eLucidate

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Review Article: Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership

(OCLC 2007)

This exhaustive report (available at http://www.oclc.org/reports/sharing/default.htm), commissioned from Harris Interactive by OCLC as part of a series of "landscape reports", studies social use of the Web, and links (if there are any) with the world of libraries. The report focuses on the social networking habits of library users and of librarians – that is, their use of social websites, such as YouTube, Facebook, and MySpace. The report was done on an impressive scale, having studied around 6,500 users in six countries, including (of course) the US but also the UK, Canada, France, Germany, and Japan. There is a long list of important people consulted, and a bibliography of over a hundred titles, plus an unusually comprehensive glossary – you even see definitions of privacy, the Internet, and iTunes. All in all, I cannot deny that my expectations were raised. Surveys of Web use are not among my favourite reads, but this one looked good, and thorough. In fact it's one of those surveys that are so big, the editors chose not to paginate it continuously. Instead, it is paginated in several sections, which makes it difficult to ascertain just how long it is. But thorough the survey undoubtedly is: each interview was conducted in the local language of the country. And then alongside this vast trawl of Internet users, the report studied 382 "library directors", although these were restricted to the US, because of "the lack of an online available research pool of library directors outside the United States" – are library managers really that difficult to locate?

I eventually found a demographic breakdown of the people consulted. You have to hunt through the report to discover, for example that of those 6,000 users, only 511(8%) of them were students. This starts to limit the value of the report: if you interview the entire public in six countries, then each user group tends to be pretty small (for example, students in France using Facebook can only be a handful in this survey). Otherwise, the conclusions tend to be rather bland, for example that between 54% and 70% of the general public uses the Internet, although the figure varies a little between countries.

The report is determinedly upbeat, using tag clouds to display results, and lots of variety in the typography. It's unfair to criticise the foreword to the report but this has a wonderful otherworldliness, for example (page viii) "And from what we have observed on the surface, it appeared that much of what is happening on social sites is unrelated to education or to library services". This sounds like a Victorian headmaster commenting that newspapers may contain other things than current affairs.

The questions OCLC chose to ask concerned:

1. User practices
2. User attitudes about sharing information
3. Information privacy
4. Librarian social networking practices.

I'm not sure if these are the questions I would have asked (does it really matter what librarians practice of social networking is?) The survey reveals that as you would expect most people get on with using the Web and take privacy for granted much of the time. But let's press on and describe the results.

The big picture is clear: the Internet is no longer news: 90% of the general public has used a search engine. 97% of people have used e-mail. And social networking is here to stay: 28% of the people surveyed used social networking sites. The report immediately jumps to the conclusion that our usage of the Internet has reached a "tipping point", where we switch from exploration toward "creation and mass contribution… respondents are moving from Internet visitors to developers, creating their own digital experiences and communities." Heady stuff.

Why do students use social networking? Because their friends do, which is I suppose self-evident. More useful was the distinction the survey makes between three types of site that can have social interaction features:

- Commercial sites, such as Amazon;
- Social Networking Sites, designed to facilitate interaction between users who share interests, attitudes and activities, such as Facebook, and MySpace, but also including such disparate sites as Classmates.com, del.icio.us, and LinkedIn.
- Social Media Sites, which enable individuals to share content they have created, such as YouTube (video sharing) and Flickr (photo sharing).

If, as the survey claims, people are moving towards a collaborative use of the Web, is this demonstrated by the responses? The survey distinguishes three types of Web activity:

1. Browsing/purchasing.
2. Interacting
3. Creating (e.g. Blogging, writing an online journal).

Browsing may seem to be ubiquitous (but around a third of Japanese interviewed had never used a search engine), but is it really true we are moving towards a more creative use of the Internet? The US had the highest proportion of social networkers, but the lowest proportion of people who had created a Web page. Even so, I am amazed that 20% of the general public have created a web page. I knew there were a lot of pages out there on the Web, but that is astonishing. Not surprisingly, communicating with friends and family is the main reason stated for creating a web page.

Downloading music is hardly a creative activity, but it's that people do on the Web – around 50% of people interviewed. And another rather questionable creative use of technology is the use of mobile phones. It may still be something of a rarity in the UK, but in the US, 15% of the general public use their mobile phone to access the Internet. Before you start to think these guys are technical wizards, remember that the single biggest activity using your phone on the web is to download ringtones. Ha! I hear the doom-mongers say, that proves the Internet is built on trivia!

How trustworthy is this report? Well, I was shocked to see the report quote figures that suggest that Google is only the third most frequently used website, after Yahoo and MSN. But these figures came from a third party, not from the survey itself. More accurate, to my mind, at least, was that the top commercial site is Amazon, followed by eBay – and this is true for all age groups.

MySpace is the favourite social networking site, and YouTube the most used social media site – no surprises there. Of the most commonly viewed YouTube videos, 63% of them were professional, and 37% amateur, which suggests a rather different scenario to the earlier idea of a world of Internet creators. At least, we may all be creators, but most of the time we stick to consuming professional content. And around half of all YouTube videos are of music. And why to these people use YouTube? Because their friends do.

Of course, usage varies somewhat in different age groups. Users aged below 21 use social media sites, because the website is fun (they said it, not me). But for over 50s, the main reason for using social media sites was because the site is useful. Do we lose our natural enjoyment of the fun of using websites as we become old and crabbed, perhaps? Or do we lose our innocence and take less pleasure in getting lost on huge websites? Of course, another divergence between young and old takes place when you measure how frequently people use social media sites. If you use a social networking site, you tend to use it frequently: 39% of users of social networking sites access it every day. Unsurprisingly, young people log in several times a day compared with old fogeys who have better (or worse) things to do. And once started with social sites, people rarely stop using them (so, yes, it is an addiction!). The report puts it rather differently: "Social site users … are building the social Web". So that's all right, then!

The questionnaire then examines how familiar users are with the social networking sites they use. This is a bit like asking people who spend several hours in their car each week if they know its look and feel. These people have probably memorised every inch of their website, if they are accessing it multiple times a day.

Sharing and privacy

Whatever people's views on privacy (and the users were split over whether their information was more or less private than two years ago), everyone is adding more information to the Web. Older people, of course, are more suspicious. And in the UK, losing personal data happens on such a large scale that one or two websites with a privacy problem is probably irrelevant. 42% of users always use the same password, which suggests that human memory is a poor thing, not that people are trusting.

How do you check sharing and privacy? People are very happy to share photos, and to a lesser extent, videos – but does this reveal anything? People are happier sharing their "true personality" face-to-face than on the Web. What is your true personality? I think they mean that people don't lie about their age and sex on the Web, but my experience of questionnaires is that people often lie in answers to questions.

People are concerned that they can control who has access to their personal information. And 60% of library users trust the library that holds their information, which might make you feel good, but another table seems to contradict this when it shows that younger users at least are more inclined to trust a social networking site than a library website. As I said, you can prove many things if your survey is big enough.

Library directors

A section devoted to library directors reveals some stunningly predictable results. Question 515 shows that library directors spend more hours reading per week than the general public. No doubt, because they are reading all those books, they have less time for social networking sites, because only 22% of them use social networking, compared with 37% of the general public. Does this mean they are out of touch? Or that they have better things to do? And, surprise, library directors are far more likely to search for books on the library website than the general public. But, reassuringly, in many respects, library directors are like the rest of us. They use YouTube, and Flickr, and iTunes, like we do. Their use of social media is of course because it is "useful" rather than because it is fun, but they are just like you and me: the survey concludes that "the online activities and preferences of U.S. library directors parallel those of the users they serve".

Libraries and social networking

It doesn't take a survey to learn that social networking happens in places other than online library sites. The general public and library directors agree that social networking is not the role of the library. Having said this, the report suggests there is a space for online book clubs, and, for me, the report comes to life when it describes a few fascinating small-scale initiatives set up by libraries, e.g. Ann Arbor District Library's "Social Catalog", where users can add ratings and reviews to the online library catalogue. Sounds great! I am one of those sad people who always reads those little white cards where the booksellers have described their personal favourites, so I suppose it's not surprising I would be drawn to an online comments section in the library catalogue.

The final section of the report is the least valuable. It comprises an extended discussion by various representative figures, although the discussion resembles those "roundtable" (they are never round) sessions set up by desperate conference producers who have run out of ideas: they put all the presenters together and hope something useful emerges. Unfortunately, the discussion rapidly moves to phrases such as "I don't have any first-hand knowledge of this, but…" and I tend to fall asleep at that point.

What are we to make of the Web? Pretty much what we want to make. Surveys such as this report are so vast that you can probably use it to prove whatever depressing or optimistic conclusion you wish. Do young people spend all their time looking at a computer screen? Yes. Do the Japanese share less personal information on websites than Americans? Yes. And what does that mean? When the upbeat conclusion refers to a Wired article entitled "We are the Web", my first response is to say, I am not the Web. I might earn my living from the Web, but so does a taxi driver from his vehicle. And he or she is not a taxi.

Michael Upshall

Online

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

Archives Hub

http://www.archiveshub.ac.uk/intwine/index.html
The Archives Hub "Collections of the Month" service has been enhanced with Intwine, "a subject guide to more than seventy 'Collections of the Month' features". It was inspired by Intute, and also includes a link to chronological guide to all the Collections of the Month features.

British Library Theatre Archive: Final Alan Ayckbourn play found
http://www.bl.uk/projects/theatrearchive/homepage.html
Simon Murgatroyd of the Bob Watson Archive in Scarborough says, "During the past year, The Bob Watson Archive has made several exciting discoveries, but there was never an expectation of finding the final play, Love After All. Now thanks to the efforts of the Theatre Archive Project, the Ayckbourn play canon has been restored". The Theatre Archive Project, a joint effort between the British Library, Sheffield University and the AHRC, found the play in the Lord Chamberlain archive at the British Library. Their brief is the re-investigation of British Theatre 1945-1968. The British Library have provided a digital copy of the play to the Bob Watson Archive, based in Scarborough, to complete their collection of Ayckbourn's plays. The Theatre Archive Project website includes an oral history of British Theatre and descriptions of British Library archives of key figures, including John Gielgud and Ralph Richardson.

Nineteenth-century Newspapers

http://www.bl.uk/collections/britishnewspapers1800to1900.html
The British Library have made available 1,000,000 pages from 46 nineteenth-century regional newspapers free online, on a website developed by Gale/Cengage. The service will be free to higher and further education institutions and to walk-in visitors at the British Library reading rooms in King's Cross. The online service is part of a JISC-funded project to "select and to digitise complete runs of UK newspaper titles that are published between 1800 and 1900", estimated at three million further pages.

BUVFC

http://www.bufvc.ac.uk/learningonscreen/
The BUVFC have announced their Learning on Screen 2008 awards, "to celebrate and reward excellence in the use of moving image and related media in learning, teaching and research", as part of their 60th anniversary of work in this area. The ceremony will take place on the 18th of March 2008 at the National Science Learning Centre York, as part of the BUFVC's Learning on Screen conference (17-19 March 2008).

Emerald

http://www.emeraldinsight.com/
Emerald are releasing eight new journal titles for 2008 in the area of management and business. Titles include the *International Journal of Housing Markets, Analysis and Education, Business and Society,* and *Contemporary Middle Eastern Issues.*

Intute

http://www.intute.ac.uk/
New links for web resources in Social Sciences include:

United Kingdom Defence Association (UKNDA) a company campaigning for more spending on defence and the armed forces in the UK http://www.uknda.org/

Pakistan: Human Rights Commission (by the Asian Human Rights Commission AHRC) to publicise the political and human rights situation in Pakistan http://pakistan.ahrchk.net/

The Gertrude Bell Project (by the University of Newcastle-upon-Tyne Library) to develop an electronic archive of photographs, diaries and manuscripts of British archaeologist and political figure Gertrude Bell (1868-1926), including her efforts towards the establishment of the state of Iraq http://www.gerty.ncl.ac.uk/

For more information on the latest Intute resources go to http://www.intute.ac.uk/latest.html, which includes an RSS feed. Intute also provide a blog http://www.intute.ac.uk/blog/about/ , aimed at "staff in UK universities and colleges who are interested in the use of Internet resources in education and research".

Ovid/Kluwer

http://www.ovid.com/
OVID have developed a new service for searching electronic information to replace Ovid Web Gateway, which is scheduled to be discontinued in February next year (and SilverPlatter WEBSPIRS in 2009). Among other features OvidSP offers natural-language searching, searching across different reference types and eTOCs by RSS feed.

ProQuest: The Annual Register

http://annualregister.chadwyck.com/info/about.htm
ProQuest have released an online version of The Annual Register, which catalogues 250 years of British and world events since 1758. The Annual Register was originally conceived as a miscellany, reproducing state papers, reviewing important books, and featuring historical sketches, poetry, observations on natural history, and other essays, reproduced from books and periodicals. Following the Napoleonic Wars the History section of the Register was enhanced at the expense of some of the lighter content, but it is still regarded as "entertaining, as well as enlightening," (Mary Sauer-Games, Chadwyck-Healey) and of interest to historians and those interested in current affairs.

ProQuest and Gale/Cengage

http://il.proquest.com/pressroom/pressrelease/07/20071107.shtml
In 2008 it will be possible for users at libraries with subscriptions to both ProQuest Early English Books Online (EEBO) and Gale Eighteenth-century Collections Online (ECCO) to search both products simultaneously from within either product. There will be no further charge, and libraries will be able to switch on the cross-searching function.

Intranets

Supporting collaboration with social networking software

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

An end-of-the-year miscellany

By the time you read this I will be somewhere on a trip that takes in giving a keynote speech to an intranet conference in Melbourne, working with James Robertson (Step Two Designs) on some intranet workshops he is running in Sydney, and then giving two workshops on search usability for the Nielsen Norman Group in Caesar's Hotel, Las Vegas. So for the first time in around 15 years, I will not be at Online Information.

Intranet Innovation awards

This year James Robertson has launched his Intranet Innovation awards. These Intranet Innovation Awards celebrate new ideas and innovative approaches to the enhancement and delivery of intranets. Uniquely, these awards recognise individual intranet improvements and not intranets as a whole, as do the Nielsen Norman listing of top intranets. Global in nature, the Intranet Innovation Awards have uncovered many innovative ideas. Fiat, this year's platinum winner, has used their 'Avanti e Veloci' Web portal to help turn around the fortunes of their entire business.

The Gold Award has gone to the UK, in the shape of the Environment Agency, which has developed a rich set of personas to support the delivery of better intranet content and functionality. Other Gold Award winners are the City of Casey (Australia), Perkins Eastman (USA), Nycomed (Switzerland / Denmark), SunGard AvantGard (USA / New Zealand) and QBE (Australia). For full details of the innovations that these and other winners have had the vision to develop and implement, see
http://www.steptwo.com.au/papers/kmc_iia2007/index.html .

Global Intranet Practices and Trends Report

In 2006, Jane McConnell (JMC/NetStrategies www.netjmc.com) launched the Global Intranet Practices and Trends Report, based on a survey of over 100 organisations, mostly operating internationally. This year, Jane has repeated the survey with a revised questionnaire, and the 2007 report is based on over 170 organisations. There will be two reports available by the end of 2007, a top-level trends report and a very detailed analysis report. The synopsis of the report can be accessed at http://www.netjmc.com/engl/doc001.html. The value of this survey is already evident in the changes that have taken place since the 2006 survey, and with each year the survey will gain immeasurably in value. Of particular interest this year are the analyses of the already marked extent to which Web 2.0 applications are being integrated into intranets. Contents pages for the report and prices can be found at
http://www.netjmc.com/engl/survey01.html.

Making collaboration work

Many organisations, or rather the senior executives in these organisations, remain sceptical of the value of encouraging collaboration between employees. I have already referred in

these columns to an excellent background report by Deloitte entitled Connecting People to What Matters http://www.deloitte.com/dtt/section_node/0,1042,sid%253D90058,00.html. In the November 2007 issue of the *Harvard Business Review* there is a very readable and practical article by Lynda Gratton and Tamara J. Erickson, entitled "8 Ways to Build Collaborative Teams", which is based on a substantial amount of research carried out by the authors. The way that the BBC encourages collaboration is singled out for praise in this paper, which you could usefully circulate around your organisation, subject as always to the requirements of copyright legislation.

The search industry in 2007/2008

I was asked by *Library and Information Update* to comment on the search industry for the December 2007 issue and this is an edited/revised version of my contribution.

Overall 2008 has not been a good year for the search industry. The global industry is less than $1bn by value, and once you exclude Google, Autonomy, FASTSearch and Endeca, there are over 50 companies generating less than half the total market revenue. To put this in perspective, the revenues of Cognos, the leader in business intelligence applications, is around $1.2bn.

The search functionality in the relaunched Microsoft SharePoint Server 2007 product has led to Coveo leaving the SharePoint search enhancement business, and Mondosoft being acquired by Surfray, another Danish company. Although the search functionality is much improved, making it work well requires substantial commitment, as a glance at http://sharepointsearch.com/default.aspx will reveal. Keep a look out for *Inside the Index and Search Engines of Microsoft Office SharePoint Server* by Patrick Tisseghem and Lars Fastrup, which is due out in early 2008 from Microsoft Press. http://www.microsoft.com/mspress/books/12195.aspx

FASTSearch has had to restate its earnings, and this has led to some downsizing, at a time when Autonomy has been acquiring a number of companies to reduce its dependence on 'pure' search. Google remains on the prowl, and the latest release of its Enterprise Search Appliance indicates that the company is still heavily committed to the enterprise sector.

However, looking forward to 2008 and beyond, the prospects for the industry (and thus the range of options for users) remain good. The commitment of Microsoft and Google will raise the importance of search for intranets and other enterprise applications, and there are many innovative search products emerging, for example Groxis (www.groxis.com) and Quam (www.quam.info) are starting to make headway in the federated search business. As well as federated search, expect developments in entity extraction, text/data mining, guided navigation, visualization and natural language query management in 2008, and closer links between the search and business intelligence companies.

UKeiG intranet forums

With great regret I have only been to one of these, and that was because I was speaking. However, can I end by congratulating Helen Davis for her work in getting these started. I have heard very good reports about them, and any intranet manager will gain much from coming along and networking. Thanks to this UKeiG initiative, intranet managers need no longer be the loneliest of positions. My New Year Resolution is to attend all of them in 2008! See you there?

Reference Management

Tracy Kent, Open Access Coordinator, Information Services, University of Birmingham (t.k.kent@bham.ac.uk)

Recent developments in Reference Software

Outlined below are some of the new packages around that support the reference process. It seems that the trend dictates repurposing the citations (HistCite and Publish or Perish) or customising the software to fit more of your user profile (Knightcite, Refworks and Endnote). If you have any suggestions for inclusion please do let me know.

HistCite

A program recently launched that is very similar in concept to RefViz (www.refviz.com). It allows the user to download a set of search results (currently from Web of Science only) into HistCite. Once there, they can be manipulated based on frequency of various key bibliographic elements or based on citation relationships. You can determine the most cited articles, authors or institutions, which can prove useful if you are trying to populate a repository! The software is able to create diagrams of the citation relationships which show the subjects' areas key events, their chronology and their relative influence. It comes highly recommended, as Eugene Garfield, the program's inventor, is the founder of bibliometrics. Further details from www.histcite.com where a 30-day trial is available.

Publish or Perish

A refreshing title for a software program! It is designed to help individual academics to present their case for research impact to its best advantage. This software program retrieves and analyses academic citations using a variety of measures including total number of papers, total number of citations and average number of citations per paper. It uses **Google Scholar** (which uses the citation feature like the ISI citation element but is slightly broader in its coverage) to obtain new citations, then analyses them. You can then save the results to various software programs, including Endnote and CSV. It is free for personal, non-profit use. Further details from http://www.harzing.com/resources.htm#/pop.htm.

Knightcite

This is perhaps the future of citation software for undergraduates. This free package has been developed for staff and students at Calvin College and is effectively a cut down version of all the other packages you find. Instead of being marketed as offering hundreds of output styles, it offers just the three main academic citation styles. This means less confusion for undergraduates about which style to present their references in, whilst emphasising the need to maintain accurate citations. The software recognises a range of reference types, including sacred texts and cartoons, and can deal with a mix of print and electronic sources. Students create an online account and develop different papers online and mix and match citations as appropriate. Further details can be found at www.calvin.edu/library/knightcite/

RefWorks

RefWorks has a number of new features worth noting. These include the new Mac Write-N-Cite which has a Citation Editor feature; Customisable Output Style List using the Output Style Manager; and finally ensuring that in the AccuCite, all the recommended fields for that output style will be displayed together. This makes it easier to see which fields of information AccuCite recommends. Further details can be found at www.refworks.com

Endnote

A reference software column would not be complete without mention of Endnote. There is now an update for Endnote X1.0.1 (downloadable from the website or from under the Endnote program updates on Help) which includes the following features:

- Ability to create more groups in each library
- Endnote for Windows mobile/pocket PC
- Formatting support for Open Office Type ODT files using the Format Paper command
- And very usefully, the reference preview now displays active URLs for quick release.

If you are wanting an alternative to daytime TV, you can always download the "What's new in Endnote X1" video!

And finally WenXianWang

Google Scholar has allowed the setting of your preferences for downloading an import file for BibTex, EndNote, RefMan, RefWorks, and WenXianWang. This makes Google Scholar far more useful than before. However I cannot find anything about WenXianWang. Even Google Scholar seems to make no reference to it. Can anyone help me? All answers on a postcard please to the author of the column.

Public Sector News

Jane Inman, Communications and Information Manager, Environment and Economy, Warwickshire County Council (janeinman@warwickshire.gov.uk)

Land, property and street information

Accurate address information is important to the public sector, and two tools that are used in this context are the National Land and Property Gazetteer (NLPG) and the National Street Gazetteer (NSG). They are being used in a variety of situations, for example by the emergency services and by CRM systems. In May a booklet was issued by the Improvement and Development Agency (IdeA) and Intelligent Addressing, describing the projects and it can be viewed at

www.nlpg.org.uk/documents/Apr07/nlpg_Final.pdf

IDeA has worked with Intelligent Addressing Ltd and local government address managers to produce what is now the definitive index of all buildings, including those in multiple occupation, with a nationally Unique Property Reference Number (UPRN). The NLPG is supported by the National Street Gazetteer (NSG), which has been compiled from over 970,000 street submissions from every highway authority, and is the only centrally maintained street database that conforms to the British Standard.

More at: www.intelligent-addressing.co.uk

Pride of Place

The 'Connect to your council' campaign, which is designed to encourage take-up of local authority online services, has introduced an online poll in which you can vote for your favourite local place. Some famous people have already placed their votes, and the results will be published on local authority websites after the poll closes at the end of November. For more information on online services offered by local authorities, go to
www.direct.gov.uk/mycouncil

Blogs in government

A report looking at the use of blogs and online forums as ways of engaging with the public has concluded that innovation is needed in this area. The report was commissioned by the Ministry of Justice and the work undertaken by the Hansard Society. The website where you can view the report also includes some interesting case studies; it can be found at
www.digitaldialogues.org.uk.

Electronic deposition of papers

MPs, when making statements or responding to Parliamentary questions, often refer to documents that they have deposited in the House of Commons Library. From 6 November 2007, all such documents are deposited electronically, and are available online at
http://deposits.parliament.uk.

Blackberries in the House!

You may also have seen that MPs are now permitted to take Blackberries and similar tools into the Chamber, to keep track of their e-mails. It is hoped this will improve attendance at debates, but I do wonder if it will have an adverse effect on the quality of debate, as Members are distracted by their Blackberries!

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 Report: UKeiG Intranets Forum, at the Qualification and Curriculum Authority

October 2007

The Qualifications and Curriculum Authority (QCA) hosted the latest meeting of the UKeiG intranet forum. It was a well-attended meeting, with three speakers, two from QCA and one from Netcel, who created the new look and functionality for the QCA intranet, Qudos.

Gavin Edwards, QCA Intranet Manager, spoke about the process of relaunching the intranet from the tendering stage, to procurement, planning, testing and finally to launch, in approximately 9 months. When Gavin started at QCA three years ago, the intranet had been without an overall manager for a number of months. The need to revitalise Qudos was clear – there were approximately 150 editors throughout the organisation, and the lack of central control over content and structure made Qudos less useful than it could be. Work was done to improve the intranet; this made a considerable difference and eventually paved the way for the complete redevelopment of the intranet that took place this year.

Gavin's presentation covered the whole redevelopment process, with logical steps explained, potential pitfalls highlighted and tips for success. One important consideration is to have a project team, of, as Gordon Brown would have it, all the talents. The QCA team consisted of members from internal communications, knowledge management, business analysis and IT. Having secured funding for a relaunch, Netcel was engaged to do the work. QCA and Netcel worked closely for several months planning what was needed and what was possible; building upon the results of usability studies conducted by QCA, creativity workshops and previously conducted site visits.

The information architecture of the site was revamped and the CMS, which had been upgraded the year before, was used to a greater capacity than previously. Style guides, editors' workshops and face-to-face support were offered to the intranet editors. Qudos was launched at the end of September, and has been well received so far. The presentation, available on the UKeiG website, would make a useful checklist for anyone starting a similar project

Tim Parfitt, the Managing Director of Netcel then spoke about the relaunch process from the viewpoint of the agency. Netcel won the tender because their approach to project planning ensured that risks were kept to a minimum, and the degree of technical documentation they provided met the requirements of QCA. Tim highlighted the need to develop and maintain excellent communication between both parties, and the importance of building a good rapport so expectations are met. The planning stage may seem a long period where little appears to be happening, but it is crucial, and good communication is essential during this phase.

When pressed for the three things that a client can do to smooth the work of the agency Tim identified the following:

- Know what you want to consider, but without too much detail. A brief can be too broad or too prescriptive, but either way, a project cannot skip the planning stage and that is the best arena for thrashing out the detail.

- Have one primary contact in the client company who has the authority to green- light developments, rather than a contact who then needs to consult internally and secure the go-ahead, delaying progress at every stage.

- Have a client project team with the right balance: one that covers all aspects of the project, so that agency questions, such as technical specifications, can be answered immediately.

Tim's talk was a refreshing change of perspective, and it was interesting to consider that we as the client have obligations too, beyond those to our users, so choose your agency wisely.

After a coffee break and a turn on the 8th floor terrace, with stunning views across south London on a rare sunny afternoon, Sue Mucenieks, QCA Knowledge Manager, spoke about another recent project, Collaboration, which facilitates working with external stakeholders.

Having come to the QCA to initiate a knowledge management programme, Sue was asked to lead a project to create an extranet that could be accessed by external stakeholders. It had been decided to use QCA's existing EDRMS, and incorporate additional functionality that could allow external stakeholders to store and share documents, take part in online discussions etc. The project evolved to include a system upgrade to the EDRMS, which was a challenge but ultimately a huge success. Once the upgrade was complete, work could start on the collaboration tool itself.

Collaboration allows project groups to share files, discussions, task lists and meeting dates, particularly to improve management and version control of documents, by avoiding the need to e-mail large files and to make amendments and then re-send them to large groups.

The successes and pitfalls of the project were pointed out, and Sue's top tip for any similar project was to engage your pilot group from the start. Finding a pilot group mid-way through the project proved difficult, and although several teams were interested, few were willing to commit the time and effort required to test the tool fully (which, ironically, would save them time and effort in their workings with external stakeholders). In the end, the Qudos/Netcel development team were used as an initial pilot and a second pilot team from the business was found soon afterwards. The feedback from the pilots has been very positive, and roll-out to the organisation is taking place during October and November.

Susan Henry, Intranet Officer, TUC

UKeiG Committee wish to thank QCA for all their help in organising the meeting. The presentations are available at http://www.jiscmail.ac.uk/cgi-bin/filearea.cgi?LMGT1=UKEIG-INTRANETS-FORUM

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://sunsite.berkeley.edu/CurrentCites).

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

Content Management

Thomas, Kim. **Standards body to draft ECM Bible** *Information World Review* 239 October 2007: 2 – The British Standards Institute are reported as developing a standard for enterprise content management (ECM). The proposed standard is expected to be available in the summer of 2008. Ben Richmond, founder of the Content Group, will develop the standard and notes in the report that the standard will also be a code of practice. – [RH]

Veitch, Martin. **ECM takes off in a new direction** *Information World Review* 239 October 2007: 17 – The growth of usage of Office SharePoint Server is analysed, with revenues for Microsoft reported as being up by a third in the past year. Familiarity with Microsoft products, low costs and low risks are cited as reasons for its growing success. The products' integration of solutions for search, document management and portal requirements is reported as helping its popularity in meeting the needs of the vast majority of users. – [RH]

Digitisation Projects / Preservation

Albanese, Andrew Richard. **Scan This Book!** *Library Journal* (15 August 2007) (http://libraryjournal.com/article/CA6466634.html) – This piece is mostly an interview with Brewster Kahle of the Open Content Alliance, with an introduction that sets the stage. The Open Content Alliance occupies a particular niche among those doing mass digitization, and this interview explores that well. Kahle sees himself as a crusader, and someone following the tradition of libraries in this country while bringing their content to the web. "I see the library system in this country as a $12 billion industry dedicated to preservation and access of materials that are not mediated through a corporate experience," Kahle says. "The alternative is that the materials people learn from are forever mediated by a relatively small number of commercial companies in terms of selection and presentation." – [*RT]

Griffin, Daniel. **National Archives takes charge of securing Whitehall's digital legacy** *Information World Review* 238 September 2007: 6 – The National Archives (NA) plans to launch a three-year scoping exercise to deal with Whitehall digital preservation are detailed by *IWR* in an interview with Natalie Ceeney, chief executive of the National Archives. The need to create a single process of preservation, financial issues and accessibility are topics covered in this article. The 2006 Mind the Gap report from the Digital Preservation Coalition (www.dpconline.org) is noted as a context for the work that the NA are currently undertaking. – [RH]

van der Graaf, Maurits. **DRIVER: Seven Items on a European Agenda for Digital Repositories** *Ariadne* (52)(2007) (http://www.ariadne.ac.uk/issue52/vandergraf/) – During the last few years, there have been growing number of surveys about digital repositories, which have helped to clarify the activities of these important new systems ([ARL](#), [CNI](#), [CNI/SURF](#), [DSpace](#), and [MIRACLE Project](#)). Now, the [DRIVER Project](#) has added to that knowledge base with a survey of repository activity in 27 European Union countries. In 15 countries, a "sizeable proportion" of research universities have a repository, in five "a few institutions" have repositories, and in seven, there is no known repository activity. The average repository has about 9,000 records. Ninety percent of these records are for textual materials, while 61% are metadata-only records. GNU Eprints is the most commonly used software, followed by DSpace. Check out the article for more details. – [[*CB](#)]

E-Publishing

Chillingworth, Mark. **Open access is branded 'junk science' by US lobby** *Information World* Review 238 September 2007: 1 – The Partnership for Research Integrity in Science and Medicine (PRISM), founded by the Association of American Publishers (AAP), has claimed that Open Access publishing is 'junk' and are reported to plan to lobby the US congress on the 'risks' of proposed government interference with the scholarly communication process. Possible changes in National Institute of Health policy as a driver for this move are cited in this article, which also includes comment from open-access campaigners and other industry experts questioning the AAP stance. – [RH]

Lynch, Clifford. **The Shape of the Scientific Article in The Developing Cyberinfrastructure** *CTWatch Quarterly* 3(3)(August 2007) (http://www.ctwatch.org/quarterly/articles/2007/08/the-shape-of-the-scientific-article-in-the-developing-cyberinfrastructure/) – Clifford Lynch elucidates how the scientific article is likely to evolve in response to changes in the way scholarly work is carried out. Much of the focus is on articles and their relationship to data. For example, to what extent should articles incorporate data versus simply reference data, and how well does our current data repository infrastructure support data preservation. Along with the need to make data available comes the need for more meaningful, interactive ways to present data visually. Finally, the literature itself will be commented on a large scale, not just read one article at a time. Lynch addresses these topics, provides some assessment for how well technology is meeting these needs today, and identifies some areas where more development is needed. This is just one article in the current issue of *CTWatch Quarterly*, which is worth checking out in its entirety. The issue is devoted to ["The Coming Revolution in Scholarly Communications & Cyberinfrastructure"](#) and contains articles by Paul Ginsparg, Peter Suber, and many others. – [*BR]

Education / E-Learning

Lewis, David W. **A Strategy for Academic Libraries in the First Quarter of the 21st Century** *College & Research Libraries* 68(5) (September 2007): 418-434 – At a library assessment conference a year ago, John Lombardi, then Chancellor of the University of Massachusetts-Amherst, explained that although he had depended on libraries and librarians in his professional career, he no longer knew what an academic library should be. Lewis took this message as a challenge to articulate a "strategy for academic libraries in the digital age or at least in its early stages." His strategy has five parts: 1) complete the migration from print to electronic collections; 2) retire legacy print collections; 3) redeploy library space as informal learning spaces; 4) move library tools and resources to where the users are (for

example, course management systems); and 5) shift the focus from purchasing collections to curating locally owned and produced unique and special collections. Whether you agree with his strategy or not, Lewis' article makes for an excellent catalyst to start these discussions with your staff. – [*SG]

Tebbutt, David. **Extending the Raj** *Information World Review* 239 October 2007: 10-12 – A three-page feature on Tata Interactive Systems focuses on their head of operations Alan Samuel. The company background and the career path of Mr Samuel are covered in this in-depth profile. Comments on the e-learning market include the role of electronic performance support systems (EPSS) or 'workflow learning' and future developments for Tata, such as enterprise application training. (www.tatainteractive.com) – [RH]

General

Caldwell, Tracey. **Google raises temperature of health information market** *Information World Review* 239 October 2007: 1 – News story regarding speculation that Google could buy US health information company WebMD. This is in the light of rising share values and the departure of vice president Adam Bosworth, who previously headed up health at Google. The shift in focus from search to content at Google is commented on, and comparisons are made with Google's recent acquisition of YouTube. – [RH]

Feather, Celeste. **Electronic Resources Communications Management: A Strategy for Success** *Library Resources & Technical Services* 51(3)(July 2007): 204-211, 228 – In her article "Electronic Resources Communications Management," Celeste Feather discusses how e-resources staff can better handle their lines of communication. She writes, "As libraries face the question of how to provide more services with fewer resources, administra-tors often expect e-resources acquisitions units to manage more resources with fewer staff than their peer print acquisitions units." We can easily apply this situation to other depart-ments in our libraries – it seems that we're all trying to do more with less. If you find yourself in a communications black hole, Feather's article addresses the literature of the organization of communications, provides analysis of the types of communication the department is receiving, and makes recommendations on how communication can be improved. She admits that her findings are specific to her library's needs, but many of her suggestions can be applied at any library. It's no surprise that a movement to increase face-to-face communi-cation helped to relieve what Feather calls "information fatigue." – [*KC]

Genco, Barbara. **20 Maxims for Collection Building** *Library Journal* (15 September 2007) (http://www.libraryjournal.com/article/CA6476396.html) – Barbara Genco summarizes her curriculum for a library school course on collection development principles, theory, and practice, in twenty talking points for *LJ*. Genco embraces emerging and standard technolo-gies as a way to assist librarians in a changing environment. Highlighted issues on her list include security and self-check; user-generated tagging in addition to MARC; content vs. containers; off-site storage and digitization; downloadable digital materials; and the possibility of "one big library." Genco has her eye on the big picture of libraries and collections, and invites us to join her in evaluating what we're doing in our libraries to prepare for the future that's here today. – [*KC]

Gould, A**. Cyberinfrastructure, Data and Libraries**. *D-Lib Magazine*, 13 (9/10) (Septem-ber/October, 2007) http://www.dlib.org/dlib/september07/gold/09gold-pt1.html – In this two-part report, Gold produces a snapshot of the emerging field of "cyberinfrastructure" ("E-Science" in the UK and Europe). Part One acts as a primer for librarians, outlining the history and background of cyberinfrastructure, as well as discussing concepts and issues such as

data archiving and digital curation. Part Two engages in further debate, and offers an overview of the roles and responsibilities of libraries and librarians in the cyberinfrastructure domain. Gold believes that librarians should play an integral role in the design of the cyberinfrastructure by positioning themselves as "partners in research". The report draws on many sources and reviews a range of projects. It also provides a detailed list of readings for those interested in finding out more – [IW].

Head, Alison. **Beyond Google: How do Students Conduct Academic Research?** *First Monday* 12(8)(August 2007) (http://www.firstmonday.org/issues/issue12_8/head/) – This article, based on research conducted by noted professor and usability specialist Dr. Alison Head, challenges assumptions about student research behavior. Far from turning to Google and confidently flipping out a paper, students rely more on authoritative sources vetted and provided by instructors and librarians, and are more hesitant, diffident, and confused by the research process than is often assumed. The paper concludes by recommending we pay more attention to research instruction and information literacy, but implicit in its suggestions is a ringing endorsement of classic librarian tasks in higher education. – [*KGS]

Holt, Glen. **Communicating the Value of Your Libraries** *Bottom Line* 20(3) (2007): 119-124 (http://dx.doi.org/10.1108/08880450710825833) – Short guide to shamelessly promoting the value of your library to various stakeholders through the ever-dependable approach, "What's in it for me" or "WIIFM" for short. The author draws on his extensive experience in cost-benefit analysis (CBA) to lay out basic principles, such as saving the user significant time or money. He concludes with this marvelous piece of advice: "Institutional communication is not just a smattering of marketing here and another smattering of marketing there. It is, instead, a disciplined, planned and thorough method by which a library tells its users why using their library is worth their time, money and effort, that is, why their library is valuable and the value that individuals and families will find there." – [*LRK]

McDermott, Irene E. **Brain fitness: using the web to stay sharp as we age.** *Searcher* 15 (8) (2007): 8-12 – Due to increased longevity in the United States, it is estimated that by 2050, over 16 million Americans may be suffering from Alzheimer's and other forms of dementia. Recent research from the Cognitive Neuroscience Division of New York's Taub Institute suggests that participating in education or leisure activities may help keep your brain healthier for longer. This article lists over 25 websites people can use to keep their brains alert. A CSS tutorial that helps people create better websites is put forward as an excellent brain booster http://www.echoecho.com/css.htm. – [MT]

Mort, David. **Online Information Drives Growth Research Information** (August/September 2007) (http://www.researchinformation.info/features/feature.php?feature_id=141) – How's the European online STM publishing business doing? Looks like it's doing really well: sales increased by 10.5% in 2006 to reach a bit over 1.3 billion Euros, and that was after 15% and 16% increases in 2005 and 2004 respectively. Factor in print sales and the European STM publishing industry generated about 2.1 billion Euros in sales in 2006. But print is of declining importance, only 38% of sales in 2006 vs. 47% in 2004. You can learn more about related European STM publishing topics, such as recent financial results for major publishers and recent merger activity, in this revealing article. – [*CB]

Specter, Michael. **Damn Spam** *The New Yorker* 83(22) (6 August 2007): 36-41 (http://www.newyorker.com/reporting/2007/08/06/070806fa_fact_specter) – If you're the type to face the bad news directly, this is for you. Not that one needs to be a masochist to enjoy it, but by the conclusion of this entertaining history of the spam problem, it's painfully clear that unless the Internet is turned into some kind of locked-down totalitarian propaganda tool in the future, spammers will continue to find you. E-mail is their current vehicle, but spammers are nothing if not adaptable. Specter visits the milestones in spam history (such as Canter & Siegel in 1994, which was like a bully showing up in the playground where information ran

around wanting to be free), invokes the sacred Monty Python skit, and interviews spam police at Microsoft and Google. Statistics showing the scale of the problem are possibly the biggest stunner; expect grim chuckles. – [*JR]

Wallace, Danny P. **Academic Library and Research in the Twenty-First Century: Linking Practice and Research** *Journal of Academic Librarianship* 33(5) (September 2007): 529-626. (http://dx.doi.org/10.1016/j.acalib.2007.06.003) – The author discusses the role of library research in the rapidly changing circumstances of today. As librarians, we live in a time of "uncertainty" where the old metrics (gate counts, circ., etc.) no longer apply, yet where new metrics are not yet established. In the vacuum comes "anecdote and surmise" rather than evidence. To remedy this, he suggests various "targets for research". These include "making sense" of library stats, evaluating the effectiveness of bibliographic instruction and (re-)taking control of online web services and tools. In this way, the research of the 21st Century (Research 2.0?) will distinguish itself by "finding new truths and creating new knowledge, not confirming that which is already known." – [*LRK]

Yaffa, Joshua. **The Road to Clarity** *New York Times* (August 12 2007): 36 (http://www.nytimes.com/2007/08/12/magazine/12fonts-t.html) – Fonts matter. On the road signs of our highways they can literally mean the difference between life and death. This article is a history of how a new font, Clearview, was developed for road signs in the U.S. It was the first time, the author states that 'anyone attempted to apply systematically the principles of graphic design to the American highway.' The process was careful and took the better part of two decades. The author describes what happened with wonderful detail using it as a vehicle to discuss broader issues of design and typography. If anyone wants an introduction to the subject, this is a great way to start. – [*LRK]

Information Access

Buckley-Owen, Tim. **Law users irked by lacklustre service** *Information World Review* 238 September 2007: 17 – In this sectoral review of online legal information issues of a small pool of suppliers, high costs and poor customer relations are covered. Coverage by the big suppliers and accessibility of niche players are also discussed, alongside issues of speed, and the topic of premium subscription versus open solutions. The development of the European Commission's Markets in Financial Instruments Directive (Mifid), with new requirements for firms in terms of their conduct, is seen as an opportunity for the sector to meet a need for information. – [RH]

Howard, Jennifer. **Publishers' PR Tactic Angers University Presses and Open-Access Advocates** *The Chronicle of Higher Education* (21 September 2007): A13 – As part of its campaign against legislation that would mandate that "all investigators funded by the NIH submit or have submitted for them to the National Library of Medicine's PubMed Central an electronic version of their final, peer-reviewed manuscripts upon acceptance for publication to be made publicly available no later than 12 months after the official date of publication," the Association of American Publishers started an initiative called the "Partnership for Research Integrity in Science and Medicine" (otherwise known as PRISM). Although it may have been still smarting from January's negative publicity caused by its hiring of public relations specialist Eric Dezenhall (whose proposal has recently been made public), the AAP must have thought it was now safe to move ahead with a new anti-open-access campaign. Unfortunately, the result was a firestorm of criticism over assertions made on the PRISM website, with OA advocate Peter Suber providing one of the most incisive rebuttals. Some AAP members (such as Rockefeller University Press) balked at PRISM's statements, and, subsequently, PRISM reworded some of the more inflammatory rhetoric on the PRISM site. After being approved by the House, the NIH OA mandate fight has shifted to the Senate, with both sides ramping up their PR efforts. – [*CB]

University of California Office of Scholarly Communication and California Digital Library eScholarship Program. **Faculty Attitudes and Behaviors Regarding Scholarly Communication: Survey Findings from the University of California** (August 2007) (http://osc.universityofcalifornia.edu/responses/materials/OSC-survey-full-20070828.pdf) – This report summarizes the findings of a faculty survey, conducted by the University of California's Office of Scholarly Communication, to explore UC faculty perspectives and behaviors regarding scholarly communication issues. Not surprisingly, the survey found a disconnect between the faculty's expressed level of concern about issues such as copyright, and the faculty's willingness to take action. The faculty identified the current tenure and promotion system as a significant barrier to change. The survey results do reveal, however, a high level of faculty awareness about open-access journals and repositories. Of the 1118 respondents, 21% reported having published in an open-access journal, and 14% have deposited peer-reviewed articles into an institutional or subject repository. Although the survey was focused on UC faculty, I believe the findings are largely applicable to the faculty of most research universities in the U.S. Don't let the report's length (126 pages) deter you, as the "Executive Summary" and "Summary of Findings" serve as an excellent guide through the body of the report. – [*SG]

Information Retrieval

Bjørner, Susanne. **Do you speak Google? Google's language options** *Searcher* 15 (9) (2007): 8-17 – The article explains the options Google offers to anyone looking for information in languages other than US English. Google users can specify what language they want to use to find results by adjusting the preferences on the main Google site (a preferences menu located to the right of the search box offering 41 alternative languages). Alternatively, by using the language options on the main Google site, again located to the right of the search box, you can change the results language or select pages from over 89 different countries. Another option now offered by Google is the Google Translate service http://translate.google.com. A Google-translated search will split your browser window and show foreign language Web pages set alongside an automated translation of the pages in your chosen language. Bjørner is cautiously optimistic about the automated English/Spanish translations offered by Google Translate. Whilst Google Translate is unlikely to satisfy native speakers, Bjørner concludes it may be worth a try if you are after a basic translation. – [MT]

Duguid, Paul. **Inheritance and Loss? A Brief Survey of Google Books** *First Monday* 12(8)(6 August 2007) (http://www.firstmonday.org/issues/issue12_8/duguid/) – Paul Duguid takes us step by step through Google Book Search, looking for online editions of Tristram Shandy and points out some problematic results: the scans are unreadable, the metadata is non-existent, and the editions appearing at the top of the search results are inferior editions that the contributing libraries tucked away in remote storage long ago. Duguid concludes that Google doesn't really appreciate "the bookish character of books." They don't lend themselves to automated digitization processes, and Google's powerful search tools cannot make up for a lack of metadata. Duguid argues that this visible lack of quality threatens the reputation not just of Google, but also those of the contributing libraries – he calls this a kind of "patricide" in which the new digital form is not only inadequate itself, but destroys the original resources it hopes to inherit. Invoking Nicholson Baker, Duguid worries about Google Book Search becoming a kind of digital "double fold" – a high-tech, low-quality project libraries find themselves locked into. These arguments are weakened by a selective and incomplete methodology and some narrow assumptions about the typical or potential uses of Google Book Search. Nevertheless, a thought-provoking articulation of some of the concerns surrounding this project. – [*BR]

McKay, Dana. **Institutional Repositories and Their 'Other' Users: Usability Beyond Authors** *Ariadne* 52(July 2007) (http://www.ariadne.ac.uk/issue52/mckay/) – A lot has been written on institutional repositories, so much so that it can be hard for someone new to the topic to know where to begin. Through focusing on the various repository user and usability issues, McKay has created a very useful review of the institutional repository literature. Her conclusion is that while authors have been well studied, there are two other important users of institutional repositories that require more attention, namely information seekers ("end-users") and repository managers. She recommends observational studies, formal usability testing, and usage log analyses as three fruitful methods to improve our understanding of repository users. – [*SG]

Library Management Systems

Caldwell, Tracey. **Joy of the open road?** *Information World Review* 238 September 2007: 18 – A three-page feature poses the question whether open source software is a panacea or blind alley for library systems? This article notes the proliferation of open-solutions options evident in academic library procurement exercises. Open-source learning management systems (LMS) such as Moodle, Virtual Learning Environment (VLE) products and Integrated Library Systems (ILS) are among the solutions discussed here. The issues of value for money for larger and smaller organisations are considered. The article includes interviews and a case study (The London School of Economics) of academic institutions that use open source solutions. – [RH]

Cervone, Frank. **ILS Migration in the 21st Century: Some New Things to Think About This Time Around** *Computers in Libraries* 27(7) (July/August 2007): 6-8; 60-62. Cervone pens a timely and useful article on making the tough transition from one integrated library system to another. Given the current upheaval (some forced, some voluntary) in the ILS market, his advice is timely indeed, and those who are not immediately facing such a migration would nonetheless be wise to pin it to their bulletin board for future use. To rephrase an old quote, there are only two kinds of librarians – those who have weathered a system migration and those who will. In addition to listing the basic steps of a migration, Cervone includes a summary list of typical tasks and some links to open source web application testing tools. Highly recommended for anyone with an ILS and a future. – [*RT]

Security

Piper, Paul S. **Phish pharming**. *Searcher* 15 (9) (2007): 40-47 – Phishing refers to the attempt to illicit sensitive personal information from Internet users, typically usernames, passwords or bank details etc. This article provides the reader with a brief history of phishing, identifies the main techniques used by fraudsters, and outlines ways in which you can protect yourself from scams. Phishers will typically contact people with a counterfeit e-mail that appears to come from a genuine organisation, then attempt to direct them to a URL that can gather personal information from the user through a variety of methods. Phishers send out spam messages that can direct recipients to counterfeit websites or use a "man in the middle" technique that intercepts the communications between a user's computer and an authentic website. Pharming is another strategy fraudsters use to redirect website traffic away from legitimate sites and onto other sites by altering files on a user's computer. The article makes a number of recommendations to protect from phishing. Watch out for any sense of desperation in e-mails from institutions and call them up to validate any requests if suspicious. Look out for typos or misspelling in an e-mail message or URL. Don't open links within suspicious e-mails, and go direct to an organisation's official site. Choose different passwords for the various accounts you have with different companies. Finally, if in doubt, check with a local librarian as they are usually up-to-date on current Internet scams/hoaxes. – [MT]

Web 2.0

McDermott, Irene E. **All a twitter about Web 2.0: What does it offer libraries?** *Searcher* 15 (9) (2007): 34-39 – The article states that librarians must embrace Web 2.0, websites that host or facilitate user generated content, if they are to survive and thrive. It argues we are currently experiencing a massive boom in Web 2.0 services, and a small number of these felt to be of most use to information professionals are identified. Web 2.0 applications are wide-ranging, and to help understand them, they are categorised into seven broad functional types. The types identified include: publishing platforms like blogs/podcasts, social networks such as http://myspace.com, democratised content networks like www.digg.com, virtual networking platforms such as http://secondlife.com, information aggregators such as http://memeorandum.com, edited social news platforms like www.spinthicket.com and content distribution sites such as http://del.icio.us. – [MT]

Smith, Laura. **British Library annual report becomes a video star** *Information World Review* 238 September 2007: 3 – News story relates the British Library's strategy to increase the number of people using its annual report by adapting Web 2.0 technology to this product. Linkages with the projects and resources detailed in the report and video case studies are reported as key elements of this approach. (www.bl.uk/about/annual/2006to2007/) – [RH]

Contributors to Current Cites *

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Press Releases & News

Swets acquires ScholarlyStats from MPS Technologies

Lisse, The Netherlands & London, United Kingdom (2 October 2007): Swets is pleased to announce that it has acquired exclusive rights to ScholarlyStats from MPS Technologies (MPST). MPS Technologies will continue to operate ScholarlyStats for Swets and to develop the service, ensuring continuity for existing customers.

ScholarlyStats is a sophisticated Web-based portal that eases the burden of collecting, consolidating and analyzing e-journal usage statistics from multiple sources. Supplied in COUNTER compliant format, usage reports may be viewed and downloaded by libraries via a single, intuitive interface, thus freeing their staff to focus on other duties and facilitating more accurate collection decisions.

MPST launched ScholarlyStats in 2005 and the product has experienced rapid adoption on a global scale. ScholarlyStats won Library Product of the Year at the 2006 International Information Industry Awards. Working closely with MPS Technologies as a Global Sales Partner since the start of 2006, Swets developed a leading channel position, demonstrating its strength in bringing new technologies to the marketplace. Swets is extremely enthused about incorporating the product fully into its extensive portfolio and the untapped potential it holds.

Although Swets has acquired the product, it will be 'business as usual' for the existing customers and business partners of MPST. MPST will serve as an outsourcing partner for Swets and will continue to gather and process the usage statistics. Customers will still access and utilize ScholarlyStats through the same portal, www.scholarlystats.com, and the statistics will continue to be reported in the same format.

About MPS Technologies

www.mpstechnologies.com

MPS Technologies provides a range of technology-driven products and services specifically to support the information industry. Services include BookStore – the eBook platform, ContentStore delivering journal and database content and PublisherStats providing usage statistics analysis for publishers. MPS Technologies is a Macmillan India company, part of the Macmillan group and has offices in London, Boston, New York, Basingstoke, Hamburg and Delhi.

Sheffield University implements RFID-based self service facility in its new £23m Information Commons

2nd October 2007, Birmingham, UK: The University of Sheffield's impressive £23 million state-of-the-art building implements the 3M SelfCheck System, enabling students to fast-check out items without the aid of library staff. The Information Commons staff also benefit, as they can devote more time to supporting students.

The new library accommodates 100,000 volumes of reference and short loan books, 500 PCs, across 7 levels and 7,800 square metres of space. For this innovative learning space, Talis' partnership with 3M via the Talis Additions programme has been the ideal solution, ensuring compatibility between the Talis Library Management System and the 3M devices using the Talis Bridge connecting software.

As the Information Commons is open 24-7, students are able to continue to check-out items through the easy-to-use touch screen interface during the un-staffed hours of the day. The vision for this new building grew out of a joint requirement by the University Library and Corporate Information and Computing Services (CICS) for additional study space on the central campus. The University Library has a total of eight libraries across the campus, meeting the needs of 24,000 students, and providing support for 21st century learning and research.

Martin Lewis, Director of Library Services at The University of Sheffield commented "The Information Commons building represents a huge investment in the student experience by The University of Sheffield. Implementing RFID services there was a logical move for us." Library Systems Manager Andy Bussey added "We already had extensive experience of working with the Talis LMS and 3M SelfCheck at our other sites, and we were keen to take the opportunity of this superb new building to move to RFID technology."

Oxford University Goes Live with SFX

Oxford, 3 October 2007: Ex Libris (UK) is pleased to announce that following an extremely rapid implementation process, the Company's award-winning SFX link resolver is now operational at the Oxford University Library Services (OULS). OULS has introduced SFX to manage the university's extremely large e-collection – consisting of over 22,500 e-journals and an extensive collection of e-books.

The Times Higher World University Rankings 2006 (http://www.thes.co.uk/worldrankings/) cites Oxford University as one of the top ten universities worldwide. With the addition of the OULS to the Ex Libris customer community, the Company's solutions are now running at all of the top ten universities in this ranking. OULS has chosen to implement the well established SFX subscription service, in which Ex Libris provides all product hardware, software, and system support and maintenance. The service greatly reduces staff resources that were previously allocated to supporting e-resource management, so now the same library staff can focus on customizing SFX to conform to the unique workflows and look-and-feel guidelines of the OULS.

Alice Keller, Head of Collection Management at the OULS, said: "After making dramatic improvements to the collection of e-journals at Oxford University—both current and back files—during the last three years, it was time to make analogous improvements to the discovery and access tool. I am confident that SFX offers great advantages compared to the previous system. It is encouraging to see that electronic resources are becoming more and more straightforward to use."

PCG unveils research into renewals trends

http://www.publishingtechnology.com/news/

Publishers Communication Group (PCG), the leading provider of research, sales and marketing services to scholarly and professional publishers, has recently published its latest research report, an analysis of journal renewal trends in the scholarly information sector over the last four years.

Libraries in North and South America, Europe, Africa and Australia were surveyed to harvest data about cancellation decisions taken over the last four years. Over 22,000 lapsed subscriptions are included in these results, representing over 60 different publishers in the STM, Social Sciences, and Humanities. The results have been collated and analysed by PCG's publishing consultants to provide a comprehensive overview of current trends in renewals of journal subscriptions by academic, corporate and medical libraries. Such data is key to scholarly publishers' ability to develop successful sales, marketing, and editorial strategies; the findings of PCG's previous reports *Trends in Journal Subscription Renewal and Cancellation 2005-2006* have contributed to improved segmentation and targeting, different pricing models, and adjustments to sales cycles and editorial strategies.

Key findings of the telephone surveys include:

- The shift to e-only subscriptions continues to be a dominant trend for libraries around the world. This year, one in four print subscriptions was cancelled in favour of online access; it is critical for publishers to understand whether this access is via e-only subscription or through a third-party embargoed database.

- The increasing importance of faculty recommendations in librarians' decisions to retain or cancel subscriptions: the rate of subscriptions cancelled following faculty input has grown from 5% four years ago to 10% this year. During the 2006-2007 cycle, it was the third most important factor provided to explain a cancellation.

- Better usage statistics are contributing to more informed collection management, with a steady 20% of librarians noting that most cancellations are based on usage data.

- Renewals campaigns are increasingly essential, with an increasing share of pending subscriptions: this year, 13% of librarians reported that they needed further assistance in order to process their renewal or that a final decision had not been reached yet. Incentives offered by publishers are key to retaining pending subscriptions.

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. Articles should not assume understanding of technical terms without explanation.

Length of article

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

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 remains 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 expertise. 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 what you are writing about.

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.