

# eLucidate

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Welcome to the September issue of *eLucidate*. We have a very full issue this month, which is fitting for an organisation that has recently completed its first annual conference for some ears. A big thank you to everyone who supported the Manchester event. We could not have run such a successful conference without the input of our members. The event generated a lot of feedback which we are currently sifting through and, following the report to the Management Committee for UKeiG, a full and frank report of that feedback will appear in the next edition of *eLucidate*.

#### Training for 2010

2010 will see the launch of some new training courses (Plagiarism, information obesity and winning funds in the credit crunch), revisions of existing courses (Web 2 and Intranets) and rerunning some of our popular courses (copyright and eBooks). Check the website over the coming weeks to see the programme develop. We try to respond to all requests for running training which are practical and informative. New ideas and suggested venues are always welcome! Just get in touch please at [t.k.kent@bham.ac.uk](mailto:t.k.kent@bham.ac.uk)

## UKeiG Conference June 2009

### Gaming and e-information

Stanley Tan

‘The user, the customer, the “Digital Consumer”... knowing them, understanding their needs, how can we deal with them in the remote Web environment? What are some of the challenges that we face as we embrace new e-information technologies? Legal issues, security, risks and expectations... How should and can we prepare ourselves to take on these challenges?’... These questions continuously flash in my mind, hot from the conference, but as I revisit the theme of the conference – Innovation – these questions fall in place. Innovation is an essential component in the development of e-information and information professionals if we are to continue to deliver effective e-information services and satisfy the “digital consumer”<sup>1</sup>. Information professionals will find themselves constantly striving to find new ways and fresh ideas to improve their e-information service in order to meet the changing needs, demands and expectations of a growing group of users; users who are not only well-accustomed to the dynamic and fluid environment of the Web, but also increasingly evolving as “Consumers” who expect and demand technologically sophisticated and engaging interactions with e-information spaces. Faced with this long-drawn and uphill race to innovate, is there anywhere that information professionals can look, for reference and guidance to better shape their services to the demands of the customers? In my opinion, online games.

In my entry to the conference student award, I argued that one of the most innovative developments in e-information lies in the use of games and elements of game environments to enhance e-information services. Computer games, and online games such as Massive Multiplayer Online Games (MMOGs) are complex systems where a range of player activities and actions (communicating, interacting, and the creation and manipulation of virtual content) take place simultaneously. Online games are also widely known for their highly interactive and immersive game environments that can engage a broad range of players<sup>2</sup>. More importantly, the ongoing advancement of games not only exemplifies how game producers have effectively managed user expectations and needs, but also catered to their evolving demands in a sustainable manner.

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<sup>1</sup> *Digital Consumers: Reshaping the Information Profession* eds. David Nicholas and Ian Rowlands (Facet Publishing, 2008)

<sup>2</sup> Andrew Hinton, “We Live Here: Games, Third Places and the Information Architecture of the Future.” *The Information Society for the Information Age*, 2006

Though e-information service providers and online games provide seemingly different services, there in fact have much in common. Both types of services are user-centred, and are used by large numbers of people. At the same time, both services often involve simultaneous participation by many distributed online users who access and affect large quantities of data. In this respect, technical, interface and communication attributes of online games are of particular relevance to the developers of e-information services. An awareness of these games' attributes can provide information service providers with (i) clues to the myriad ways in which people can and do use online systems, (ii) ideas for fresh or enhanced means of providing access to digital information and (iii) references to technical aspects of complex online game services and systems that serve many simultaneous users<sup>1</sup>.

Current attention and interests of information professionals concerning Web 2.0 highlight parallels between online games and an emerging generation of online services that are not only more open, but also offer greater user-control. E-information spaces such as Facebook, Second Life and Wikipedia are exemplars of the use of immersive-yet-permeable game-like environments that bring new levels of engagement and interaction between users and information providers<sup>2</sup>. Successful application of game environments and the information architecture of games to a wide variety of e-information services, for example, e-marketing through sponsor-driven games, using virtual simulation games for training professionals such as surgeons and pilots, and the integration of e-learning games into school curricula are also evidence of emerging opportunities for innovative and effective delivery of services by e-information service providers<sup>3</sup>.

Online games such as MMOGs and Massively Multiplayer Online Games (MMORPGs) have been effectively using participative features and communications within the games to encourage greater user manipulation and engagement with the game and fellow players. Such games can become excellent models and references in the effective deployment and management of similar features in e-information service sites, especially if e-information providers are more inclined to adopt Web 2.0 features. Similarly, as information professionals are exploring ways of milking the value of user-generated content and the potential of folksonomies, a variety of games have in fact successfully integrated user-generated content into their game environments and game plays. User-generated game environments and the users' ability to customise the game to something infinitely bigger than the original game itself

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<sup>1</sup> "Parallel Worlds: Online Games and Digital Information Services."

<sup>2</sup> Andrew Hinton, "We Live Here: Games, Third Places and the Information Architecture of the Future." *The Information Society for the Information Age*, 2006

<sup>3</sup> Kurt Squire, "From Content to Context: Videogames as Designed Experience," *Educational Researcher*, 35 (2006), 19–29

were major features of the game, Quake, when it was released in 1996<sup>1</sup>. From game rules to graphics, sound and game maps, everything could be customized by a community of game coders. They were part of a larger community that included game and map designers and many thousands of players who played and socialised, both in the game and outside it, in chat rooms, blogs, discussion forums and newsgroups.

This concept of surrounding the game with a strong user community that is closely linked to the game itself is yet another worthy consideration for e-information service providers, especially those involved with electronic archives and library services when developing new generations of finding aids to facilitate user exploration of archives and library holdings. Doing so will not only allow archives and libraries to provide an additional layer of help to their users in seeking the information they require; in addition, archives and libraries will have added opportunities to study their users' preferences, navigation and search behaviours, in order to improve their services. Similarly for intranet administrators, useful insights can also be gained from studying the dynamics of game user-communities and the tools that facilitate communication, sharing of information and interaction within the communities.

As we have heard from speakers at the conference<sup>2</sup>, information professionals are no strangers to the technical and security issues that come along with a large user base and extended scale of usage. As e-information services progress, information professionals will inevitably face technical and security issues that will grow and evolve in proportion and complexity. Failure to tackle these issues appropriately can have severe implications. Online games are potentially useful technical references and yardsticks for security issues for e-information service providers. Online games allow many thousands of people to play and interact simultaneously. The game, Ultima Online, for example, recorded more than 160,000,000 man-hours of playing time in a year<sup>3</sup>. Technically, such online games require a massive and robust infrastructure, as slow service tends to frustrate players and deter them from continuing with the game. Likewise, e-information services that suffer slow service due to poor technological infrastructure could easily be regarded by users to provide unreliable service or be shunned for other information sites that are deemed more capable of keeping up with their users. Security is also a major issue that is common between online games (especially MMOGs) and e-information service providers. Often online games face security issues that can range from malicious hacking that try to crash the game, or cause large-scale interferences, to benign practices such as finding shortcuts to enhance the players' game

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<sup>1</sup> Andrew Hinton, "We Live Here: Games, Third Places and the Information Architecture of the Future." *The Information Society for the Information Age*, 2006

<sup>2</sup> The UKeIG Annual Conference, Manchester, June 2009

<sup>3</sup> "Parallel Worlds: Online Games and Digital Information Services"

status. Game maintainers attend to these security breaches seriously to avoid the mass exodus and loss of disgruntled game players to other competing games and more importantly the associated loss of revenue that will result<sup>1</sup>. While e-information service providers may not face similar security and fairness issues as online games maintainers, they nonetheless remain highly susceptible to other forms of security breaches that can result in equally damaging consequences. Generally, e-information service providers that aim to cater to users of a size and scale that is comparable to MMOGs can potentially take reference from the information and technical infrastructure as well as security measures of online games as they are often maintained at a highly advanced level<sup>2</sup>.

The parallels between e-information services and online games that have been highlighted and explored above are by no means exhaustive. There are still issues of risk management, various aspects of legislation and rights management, and more that can be explored. As we continue to seek ideas and references to guide us in creating new means of interacting with our customers, engaging them and their information needs, as well as meeting the challenges that comes along with the new approaches, it is always comforting to know that there are many other Web services out there that we can potentially draw inspirations and guidance from. To me, online games is an excellent model of reference that I will tap on and there are probably more that we can look towards in the 'crazy' world of the Web. But more importantly, as Lisa (Charnock) and Lisa (Jeskins) have stressed in their breakout sessions, try them out!

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<sup>1</sup> "Parallel Worlds: Online Games and Digital Information Services."

<sup>2</sup> Andrew Hinton, "We Live Here: Games, Third Places and the Information Architecture of the Future." *The Information Society for the Information Age*, 2006

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## **Interview with Stanley Tan: A Student Winner...**

### **Notes From My Meeting With The Winner Of The UKeiG Student Conference Grant**

**Chris Armstrong**

Every year UKeiG offers a number of awards to students to facilitate their attendance at a library or information conference. This year – appropriately – one of the awards was won by a student wishing to attend our 2009 UKeiG Conference ‘Innovation in e-information’. The winner was Stanley Tan, currently undertaking an MSc in Information Management and Preservation at the University of Glasgow. He is visiting the UK for the ten months of his further degree from his native Singapore where he manages the outreach and education programmes at the National Archives of Singapore.

I spoke to him during the conference and asked him about his background, what had attracted him to the conference, and what he hoped to take away from it. His research interests have to do with outreach; and his interest in games, gaming and their ability to draw people together and create communities has made him wonder whether similar approaches can be used to enhance, or create new approaches to, information services. He said that games played an active part in the way in which he looked at information and archives management as he feels that very often these websites fail to attract or engage the user adequately. If games can be so successful at drawing people in and retaining them, at creating communities, shouldn't we, as information professionals, look towards games to see what we can learn from them. Whatever it is that works for games software in developing user communities should also be able to work around library and archive websites.

His dissertation is on users' reaction to archival finding aids; and some of his work has been in identifying and testing elements that are often found in a gaming environment such as discussion forums. The parallels with Web 2.0/Library2.0 approaches have not escaped him – and these were the Conference presentations which most drew him to Manchester, and which he felt would prove useful for his dissertation. Already, when I spoke to him, several papers had provided food for thought! References to the Google Generation report (<http://www.bl.uk/news/2008/pressrelease20080116.html>) in particular were relevant and he commented that his experience of that generation of users suggested that their search techniques were weak – they depend too much on Google, using just one or two keywords and trusting the results implicitly. As a part of his dissertation research he has been interviewing users (he has reached the analysis stage prior to writing up the results) and several of his interviewees fell into the Google Generation frame. While they were generally

“more savvy” in terms of Web navigation, it was clear that their use was neither sophisticated nor particularly skilled. Echoing the report’s call for a training programme on information literacy skills in schools, Stanley wondered how to fill the information literacy gap so as to make sure that skills important in the past are not forgotten. Richard Wallis’ ‘Waves of Innovation’ and Nic Price’s ‘Constant Gardener’ had also inspired, and – at the time we spoke – he was looking forward to the interaction of the breakout sessions in the hope that they would provide more food for dissertation thought!

Stanley Tan’s enthusiasm for his work in Singapore where he has responsibility for part of the Archives’ holdings as well as for connecting with its users was evident as we spoke, and it will be interesting to hear how his dissertation research feeds into his day job. Perhaps *eLucidate* can hope for a short paper from him in a year’s time!

## Interview with Christine Cother: an International Delegate

### Michael Upshall

Some of the delegates to the UKEIG conference 2009 travelled long distances. This doesn't mean Aberdeen; we are talking Australia. There were no fewer than three delegates from Australia and NZ. I asked one of them, Christine Cother, why she had travelled all those thousands of miles.

M – Christine, most of us feel it's an achievement to spend a couple of hours on the train or motorway to get here. Was it worth coming all this way to the UKeiG conference?

C – Yes. Actually, I was lucky enough to win an Award from my university, a Vice Chancellor's award for Professional staff excellence, and that provided a helpful subsidy that enabled me to come to Europe for a trip combining business with pleasure (my daughter lives in London). I presented a paper at the IATUL Conference taking place in Leuven, and I then came to England to visit a number of universities: Cranfield, Salford, Sheffield Hallam (because of its distance learning experience), and City of London University.

M – Why these in particular?

C – Well, Cranfield is very interested in the work we are doing at the University of South Australia in providing a virtual reference services (VRS). We created this using OCLC Question Point software, and it enables students to post questions by e-mail, and staff to redirect these comments to relevant staff, or share the question among two or more staff, as well as keeping a record of all the enquiries

M – Fascinating. So this is something like the reference desk of big public libraries from years ago, where you could ask them any question, such as the capital of Armenia<sup>[1]</sup>?

C – Not quite! The students can find this sort of thing out for themselves. The questions we get tend to relate to courses, such as “what are the set books for this course?” We can then

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<sup>[1]</sup> A question in the quiz at the UKEIG Conference dinner that had several of the attendees stumped.

either point them to pre-existing information resources, such as reading lists, or pass the question to the relevant lecturer. We can embed links in e-mails and keep track of enquiries until they are fully resolved. Plus, we have records of all the questions.

M – Sounds impressive. And I suppose you can add up all the questions and produce an FAQ?

C – Well, since the questions are quite specific, an FAQ doesn't really apply. But in addition to answering the students' questions, we can show that the library staff are providing a valuable service, which I think is very important.

M – I imagine the VRS keeps you quite busy.

C – In addition to managing the VRS, my team also support something called the Centre for Regional Engagement. This is an initiative that is targeted at schools and public libraries in some of the areas of Adelaide that have a lower proportion of entrance to higher education.

M – What does this involve?

C – The University works with the schools and the Library works with the public, school and TAFE libraries in the region. Plus, we provide free access to the University library for students and teachers of these schools. Although anyone is welcome to use the library as a walk-in user, borrowing usually costs A\$110 per year. We waive this fee for educational users in these zones.

M – Do you have distance learners at the University?

C – And how! We have sites that are approximately 500 km north of Adelaide, and another one 550km south, without a library. We also have many thousands of external students across Australia and in offshore locations including Singapore, Hong Kong and Canada. We are also part of the Open University Australia. Our Academic Library Services Teams are responsible for developing online resources in support of the teaching and learning programs of the University.

M – Have you noticed any difference between UKeiG and similar groups in Australia?

C – I find the information community is more involved in social media here – blogs, wikis, Facebook, that kind of thing. I was also very interested to see such a wide group of users

represented in UKeiG. You have librarians from higher education, from public libraries, from professional associations, and all kinds of institutions. There's no similar organisation in Australia that mixes all these categories up.

M – Do you think that is an advantage or a drawback?

C – An advantage, because you can see the similarities and differences between issues and how they are addressed in a variety of sectors. Each can learn from the other, in much the same way as I do from working with my partner. He and I run a Management Consulting business. While I work full-time for the university, I am involved in his work as well. The consultancy has an interest in action learning and promotes this via <http://www.leanactiolearning.com.au>. Cother Consulting works with companies on a range of issues from organisational change, to process improvement and the development of teams to develop better human organisations systems in the workplace.

M – Sounds like you have no shortage of things to keep you busy. I hope you enjoy the rest of your stay in England.

C – Thanks.

## 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).

### Aberystwyth University

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

Professor Chris Price, head of the Computer Science department at the University of Aberystwyth, has produced a new Welsh language phrase book “Learn Welsh” for use on the Apple iPhone 3GS. The app, available for 59p (€0.64) at the iTunes App Store, includes themed sections on greetings, food and drink, and travel and each phrase has been recorded to assist pronunciation. As a Welsh learner himself, Chris felt it was “high time that help of this kind was made available for those learning Welsh”. The app was launched at this summer’s National Eisteddfod at Bala.

### Google BookSearch

<http://books.google.com/>

The US Department of Justice has reported on their hearing into anti-trust issues in the settlement to the Google Book Search class-action lawsuit. They have recommended rejection of the settlement in its current form citing copyright issues and the “significant potential” for breaking anti-trust laws, and recommended further talks by interested parties to find an acceptable format. They also recognised “the value the settlement can provide by unlocking access to millions of books”. All eyes have been on the hearing in view of the potential for substantial and far-reaching consequences in the settlement for authors, publishers and readers and the future of libraries and scholarly research. The School of Information at the University of California, Berkeley held a conference on August 28<sup>th</sup> examining issues from the settlement. including reader’s privacy and access rights, and the quality of content and metadata. The Open Book Alliance, a diverse group opposed to the settlement including the National Writers Union, the Internet Archive, Amazon and Microsoft, have been communicating their opposition through a Web site, blog, RSS feed, Twitter feed and by letter to the hearing. Witnesses at the hearing included senior representatives from Google, the Authors Guild, Consumer Watchdog, the National Federation of the Blind, the US Copyright Office, Amazon and the University of Chicago Law School. US District Judge Denny Chin will hold a hearing on October 7<sup>th</sup> to decide whether to approve the settlement.

Meanwhile Google has entered into a partnership with a British ebook store for the first time. The Interead site COOLERBOOKS.com now provides nearly half a million books outside the US (and over a million in the US) for purchase or free access, including a Google API with Google Books out of copyright titles for viewing online and via the COOL-ER eReader. Interead's press release dubs them "the largest store in the world", delivering titles in the broadest range of formats on the Web.

## **JISC**

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

The Centre for Data Digitisation and Analysis at the School of Geography, Archaeology and Palaeoecology at Queen's University Belfast, in partnership with the JISC Digitisation Programme, has digitised important content from 1780 to the present day from the special collections at Queen's. The Digital Library of Core E-Resources on Ireland, as it is known, will contain at least 75 journals, 200 monographs and 2,500 manuscript pages, available free to UK and Irish FE and HE institutions, UK research councils and publicly funded schools, libraries, archives and record offices in the UK and Ireland. The content is delivered as the JSTOR Ireland Collection. Another JISC-funded digitisation project led by the University of Southampton has produced 19th Century British Pamphlets, which comprises more than 23,000 pamphlets from seven UK research collections, also available free to UK FE/HE, research councils etc through JSTOR. A further collection, Digital Images for Education, due in summer 2010, will consist of 500 hours of film and 56,000 photographs spanning 25 years of local, UK and world history, copyright-cleared for use in education.

## **Oxford University Press**

<http://ukcatalogue.oup.com/>

Martin Richardson, Managing Director of the Academic Journals Division at Oxford University Press has announced changes to their journal pricing model for 2010. The standard price will be for an e-only subscription; print-only will be available for 110%, and both print and electronic at 120% of the e-only price. Current customers will be able to re-subscribe to e-only at no extra cost and OUP will reduce the subscription cost in line with the new pricing model for current customers changing to e-only. The press release cites environmental concerns and recognises the current financial situation. As the UK Research Reserve announce their first 15 members and the processing of 14,000 metres of printed materials, the move towards e-only in HE looks to be gaining further momentum.

## **TechXtra**

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

TechXtra has been augmented over the summer with new features and content, including full-text availability indicators on search matches, improved search speeds for Australian and Canadian research databases Arrow and CISTI and the addition of OneStep Jobs and OneStep Industry News services. They have also announced that the open-access academic publisher Hindawi is now cross-searchable in TechXtra, taking their tally of cross-searchable collections up to 32. TechXtra is a free engineering, maths and computing search service, provided by the Library and ICBL (Institute of Computer-based Learning) at Heriot-Watt University, currently comprising over four million items.

### **Thomson Reuters**

<http://thomsonreuters.com/>

A \$10 million lawsuit brought by Thomson Reuters against George Mason University's Center for History and New Media has been thrown out by a Virginia circuit court judge. Thomson Reuters had alleged that the University had reverse-engineered parts of its EndNote bibliographic referencing application for use in developing their free referencing plug-in for Firefox called Zotero.



## Intranets

**Martin White, Intranet Focus Ltd ([Martin.White@Intranetfocus.Com](mailto:Martin.White@Intranetfocus.Com))**

A couple of reviews to start off this column. They are both of reasonably expensive reports, so I hope that my reviews help you make up your mind about whether to write up the business case to purchase them in these zero-budget days.

First up is a report from the Nielsen Norman Group entitled “Enterprise 2.0: Social software on intranets” (<http://www.nngroup.com/reports/intranet/social>). The cost for the download is \$298. The authors are Patty Aya and Jakob Nielsen himself. Here at last is a sensible, practical report on the ways in which Enterprise 2.0 tools can be used within intranets to provide a significant amount of added value for users. I have seen so many reports on Enterprise 2.0 that are based on either the statistical analysis of an unrepresentative survey or consist of bland platitudes about Enterprise 2.0. The Nielsen Norman Group are renowned for reports on usability, but this report is rather different. It is based on fourteen case studies from six countries, including BT and IBM. However these case studies do not appear as individual profiles but provide the basis for 172 pages of analysis, synthesis and wisdom.

A main finding from the research is that most companies are not very far along in a wholesale adoption of Web 2.0 technologies—unless “thinking about social software” is considered progress. Many potential interviewees wanted to be called back next year! But for organizations that have taken the plunge, a few things are already clear. Social software is not a trend that can be ignored. It’s making a fundamental change in how people expect to communicate, both with each other and the companies they do business with.

The report covers the entire gamut of applications, under the main chapter headings of Practical Considerations, Users and Use, Technology and Tools, and Lessons Learned. That underrates the Introduction, which is probably the best I have read yet on the value of Enterprise 2.0 for intranets and intranet managers. There are a number of screen shots, perhaps not as many as I might have liked. It would have been good to have had a summary of how each of the companies have adopted Enterprise 2.0, even though there are quotable quotes throughout the report. I also feel that a report that runs to around 80,000 words needs more sections and an index.

I started reading this report on a train in London and finished it just as I got to Paris. It was an ideal travel companion, full of ideas, opinions and collated wisdom. Without doubt the best report yet on Enterprise 2.0, and probably for some time to come. Very good value for money.

I wish I could be as enthusiastic about Intranet Strategy and Governance by Audrey Scarff <http://www.ikmagazine.com/bookshop.asp>. Judging from the number of requests I receive for my intranet strategy framework document there is a growing realization that intranets cannot drift along in a sea of apathy but need to be the subject of a business strategy, something that would be seen as essential for most other applications in an organisation. The report has two sections. The first section comprises five chapters, entitled Getting Started, The Main Components of an Intranet Strategy, The Living Strategy, The Intranet – a Critical Business Tool and finally Governance and Metrics. The second section has case studies from BT, McDonald's, JetStar, British-American Tobacco, Churchill Capital, the Cancer Council of New South Wales and IBM, as well as some short Expert Opinions.

The author clearly has a good understanding of the complexities of intranet strategy and management. The advice is sound, and there are some very good diagrams to illustrate the points that are being made. I especially liked the section about the twelve steps to getting started on a strategy. There is a selection of references at the end of each chapter, but how the author can write about benchmarking and not refer to the Intranet Review Toolkit developed by James Robertson I find surprising, and that makes me wonder how much effort went into what could be a very good resource.

It is a great pity that the Ark Group have taken so little care over the production of the report, which is in two-column report style with lots of bullet points. The report desperately needs the skills of a good sub-editor and the lack of linkage between the two sections significantly reduces the value of the case studies. The index is truly and deeply a total disaster for a report that retails at £245. And the price is the problem. The people who really need this report are unlikely to persuade their company to pay this much.

There has been a very interesting thread on the Linked-In Intranet Professionals site recently about out-of-the-box "instant intranet" products. The list that has been contributed by members of the forum is quite extensive, and I've summarised it here, since looking through all the comments on Linked-In is not easy. Some of these are more out-of-the-box than others!

Activedition	<a href="http://www.activedition.com">http://www.activedition.com</a>
Adenin	<a href="http://www.adenin.com/">http://www.adenin.com/</a>
Easysite	<a href="http://www.eibs.co.uk">http://www.eibs.co.uk</a>
Interact	<a href="http://www.interact-intranet.co.uk/">http://www.interact-intranet.co.uk/</a>
Intranet Dashboard	<a href="http://www.intranetdashboard.com">http://www.intranetdashboard.com</a>
Introupe	<a href="http://introupe.anbsoftware.co.uk/">http://introupe.anbsoftware.co.uk/</a>

Neborhood	<a href="http://www.neborhood.com/">http://www.neborhood.com/</a>
OrchidSoft	<a href="http://www.orchidsoft.com">http://www.orchidsoft.com</a>
Prismacube	<a href="http://www.prismacube.com/">http://www.prismacube.com/</a>
Socialtext	<a href="http://www.socialtext.com/">http://www.socialtext.com/</a>
Sorce	<a href="http://www.sorce.biz/">http://www.sorce.biz/</a>
Vialet	<a href="http://www.vialect.com/">http://www.vialect.com/</a>

It's also important not to forget about using SharePoint! If I've missed any that you are using do please let me know at [martin.white@intranetfocus.com](mailto:martin.white@intranetfocus.com).

## Reference Management

**Tracy Kent, Digital Assets Programme Advisor, University Of Birmingham (T.K.Kent@Bham.Ac.Uk)**

This reference management software column was originally started because of the development in software to deal with a very basic library issue: that of managing the reference process. The number of citation styles and the software packages available to deal with them has grown exponentially over the past decade, keeping all information professionals on their toes!

Over the summer months though the issue of the sheer number of citation styles has begun to be addressed. Firstly at a very informative conference organised by Colin Neville, to report on a long range study of referencing. This was followed by Alex Gill, an academic from the University of Hull, in an article in the THES requesting a review of citation styles.

### **“Time consuming and difficult”**

This phrase was echoed throughout a recent study by Colin Neville, Referencing Learning Area Coordinator from the LearnHigher Centre of Excellence in the Teaching and Learning network, based at the University of Bradford, on how students perceive the role of referencing in academic writing trying to identify the main referencing problems for students and to then consider the implications for Higher Education especially staff development.

The practical issues they faced include understanding when they should reference and the detail required; range of different referencing styles they encountered; inconsistent advice and feedback; lack of clarity as to understanding when and how they could integrate their own experiences into assignments and the ultimate fear of being accused of plagiarism. Such issues were brought about because of the tensions between conforming to institutional expectations (for example, avoiding plagiarism and acknowledging experts) and using referencing as a way of developing one’s own writing voice in assignments.

### **Tool for shaping knowledge**

Referencing is the tool for shaping knowledge and so needs to be carried out correctly. The study highlighted a number of areas that affect the everyday business of any information professional, whether dealing with students or researchers, including:

- What the role of referencing is and the necessary discussion about the purpose of referencing;
- Outlining different referencing styles;
- Tutor misunderstandings of referencing;
- Learning how to reference including different skills for effective learning, such as time management and note taking.

Colin has provided some excellent guidance on how to encourage better referencing at <http://www.writenow.ac.uk>.

### Reformed, unified and simplified

This was the title chosen by Alex Gill (an academic from the University of Hull) for an interesting and thought-provoking article in the *Times Higher Education Supplement* in June (<http://www.timeshighereducation.co.uk/story.asp?sectioncode=26&storycode=407112>), which proposes a new style to stop the myriad of styles which currently prevail. Specifically, he is suggesting that the Author/Date style be retained (sorry science!) but that the reference type or source material is included to help identify the type of material that is being referred to. As anyone who has dealt with students struggling to understand the nuances of referencing it should not be a game of Cluedo to pull references together. Part of the reason why users find it so difficult is because they are coming to the puzzle from the wrong angle. If references were more managed as part of the workflow, then the difficulties would be less stark. Instead, a bit like writing an abstract for a thesis, references are hastily pulled together prior to submission, rather than being given the consideration they deserve to promote the originality of their work. Alex is trying to gather views from practitioners and professionals alike, so if you have a view on how decluttered reference styles should be, please contact Alex via his blog at <http://academicreflexions.blogspot.com/>.

### Update on reference software packages

Now that Microsoft Word 2007 has an integrated citation manager and auto-formats references for around ten major styles, including Turabian, the problem of excessive number of styles may well fade. However the limit to ten citation styles, no option to edit or create a new style and the initial manual input suggests more work by Microsoft needs to be done before this product replaces more sophisticated packages.

Endnote X3 has been released with yet more styles available (this time in chemistry) and the ability to work with OpenOffice.org Writer 3. Of particular use is the ability to manage multiple bibliographies within a word document (such as end of a section, document, etc). For academic institutions, Endnote X3 uses a new preference for EZproxy allowing more recognition of legitimate full-text resources. The direct link with Times Cited feature from ISI

Web of Science allows users to organise personal publication lists for ResearcherID and view personal citation metrics, enabling a more managed approach to maintaining references.

A useful comparison of reference software can be found on Wikipedia at [http://en.wikipedia.org/wiki/Comparison\\_of\\_reference\\_management\\_software](http://en.wikipedia.org/wiki/Comparison_of_reference_management_software).

## Meeting Reports

### Umbrella 2009

#### Laura Woods

Last week, I spent two days learning, networking and avoiding the karaoke at CILIP's Umbrella conference in Hatfield. I was lucky enough to obtain sponsorship for this from UKeiG, without which I certainly wouldn't have been able to go: being an impoverished student, even CILIP's reasonable rates for conference attendance are a bit out of my budget! Throughout this year as a student, and my previous year as a graduate trainee, I hadn't had much involvement with CILIP (beyond flicking through the *Gazette* and *Update* when they arrived); but have been impressed recently by the work that CILIP are obviously doing to reach out to members (such as the re-launched CILIP Communities site, and the Network of Expertise and Interests). I had been looking out for CILIP events I could attend, and was looking forward to seeing what was on offer at their annual conference.

The conference programme was impressively broad, split into seven "streams" to cover some diverse subjects. There were more than enough interesting sessions to choose from – I had difficulty picking just one from each time slot to attend! I was also impressed by the way the conference had been made fully Web 2.0 compatible: wi-fi throughout the venue meant that I could Twitter away to my heart's content throughout the sessions, and the #cilipumbrella hashtag allowed me to chat with other Twittering delegates (although, like many others I soon shortened the hashtag to #umb – the official tag took up to many of the precious 140 characters!).

The first day off the conference began with an inspiring talk by Charles Brown, Director of the Public Library of Charlotte and Mecklenburg County, on the "Imagine 2010" programme at his library service. Charles discussed the aims of the project, including greater customer focus, community involvement and responsiveness to employees. He talked about the need to break down information silos, and foster a culture of communication and collaboration among staff. Charles pointed out that there were more front-line staff involved than there were senior managers and directors. He said that this had been a conscious decision to "ask people who'd never been asked before how to make our service the very best". I wholeheartedly agree with that ethos – it was good to see recognition of the fact that the people who deliver the service often have huge amounts of untapped ideas and experience.

The first of the parallel sessions I went to was Richard Wallis's talk on "Libraries coping with technology: waving or drowning?". Richard started by emphasising just how much technology has moved on in the last 40 years, pointing out that a child's interactive toy made today has four times the computing power as the Apollo 11 lunar module. His talk covered a range of topics: from the technology adoption curve, to the development of the Internet and the Web, the development of next-generation Web OPACs, the need to break down information silos to provide the kind of service our users expect, and projects such as Talis' Information Commons. It was all a bit of a whirlwind tour around some concepts that had only been touched upon in library school, and Richard's enthusiasm for Web technologies and accessible, open data was infectious. I would recommend having a look at his blog for a good starting point on some of these topics:

<http://blogs.talis.com/panlibus/archives/author/richard-wallis>.

After Richard's session I trooped off with some fellow newbies to the First-Timers' lunch. I thought this was an ideal way to get people talking to each other (especially if, like me, you'd come alone!). I was sat on a table with a few fellow librarians and a few library vendor representatives. It gave me a really good opportunity to find out what people's expectations were of the conference, as well as learning a little about the range of career options available within library and information services.

In the afternoon, I went to a session on access to UK government information. This is a topic I'm quite passionate about, so I was interested to hear about the current initiatives to make public information more accessible. There were two speakers in this session: Jennie Grimshaw from the British Library, talking about the Magic (Maintaining Access to Government Information Collaboratively) project; followed by Edward Wood from the House of Commons talking about digitising Hansard.

Jennie explained some of the problems in maintaining access to government information that the research had uncovered, for example the preservation issues in moving from print to Web. She also talked about the fact that the types of materials that researchers use (mainly grey literature) are usually only found on government websites, not commercial sites. The preservation issues will therefore cause great problems for researchers. It was also discovered that many people rely on general search engines to tell them what information is available, but the lack of quality metadata and poor site design of most government websites means that search engines don't index them very well, so a lot of important information is effectively invisible to the average Internet user. Jennie went on to describe some of the initiatives already underway to combat some of these problems: such as the National Archives project to comprehensively archive all government websites, and the BL Digital Donations scheme.



Edward Wood then took over to talk about the hows and whys of the Hansard digitisation project. He described the benefits of digitisation, including increased access/usability, freeing up physical storage space, and enabling preservation. He also gave an overview of some of the technical processes involved, and discussed the development of the Web interface. Edward described the project's aims of creating something that was fully "Google-able": most people won't realise that what they are looking for is in Hansard, so they won't come directly to the site. I was really impressed by the enthusiasm that Edward obviously had for making this information publicly accessible.

My final session of the day was a panel discussion on "Professional Education in the 21st Century". The four panellists were all LIS employers, from four different sectors: Veronica Kennard, from Rothschild; Ayub Khan, Head of Library Services for Warwickshire County Council; Linda Ferguson, from NW Health Care Libraries; and Sharon Palmer, from Leeds University.

The importance of a library qualification, what students gained from studying librarianship, the content of current LIS courses and how this matched up to employers' requirements, and future directions for LIS education were discussed. Some interesting points were raised: for example, most of the panellists viewed a library qualification as "desirable, but not essential"; although they did all say that this would depend on the post they were hiring for. There was broad consensus on the need to re-focus on the core competencies of librarianship, such as cataloguing and classification – it was felt that current graduates lacked skills in these areas and did not consider them necessary – but library schools were also praised for encouraging development of skills in digital technologies. One of the points that caught my attention was that all the panellists felt that library schools should place more emphasis on general, non-library skills, such as customer service, marketing, management and making a business case. I did agree with this to a certain extent – those are all vital skills for any librarian, and I would particularly have appreciated, for example, a management module in my course; but I also think that there is a limit to how much a library school can pack into their courses.

After the sessions for the day had finished, we all piled into coaches to go to the Gala dinner at the RAF museum. It was a fantastic location for the dinner, and good to get a chance to relax and have a chat with some fellow delegates over dinner. The karaoke back at the university campus was entertaining too, although I abstained from singing!

On the Wednesday I was up bright and early for a session on Continuing Professional Development and mentoring for chartership. The first section, on CPD, was lead by Carol Barker. Carol summed up the purpose of CPD as "learning and reflection, applied to the real world". She talked about the need to incorporate various activities into your CPD plan – going on courses is a great idea if you have something specific you need to learn, but can be a passive experience. Taking part in other activities such as workshops and networking events

forces you to get fully involved. Carol also stressed the need to take yourself outside of your comfort zone, volunteer for things that are different from your usual experience – you learn more that way than by taking the safe route.

Some of the obstacles to effective CPD were briefly mentioned; mainly lack of time and resources, particularly if you are a solo librarian and/or your employer is not supportive. There wasn't much exploration of practical solutions to this though, which I thought was a little disappointing – I'm sure there's a lot of people in that position who would appreciate some solid advice. Carol finished her section by emphasising the importance of reflecting on your CPD – without the reflection phase, any new ideas will be lost. I'm totally in agreement with Carol here – I started a blog a few months ago for exactly that reason. I find it really helps me to get my thoughts organised if I write something down.

The second half of the session was Carol Brooks' talk on “Mentoring and Support for Mentors”. I am still in two minds as to whether or not I should charter, so I'm always glad to hear from anyone involved in the process at all. The session was very much aimed at existing mentors or people who were thinking about mentoring, so some of it went a little over my head; but I am glad I stayed to listen; it gave me some food for thought.

The final session I attended was on “Professional inspiration to join the communities of Second Life”. Keri Weekes, of Weekes Gray Recruitment, kicked off with some examples of how she's found SL useful. She gave some examples of ways that libraries can use SL, such as marketing and publicising services, holding events, engaging users, collaborating and networking, and building virtual libraries. She also mentioned a few potential barriers to use, such as time difference – a large proportion of SL users, particularly LIS professionals, are based in the States, so events tend to be held on US time. She did emphasise that technical proficiency (or lack thereof) is not a barrier to use – Keri's 61 year old mother apparently runs a nightclub in SL!

Sheila Webber from the University of Sheffield then took over the presentation, with an excellent live demonstration of the Infolit iSchool. After all the talk about SL, it was good to get a look at how it actually works in practice, what the interface is like, etc. It did look like the Infolit iSchool is doing some interesting work, and the interface looked a lot better than I'd expected. Both Sheila and Keri gave some very persuasive reasons why librarians should be using Second Life, but I still think I'll leave it alone for now. The main issue for me is time: I think that on an individual level you'd need an awful lot of free time to commit to it before it became useful.

The afternoon plenary session was a real eye-opener. The presentations for the two finalists and the winner of the Libraries Change Lives Award were made – I came out feeling really

inspired, and proud of my profession. All three projects were incredibly worthy; it was wonderful to see such important and life-changing work being done by libraries and librarians. That was the end of my Umbrella experience – sadly, the train I needed to catch meant that I couldn't stay for the final session. I came away from the conference full of ideas and with a renewed commitment to the profession. I cannot thank UKeIG enough for making this possible, and would also like to extend my thanks to the CILIP members and staff who worked so hard in organising and carrying off such a successful conference.

Laura Woods

I am currently working as an Information Assistant with law firm Davies Arnold Cooper, a job I started in late June of this year. I am also studying towards an MSc in Library and Information Studies at City University, due to complete my dissertation in January 2010. I am interested in using Web 2.0 technologies for effective communication and information dissemination, and the accessibility of public sector information. I blog at <http://woodsiegirl.wordpress.com/>.

## Microsoft SharePoint 2007 (aka MOSS07)

**Hazel Edmunds, Adset**

Should you or shouldn't you? That is the question. Actually the title of the workshop led by Martin White of Intranet Focus Ltd on 21 May was the more prosaic (should I say business-like?) "SharePoint for Intranets and Projects". I went along on behalf of a small bookkeeping company for whom I act as office and information manager (part-time diversification) because in setting up a remote desktop facility for the company ABUK had access to MOSS07 with no instructions as to how to use it or what it could/could not do for us. Martin started the day-long session by finding out why we were all there and it was interesting to note that some information managers had had MOSS07 thrust upon them by the IT department or senior management, while a couple of people **were** the IT department and were resisting the information team's insistence that MOSS07 was the panacea for all ills.

So, which is it? Is it the Holy Grail or a black hole into which "stuff" falls never to be seen again? Probably somewhere in between, but as with anything new (or fairly so), it pays to analyse what this "thing" can do and what is, perhaps, best done outside MOSS07.

Making use of a platform on which your intranet is based does not absolve you from ensuring that the basic IM questions are answered:

- How can I find the information I need to make a decision?
- When I find it how do I know I can trust it?
- How can I make others aware of the information I have created?

Technology, no matter how advanced, cannot provide the answers nor can technology help you with the governance of the information held within a system – and, as we were to find out later in the day, governance is a real headache, as end-users have autonomy over their own work areas, which are called "My Site".

MOSS07 is an infrastructure that seeks to move away from the portal concept of SharePoint Portal Server 2003 towards an integrated information management platform. However, this platform may also be seen as a product (use it out of the box, as is) or as a development environment (do lots of interesting things to it).

I really liked the analogy that Martin used of MOSS07 being like a box of Lego bricks that arrives without any instructions. Yes, you can build anything you want, but to achieve the

Galaxy Explorer you need parts that aren't in the box, and some clear instructions. SharePoint has lots of instructions but not necessarily for building the Galaxy Explorer. And to understand the instructions, you will need to learn a new language. What is meant by such things as farms, hives, lists (which are tables), templates (which are **not** style sheets) etc? Whilst the Microsoft website has good definitions of these things, and lots of others, you do need to be aware that not everything is what your present vocabulary would lead you to believe. So, what does MOSS07 seek to do/be?

There are six pillars or elements to it:

- Content management
  - Web content management
  - Enterprise content management
- Portal
- Search
- Business Processes
- Business Intelligence

This list was on slide 34 of 93 – not that I am complaining about the number of slides, all of which were useful and fitted well into the overall programme for the day, but to give you an indication of the near impossibility of the task set me, your newest or nearly newest member! “Would you do a write-up of today?” asked Christine on the day. “Yes,” said I blithely. Regrets? No, not now I've finally got around to putting fingers to keyboard, although making a start was hard. Style, length and coverage all seemed to be at my discretion. It took me a while to realise that to cover everything was impossible, without any knowledge of the readership I can't adapt my own somewhat informal style, and as for length I could talk for England but not necessarily to any purpose! Back to the detail of SharePoint.

Martin was being as impartial as possible in his presentation. There are, as he said, some things that MOSS07 does very well. Whether these are worth what they will cost for MOSS07, which is **not** free, and for the disruption to an organisation's present system, which can be extensive, is something each individual organisation has to decide. Let me say, however, that the notes I made against the detail of “Web content management” are, bad, yeuk, dreadful, naff and double naff – that's for five items. The enterprise content management system makes it easy to manage Word/Office documents although there are some idiosyncrasies, such as being restricted to checking-out complete documents.

For search I have written one word “appalling”. In mitigation it may be that the SharePoint 2010 will integrate FAST Search (which Microsoft bought in 2007) but for now “the embedded search is significantly lower in features than almost any commercial product”.

You will, no doubt, be able to see the slides of whole presentation for yourself and I do not want to bore you. Suffice it to say, as Martin did, “Whatever SharePoint is, ‘best of breed’ it is not. None of the applications offer any benefits over other products on an individual comparison basis.”

As a non-attendee at the event you will find the SharePoint for Intranets and Projects slides very useful. Each area (intranets, projects and Web 2.0) provides a list of benefits and issues. Follow that by noting the “ensure you understand MOSS07” remembering that events organised by Microsoft Partners are free because they’re sales pitches (think time-share).

In conclusion, the good points:

- A well-integrated suite of applications that are an excellent solution for departments and smaller organisations
- Good support from Microsoft and from a wide range of channel partners
- All the core elements are “good enough” but none are leading edge in terms of features
- Uses standard Microsoft development environment

On the other hand:

- Poorly documented roadmap, especially on search
- Poor conformance to accessibility – very important in Europe
- None of the individual modules are “best of breed”
- Rarely, if ever, is a formal Requirements proposal developed
- Highly dependent on the Microsoft ecosystem
- In 2010 everything changes – Windows 7, Office 14, IE8, FAST Search integration ...

And, on a personal note, I will **not** be recommending adoption of MOSS07 but you may have no choice. This is definitely the place to find out about the issues.

## SharePoint in Action

### A Report from the UKeiG Intranets Forum (21 July 2009)

The Intranets Forum's latest event took place at the City Business Library. We were able to use a lovely room and the staff had laid it out in such a way that the meeting was informal and not too crowded. They also kindly provided us with some refreshments, which were very welcome. The theme was SharePoint, and we were treated to two very interesting and informative presentations.

Our first speaker, Linda MacDonald, demonstrated Hay Group's portal, Global Gateway, using a series of slides. Global Gateway is a SharePoint (MOSS) 2007 portal accessed by over 2,000 staff in 86 offices across 49 countries. It provides a single integrated location where employees around the world have access to the same information and knowledge, sometimes in their own language.

It has a number of elements including:

- A directory of employees, called KnowWho
- Tools, methodologies, proposals, case studies, news, etc.
- Client information
- Legal information, Knowledge Center, information exchange (Ask the experts)
- Marketing and brand information
- Reference library

The portal was created instead of an intranet. It is a managed portal with conventions on style that must be followed. All content goes through gatekeepers, who assign metadata from a taxonomy. This taxonomy took nine months to develop, and is key to the search functionality. There are over 3,000 documents so search is extremely important. The interface has been heavily customised, which has resulted in the clean, crisp and cheerful look you can see in this screenshot.

**About Global Gateway**

Global Gateway | Our practices | Clients | **Supporting you** | Library | In the news | Search center

**What is Global Gateway?**  
Global Gateway is the Hay Group portal. It provides a single integrated place where employees around the world have access to the same information and knowledge. Click on the links below to find out more.

- A brief tour around Global Gateway
- Where can I find?
- Getting the most out of search
- Using client explorer
- Getting to know Know Who
- Practice sites explained
- Tips on using the library
- How Ask the experts can help you
- Site map

**Find a colleague**  
Enter last name or first name

**Global standards**  
Global Gateway taxonomy  
Global service codes  
Global industry model

**Global Gateway team**  
Jackie Potter (Business owner)  
Alie Hannachi-Koopmans (Global Gateway manager)  
Linda MacDonald (Global practices knowledge co-ordinator)  
James Dooney (Technical owner)

**What's new on Global Gateway**  
Legal department site now available on Global Gateway March 05 2009  
We are pleased to announce the launch of the Legal Department site on Global Gateway. This replaces Legal Policies & Information on Lotus Notes. [more]

**Directory of SharePoint 2003 sites**

URL	Country	Industry Sector	Practice	Region	Service Line	Client	Operations
Category: Clients (46)							
Category: Industry (10)							

**Quick links**

The most popular section of Global Gateway is the 'Ask the experts' facility. Here, queries are channelled to the correct "Expert" and all replies are collected in a knowledge base.

In the future, Hay Group plan to move to greater collaboration. This means that features like 'My site' and 'Alerts' need to be developed. Again, the taxonomy will be key.

Finally Linda discussed the challenges faced. Primarily, there has been a lack of support from higher management caused by the fact that there is no high level sponsor. Privacy and data protection are other issues.

Our second speaker, Janet White, shared her experiences of a 'mini-project' to move the Metropolitan Police Service's on-line discussion forums (Special Interest Groups) to SharePoint. This project presented some challenges with respect to the permissions needed for 'members-only' groups. The aim of the project was to move away from the use of Outlook folders to a better and more manageable platform for information sharing and best practice advice. This should also improve the management of electronic information and encourage discussions.

In contrast to Hay Group's portal, the Met's SharePoint system runs alongside its intranet. The Met's Special Interest Groups (SIGs) cover a wide range of topics. There are about 80 SIGs, all of which have a SIG Manager. Janet, who is in the Met's e-Communications Team



(which manages the Intranet), has been receiving technical support from the SharePoint Team.

The migration process was a matter of trial and error, especially where permissions were concerned. There were particular problems in that the default permissions setting in SharePoint allows all users access to the Discussion Boards. Janet demonstrated the creation of a Sharepoint Discussion Board and explained how the permissions could be changed to restrict access, where necessary.

Sharepoint offers many different options for meeting your business requirements and the best approach is to try these out and select those that work for you.

Janet summed up by discussing some lessons learned i.e. the need to:

- communicate a clear business/user requirement to the technical support team
- understand how these requirements can be met by Sharepoint
- manage management expectations
- identify risks, especially financial commitment to the project

Both presentations were well received and are available on the files area of the Intranets Forum mailing list <https://www.jiscmail.ac.uk/cgi-bin/webadmin?A0=ukeyig-intranets-forum>.

My thanks go to the staff of the City of London Business Library, Linda MacDonald and Janet White, our speakers, and Marja Kingma for taking notes.

Janet Corcoran  
Imperial College London Library & UKeiG Intranets Forum Co-ordinator

## Current Awareness

**Column Editor: Gina Cybulska**

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, edited by Roy Tennant (<http://lists.webjunction.org/currentcites/>)

## Catalogues/Cataloguing

Russell, Jill. **EThOS: from Project to Service** *Ariadne* 59 (April 2009) <http://www.Ariadne.ac.uk/issue59/russell/> – The EThOS (Electronic Thesis Online Service) (<http://ethos.bl.uk/Home.do>) is designed to open up access to UK doctoral theses by making them available online. It is hosted by the British Library, and is currently in beta version. This article discusses the background to the project, including the main drivers, such as the demand for free, full-text access to research, and the desire to disseminate research findings as widely as possible as part of the Open Access initiative. The barriers to be overcome include issues around Intellectual Property Rights and the disclosure of content, and operational and technical issues for the submitting Higher Education Institutions and the BL. The service now provides a central point of access for existing digitised items and simultaneously a requesting faculty for these not yet digitised. Those items that are electronic are supplied immediately, but there is a backlog for those items requested but not yet digitised. Via EThOS, the BL and the HEIs feel they have improved the visibility of doctoral research and its online availability, and that the service can only improve. [DT]

Viegner, T. **Switzerland builds next-generation metacatalogue.** *Research Information* August/September 2009, 18-20 – A project to bring together the OPACS and libraries in Switzerland to enable users to access relevant information is described. The aim of the project was to develop a search platform that could cope with four languages, five metadata standards, 13 OPACS, and four federated search platforms from over 800 libraries. The issues that the project faced, as well as the solutions that have been implemented are reviewed. The first version of the platform is due for release this year. [GC]

## Digitisation Projects/Preservation

Ashenfelder, Michael. "[21st Century Shipping: File Transfer at the Library of Congress](http://www.dlib.org/dlib/july09/ashenfelder/07ashenfelder.html)" *D-Lib Magazine* 15(7/8)(July/August 2009) (<http://www.dlib.org/dlib/july09/ashenfelder/07ashenfelder.html>) – "Between 2008 and 2009 the Library of Congress added approximately 100 TB of data to its digital collections," Ashenfelder states, "transferred from universities, publishers, Web archivists and other organizations." Much of this, he writes, was transferred over the Internet rather than being shipped on hard drives. This is hardly surprising, but the accompanying details in this article are interesting. Among the techniques they use are a file transfer utility that can start and manage multiple downloading threads and a simple packaging protocol called, aptly enough, "[BagIt](#)". This may all seem rather mundane stuff, but it is upon just such mundane procedures, carried out on a regular basis, that today's digital libraries rest. [RT]\*

Tanner, Simon, Trevor Muñoz, and Pich Hemy Ros. "[Measuring Mass Text Digitization Quality and Usefulness: Lessons Learned from Assessing the OCR Accuracy of the British Library's 19th Century Online Newspaper Archive](http://www.dlib.org/dlib/july09/munoz/07munoz.html)" *D-Lib Magazine* 15(7/8)(July/August 2009) (<http://www.dlib.org/dlib/july09/munoz/07munoz.html>) – Given the importance of OCR in mass digitization projects, it is surprising that more attention has not been paid to it. How can we tell if the OCR used in projects is useful, or which OCR engine would work the best with a particular type of text? This article proposes a methodology for measuring OCR effectiveness on multiple levels, but with special attention paid to what would matter to users: namely, the ability of the OCR engine to transcribe accurately proper names and places. It then tests that methodology against several newspaper databases. The results are surprising and somewhat discouraging. Only 63% of proper names were correctly identified in the 19th-century newspapers; the figure drops to below 50% for 17th- and 18th-century papers. This might be acceptable in projects that make images and uncorrected OCR freely available, but seems substandard for expensive commercial projects such as the British Library's newspaper offerings. And even the users of free sites might unknowingly assume too great an accuracy in the underlying text. Let's hope that the authors receive further funding to characterize the appropriateness of different OCR engines for different projects, and commercial image databases start providing figures on the accuracy of their OCR using this methodology. [PH]\*

## E-Publishing

Pochoda, Phil. "[University Press 2.0](http://umichpress.typepad.com/university_of_michigan_pr/2009/05/university-press-20-by-phil-pochoda.html)" *The University of Michigan Press Blog* (27 May 2009) ([http://umichpress.typepad.com/university\\_of\\_michigan\\_pr/2009/05/university-press-20-by-phil-pochoda.html](http://umichpress.typepad.com/university_of_michigan_pr/2009/05/university-press-20-by-phil-pochoda.html)) – University presses, for a variety of reasons, have been particularly challenged during this time of transition to digital publishing. Financially fragile even before

the larger economic downturn, many university presses are now facing serious budgets cuts that may threaten their very survival – and in turn have a large impact on publishing opportunities for many professors. (See "[Could a Press End Up on Chopping Block?](#)" published in *Inside Higher Ed* earlier this year.) At the University of Michigan, the Press was recently restructured from an independent unit to a department that reports to the dean of the University Library, with a new emphasis on the production of digital monographs rather than print. In this essay Michigan Press director Phil Pochoda discusses the transition to digital publishing and the current challenges of university presses, focusing not just on economics, but also on cultural issues, in particular the tension between traditional book-centred humanities research and emerging digital scholarly practices. Pochoda then offers some thoughts on the direction presses need to head to remain viable in the digital age while preserving the integrity of scholarship: "The hallmark of UP 2.0 will be the creation of far-flung, interactive, digital, disciplinary-based communities, mediated by the digital book." [BR]\*

Baker, Nicholson. "[A New Page: Kindle vs. the Book](#)" *The New Yorker* (3 August 2009) ([http://www.newyorker.com/reporting/2009/08/03/090803fa\\_fact\\_baker](http://www.newyorker.com/reporting/2009/08/03/090803fa_fact_baker)) – Nicholson Baker is back! (In case you don't recall the name, Baker caused quite a bit of controversy with *Double Fold: Libraries and the Assault on Paper*, when he accused libraries of neglecting cultural heritage by discarding materials, newspapers in particular, once they had been microfilmed). In this entertaining essay, Baker shares his early experiences with a Kindle. As one would expect, Baker does not find reading from a Kindle to be as good an experience as reading from a paper book. He criticizes the Kindle's "dark gray on paler greenish gray" palette and includes a litany of important literary titles that are not available in Topaz, the proprietary encoding format used by Amazon. But, interestingly, in the last few paragraphs of this essay, Baker admits to experiencing that wonderful state when we are fully immersed in a story and "Poof, the Kindle disappeared, just as Jeff Bezos had promised it would." [SG]\*

Whitworth, Brian, and Rob Friedman. "[Reinventing Academic Publishing Online: Part 1: Rigor, Relevance and Practice](#)" *First Monday* 14(8) (3 August 2009) (<http://www.uic.edu/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2609/2248>) – The first part of what will be a two part examination of academic publishing. This theory-based article focuses on why the innovations of the digital age are largely absent from academic publishing. The authors portray the current knowledge exchange system as a feudal one that is "run by the few for the few." Whitworth and Friedman hypothesize that digital technology will trigger an upheaval in academic publishing that will push the knowledge exchange system into more democratic structure that will foster more cross-disciplinary research. Not an easy read, but well worth the effort. [SG]\*

## Education

Tapscott, Don. "[The Impending Demise of the University](http://www.edge.org/3rd_culture/tapscott09/tapscott09_index.html)" *Edge: The Third Culture* 288(4 June 2009) ([http://www.edge.org/3rd\\_culture/tapscott09/tapscott09\\_index.html](http://www.edge.org/3rd_culture/tapscott09/tapscott09_index.html)) – In this essay, Don Tapscott, author of *Grown Up Digital* questions how large research universities can survive in a world of digital natives. He suggests that traditional "broadcast learning" wherein the professor transmits knowledge to the student, the receiver, in a one-way, linear fashion is reaching a breaking point. The digital native students will demand a learning pedagogy that is interactive, collaborative and contextualized. "Universities should be places to learn, not to teach." We often hear the argument that universities, which dominate the list of oldest institutions, will be around long into the future. But Tapscott's essay serves to remind us all that a glorious past does not equal a glorious future. [SG]\*

## General

Brynko, Barbara. **A Midyear Report on the State of the Industry**, *Information Today* 26 (6) (June 2009): 1,52,54 – A summary of recent research on the information industry from the US. Key messages seem to be that advertising revenues are down quite severely but the situation for many content providers is not as bad as expected by some analysts. Anthea Stratigos from consultants, Outsell Inc., is cited several times and makes the point that information vendors needs to use good customer service as a differentiator in this tough market. Other areas of growth are information aggregators, where the vast amounts of free content available offers opportunities for companies able to aggregate it to offer value-added services to customers. [MdS]

ALA Office for Research and Statistics, . "[Public Libraries and E-Government Services](http://www.ala.org/ala/aboutala/offices/ors/plftas/IssuesBrief-Egov.pdf)" *ALA Office for Research and Statistics* (June 2009) (<http://www.ala.org/ala/aboutala/offices/ors/plftas/IssuesBrief-Egov.pdf>) – E-government has become more and more prevalent over the past few years. Many programs and services are available to citizens only after navigating an online application. This fact hit home with Missouri public libraries earlier this year: the Department of Revenue decided to save money by not sending MO tax forms to public libraries. This change in procedures led to long conversations with our customers on how they could find forms online or file electronically. As part of their Public Library Funding & Technology Access Study, the ALA Office for Research and Statistics just published an issue brief titled "Public Libraries and E-Government Services." Public libraries are hubs for Internet connectivity and computer access, which in turn makes them hubs for users of E-government services. There are challenges to be faced as public libraries move forward with assisting customers: financial constraints due to a poor economy; users who are not familiar with computers or the Internet; staff who are either overworked or don't have the skills to navigate E-government; and the inconsistency of services and Web site usability across E-Government services. Hopefully collaboration

between government agencies and public libraries will make the process more efficient for all parties involved. [KC]\*

Corn, Michael A. [Strategic Outsourcing and Cloud Computing: Reality Is a Sober Adversary \(Research Bulletin, Issue 12\)](#) Boulder, CO: EDUCAUSE Center for Applied Research, 16 June 2009.

(<http://www.educause.edu/Resources/StrategicOutsourcingandCloudCo/173358>) – "Be very afraid." That's the warning of this ECAR Research Bulletin for those thinking about outsourcing IT services. Emerging cloud-based services are attractive because of their quick access and usability, but Michael Corn, Chief Privacy and Security Officer at the University of Illinois, thinks we might be embracing these services too quickly. While recognizing that higher education institutions must find ways to make use of these services for data storage and sharing, project management, and communication, Corn argues that institutions need to take a cautious and strategic approach to outsourcing, thinking about long-term effects rather than viewing outsourcing as the solution to individual services. Corn outlines several parameters that are crucial to consider, including vendor trust, governance, and agility, and provides examples of specific questions that institutions should ask (Do we have a documented strategy for outsourcing? What is the maturity of the commercial market for this service? What is the broader impact on the local IT environment?). Drawing a connection to the debate over centralized vs. decentralized IT, Corn reminds us that "effective outsourcing requires its own particular expertise; an expertise that controls for the loss of the flexibility and functional insight that in-house solutions offer." [BR]\*

Sartain, Julie. "[Used IT Gear: How to Get Good Stuff Cheap and Avoid the Lemons](#)" *Computerworld* 43(22)(June 22, 2009): 28-31.

(<http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=339633>) – As budgets in most libraries continue to shrink, being more creative in purchasing technology is becoming an imperative. Something that has not traditionally been on most purchasing radars is used computer equipment. As a general guide, this article is peppered with tips on getting the best value out of used hardware. However, similar to the cautions one must exercise when purchasing a used car, there are many factors to consider before making a used computer purchase. For example, purchasing used equipment can factor nicely into a "Green IT" plan; however, you also have to consider that older equipment is generally less energy-efficient, which may outweigh the benefits of reuse. A quick read, this article may spur some creative purchasing in your library that will actually allow you to do more by paying less. [FC]\*

Alexander, Bryan. "[Apprehending the Future: Emerging Technologies, from Science Fiction to Campus Reality](#)" *EDUCAUSE Review* 44(3)(May/June 2009)

(<http://www.educause.edu/EDUCAUSE+Review/EDUCAUSEReviewMagazineVolume44/ApprehendingtheFutureEmergingT/171774>) – This survey article identifies a range of

techniques often used to try to predict the future. Included are environmental scans, the Delphi Method, prediction markets, scenarios, and crowd sourcing. But, Alexander readily admits, "Futurological methods are still, at best, partial works in progress. No method has yet succeeded in accurately predicting the future ... Perhaps the gravest challenge to any approach for apprehending the future is what Nassim Nicholas Taleb has memorably dubbed 'The Black Swan.' Taleb uses the phrase to refer to unlikely events, either unperceived in the present or determined to be statistically improbable – until they occur and have enormous effects." To counter this, Alexander cites J. Scott Armstrong, who suggested nine high-level best practices for predicting the future: "1) Match the forecasting method to the situation, 2) Use domain knowledge, 3) Structure the problem, 4) Model experts' forecasts, 5) Represent the problem realistically, 6) Use causal models when you have good information, 7) Use simple quantitative methods, 8) Be conservative when uncertain, and 9) Combine forecasts." [RT]\*

Cascio, Jamais. "[Get Smarter](#)" *The Atlantic* (July/August 2009) (<http://www.theatlantic.com/doc/200907/intelligence/>) – This is a thoughtful piece on the various ways in which humans are getting smarter. Cascio touches on evolution, technological aids, and drugs as potential avenues. Lest you imagine that the author is one who believes in the "hive mind" aspect of the Internet and the eventuality of it becoming smart enough to think (Google "singularity" if you must), he specifically discounts this. "My own suspicion," he states, "is that a stand-alone artificial mind will be more a tool of narrow utility than something especially apocalyptic. I don't think the theory of an explosively self-improving AI is convincing – it's based on too many assumptions about behavior and the nature of the mind." As a futurist (he is an affiliate at the Institute of the Future and a senior fellow at the Institute for Ethics and Emerging Technologies), he is considerably less starry-eyed (or perhaps googly-eyed?) than many of that calling. And that helps to make this down-to-earth and yet up-to-date assessment of our future all that more compelling and believable. [RT]\*

Dougherty, William C. "[Managing Technology During Times of Economic Downturns: Challenges and Opportunities](#)" *Journal of Academic Librarianship* 35(4)(July 2009): 373-376. (<http://dx.doi.org/10.1016/j.acalib.2009.04.007>) – The big story for a while now has been the economy; so it's only natural to start running into articles on how to cut costs in IT. In this article we have a number of suggestions including looking at this as an "opportunity to shake up the status quo". While that might sound off-putting at first, the author continues, "These are the times to summon the courage to suggest eliminating ineffective systems, services or processes, and making changes that may not have been considered previously. Practices that may have been sacrosanct can be reviewed and even questioned during times such as these." If there is any benefit to be derived, this in fact may be the way. [LRK]\*

Capps, Robert. "[The Good Enough Revolution: When Cheap and Simple Is Just Fine](#)" *Wired* (17)(September 2009) (<http://www.wired.com/gadgets/miscellaneous/magazine/17->

[09/ff\\_goodenough?currentPage=all](#) ) – I've long written about the concept of "good enough" and how many library users are satisfied in their information search long before librarians (see, for example, <http://www.libraryjournal.com/article/CA185367.html>). So this piece in Wired was not news to me, but I appreciated the examples provided and was surprised by how Kaiser was applying these principles to medical care. In explaining why services and products can be successful while being of lower quality than others, Capps cites the Pareto principle, "also known as the 80/20 rule. And it happens to be a recurring theme in Good Enough products. You can think of it this way: 20 percent of the effort, features, or investment often delivers 80 percent of the value to consumers. That means you can drastically simplify a product or service in order to make it more accessible and still keep 80 percent of what users want – making it Good Enough." There are lessons for all of our institutions in here, and for the services we aim to provide, but don't misunderstand. Capps is not advocating dumbing-down or reducing the quality of services necessarily. It's more nuanced than that. Kaiser is not seeking to lower the quality of medical care, it is seeking to appropriately manage care. When 80% of patient needs can be served by a doctor in an inexpensive office setting, this allows for the remaining 20% to be concentrated at a regional hospital, thereby cutting costs. Those of us in cultural heritage institutions should think carefully about how we can apply these principles to our own services. [RT]\*

EDUCAUSE. "[7 Things You Should Know about Cloud Computing](#)" Boulder, CO: EDUCAUSE, 3 August 2009.

(<http://www.educause.edu/Resources/7ThingsYouShouldKnowAboutCloud/176856> ) – "Cloud computing" is the buzzword du jour, but what is it really? This succinct overview says: "In its broadest usage, the term cloud computing refers to the delivery of scalable IT resources over the Internet, as opposed to hosting and operating those resources locally, such as on a college or university network. Those resources can include applications and services, as well as the infrastructure on which they operate. By deploying IT infrastructure and services over the network, an organization can purchase these resources on an as-needed basis and avoid the capital costs of software and hardware." This two-page overview quickly gives you the basics without requiring a Ph.D. in computer science to understand it. [CB]\*

## Information Access

Harnad, Stevan. **Waking OA's "Slumbering Giant": The University's Mandate to Mandate Open Access.** *New Review of Information Networking* 14(1) (2008): 69-79 – Stevan Harnad, the open access activist, turns detective to solve 'The mystery of the Slumbering Giant' – why is open access to peer reviewed journal articles progressing so slowly? Harnad begins his investigation with a useful description of the facts of the case by outlining the principles and practice of open access. Harnad then visits the scene of the crime and finds only fraction of



peer reviewed journal articles available for open access. It's not long before he has the suspects together in the virtual drawing room where he weaves his case before the watching audience ... who dunnit? As the tension builds, most of the publishing industry is cleared and there are two suspects remaining, but surely not... [ATB]

Sykes, Jean. **Managing the UK's Research Data: Towards a UK Research Data Service.** *New Review of Information Networking* 14(1) (2008): 21-36 – A useful account of a project aimed at exploring the feasibility of implementing a UK-wide approach to the management of research data written by the chair of the project management group. The article outlines the history behind the formation of the UKRDS (UK Research Data Service) in response to recognition that the effective handling of research data is a crucial component of the UK's e-infrastructure for research and innovation. The paper details the challenges that faced the project, explains the methodology used in the initial investigation and reports on the key findings including suggestions for the optimum way forward. A comparison is drawn between the approach in the UK and several other countries such as Canada, Germany and the United States. It is reassuring to hear that although we are at present lacking the coordinated approach to research management of some other nations we do have significant infrastructure and services in place to support research that can be utilized by UKRDS as the project progresses. The project continues with a Pathfinder phase, and it would be interesting to have an update on this at some point. [NW]

**[M-Libraries: Information Use on the Move](#)** Cambridge, UK: Arcadia Programme, Cambridge University Library, 29 May 2009. ([http://arcadiaproject.lib.cam.ac.uk/docs/M-Libraries\\_report.pdf](http://arcadiaproject.lib.cam.ac.uk/docs/M-Libraries_report.pdf)) – What do students do with their cellphones and how should libraries support these devices? Those are the questions addressed in this report that surveyed cellphone use at two universities in the UK. The study found that most students use their phones for calling, texting, and taking photos, while less than a quarter use them to routinely access the Internet. Reason enough, the author concludes, to hold off on developing content such as websites and ebooks specifically for the devices. The author then goes over a number of potential services such as mobile-friendly OPACs and library alerts through SMS that she feels are more promising. While it's hard to say at what level of adoption, mobile-specific or smartphone-specific content and services should be developed, perhaps the author's best point is simply to make sure that what we already have online, is also accessible to these newer devices. [LRK]\*

Bailey, Charles W., Jr. *[A Look Back at Twenty Years as an Internet Open Access Publisher](http://digital-scholarship.org/)* [http://digital-scholarship.org/](http://digital-scholarship.org/cwb/twentyyears.htm) *Digital Scholarship*, June 2009. (<http://digital-scholarship.org/cwb/twentyyears.htm>) – Charles W. Bailey, Jr. started the PACS-L discussion list for librarians back before most of us knew about discussion lists at all. It was a seminal event in bringing librarians to the Internet, and it was a defining experience for me, a new librarian eager to learn about computer networks. The list then spawned a journal, and

helped ignite Bailey's ongoing professional interest in open-access publishing. This interest was embodied in a number of well-regarded publications including the Scholarly Electronic Publishing Bibliography and the Open Access Bibliography: Liberating Scholarly Literature with E-Prints and Open Access Journals (PDF). Bailey's bibliographic reminiscence, then, is much more than explicating a personal journey — it's a record of much of the open-access scholarly publishing movement over the last couple decades. Any of us who have been involved in such activities may wish to look back with Charles, and think about how far we've come. Also, Charles has contributed regularly and well to this particular open-access publication for over eight years. [RT]

Dehmlow, Mark. "[The Ten Commandments of Interacting with Nontechnical People](#)" *Information Technology and Libraries* 28(2)(June 2009): 53-54. (<http://www.ala.org/ala/mgrps/divs/lita/ital/282009/2802jun/dehmlow.cfm>) – Like the author, I too have worked "in between" the tech and non-tech worlds – able to communicate with denizens of both but not fully of either. Perhaps that is why this short piece resonates so much with me. "Ironically," Dehmlow points out, "it turns out the most critical pieces to successfully implementing technology solutions and bridging the digital divide in libraries has been categorically nontechnical in nature; it all comes down to collegiality, clear communication, and a commitment to collaboration." Amen. He then goes on to enumerate his "ten commandments" for working with those who are not technically inclined. I suppose another reason I like this piece so much is that it reminds me very much of a recent piece I wrote, "Talking Tech: Explaining Technical Topics to a Non-Technical Audience". Knowing Mark personally, I'm flattered to think we agree so much on advice that can be so important to the success of managing technical change. [RT]\*

Head, Alison, Joan Lippincott, and John Law (Moderator). "[Returning the Researcher to the Library](#)" (June 2009) (<http://www.libraryjournal.com/webcastsDetail/2140374033.html>) – A lively webcast focused on "creative thinking about academic libraries," featuring the insights and evidence from two leading researchers, Joan Lippincott Associate Executive Director of the Coalition for Networked Information, and Alison Head, who leads the cutting-edge Project Information Literacy (PIL). Listen to Lippincott discuss the known behavior of "screenagers" and other user groups while Head shares PIL's research findings that what users want for their research needs are the "3 F's" – full-text, findable, and free. Head also discusses user expectations, alluding to the gulf between what services libraries provide and what students expect, as well as user behavior, such as "presearch" in tools such as Wikipedia (not that any of us would ever do that). As for reading traditional print books and asking questions of traditional in-situ librarians – to this group, both information behaviors are so last-century. Use this webcast as a roadmap for rethinking academic services from the bottom up. Moderated by John Law of Serial Solutions (note that the webcast does begin with a three-minute "infomercial" for Summon, a product by Serial Solutions). Includes a bibliography. [KGS]\*

Shieber, Stuart M. "[Equity for Open-Access Journal Publishing](#)" *PLOS Biology* 7(8)(August 2009): 1-3. (<http://www.plosbiology.org/article/info:doi/10.1371/journal.pbio.1000165>) – A connection between the current debate about health care and scholarly publishing would not occur to most people, but Shieber, the Director of the Office for Scholarly Communication at Harvard University, argues that both of them are examples of "moral hazard." Consumers who are insulated from the true costs of a product tend to overconsume. Shieber argues that one way to improve scholarly publishing is to make authors more aware of its costs by encouraging journals to shift from a subscription model to an open-access model supported by payments from authors. In this opinion piece, Shieber proposes an open-access compact in which universities, which currently fund much of the subscription model, commit to underwriting the cost of open-access journals through the payment of publishing fees. He sketches out some of the implementation issues that would need to be addressed to make this happen. Who knows if Shieber's suggested solution will work, but his opening is an excellent brief summary of some of the current problems in scholarly communications and publishing. [PH]\*

## Information Management

Pool, R. **Listening to researchers is crucial to information planning.** *Research Information*, June/July 2009, 16-18 – GE Healthcare's information service is reviewed in this article. The Knowledge Centre's manager, Tracey Evans, discusses the key factors in ensuring the success of the service for its users. Marketing the Centre, seamless information delivery and meeting the expectations of the company's staff helps ensure that the Centre remains the focal point in medical research. Tracey discusses how she meets financial pressures that are currently faced by all information services. The primary reason for success is having good business skills, being able to see the bigger picture and being able to collaborate on projects. All of the success factors mentioned here are applicable to any library or information centre. [GC]

## Information Retrieval

McClure, Marji. **Perfect Search makes quick impact,** *Information Today*, 26 (7) (July/August 2009): 10 – A profile of new entrant into the search market, Perfect Search. Interesting point is made that the key team comprises of search veterans with decades of experience but more detail on what differentiates the company's offering from competitors such as Autonomy and Google would have been helpful. [MdS]

Yoffe, Emily. "[Seeking: How the Brain Hard-Wires Us To love Google, Twitter, and Texting. And Why That's Dangerous](#)" *Slate* (12 August 2009)

(<http://www.slate.com/id/2224932> ) – People familiar with my work (Hi Mom!) have heard my over-used saying "Only librarians like to search, everyone else prefers to *find*". Although librarians almost invariably laugh at what appears to be a wry truth, *Slate* is here to tell you that I'm wrong. We **all** prefer to search. At least, there are some research findings that seem to indicate that we are "hard-wired" to seek. "The juice that fuels the seeking system," states Yoffe, "is the neurotransmitter dopamine." That's right, the same neurotransmitter stimulated by such substances as cocaine and amphetamines. This doesn't necessarily mean that students needing to do research for a paper will perform online searches until they fall into a stupor (after all, at some point the mating instinct kicks in), but it does point out that any simplistic statement such as my favorite chestnut tends to hide the true complexity of human motivations. A good thing to keep in mind as we seek new ways to engage our users in useful (and healthy) seeking behavior. [RT]\*

## Knowledge Management/Social Networking

Davis Kho, Nancy. **Ten things you need to know about Twitter**, *Information Today* 26 (6) (June 2009): 1,14 – A useful primer on what Twitter is, how to use it, who uses and what they use it for. Article makes the point that although many people still use Twitter to tell people what they had for breakfast, it does also have practical uses for organisations. [MdS]

## Legal Issues

Dryden, Jean. "[Copyright Issues in the Selection of Archival Material for Internet Access](#)" *Archival Science* 8(2)(June 2008): 123-147. (<http://www.springerlink.com/index/d68378548316j886.pdf> ) – With Google having basically solved the problem of digitizing our print heritage, attention will soon shift to digitizing unpublished materials. Dryden's pioneering study examines how Canadian archival repositories address copyright issues in their projects. The bad news is that repositories may be more restrictive than is necessary when selecting material for digitization. The good news is that most repositories do not really understand copyright and so do things beyond what their default practices would condone. In addition, very few institutions have been challenged by copyright owners. The study suggests that digitization projects should become much more comfortable with risk assessment when planning an archival digitization project. [PH]\*

Samuelson, Pamela. "[The Audacity of the Google Book Search Settlement](#)" *The Huffington Post* (10 August 2009) ([http://www.huffingtonpost.com/pamela-samuelson/the-audacity-of-the-googl\\_b\\_255490.html](http://www.huffingtonpost.com/pamela-samuelson/the-audacity-of-the-googl_b_255490.html) ) – As the official September 4, 2009 deadline has approached for filing an objection to the Google Book Search Copyright Class Action

Settlement, there has been a frenzy of commentary about it. Pamela Samuelson's post is a good place to start to understand the controversy and how it could affect about 22 million authors who have published books in the U.S. since 1923. Also see her follow-up post, "Why Is the Antitrust Division Investigating the Google Book Search Settlement?" [\[CB\]](#)\*

## Web/Intranet Design

Chudnov, Dan. "The Illusion of Stability" [Computers in Libraries](#) 29(6)(June 2009): 31-33 – This column looks at strategies for making sure your online infrastructure is solid. Chudnov covers a number of strategies, including how to test software as it is being developed by writing and using unit tests, using "continuous build" tools such as Hudson, using a version control system such as Bazaar, and monitoring your servers and processes using applications such as Nagios. He also highlights an application introduced at the 2009 Code4Lib Conference by Brown University called the library dashboard, which is designed not just to monitor systems but also usage of library services such as checkouts. Overall, an excellent column on a vital topic written in a very accessible way, even for those who do not write software. [\[RT\]](#)\*

Jansen, Bernard J., Mimi Zhang, and Carsten D. Schultz. "[Brand and its Effect on User Perception of Search Engine Performance](#)" [Journal of the American Society for Information Science & Technology](#) 60(8)(August 2009): 1572-1595. (<http://www3.interscience.wiley.com/journal/122327002/abstract>) – In this study, the authors investigated whether or not the branding of a search engine has any impact on the user's perception of how the engine performs. Study participants were presented with four different results pages for four different queries (medical, entertainment, travel and housing questions). Each results page showed the same links (curated by the researchers ahead of time) in the same order and using the same formatting (the default Google format). The top and bottom of the page was replaced with branding for Google, Yahoo!, or MSN's search engine, as well as that of an in-house search engine (AI2RS), called No Name for the purposes of the study. The researchers ultimately found that searchers placed quite a lot of trust in the ranking algorithms of the search engines with which they were familiar: on those search engines, users tended to click on more search results, but overall those results were of a lower quality. On those with which users were less familiar, they appeared to become more discriminating about which links they selected, and those links were of a higher quality. The researchers noted that users also felt more confident using their preferred search engines, and were concerned with the performance of those with which they were unfamiliar. The study brings up some interesting points for instruction librarians to consider, as it seems to indicate that it may be possible to force users to be more critical of search results simply by requiring them to use an unfamiliar or unbranded search engine. [\[AC\]](#)\*

Soltani, Ashkan, Shannon Canty, and Quentin Mayo, *et. al.* "[Flash Cookies and Privacy](#)" *SSRN* (10 August 2009) (<http://ssrn.com/abstract=1446862>) – Librarians have traditionally guarded the rights of users to read anonymously. But as more and more library services shift to commercial information providers, reader confidentiality may be disappearing. This pilot study looks at the use of "Flash cookies" on major websites and discovers that they are common, immune to most of the privacy protections built into browsers, and seemingly often used to track user behavior. It made me wonder if any of the resources that our library has licensed are using this persistent bit of code – and what those companies might be doing with the data. [\[PH\]](#)\*

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## Book Reviews

### Universal Designs for Web Applications

by Wendy Chisholm and Matt May

O'Reilly, Nov 2008. 179pp pbk £24.99

This is as user-friendly as one expects from O'Reilly. The authors are authoritative, interested in promulgating the best but realising that in reality one encounters a whole host of pitfalls. Their enthusiasm for good websites and the opportunities offered by developments in technology shines through. 'Universal design' is defined as making Web content work as efficiently as possible across the range of capabilities exhibited by both people and their chosen browsing technologies, with the goal of increasing usability for people with disabilities and in scenarios involving mobile and embedded devices, while avoiding the need to build an interface for every kind of browser.

The book says it is intended for:

- Web developers looking to build universal design practices into their work
- Managers and trainers looking to help their organisation do the same
- Accessibility advocates looking for advice relevant to modern web design practices
- Anyone with web development or design skills who needs a refresher.

I would say it achieves its intention, as a reference book focussed on the process of design. It is not a tutorial on how to claim conformance to the Web Content Accessibility Guidelines, but imparts understanding of the elements of WCAG and their purpose.

To get the most from this book readers should be familiar with Web page technology, particularly (X)HTML and CSS, but there are over 30 useful pages on the importance of accessible and universal design, on Web standards available to guide the developer, and on the importance of metadata, which are a readable introduction to the principles without techy jargon. Examples and statistics are included; there are references to follow up if you want more depth or detail.

Other chapters give readable and pithy guidance on structure and design, forms, tabular data, video and audio, scripting, the developing areas of Ajax and WAI-ARIA (Web Accessibility Initiative – Accessible Rich Internet Applications), rich Internet applications – Flash, Flex, Silverlight – and realistic tips on integrating universal design processes into the work flow of

an organisation of any size or type – you may need the patience of a saint if your organisation is bigger than a one-man-band! It emphasises that accessibility and universal design must be built in from the outset of a project to avoid extensive reworking of a product, site or application further down the line.

It warns against blindly accepting evaluation tools, briefly suggests criteria for selecting development tools and content management systems, and gives a list of some of the tools and resources available, including websites offering videos of people using screen readers and Blackberry simulators.

There is a list of 20 questions to help the reader gauge whether a site follows the principles of universal design; tools are listed for each question that will help explore the site to find the answer. Suggested tests include trying a site with the mouse unplugged, or using a screen reader with the monitor turned off, for instance – and this is for the most basic level of accessibility.

It is possible that if you are a professional reader of technical manuals that you will find it frustrating not to have all the information within the covers, but if you have dabbled a bit and feel universal design is important for disseminating information inclusively you may welcome the opportunity of a page-turner overview with invitations to follow further threads online.

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## Content

### **Selected essays on Technology, Creativity, Copyright, and the Future of the Future**

by Cory Doctorow

Tachyon Publications, 2008. 224pp. £12.50.

The name of [Cory Doctorow](#) will be familiar to many who take an interest in all things related to life on the Web and information freedom in particular. He is perhaps best known for being co-editor of the technology website [Boing Boing](#) (a site that my work Web filter was sufficiently concerned about a few years ago that I had to explain to my manager what I was up to).

“Content” is a collection of his work from 2001 to 2007 broadly covering the topics of copyright, Digital Rights Management (DRM) and the impact of the Internet. It combines mostly short pieces published in the physical and virtual presses. The book is an easy and often entertaining read.

There are some great essays here. Doctorow makes discussion of copyright far more palatable than is often the case. There are thought-provoking pieces on eBooks, online tagging and the roots of wikipedia (remember [Everything2?](#)). The case for reducing the restrictions placed on sharing of digital content through DRM, licensing and legal wrangling is well made.

The book does suffer from the way it has been assembled. A number of the essays are repetitious with topics and examples just gently reshuffled. In some cases there is a feeling of shifting audiences with the degree of background knowledge assumed varying. The book also faces the same issue as any work dealing with current technology in being instantly out of date. There is no mention of Spotify. Plenty of Wikipedia editorial argumentation remains just around the corner. Pirate Bay is not yet a political party and so on.

I would love to read a book of new material by Doctorow on the topic. I will definitely be looking out more recent articles and watching a few recordings of him speaking on YouTube. In line with his ideas on content Doctorow has made the full text of this book [available online](#) (note that the URL may trigger Web filters, though the content is fine). I would be happy to recommend dipping into it in this fashion, though I am less sure that it merits a physical purchase. Read Chapter 10 (Giving it away) to see why Doctorow would be more than happy with that conclusion.

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## **Books in the Digital Age**

### **The Transformation of Academic and Higher Education Publishing in Britain and the United States**

by John Thompson

Polity Press, 2006 480pp. £19.99

I was interested in reviewing this book because of my changing role at work. Having moved from subject librarian to digital assets, I am keen to get my hands on anything that will help with the transition. Although somewhat daunted by the size of the volume, just over 400 pages long, not exactly made for beach reading..., and the close typeset makes skim (or dipping in) reading near impossible! Having said that, once read it was so informative that these concerns became minor irritations as I grappled with understanding an industry that was new to me.

As an industry, publishing has been changing as technological advances allow the mechanisation of many of the technical processes involved in publishing. The changes are considered from the industry itself, from academia and for society at large. Thompson is in a good place to comment, as he was Director of Polity Press and is both academic and practitioner. However there is not that much around that allows you to get a useful overview and review what is happening (and what may happen) in that industry. This books goes a long way to dealing with that void. Although repetitive in parts, the volume is well arranged and thought through, and constitutes the first major study of book publishing.

There are four parts to the book: the publishing business; the field of academic publishing; the field of higher education publishing and the digital revolution. Complemented by over 60 tables and figures, it seeks to provide a summary of the large-scale changes that have affected the industry since the early 1980s. Of interest to academic librarians is the decline of the scholarly monographs market

Of specific interest to UKeig members is the section on the digital revolution and more directly the chapter on the hidden revolution: reinventing the life cycle of the book. This

chapter considers the demise (or otherwise) of the ebook. On the contrary it appears that more books are being produced as the digital back files kindle our passion for other titles that publishers are keen to make available.

I was disappointed that there was no discussion about the effect of the open access movement and the effect on different publishing models which this entails, especially given the focus on academic publishing. It would have proved useful (I think) if the volume had concluded with suggested solutions rather than a “too many variables to make any predictions”

I found it extremely useful to use as a potted history of a new area of interest for me. It would need to be revised and kept up to date especially given the rapidity with which the publishing industry is having to react to events (print on demand machines, the open-access movement) but it has certainly acted as a good grounding in the publishing industry.

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## Recent books for review

Here are some book titles that UKeiG members might be interested in reading about. The list isn't exhaustive; members are welcome to suggest other books for review. If you are interested in reviewing any of these titles, or if you are publisher and you have titles that you think would be of interest to the UKeiG readership, please contact Michael Upshall ([michael@consultmu.co.uk](mailto:michael@consultmu.co.uk)).

Baker, David, and Wendy Evans. *Digital Library Economics*. Chandos Publishing, 2009.

Browne and Jermey, *The Indexing Companion* (Cambridge University Press, 2007)

Byron, Berry, Haug & Eaton: *Using Drupal* (O'Reilly, 2008)

Devine, Jane, and Francine Egger-Sider. *Going Beyond Google: the Invisible Web in Learning and Teaching*. Facet Publishing, 2009.

Engard, Nicole (editor): *Library Mashups* (Facet, September 2009)

Gilchrist, Alan, editor: *Information Science in Transition* (Facet Publishing, April 2009)

Goldman: *Facebook Cookbook* (O'Reilly, 2008)

JISC e-book 'The e-Revolution and Post-Compulsory Education: Using e-Business Models to deliver Quality Education' (new edition, Sept 2009)

Lessig, Lawrence: *Remix – Making art and commerce thrive in the hybrid economy* (Bloomsbury 2008)

Markless, Sharon (editor): *The Innovative School Librarian: thinking outside the box* (Facet, 2009)

Newson, Alex: *Blogging and other social media* (Gower, 2008)

Nicholas, Dave. *Digital Consumers: Re-shaping the Information Profession* (Facet Publishing, 2008)

Phillips, Angus & Cope, Bill: *The Future of the Book in the Digital Age* (Chandos, 2006)

Sauers, Michael. *Searching 2.0*. Facet Publishing, 2009.

Sy, Dux: *SharePoint for Project Management* (O'Reilly, 2008)

Zeng, Marcia Lei, and Jian Qin. *Metadata*. Facet Publishing, 2008.

Currently being reviewed for a future issue of *eLucidate*:

Orna, Elizabeth: *Making Knowledge Visible: communicating knowledge through information products* (Gower, 2005)

## Internet Librarian International

There's been a lot of debate recently about the outlook for library and information centres, and the way they are managed and led. Information managers continue to rise to the challenge of justifying expenditure and proving the value of their services, while at the same time deliberating their future.

This year's keynote speakers at Internet Librarian International have some provocative views on where libraries and information centres are headed. Cory Doctorow, technology activist, journalist, and science fiction author, and Cambridge academic Peter Murray-Rust look set to challenge the audience with some hard-hitting views.

As well as being an award-winning science-fiction writer and *Guardian* columnist, Cory Doctorow is a well-known campaigner for liberty, privacy rights and access. He talks and writes frequently on the future of copyright and the media and doesn't predict much of a future for either: "*I see annihilation ahead for copyright and the entertainment industry in their present form*" he says. But on the positive side, Doctorow does predict that they will reform into "*something smaller and nimbler.*" Doctorow encourages librarians to get involved with online activism: "the ALA's Office of Intellectual Freedom and IFLA have been kicking ass and taking names for years now, especially at the World Intellectual Property Organization; they need active support from librarians". For library patrons, Doctorow thinks that the top issues are "net-nannies that spy on their clickstreams and DRM that spy on their reading."

Dr Peter Murray-Rust is a Cambridge professor of chemistry, an open-source proponent and a library observer. He is concerned that libraries – and particularly academic libraries used for scientific research – will become obsolete as researchers bypass library collections and libraries in favour of the Internet. "*There is a need for purchasing, which should be done nationally by specialists,*" says Murray-Rust, "*but most of the rest will be web-based.*" On the other hand he sees "limitless" opportunity in the development of the semantic Web, where innovations to watch include Google Wave, a communication and collaboration tool which is "*interactive, pervasive, communal, universal and open*" and computational knowledge engine, Wolfram Alpha: "*a dark horse that goes beyond OWL-based reasoning.*"

Internet Librarian International takes place at Novotel London West in London on 15 & 16 October 2009, with a day of workshops on 14 October. Full conference programme and details of discounts for CILIP members is available at: <http://www.Internet-librarian.com/> or contact the organisers, Information Today, E [info@Internet-librarian.com](mailto:info@Internet-librarian.com) T +44 (0)1865 327813.



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## Press Releases & News

### 2009 Wheatley Medal Announcement

12 September 2009: At the annual dinner of the Society of Indexers conference at York University, SI President Professor John Sutherland presented the Wheatley Medal for an outstanding index to Rudy Hirschmann, representing the members of the Einstein Papers Project, for the indexes in volume 11 of *The Collected Papers of Albert Einstein* (edited by A J. Kox et al., Princeton University Press, 2009).

The Wheatley panel this year had the pleasure of judging a selection of books which covered a wide range of topics, and the winning books reflect this breadth of subjects. All three were exceptionally good, with the competition between the highly commended index and the winner of the Wheatley Medal being extremely close. They are both works of exceptional scholarship, dealing with complex topics and large corpuses of knowledge.

*The Collected Papers of Albert Einstein* is published in 11 volumes, and the indexes are extremely comprehensive for such a massive work, exhibiting a high quality of indexing. 'For a team indexing project, the consistency of the indexing is excellent', said the chair of the judges, Jill Halliday. 'The volumes are multidisciplinary, calling on a wide knowledge of subject matter, all of which was handled with considerable skill. The editorial team is to be congratulated on producing outstanding indexes to such a complex work.'

Barbara Hird was highly commended for her index to *The Cambridge History of the Byzantine Empire c.500—1942* (edited by Jonathan Shepard, Cambridge University Press, 2009), The judges considered this index to be a work of real labour to an extensive text. 'For a complex period of history, the level of detail in the index is outstanding,' said Jill Halliday, 'and the organization of information is excellent.'

Jan Ross was commended for her index to *Principles and Practice of Pediatric Infectious Disease* (edited by Sarah Long et al., W. B. Saunders, 2009). The judges found this index to be full, thorough and comprehensive. 'It is a substantial index,' said Jill Halliday, 'and, for the large size of the text, it's easy to use.'

**The Collected Papers of Albert Einstein** is one of the most ambitious publishing ventures in the documentation of the history of science. Selected from among more than 40,000 documents contained in the personal collection of Albert Einstein (1879–1955), and an additional 30,000 Einstein and Einstein-related documents discovered by the editors since the

1980s, *The Collected Papers* provides the first complete picture of a massive written legacy that ranges from Einstein's first work on the special and general theories of relativity and the origins of quantum theory to expressions of his profound concern with civil liberties, international reconciliation and scientific collaboration, education, pacifism, and disarmament.

The Cumulative Index published in volume 11 of the series was compiled by the entire editorial team, located at the California Institute of Technology in Pasadena, CA. Its lead authors were: Dr A. J. Kox (editor and professor of history of science at the University of Amsterdam); Dr Rudy Hirschmann (IT Manager, software engineer and literary historian), Dr Tilman Sauer (editor, historian of science, and lecturer at Caltech and the University of Bern), and Dr Diana K. Buchwald (general editor and professor of history at Caltech).

## **Launch of InChI Trust**

21 July 2009: The InChI Trust, a not-for-profit organisation to expand and develop the InChI Open Source chemical structure representation algorithm, is formally launched this week. Originally developed by the International Union of Pure and Applied Chemistry (IUPAC), the IUPAC International Chemical Identifier. (InChI) is an alpha-numeric character string generated by an algorithm. The InChI was developed as a new, non-proprietary, international standard to represent chemical structures.

The Trust aims to develop and improve on the current InChI standard, further enabling the interlinking of chemistry and chemical structures on the Web. The connection with IUPAC is maintained through IUPAC's InChI Subcommittee.

The InChI algorithm turns chemical structures into machine-readable strings of information. InChIs are unique to the compound they describe and can encode absolute stereochemistry. Machine-readable, the InChI allows chemistry and chemical structures to be navigable and discoverable. A simple analogy is that InChI is the bar-code for chemistry and chemical structures. The InChI format and algorithm are non-proprietary and the software is open source, with ongoing development done by the community.

"The goal of the InChI Trust", says Project Director Stephen Heller "is to continue to develop the InChI and InChIKey, the condensed machine-searchable version, as a tool to enable widescale linking of chemical information."

The InChI Trust was formally incorporated in the UK in May 2009, and now has six charter members: The Royal Society of Chemistry, Nature Publishing Group, FIZ-Chemie Berlin,



Symyx Technologies, Taylor & Francis and OpenEye. Further organizations and publishers are in the process of joining the InChI Trust.

"Nature Publishing Group is delighted to be a charter member of the InChI Trust", says Jason Wilde, Publisher for the Physical Sciences, Nature Publishing Group. "We view the ongoing maintenance of the InChI algorithm, and the resulting adoption of InChI, as important for the development of chemistry communication. The interlinking that the InChI offers between journal content and databases ensures that chemistry is the first truly web-enabled scientific discipline."

Since the introduction of the InChI in 2005, there has been widespread take-up of InChI standards by public databases and journals. Today, there are more than 100 million InChIs in scientific literature and products. These include the NIST WebBook and mass spectral databases, the NIH/NCBI PubChem database, the NIH/NCI database, the EBI chemistry database, ChemSpider, Symyx Draw and many others.

The initiative serves chemists, publishers, chemical software companies, chemical structure drawing vendors, librarians, and intermediaries by creating an international standard to represent defined chemical structures.

## **Open educational resources programme launches**

Today June 24, 2009 the Higher Education Academy and JISC launch its Open Educational Resources programme, helping to drive open innovation across the UK.

This week's announcement by David Lammy (Minister for Higher Education and IPR) to create an online innovation fund and the Prime Minister, the Rt Hon Gordon Brown MP's celebration of the Open University show the importance of accessing and opening up digital education resources.

Open Educational Resources (OER), funded by HEFCE and run by the Academy and JISC, aims to make a wide range of learning resources created by academics freely available, easily discovered and routinely re-used by both educators and learners. OER could include full courses, course materials, complete modules, notes, videos, assessments, tests, simulations, worked examples, software, and any other tools or materials or techniques used to support access to knowledge. These resources will be released under an intellectual property license that permits open use and adaptation.

Dr John Selby, Director of Education and Participation at HEFCE, said, “Significant investment has already been made in making educational resources widely available by digitising collections of materials and enabling people to reuse and adapt existing content to support teaching and learning. “This new initiative will test whether this can be done much more generally across higher education. It will give further evidence of the high quality of UK education and make it more widely accessible.”

There are three separate strands of projects. The subject area and individual strands of the programme will be overseen by the Academy. David Sadler, Higher Education Academy Director of Networks said, “A positive student experience depends on having access to resources. Students and academics will benefit from this move to make more content available.”

JISC is managing the institutional strand, and have overall responsibility for the management of the programme. Dr Malcolm Read, Executive Secretary at JISC said, “JISC believes in open access and opening up the UK’s resources. This is the first time that a project of this nature will have been undertaken on this scale, collaboratively across an entire national educational sector. Its success will enable researchers, academics and learners to benefit from world class learning resources.”

The programme will make the equivalent of 5,000 undergraduate modules of existing learning resources freely available online. Projects will be working towards being able to sustainably release a much larger pool of resources over a longer period.

The funded projects will run for 12 months and will end on 30 April 2010.

Find out more about the funded OER projects visit <http://www.jisc.ac.uk/oer>.

## **Digital lifeline for UK universities**

Tue 23/06/2009: British universities will lose their leading international standing unless they become much more radical in their use of new technology, a JISC commissioned report says today.

British universities occupy four of the top ten world rankings and the UK is one of the top destinations for international students. But the “Edgeless University”, conducted by Demos on behalf of JISC, suggests that a slowness to adopt new models of learning will damage this competitive edge.

The research showed that the recession has put universities under intense pressure as threats to funding combine with increasing demand. A wave of applicants is expected to hit universities this summer as record numbers of unemployed young people seek to 'study out' the recession. The report says that online and social media could help universities meet these demands by reaching a greater number of students and improving the quality of research and teaching. Online and DIY learning can create 'edgeless universities' where information, skills and research are accessible far beyond the campus walls.

Malcolm Read OBE, Executive Secretary for JISC, which supported the research, said: 'The UK is a leading force in the delivery of higher education and its universities and colleges have been punching well above their weight for some time. Safeguarding this reputation means we have to fight harder to stay ahead of developments in online learning and social media, and embracing the Web 2.0 world.'

'This is a great opportunity for UK universities and colleges to open up and make learning more accessible to students who would not traditionally stay on in education. 'Edgeless universities' can transform the way the UK delivers, shares and uses the wealth and quality of information its institutions own.'

The report also calls for universities to acknowledge the impact of the Internet by making academic research freely available online. Author of the report, Peter Bradwell, said: 'The Internet and social networks mean that universities are now just one part of the world of learning and research. This means we need their support and expertise more than ever. Just as the music industry may have found the answer to declining CD sales with Spotify, universities must embrace online knowledge sharing and stake a claim in the online market for information.'

The report makes a series of recommendations for opening up university education, including making all research accessible to the public. It says teaching should be placed on a more even footing with research in career progression and status and teaching which uses new technology rewarded.

Read the full report at [www.jisc.ac.uk/edge09](http://www.jisc.ac.uk/edge09).

## **In from the Cold**

8 June 2009: Access to over 50 million items held in trust by publicly funded agencies such as libraries, museums, archives and universities are being prevented from being available online due to current copyright laws.

'In from the Cold', a report by the Strategic Content Alliance and the Collections Trust, shows that millions of so-called 'orphan works' – photographs, recordings, texts and other ephemera from the last 100 years – risk becoming invisible because rights holders are not known or easy to trace. The report was commissioned to find the scale and impact of 'orphan works' on public service delivery.

The UK's rich primary resources are being 'warehoused' at public expense – with little or no prospect of them being delivered online, to the public without additional costs and/or risks being imposed on the public purse.

The report shows how the UK is in real danger of losing 20th-century materials due to the current copyright laws, the levels of resources needed to trace the rights for each orphan work and the potential lock down of access to these important works. Of the 13 million works represented in the on-line survey, it would take in the region of six million days to trace the rights holders, around 16,000 years.

Naomi Korn, Strategic Content Alliance's Intellectual Property consultant and author of the report said, "Many orphan works, like documentary photographs and sound recordings are of low commercial value but of high cultural and historic importance. The desire for a Digital Britain is not restricted to broadband connectivity alone. It requires us to minimise the overheads in terms of time, money and effort to unlock low commercial value but high education and cultural "orphan work" content for the benefit of the British people from the archives of all kinds that they fund.

"JISC and The Collections Trust are working with organisations across the public sector to create awareness of the issues, as well as toolkits to help people navigate the complex world around copyright, but there is a real need to engage effectively with the issues surrounding the potential for legislative change; enhancing professional skills and practice; and improving policy alignment in collaboration with the Creative Industries."

Nick Poole, CEO of The Collections Trust said, "The Culture sector has the potential to kick-start future economic and social welfare, but only if we can use resources at our disposal and

share them with the public. This report is an urgent call-to-arms for Government and policymakers alike to look again at current copyright law and make change happen before it is too late.”

Over 500 organisations took part in the online survey to establish the impact of orphan works across the museums, archives, libraries and universities.

To view the report go to [www.jisc.ac.uk/publications](http://www.jisc.ac.uk/publications).

## **About *eLucidate***

*eLucidate* is the journal of the UK Electronic Information Group. It is published five times each year, in February, March, May, September, and November. Its aim is to keep members up to date with developments in the digital information environment, as they affect professionals. The magazine is provided free to UKeIG members.

## **Notes For Contributors**

*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 members**

Our membership comprises information professionals involved in the dissemination and/or delivery of digital content and services. Our membership base is two-thirds academic, one-third commercial, as well as some public libraries. A key benefit of the group is that meetings and forums provide "crossover" insight from one area to another: members see it as a way of keeping up to date in areas outside their core. Few other organisations provide this kind of cross-sectoral awareness. The focus of the group is the UK, in the sense that authentication concerns tend to be around JISC tools such as Athens and Shibboleth. But the issues of digital provision are of course global. The most popular training courses we run are on search tools – Google and others; e-books and how to deal with them. Other popular strands include intranets, content management, bibliographic software, and e-books.

### **Technical level**

Although members rate 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.

### **What to write**

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 in the subject area you are writing about.

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.

### **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**

Book reviews are typically 500-750 words. Because UKeiG is independent of any book sales operation, it is not obliged to have favourable reviews. If you think a book is poor, then by all means explain why. Members and non-members alike are welcome to suggest books for review or to submit reviews.