NetLibrary because of the breadth and diversity of its content."

Emerald Selects ScholarOne's Manuscript Central for Online Peer Review

5 February 2007 – Emerald, a leading publisher of academic and professional literature in management, library services and engineering is pleased to announce its partnership with Thomson Scientific to use ScholarOne's Manuscript Central as its online peer review system. Thomson Scientific is part of The Thomson Corporation (NYSE: TOC; TSX: TOC) and leading provider of information solutions to the worldwide research and business communities.

"It is with great pleasure that we welcome Emerald to the Manuscript Central user community," said Keith MacGregor, executive vice president of Academic and Government Markets at Thomson Scientific. "A partnership between Emerald, the world's leading publisher of management journals and databases, and ScholarOne, the industry leader in scholarly publishing, is a natural fit. We are both dedicated to servicing the publishing needs of authors and editors."

"Emerald prides itself as being a publisher that offers an excellent service to its authors and editors," said Rebecca Marsh, Emerald's director of editorial and production. "Therefore, we are delighted to sign an agreement with ScholarOne to provide an efficient online submission and peer review system through Manuscript Central."

Manuscript Central offers a number of features to address scholarly publishers' needs, enabling users to submit, review, annotate and format technical manuscripts in innovative ways. In addition, the recent acquisition of ScholarOne by Thomson Scientific gives authors and publishers access to additional expertise in information and tools that span the entire research process.

"Thomson Scientific is launching a Manuscript Management Toolset that integrates elements of Manuscript Central with Web of Science® and EndNote," added MacGregor. "Publishers such as Emerald will soon be able to offer journals these tools which will enable authors to create their manuscripts in EndNote and then use Manuscript Central to easily submit them for review."

About The Thomson Corporation

<http://www.thomson.com>

The Thomson Corporation is a global leader in providing essential electronic workflow solutions to business and professional customers. With operational headquarters in Stamford, Conn., Thomson provides value-added information, software tools and applications to more than 20 million users in the fields of law, tax, accounting, financial services, scientific research and healthcare. The Corporation's common shares are listed on the New York and Toronto stock exchanges (NYSE: TOC; TSX: TOC).

About ScholarOne, Inc.

<http://www.scholarone.com>

ScholarOne, Inc. provides comprehensive workflow management systems for scholarly journals, books, and conferences. Its Web-based applications enable publishers to manage the submission, peer review, production, and publication processes more efficiently, increasing their profile among authors, decreasing time-to-market for critical scientific data, and lowering infrastructure costs. The Manuscript Central user base has grown to 2.6 million registered users worldwide.

Richard Hainebach joins the Headfast Board

Caterham, Surrey, 30 January 2007 – Headfast has appointed Richard Hainebach as its new Chairman with special responsibility for business strategy and development. Richard brings with him a great deal of experience in publishing and online information services. He is also a long-time user of the company's software and services. Sue Hyman, one of Headfast's founding directors, said when announcing the appointment, "I am delighted to welcome Richard on board. His knowledge and experience of our core application areas will be a great asset as we expand both within our existing markets and into new ones."

Born in South Africa, Richard is a consultant and entrepreneur specialising in legal publishing and information management. He has been a business strategy adviser to Thomson Legal & Regulatory since selling his own company, ELLIS Publications in November 1999 to the Thomson Corporation, one of the world's largest information companies. Richard set up ELLIS Publications in 1986 to provide a European legal information service. By the time it was bought by Thomson, ELLIS Publications had established itself as a global leader in European Union law by enriching the EU's own materials with a wealth of extra data and by making it very easy to search and to view. Earlier in his career, Richard worked for the European Commission on a variety of major projects concerned with the storage, indexing and retrieval of legal information. This was followed by a spell with Elsevier, another global information and publishing company, where he again specialised in the legal marketplace.

Mike Hyman, the Managing Director of Headfast, said: "Richard is one of the pioneers and stalwarts of European legal information services. We first met in 1977 during the tendering process for a European Commission study looking at software for legal information storage and retrieval. Since then our paths have crossed many times until, ultimately, he became a client in the mid-1980s. Firstly as a dealer selling our software in the Netherlands and later at ELLIS Publications using Headfast as the software for its very successful information publishing business on CD-ROM and the Internet. We have also worked together on a number of projects for Thomson Legal & Regulatory in the past few years."

Oxford University Press announces major expansion of publishing new scholarly monographs online

Oxford University Press is pleased to announce that, as of September 2007, it will be expanding its groundbreaking Oxford Scholarship Online (OSO) (<http://www.oxfordscholarship.com>) programme to offer the majority of its scholarly monograph publishing online. Scholars and students will have unrivalled access to online monographs in the core areas of: Biology, Business/Management, Classics, History, Maths, Linguistics, Literature, Physics and Psychology – in addition to the current list of available subjects: Economic and Finance, Philosophy, Political Science and Religion

Launched in 2003 as a subscription database, OSO expanded to a perpetual access purchase model in 2005, and increased usage over that time by 450%. With the September 2007 expansion, Oxford University Press will publish frontlist titles in the core disciplines more or less simultaneously with the publication of the print edition. Many universities, institutions, and government offices throughout the world now make use of OSO, each with thousands of users. As a result, millions of scholars, students and researchers now have access to this outstanding content, when they need it, wherever they need it.

Claire Grace, Electronic Resources Manager, Open University, comments, "The Open University Library welcomes the announcement by Oxford University Press and keenly awaits the delivery of additional titles, in new subject areas and in a format which substantially increases access for our students to valuable online book content. We also acknowledge and support Oxford University Press's efforts to respond to customer demand in publishing their frontlist titles in this format."

Kate Jury, Marketing Director, OUP Academic Division-UK, says, "Throughout the conception, development, and expansion of OSO we have worked very closely with librarians and academics, and have benefited greatly from their advice and support. We hope that this further expansion of OSO will enable all of us to benefit from the continued vitality of the monograph, and we believe that it is a strong commitment from Oxford to the support and dissemination of scholarship in this much valued and important publishing format."

Dr. Henry Reece, Chief Executive Officer of Oxford University Press explains, "Oxford Scholarship Online is a prime example of the ways in which innovative technologies can assist us in our mission of disseminating high-quality information. OSO enables our authors to reach audiences around the globe who would once have been far out of reach. Since its launch, the number of OSO users has been growing steadily and we are delighted to be in a position to extend OSO's reach even further, into most of the core areas in which the press publishes."

At least 200 new titles will be available online each year, and from September, Oxford will publish many new monographs online and in traditional print versions.

Notes for Contributors to eLucidate

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

Brief for feature articles

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

About the group

Membership is information professionals, involved in dissemination of or receipt of information electronically. A key aspect of the group is that it provides insight from one area to another – members see it as a way of keeping up to date in areas outside their core. Very few organisations provide this cross-sectoral awareness. The most popular training courses we run are on search tools – Google and others; e-books and how to deal with them. Other popular strands include content management, bibliographic software, and e-books

Technical level

Although members rated themselves highly for technical awareness, they are typically users rather than creators of technology.

Length of article

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

How to submit

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

Rights

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

About you

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

Editorial process

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

Brief for book reviews

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

Book reviews are typically 500-750 words. Because UkeiG is independent, it is not obliged to have favourable reviews. If the book is poor, and you can explain why, then please do so. The most valuable viewpoint you can give is that of an end user. UKEIG is not a place for theoretical debate, but a forum where peers can share their experiences and understanding. So, if it worked for you, tell others. If it didn't, tell others why not.