



Library Newsletter

Fall 2009

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1. Adapt for Outreach: Taking Technology on the Road

By Jason Hyatt and Angela Craig
(*Computers in Libraries*, October 2009, pg. 35)

Outreach programming can successfully fuse new technology with traditional library services. If you're willing to mash things up (in true Web 2.0 style), you can more fully meet the needs of your community.

Jason Hyatt is a library coordinator with the outreach department of the Public Library of Charlotte & Mecklenburg County. Angela Craig is an outreach specialist with the outreach department of the Public Library of Charlotte & Mecklenburg County.

2. Assessing Library Services A Practical Guide for the Nonexpert

By Lisa M. Horowitz
(*Library Leadership & Management*, Fall 2009, pg. 193)

The idea of assessing library services can intimidate even the most seasoned librarian. This article is a straightforward introduction to assessment for the nonexpert, written for reference and public service managers and coordinators who want to analyze data about existing services or incorporate assessment into plans for a new service. It addresses how to approach assessment, how to make it more useful, and how it can improve a service over time. Those who are new to assessment will find this article a helpful starting point for service evaluation; those who are experienced in assessment can share this article with nonexpert staff to explain the basics of assessment, dispel anxieties, and generate support for assessment projects.

Lisa R. Horowitz is Coordinator of Central Reference Services at Massachusetts Institute of Technology Libraries in Cambridge.

3. Bing or Bust: Can Microsoft Cure 'Search Overload Syndrome'?

By Benjamin E Johnson
(*Computers in Libraries*, November/December 2009, Vol. 29, Issue 10, pg. 37)

According to the Internet Advertising Bureau, online advertising revenues totaled \$23.4 billion in 2008, and the bulk of that money was spent on advertisements tied to internet search engine results pages. [...] only 25% of queries are successful; more often than not, searchers are forced to refine their search terms, backtrack to a search results page from a dead-end hit, or just give up.

Benjamin E. Johnson is a reference associate at the University of Nebraska-Omaha.

4. Creating Community at the Digital Branch

By David Lee King
(*Library Technology Reports*, August/September 2009, pg. 30)

This chapter of "Building the Digital Branch: Guidelines for Transforming Your Library Website" discusses the relationships and interactions that occur in a digital branch and how they parallel those at a physical library. Topics include both in-person interactions for users of the site like focus groups and online interaction through tools like Twitter, blogs and news groups.

David Lee King is the Digital Branch and Services Manager at the Topeka and Shawnee County Public Library.

5. Encouraging the New Librarian

By Debbie Schachter

(*Information Outlook*, September 2009, pg. 41)

Those who are entering the librarian's profession are bringing fresh ideas and perspectives that will help ensure a vibrant future for all special librarians.

Debbie Schachter is director of information technologies and collection management for the Vancouver Public Library (British Columbia).

6. E-Readers in Action

By Anne Behler

(*American Libraries*, October 2009, pg. 56)

E-books are nothing new, and librarians and library patrons have long struggled with their lack of utility. Reading on a computer screen for long periods of time is not most people's cup of tea and leads to hundreds of-pages-long printouts in many a library lab. However, in early 2008, e-books began to make waves thanks to the launch of Amazon's Kindle.

Anne Behler is an information literacy librarian at Pennsylvania State University.

7. Education for Changing Roles

By Gaye F. Colvin

(*Information Outlook*, October/November 2009, Vol. 13, Issue 7, pg. 21)

Ulla de Stricker, an independent information and knowledge management professional (as well as a speaker, trainer, and author), noted in 2000 that traditional library settings and roles have shifted in response to changing business conditions and technological innovations: With this in mind, I recommend that further exploration be conducted in these areas: (1) MLS programs' outcomes and placement data; (2) feedback from business leaders and graduates in non-library settings regarding the adequacy and effectiveness of training; (3) curriculum revisions in terms of relevancy and currency; (4) the diverse needs of practitioners in library and information fields; and (5) the role and involvement of professional associations in addressing issues and challenges facing newly emerging MLS graduates.

Gaye Colvin works with the Mountain Area Health Education Center (MAHEC) in Asheville, North Carolina.

8. The Evolution of Old Media

By Lin Gensing-Pophal

(*Information Today*, September 2009, pg. 1)

In early June, Jason Jones of Comedy Central's *The Daily Show* visited *The New York Times*—the result was a scathing depiction of the paper as out-of-date, out-of-touch, and full of “yesterday's news.” In fact, Jones says during the broadcast: “Some ... still think there's merit in publishing the news 24 hours after it's happened,” and he challenges Rick Berke, assistant managing editor, to “give me one thing in there that happened today.” Ouch. *Lin Gensing-Pophal is a freelance business journalist and communication consultant in Wisconsin.*

9. Facebook: The Next Great Vetting Tool?

By Bill Greenwood

(*Information Today*, September 2009, pg. 1)

In 2007, a young intern at Anglo Irish Bank Corp. Ltd. told his boss he'd be missing work due to a family emergency. Instead, he attended a Halloween costume party, and pictures from the event found their way to his Facebook profile. “His boss is no fool,” says John Blossom, president and senior analyst at Shore Communications, Inc. “He went to his Facebook profile and [found] a photo of him at his costume party that he was attending. And it was a pretty outrageous costume.” *Bill Greenwood is an assistant editor at Information Today, Inc. and works on several publications.*

10. Five Immutable Canons of Copyright

By K. Matthew Dames

(*Information Today*, November 2009, Vol. 26, Issue 10, pg. 17)

For better or worse, copyright law is as important to the average person as it ever has been. But it is not any easier to learn or figure out. Despite the complicated statutory scheme that contains the US' copyright law and much of the erroneous information that passes as interpretation of it, there are some concepts that retain their consistency year after year. These concepts provide creators and users of copyrighted works a level of certainty in a field that currently tends to be vague and obtuse. Here are five top copyright rules to remember: 1. Copyright is ubiquitous. 2. The Copyright Act features more exceptions than rights. 3. Copyright is a divergence from the public domain. 4. The purpose of copyright is to

encourage learning. 5. Contracts change everything.

K. Matthew Dames is executive editor of the online publication Copycense (www.copycense.com).

11. From a Distance

By Kenneth Hartman

(American Libraries, October 2009, p. 8)

Library professionals have long been at the forefront of information technology, and they continue to lead the charge in learning with IT. So it should come as no surprise that education for librarianship continues its growing trend as being among the most popular online degree programs offered by institutions of higher education.

Kenneth Hartman is the academic director of Drexel University Online, headquartered in Philadelphia, and is national chairman of the 2009 National Distance Learning Week.

12. From Gate-Keepers to Gate-Openers

By Steven Bell

(American Libraries, August/September 2009, pg. 51)

As gatekeepers librarians can aspire to only a limited professional role: making information accessible. But in today's crowded information-provider landscape, that role fails to distinguish the many great assets libraries bring to their communities. The library profession should consider an alternate vision for the future: the library worker as gate-opener. In that role librarians shift from a focus on creating access to resources to creating meaningful relationships with community members—both those who use and those who don't use our libraries.

Steven J. Bell is associate university librarian for research and instructional services at Temple University in Philadelphia.

13. From Zero to Web 2.0, Part 1

By Amber Woodard

(Computers in Libraries, September 2009, pg. 41)

With these ideas and goals in mind, we are ready to embark on a digital makeover and bring the Wise Library from zero to Web 2.0. *Amber Woodard is a library technical assistant at Cumberland University.*

14. From Zero to Web 2.0, Part 2

By Amber Woodard

(Computers in Libraries, October 2009, pg. 41)

For those of you keeping track at home, here's an update on how we stand with our original six goals.

15. Gender, Technology, and Libraries

By Melissa Lamont

(Information Technology and Libraries, September 2009, pg. 137)

Information technology (IT) is vitally important to many organizations, including libraries. Yet a review of employment statistics and a citation analysis show that men make up the majority of the IT workforce, in libraries and in the broader workforce. Research from sociology, psychology, and women's studies highlights the organizational and social issues that inhibit women. Understanding why women are less evident in library IT positions will help inform measures to remedy the gender disparity.

Melissa Lamont is Digital Collections Librarian, San Diego State University.

16. Harris v. Blockbuster: Questioning 'Terms of Use'

By David Mirchin and John Carr

(Information Today, November 2009, Vol. 26, Issue 10, pg. 1)

For virtually every Web site these days, the "terms of use" now provide the disclaimer that the site can unilaterally revise these terms without notice to users. However, a dramatic new ruling from a recent Texas case specifies that Web sites need to be attentive to the exact language by which they may change their terms of use (TOU). Take a look at the case of *Harris v. Blockbuster Inc.* The court specifically held that Web sites cannot unconditionally reserve the right to unilaterally amend their TOU at any time. This case arose from the serious privacy concerns raised by Facebook's Beacon program and Facebook's collaboration with Blockbuster. The *Harris* case provides some important guidance as to how companies employing click-through terms of use might be able to retain the flexibility of unilateral modification rights while preserving the enforceability of their contracts.

David Mirchin heads the information technology and licensing department of Meitar, Israel's leading international law firm.

17. How to Work a Crisis

By Denise M. Davis, Norman Rose and Larra Clark

(*American Libraries*, November 2009, Vol. 40, Issue 11, pg. 50)

By your responses, you have told us: * More than 71 % of libraries provide the only free public access to computers and the internet; * 90% of libraries offer formal training or information technology assistance to effectively use computers and online resources; and * There has been double-digit growth in the internet services available in public libraries over three years, including: online homework resources (79.6%), audio content (72.9%), virtual reference (62.4%), e-books (55.4%), and video content (51.4%). Key messages: * Libraries are first-responders in this economic crisis - connecting people to vital job and government services online. * Funding declines have the potential to reverse the advances in public computing on which our communities have come to depend. * It's a win-win when libraries collaborate with other libraries, education organizations, and other local government agencies to deploy and maintain technology infrastructure, including bandwidth.

18. The Impact of Facebook on Our Students

By Doug Fodeman and Marje Monroe
(*Teacher Librarian*, June 2009, pg. 36)

Demonize or extol its admissions and alumni-network virtues, the use of Facebook in our schools is likely to elicit strong opinions. One thing is for certain, the use of Facebook repeatedly comes up in discussions about Internet safety, age-appropriate exposure, and student online behavior. Though many schools have different policies for using or accessing Facebook, we share many of the same concerns.

Doug Fodeman is co-director of ChildrenOnline.org and director of technology at Brookwood School, Manchester, MA. Marje Monroe is co-director of ChildrenOnline.org.

19. Implications of Google Agreement for Europe

By Jim Ashling

(*Information Today*, November 2009, Vol. 26, Issue 10, pg. 20)

The federal court has postponed the Oct. 7 fairness hearing on the Google Book Search settlement to allow the parties to hammer out an amended agreement. Meanwhile, Europeans who are faced with the possibility of an agreement that could set the standard for the rest of the world are trying to come up with a European solution for digital copyright.

Jim Ashling runs Ashling Consulting, an independent consultancy for the information industry.

20. International or Global—The Expanding Universe of Librarianship

By Lynne M. Rudasill

(*portal: Libraries and the Academy*, 4, 2009, pg. 511)

This year, the United States Department of Education Title VI programs will celebrate their 50th anniversary. During the Cold War, the United States government passed the *National Defense Education Act* to marshal all possible resources to improve education in multiple subject areas, initiating the development of National Research Centers (NRCs) in universities across the country, in addition to supporting the race to the moon. The overarching purpose was the enhancement of American understanding of areas outside of our borders. One of the key factors for any university receiving these grants has always been the existence of library resources that will support scholarship in the respective areas.¹ The NRC is in many ways the foundation for area studies librarianship. *Lynne M. Rudasill is the global studies librarian and subject specialist for political science, University Library, University of Illinois at Urbana-Champaign.*

21. Libraries in the Cloud

By Stephanie Buck

(*Computers in Libraries*, September 2009, pg. 6)

What one professional may view as storage in the cloud could be a platform service to another professional. Data storage, software, email, and much more are hosted through the web. There are several services provided in the cloud, but software as a service (SaaS) and data storage are most frequently discussed and

may prove to be the most useful in libraries. *Stephanie Buck, writer and student, is currently a candidate for an M.L.S. at Simmons College in Boston.*

22. Making the Transformation to Sharing Knowledge

By Ken Wheaton
(*Information Outlook*, September 2009, pg. 21)

Making changes in the mission and operations of the library was the first step in promoting a culture of knowledge sharing within an entire organization.

Ken Wheaton is the Web services librarian at the Alaska State Court System Law Library.

23. Making Web 2.0 Work

By Milica Cvetkovic
(*Computers in Libraries*, October 2009, pg. 14)

Is now the time for Web 3.0 to be born? The author strongly believes in the coming of Web 3.0, but is not sure whether the time is right for this transition.

Milica Cvetkovic is a librarian in the cataloging and bibliography department of the Matica Srpska Library, Novi Sad, Serbia.

24. The New Librarian: Three Questions

By Stephen Abram
(*Information Outlook*, September 2009, pg. 37)

We need to encourage a greater diversity of perspective, become more willing to develop information strategies, and adopt new skills if we are to be successful in the years ahead.

Stephen Abram is vice president of innovation for SirsiDynix and chief strategist for the SirsiDynix Institute.

25. On the Way

By Richard Oppenheim
(*Searcher*, November/December 2009, Vol. 17, Issue 10, pg. 46)

The big providers - Microsoft, [Google], Yahoo!, Apple, and Amazon - are all preparing to take you on a ride connected to their server farms. There will be virtual libraries of every kind of content - books, newspapers, magazines, reference materials, maps, photos, videos, audio, public information, and personal content stored for private use. Movies, old TV shows, new TV shows, and all sorts of commercial content are accessible today from

such services as Netflix and Hulu.com. There will be lots more.

Richard Oppenheim, CPA, CITP Oppenheim Group.

26. Radical Change Theory, Youth Information Behavior, and School Libraries

By Eliza T. Dresang and Kyungwon Koh
(*Library Trends*, Summer 2009, pg. 26)

School libraries confront significant changes in the digital age, the age of Web 2.0 and of participatory culture. Radical Change theory, based on the digital age principles of interactivity, connectivity, and access, is germane to understanding these transformations.

In 2009 Eliza T. Dresang joined the University of Washington Information School as Beverly Cleary Professor for Children and Youth Services. Kyungwon Koh is a doctoral candidate in the College of Information at the Florida State University [FSU].

27. Rethinking Copyrights for the Library through Creative Commons Licensing

By Cushla Kapitzke
(*Library Trends*, Summer 2009, pg. 95)

Two recent and related social developments of note for libraries are an upsurge in cultural participation enabled by Web 2.0 media and calls in government policy for enhanced innovation through education. Ironically, these have occurred at the same time that increasingly stringent copyright laws have restricted access to cultural content. Concepts of governmentality are used here to examine these tensions and contradictions. This article presents some possibilities for renewal of school libraries around copyright education and Creative Commons licensing.

Cushla Kapitzke is an associate professor in the School of Cultural and Language Studies in Education, Queensland University of Technology, Australia.

28. Social Net Working

By Shirley Duglin Kennedy
(*Information Today*, November 2009, Vol. 26, Issue 10, pg. 15)

The entire issue of employee use of social media can be a minefield. Some organizations opt out entirely and either try to forbid it outright or lock down the company Internet connection so workers cannot access Facebook, Twitter, and other sites. However, companies are also learning that if you're not

participating in the social media "space," you run the risk of becoming invisible and/or being irrelevant to a growing segment of your target market. But using Facebook and Twitter officially can be tricky for a media outlet. Social networking offers new and interesting ways to slip up: the embarrassing Facebook photo, the "anonymous" hit-and-run blog comment that turns out to be not so anonymous, and the inappropriate blog post or tweet that slips out when one is angry or inebriated.

Shirley Duglin Kennedy is a news researcher for the St. Petersburg Times.

29. Social Networking Strategies for Professionals

By Marshall Breeding

(Computers in Libraries, October 2009, pg. 29)

Library professionals have always engaged with associations and communities to share experiences and information. Going back through the earliest times of the profession, librarians have interacted through conference meetings, professional publications, and a variety of other venues. These in-person and print-based interactions continue as important avenues of professional development but have been supplemented by social networking media. Social networking brings a new dimension to the professional lives of those involved with libraries, collapsing the latency of information exchange from months or years to almost instantaneous impact.

Marshall Breeding is the director for innovative technologies and research for the Vanderbilt University Libraries, the executive director of the Vanderbilt Television News Archive, and the founder of Library Technology Guides (www.librarytechnology.org).

30. Survival Lessons for Libraries

By Toby Pearlstein and James Matarazzo

(Searcher, September 2009, pg. 32)

By rigorously evaluating the advantages and disadvantages of all information service activities in terms of "buying" rather than "making," library managers can take a leadership role and put themselves in a position to, if not control the decisions, at least not get caught by surprise.

Toby Pearlstein is Former Director of Global Information Services, Bain & Company, Inc. James Matarazzo is Dean and Professor Emeritus, Graduate

School of Library and Information Science, Simmons College.

31. Things That Keep Us Up at Night

By Joyce Kasman Valenza and Doug Johnson
(School Library Journal, October 2009, pg. 28)

Libraries need to change from places just to get stuff to places to make stuff, do stuff, and share stuff. Our libraries should not be grocery stores. We need to use those groceries, to open the boxes, pour the milk, mix the batter, make a mess (see Joyce Valenza's "Library as Domestic Metaphor," NeverEndingSearch blog,

<http://www.schoollibraryjournal.com/blog/1340000334/post/90032209.html>). We need production space. We need to serve up our creations in presentation or story space.

Joyce Kasman Valenza is the librarian at Springfield Township (PA) High School. Doug Johnson is director of media and technology for the Mankato (MN) Public Schools.

32. Three Strategies for Effective Data Oversight

By Terence K. Huwe

(Computers in Libraries, September 2009, pg. 25)

Networked information as we have come to know it ought to be a dream come true for researchers who rely on large data sets. Yet all too often, access barriers form in powerful IT departments; this can stymie progress. IT managers often crave security, and that means centralized control, even to a fault. In contrast, information professionals carry a bias for "fair use" and "giving information away." These core values can be powerful change agents in organizations, particularly when professional cultures collide.

Terence K. Huwe is director of library and information resources at the Institute for Research on Labor and Employment at the University of California—Berkeley.

33. Thriving on Technology's Edge

By Terence K. Huwe

(Computers in Libraries, October, pg. 26)

For this issue, writers and readers were invited to think about "Web 3.0"—which undoubtedly sounded entirely possible last summer. Yet our Web 2.0 universe keeps spinning out small, sleek, and beautiful ideas that capture the imagination. Many innovations focus on

mobile technology these days, and digital librarians are making a mark in that domain. In my opinion, Web 2.0 is still cooking, and the bold agents among us have set up a cooking tent on the cutting edge of not only the web but also what lies beneath and beyond.

34. U.S. Public Libraries and Web 2.0: What's Really Happening?

By Zeth Lietzau

(*Computers in Libraries*, October 2009, Vol. 29, Issue 9, pg. 6)

In the last few years, technology-savvy librarians have begun turning their attention to a host of new tools to connect with their users and colleagues. The umbrella term for these new technologies—Web 2.0—began gaining traction in 2004. Many librarians were quick to embrace the new wave of technology. Early adopting libraries used blogs to initiate contact with their patrons, wikis to collect information, and social networking sites to connect with each other and their communities. The trend was strong enough that in 2006 ALA Tech-Source published a Library Technology Report titled “Web 2.0 and Libraries: Best Practices for Social Software”.

Zeth Lietzau is associate director of the Library Research Service (www.lrs.org), a unit of the Colorado State Library.

35. An Unapologetic Apologia for Google Book Search

By Barbara Quint

(*Information Today*, October 2009, pg. 7)

Let me state my bias right from the start. It could even be considered a conflict of interest: I am a diehard fan of Google Book Search. Actually, I'm a fan of Google in general. I can think of all the times Google has helped me find the information I needed, and it never charged me a dime. Those who have never used Google wouldn't understand. But when it comes to the prospect of seeing the vast majority of all the highquality content in Google Book Search flowing out to users across the land, when one envisions the revolutionary potential of students everywhere reaching massive collections of material curated by research librarians over the centuries, or when one merely thinks about how many orphan works quests this database would eliminate... well, really. By the way, the latest

count for Google Book Search is 10 million, and I am told it's not slowing down.

Barbara Quint is editor of Searcher magazine.

36. The Use of Case Studies in Library Administration Courses and Work

By Richard J. Moniz Jr.

(*Library Leadership & Management*, Summer 2009, pg. 108)

Library and information studies (LIS) programs generally require that students complete a series of core courses. One of these common core courses required is library management, and for many students this may be the only opportunity to explore issues and concerns related to library management. Contrary to what they may think, most of these future librarians will have to make significant decisions related to management at some point in their careers. Almost every job in a library requires an awareness of the concepts of organizational behavior that typically underpin the library management course.

Richard Moniz Jr. is Director of Library Services at Johnson and Wales University in Charlotte, North Carolina.

37. Web 2.0, Library 2.0, Library User 2.0, Librarian 2.0: Innovative Services for Sustainable Libraries

By Cheryl Peltier-Davis

(*Computers in Libraries*, November/December 2009, Vol. 29, Issue 10, pg. 16)

Since its widespread public adoption in the 1990s, the internet has inextricably woven itself into every facet of human existence, influencing and in some ways reshaping every aspect of modern life - our communication patterns, the way we seek information, the way we think, and, in some instances, the way we act. [...] my professional life as associate cataloging librarian at Nova Southeastern University's (NSU) Alvin Sherman Library revolves around it.

Cheryl Peltier-Davis is associate cataloging librarian at the Alvin Sherman Library at the Nova Southeastern University in Florida.

**38. Yesterday, Today, and Tomorrow:
Transitions of the Work but not the
Mission**

By Erlene Bishop Killeen
(*Teacher Librarian*, June 2009, pg. 8)

New ideas, new technology, new methods, new demands, new books, new kids, new teachers, new buildings, and even new names - the learning commons, anyone? What is a teacher-librarian to do to keep up? What do we pass on

to new professionals? Through all the transitions, change, and progress, what stays the same – anything?

Erlene Bishop Killeen is District Media Coordinator and Elementary Library Media Specialist for the Stoughton area School District.

The *Library Newsletter* focuses on recent developments in the field of library science and information management in the United States. It contains summaries of articles from leading library-related periodicals and recommended Internet sites. The *Library Newsletter* is published quarterly by the American Reference Center.