

eLucidate

Vol. 4 Issue 3, May 2007

ISSN: 1742-5921

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eLucidate is published by UKeIG, The UK eInformation Group

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UKeIG is a Special Interest Group of CILIP: the Chartered Institute of Library and Information Professionals. CILIP Registered Office: 7 Ridgmount Street, London, WC1E 7AE, Registered Charity No. 313014

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Feature Article

COUNTER: Getting the Measure of EBooks

Jenny Walker

Abstract

This article is based on a workshop given by the author at the 2007 UK Serials Group Conference, entitled "Understanding, Implementing and Using the COUNTER Code of Practice for Books and Reference Works". Ebooks seem set to flourish in 2007, with great interest from publishers and librarians alike. The COUNTER Code of Practice for Books and Reference Works, first released in 2006, provides standardization that can help with the tracking, comparison and analysis of ebook usage. Publishers and aggregators of ebooks and online reference works are urged to adopt and implement these standards at their earliest convenience; and feedback is actively sought from all interested parties.

Putting the "e" in Books

April 2007 was a busy month in the UK for conferences and seminars, and discussions of ebooks were prominent, if not the key focus, at many. During one memorable week in April, five different events took place, including the London Book Fair; the UKSG conference; the Library and Information Show (LiS); a seminar organized by the International Association of Scientific, Technical and Medical Publishers (STM) entitled "The e-book Journey: Current Paths and Future Roads"; and the first meeting of a new international academic library conference, "Exploring Acquisitions", held at Cambridge University and sponsored by Cambridge University Press, Lindsay and Croft and YBP. It was a busy week for many, but an interesting one.

A transformation is underway in ebooks. Both publishers and librarians are now turning their attention to them in a more focussed way. Ebooks users, particularly the millennial generation, prefer electronic resources and want access to these wherever and whenever they need them. JISC has recently launched its national ebooks observatory project to explore the impact of ebooks, to observe behaviours of users and to develop new models to stimulate the ebooks market. This project will focus on core reading materials in e-format in four subject areas.

According to Dan Penny, Outsell/EPS analyst, publishers have now moved from discussing how to make books available online to how best to market and sell them once they are available. Establishing the right business model(s) will be key, as will the ability to make the ebook content discoverable. Interesting developments will integrate book content more tightly with other online resources. Penny reports that, in 2007, we are likely to see "many more ebook chapters indexed by PubMed, Scopus and others, bringing together book and journal content where researchers can find and use it." [1]

Professor Dr. Martin Hofmann-Apitius, Head of the Department of Bioinformatics at the Fraunhofer Institut for Algorithms and Scientific Computing, spoke at the recent STM Book 2.01 seminar about scientists' use of book content, and the innovative applications his institution has produced to interpret chemical resonance structure diagrams in scanned text in a way that can then be used for experimentation and online experiments. He urged publishers to go beyond the simple concept of turning books into ebooks.

Rather, ebooks should be treated as online data that enable publishers to provide valuable tools and services rather than just static text. [2]

Ebooks are clearly on the 2007 agenda both for publishers and librarians. Meanwhile, Google and Microsoft continue apace their mass digitisation of books. Ebooks will soon be available on a grand scale.

The Need for Meaningful Measures

With the burgeoning number of electronic resources including ebooks, librarians want to measure the use of these resources in a more consistent way so they can better understand how the information they buy from a variety of sources is being used. But the challenges of successfully tracking, comparing and analyzing usage are multi-faceted.

Not all providers make online usage statistics available, and where these are available, they are provided in a variety of ways. Librarians might receive their statistics through e-mails from the publisher or on the publisher's website. Collecting and collating these statistics can be time-consuming. For example, a librarian must keep track of the various URLs and passwords necessary for retrieving usage statistics; where statistics are not available online they must frequently chase their provider to ask for updated statistics; and in some cases the library must filter the entire title list for their subscriptions. Once collected and collated, often through a tedious manual manipulation of a spreadsheet, the analysis of the data presents further challenges. The terminology used by vendors varies, and the definition of searches and sessions is open to interpretation. In addition, numbers alone cannot inform librarians whether the users retrieved the information they were looking for, or whether it was enough or too much. [3]

COUNTER for Standardised Measures

In response to demand from librarians, who were addressing questions regarding usage of online journals and databases, the COUNTER organisation was formed in 2002. [4]

COUNTER has established open, international standards and protocols for the recording and exchange of vendor-generated usage statistics that are consistent, credible and compatible. These are encapsulated in the COUNTER Codes of Practice which have been adopted by a significant numbers of vendors. Under the direction of Peter Shepherd, COUNTER is now well established, and includes wide representation from the community in its governance structure.

The Codes of Practice cover areas such as the data elements to be measured; definitions of these data elements; content and format of usage reports; requirements for data processing; requirements for auditing to ensure authenticity and to provide confidence; and guidelines to avoid duplicate counting when intermediary gateways and aggregator services are used.

These standards enable librarians to reliably compare usage statistics from different vendors; to make better-informed purchasing decisions, and to plan infrastructure more effectively. Publishers and intermediaries will be able to provide data to customers in a format they want, to compare the relative usage of different delivery channels, to aggregate data for a customer using multiple delivery channels and learn more about genuine usage patterns.

Two Codes of Practice are now available:

1. Journals and Databases
2. Books and Reference Works

The first of these has been widely adopted for measuring ejournal and database usage, with more than sixty compliant vendors. The second is relatively new, being released in March 2006 and, as at April 2007, implemented by four vendors: Blackwell Publishing Ltd, Greenwood Publishing Group, Coutts (MyiLibrary) and Xrefer. [5]

COUNTER for Books and Reference Works

Unlike the COUNTER Code of Practice for Journals and Databases which was initially developed in direct response to demand from librarians, the Code of Practice for Books and Reference works anticipated the demand for usage statistics. Indeed, it is still early days for most libraries in terms of ebook development and use, and many questions are being asked about the what, why and wherefore. This is an ideal time for information providers to offer standardised usage statistics that can help provide at least some of the answers being sought.

The Code of Practice for Books and Reference Works builds on the extensive work done in developing the Code of Practice for Journals and Databases, particularly in terms of the terminology used and the format of the reports. However, unlike journals, the content unit for books and reference works was not immediately obvious and required considerable discussion. Two content units that have been defined are:

- Book title
- Section request

A “section” request is defined as a request for a subdivision of a book or reference work, typically a book chapter or reference entry respectively. Further granularity is likely to be required for effective ebook usage analysis, but the experience gained from the implementation of the initial set of COUNTER reports will be helpful in determining future requirements. Feedback is actively sought from all interested parties.

Release 1 of the Code of Practice defines six reports [6]:

1. Book Report 1: Number of Successful Title Requests by Month and Title (BR1)
2. Book Report 2: Number of Successful Section Requests by Month and Title (BR2)
3. Book Report 3: Turnaways by Month and Title (BR3)
4. Book Report 4: Turnaways by Month and Service (BR4)
5. Book Report 5: Total Searches and Sessions by Month and Title (BR5)
6. Book Report 6: Total Searches and Sessions by Month and Service (BR6)

Vendors implementing these will implement only those that are relevant to their service. For example, BR3 and BR4 are applicable only in cases where there is a limit on the number of simultaneous users for the service.

<i>Vendor</i>	<i>BR1</i>	<i>BR2</i>	<i>BR3</i>	<i>BR4</i>	<i>BR5</i>	<i>BR6</i>	<i>Reports available in XML?</i>
Blackwell Publishing Ltd		Yes		Yes		Yes	Yes
Greenwood Publishing Group	Yes	Yes			Yes		No
MyiLibrary		Yes	Yes			Yes	No
Xrefer		Yes				Yes	No

Blackwell, the most recent of the compliant vendors, benefited from the availability of the XML DTD specification. It is expected that other vendors will implement this capability, particularly as it is a prerequisite for emerging standards such as SUSHI.

SUSHI (?!)

Standardising the recording and communication of usage statistics across vendors is a giant step forward. However, the tipping point for widespread adoption will likely be when such data can be exchanged seamlessly between vendors and their subscribing libraries. Help is at hand. A recent initiative, now supported by the industry's standards body, NISO, is SUSHI or Standardized Usage Statistics Harvesting Initiative. [7] SUSHI provides a standard protocol for the exchange of COUNTER-compliant statistics reports from the vendor to the library. With the automation of this exchange of usage data, the user-mediated collection of usage statistics, which can be extremely time-consuming, can be eliminated.

The SUSHI protocol is of great interest to librarians, publishers and also to vendors of Electronic Resource Management (ERM) systems, all of whom are well represented on the standards committee. An academic librarian respondent to a recent survey for The Charleston Report (TCR) summed up the advantages, "SUSHI, when enabled, will not only give us an accurate cost-per-use figure, but it will do so without a lot of manual labor on our part. It should work in conjunction with our existing library management system and spit out numbers and figures at us, instead of us having to do all the work!" [3]

The success of SUSHI is not dependent on the implementation of ERM systems in libraries, but ERM systems will facilitate this. Other SUSHI clients that can be used independently of an ERM system are likely to become available. The SUSHI protocol was released by NISO in September 2006 for trial use and is currently being field-tested.

COUNTER and Technological Innovations

Staff from the University of Illinois at Chicago recently compared the effects of moving from non-COUNTER to COUNTER-compliant statistics within the same databases. They published their results in an article in the January 2007 issue of *College and Research Libraries*. The study also explores the potential effects of technology innovations such as metasearch, RSS feeds and alerts on the numbers, and finds that "innovations in

functionality may have changed the meaning of sessions and searches.” The analysis also suggests the following principle: “innovations in electronic resource functionality will necessitate advances in electronic resource usage measures to describe use meaningfully.” [8]

While the study at the University of Illinois used database usage statistics, it is likely that technology innovations would similarly impact statistics for ejournal, ebook and online reference work usage.

COUNTER reports should be made available by the publishers and aggregators alongside existing proprietary usage statistics reports, at least for a reasonable period to allow for ongoing analysis of usage over time. COUNTER reports from some vendors have shown significant variations in the number of searches and sessions when switching to COUNTER stats.

Just do it!

As publishers and aggregators develop new ebook and reference work platforms, they should ensure that COUNTER-compliance is a non-negotiable requirement from the outset. Many providers now releasing ebooks already offer COUNTER-compliant ejournal and database usage statistics, and this experience should be applied to the ebook platforms. COUNTER standardization is what librarians need and want, and librarians should be actively demanding compliance of all their vendors.

COUNTER has become a key building block for new services such as the statistics aggregation tool, ScholarlyStats, from MPS Technologies, and for the creation of new standards such as SUSHI. It is a collaborative initiative and any recommendations for changes to existing reports as well as suggestions for additional reports will be well received. Business models for ebooks and reference works online are changing and further experience in using available COUNTER reports will offer good insights into new requirements.

Publishers and aggregators should “just do it”!

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Online

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

COPAC

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

A new version of the COPAC service has been released to include a new interface, a new database and new Web pages. The new interface includes an OpenURL link at the end of each Full record, and an RSS feed is now available allowing you to 'subscribe' to specific searches. There is a completely new database (in XML format) which provides the ability to display, and search for, non-Roman script text such as Chinese or Arabic. Documentation for the site has also been revised.

CSA

<http://www.csa.com>

CSA Illustrata

CSA Illustrata provides web-based access to indexed tables, figures, maps, graphs, charts and other images contained in scholarly articles. Users can display the full image, including captions and label text. These can be easily saved or imported and used for presentations, lectures or research. The first database in the family, **CSA Illustrata: Natural Sciences**, includes tables and figures from more than 1,000 journals from prominent publishers resulting in more than 1 million indexed images.

EBSCO

<http://www.ebsco.com>

Points of View Reference Center

This is a new database offering full-text information for opposing viewpoints on key issues. Topics covered include: affirmative action, cloning, DNA profiling, HIV/AIDS status disclosure, immigration, Iraq, Israel & the Palestinians, Katrina and FEMA response, nuclear proliferation, separation of church and state, standardized testing, stem cell research, tax cuts, voting machines, and many more.

EBSCOhost Databases

EBSCO and Newstex have announced an alliance to deliver Newstex Content On Demand and Newstex Blogs On Demand via nearly 100 EBSCO databases to customers worldwide. Unlike existing web-based blog aggregation services, Newstex licenses influential blog content directly from independent bloggers and then takes in each selected blog feed in text format, and uses its proprietary NewsRouter technology to scan it in real-time. As part of the distribution agreement, full-text blog content from premier weblogs with historical archives in a wide variety of categories, including art, career, economics, environment, finance, food, health, law, marketing, medical and technology, will be made available in online aggregated databases for the first time.

NetLibrary

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

NetLibrary has launched its first collection of eAudiobook Subject Sets for the U.S. library market. eAudiobook Subject Sets are bundled groups of unique titles, each offered at a fixed price. This new collection of Subject Sets is available to all library types through NetLibrary's eAudiobook purchase program. Developed by NetLibrary collection development librarians, eAudiobook Subject Sets provide a quick and easy way for libraries to offer the most popular downloadable eAudiobook titles to their users.

OCLC

<http://www.oclc.org>

WorldCat Local

OCLC is piloting a new service that will allow libraries to combine the cooperative power of OCLC member libraries worldwide with the ability to customize WorldCat.org. The WorldCat Local pilot builds on WorldCat.org. Through a locally branded interface, the service will provide libraries with the ability to search the entire WorldCat database and present results beginning with items most accessible to the patron. The WorldCat Local pilot builds on WorldCat.org, while also testing new functionality that allows users to place requests, gain online access, or request an interlibrary loan within WorldCat.org.

OVID

<http://www.ovid.com>

BIOSIS Archive

BIOSIS Archive covers all aspects of the biological sciences, and includes approximately 3.5 million bibliographic records digitized from 49 print volumes of *Biological Abstracts* that were printed between 1926 and 1968. It also includes pioneering work from Nobel Laureates, and includes original as well as extended abstracts featuring information unavailable at the original time of writing, such as organism name, geographic area, and chemical name. Translations of non-English source material are also included.

Zoological Record Archive

Zoological Record Archive comprises 1.5 million indexed and searchable bibliographic records of historical data published in print from 1864 to 1977. Records cover living, extinct, and fossil species, and include every animal name and description included in the print volumes (1-106). Many renowned early pioneers in zoology, including Charles Darwin and Albert Gunther, contributed to these early volumes, and they are included in this product.

Internet

Web 2.0 & Libraries: Best practices for social software – a book review

Susan Miles (s.miles@kingston.ac.uk)

This is a review of a Library Technology Report produced last year by the American Library Association, entitled *Web 2.0 & Libraries: Best Practices for Social Software*, written by Michael Stephens. This report comprises sixty-eight pages and presents a chapter about each of five of the most common forms of social software that make up the Web 2.0 environment, and considers the how, whys and why nots of using each one within a library environment.

The author, Michael Stephens, is a well-known figure in US library circles, primarily for his advocacy of the possible uses library systems can make of emerging technologies, most recently centering on uses of Web 2.0 technologies. He writes for the ALA TechSource Blog¹, as well as for his own blog – Tame the Web².

The Introduction is entitled 'Creating conversations, connections and community', and outlines the subject scope of the report, some of the various influences on the author, and some words of encouragement to those considering using Web 2.0 tools. The key message is to remember the title of the introduction and evaluate which of these tools can help create conversations in your library system.

The first chapter provides background to Web 2.0, and some context to their use in libraries, for although it can feel like Web 2.0 has just arrived, some of the tools have been around for a while. This is an American publication, and so there are plenty of examples provided of librarians engaging with these technologies, and the opportunities and challenges they faced. This section also focuses on such concepts as openness, connectedness, participation and ease of use. There is also a look at the skills needed by librarians to be able to implement these technologies, leading, inevitably, to the moniker 'Librarian 2.0'. Stephens does draw a parallel here to the shifts in job requirements when previous new technologies were evolving, such as CD-ROM use, HTML and Internet instruction. Each of the subsequent chapters looks at one of the following: blogs, RSS, Instant Messaging, Wikis and Flickr.

Blogs are covered in some detail, particularly as they are the author's recommended place to start a Web 2.0 exploration. The first part of the chapter presents an overview of blogs within libraries of different kinds, reassuring us that they are just a software tool. The remainder of this first part is devoted to an examination of the 'Biblioblogosphere',

¹ ALA TechSource Blog. (2007) Available at <http://www.techsource.ala.org/blog>. (Accessed: 4 March 2007)

² Stephens, M. (2007) *Tame the Web: Libraries and Technology* Available at <http://tametheweb.com> (Accessed: 4 March 2007)

which is the online blog landscape of all things related to librarians, libraries, and a growing librarian-authored community of practice; asking (and answering) questions such as “Why a blog at your library”, “What can libraries and librarians do with blogs?”, and “What is the social purpose of the library blog?”.

The remaining parts of the chapter look at implementation and best practice for library blogs. Issues such as creating a “sense of humanity for the library”, choosing software, training staff and tips for blogging success, are all touched on.

The third chapter addresses RSS feeds, both using other people’s RSS feeds within a library, and a library generating RSS to push information out to library users. It shows what libraries have already achieved using RSS, and then suggests some practical steps to take to start offering and using RSS in your library. One of the key messages here is that RSS can be a great way to push out a variety of content, and that library users will find the feeds and subscribe to them, even if they are not publicised.

The following three chapters are concerned with software applications that may be regarded, in the UK at least, as more unusual candidates for use within libraries, covering Instant Messaging, wikis and Flickr. Each of these chapters gives some real world examples of how the software has been used in libraries, as well as outlining best practices and pointers to further resources to consult. The concluding chapter includes ten steps for staff buy-in for technology projects and a final librarian’s reading list.

I would recommend this book for its usefulness in providing a thorough snapshot of the Web 2.0 situation, as well as a helping hand to those wanting to start out. It covers its subject area in detail, gives plenty of pointers for further reading throughout the report, and the use of quotes and examples from ‘real’ people provides other voices to complement that of the author.

Keep an eye out for his follow-up report, “Advanced Web 2.0 for libraries” due to be published as an ALA Library Technology Report in September 2007.

Ordering details:

Web 2.0 & Libraries: best practices for social software. Michael Stephens. *Library Technology Reports*, vol. 42, no. 4. July/August 2006. Available from <http://www.techsource.ala.org/ltr/web-20-and-libraries-best-practices-for-social-software.html> (US\$63)

Intranets

Intranet Miscellany

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

A round-up of recent intranet books and reports

This month the column might well be called a Miscellany as I'm going to pick up on various books and reports and some other things that interest me, and I hope you.

6x2 methodology for intranets

I mentioned this report a couple of issues back when talking about my 2.1/2.2/2.3 etc route to intranet development. Now it is finally published. It addressed the fundamental but sad position that intranet teams are confronted with many business needs with insufficient resources and little support to solve them. With little recognition of the value of the intranet, it is often very difficult to gain the required resources, and maintain the energy levels and enthusiasm of the intranet team.

James Robertson has developed a very pragmatic approach to the resolution of these problems. The 6x2 methodology works round a six month planning cycle, with a focus on what can be achieved in the next six months, and what might lie ahead for the following six months. The methodology is based on a ten-step process, of which only the final two steps are about implementation. There is a strong message here that good planning and preparation are essential if tangible and visible results are to be achieved. The key messages are about setting realistic objectives and then delivering on them.

As with all StepTwo Designs reports there is the strong feeling of a synthesis of experience from a wide range of client projects. The clarity of writing and the design of the 104pp report ensure that it could be used within hours of downloading it. If you have to make a business case to spend the money, divide the price by the number of employees, each of which will see a significant improvement to the intranet within six months. A small price to pay for transforming your organisation. Before very long the 6x2 methodology will be the intranet equivalent of the Balanced Scorecard. Simple but very powerful. Don't just read this – go and buy a copy!

James Robertson, StepTwo Designs <http://www.steptwo.com.au> Price \$189.

Books for intranet consultants

I was asked by Monique Cuvelier, the editor of *FreePint*, to write a column for the newsletter on the books that I would recommend for intranet consultants. Most of you have probably read the column but if not, the link is <http://www.freepint.com/issues/190407.htm> and scroll down

Making Search Work

I make no apologies for promoting my new book. It took up a lot of time last year, and I need the royalties, so have a look at <http://www.intranetfocus.com/technology/searchbook.php>. Helen Carley and Lin Franklin at Facet Publishing were brilliant, even allowing a very last minute change to the text to

take into account the IBM/Yahoo! announcement. The cover design is stunning. In the USA Information Today are acting as sales agents, and in May I will be doing a book signing at the Enterprise Search Summit in New York. J.K. Rowling look out! One outcome of the launch of the book was that I was called up by Sean Donahue, who is a journalist for Marketingsherpa. <http://www.marketingsherpa.com>. He interviewed me on various things I said in the book, and came up with a stunningly good article. You can read it at <https://www.marketingsherpa.com/barrier.html?ident=29929>

Search blogs

At last there are some blogs on intranet/enterprise search. The Enterprise Search Practice blog <http://feeds.feedburner.com/EnterpriseSearchPracticeBlog> comes from Gilbane, a US consulting and conference company run by Frank Gilbane. The content is quite good but there is no attribution to the author, and the layout is terrible. Just one long paragraph with what I take are bullets being denoted as > marks in line with the text.

The Fastforward blog <http://www.fastforwardblog.com/> comes from FAST search, and is somewhat broader than just enterprise search. The articles come from a range of contributors and the standard is high. However I have a dislike of orange on white – not the most readable of colours. My standard mantra with the colour of text on websites is that if the colour combination is used for road signs (black on white, white on blue, white on green) then the contrast is going to be pretty good. But have you ever seen a road sign that is orange on white? One further observation. Whenever the company refers to itself in print it is always styled FASTSearch. So why is the logo just *fast* with a lower-case f?

Although a newsletter rather than a blog, the NIE Enterprise Search Newsletter is essential reading each month. <http://www.ideaeng.com/>

David Goebel writes SearchMax <http://searchmax.blogspot.com/>, which is always a good read, though sometimes I wish he'd give more of an opinion. I suppose it's a question of not ruffling the feathers of paying clients of his company's services, but you always get the sense he knows more than he is telling.

Groxis

I continue to be impressed by Groxis <http://www.groxis.com>. The problems of federated searching and of managing large datasets are being increasingly challenging, as is explaining them to senior executives in an organisation. I have been using the Groxis site for some time now to illustrate federated search (even if just searches across Yahoo!, Wikipedia and Amazon Books) and also to show the way in which search results can be presented graphically, so that users can navigate through a large and diverse collection of results with no more than a click of a mouse. This is accomplished using the Grokker Web application, which can be used for both website and enterprise applications. Not only is this a good site for demonstration purposes but the company have taken a lot of time and effort to present the case for their software in terms that business managers, rather than information specialists, can understand. Other vendors in this space should look and learn. I know that there are other similar applications available (<http://www.kartoo.com/> comes to mind), but in my view none make their case as well as Groxis.

Faceted navigation

Faceted navigation has been around for some time, but is only now starting to get the attention it deserves. Have a look at the demos from the Endeca site at <http://endeca.com/demo.html>, and the Siderean site at <http://www.siderean.com/customers.aspx>.

There is a brilliant set of coursework slides on the principles of faceted metadata from Marti Hearst, a Professor at the University of California, Berkeley based on the outcomes of the Flamenco project <http://flamenco.berkeley.edu/>. The slides are at www.flamenco.berkeley.edu/talks/chi_course06.pdf but it is an 8MB download

The Flamenco search interface framework has the primary design goal of allowing users to move through large information spaces in a flexible manner without feeling lost. A key property of the interface is the explicit exposure of category metadata, to guide the user toward possible choices, and to organize the results of keyword searches. The interface uses hierarchical faceted metadata in a manner that allows users to both refine and expand the current query, while maintaining a consistent representation of the collection's structure. This use of metadata is integrated with free-text search, allowing the user to follow links, then add search terms, then follow more links, without interrupting the interaction flow.

Reference Management

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

A round-up of new reference software

There are a number of new reference software packages which are of interest. If there are any that are missing, please feel free to let me know.

CiteBite

This package link directly to quotes in Web pages. To use it, add the quote and the url and – hey presto – you are presented with a link to the page with the quote highlighted. There is also the chance to add it to other social bookmarking tools such as del.icio.us or stumble upon (a social Web browser). A useful service for busy professionals.

CiteIt

<http://citeit.com>

Aimed at the legal profession and provides support for the Harvard Bluebook style.

Citation : Legal Edition

This package also supports the BlueBook style and is aimed at the legal profession. A useful feature is the Journal and Publisher Abbreviation support. <http://citationonline.net>

EasyBib

<http://easybib.com>

This is useful free bibliography composer aimed at schoolchildren, with limited styles, but a commendable aim.

LibraryThing

<http://www.librarything.com>

This service gives everyone the chance to catalogue their own material and to mash up services to provide other touches, like suggestions for further reading.

Endnote on the Web Experiences

Many academic institutions now have access to Endnote on the Web as part of their site licence for Endnote. Here at the University of Birmingham we have access to the Web version but have been disappointed with it – partly because we are unable to produce local output styles. This is at a time when we have just produced a local output style for Birmingham Harvard – the local output style recently standardised on for the University of Birmingham, and for which we have set out guidance notes. There have also been reports of problems with the interaction between Endnote on the Web and Word on the public clusters due to the firewall/proxy server issues. If anyone would like to share their experiences on Endnote on the Web then please get in touch.

Teaching Referencing

Teaching researchers the skills necessary to reference appropriately can be quite a challenge. Therefore any guide available that supports that challenge is useful. The LearnHigher information site is just that. It provides advice and guidance on the how and why of referencing along with practical exercises to reinforce the various points. Usefully there is a discussion and research section that you can register for on referencing issues.

The Scholarly Electronic Publishing Bibliography 2006 : Annual Edition

This extensive bibliography on all things related to Scholarly publishing – including open access – can be found at

<http://www.digital-scholarship.org/sepb/annual/annual.htm>

Over recent months this service has been transferred to the new address with an RSS feed added for good measure.

Open Source Referencing

If you have decided to develop your own reference software package using open source software or want to use open source software for database management then you may find it useful to talk to OSS Watch. This is a service run by the Joint Information Systems Committee (JISC) for Further and Higher Education. They provide hints and tips on selecting open source software as well as a consultation service. For more details go to the website at

<http://www.oss-watch.ac.uk>

Public Sector News

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

More e-petitions

I mentioned e-petitions in the last issue of *eLucidate* when the petition against road pricing hit the headlines. Those on the No. 10 website are still attracting attention with, according to the Times, 7,123 open for signature in April. This demand means that No.10 is not always meeting the five-day deadline to assess and launch the petitions. They have certainly served as a means for people to express their concerns. (*Times Online* April 17 2007 "What have these things got in common?" Sean O'Neill)

Moving on to YouTube

Social networking sites are the latest technology to be used by politicians to spread the word. Tony Blair appeared on YouTube in April launching the Labour party's own video channel, and it is anticipated that political parties will exploit these channels to reach the younger voters.

Statistics

The Office for National Statistics has developed e-learning to help people use Neighbourhood Statistics. The first phase is available at http://neighbourhood.statistics.gov.uk/dissemination/Info.do?page+Elearning_home.htm.

Module 1 contains videos and exercises on how to use the main 'Find Statistics for an area' and how to find background information about the data and Module 2 covers the more advanced 'create a customised table, chart or map' part of the site. FlashViewer is required. The material is particularly aimed at those working in regeneration.

Jobs on digital

The Department of Work and Pensions has been working through Jobcentre Plus and with Looking Local, the local government digital TV portal to deliver job details to jobseekers. It can be accessed by using Sky, cable TV or broadband-enabled Freeview boxes. The information will be searchable, and the search can be refined.

Children and government

DirectgoKids (<http://direct.gov.uk/kids>) was launched in March, and is aimed at children between the ages of 5 and 11. It includes games and animations that are intended to explain something of what government is about. It is claimed that it is the only resource of its type in the area. I am very out of touch with children in this age range, but I am afraid I have a feeling that there are much slicker offerings around for the IT-literate five-year-old. Even on a fairly high-spec laptop the content takes some time to load. There is one game in which you have to catch cow poo in a bucket. I found this a little worrying as it seems to have little to do with government (farming subsidies?), but what farmer ever tried to achieve this feat?

IT and democracy

As I write, the results of the local council elections are beginning to come in and you won't have missed press coverage of some of the problems experienced by local authorities involved in pilots of new technology at these elections. A full review of the pilots will be undertaken by the Electoral Commission, and its findings will be published in August. As well as looking at how the technology worked, they will be considering if it helped to engage particular communities in the democratic process, e.g. young people or ethnic minorities, and whether voters had confidence in the technology. The pilots included the use of Internet and telephone voting and electronic counting.

Digitised government papers

The National Archives has been awarded funding to create an online resource to show how the British Government managed major events of the twentieth century. This will involve digitising Cabinet papers from the First World War through to the 1970s. The material will all be already open under the 30-year rule, but the project is designed to make it more accessible. Funding is from the JISC, and is available to TNA for the next two years.

Neighbourhood Fix it!

Put in your postcode and see what potholes, graffiti, abandoned cars and other unpleasant things have been reported in your area. Being able to report this type of problem was a requirement of e-government, but we all went off and did it for just our own local authority area. Here is an organisation offering a national service, with the ability to see what has been reported so you don't duplicate the report, and to see what has been done about the problem. It is excellent, and it is a pity this wasn't developed as a National Project as part of e-government.

The site was created by the charity My Society, which has been responsible for a number of sites that try to engage people with their community. I see highway staff from my own Directorate responding on the site to report actions taken to resolve issues raised, which is good. It develops a dialogue around what could be described as street-scene issues and encourages a public-spirited and responsible concern for the local area. At the risk of sounding a bit 'jobs worth', I can also see that it could raise customer expectations to a level that cannot be delivered within limited local authority budgets.

ePolitix

I know the world is now full of RSS feeds, blogs, wikis and old fashioned e mail alerts but one specifically designed to keep you in touch with politics and Parliamentary matters is worth a mention in the context of this article. ePolitix.com provides political and parliamentary news covering Westminster, the Scottish Parliament, the assemblies in Wales and London and the European parliament, as well as developments in Northern Ireland through three daily bulletins. Worth a look – especially as it's free!

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>.

Meeting Reports

Planning your intranet strategy

14 March 2007: 4th UKeIG Intranets forum meeting, RCN, London

Dion Lindsay

Meg Pratley (Internal Communications Officer) demonstrated the RCN's intranet and Dr Janet Smith (Staff Development Officer) talked about Imperial College London Library's intranet and communications strategy. 32 people attended the meeting in one of RCN's comfortable meeting rooms.

RCN Intranet

RCN's intranet was launched in 2005, shortly before Meg arrived, and now serves 900 staff in 22 locations. At its heart is Mysource Matrix, an open-source content management system developed by [Squiz](#).

The intranet has a strategy in the making (on a show of hands only one of the attendees worked for an organisation that had an Intranet Strategy). The RCN Intranet is intended to be a central place for internal information assets and a main communication channel for RCN staff. To make that happen, the RCN has identified 13 mini-projects, culminating in an Intranet handover kit for when Meg moves on!

Meg talked us through key pages of the intranet and has given us permission to reproduce them here. Features that particularly interested the meeting were:

- A social zone, accessible from the home page, which included a market place for advertising items for sale among RCN staff. Within the overall structure of the zone maintained by Meg, staff are free to add their own discussion topics.
- A webcasting facility to view the monthly "Staff link-up" – when the RCN General Secretary talks about new developments in the organisation and answers questions from staff.
- Print shop – for ordering printed products, stationery or mailing services.
- A staff directory with enhanced records including photographs, and navigation that allows the user to scroll through hierarchies.

In answer to questions, Meg said that devolved publishing had been implemented with local editors being given guidance and training, but this process was still in its infancy. The Intranet was HQ-centric but a more UK-wide feel was slowly being to evolve, with country and regional offices beginning to submit news and information to add to the intranet.

Imperial College London Library's Intranet and Communication Strategy

Imperial College London Library has an intranet for its 150 staff. In [June 2006](#) Janet Corcoran, the Library's Web Content and Resources Officer, had given us a practical tour of the site.

Dr Janet Smith is the Library's Staff Development Officer and at the March 2007 Forum she talked to us about how a strategy for the intranet site is now under consideration. Like many intranets, the site had started (in 2004) as an experiment, because software

was already available in the College system. Processes had become more formal as it grew, and there are now four different strands leading towards the creation of a formal strategy: a Web governance group, an intranet group, a communications strategy and a marketing strategy group (which became interested through their search for the most effective route for marketing important messages).

The steps Imperial College Library is taking towards a formal strategy include: aligning the purpose of the intranet with the library's communications policy, agreeing the intranet's functions (some KM, some forms etc for "task completion", and some collaboration and communication functions), addressing user expectations, and possible structures.

Dr Smith cited four sources being used to develop the library's Internet thinking: they seem a very good starting place for anyone else intending to design an intranet strategy. They are:

- Griffiths, Peter: *Managing your Intranet and Intranet Services: the Information Professional's Guide to Strategy*. 2nd rev. ed. Facet 2004
- Horgan, Tim: "Where to begin: every intranet project starts somewhere and the best ones never end" (1997)
<http://microsoft.com/technet/archive/itsolutions/intranet/plan/begin.mspx> (consulted 12.3.07)
- Lash, Jeff: "Three approaches to intranet strategy" (2003) http://www.digital-web.com/articles/three_approaches_to_intranet_strategy (consulted 12.3.07)
- UCISA Communications Strategy and Guidelines (updated July 2006)
<http://www.ucisa.ac.uk/about/admin/commstrat.htm> (consulted 12.3.07)

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Meeting Report

eInformation for eScience

University of Birmingham, 24th April 2007

Stephen Bull

This one-day training event was designed to provide information professionals with an up-to-date overview of resources and services for science. The event aimed to highlight new resources, critique existing ones and highlight developments (including eScience) within this dynamic field. The event was organised by Tracy Kent, who works as an Academic Support Consultant for Information Services at the University of Birmingham and who has over 15 years of experience in the information profession.

The day began with a short introduction to eScience (now also known as 'eResearch') and its goals. The term 'eScience' was first used in 2001 by Dr. John Taylor, Director-General of Research Councils in the UK Office of Science and Technology (1999-2003), who stated that 'eScience is about global collaboration in key areas of science and the next generation of infrastructure that will enable it' [1,2].

Tracy Kent then presented the first session, entitled 'What's on your eShelves?', which looked at key electronic references resources for science. Tracy gave an insight into wikis before discussing reference services including ScienceDirect Reference Works and Oxford Reference Online. The importance of assessing your institution's research profile and scientific needs was emphasised as crucial before deciding what should go on your eShelves.

Elizabeth Tilley, Earth Sciences Librarian at the University of Cambridge, then took to the floor to discuss 'Evaluating eResources for Science'. Elizabeth identified a number of criteria (users, content, use features and context) by which eResources could be evaluated and compared. These criteria were then demonstrated by the examples of Web of Science, ScienceDirect, CSA Illumina / Illustrata, SciFinder Scholar and Intute.

Following a short coffee break, Terry Bucknell, Electronic Resources Manager at the University of Liverpool, spoke about 'What's in your Bundles'. Terry considered the issue of 'big deals' and the impact that these are having on the publication titles that libraries are buying. The importance of statistics (which are now increasingly available for electronic publications) was emphasised: for example, the 'number of downloads' can be useful in determining which publications to buy (or cancel). The experience at the University of Liverpool was given, for which the big deal approach appears to work well. Terry concluded by stressing that 'ultimately the characteristics of your own institution will determine which bundles, and which types of bundles, are most appropriate'.

An action-packed lunch then followed with delegates having the opportunity, during the break, to participate in a trip to the University's HP Visual and Spatial Technology Centre (created as a result of a partnership between the University of Birmingham and Hewlett-Packard) [3], a tour around the University's Main Library or to try out some of the resources highlighted in the morning's presentations.

The afternoon began with a presentation on the topic of 'Open Access (OA)' entitled 'Different Shades of Grey'. The first half of this talk was delivered by Tracy Kent, who gave a broad overview of OA: what exactly it is (and what it's not), its anticipated benefits (to both scientists and information professionals) as well as some criticisms of it. Tracy talked about the common means of OA, namely via OA repositories and OA journals. An overview of some tools and services that can be used to search for, and identify, these types of repositories and journals was given. The second half of this presentation was given by Monica Dukes, Software Developer at UKOLN.

Monica gave an overview of the eBank UK Project [4] that seeks to 'maximise the use of electronic data in the research process by making it directly available'. The eBank philosophy is 'about the separation of intellect and interpretations in a journal article from the underlying data ... which enables that data to be made openly available for reuse'. The project has focussed on crystallography data, and some technical issues and solutions surrounding this type of data were given, along with an overview of other relevant projects and appropriate resources.

Following the afternoon coffee break, Tracy once more took to the floor with her third (and final) talk of the day entitled 'Searching for eScience on the Internet'. This presentation began with some useful tips on how to be more effective in searching for science resources on the Internet. Tracy gave an insight (and critique) into a number of evaluated search engines, such as Intute, Higher Education Academy Subject Network and SCIRUS before discussing five specific science search engines. Details of a number of general search engines, alternatives to Google, were given, and a few 'niche' search engines discussed.

The final presentation of the day was given by Matthew Dovey, Programme Director (eResearch) at the JISC, who talked about 'Grids, eScience, eResearch, eInfrastructure and eLibraries. Matthew defined the Grid as '... a software infrastructure that enables flexible, secure, coordinated resource sharing among dynamic collections of individuals, institutions and resources' [5] and identified three types of grid: computational, data and collaborative. A good example of a branch of science using the Grid is particle physics. The world-wide particle physics community are currently building a grid infrastructure to store and analyse the vast amount of data they will shortly be collecting from their detectors on the Large Hadron Collider (LHC) experimental facility at CERN in Geneva [2].

Matthew then talked about eScience (which isn't the same as the Grid, although in the past it was seen as being more similar) and characteristics of it. A number of examples of current eScience projects were given in the fields of breast screening, remote microscopy and aircraft maintenance. Matthew finished by talking about challenges and opportunities in the field, and mentioned the current JISC call for projects on 'Semantic Tools for Assisting Research Lifecycles'.

During the day a wide range of material was presented, which provided delegates with a host of current information in the field. It is hard to find fault with the day, which was well organised with a good range of enthusiastic speakers. If I were to offer a small criticism it would be that, due to time constraints, delegates were unable to go on both lunchtime tours, and time for discussion and trying out resources was limited. In my opinion, the course certainly represented good value for money and I would be very surprised if any delegate went home having learned nothing new.

- [1] Research Councils UK: <http://www.rcuk.ac.uk/escience/news/firstphase.htm>
- [2] Hey, T. and Trefethen, A.E., *The UK e-Science Core Programme and the Grid*, Future Generation Computer Systems 18 (2002), 1017-1031.
- [3] Visual and Spatial Technology Centre: <http://www.vista.bham.ac.uk>
- [4] eBank UK: <http://www.ukoln.ac.uk/projects/ebank-uk>
- [5] Foster, I. and Kesselman, C. (Eds.), *The Grid: Blueprint for a New Computing Infrastructure*, Morgan Kaufmann, Los Altos, CA, (1999).

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Editor's note: If any reader is interested in hosting a similar event, please contact Tracey Kent (t.k.kent@bham.ac.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.

Content Management

Dye, Jessica. **Move it or lose it: content migration strategies** *EContent* 30 (2)(Mar 2007) 26-30 – Content migration strategies can range from a simple cut-and-paste to automated solutions. Smart strategies revitalise the information as well as systems. Dye outlines the steps: know your data (inventory), plot your move, and separate content from presentation to ease the migration. Upgrades are inevitable, so build in coherent and comprehensive information architecture – [CP]

Miller, Ron. **The devil is in the details: the revelation of XML content management** *EContent* 30 (3) (Apr 2007) 28-44 – Describes what XML CM is and what it is suitable for. The Darwin Information Typing Architecture (DITA) is the documentation standard of choice – [CP]

Smith, Steve. **Explosion in the content factory: fragmentation shakes the foundations of publishing** *EContent* 30 (3) (Apr 2007) 22-27 – How media fragmentation is challenging publishers and aggregators to unify silos of content into a flexible XML database. Not only could each page of a website be a landing page, but side doors are the new front doors, which challenges both editors and designers. Aggregators are important in this scenario – [CP]

Digitisation Projects

Goans, Doug, Pam Hackbart-Dean, and Lauren Kata. **"On Your Mark, Get Set, Go! Overview of a Digital Project from Start to Finish"** [Computers in Libraries](#) 27(3)(March 2007): 16-23. – There are a number of good, practical articles about library digitization projects in this month's issue. This article looks at the effort of Georgia State to digitize the full run of a labor union journal spanning a hundred years and comprising over 70k pages. The authors briefly go over various considerations common to such a project: out-sourcing the actual scanning, quality control, file formats to choose, content-management systems, etc. How they went about this can then be compared with the examples from other articles in the same issue. – [*[LRK](#)]

Mugridge, Rebecca L. **Managing Digitization Activities. SPEC Kit 294** Washington, DC: Association of Research Libraries, 2006 (<http://www.arl.org/bm~doc/spec294web.pdf>) – With a response rate of 55% (68 libraries out of 123), this survey provides a snapshot of ARL libraries' digitization efforts, as of early 2006. Here is a summary of the survey's scope from the introduction: "This SPEC survey was designed to identify the purposes of ARL member libraries' digitization efforts, the organizational structures these libraries use to manage digital initiatives, whether and how staff have been reassigned to support digitization activities, where funding to sustain digital activities originated and how that funding is allocated, how priorities are determined, whether libraries are outsourcing any digitization work, and how the success of libraries' digital activities has been assessed. The focus of the survey was on the digitization of existing library materials, rather than the creation of born-digital objects." Overall, the survey suggests that digitization is still a fledgling activity at many ARL libraries: only 19 respondents (30%) had a dedicated budget for both start-up and ongoing operations, and only 6 (9.5%) had a dedicated start-up budget, but no dedicated ongoing budget. Only 28 of a total of 188 librarians from 48 reporting libraries who did digitization work did so full-time, with the rest dedicating "only a small portion of their time on this activity." The few reported budgets had wide ranges, resulting in means of \$97,027 for start-up budgets and \$303,916 for ongoing budgets. – [[*CB](#)]

E-Publishing

Caldwell, Tracey. **E-books fail to fly into users' hands** *Information World Review* 233, March 2007: 8 – Analysis column investigates the patchy provision of e-books relative to online journals. Specific efforts of publishing consortia to counter the restrictive models applied by publishers are considered, such as the relationship between SUPC and Ebrary. Usage in the higher education sector is considered with barriers to accessibility and availability of core titles being cited among the reasons for poor take-up in some circumstances. – [RH]

Caldwell, Tracey. **Welsh Valleys welcomes e-books** *Information World Review* 233, March 2007: 4 – News item noting that the National Library of Wales has signed up for almost 300 Net Library e-books to make its resources more accessible to the scattered population of Wales. The acquisition strategy is set to continue, with Welsh interest and wider subject areas being covered. – [RH]

Chillingworth, Mark. **E-Books new Chapter** *Information World Review* 233, March 2007: 22-24 – Whether e-book readers will revolutionise information access and delivery in the key question posed in this feature article. The merits of the iRex iLiad are analysed, with benefits noted such as 'electronic paper display' and automatic bookmarking on powering down. Disadvantages, such as price, slow booting-up and confusing controls are also covered in this in-depth review. – [RH]

Education

Roper, Alan R. **How Students Develop Online Learning Skills** *EDUCAUSE Quarterly* 30(1) (2007) (<http://www.educause.edu/apps/eq/eqm07/eqm07110.asp>) – As a significant portion of instruction moves over to an online environment, articles on best practices

like this one are worth their weight in (digital) gold. This is particularly true when the perspective is from the students themselves. In this article, the author surveyed students who had done particularly well at taking an online course. Among their priorities was maintaining motivation and discipline. Also important was how the instructor managed online communication, in particular threaded discussions (e.g. forums). One student states succinctly: "Instructors who establish clear expectations as to how threaded discussions are used, or who ask specific questions in response to student postings can expect to encourage richer online dialogue." In other words, initiative, clear goals and follow-up on the part of the instructor can have positive results. – [[*LRK](#)]

General

Chillingworth, Mark. **London holds onto its information lead** *Information World Review*, 233, March 2007: 9 – The attraction of the London Stock Exchanges' information store and information system assets is looked at in the context of investment interest in the LSE in recent years. The speed of transaction processing in their information infrastructure and the reliability of technology and information are cited as major factors in attracting overseas interest in the LSE. Value-added information services and collaborative Web 2.0 developments are some of the newer opportunities that the LSE are beginning to exploit. – [RH]

Coyle, Karen. **Future of Library Systems, Seen from the Past** *Journal of Academic Librarianship* 33(1)(January 2007): 138-140 – It's always a healthy exercise when evaluating predictions of the future to see what past performance in the prediction business has been like. This is what Karen Coyle does in a relatively short article on predictions of library systems from 1949 to 1984. She goes from what most commentators got right to what most commentators either got wrong or missed. Often, what they missed was due to developments outside of librarianship (e.g. the computer industry) that they didn't pay enough attention to. It's important to take the larger context into consideration, Coyle concludes, when attempting to do long-range planning. – [[*LRK](#)]

Drake, Miriam A. **Defining the library of the 21st century: the British Library.** *Searcher* 15 (2) (2007): 30-35 – CEO Lynne Brindley is interviewed about developments that have taken place at the British Library (BL) over the past six years. It is argued that the BL is redefining the role of the library, and Brindley is praised for her leadership and vision. Key developments highlighted include the BL's partnership with Microsoft on a project to digitise 100,000 out-of-copyright books in the collection, and the new Business and Intellectual Property Centre (BIPC) set up to provide information services to small- and medium-sized companies. The BL has recently digitized its 18th-century newspaper collection, and with assistance from the Joint Information Systems Committee will now be able to digitize its 19th-century newspapers. The BL has made its English Short Title Catalogue of pre-1801 English books available online, is contributing to the European Digital Library Project and in the intellectual property realm continues to champion fair dealing/fair use. The BL has recently won the bid to manage UK PubMed Central, and Brindley aims to widen the BL's user base and make the collections available to anyone who wants to do research. – [MT]

Follett, Jonathan. **Envisioning the Whole Digital Person** *UXmatters* (20 February 2007) (<http://www.uxmatters.com/MT/archives/000171.php>). – This article looks at the growing mass of digital artefacts that we accumulate from cradle to grave, and wonders how to deal with it from the user-experience or designer's point of view. The material in question

includes everything from e-mail to photos, and is likely to be around far longer than we will. The suggestions on what to do as "user experience practitioners" will sound familiar to librarians: "...we can advocate data portability, accessibility, and standardization and prepare ourselves and our customers to manage our new digital lives." – [*[LRK](#)]

Grossman, David. **Internet Librarian 2006: 10 years old and going strong.** *Searcher* 15 (2) (2007): 45-50 – Grossman shares his experiences from the 10th Internet Librarian Conference held in Monterey, California in October 2006. Library 2.0, end-user cataloguing, social networking and library toolbars are argued to be the emerging trends to get involved with. Library 2.0 is the name for the applications /technologies that enable people to get involved and to participate/interact online. Flickr [<http://flickr.com>], MySpace [<http://myspace.com>] and Facebook [<http://facebook.com>] are Library 2.0 applications that allow users to form online information-sharing communities. Greasemonkey (<http://greasemonkey.mozdev.org>) is a Library 2.0 technology that enables users to customise Web pages without the need to learn HTML. Library Thing (<http://librarything.com>) is a Web service that allows users to catalogue their home collections of print and AV resources and share these lists with others. Second Life [<http://secondlife.com>] is a 3D virtual world where people can create a character and socialise on-line; it now contains a virtual library system. To highlight library resources, a number of libraries are now creating toolbars that users can download onto their Web browsers. Conduit (<http://conduit.com>) allows libraries to create their own toolbars and Bookburro (<http://bookburro.org>) allows users to download a custom toolbar that processes their information requests through the holdings of libraries they use. – [MT]

Houghton-Jan, Sarah. **Technology Competencies and Training for Libraries** *Library Technology Reports* 43(2)(March/April 2007) (<https://publications.techsource.ala.org/bookstore/displayItem.pl?itemID=2595>) – Experienced technologist and trainer Houghton-Jan (of the "Librarian in Black" blog) has produced a thorough guide to developing and implementing a competencies-based library technology training program. Beginning by addressing the question whether you should even develop such a program, Houghton-Jan follows with chapters titled "Build a Foundation for the List of Competencies," "Staff Participation and Buy-In," "Writing the Competency Descriptions," "Formatting the Competencies List," "Implementing the Competencies," "Assessing Staff on Competencies," "Planning for Technology Training," "Creating Technology Training and Materials," "Conducting Technology Training," and "Reassessment and Revision". A bibliography and lists of helpful websites are included. This is an excellent resource for any library seeking to develop a technically competent staff. Which, come to think of it, should be all libraries. – [*[RT](#)]

Miller, Ron. **The truth is in there: sleuthing for data with digital forensics** *EContent* 30 (2) (Mar 2007) 38-47 – Digital forensics or investigation is searching a hard drive or network for evidence of wrongdoing. It involves acquisition, preservation, analysis, presentation and authentication – [CP]

Salz, Peggy Anne. **Team spirit: inspiring users to generate content** – *EContent* 30 (3) (Apr 2007) 28-44 – How can sites turn user-generated content to cash? Companies featured in the article: Electronic Arts, Helium, iStockPhoto, Jive Software, Outsell, Prospero Technologies, Reality Digital and Teachbyvideo – [CP]

Scott, David Meerman. **Publishing, corporate style** – *EContent* 30 (2) (Mar 2007) – 48 – Why the online media or press room should speak to more than other news professionals. As they are updated regularly, they are picked up and ranked higher by search engines. Advises targeting online media rooms at buyers, and journalists will also reap the benefits – [CP]

Srodin, Sharon. **Radical reinvention: Life beyond the library.** *Searcher* 15 (3) (2007): 8-11 – Librarians are argued to possess a number of key transferable skills that they can and should apply in sectors outside traditional libraries. To become more effective in interviews when seeking jobs outside a traditional library setting, librarians should be careful to avoid library jargon. By adapting their well-honed reference interview skills, librarians are well placed to listen to the needs of prospective employers and offer solutions in language they understand. Survey results indicate that information management firms are now looking for candidates who appear motivated, innovative, enthusiastic and willing to try new things. If you are considering changing sectors it is suggested that obtaining an MBA qualification can be very useful. Networking, finding a good mentor or trying an internship/secondment in an area that interests you can also help for those considering a change of direction. – [MT]

Information Access

Johnson, Richard K. **In Google's Broad Wake: Taking Responsibility for Shaping the Global Digital Library** *ARL: A Bimonthly Report* (250) (February 2007) (<http://www.arl.org/resources/pubs/br/br250.shtml>) – Johnson begins by reviewing projects to massively digitize research library collections by Google, the Open Content Alliance, and others. The bulk of this special issue, however, comprises a recounting of various mass digitization policy recommendations from ALA, the Andrew W. Mellon Foundation, Francophone National Libraries, the Committee on Institutional Cooperation, OCLC's Programs and Research Division, and others. Johnson then summarizes the common themes and provides a "negotiation checklist" for libraries to review when negotiating a contract for digitization. While this may be too late for a number of institutions, contracts announced very recently seem to indicate that there are still libraries that can benefit from this review of principles and policies. – [*RT]

Suber, Peter. **The Ides of February in Europe: The European Commission Plan for Open Access** *SPARC Open Access Newsletter* (107) (2007) (<http://www.earlham.edu/~peters/fos/newsletter/03-02-07.htm#ec>) – The Ides of February turned out much better for the open access movement in the European Union than the Ides of March did for Caesar, but, while it made significant gains, it did not get an OA mandate from the European Commission. Rather, the European Commission said that it will "issue specific guidelines on the publication of articles in open repositories after an embargo period." As you may have noticed, publishers of late have become increasingly vocal in their opposition to OA mandates, and different publisher groups have issued a spate of declarations to that effect (e.g., the "[Brussels Declaration on STM Publishing](#)"). On the OA side of the equation, a [petition](#) supporting an EU OA mandate now has over 24,000 signatures (more still welcome). Suber notes: "The two EC Directorates-General most involved in OA policy-making – Information Society and Media, headed by Vivian Reding, and Research, headed by Janez Potocnik -- are trying to find a diplomatic trail through a minefield. They are eager to show support for the concerns on each side and postpone the day when they will have to alienate one of them." Still, the European Commission made some important commitments to OA, including allocating about 50 million Euros for OA digital repository support and making contributions towards the payment of OA journal publication fees. – [*CB]

Information Retrieval

Bates, Mary Ellen. **Q & A** *EContent* 30 (2) (Mar 2007) 43 – Considers the convergence of better search engines and the expectation that search engines give answers, not just information. Google Answers has closed, but Bates has tested ChaCha – “imagine the love child of Google and a very harried reference librarian” Concludes that users want more from a search engine than just websites – [CP]

Davis, P.M. & Connolly, M.J.L. **Evaluating the Reasons for Non-use of Cornell University's Installation of DSpace.** *D-Lib Magazine* 13 (3/4) (March/April 2007) <http://www.dlib.org/dlib/march07/davis/03davis.html> – Like many institutional repositories, Cornell University's Repository is underused and underpopulated. In this article, the authors attempt to evaluate why this is so. Drawing on detailed interviews with Cornell staff, the authors conclude that faculty have “little knowledge of and no motivation” to use the repository due to the normative culture of academic disciplines, each defined by its own reward system and traditions. The report suggests that institutional repositories need to address this cultural diversity. While the article reports on Cornell's experiences, the issues it raises could relate to any institutional repository. – [IW]

Lanza, Sheri R. **Color your world and switch your cases.** *Searcher* 15 (3) (2007): 43-45 – This product review looks at Folder Marker and Lower Case Switcher. Folder Marker (<http://.foldermarker.com>) is a free product that allows you to make rapid cosmetic changes to the folders on your personal computer. Rather than see the standard yellow folders on screen, Folder Marker lets you can change the colour and icon assigned to each folder. The author states that you can also use the product to annotate folders by priority and/or type of work, and indicate the degree of completion of the contents of a folder.

Although there is already a change case function in Microsoft Word, Lower Case Switcher (<http://.lower-case-switcher.com>) is argued to be a “less clunky” way of altering typed text. In situations when you have accidentally left caps lock on while typing a paragraph or capitalised too many letters in a word, Lower Case Switcher allows you to rectify this with simple keyboard shortcuts. It is available for a 30-day trial and then users can buy lifetime support for the product for \$19.99. – [MT]

Rochkind, Jonathan. **(Meta)search Like Google** *Library Journal* (17 February 2007) (<http://www.libraryjournal.com/article/CA6413442.html>) – The author contrasts the current flawed state of metasearch (searching more than one database through a single interface) with what could be achieved were libraries to adopt local indexing methods such as those used by Google. Instead of the user waiting for the interface to cross-search each source database at the time of request and merge the results, often resulting in a less than satisfactory 'dumbed down' set which may not be adequately relevancy-ranked, deduplicated, or custom-sorted, the user could receive a more efficient, value-added set thanks to the prior harvesting of metadata (and sometimes content elements) arranged in a local index, which is what was actually searched when the query was made. Rochkind explains the technology clearly with minimal jargon and lists the challenges that libraries face, such as asking for licensing agreements with vendors which allow for metadata and content harvesting for the purpose of index-building. Disclaimer: Current Cites editor Roy Tennant was consulted and is quoted in the article. – [*JR]

Smith, Steve. **The opiate of content – search** *EContent* 30 (2) (Mar 2007) 24 – Buying traffic for a website is easy. Search engine marketing keyword buying can also help organisations optimise their pages to get the same results for free. Smith argues that this

strategy keeps a site addicted to search. Instead, treat every page of a site as a landing page – [CP]

Stebbins, Leslie. **E-mail is evolving – are you?** *Searcher* 15 (2) (2007): 8-12 – The average worker now has a mean 2,483 items in their e-mail inbox and 858 filed items, so information overload is now a daily reality for many of us. New strategies/techniques are proposed for dealing with this increasing mountain of messages. Every time you e-mail a co-worker or work group you take up their time interrupt their day and diminish productivity. Rather than use e-mail all the time, try using the phone, instant messaging (IM), mobile phone text messaging, or social networking sites like MySpace or Facebook. Only check your e-mail two or three times a day. Use meaningful subject lines on your e-mails and be brief; use concise bullet points to summarise information in longer e-mails, and consider putting supporting documentation on shared workspaces/intranets rather than using attachments. Send less e-mail and consciously decide whether to use “cc” and “reply to all”. Do not let your e-mail inbox set your daily priorities; if necessary a to-do list of ongoing projects and a post it notes for your daily tasks can allow you to prioritise more effectively. – [MT]

Tebbutt, David. **Pipes allows real users to mix and mash information.** *Information World Review*, 233, March 2007: 11 – Yahoo’s “interactive feed aggregator and manipulator” (<http://www.pipes.yahoo.com/pipes>) is discussed in the opinion column. An example of its application is given, tracking blogs with specific tags, with favourable results reported. QEDwiki and Tegqlo are also noted as alternative applications. – [RH]

White, Martin. **Hits, but mainly misses** *EContent* 30 (2) (Mar 2007) 37 – On the importance of intranet search: “all too often search software has been implemented to provide a solution to failing information architecture.” White argues that search should provide a range of parameters that enable the user to move beyond the initial results list and refine their search query: “searching is about finding” – [CP]

Knowledge Management / Social Networking

Chillingworth, Mark and Griffin, Daniel. **A Web 2.0 future for enterprise tools.** *Information World Review* 233, March 2007: 16-17 – Key information management technology suppliers are asked whether content applications and search engines must incorporate social networking features. Issues discussed include the relative merits of more open indexing and tagging processes in a Web 2.0 environment balanced against some of the legal issues that those habit and processes pose. – [RH]

Crawford, Walt. **The renaissance of the writer** – *EContent* 30 (2) (Mar 2007) 44 – “Net media and conversational software allow the many to participate. From that many, some are emerging as bright new writers.” Focuses on blogs as opportunities for new writers – [CP]

Starr, Jennie. **The blogging experience: Hosts, add-on content, and monetizing.** *Searcher* 15 (3) (2007): 46-49 – In December 2006 the blog search engine <http://technorati.com> claimed to be tracking over 63.2 million blogs. Blogging is fast becoming a mainstream activity and this article looks at some of the Web hosts and services one can use to enhance the blogging experience. For those wishing to self host their blogs, <http://blogsomes.com> is recommended over the <http://Wordpress.com> service, as no charge is levied for file editing. To keep blog subscribers interested a

variety of sites are suggested: Del.icio.us [<http://del.icio.us>] can be used to allow users to share their favourite sites, Flickr [<http://flickr.com>] can be used to share photos, Meebo [<http://meebo.com>] can be used anywhere to provide instant messaging and Songspot [<http://sonific.com>] allows a free music player to be inserted in Web pages/blogs. Blog adverts are argued to be intrusive and distracting, but links to useful advertising sites are provided in the article for those wishing to explore this option. – [MT]

Metadata

Elings, Mary W., and Günter Waibel. **Metadata for All: Descriptive Standards and Metadata Sharing across Libraries, Archives, and Museums** *First Monday* 12(3) (March 2007) (http://www.firstmonday.org/issues/issue12_3/elings/) – This informative article begins by describing a conceptual model that precisely identifies and describes the key components of any metadata standard: data fields and structure, data content and values, data format, and data exchange. Using these concepts, the authors then construct a grid for appropriate metadata standards from the museum, library, and archival communities in each of these areas. By classifying standards from these communities using their conceptual model, they hope to make the soup of acronyms more understandable. The grid also serves to demonstrate how related these different communities are in their needs for the same types of metadata standards. The piece also provides a brief history of metadata standards in each community and takes a look at recent trends. The authors end with an assertion that the three areas would be more productively depicted as "cultural materials, bibliographic, and archival" to indicate that museums, for example, may find use for bibliographic metadata standards and vice versa. – [*RT]

Preservation

Davis, Philip M, and Matthew J. L Connolly. **Institutional Repositories : Evaluating the Reasons for Non-use of Cornell University's Installation of DSpace** *D-Lib Magazine* 13 (3/4)(March/April 2007) (<http://www.dlib.org/dlib/march07/davis/03davis.html>) – Interesting look at faculty participation, or lack thereof, in the Institutional Repository 'DSpace' at Cornell. Basically the incentives aren't there for faculty to contribute their works. The lure of print publication or other modes of distribution based on discipline are far too strong and alternatives, such as posting a copy on one's own personal Web page seem adequate. Where there is steady growth, it's "largely supported by active policies or guidelines that dictate that items will be deposited into DSpace, such as the case of theses and dissertations". This last might indicate the benefit of a more energetic approach on the part of departments and the institution as a whole. Ease-of-use issues and better integration across systems also needs to be addressed. – [*LRK]

- see another citation of this article under *Information Retrieval*, above

Markey, Karen, Soo Young Rieh, and Beth St. Jean, et. al. **Census of Institutional Repositories in the United States: MIRACLE Project Research Findings** Washington, DC: Council on Library and Information Resources, February 2007 (<http://www.clir.org/pubs/abstract/pub140abst.html>) – This report summarizes the findings of the first phase of the IMLS-funded MIRACLE Project to investigate institutional repositories in higher education. At a survey response rate of about 21% of the 2,147 academic library directors and senior library administrators contacted, only 10.8% had

implemented a repository. An additional 36.3% were planning to implement or were pilot testing an institutional repository. There is much to consider in this report, but the diversity of organizational situations, repository software options, and implementation models makes it difficult and even erroneous to make sweeping generalizations. Rather, those who are interested in this issue would do well to spend some time digesting the findings for what can inform their particular situation. – [[*RT](#)]

Web Design

Stewart, Darin. **Why taxonomies need XML** *EContent* 30 (2)(Mar 2007) 46, 48-51 – Argues the case for adding XML to a taxonomy to enable sharing across systems and applications. Zthes is a leading standard, but in the future: “ontology may be the latest double-point word in buzzword Scrabble, but as the semantic Web becomes a reality, taxonomy builders will need to pay attention”. The goal is to create a way to communicate information and knowledge efficiently across an organisation and beyond. Briefly describes progress towards formal ontologies for the semantic Web – [CP]

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Peter Chapman, Ann Dixon, Catherine Ebenezer, Linda Fawcett, Ina Fourie, Rob Hughes, Linda Kerr, Ida Kwan, Shirley Parker-Munn, Claire Pillar, Liz Reiner, Ann Smith, Matt Treadwell, Christine Urquhart, Ian Walker, Jennifer Wilkinson.

Press Releases & News

Emerald Management First Launches for Corporate Market

Management research applies to everyday issues in corporate and public organizations

UNITED KINGDOM, 21 March 2007 – Emerald Group Publishing Limited is pleased to announce the release of Emerald Management First, an online resource tailored to the specific needs of managers in daily business situations. Designed for quick and easy access during everyday work conditions, Emerald Management First draws upon the world's leading management research to bring articles, case studies, and management tools directly to the desktop.

Rebecca Marsh, Director of Editorial and Product Development, said “We are excited to have an online information solution specifically tailored for the manager at work. Emerald Management First is an online research library for the busy manager who needs to make decisions that affect their business – they need trusted, reliable information quickly. Working with learning experts at organizations ranked in the Fortune Global 500, we have developed Emerald Management First, a product which turns the latest research from the worlds leading universities and business schools into practical, business-based ideas for managers.”

Subscribing to Emerald Management First features full text access to 11 Emerald journals specifically selected for relevance to the corporate sector, with articles covering topics such as strategy, brand management, and maintaining competitive advantage. Also included are over 300 Executive Summaries of best practice advice and applications; over 220 Guru Interviews with leading management thinkers such as Jim Collins, Sir John Harvey-Jones, Warren Bennis, and Gary Hamel; Management Briefings that delve into popular topics within 10 broad areas of management such as change strategy and diversity; and over 200,000 Emerald Management Reviews that span 400 international management publications and draw out short, critical, and objective reviews.

Utilizing customizable RSS feeds, monthly e-mail newsletters and a free bi-monthly downloadable magazine, Emerald Management First also ensures that managers are constantly kept up to date with the latest management information.

Further information and a 14 day free trial are available at <http://first.emeraldinsight.com>

Theses unbound: towards a national e-theses service for the UK

Two-year project will lead to open access to the more than 14,000 theses published in the UK each year

8 March, 2007 – A fully integrated national electronic theses service moved a step closer with the announcement today that a two-year project – EThOSnet – is to be funded to establish a live service run by the British Library in two years' time.

JISC and CURL (Consortium of Research Libraries), with the support of participating libraries, are funding the project to widen access to what is a rich and vast but up to now almost invisible and untapped resource for researchers. By contrast EThOS, the service that will be established by the project, will make UK theses openly available for global use, providing an international showcase for some of the best of UK research.

The project builds on earlier exploratory work, also funded by JISC and CURL, which between 2004 and 2006 developed a prototype for the service. Independent evaluation has since given the prototype strong backing and suggested further developments, while a recent consultation resulted in expressions of interest from over 70 HE institutions to participate in the emerging e-theses service.

EThOSnet builds on these firm foundations and through collaboration with the British Library and the HE community will transform access to theses in the UK by providing the full text of theses through a single point of entry. In addition, in tandem with the emerging network of institutional repositories in the UK, it promises to become a central element of the national infrastructure for research.

Rachel Bruce, JISC programme director, said: 'This is an important development and, judging by the enthusiasm expressed in the recent consultation, one whose time has come. It provides an excellent example of investment in development activity leading to services which make a vital contribution to education and research nationally. JISC is delighted to be continuing its support of what will undoubtedly be a rich resource for researchers both in the UK and worldwide.'

Robin Green, Executive Director of CURL, said: 'Evidence shows that use of electronic theses and dissertations is dramatically higher than that of print, and that accesses are worldwide. A national e-theses service will greatly improve availability of resources for researchers as well as emphasize the quality and range of research undertaken in the UK. It is good news that the work of the initial EThOS project has been so well received, and CURL is very pleased to continue to support this collaborative initiative.'

Jan Wilkinson, Head of Higher Education British Library, said: 'Research in the US has shown that the use of theses increases spectacularly with electronic access. Building on the British Library's experience of collecting and supplying theses in print, EThOS will extend access to this rich and comparatively untapped resource to a wider audience of researchers than ever.'

Forthcoming Meetings

UKeiG Training and Seminar Programme for 2007

The UKeiG training and seminar programme for 2007 is designed to reflect the needs of all those involved with managing electronic information resources in the public as well as private sector. The programme covers the general management of e-resources as well as exploring specific types of electronic information. Some popular topics are repeated and others are new topics, and a wide geographic spread of venues has been selected.

Thursday 7 June	Intranets Forum: Information Architecture	TUC, London
Wednesday 13 June	UKeiG Annual Seminar. 'Riding the waves or treading water? Confronting the challenges of a volatile electronic environment'	SOAS, London
Thursday 28 June	UKeiG at Umbrella: Practical uses for Web 2.0 in a library environment. Phil Bradley	University of Hertfordshire, Hatfield
Wednesday 4 July	Coping with Copyright: Essential Copyright for Information Professionals. Laurence Bebbington	Cilip, London
Thursday 5 July	Intranets Forum: Accessibility and good design	Manchester
Wednesday 11 July	RSS, Blogs and Wikis: tools for dissemination, collaboration and information gathering. Karen Blakeman	University of Newcastle
Tuesday 11 September	Coping with Copyright: Advanced Aspects of Copyright for Information Professionals. Laurence Bebbington	Cilip, London
Friday 5 October	Developing and managing e-book collections Chris Armstrong and Ray Lonsdale	Cilip, London
Monday 8 – Tuesday 9 October	UKeiG at the Internet Librarian International Conference	Copthorne Tara Hotel, London

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UKeIG at Umbrella 2007

Thursday 28th June 2007

UKeIG is hosting a seminar at Umbrella 2007, following requests from members for a succinct and relevant review of the Web 2.0 developments and the implication for librarians and information professionals.

Who better to take us on this journey than Phil Bradley, who is well known amongst the profession and promises an enlightening and challenging session. Phil will be looking at the Web 2.0 concept from a practical point of view. The emphasis will be on effective information provision while actually saving the information professional time.

UKeIG Seminar

Practical Issues for Web 2.0 in a Library Environment

Phil Bradley, Information Specialist and Internet Consultant

Thursday 28th June 2007 15.30 – 16.45

at

Umbrella 2007

Catalysts for Change – making a difference

28-30th June 2007, De Havilland Campus, University of Hertfordshire

This is an excellent opportunity for UKeIG members to network and to attend other seminars from an extensive conference programme covering nine key themes. The conference is open to non-members as well as members of CILIP.

To register for the conference (day rates are available), please visit:
<http://umbrella2007.org.uk>.

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 republish 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.