eLucidate

This issue of *eLucidate* is edited by Michael Upshall, Oxford, tel: 01865 453410, e-mail: michael@consultmu.co.uk

Contents

Online

Joy Cadwallader, Aberystwyth University (Aberystwyth Online User Group)

Please send your submissions for the next edition to jrc@aber.ac.uk.

Ancestry.co.uk http://www.ancestry.co.uk/ / **The National Archives**
http://www.nationalarchives.gov.uk/

The World War I British Army service records 1914-1920 have been made available online to subscribers by Ancestry.co.uk, in partnership with the National Archives. Although incomplete due to a Luftwaffe bombing raid in September 1940, 2.8 million of over 7 million original records survive. The records provide such information as age, birthplace, occupation, marital status, next of kin and regiment number, and details of injuries, punishments, awards and discharge papers.

British History Online http://www.british-history.ac.uk/

Subscribers to premium content at British History Online will now have access to the Parliament Rolls of Medieval England (1275-1504) at no extra cost. The service includes full transcriptions of each roll, descriptions of each parliament (even where no roll exists) and a translation into modern English from the Latin, Anglo-Norman or Middle English originals. The British History Online partnership comprises the Institute of Historical Research and the Centre for Metropolitan History (University of London), the Parliamentary Trust and the Victoria County History.

Google Book Search http://books.google.com/ / **Open Book Alliance**
http://www.openbookalliance.org/

US District Judge Denny Chin has set November 9th as the deadline for Google and its partners to present a revised settlement of the Google Book Search class-action lawsuit. The Open Book Alliance who opposed the previous settlement have released a list of requirements they deem necessary for the new settlement to be viable, which address issues including non-exclusivity, author rights and access to content. Meanwhile the European Commission has adopted a "Communication on Copyright in the Knowledge Economy", noting that the delay in the settlement provides an opportunity to engage on a programme of digitisation and dissemination under European copyright law (EC Press Release: IP/09/1544 19/10/2009), raising in particular the issues of orphan works and accessibility. In one of the weekly podcasts on her website (10/10/09) German Chancellor Angela Merkel has openly

criticised Google's book-scanning activities and indicating her government's support for German authors. In another twist, the China Daily (21/10/09) reports that the China Written Works Copyright Society (CWWCS) have accused Google of infringing copyright by scanning works by Chinese authors.

On a different topic, a link to a browseable view of all the magazines in Google Book Search is now available.

HathiTrust http://www.hathitrust.org/

Full-text searching of the HathiTrust repository is due for launch in mid-November. HathiTrust, formed in October 2008, consists of the member libraries of the Committee on Institutional Cooperation (CIC), the University of California system, and the University of Virginia (and is open to further members). All are Google Book Search partners and HathiTrust will provide shared online access to digitised member library titles. There are currently more than four million books deposited.

JISC http://www.jisc.ac.uk/ / SCONUL http://www.sconul.ac.uk/

JISC and SCONUL (the Society of College, National and University Libraries) have entered a formal three-year partnership to explore a range of themes, "towards a vision of everyone having equal access to the widest range of resources supporting world class research, learning and teaching" in the UK. The themes include strategies for developing library systems, digital content, library infrastructure and communications. SCONUL promotes excellence in HE and national libraries in the UK and Ireland while JISC (Joint Information Systems Committee) works with HE and FE in the "innovative use of digital technologies across education and research".

JISC http://www.jisc.ac.uk/ / BUFVC http://bufvc.ac.uk/

A JISC-funded project partnered by the Centre for Broadcasting History Research at Bournemouth University and the BUFVC (British Universities Film and Video Council) has produced about 3,000 hours of radio recordings online in the London Broadcasting Company/ Independent Radio News audio archive. Coverage is between 1973 and the mid-1990s, and content comprises news and current affairs including recordings during the Falklands War, the miners' strike and the Thatcher government. Content has been digitised from a selection of 7000 reel-to-reel tapes owned by Chrysalis, and is freely available online to HE and FE.

JURN http://jurn.org/

JURN is an academic search engine indexing more than 3,300 journals in the arts and humanities, which are either open- access, or which include some open content. Built by Dave Haden of the School of Theoretical and Historical Studies in Art and Design at

Birmingham City University, who also works on Intute, and launched in February 2009, the initial content consisted of titles chosen from Intute and DOAJ plus 1900 titles found through four months of web-searching and checking. The title list is increasing rapidly. The JURN Directory indexes more than 2,000 of the journals titles by browseable subject categories.

OCLC http://www.oclc.org/

The South West Regional Library Service (SWRLS) are taking up WorldCat Local for their seven public library authorities, including Bournemouth, Bath and Bristol. Library users will be able to search and make reservations in collections in other libraries in their region, using a shared resource discovery interface. Searches in OCLC WorldCat.org will also indicate if items found are available in the member libraries.

Intranets

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

Over the years I've been in many unusual conference venues, but never one held in a gymnastics and sports centre that had been converted from a railway repair workshop. This was the location chosen by JBoye for its fifth Aarhus conference http://www.jboye.com/conferences/aarhus09/ in the first week of November. When I arrived on Monday there were games of basketball and badminton taking place, but on Tuesday morning it had been transformed into a main auditorium for the 250 delegates (from 19 countries) and multiple breakout rooms for workshops and parallel sessions.

The conference, as always, was an adroit blend of quality speakers, excellent networking opportunities, and faultless timekeeping and food. On Tuesday there were a dozen pre-conference workshops, two of which were on the subject of SharePoint. The numbers were, shall we say, small. So why so few workshop delegates? I have a concern that it is because the governance battle is over: IT have won. The business doesn't have a say in how SharePoint will be implemented, or (looking ahead) whether the organisation will upgrade to SharePoint 2010. It is all just going to happen, and all the good practice in the world is not (I fear) going to be taken into account. I'd like to be proved wrong, but the evidence from conversations with delegates at the conference suggest that I'm probably uncomfortably close to the truth.

Please do not think for one moment I am suggesting that SharePoint is poor choice for an organisation. Indeed the upgrades and new features for SharePoint 2010 show that Microsoft is listening to the feedback from users. But the need to have an ongoing, informed, dialogue between all the stakeholders is even more important in planning for SharePoint 2010 than it is in implementing SharePoint 2007.

The conference itself opened on Wednesday with one of the best keynote papers I have ever heard. It was given by B.J. Fogg. Check him out at http://www.bjfogg.com/. Fogg differenti-ated between Hot Triggers and Cold Triggers. In brief a Hot Trigger is something that you can respond to (the example being a cheap cup of coffee in the Starbucks you are passing) and a Cold Trigger is something that you have no chance or interest in responding to, such as being asked to contribute to a charity when you are driving down a road. Fogg, in essence, was arguing that websites needed a few Hot Triggers, and no Cold Triggers, to motivate people to use them. To me this was the justification I needed to suggest that news really does not need to be all over the home page – it is just a huge mass of Cold Triggers. This summary really

does not do justice to a masterly presentation given with humour and insight. (The keynote on the second day was Mark Canter http://en.wikipedia.org/wiki/Marc_Canter His paper on Digital Cities was probably the most ego-centric keynote paper I have had the misfortune to have to sit through. Never again.)

The conference then split into a number of tracks, which were slightly different on the two days. If I tell you that the tracks included higher education, intranets, Microsoft, Web content management, Web strategy, standards, eHealth and Web project management it will give you some indication of the breadth of the conference, which to me is the main attraction. This is an event where ideas travel between tracks.

Two of the presentations in the intranet track were given by the Raiffeisen Bank and the News Room concept of NYK Shipping. Both of these were award winners in the Intranet Innovations 2009 awards, which were announced in early November by James Robertson http://www.steptwo.com.au/iia. (The report is priced at $189 and is a very good 200pp read.) The intranet team at Raiffeisen have come up with a cleverly constructed My Homepage, for which they have now released the software under an open-source licence. That really is innovation. Rupert Parker from NYK Shipping in London described a very neat way of creating a news feed both from internally generated news and also from external feeds. One of the issues that the project team had to address was whether 'negative news' should be included. In the end it was allowed, as it might have been based on erroneous information and employees needed to see the news to be able to redress the potential misinformation with their customers.

Jane McConnell presented the results of the Gobal Intranet Trends Report 2010, which has also just been published; details can be found at www.netjmc.net. Jane has identified five important trends for intranets as they start to mature: these are the front-door intranet, the team-oriented intranet, the people-focused intranet, the real-time intranet and the place-independent intranet. These trends emerge from the survey data, and provide much to ponder over.

As is not the case with so many conferences, the delegate fee includes social events on each evening, one of which was in the turbine hall of an old power station, expertly converted into an event venue. Attending a JBoye event is really total immersion. I've now been to four of the five events and have always come away with some interesting ideas and lots of business cards. The dates for 2010 are 2-4 November, or if you have a travel budget then there is JBoye Philadelphia on 4-6 May. The JBoye team will be in the exhibition area at Online Information in December.

"Are there no downsides?" I hear you ask. The weather for one. The week was just solid rain and gales, and quite cold. Access to airports is another. Aarhus Airport is about an hour's coach ride away from the city and Billund is a 90-minute journey. Now I should say that I have been a speaker at the four conferences I have been to, but this event has reached the maturity of the Online Information Conference, in that I would attend it even if I was not speaking. Try it yourself next year.

Reference Management

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

Freely Opening up references: keeping up to date with what's on the market

Reference software packages tend to either be free and/or open-source, or are commercially available. In these straitened economic times open source is an approach that most information professionals cannot afford to ignore. It is unfortunate in most organisations that the implementation and adoption of open source – especially for referencing – is not well understood, with barriers and benefits still to be addressed.

SourceForge.net provides several downloadable software packages which are all available as open source packages. Open-source means software that is liberally licensed to grant the right of users to study, change, and improve the design through the availability of its source code. Although costs may still be attached for the provision of maintenance, it provides libraries with opportunities for working with their users to provide a product that can be customised for their needs. Packages worth trying out include:

Refbase (http://www.refbase.net) is a Web-based bibliographic manager which can import and export references in various formats (including BibTeX, Endnote, MODS XML, and Open Office). It can make formatted lists of citations, and offers searching features and rich metadata. The database can inform you automatically about any newly added record. For each record that has been added to the database, an announcement email is sent to a mailing list (or any other email address) containing the main record data as well as a direct link to the details page of that particular record entry. This enables users to keep track of new database entries easily.

Wikindx http://wikindx.sourceforge.net/ is a single or multi-user Virtual Research Environment storing searchable references, notes and citations and integrated with a WYSIWYG word processor for the authoring of publication-ready articles, automatically formatted to a chosen citation style. It can also support non-English multi-byte character sets.

As well as open source, there are packages that are simply freely available. These include

Aigaion http://www.aigaion.nl/ allows users to classify publications in a self-chosen (overlapping) topic structure. References can be categorised and there are numerous ways to browse references held (publication type, or title, etc). Plus, users can browse references under a variety of topics for ease of retrieval. Each item provides citation details and is hyperlinked to its complete bibliographic details. Clicking on an item in the topic list displays full bibliographic details. The full-text document(s) can be attached to the bibliographic entries, either through uploading or by providing the URI. Aigaion supports formatted export to text, html or rtf in common citation styles.

BibME (www.bibme.org) pulls references from a variety of sources to automatically complete bibliographic entries. As you input data, BibME searches for resources from sources such as CiteULike, Amazon and Yahoo News. Selecting the source they want to cite it is entered into a bibliography. The package recognises several output styles and the details can be exported to a word-processing package. BibME can also deal with less traditional sources such as interviews or TV shows. A user who registers for a free account can tag bibliographies for future use. The screen shot below shows a bibliography created from the BibME account.
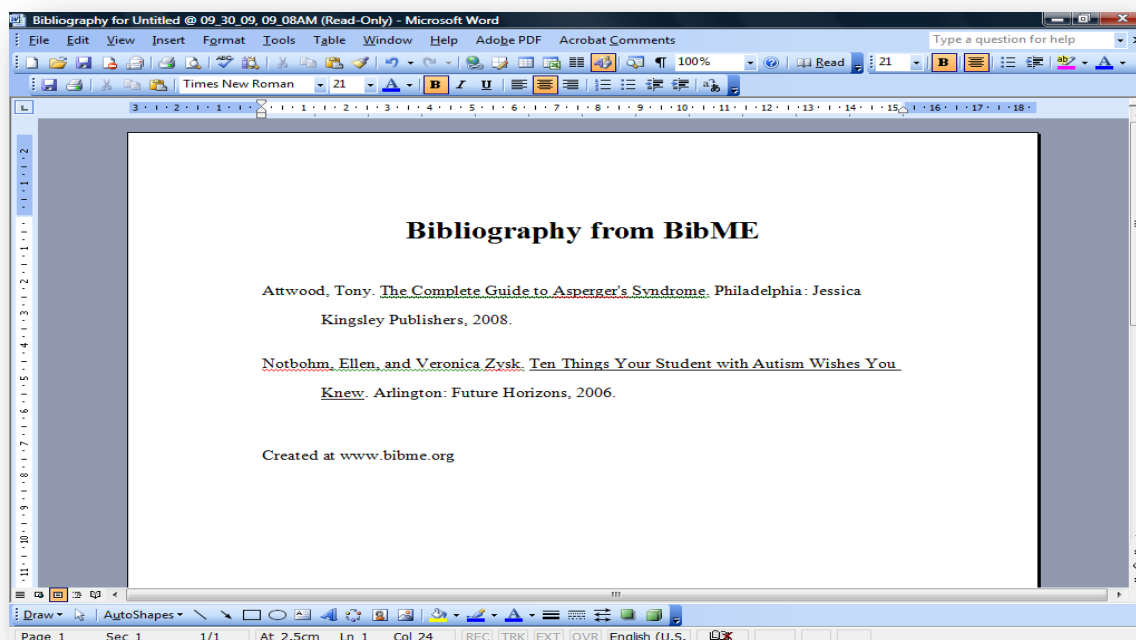
Mendeley (www.mendeley.com) markets itself "the iTunes for research papers" allowing

users to drag and drop research papers into the site as Mendeley looks up Cross-Ref DOIs, arXiv IDs and PubMed document details automatically. You can also manually add documents or import existing EndNote XML, RIS, or BibTex files. The Mendeley bibliography can be accessed from any computer with an online account. It is probably the fastest growing social bookmarking tool around with over 4 million papers listed in it to date. Screen shot shows import file to import to Mendeley from Wikipedia with items selected which can now be tagged and annotated.

Zotero (http://www.zotero.org/) created by staff at the George Mason University, allows you to store, organise, annotate and cite reference sources without leaving the browser. On sites such as PubMed, Google Scholar, Amazon.com and Wikipedia, Zotero detects when a reference is being viewed and can save the full reference information to a local file. Users can add notes, tags, and their own metadata through the in-browser interface. Selections of the local reference library data can later be exported as formatted bibliographies. All entries including bibliographic information and user-created rich-text memos of the selected articles can be summarized into an HTML report. There is a Firefox browser extension which allows imports into Zotero (see CiteULike above). The iTunes-type interface helps to give a nicer feel to this package. The browser integration means more seamlessness between information sources and the reference management system. The libraries can be saved and organised with the tagging functionality. This package would appeal to students and young people alike.

Decisions on which package to use, as outlined above, are often based on finance, traditions and perceived use/need for the software. If finance is less of an issue, then the added features of the commercial packages would be worth considering. The commercial packages tend to aimed more at the academic market but share a number of features with the free packages outlined above including search capabilities, import features (from variety of external databases and internet sites) and the ability to create bibliographies in a range of styles. There strength, however, lies in the database integrity features such as authority lists, spell checkers and duplicate detection, which helps to keep references accurate and consistent. This is particularly useful for research groups and maybe the feature which moves you away from the free packages.

Commercial packages

The three main reference management software packages are Endnote (www.endnote.com) now in its thirteen version and available for Macs and PC's with a desktop option as well. Reference Manager (www.refman.com) is particularly useful for dealing with database integrity (with features such as periodical abbreviations lists and find & replace options) and Refworks (www.refworks.com) is well liked because it is purely web-based and has a number of options for getting references out of the system.

Any reference management software package, whether open source, free or commercially available, is only ever as good as the material within it. With these freely available packages which your users may make use of without recourse to the library then support for them will prove a challenge. If you have any innovative ways of supporting these sorts of packages do let me know and your hints and tips can be passed on.

Public Sector News

Jane Inman, Communications and Information Manager, Environment and Economy, Warwickshire County Council

Janeinman@warwickshire.gov.uk

Election maps

Ordnance Survey has launched an election maps website, which shows a variety of administrative and electoral boundaries

Westminster Parliamentary (existing until the next General Elections)

Westminster Parliamentary (revised from the next General Election) and current Welsh Assembly Constituencies

Scottish Parliamentary Constituency

Local Authority

European Region

Scottish Parliament/Welsh Assembly Electoral Regions

London Assembly Constituency

It can be searched by post code, or asked to display a particular constituency by name. Be warned that a post code search will bring up the constituency covered by the post code and you need to search again within that to narrow it down to the exact post code location.

www.election-maps.co.uk/index.jsp

Transformational government

Direct.gov.uk has continued to develop and to attract increasing numbers of visitors. Work continues to rationalize government websites, and to focus official information on directgov for the citizen, Business Link for the business sector and NHS Choices for health information.

Legislation

Since 1999 all public acts have been published with explanatory notes, which are designed to make the legislation easier to understand. In April this year the Equality Bill was published with the explanatory notes interleaved, and an alternative HTML version was published on the Parliament website. This approach is to be rolled out for all legislation on the OPSI website in due course.

www.opsi.gov.uk

Local data

Pressure to release local authority information for re-use is growing and the demand is for it to be made available in machine-readable format so that it can be easily reused. We now have a situation where the legislation *(Re-use of public sector information regulations 2005*), the customer expectation and the technology make it inevitable that more and more information and data will be made available for reuse in numerous applications.

Public Sector News is supplied by ALGIS in LARIA (The Affiliation of Local Government Information Specialists in Local Authority Research and Intelligence Association) which represents information professionals providing information services to local authority staff and elected members. Jane Inman is currently Chair of ALGIS. ALGIS welcomes anyone with an interest in public sector information who feels they would benefit from being part of a community working in the same area. For more information go to www.algis.org.uk.

Meeting Reports

The BT intranet story

Chris Mullan, Baker Tilly

On a blustery afternoon at the end of September, I and a colleague attended an intranet forum, held at Imperial College, organised by the UKeiG. For those who haven't been to one of these events, I'd urge you to go, particularly if intranets form a large part of your day job (as is the case for us). They are a great place to meet other like-minded individuals who have some relationship to intranets, either as a designer, user, organiser, project manager or some other role. The healthy mix of attendees also helps to ensure the Q&A sessions cover a wide range of perspectives.

The purpose of this session was to take a whistlestop tour through BT's intranet, a tour ably led by BT's intranet manager, Mark Morrell (you can access his blog at http://www.markmorrell.wordpress.com). During the introduction, we learnt that the BT intranet:

- Began life in 1994, in response to 'information overload'.
- Is a single entity that can be accessed by the entire firm from the engineer in his van through to the management team.
- In the first year alone, produced benefits amounting to £305m.
- According to the Intranet Benchmarking Forum (think large corporate members with big budgets), the intranet is top amongst its peers in the areas of:
- strategy and governance; communications and culture;
- performance and metrics; and
- design and usability.
- Is led by the needs of the business (and owned by the communications team) rather than the IT department.

After the introduction, it was onto the live site, the first glimpse of which was the personalised area. From here staff could access areas of the site that were relevant to them, such as key documents, team-sites and subscribed RSS feeds. While not visually stunning, it still provided a quick way of helping people quickly get to the stuff they used most often.

Next stop was the homepage. Having attended a fair few events recently that spouted the virtues of Web 2.0, I was keen to see how this could be applied in practice. On the BT site, the Web 2.0 items (blogs, wikis and podcasts) were all evident, but in a pleasantly understated way. It was interesting to see that the theme of keeping it functional seemed to permeate through the homepage with lots of useful links as opposed to filling up the page with corporate images and video clips, (which, although nice to look at, hardly help people get their job done quicker).

Much to my surprise, one of the most interesting aspects of the presentation was site governance, particularly in light of the fact they had a number of collaborative tools and an army of devolved site owners. Some of the insights included:

- Incorporating mandatory review dates for all content and a 'review it or lose it' approach to managing old content.
- Using the page templates to govern a lot of the site standards.
- Adopting differing levels of control for the 'formal' intranet pages and 'team sites'.
- External advertising (potentially a contentious issue in any organisation) was present but solely available on the online staff news pages.
- 'self-moderating' blogs and wikis – the often anticipated barrage of irrelevant and defamatory postings never materialising. Mark explained the company's pragmatic logic of 'if you can't trust your staff to be professional at work, why are you employing them in the first place?'

Having been to quite a few presentations, the 'live' tour was a nice break from the traditional pattern of several slides and a few screenshots. It was also an indication of BT site's technical capabilities that it could be accessed remotely. Mark revealed that he spent the majority of time now working from home having been freed from the constraints of the daily commute to London (there were some wistful sighs from the seasoned commuters at this point).

When quizzed on the challenges ahead, Mark mentioned that the search needed to be improved, particularly in respect of the metadata that people used. Some, but not all were diligent about adding terms. 'Folksonomies' (think user-generated taxonomy) were currently being considered. The search did however, have the advantage of interrogating the various data depositories (formal website, blogs, wikis) which produced a pretty comprehensive set of results.

Perhaps my favourite aspect of the BT intranet was the staff directory. The design was fairly uncluttered, but again, was big on functionality. As well as standard contact details, it also gave you the names of their line managers (useful for all those 'praise' emails!), names of subordinates and availability (i.e. shared calendars). Mark mentioned that in the first year of

operation they estimated the intranet had saved the company £88m. Having worked in places which didn't have this sort of directory in place, I could well believe it.

Overall, this was a very worthwhile afternoon, which did a great job of showcasing both the challenges and achievements of BT's intranet. The informal nature of the presentation ensured plenty of engagement with the attendees, who came armed with plenty of questions! A big thanks to Mark for taking the time to show us around. I certainly learnt a lot and came away with plenty of ideas for improving our own intranet.

Chris Mullan

I am currently working as the Intranet Content Co-ordinator for accountancy firm Baker Tilly. I'm also into my second year of a part-time Masters in Information Science at City University. My professional interests include maximising the usefulness of search logs for intranet content management and innovation without a budget.

Licences and their negotiation

24th September 2009, London.

Lincoln Woods

Professor Charles Oppenheim led a lucid and surprisingly entertaining seminar on the complex and potentially very dry topic of licences for electronic information resources.

Although he is not a lawyer, Professor Oppenheim has an in-depth knowledge of the topic developed from within academia and from working for and with a number of leading players in the electronic publishing industry. He is an experienced negotiator and a well-known authority on copyright. He has published widely on the legal issues surrounding information work, and is a member of the Legal Advisory Board of the European Commission.

With a wry presentation style, spliced throughout with anecdotes (often examples of "what not to do") from his own experiences negotiating within the corporate world, Charles looked at the core function of licences and their main features, as well has covering key issues pertinent to developing successful negotiation skills.

The session included a balanced mix of presentation and discussion.

A group exercise finding anomalies within a composite contract, constructed from clauses and terms that have actually been used in genuine licences, brought home to those of us dealing with licences the level of attention we need to pay to the wording of a licence when thinking about its implications. For example:

- Is the terminology used with the licence precisely and fairly defined within the appropriate section of the licence?
- Are there contradictions between different clauses or in the way terms are used within the licence?
- For multi-site and dispersed organisations, is what is meant by 'site' appropriate to your needs?
- Clarification of who may use the resource, particularly in regard to walk-in users and people associated with your organisation but who are not strictly part of it. This has aspect has recently taken on particular resonance for public libraries.
- Is it clear what is meant by 'commercial use'?
- Can the terms of compliance be reasonably policed or adhered to, particularly regarding control over what users do with the material they obtain from a resource. Phrases

such "best endeavours" or "all reasonable efforts" may be more suitable than "ensure".

- Perpetual access. Are your needs for access to content after the licence ceases adequately met?

- Do confidentiality stipulations take into account freedom of Information obligations on public bodies?

- Is it clear which governing law applies to the contract? Given the international nature of e-publishing, this may well be the law of a US state, rather than that of the United Kingdom.

- Could the terms of the licence be construed as an opt-out from protection by statutory rights? There should be a clause clearly stating that statuary rights and general copyright are protected.

The Nesli module licence, www.nesli2.ac.uk, is suggested as exemplar to look at for guidance.

Discussion of important factors when negotiating included understanding where the vendor is coming from, and what they wish to get out of the deal. Background research into the company and, if possible, the particular individuals you are dealing with can be invaluable.

As with all such events, there were opportunities for interesting informal discussions with other delegates. The point was raised that information professionals are often on the back foot when it comes to hard negotiation as we are not always in a position to walk away from a deal. Pressures from users, academic staff, or the need to be able to search particular resources for due diligence requirements, restrict our ability to say 'no'.

In the academic environment JISC and national and regional consortia assist greatly with joint deals for widely used services, and it was suggested that organisations requiring specialist resources could try working together more closely in order to get better deals.

Lincoln Woods is LLS E-Services Manager, University for the Creative Arts

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/)

Digitisation projects/preservation

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*

E-publishing

Herring, Mark. "**Reviews in History: E-Books Special** " *Reviews in History* (792-795)(September 2009) (http://www.history.ac.uk/reviews/paper/herringm1.html) –While ostensibly long reviews of four electronic resources, Mark Herring offers in reality an assessment of the current state and likely future of electronic monographs and sources in the humanities. His reviews of the Gutenberg-e project and ACLS's Humanities-e Books are particularly thoughtful (though the former would have been aided by reference to the Waters and Meisel report). Anyone interested in the role of electronic monographs and e-book readers in the humanities would do well to consider Herring's concerns. – PH*

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, 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*

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, which 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

Head, Alison, Joan Lippincott, and John Law (Moderator). "**Returning the Researcher to the Library**" *Library Journal* (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*

General

"**The iSchools, Education for Librarianship, and the Voice of Doom and Gloom**" *Journal of Academic Librarianship* 35(5)(September 2009): 405-409. (http://dx.doi.org/10.1016/j.acalib.2009.07.001) –Editorial on the anxiety (I think I'd call that) of library schools trading in their name of 'library' for the bright new shiny name of 'information', and in the process losing track of their original mission. The author doesn't see this anxiety as justified. He has a look at degrees that the various schools give out and enrollment figures and concludes that the majority still support a library-based curriculum. His 'bottom line'? That "library and information studies education does not appear to be broken, that opportunities to broaden and extend the field are decidedly more beneficial than harmful, and that the future appears to be quite secure". – 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 Comput-ing*http://lists.webjunction.org/currentcites/2009/cc09.20.8.html 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 retrieval

Waller, Vivienne. "**The Relationship Between Public Libraries and Google: Too Much Information**" *First Monday* 14(9)(7 September 2009)
(http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2477/2279) – Waller uses personal relationship terms to characterize the relationship between libraries and Google. She posits that this relationship began as a "romance", then "cracks appeared", "we want different things", and finally coming to the need to "negotiate" a new relationship. If you can get beyond the analogy and the fact that characterizing this as a relationship is like me saying I have a "relationship" with Rachel Maddow, there are some things to ponder here. Many will come as no surprise (Waller cites such well-known issues as sponsored search results, filtering in China, etc.), but it doesn't hurt for librarians to consider all of these as a piece, and consider our role within an information environment that is increasingly dominated by commercial companies that do not share our mission and goals – despite a mission statement by one of them that appears on the face of it to co-opt our role. – RT*

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 to thing to keep in mind as we seek new ways to engage our users in useful (and healthy) seeking behavior. – RT*

Legal issues

Creative Commons. ***Defining "Noncommercial"***http://lists.webjunction.org/currentcites/2009/cc09.20.9.html San Francisco, CA: Creative Commons Corporation, September 2009.
(http://wiki.creativecommons.org/Defining_Noncommercial).
Creative Commons licenses have been a godsend to creators who wish to allow some uses of their works. CC licenses can only work, however, if creators and users are in agreement as to extent of the licensing terms. This study investigates what creators and users mean by "noncommercial," a limitation that is found in two-thirds of CC licenses. The surprising results are that while there is some level of general agreement about the meaning of the term, "there is more uncertainty than clarity around whether specific uses of online content are commercial or noncommercial." While the report seems to be quite comfortable with this ambiguity, I have to wonder whether confusion over fundamental terms in licenses won't eventually hinder CC's core mission of facilitating the legal reuse of content. – 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) – 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*

Security

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*

Web/intranet design

King, David Lee. "**Building the Digital Branch: Guidelines to Transform Your Website**" *Library Technology Reports* 46(6)(August/September 2009) – As my library ponders its options for a new look and feel for our website, I was pleased to get the current copy of Library Technology Reports written by David Lee King. "Building the Digital Branch: Guidelines to Transform Your Website" takes us through the planning, implementation, and assessment phases of creating a new home for our libraries on the Internet. Topics include the explaining the differences between a digital branch and a website; staffing your digital branch; choosing a content management system; creating a style guide; and keeping things fresh. A must read for anyone involved in library website design, content, or maintenance. – KC*

Nichols, Jane, Alison M. Bobal, and Susan McEvoy. "**Using a Permanent Usability Team to Advance User-Centered Design in Libraries**" *Electronic Journal of Academic and Special Librarianship* 10(2) (Summer 2009) (http://southernlibrarianship.icaap.org/content/v10n02/nichols_j01.html – Best practices for designing or redesigning a website indicate that we should always do some usability testing, and many larger libraries run a variety of tests throughout the process. But how many have considered making usability testing a regular function? Oregon State University has had a usability team since 2006, when it was formed to conduct testing on a new metasearch system. Since then, the team has tested several different interfaces (ranging from chat boxes to digital libraries) using a variety of methods. The team uses a model where every member works on every project, but levels of participation vary. The team consists of staff throughout the library. Only two members – the Web coordinator and a programmer – are considered permanent; others rotate on and off, some spending a year or two on the team, and others joining to work on a particular project. This makeup helps to ensure both continuity and consistency, but also affords a way for the group to more easily facilitate communication for any given project by pulling aboard a member of that department. OSU has found that this model has caused an awareness of usability to permeate the culture at the library, to the point where usability testing is conducted when almost any new service – "Web or otherwise" – is introduced. Overall, this appears to be a successful model, though it may not be feasible for smaller libraries to create a permanent team. – AC*

*Contributors to Current Cites:

Charles W. Bailey, Jr., Keri Cascio, Alison Cody, Susan Gibbons, Peter Hirtle, Leo Robert Klein, Karen G. Schneider, Roy Tennant

Contributors:

Andrew Brown, Gina Cybulska, Virginia Havergal, Martin de Saulles, Ann Smith, Donald Tait, Matt Treadwell, Nina Whitcombe

Call for abstracts editor

ELucidate needs a volunteer editor for this current awareness column. Starting in January 2010, the post holder will need to liaise with the editor of *ELucidate* and all of the abstractors to identify relevant abstracts and edit the content for inclusion in each edition of the magazine.

If you are interested in the role, please email me at g.cybulska@yahoo.co.uk .

Book Reviews

The Future of the Book in the Digital Age

by Bill Cope (Author, Editor), Angus Phillips (Editor)

Chandos Publishing, 2006

This volume, somewhat slimmer than the Thompson[1] book, complements and brings up to date the final section of books in the digital age. *The Future of the Book* is a series of essays presented at the Third International Conference on the Book hosted by the Oxford International Centre for Publishing Studies. The essays vary in length and some are better written than others in this format. Some chapters are more reflective and others are more practical. It is the practical ones I particularly enjoyed, such as those on new reading habits and publishing. Overall, though, the volume seeks to ignite debate on issues surrounding the future of the book, and whether this is a future. Each chapter has a number of references that can be followed up, a useful set of tables and illustrations and a fairly detailed index all of which make for getting the most out of this book.

Given that the book is the key asset which UKeiG members deal with and which informs and underpins all our work (from collection development policies to space requirements) it was refreshing to read this volume about that asset and see how rarely the word library is mentioned (only one chapter has the word library in it). To me it was less about the future of the book and more about the future of where I work. Each chapter needs to be read by substituting library/information centre every time there is mention of "bookshop". By doing that, you find that this volume provides a lot of food for thought on how the library can adapt and change in the future.

Of particular strength in this volume are the discussions on the various new business models affecting libraries, from print on demand to vanity publishing opportunities. It provides clearer signposts for the future, and considers what effect these new developments might have on collection development policies for libraries. The chapter on the rise of audio books was very informative and provides a useful insight into the challenges of the oral tradition, and what this

---

[1] *Books in the Digital Age*, by John Thompson (Polity Press)

means for conveying information to our users – something which is often overlooked. Similarly the chapter on reading habits, focusing on a number of different countries, was very informative, and provides useful data on the rise in reading habits (despite Victoria Beckham's best efforts to reduce this). Did you know that only 50% of people in the US read a book (compared to 85% in Israel), whilst 100% of Swedes read newspapers (compared to 75% of the Portuguese?) (see page 97). This should be read in conjunction with the chapter on book consumption, which suggests that perhaps bookshops (aka libraries) might be responsible for reducing availability of book titles due to lack of space.

The role of the information professional in dealing with the future of the book was not well represented in this volume. The chapter on the future of librarianship was, by far, the weakest one, with little reference to advances in technology to help make reference librarianship meet the needs of changing users. The book, whether in electronic or print, on the internet or an iPod, needs to be managed and curated if it is to survive for future generations. It would have proved useful if that aspect has been more effectively dealt with. After all, if there is a future for the book then there is a future for the Information profession. Isn't there?

Tracy Kent, Digital Assets, University of Birmingham

t.k.kent@bham.ac.uk

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*).

Mayer-Schönberger, Viktor: Delete: the Virtue of Forgetting in the Digital Age (Princeton UP, 2009)

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)

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)

Sauers, Michael. Searching 2.0. Facet Publishing, 2009

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)

UKeiG Training Courses in 2010

In times of economic constraints it is essential that information professionals keep their skills and those of their team up to date. Finding training programmes that meet your needs and your budgets can be difficult. UKeiG prides itself on delivering quality, practical training meetings the needs of its members. 2010 promises to bring new courses onstream which match our members needs, and to continue with some old favourites which have been brought right up to date. Courses include:

- That's a great idea : but how are we going to pay for it! : preparing bids to secure additional funding
- Are you twittering on your Mashups? Staying ahead of the game using Web 2.0
- Dealing with Information Obesity: becoming lean and keen
- Choosing a search engine for websites and intranets
- Developing and Exploiting e-Book Collections
- Counting on Statistics for Market Research : finding, evaluating and using resources
- Shaking up SharePoint
- Picture this : Image Management for the Information Manager

The UKeiG AGM and Annual Seminar will take place on Wednesday 16 June 2010 at SOAS, London. So book the date in your diary now. Using the theme of "Are you leading or following: practical implementation of open-source applications", the session will consider issues around the latest developments in open source, including sharing, shaping and reusing data across applications, enterprise and community boundaries. How do Information professionals take their organisations forward using open- source applications and relaying the benefits, whilst at the same time keep track of additional skills needed, internal barriers to be overcome (firewalls, culture change, etc) and the challenge to the traditional business procurement models?. The seminar will consider these issues, and more, providing case studies as appropriate to ensure the information professionals can lead their organisation through the maze of open source and communicate with potential users the whats, hows and the whys of open source.

If anyone has other suggestions for courses, or would like to support the training programme, please do get in touch.

Tracy Kent, UKeiG training co-ordinator (t.k.kent@bham.ac.uk)

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. It 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. 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.