

# eLucidate

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## 10 Top tips for marketing your intranet

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### 1. Involve everyone, especially the management

- Get the management on board. If top managers realise that the intranet is fundamental to the activities of the organisation this message will filter through to all staff.
- Provide training for your section owners and editors so that they are aware of the importance of the intranet and can create good content.
- Encourage all staff to take an interest at the outset by inviting them to take part in a naming competition or in designing the structure.

### 2. Include the intranet as a core element of your information strategy

- The intranet is one of a number of information platforms within your organisation. Ensure that staff know what type of information is on it, why it is there and how to find it.
- A clear information strategy will mean that everyone knows which tool is appropriate for which type of information.
- Reduce e-mail and the use of shared network drives by mounting documents on the intranet.

### 3. Make the intranet essential to the activities of all staff

If the intranet is essential for some activities, this will draw your staff to other sections. Some core applications that work well are: room booking systems, staff lists, diaries, acronym finders and essential information such as annual leave procedures.

Avoid unnecessary duplication of documentation by ensuring that corporate documents are stored on the intranet rather than on every shared drive, and that e-mails have links to documents instead of attachments.

### 4. Offer easy access

- Provide a link from your website.
- Create short URLs with memorable names, to make linking to important content easier.
- Set up office PCs so that they automatically open at the homepage when the staff member logs in.
- Put intranet-ready PCs in meeting rooms.
- Follow Web accessibility guidelines.

### 5. Provide interactive applications

Wikis, blogs, booking diaries, people finders, discussion lists and bulletin boards are all interesting add-ons that can be used to make your intranet more interactive.

### 6. Create good content

There are a variety of articles, books and training courses that give advice about writing good content. Make your text brief, simple to understand and easy to read. Keep it up to date and

ensure that all content editors do the same.

Add frequent news items or announcements to the homepage to give a sense that the content changes regularly.

### **7. Design with the user in mind**

Ease of use is critical. Provide a good search system, an A-Z index and a structure that staff understand. Put links to the most frequently used information on your homepage or near the top of your structure. Remember that buried content might be forgotten for ever!

### **8. Train your staff**

A well designed intranet will be easy to use, and training will not be required. However, some organisations do decide to offer training sessions either on a one-to-one basis or in a presentation. At a training session, staff will have an opportunity to ask questions, and you will be able to highlight the importance of your intranet. Training can be given not only to staff who use the intranet, but to those who edit it as well. Supplement training sessions with online activities and handouts.

### **9. Publicise**

Use presentations, posters, staff publications, emails, displays and goodies such as pens and other promotional products. During the design and launch phase there will be a host of opportunities for announcements about developments. Keep up this promotion on a frequent basis. Staff news bulletins and emails can be used to highlight new content but do not duplicate the text, send a link to it instead. Give out flyers to new staff and when changes are made give out information to all staff again.

### **10. Have some fun...and cakes!**

You might like to try a competition such as a treasure hunt or quiz to get staff looking around the intranet. However be warned that this type of activity is not welcomed in every environment.

Or why not hold a birthday party a year after the launch? It's another excuse for office cakes!

## Web 2.0 Round-up

Compiled and edited by Karen Blakeman [karen.blakeman@rba.co.uk](mailto:karen.blakeman@rba.co.uk)

Web 2.0 Round-up is a compilation of recent postings and comments to the UKeiG Web 2.0 blog (at <http://ukeig.wordpress.com/>). The primary purpose of this blog is to provide news and updates on Web 2.0 'stuff' and to link to support materials for UKeiG's Web 2.0 workshops and seminars. The RSS feed for the blog is <http://ukeig.wordpress.com/feed> and the comments feed is at <http://ukeig.wordpress.com/comments/feed>.

### Twitter

#### The INSOURCE Conference Twitter Experiment

Note: this detailed posting appeared on Karen Blakeman's blog at <http://www.rba.co.uk/wordpress/2008/02/11/the-insource-conference-twitter-experiment/>.

Marydee Ojala and I attended and twittered the INSOURCE 2008 conference (<http://www.insource.cz/>) on business and competitive intelligence in Prague, 5th-6th February. I would not normally twitter a conference; my usual approach is to record nuggets of information and interesting sites in a Word document on my laptop and use that to follow up on presentations, speakers and useful information. On this occasion, though, two colleagues who were not able to attend asked if I would Twitter it so that they could 'follow' me and get a flavour of the event. Right from the start I made it clear to them that I was not going to tap in every piece of information from the slide presentations, as these are subsequently published on the INSOURCE web site. Instead I concentrated on noting snippets and web sites that I especially wanted to remember, and significant comments from the speakers that were not on the slides.

For such an experiment to work one must have a laptop with a reasonably long battery life – or easy access to a power socket for recharging during the breaks – and a reliable wi-fi connection. Those criteria were met at this conference (and the wi-fi was free!) but there was one unforeseen problem. The languages of the conference were Czech and English, which meant that I had to use headphones to listen to the simultaneous translations for the Czech papers. Unfortunately the reception on the head sets was frequently disrupted by static, apparently caused by nearby laptops, wi-fi connections, mobile phones etc. Luckily, Marydee Ojala was attending the conference and was not as badly affected by the static as I was, so she was often able to twitter on when I could not.

Aside from the technical disruption, how did we fare? Both Marydee and I are relatively new to twittering, so much of the time early on was spent discovering how the whole thing works. For us, the main issues were:

1. The 140-character limit on tweets (entries, postings, updates – whatever). At first this seemed to be a serious limitation but it does concentrate the mind wonderfully, and you learn to note just the essentials.
2. The 'timelines' or pages are public so one must be careful not to make libellous comments or offend people. It is possible to 'lock' your updates/tweets so that only selected followers can see them. If you prefer, you can send private messages to one another – a bit like passing notes in class.

3. Not all of Marydee's tweets appeared in my timeline and *vice versa*. This really did become very annoying as we had to periodically look at each other's page to check what the other person had said. I have since discovered that this is a known bug and that Twitter is working on it. See The Case of the Missing Updates (<http://blog.twitter.com/2008/02/case-of-missing-updates.html>) and Weekend Update (<http://blog.twitter.com/2008/02/weekend-update.html>) on the Twitter Blog (<http://blog.twitter.com/>).
4. Both Marydee and I are concerned about how long the tweets remain on the site. You can view the most recent 200 tweets on a page or in your own timeline, but there is no mention of any expiration date. Two hundred may seem a lot, but if there are several of you following each other at a conference, you quickly exceed that limit and have to resort to looking at individual pages for the older tweets. For me, that defeats the object of following conferences on Twitter. It is far more interesting and useful to see tweets on the same presentation from different people intermingled. The 200 limit also means that if you want to keep them as a permanent record, even for just a few weeks, you have to copy the tweets to a locally-held document. There is no export facility. Patrick Danowski (PatrickD on Twitter) subsequently suggested Loud Twitter (<http://www.loudtwitter.com/>), which posts all of your tweets in one day to a blog post.

Marydee noticed an interesting point about the time stamps on the tweets: they displayed in the order we posted/tweeted, even though the actual time stamps came from our individual computers: Marydee's was on Eastern US time and mine was set to Prague time.

Marydee and I twittered the INSOURCE conference together by 'following' each other. Apart from the technical glitches this worked reasonably well. If more people were involved, it would be far too cumbersome to identify all the twitterers at a conference and follow them. But Twitter have thought of that – see Using Twitter for Your Event (<http://help.twitter.com/index.php?pg=kb.page&id=77>). That could be our next Twitter experiment.

### Twitter and work placements

Lilian Soon posted a comment (<http://ukwebfocus.wordpress.com/2008/01/21/twitter-friday/#comment-63880>) on the UK Web Focus blog about using Twitter to help students on work placements. Before sending students off on work placements, ask someone at the workplace (a mechanic, a florist, etc) to Twitter regularly throughout the day. This gives the learner some idea of what someone in that job role has to do throughout a day, and it gives them the opportunity to ask some questions. When the learner goes on work placement, they could use Twitter to log their tasks and thoughts.

### Twitter for Museum 2.0

Nina Simon has posted an interesting article in her Museum 2.0 blog on the nature of Twitter and how it can be used by museums (<http://museumtwo.blogspot.com/2007/04/what-is-twitter-really-and-can-it-do.html>). Also Shelly Bernstein, from Brooklyn Museum, has also posted a case study of her own organization's test run of the technology (<http://www.brooklynmuseum.org/community/blogosphere/bloggers/2007/10/08/twitter/>).

## Facebook

### East Renfrewshire Libraries on Facebook

East Renfrewshire Council Community Services is on Facebook at <http://www.facebook.com/group.php?gid=18144605260>. The council has launched pages for all ten of its libraries, four sports centres and its theatre. The pages provide information about each of the services, opening times, details of events and news.

## Wikis

### Wikis for training materials and conference organising

Sarah Washford (Info Junkie) describes in Wiki Wonders (<http://swashford.blogspot.com/2008/01/wiki-wonders.html>) how she used a wiki as a tool to collaborate on the training material and programme for their new library management system, and how they are now using it to help organise a conference.

### Wikis for compiling subject guides

In "We have wiki!" (<http://meredith.wolfwater.com/wordpress/index.php/2008/01/09/we-have-wiki/>) Meredith Farkas, Distance Learning Librarian at Norwich University, US, describes how she used Mediawiki to set up library research guides ([http://library2.norwich.edu/guide/index.php/Main\\_Page](http://library2.norwich.edu/guide/index.php/Main_Page))

## Wikisurgery

Wikisurgery (<http://wikisurgery.com/>) is a free surgical encyclopaedia for surgeons and their patients. It has been set-up by Surgical Associates Ltd, owners of the *International Journal of Surgery*. Contributions in the form of new articles and editing can be made by anyone at any time, anywhere in the world. The site is totally upfront about the possibility of vandalism, and in the 'About Wikisurgery' section it says:

Older articles tend to be more comprehensive and balanced, while newer articles may still contain significant misinformation, unencyclopedic content, or vandalism. Users need to be aware of this in order to obtain valid information and avoid misinformation which has been recently added and not yet removed.

There is an interesting Basic Surgical Skills Program. Authored by Michael Edwards, the program begins by checking the trainee's aptitude for surgical handicraft, learning ability profile, suitability for surgery, attitude and preparedness. It then provides 15 surgical sections, progressing through putting on gloves, swabbing, using suckers, retracting, and using haemostats, to excising a mole from simulated skin and suturing the wound. The program starts at [http://wikisurgery.com/index.php?title=PrimeSkills\\_in\\_Surgery](http://wikisurgery.com/index.php?title=PrimeSkills_in_Surgery).

If, like me, you have lesser ambitions, take a look at [http://wikisurgery.com/index.php?title=Scissors\\_07\\_How\\_to\\_cut\\_with\\_scissors](http://wikisurgery.com/index.php?title=Scissors_07_How_to_cut_with_scissors). Forget about 'how to cut', how to hold scissors was a real eye-opener for me. I have now tried the techniques suggested and found that I have lot more control over the scissors when tackling our very fluffy, long-haired cat's matted fur!

## Using a wiki for a Lab Open Notebook

The Useful Chemistry Blog (<http://usefulchem.blogspot.com/>) has reported on the Rosania Lab Open Notebook Science Wiki (<http://usefulchem.blogspot.com/2007/12/rosania-lab-open-notebook-science-wiki.html>). 1CellPK (<http://1cellpk.wikispaces.com/>) is the new home of the

Subcellular Drug Transport Laboratory (<http://www-personal.umich.edu/~grosania/>) at the Department of Pharmaceutical Sciences, University of Michigan College of Pharmacy.

To quote from their wiki home page:

Open Notebook Science is ideally suited for community-wide collaborative research projects involving mathematical modelling and computer simulation work, as it allows researchers to document model development in a step-by-step fashion, then link model prediction to experiments that test the model, and in turn, use feedback from experiments to evolve the model. By making our laboratory notebooks public, the evolutionary process of a model can be followed in its totality by the interested reader. Researchers from laboratories around the world can now follow the progress of our research day to day, borrow models at various stages of development, comment or advice on model developments, discuss experiments, ask questions, provide feedback, or otherwise contribute to the progress of science in any manner possible.

## Google Documents

### Google docs and the future of document management

This is an interesting posting from James Lappin on the TFPL blog on Google docs. Google docs and the future of document management (<http://tfpl.typepad.com/tfpl/2008/01/google-docs-and.html>) discusses how Google docs may affect the way organisations collaborate on documents in the future, and gives two examples of how it is currently being used:

a charity where staff in the marketing department use Google docs to create and store their documents because it allows them to collaborate on documents with people from other parts of the charity (whereas their shared drive is restricted to departmental silos).

And

a bank with a very strong compliance and information security regime, where some colleagues were using Google Docs to create and store business documents in order that they could work on documents at home (corporate systems were extremely slow to access remotely, and banned the sending of word documents as attachments to a web based e-mail address).

## Blogs

### Review of legal blogs

Charon QC (<http://charonqc.wordpress.com/>) has posted an extensive review of legal blogs, or blawgs, in Blawg Review # 141 (<http://charonqc.wordpress.com/2008/01/05/blawg-review-141/>). There is good coverage of UK blawgs in particular. Thanks to Lo-fi Librarian (<http://www.lo-fi-librarian.co.uk/>) for the tip-off on this gem.

## Start Pages

### Library Pageflakes start pages

Examples of Libraries using Pageflakes as a start page are now popping up all over the place.

- Dublin City Public Libraries and Archive (<http://www.pageflakes.com/dublincitypubliclibraries/>) is not so much a start page as several start pages. I counted seven tabs, so it is almost a mini-website. As a regular visitor to Dublin, I love the traffic and travel tab where they have Dublin web cams, traffic updated and local travel news. A superb example of how far you can push this technology.



- Llyfrgell Ceredigion Library (<http://www.pageflakes.com/LlyfrgellCeredigionLibrary/19167751>) in Aberystwyth, Wales, is another good example of concentrating on providing local information.
- East Lothian Libraries (<http://www.pageflakes.com/libraries0/17137920/>) are also now on Pageflakes. This is another excellent library start page providing local information. There is also help with essential survival skills – check out Recipe of the Day!
- The Scottish Library and Information Council (SLIC) and CILIP in Scotland are on Pageflakes (<http://www.pageflakes.com/scottishlibraries>). Their page incorporates a range of Web 2.0 ‘stuff’ including Flickr, del.icio.us and slideshare. It also has a blog, a monthly poll, news feeds and access to Scottish Library and Information Resources (SLIR). The content is still under development and they hope to add other features, such as a podcast, very soon.

And don't forget that UKeiG has its own Pageflakes page at <http://www.pageflakes.com/ukeig1>

## Web 2.0 in general

### Phil Bradley's 30 Web 2.0 applications

Phil Bradley has loaded his 30 Web 2.0 applications presentation onto authorSTREAM (<http://www.authorstream.com/Presentation/Philbradley-32222-30-Web-2-applications-0-Slideshare-net-1-Pageflakes-Bloglines-3-Cl1p-4-Zimbio-5-Squidoo-6-PBwiki-7-2vocal-Education-ppt-powerpoint/>) or <http://tinyurl.com/34m38l>. The applications he has chosen for his Top 30 are worth investigating if you are not already aware of them, and so is authorSTREAM (<http://www.authorstream.com/>) itself. It is similar to Slideshare (<http://www.slideshare.net/>) in that it allows you to upload and share presentations, but you can also provide an accompanying commentary as Phil has in this case.

### authorSTREAM vs Slideshare

In response to the blog posting about Phil Bradley's Web 2.0 applications presentation, 'Will' found a comparison on presentation sharing sites at <http://tinyurl.com/ywqjnx>. It is a neat presentation in itself and highlights one of the major problems with Slideshare: Slideshare does not keep animations or slide builds, whereas authorSTREAM does. It also mentions that you cannot keep Slideshare presentations private, but since that presentation was created Slideshare have introduced privacy and sharing options.

## Online

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

## BBC WorldWide: BBC Motion Gallery

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

BBC Motion Gallery have entered a partnership with Mochila, permitting the global syndication of more than 60 hours of video clips using an ad-supported payment model. Mochila, who specialise in syndicating commercial Web content, provide a searchable bank of text, image and video content to registered users, which they can build into existing Web pages using Mochila's suite of customizable widgets. The BBC will receive a percentage of advertising revenue, in return for providing the content for free. The agreement comprises approximately 800 individual short clips.

## Ebrary

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

Titles in the Oxford Scholarship Online (OSO) product are now available for subscription on the ebrary platform, following a new partnership between the OUP and ebrary. Purchasing will be available direct through ebrary or through ebrary's other distributors, including Blackwell and YBP, with list price savings on any OUP ebooks. The OSO range includes scholarly texts in the Social Sciences, Humanities, Mathematics and Biology.

## Emerald

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

Emerald have acquired parts of Elsevier's Social Sciences serials, series and books programme. The new range comprises over 500 new book series and serials in areas such as the environment, language and linguistics, politics, sociology and psychology and represents a significant enhancement to their current collection of 200 journals in business, management and information science.

## Harvard University

<http://www.harvard.edu/>

In a ground-breaking move the Faculty of Arts and Humanities at Harvard University have approved a motion to mandate the deposit of faculty research in an open-access repository managed by the library, to be made freely available online. Authors would retain their copyrights instead of signing them over exclusively to journal publishers, but articles could still be published in journals if they complied with the institutional repository's rights. An opt-out provision for authors is also available.

## JISC

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

Following an invitation for proposals from and subsequent negotiations with interested publishers in 2007, JISC Collections has launched the NESLi2 SMP (NESLi2 for Small and Medium sized Publishers). Over 400 journals from 15 publishers will now become available for subscription by universities, colleges and research councils at specially negotiated prices. The journals will be available under some of the licensing conditions within the existing NESLi2 model licence, thus

allowing academics to make use of excerpts of journal content in VLEs, reading lists and other teaching materials.

## OCLC

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

The bibliographic records for the National Library of China will be added to OCLC WorldCat, starting this year, with a possible 1.5 million records being developed and converted to display Chinese characters. OCLC opened a Beijing office in 2007, and sees the move as improving cultural understanding as well as enhancing the content of WorldCat.

## OVID

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

The National Library for Health (NLH) has awarded a national contract to OVID to provide electronic access to medical, healthcare and nursing information. A three-year agreement beginning in April permits NHS institutions in England to license ebooks, e-journals and databases from OVID at preferential rates. OVID partners the NLH in their development of the Search 2.0 federated search for the NHS, using the OVID API and Web Services. OVID will also supply access to six major medical databases (AMED, BNI, EMBASE, MEDLINE, PsycINFO and HMIC) for National Health Service hospitals and other healthcare facilities in England.

## Oxford University: The Great War Archive

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

Researchers at Oxford University are assembling a digital archive of memories of World War I, called "The Great War Archive". A three-month search has been undertaken, inviting members of the public to look at home for written items such as letters, diaries and poems as well as photos, film and sound recordings and other artefacts, for digital submission. The intention is to preserve these experiences before they are lost. The collection, to be launched on the 90th anniversary of Armistice Day (11th November 2008), will be freely available online. Funded by JISC, the project builds on prior projects including the "First World War Poetry Digital Archive" (April 2007) and the "Virtual Seminars for Teaching Literature" (1996-8).

## ProQuest

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

ProQuest has acquired WebFeat, and plans to merge it with Serial Solutions to produce a combine federated search product for 2009. The individual federated search engines will be supported until then.

A further partnership between JISC and ProQuest has resulted in an agreement to make the House of Commons Parliamentary Papers 1901-2004 freely available online to staff and students in UK universities and colleges. Following their previous agreement for academic access to the C19 House of Commons Parliamentary Papers, this essential resource consists of 9.5 million pages in 187,809 papers.

ProQuest have added the *Irish Times* and the *Weekly Irish Times* to its Historical Newspapers collection. The *Irish Times* will be available from 1859 to 2007 and the entire run of the *Weekly Irish Times* (1865-1950) will also be available.

Sixty-five volumes of poetry from Faber and Faber are being added to Literature Online as part of an extended agreement. Works include the poetry of Auden and Larkin, and a translation of

*Beowulf* by Seamus Heaney.

## Reed Elsevier

<http://www.reed-elsevier.com/>

The abstract and citation database Scopus has added 600 titles to its database of 17,000 peer-reviewed titles. The selections were made following a call for suggestions to the Scopus Content Selection and Advisory Board, comprising scientists, researchers and subject librarians. A third of those suggested were chosen from the subject areas Central & South American, and Social Science.

Reed Elsevier are to acquire ChoicePoint, a US firm that collects, analyzes and sells access to personal information about consumers, for \$4.1 billion. ChoicePoint has a controversial past, with federal investigations, a stock-trading probe of its two top executives and a major breach in data privacy. ChoicePoint will be combined with the LexisNexis risk group.

Reed Elsevier are to sell Reed Business Information (RBI), which publishes *New Scientist*, *Variety*, *Library Journal* and *Publishers Weekly* and may be worth £1.3 billion, stating that the division does not fit with its increasingly subscription-based services.

## Thomson Scientific

<http://scientific.thomson.com/>

Thomson Scientific have launched ScienceWatch.com, "tracking trends and performance in basic research". This freely available online resource provides commentary previously found in In-Cites and ESI Special Topics, plus the current issue of Science Watch and additional data, analysis and interviews. Features include "Fast-breaking Papers", "Hot Topics" and "Rising Stars". The existing subscription service to Science Watch continues to provide updated, searchable data on thousands of highly cited papers on the Hot Papers CD and the print edition of Science Watch.

## Internet

### What's that coming over the hill?

Susan Miles ([s.miles@kingston.ac.uk](mailto:s.miles@kingston.ac.uk))

The recent publication of the fifth 'Horizon Report' by the New Media Consortium (NMC) provides a concise and informative look into the technological future. Each report seeks to identify and describe emerging technologies likely to have a large impact on teaching, learning or creative expression within education-based organisations. The report comes from NMC and the EDUCAUSE Learning Initiative.

The report is 36 pages long and examines six key themes organised along 'time-to-adoption' timescales of one year or less; two to three years; and four to five years. Each theme is introduced by an overview of the concept or technologies involved, followed by a discussion of the relevance of this topic to education. Examples are given of actual or possible applications of the concept. Additionally, there is an annotated list of additional examples and further readings. Del.icio.us tags are given for collections of links for each topic. There is also a WIKI page at [http://horizon.nmc.org/wiki/Main\\_Page](http://horizon.nmc.org/wiki/Main_Page).

Here's a very brief summary of the technologies identified in this report.

Time to adoption one year or less. Grassroots video and Collaboration Webs.

- *Grassroots video*, aka YouTube clips, will be very familiar to many people and are already being used within learning situations.
- *Collaboration webs* are using social networking sites like Pageflakes and Facebook as well as webware applications like Zoho Office and Google Docs to enable distributed groups of people to work together on all aspects of a project.

Time to adoption two to three years: Mobile broadband and Data Mashups.

- *Mobile broadband* is one area where the UK might be slightly ahead of the USA. Two of the further readings relate to uses of the iPhone.
- The concept of *data mashups* is probably well known, with online street maps with overlain images of an area being a familiar example. Data mashups have been propelled by the increased use of geotagging.

Time to adoption four to five years: Collective Intelligence and Social Operating Systems.

These two areas are ones that might be new and more thought provoking than those previously mentioned. The examples and further readings for both these technologies are particularly pertinent and interesting.

- *Collective intelligence* is defined as a "term for the knowledge embedded within societies or large groups of individuals". Present-day examples include Google's *PageRank* system and Amazon's "you might also like ..." feature. The Report identifies the possibilities of data mining and analysis of patterns within the trillions of key clicks and decisions as people interact with web-based sources. It is predicted that this will enable students to engage with the construction of knowledge, as well as enabling more accurate predictions about peo-

ple's preferences and behaviours.

- *Social operating systems* are the next generation of social networking systems as they place the context and depth of a social relationship at the heart of the social network. These social operating systems will also address the issue of trust in virtual collaborations. However, the prospect of an application linking up one's e-mail address books with attendee lists from conferences attended with tagged *Flickr* photos might feel like an intrusion into individual privacy. An early application identified is *Xobni* ([www.xobni.com](http://www.xobni.com)) which gathers information about who and when you use e-mails within Microsoft *Outlook*.

## Critical Challenges

The Report also identifies four critical challenges facing learning organisations over the next five years.

- Firstly, increased levels of leadership and innovation are needed to ensure that all stakeholders in academic institutions are able to embrace the potential of technologies and practices, particularly through experimentation as well as via collaboration and interdisciplinary work.
- Secondly, meeting the challenge of the expectation that services, content and media will be available to mobile and personal devices.
- Thirdly, the growth of collaborative learning raises issues around assessment of academic work, including ownership of collaborative work and certification of authorship.
- Finally, there will be an increasing need to provide formal instruction in information, visual and technological literacy which is a role that information services will need to engage with, as well as developing methods to evaluate these new literacies.

## Conclusion

This report is an excellent overview and resource document about technologies that are already impacting or will start to influence learning environments. It is also an excellent starting point for anyone wanting to know about emerging technological influences, since it includes examples and further readings for each of the six topics. One point to be aware of is that the organisations producing this report are both based in, and producing information for, learning environments in the USA, so examples are mostly from this area.

## Publication Details

New Media Consortium (2008) The Horizon Report [Online]. Available at: <http://www.nmc.org/publications/2008-horizon-report> [Accessed 6 March 2008]

## Reference Management and e-Publishing

Tracy Kent, Digital Assets Programme Advisor and EThOS Advocacy Officer, University of Birmingham (t.k.kent@bham.ac.uk)

### Referencing and the Coat of Many Colours, or how open are your references?

In my library the most important three letters a user now requires is that of pdf. With changes to the more traditional form of publishing, the quality of the information in pdfs is also varied. Changes in publishing methods raises other questions for anyone managing references and utilising software to do so. That is, to what extent does your software package – whether it is Endnote (1), Reference Manager (2) or CiteULike (3) – actually pull together the open access references? And where it does, can the quality be assured?

The Open Access movement (4), which began back in the early 1980s, seeks to make references available online, free at the point of use. The major challenge for information professionals is keeping tabs on version control so that the correct one can be located and cited accurately.

Traditionally reference is made to:

- Preprints – pre-peer-review articles
- Postprints – post-peer-review and post-publication articles
- E-prints – either of the above but in electronic form.
- Publisher's version, which is the postprint that has been copy-edited and put into a house style.

Each of these is assigned a colour, so that it is clear how far down the route to Gold each version is. Gold signifies that the ultimate publisher type version is available. The two new routes to publishing include:

- *Green Route*: the author can **self-archive** at the time of submission of the publication regardless of the type of material (grey literature, peer reviewed articles). This is not a form of self publishing. Usually achieved through Repositories (whether thematic, subject, institutional or national) A useful listing of repositories can be found at Open Doar (5)
- *Gold Route*: the author (or its organisation) can pay a fee to make the material available 'free' (usually within an **open-access** or **hybrid** journal) at the point of access. The two are not incompatible and can co-exist. This is a form of electronic publishing. Directories include OpenDOAJ (6), Open J-Gate (7) and some of the big publishers such as EBSCO (8) and Science Direct (9). Other titles can simply be found by typing "open access journal" plus a subject into a search engine

A useful project in this area is that of the Versions Project, which is seeking to establish an agreed vocabulary to describe the different versions of a research paper. The report, usefully for reference librarians, provides five top hints on dealing with version control (10):

- Consider and plan how you will store and name your personal versions of files from now on
- Keep permanently your own author-created submitted versions (classed as the version that has been submitted to a journal for peer review) and final author created accepted versions of research publications (the author-created version that incorporates referee comments and is the accepted for publication version)
- Add the date of completion of manuscript to the first page of any versions you create, especially your milestone versions
- Consider carefully how you will disseminate your work before signing any agreements with publishers, and keep a copy of your signed agreements
- Deposit your work in an open-access repository and think of your readers, by guiding them to your latest and published versions.

### Challenges for Open-Access referencing

There is widespread discussion about the benefits and barriers surrounding open access, includ-

ing, in no particular order:

- Benefits for Institutional Repositories include all the same benefits for easy management of references such as preservation, access, increased citations and a range of formats, but also others such as visibility for researchers and meeting funder needs. It requires changes to the research cycle to adapting changing practices to submitting items as soon as they are ready for submission. Providing well-formatted and linked references improves presentation and trust in an Institutional Repository and its contents.
- Barriers include loss of publisher incomes; copyright agreements between authors and publishers, although recent research from Sherpa suggest over 80% of publishers allow some form of open-access archiving and general apathy among researchers to make their material available (11).

### **And the role of reference software?**

There is still a need to increase the exposure of open-access material to reference software packages. Few existing packages can expose their material for harvesting. In turn, this prompts questions about the metadata and version control of documents. Other issues still prevail, which affect reference software as much as the different approaches to Open Access, namely copyright, curation, preservation and appropriate marketing. All these issues should be familiar to information professionals – all that has changed in Open Access is the business model!

### **Support available**

There are support options around including Projects such as Sherpa (12) (using Romeo and Juliet to indicate what publishers and funder mandates exist); Repositories Support project (13) and The Depot (14) all provide quality advice and guidance to busy information professionals to keep repositories providing quality information.

The Reference Software professional has a role to play in ensuring that high quality, well described and lawful content is made available using this software and the open-access movement to bona-fide users.

### **Summary**

Open Access offers many opportunities for developing reference software for the collection and distribution of references to our users. More work needs to be done, however, on getting the content into the various repositories, and to capture and validate the metadata at the point of deposit, so that it can easily be harvested through both formal and informal services. This will ensure the dream of open access – making material free at the point of use – will become a reality.

### **References**

- (1) <http://www.endnote.com>
- (2) <http://www.referencemanager.com>
- (3) <http://www.citeulike.org>
- (4) <http://www.soros.org/openaccess>
- (5) <http://www.opendoar.org>



- (6) <http://www.doaj.org>
- (7) <http://www.openj-gate.com>
- (8) <http://www.ebsco.com>
- (9) <http://www.sciencedirect.com>
- (10) <http://www.lse.ac.uk/versions>
- (11) <http://www.sherpa.ac.uk>
- (12) <http://www.sherpa.ac.uk>
- (13) <http://www.rsp.ac.uk>
- (14) <http://www.depot.ac.uk>

### Other new reference packages

There are a couple of new packages that help users to manage their references.

- **Twine** is a free Web-based service that scans documents for names of people and places, and indeed anything, which operates on an algorithm. It then tags and transfers the item into an index, which gets added to as the system recognises or infers their context (i.e. using Semantic Web opportunities). Like other social bookmarking sites, you can share both publicly and privately.
- **Scholarly electronic publishing bibliography** (<http://www.digital-scholarship.org/sepb/sepb.html>) is now in its 71st version, with a useful new section on new publishing models and one on repositories, e-prints and OAIs. The bibliography also contains a resource list of some 350 related websites on repositories and preservation in an open-access field.
- **Ethos** will offer UK-based doctoral theses on open access, downloadable to reference software, from a central hub, when it goes live in Summer 2008. This is in line with the current trend towards open access to all publicly-funded research. EThOSnet is supporting higher education institutions to bring out this change in culture by offering practical solutions to potential problems and advice for the research community, libraries and others concerned with access to information and its reuse. Further details can be found at <http://www.ethos.ac.uk>.

## Public Sector News

Jane Inman, Communications and Information Manager, Environment and Economy, Warwickshire County Council ([Janeinman@warwickshire.gov.uk](mailto:Janeinman@warwickshire.gov.uk))

### Better Connected?

It's ten years since SOCITM began to survey local authority websites and much has changed in that time. Their review this year shows continued improvement and recognition that local council websites are a core delivery channel. The report, *Better connected 2008*, is available on the SOCITM website but is only free to access for members. Others will need to pay £395 to order a copy. Scottish local authority websites have lagged behind those further south, but the survey shows that here too there are improvements. It is clear that as Web usage increases in other areas of life, there will be increasing demand for sophisticated, interactive websites on offer to anyone wanting to make contact with their local authority.

### National Indicator 14

Local authorities were measured on their performance using an extensive set of Best Value Performance Indicators among other measures. These are being replaced with a smaller number of targets known as National Indicators. One of these concerns 'avoidable contact'. An article in *The Times* in February interpreted this as councils not wanting to make contact with their customers, but it is really about making sure that contacts are sorted out at the first point of contact, and so repeat contact is not required. However, it also recognises that there are savings to be made by helping customers to access information themselves through the websites. Self-service through the website will be the preference for a growing number of people as Web access grows, but can also save councils money, since providing information and applications for services through this channel is considerably cheaper than by phone or face to face.

### An end to spin

The Society of Public Information Networks (SPIN) will cease to exist. The organisation has been providing support to professionals using technology to provide public service information but has been unable to recruit volunteers for its board.

### The Web and politics

The Centre for Policy Studies has produced a report that looks at the role of the Internet in politics. The report states that its use by politicians in the UK is lagging behind other countries. It predicts a similar level of impact as that of TV and radio in the twentieth century. The use of the Web to link to constituents would, the report suggests, re-empower politicians and bring greater scrutiny. The report *Politics, Policy and the Internet* can be found on the CPS website at [www.cps.org.uk](http://www.cps.org.uk).

### Blatant self-promotion!

Please look out for *Finding British Official Information. Official publishing in the digital age* by Jane Inman and Howard Picton, to be published by Chandos in May, if we can get it finished in time!

*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

5 February 2008, Universities UK, London

*Deanne Mitchell, Information Officer, Parliamentary and Health Service Ombudsman*

The first Intranets Forum for 2008 was held at Universities UK (UUK) in London. Susan Bradley, Information Officer UK Universities hosted the event and also demonstrated the UUK intranet. The other speaker during the forum was Martin White from Intranet Focus, who talked about global intranet practice and trends. Martin did a superb job stepping in at short notice to replace Roshan Khan, Head of Know-how at Maitland Advisory LLP who was going to present "the story of Maitrix" the development of a global intranet over the last three years.

### UK Universities intranet

One of the most useful and rewarding aspects of the intranets forums is getting the opportunity to see another organisation's intranet. You always come away with at least one new idea of something that you could try out on your own intranet. It's a great opportunity to find out what works and doesn't work on a particular intranet, so that you can use this knowledge to move your own intranet forward. There was definitely lots of food for thought during Susan's demonstration.

### Background and context

Susan started by setting the context and giving a bit of background about UK Universities. UK Universities is a membership organisation for all universities in the UK. Their intranet is available to around 60 staff in the London office, 14 staff in Edinburgh and five staff in Wales, as well as to staff in the Medical Schools Council, who share the building in London. The intranet is in its second incarnation, which was launched in December 2004. The intranet is built using .DotNetNuke (an open-source Web Application Framework, built on a Microsoft ASP. NET (VB. NET) platform).

The next incarnation of the intranet will be to move to Microsoft Office SharePoint Server 2007, as a corporate decision has been made to use SharePoint throughout the organisation. According to Susan, implementing SharePoint will allow more collaboration and better integration with other Microsoft applications such as Outlook and Word.

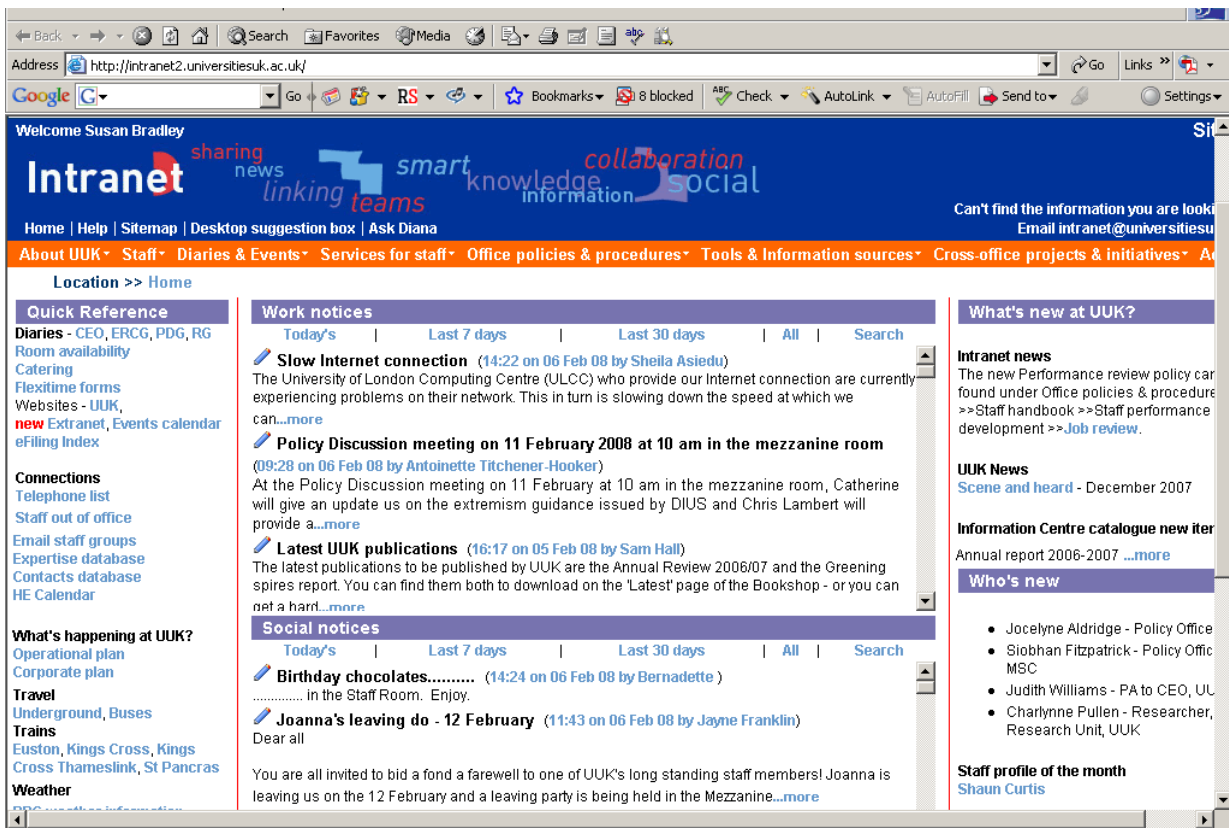
### Structure of the site

The site uses drop-down menus, and the top level navigation consists of: About UUK, Staff, Diaries and events, Services for staff, Office policies and procedures, Tools & information sources, and Cross-office projects and initiatives.

Then we move on to the layout of the homepage, which is broken into four areas:

- Central pane – notice board, split into work and social notices. All staff are able to add a notice and determine who sees the notice.
- Left-hand pane – quick reference to pages that are frequently used and/or several levels down in the menu structure.
- Right-hand pane – what's new, including highlighting the newest item added to the Information Centre catalogue and who's new highlighting new staff.
- Bottom pane – news, plus links to further news feeds.

Figure 1 UUK Intranet Home Page



## Notable features

I identified four features on the UUK intranet that I thought stood out, and that others could learn from:

## Visibility

UUK has a number of good ideas about how to raise the visibility of the intranet and also the visibility of the CEO and visibility of feedback mechanisms, which include:

- The Intranet loads and opens automatically when you login to your PC, and it is also set as the home page in Internet Explorer. One of the main reasons for this is to get staff to read the notice board, which is a prominent feature of the intranet homepage. More about that later.
- An upfront link to the intranet team, where the e-mail address is displayed in the top right of the homepage encourages staff to e-mail the team, rather than have to click again to find out how to send feedback to the intranet team.
- Ask Diana – Forum, where staff can ask the CEO (named Diana) questions; responses are provided.
- Desktop suggestion box – an electronic means for staff to make suggestions, anonymous if they wish, and to raise issues if they are unsure who to raise them with. Non-virtual suggestion boxes are also provided in the office.

### **Notice board**

Featured prominently on the home page. There are two sections to it, one for work or organizational notices and the other for social notices. Anyone in the organization can post a notice and determine which groups see the notice. This cuts down on the amount of all staff e-mails that go out. Measures have been put in place to ensure staff read the notices, for example the intranet homepage loads up when you turn on your pc and the intranet is set as the homepage in Internet Explorer. According to Susan, the Notice board works well and is popular with staff.

### **Target information to groups**

Links are provided on the home page for travel and weather information. These are targeted for each of the sites in London, Wales and Scotland. The notice board also allows targeting so that notices can be displayed to certain groups and sites.

### **Pulling information from other systems**

UUK have a clever in-house developer who has built some useful tools to pull data from other systems so that it can be displayed and easily accessed by staff on the intranet. These applications provide excellent examples of how intranet content can be aligned to business processes. Three examples include:

- Room booking system – pulls data from the room booking system so that staff can see on intranet pages which rooms are free.
- Diary pages – pulls information from Outlook calendar (unless marked private), so that staff can see group diaries.
- HE Calendar – based on SharePoint, staff can add their own events.

### **Are there any downsides to the UUK intranet?**

Susan pointed out one downside to the intranet in that it doesn't have a full search capability, although content in the Noticeboard is searchable.

### **Global intranet practice and trends**

Martin's presentation was based on the 2007 global intranet and portals strategies survey conducted with 178 organisations around the world by Jane McConnell, intranet strategy consultant. Survey participants were predominately private sector organisations, ranging in size from under 5000 staff to over 100 000. 2007 was the second year that the survey has been conducted, which has allowed Jane to compare results and changes over time.

Jane has come up with three classes of intranet, which can be summarised as:

1. Class 1 - intranet is the way of working in an organization
2. Class 2 - in the process of becoming so, but another 1-2 years before it becomes class 1.
3. Class 3 - we have made progress but it is still another 3-4 years away before becoming class 1.

Class 1 makes up about 10% of intranets in the survey, class 2, 44% and class 3 around 46%.

In the rest of the report I'm going to outline some of the more interesting findings from the research, and at the end I'll tell you about another intranet trends report for the UK that you might find interesting.

### **What are intranets used for?**

By far the top use is distributing information, followed by helping to create business opportunities, facilitate productivity and facilitate collaboration. It is interesting to note that the research also found that 'facilitating collaboration' is one of the areas of intranet usage that has stagnated between the two surveys. It seems that organizations are using separate systems to carry out collaboration rather than use the intranet.

### **What are the main strategic drivers for the intranet?**

Communications and culture, usability & findability, knowledge sharing, collaboration & facilitation, producing efficiency, and economic cost savings.

### **Changes impacting the intranet**

Top ones include organizational change, restructuring of intranet, sponsor or senior management change, new content management system and new search tool.

### **Do we need to give our intranet a name?**

If you are contemplating the issue about branding your intranet, it is useful to know that most 'class 1' intranets, the successful ones, call their intranet something, while most 'class 3' intranets don't have a name.

### **Portals**

Despite lots of talk about portals being the holy grail of intranet success, the research has found that relatively few organizations have a portal solution in place.

### **Personalisation**

It seems some of the world's biggest intranets don't use personalization, and a large proportion of intranets have no personalization features at all. Personalization may be another intranet myth success factor.

### **Integrating 2.0**

- What tools are being used? Internal blogs, wikis, podcasts and subscription services.
- Main uses of blogs: sharing information, expert views on a subject, distribution of news, and experience and knowledge sharing.
- Main uses of wikis: experience and knowledge sharing, building encyclopedias, project management and expert views on a subject.

### **Search**

Most organizations are not satisfied with intranet search.

### **Governance**

Intranet steering committees are heavily weighted with IT staff, followed closely by communications, then intranet managers, HR, business units and knowledge management.

## Primary obstacles for an intranet

Intranet is not seen as a priority, lack of awareness of the potential role of the intranet, lack of ownership at a senior level, lack of an insufficient search solution, not aligned to processes and not essential for daily work.

## Would you like to know more?

See the link below for the NetStrategy/JMC website where you can find out more about Jane's research and purchase a copy of the full research report. If you would like something for free, another company called SORCE have also recently produced a research report on intranet usage and requirement from intranet users throughout the United Kingdom. See the website link below, where you can download a copy of the SORCE Global Intranet Research report.

## Coming up...

The next Intranets Forum will be held on 1 April at the Trades Union Congress, where Dion Lindsay will be presenting on the impact of Web 2.0 on intranets and Aslee Christoffersen will present the TUC's application of Google Mini.

## Contact

Janet Corcoran is the new UKeiG Intranets Forum co-ordinator. If you would like to find out more about the forum please contact Janet at: [j.m.corcoran@imperial.ac.uk](mailto:j.m.corcoran@imperial.ac.uk)

## Links

DotNetNuke <http://www.dotnetnuke.com/>

Intranet Focus <http://www.intranetfocus.com/>

NetStrategy/JMC <http://netjmc.com/>

SORCE Download a copy of the Global Intranet trends research report  
<http://www.intranet-extranet.co.uk/>

UK Universities <http://www.universitiesuk.ac.uk/>

## Meeting Report: Information Law for Information Professionals

### What you need to know about Copyright, Data Protection, Freedom of Information and Accessibility and Disability Discrimination Laws

Presented by Laurence Bebbington and held at CILIP, 7 Ridgmount Street, London on Tuesday, 19 February 2008

Reviewed by Karen Blakeman, RBA Information Services, [Karen.blakeman@rba.co.uk](mailto:Karen.blakeman@rba.co.uk)

I was attracted to this meeting because it covered a range of legal issues affecting information professionals. We tend to think of each area of legislation in isolation, but I have become increasingly aware of interactions between them and hoped that this event would clarify the situation. I had already attended Laurence Bebbington's introductory and advanced seminars on copyright; and I am one of the people responsible for UKeiG's data protection policy, so I hoped there would be no surprises for me in those two sessions. Freedom of information (FoI) and disability discrimination, though, are topics that I really needed to tackle.

Laurence's introduction emphasised that as information professionals we need to know the sources of the law, the basic framework, their context and how the different pieces of legislation interact. We have to identify our key responsibilities and what we can be expected to know and do about the various laws. There are danger areas – Laurence highlighted several of these throughout the day – and we have to know when to seek expert legal advice, expensive though that may be. Some areas of the legislation, he said, are not clear, especially when it comes to copyright. The scenarios he gave us to consider in each session helped us focus on the key issues and potential pitfalls.

As I run a commercial, privately owned company I was interested in FoI primarily as a citizen of my community wanting access to information held by my local council. I assumed that it was not relevant to my business activities. Wrong! Information merely has to be 'held' by a public authority and not necessarily owned by it for that information to come under FoI. All those presentations that I have allowed to be hosted on University servers, and the consultancy reports I have produced for public libraries and Councils, are subject to FoI. I own the copyright in those documents but FoI overrides copyright. This was an interaction of which I was completely unaware.

Some of the gems for me personally were:

- FoI entitles you to information, but not necessarily to copies of documents
- If information is already published or in the public domain, FoI does not apply. (I had thought that this was the case but was glad to have it confirmed.)
- Environmental issues are dealt with under environmental regulations, not FoI. (Well, that scuppers FoI as a tool for some of my local community activism!)
- A request for FoI must be in writing and not over the phone; pseudonyms used by applicants are not acceptable; the address for correspondence must be an address in the real world and not the virtual world, for example an email address. (There goes my plan to request information via my Marge Simpson Goglemail account.)
- You can make the same request repeatedly as the situation and information available may change over time.
- A request can be sent to anyone within the organisation. (Excellent – I don't have to waste hours trying to identify the FoI officer).



Data protection was the subject of the second session. As I am responsible for UKeiG's and my own company's data protection policy, I hoped this would confirm that I and UKeiG were complying with the ACT. I was relieved that there were no surprises for me or issues that we have not already addressed in our policies. There was, though, one essential point that Laurence made regarding the Information Commissioner's website, which we should all remember: the Information Commissioner's guidance notes are **not** law and a court of law may come to a very different decision if a case is brought before them. There is an increasing body of case law related to data protection, and this is the point at which I would probably bring in the legal bods. It is also worth remembering that the 1988 Act now includes manual or paper records as well as electronic data, but only if it is in a 'relevant' filing system. If it is unstructured, then the Act does not apply. However, if the unstructured data is held by a public authority, a request for this information might come under Fol. Another 'legislation interaction'.

My knowledge of disability discrimination legislation is minimal, and this part of the day was a good introduction to the key issues. Organisations supplying goods and services, and access to buildings are all covered by the Act. We have to be proactive. We must anticipate disabilities and how to deal with them. It is not enough to wait for a problem or request for access to arise. I was astonished, though, that the Disability Discrimination Act does not override copyright. Copyright law is not generous in making information available to disabled people, yet Fol trumps copyright. In my opinion, there is something very wrong here with the legislation, and it emphasises the importance of being aware of how the different laws relate to one another

Having attended Laurence's two UKeiG seminars on copyright last year, the final session on copyright was a quick refresher for me so my apologies for no 'interesting facts'. It covered the key points that information professionals need to consider, and the issues for the academic, public library and commercial sectors. In my role running a commercial organisation providing information, I know I have to start with the premise that most of the permitted acts and exceptions do not apply to me☹. On the other hand, as a publisher, I think that is only fair☺.

This was an intensive day, covering a wide range of topics and issues. Laurence did an excellent job of highlighting the essentials for information professionals but made it very clear that there is a lot more detail behind the individual pieces of legislation that one needs to address. This seminar really worked for me, because I achieved my goal of wanting to understand how the different laws interact and affect each other in practice. It also helped identify areas that I need to pursue in more detail.

## Current Awareness

Column Editor: Jane Grogan

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 UKeiG administration for further details.

## Catalogues / cataloguing

Wolven, Robert. **In Search of a New Model** [netConnect](http://www.libraryjournal.com/index.asp?layout=articlePrint&articleID=CA6514921) (15 January 2008) (<http://www.libraryjournal.com/index.asp?layout=articlePrint&articleID=CA6514921>) – Robert Wolven of Columbia University, who is well-respected for his thoughtful contributions on issues of importance to the profession, does not disappoint in this netConnect piece. Taking on library cataloguing in an age of transformative change, he begins by describing our existing "consensus model" of cataloguing, considers whether cataloguing has changed in recent years, then moves swiftly into considering where we need to go in the future. For my money, this is one piece you simply shouldn't miss, not with all the current ferment around cataloguing and how we should be doing it – [\*RT]

## Digitisation projects / preservation

Bailey, Jr., Charles W. **Institutional Repositories, Tout de Suite** (2008) (<http://www.digital-scholarship.org/ts/irtoutsuite.pdf>) – If you've been looking for a good, introductory bibliography on institutional repositories, this is it. In 10 pages, Bailey provides sources that can answer questions related to what institutional repositories are, why institutions might want one, what self-archiving is, author's rights, software for implementing repositories, issues related to obtaining repository deposits, general information on how to find repositories, as well as suggestions for further reading. Highly recommended for the person just getting into repositories or for those occasions where you need to bring someone up to speed quickly – [\*FC]

Editor's note: Bailey's article was also published in the last issue of *eLucidate* (January 2008).

Ferreira, Miguel; Rodrigues, Eloy and Baptista, Ana Alice. **Carrots and Sticks: Some Ideas on How to Create a Successful Institutional Repository** [D-Lib Magazine](http://www.dlib.org/dlib/january08/ferreira/01ferreira.html) 14(1/2) (January/February 2008) (<http://www.dlib.org/dlib/january08/ferreira/01ferreira.html>) – Anyone who has implemented an institutional repository knows the story: you build it and mostly they don't come. It's one thing to have an IR, it's quite another to fill it. There have been a number of [previous articles](#) on this phenomenon and what to do about it, but this institution in Portugal has landed on a strategy that has worked for them -- you dangle the money carrot. That is, the Dean of the University of Minho would award financial incentives to academic departments for depositing their research output in the repository. They also used other strategies, most notably adding additional functions onto their DSpace platform, but the financial incentive appears to have been the most effective according to this article. Recommended for anyone laboring to fill their repository – [\*RT]

Morgan, Eric Lease. **Today's Digital Information Landscape** [Musings on Information and Librarianship](http://infomotions.com/musings/digital-landscape/) (01 December 2007) (<http://infomotions.com/musings/digital-landscape/>) – Eric Lease Morgan of the University Libraries of Notre Dame wrote a lecture for the University of North Texas on the landscape of today's library in a digital world. He puts into words something that I've

recently addressed in a workshop for cataloging electronic resources: "Libraries are still about the processes of collection, preservation, organization, dissemination, and sometimes evaluation of data and information. While the mediums, environments, and tools have dramatically changed, the problems and services the profession addresses remain the same." In this lecture, Morgan brings together XML, indexing, social software, and open source catalogs and repositories. A great introduction to the issues that technical services departments are facing right now. I wish I could have attended this lecture and listened to the question and answer period! – [\*KC]

## E-publishing

Borgman, Christine L. *Scholarship in the Digital Age: Information, Infrastructure, and the Internet* Cambridge MA: MIT Press, 2007 – In this book, [Christine L. Borgman](#), Professor in the Department of Information Studies at UCLA's Graduate School of Education and Information Science, provides a detailed and up-to-date analysis of the scholarly communication system and the issues that it faces. It is a masterful work of scholarship that is unique in its clarity, coherence, and breadth and depth of treatment of this important topic. As a scholarly treatise, it is not a book for the casual reader; however, it offers rich rewards. Borgman pays particular attention to data, and, with the emergence of e-science and other e-disciplines and the massive datasets that they can generate, this is a challenging area that will only grow in importance. Inside Higher Education has published an [interview](#) with Borgman, where she discusses her book. Highly recommended – [\*CB]

Johnson, Richard K., and Luther, Judy. *The E-only Tipping Point for Journals: What's Ahead in the Print-to-Electronic Transition Zone* Washington, DC: Association of Research Libraries, 2007 ([http://www.arl.org/bm~doc/Electronic\\_Transition.pdf](http://www.arl.org/bm~doc/Electronic_Transition.pdf)) – Based on interviews with librarians at research libraries and representatives of various publishing industry sectors (excluding commercial publishers), a literature review, and their own extensive experience, the well-known authors of this report predict that the end is near for the print journal: "The role of the printed journal in the institutional marketplace faces a steep decline in the coming 5 to 10 years. Print journals will exist mainly to address specialized needs, users, or business opportunities. Financial imperatives will draw libraries first, and ultimately publishers also, toward a tipping point where it no longer makes sense to subscribe to or publish printed versions of most journals." – [\*CB]

## Education

**Horizon Report: 2008 Edition** Austin, TX: The New Media Consortium & the Educause Learning Initiative, 2008. (<http://www.nmc.org/pdf/2008-Horizon-Report.pdf>) – The Horizon Project brings together a group of knowledgeable individuals (36 for this year, including Cliff Lynch of CNI) to discuss, research, and decide on which technologies will become important in "learning-focused organizations" in three time horizons: 1) a year or less, 2) two to three years, and 3) four to five years. The process for coming up with this list of technologies seems thorough and thoughtful, and is highlighted both in prefatory comments as well as in a section of the report devoted to describing the methodology. There are two technologies identified in each time horizon: 1) One year or less: grassroots video and collaboration webs, 2) Two to three years: mobile broadband and data mashups, and 3) Four to five years: collective intelligence and social operating systems. Each technology is highlighted with an overview, its relevance for the educational enterprise, examples of the technology in use in learning environments, and further reading. Although weighing in at only 33 printed pages, one could spend days reading about and exploring these technologies. The report also discusses "megatrends" that have become evident after five years of producing these reports. Highly recommended – [\*RT]

## General

**Breakthrough Ideas for 2008** [Harvard Business Review](http://harvardbusinessonline.hbsp.harvard.edu/flatmm/hbrextras/200802/list/) 86(2) (February 2008)

(<http://harvardbusinessonline.hbsp.harvard.edu/flatmm/hbrextras/200802/list/>) – Though not about libraries or librarians, there is nevertheless much for the modern librarian to chew on in this wide-ranging list of 20 transformations signaling a "gathering upheaval in the way businesses function and how leaders guide them." Many of the topics and themes are technological and relate to new channels for communication and the flow of information--social networking, online gaming, virtual worlds, the metaverse, metadata and privacy, P2P networks, and cybercrime, among others (open access, alas, is not mentioned). Libraries have certainly begun to recognize the importance and value of many of these technologies and issues, but it is instructive to get a snapshot of how they are emerging in other contexts. Libraries might also do well to ponder some of the non-technological ideas presented here, focusing on improving the effectiveness of organizations and the quality of the workplace through "novel operational models, alternate realities for accomplishing work and interacting with customers, the exaltation of collaborative technologies, and updated metrics for evaluating performance." Topics range from a discussion of the importance of exercise (with the suggestion that stationary bicycles be put under every workstation so employees can exercise their legs while catching up on e-mail) to new models for decision-making and the changing role of experts within the organization – [\*BR]

Caldwell, Tracey: **Numbers game hots up** *Information World Review* 243 February 2008: 14-16 – An in-depth analysis of the emerging models of citation metrics is undertaken in this feature as such figures grow in importance for journals institutions and individuals. The number of times a journal is cited by researchers is noted as becoming shorthand for the value of that journal. Established operators such as Thomson Scientific with their Web of Science product are considered alongside newcomers like Google Scholar and Scopus. The merits of coverage, timeliness, quality and the overall approach to interpreting metrics are all considered in this three page article – [RH]

[Code4Lib Journal](#) (1)(17 December 2007) – This is the inaugural issue of the Code4Lib Journal, and if the beginning is any indication it will definitely be worth following for anyone interested in the topics we try to cover in Current Cites. Largely written by the library coders who are building new kinds of systems and infrastructure for libraries, you can't get any closer to the technology action without getting hit with shards of subroutines. The articles in this first include "Beyond OPAC 2.0: Library Catalog as Versatile Discovery Platform", "Facet-Based Search and Navigation With LCSH: Problems and Opportunities," "The Rutgers Workflow Management System: Migrating a Digital Object Management Utility to Open Source," "Communicat: The Next Generation Catalog That Almost Was", "Connecting the Real to the Representational: Historical Demographic Data in the Town of Pullman, 1880-1940,". Add an editorial introduction, a book review, and a column, and there is much here to edify and entertain not just the geekiest among us, but civilians too. May it live long and prosper – [\*RT]

Rossner, Mike; Van Epps, Heather and Hill, Emma. **Show Me the Data** [The Journal of Cell Biology](http://www.jcb.org/cgi/doi/10.1083/jcb.200711140) 179(6)(17 December 2007) (<http://www.jcb.org/cgi/doi/10.1083/jcb.200711140>) – As the authors note, the journal impact factors calculated and published by Thomson Scientific have a considerable influence on the scientific community, influencing grant applications as well as hiring, salary and tenure decisions. Yet the community has little understanding of how those impact factors are determined. Criticisms of impact factors are nothing new (and are summarized here), but this editorial goes beyond that to raise serious questions about the integrity of the underlying data itself. Unable to independently validate the accuracy of Thomson's calculations, the authors discovered numerous errors in the incomplete data provided by Thomson. In the end, they were unable to assess properly the reliability of impact factors because the full data remains hidden. This editorial

is both a rejection of Thomson Scientific's "ill-defined and manifestly unscientific" numbers, and a call for more open and transparent access to citation data – [\*BR]

Shneiderman, Ben. **Creativity Support Tools: Accelerating Discovery and Innovation** *Communications of the ACM* 50(12): 20-32. (<http://doi.acm.org/10.1145/1323688.1323689>) – Shneiderman, Professor of Computer Science at the University of Maryland and author of the classic "Designing the User Interface", sees a promising future in programming and visualization tools. He identifies a shift from tools that simply aid productivity to tools that promote creativity itself. These new "creativity support tools" can lead to forms of expression and collaboration not previously possible. The only catch is that in order to build these tools, we need to better understand what creativity is and how it can be measured. No small task. But the benefit is an environment, as Shneiderman puts it, where "eager novices are performing like seasoned masters and the grandmasters are producing startling results" – [\*LRK]

### Information Retrieval

Breeding, Marshall. **Perceptions 2007: An International Survey of Library Automation** (January 9, 2008) (<http://www.librarytechnology.org/perceptions2007.pl>) – This electronic only publication provides a snapshot of the perceptions of library systems and library system vendors from a library point of view. By investigating various dimensions of customer satisfaction through questions to libraries about their current systems, their ILS (integrated library system) vendor, customer support services of vendors, and the likelihood the library would purchase another ILS from their current vendor, Breeding provides a perspective on library systems that isn't often discussed. Used in conjunction with Breeding's annual "Automated Systems Marketplace" article in *Library Journal* (<http://www.libraryjournal.com/article/CA6429251.html>), these two pieces provide a comprehensive look at the state of ILS' marketplace today – [\*FC]

**Information Behaviour of the Researcher of the Future** Centre for Information Behaviour of the Researcher of the Future, University College London. (11 January 2008) (<http://www.bl.uk/news/pdf/googlegen.pdf>) – A very interesting study of the "Google generation" (those born after 1993) and how they are likely to access and use digital resources in the future. The report is full of very valuable insights that in some cases support the stereotypes of the "Google generation" and in other cases force us to reconsider our assumptions. The report includes a glimpse as to what the information environment might be like in 2017 and highlights the challenges that are ahead for information professionals. This piece makes for an excellent text around which to engage the library staff in discussions about how your library will need to adapt to the rising "Google generation." – [\*SG]

Solomon, Marc. **The case for knowledge planners** *Searcher* 16 (1) (2008): 24-59 – This article argues that users are being swamped by the massive amounts of information made available to them by organisational systems and networks. It is suggested that information professionals can become 'knowledge planners' and address their users' current/future needs by beginning to look more closely at information supply and demand chains. Information professionals should look carefully at what content is being supplied on their intranet/portals and what it is their users are spending time looking at. Top tips to improve things for users are to prominently display commonly required items, ensure vital documents are boosted up results lists and mark important documents with users' own tags – [MT]

Vidor, Constance. **Museum and library websites.** *Searcher* 16 (2) (2008): 18-21 – The article takes a look at the websites of a number of internationally renowned museums and libraries that provide learning resources relating to art, history and culture. Two of the sites examined are the British Museum, [www.britishmuseum.org](http://www.britishmuseum.org) and the British Library Learning site, [www.bl.uk/learning/index.html](http://www.bl.uk/learning/index.html). The article argues that although museum websites provide excel-

lent learning resources, these resources can often be difficult to find using search engines. It is argued that better communication between information professionals and museum content providers could lead to more effective site indexing – [MT]

## Knowledge Management / Social Networking

Farkas, Meredith. **The Bloggers Among Us: A survey of the library blogosphere shows the mainstreaming of the medium** [Library Journal](http://www.libraryjournal.com/article/CA6510669.html) (15 December 2007) (<http://www.libraryjournal.com/article/CA6510669.html>) – Farkas, a long-time and well-respected library blogger, surveyed library bloggers (also called by some the "biblioblogosphere") to get a better sense of who is blogging and why. Having performed a previous survey, she compares numbers to detect trends. To no one's surprise, Farkas found many more bloggers than before, and women have begun to close the blogging gap with their male counterparts. The number of public librarians blogging has also increased in comparison to academic librarians. Many more statistics as well as insights gleaned from the data can be found in this article that tells us a lot about who we are as a blogging community – [\*RT]

Mattison, David. **The Freebase experience** *Searcher* 16 (2) (2008): 26-58 – This article reviews [www.freebase.com](http://www.freebase.com), which is a collaborative content distribution system similar to Wikipedia. The article argues that the system is easy to use and that compared to Wikipedia it is much more straightforward to create structural relationships between and among information on Freebase. The information on Freebase is licensed under Creative Commons and is available for commercial and non-commercial usage if the source is appropriately attributed – [MT]

Tebbutt, David. **Social Computing without tears** *Information World Review* 243 February 2008: 10-12 – This three page feature investigates the relationship between social computing activities within organisations and information technology professionals. Starting from a definition of social computing as 'connecting and collaborating activities within an organisation supported by IT' the article considers views from the industry, looks at the decisions facing users in selecting social software systems and typical IT professionals reactions to implementing social software. How social computing activities develop through smaller projects or 'skunk works' is considered – [RH]

## Legal issues

Patry, William. **What Does It Mean to Be Pro-IP?** [The Patry Copyright Blog](http://williampatry.blogspot.com/2007/12/what-does-it-mean-to-be-pro-ip.html) (10 December 2007) (<http://williampatry.blogspot.com/2007/12/what-does-it-mean-to-be-pro-ip.html>) – In the U.S. House of Representatives, Reps. John Conyers, Jr. (D-MI), Lamar Smith (R-TX), Howard Berman (D-CA), and nine other House members have introduced the "Prioritizing Resources and Organization for Intellectual Property Act of 2007" (PRO IP). In this lengthy posting on the PRO IP bill, noted copyright lawyer William Patry provides a trenchant analysis of its main provisions. Examining the proposed statutory damages changes in Sec. 104, Patry says: "Under this approach, for one CD the minimum award for non-innocent infringement must be \$18,750, for a CD that sells in some stores at an inflated price of \$18.99 and may be had for much less from amazon.com or iTunes. The maximum amount of \$150,000 then becomes three million, seven hundred and fifty thousand dollars per CD. Now multiple that times a mere ten albums, and one gets a glimpse at the staggering amount that will be routinely sought, not just in suits filed, but more importantly in thousands for cease and desist letters, where grandmothers and parents are shaken down for the acts of their wayward offspring." – [\*CB]

Veitch, Martin. **E-records get back on track** *Information World Review* 243 February 2008: 19 – With development of the MoReq2, the latest version of the Model Requirement for Electronic Records Management specification, this article investigates both the legal and technical developments reported as having boosted records management systems – [RH]

Williams, Peter ; **Copyright bows to digital onslaught** *Information World Review* 243 February 2008: 6 – The government's intention to consult on copyright law, following the radical changes proposed in the Gowers review of intellectual property, is reported here. The move towards contract law governing digital media rights, effectively undermining copyright law, is commented on. Lynne Brindley, chief executive of the British Library, is amongst the experts quoted noting the limited focus of the copyright debate on 'teenagers, music and consumer industries' – [RH]

## Security

Smith, Laura. **Data bombshell engulfs MoD**, *Information World Review* 243 February 2008: 1 – News item reports on the recent data loss by the Ministry of Defence with personal details of thousands of individuals being stolen. The story notes the various reviews currently taking place into the handling of government information. These include the Poynter review and Thomas Review, both expected to be published this spring – [RH]

## Virtual libraries

Kwon, Nahyun, and Gregory, Vicki L. **The Effects of Librarians' Behavioral Performance on User Satisfaction in Chat Reference Services** *Reference & User Services Quarterly* 42(2) (Winter 2007): 137-148. (<http://rusq.org/2008/01/06/the-effects-of-librarians-behavioral-performance-on-user-satisfaction-in-chat-reference-services-2/>) – OMG! The librarian's a bot! No, this article doesn't say anything of the sort but reading about effective virtual reference librarian behavior can certainly send one's thoughts in that direction. The user satisfaction survey results shown here support the assertion that following RUSA (Reference and User Services Association) guidelines for approachability, interest, listening/inquiring, searching and follow-up makes for a better reference interaction online as it does in person. But when the interface isn't face to face, following these guidelines without any additional personalization keeps automated response firmly in the realm of possibility. (Or perhaps virtual reference outsourcing to Bangalore is a more immediate concern.) Worth reading as a refresher on benchmark behavior for reference librarians, but also one must read between the lines: what value does the librarian add that can't be had faster and cheaper by other means? – [\*JR]

**Virtual Reference Services** *Bulletin of the American Society for Information Science and Technology* 34(2) (December/January 2008) ([http://www.asis.org/Bulletin/Dec-07/Bulletin\\_DecJan08.pdf](http://www.asis.org/Bulletin/Dec-07/Bulletin_DecJan08.pdf)) – This special section of the Bulletin of the American Society for Information Science and Technology addresses the issues affecting virtual reference services in libraries. We are still asking: who's using these services, who's not using these services, and why? Joe Janes gives us insight into the frustrations of virtual reference, including the confusion of license agreements, staffing levels, and marketing. R. David Lankes introduces us to "StoryStarters," a site that connected experts and bloggers with question askers. For evaluating online reference services, we turn to Jeffery Pomerantz. He looks at evaluation from the perspective of library staff and library users. Pnina Shachaf provides us with an environmental scan of professional and ethical standards and how they are (or are not) applied to virtual reference services. In the last article in the section, Lynn Silipigni Connaway, Marie L. Radford, and Timothy J. Dickey join together to study the non-users of virtual reference services while working together on an IMLS project called Seeking Sunchonicity. They found that non-users value personal relationships and privacy in their reference transactions, and weren't sure if virtual reference would fill these requirements for them. In all, this special section of the ASIST Bulletin is a must for those librarians considering a virtual reference service, as well as those with established programs – [\*KC]

### **Contributors To Current Cites \***

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## Press Releases & News

### Update on DRIVER

8 February 2008: DRIVER is the EC-funded project leading the way as the largest initiative of its kind in helping to enhance repository development worldwide. Its main objective is to build a virtual, European scale network of existing institutional repositories using technology that will manage the physically distributed repositories as one large scale virtual content source. DRIVER II, a project funded by the 7th Framework Programme of the European Commission, is the continuation of the DRIVER project. Whereas DRIVER concentrated its efforts on infrastructure building for scholarly content repositories, DRIVER-II will extend the geographical coverage step-by-step and will move from a test-bed to a production-quality infrastructure. This infrastructure will produce further innovative services meeting special demands that will be built on top. The infrastructure is complemented with several user services including search, data collection, profiling, and recommendations by the end user. For further information please visit [www.driver-community.eu](http://www.driver-community.eu)

On 16 and 17 January 2008, DRIVER II successfully carried out its first Summit in Göttingen, Germany. It is considered a successful milestone on the way to building a professional, active repository community.

The first day focused on the current repository community in Europe and globally, the results of the DRIVER studies and a discussion of Open Access and repository infrastructures.

The morning of the second day focused on disciplinary repositories and their relationship to institutional repositories. The latter part of the day focussed on national and international repository networks with representatives from a number of networks speaking.

The presentations are now available on line for those interested in learning more about DRIVER and the topics discussed at the Summit and can be found on the DRIVER Support website at <http://www.driver-support.eu/multi/DRIVERSummit.php>.

### CLOCKSS Works: Ensures Public Access to Triggered Journal, Graft

31 January 2008: Researchers increasingly access journal articles online, but the real possibility exists that, due to natural disaster or human/computing failure, digital content might not always be available. Libraries and publishers have joined forces in an initiative called CLOCKSS\*, providing leadership and the supporting technology, to ensure reliable, long-term access to scholarly e-content. The moment has arrived to see how CLOCKSS works.

As of today, the web-published content of the journal Graft: Organ and Cell Transplantation (SAGE Publications) has been exported from the CLOCKSS archive, and is now available to the world from two CLOCKSS hosting platforms at universities in Europe and the US. Released under a Creative Commons license, this content is free to researchers, students and the general public, without need of any subscription.

CLOCKSS is a trusted and secure dark archive, preserving scholarly journal content from the world's leading publishers. The CLOCKSS system is based on geographically-dispersed nodes located at major research libraries, into which e-journal content from publishers is routinely ingested. Archived copies remain "dark" (hidden, secure and unavailable for use), until a trigger event and the CLOCKSS Board votes to "light up" the content and restore access to it again via a hosting platform. At present there are seven archive nodes and two hosting platforms. These

numbers are expected to double in order to achieve added security from global coverage.

SAGE Publications is one of 11 premier publishers (together accounting for about 60% of e-journal content) participating in the CLOCKSS Pilot and serving on the CLOCKSS Board. When SAGE announced that it was discontinuing Graft, this became the first real-world test for the CLOCKSS system and its procedures: the CLOCKSS Board, comprising both publishers and library organizations, determined that a trigger event had occurred; instruction was given for Graft content to be copied from archive nodes in the CLOCKSS network to the designated hosting platforms; and 18 issues of Graft became available to the world.

Stanford University, where the underlying LOCKSS software was developed, and the University of Edinburgh are among the seven participants on the library side, acting as stewards for the CLOCKSS system. The two universities have also been designated as CLOCKSS hosting platforms in order to demonstrate, through the release of content, how CLOCKSS works, with EDINA, the UK national data centre at Edinburgh, playing that role for Europe, and Stanford University Library doing so for the US. Both serve as points of worldwide access, free to all, without any prior subscription, fee, or registration.

To read Graft, please click here: [http://www.clockss.org/clockss/Graft\\_Public\\_Copies](http://www.clockss.org/clockss/Graft_Public_Copies)

\* CLOCKSS is transitioning from a Pilot Program to an organization for the long-term, building on the technology and findings of LOCKSS (for Lots of Copies Keep Stuff Safe).

### **Additional Information about CLOCKSS**

Participating Libraries in the CLOCKSS Pilot:

- Indiana University, New York Public Library, OCLC, Rice University, Stanford University, University of Edinburgh, and University of Virginia

Participating Publishers in the CLOCKSS Pilot:

- American Chemical Society, American Medical Association, American Physiological Society, Elsevier, IOP Publishing, Nature Publishing Group, Oxford University Press, SAGE Publications, Springer, Taylor & Francis, and Wiley-Blackwell

In June 2007 CLOCKSS was the inaugural winner of the Association for Library Collections & Technical Services (ALCTS) Outstanding Collaboration Citation, which recognizes and encourages collaborative problem-solving efforts in the areas of acquisition, access, management, preservation or archiving of library materials. The ALCTS is a division of the American Library Association.

The CLOCKSS initiative is funded by participating publishers and library organizations, as well as by a grant from the National Digital Information Infrastructure and Preservation Program (NDIIPP) via the US Library of Congress. The grant is intended to finance CLOCKSS through a mixture of ingest fees from publishers and revenue from an endowment raised from voluntary contributions over the next five years. The need to secure long-term sustainable funding for CLOCKSS will be one of the key strategic issues facing the Board in 2008.



## UKeiG Annual Seminar

### Web 2.0 in action: Practical implementation in the workplace

Bloomsbury Suite, Brunei Gallery, SOAS, Thornhaugh Street,

Russell Square, London WC1H 0XG

Thursday, 12th June 2008

#### Seminar Outline

Web 2.0 is tagged onto a variety of Internet-based tools and systems. These tools can help integrate resources and share knowledge, but in many instances there needs to be a change in organisational culture for successful implementation. How do you practically implement Web 2.0 in the workplace? How do you encourage and enable a library community of users to participate to enhance the efficiency of your organisation. The aim of the day will be to highlight and show case Web 2.0 technologies in action, focusing on case studies from across the electronic information sector which show how Web 2.0 is being effectively used within the workplace.

#### Who should attend

This seminar is open to non-members as well as UKeiG members. The programme will interest and engage information professionals from all sectors with responsibility for enhancing organisational efficiency. It will be of equal interest to students studying library & information science as librarians, information specialists and library managers and those with responsibility for improving library services.

#### Speakers include:

**Mike Watson** Managing Director, Ektron Europe Limited. Mike oversees Ektron's fast growing operations in Europe, managing a team providing sales, technical training, support and professional services. He has online experience in both the information and creative areas of organizational life. Ektron is a Web content management and authoring solutions which provides a set of social networking tools and fully supports all Web 2.0 functionality including open API.

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

**Kara Jones** has worked in academic libraries around the world for over 10 years, and is currently Research Publications Librarian at the University of Bath. In both this and her previous role as a science subject librarian she has developed an interest in social technologies and sees weblogs, wikis and other Web 2.0 tools opening doors for those of us who don't really know our XHTML from our CSS but still want to develop resources that engage our library communities.

**Simon Gittins** is a 20-year veteran of the software industry working primarily as a technical consultant and systems engineer in the areas of search engine and document management. Before Vivisimo, he worked at companies such as Hummingbird, Open Text and Xerox Global Services. Vivisimo helps organizations find, organize and use the massive amount of information available in today's world and in developing enterprise search software to improve workforce productivity, streamline business processes and raise customer satisfaction. [www.vivisimo.com](http://www.vivisimo.com) Simon has a degree in Biology from the Australian National University in Canberra.

**Dion Lindsay** is an independent consultant in Knowledge Management to organisations intent on growing. He specialises in the role that KM plays in leveraging skills and intellectual capital and has worked with health organisations, £10+ charities and membership organisations.

## Web 2.0 in action: Practical implementation in the workplace

Bloomsbury Suite, Brunei Gallery, SOAS, Thornhaugh Street,

Russell Square, London WC1H 0XG

Thursday, 12th June 2008

Chair: Gary Horrocks

09.15	Coffee and Registration	
10.00	Introduction	Gary Horrocks (UKeiG Chair), Deputy Director, Information Services King's College London
10.15	Web 2.0 in action : practical implementation in your information service	Mike Watson Ektron Europe Limited
11.15	Coffee	
11.45	Web 2.0 and Enterprise searching : practical problems need practical solutions	Simon Gittens Vivisimo
12.45	Lunch	
13.45	UKeiG AGM	
14.15	How effective is your implementa- tion of Web 2.0?	Dion Lindsay Dion Lindsay Consulting
15.00	Tea	
15.20	Web 2.0 in academia : what works and why	Kara Jones University of Bath
15.50	Panel Discussion	Chair: Gary Horrocks
16.30	Close	

## 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.

#### 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](mailto:michael@consultmu.co.uk). Articles should be delivered in Word or in an ASCII format. Images are welcome – they may be in gif or jpeg formats.

#### Rights

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

#### About you

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

#### Editorial process

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

#### Brief for book reviews

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.