



Library Newsletter

Fall 2010

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1. Academic Library Challenges

By Miriam A. Drake

(*Searcher*, November 2010, Vol. 18, Issue 9, pg. 17)

OCLC completed a study, "Research Libraries, Risk and Systemic Change"

(<http://www.oclc.org/research/publications/library/2010/2010-03.pdf>). *Miriam A. Drake is Professor Emerita, Georgia Institute of Technology.*

2. An Anatomy of the Credibility of Online Newspapers

By Chung Joo Chung and Hyunjung Kim

(*Online Information Review*, Vol. 34 No. 5, 2010, pg. 669)

This paper explores the primary components of credibility of three types of online newspapers and how the credibility of news differs by type. All items of credibility scales were measured using seven-point Likert-type scales. Overall participants rated the independent type of online newspapers lowest in credibility. The paper divides online newspapers into three categories according to their characteristics: mainstream, independent, and index type. Chung Joo Chung is a PhD candidate and instructor in the Department of Communication at the State University of New York at Buffalo. Hyunjung Kim is a PhD candidate in the Department of Communication at the State University of New York at Buffalo.

3. Blog to the Future? Journals Publishing in the Twenty-First Century

By Angus Phillips

(*Journal of Scholarly Publishing*, Vol. 42, No. 1, October 2010, pg. 16)

A variety of current developments are creating questions over present models of publishing and scholarly communication. Will new journals continue to be launched? Will open-access developments such as subject or institutional repositories reach a tipping point at which libraries will start to cancel journal subscriptions? Is the journal article too static a mechanism, by comparison to the ways in which scholars are able to interact using blogs and wikis? Steadily emerging is a new future for the journal as part of an overall network of knowledge creation and scholarly communication. We are moving away from a world in which a few producers generate content to transmit to a set of users. Instead, the world of knowledge creation has a variety of routes through which research can be disseminated and feedback mechanisms facilitated by a range of collaborative tools.

4. Challenges and Possibilities for Collection Management in a Digital Age

By Tony Horava

(*Library Resources & Technical Services*, July 2010, Vol. 54, Issue 3, pg. 142)

This paper considers some of the major issues concerning collection management in academic libraries in a rapidly changing environment. Specifically, this paper reflects on core values, scholarly communication issues, acquisition activities, access and delivery issues, and innovation. The paper concludes with ideas for incorporating shifts in these areas into a sustainable, forward-looking approach to

collection management. *Tony Hotava is Acting Associate Librarian (Collections), University of Ottawa Library, Ontario, Canada.*

5. facebook HELL?

By Woody Evans

(*Searcher*, September 2010, Vol. 18, Issue 7, pg. 20)

Beyond building a nice, fat, Neo-Con pro/con collection for these guys, you might want to "meet them where they're at" in social networking sites. This study club is what you might call a "community of interest." I like the Wikipedia definition, partly because it's a good definition, and partly because it's a meta-definition (Wikipedia is, itself, a community of interest). Woody Evans is Public Services Librarian at Tarrant County College.

6. Google Analytics: Intelligence for Information Professionals

By Beatriz Plaza

(*Online*, September/October 2010, Vol. 34, Issue 5, pg. 33)

The launch of free Web analytics tools by search engines can serve as a key online marketing tool for information managers. Analyzing the data revealed by Google Analytics (www.google.com/analytics) or Yahoo! Web Analytics (<http://web.analytics.yahoo.com>) helps webmasters fine-tune their sites more reliably. The aim of this article is to develop further the methodology, which the author initiated, on the use of time series with Google Analytics' data and to supply some user-friendly metrics (that is, tips) for information practitioners. It is interesting to see how key performance indicators can help professionals, who can then make Web sites more effective. *Beatriz Plaza is on the Faculty of Economics, University of the Basque Country, Bilbao, Spain.*

7. The iPad and Its Possible Impact on Publishers and Libraries

By Dan Tonkery

(*Searcher*, October 2010, Vol. 18, Issue 8, pg. 39)

After the resolution of some pricing issues between Amazon and a few major publishers, ebook prices began rising. Perhaps a better business model has developed for the publishers, but consumers still are getting a

good deal. Apple opened its own ebookstore, iBooks, and has sold 5,000,000 ebooks during the first 2 months of the iPad. Both Barnes & Noble and Borders have released iPad apps so that users who have bought books for their e-readers can read the book on an iPad. *Dan Tonkery is President of Content Strategies.*

8. Information as Tool, Not Destination

By William Badke

(*Online*, July/August, Vol. 34, Issue 4, pg. 42)

There was a time in which the keepers of the knowledgebase were like gods. Simply because knowledge was contained within a few brains or a few copies of the learned society's books. The knowledge keepers held the keys, and those who sought knowledge found it only with the keepers' permission. *William Badke is associate librarian at Trinity Western University and the author of Research Strategies: Finding Your Way Through the Information Fog, third edition (iUniverse.com, 2008).*

9. Information Overload? Maybe Not

By William Badke

(*Online*, September/October 2010, Vol. 34, Issue 5, pg. 52)

The Net Generation has learned how to deal with the flood of data simply by picking what is easiest to access and letting the rest go. If the easily accessible data looks OK, then it has to be OK. Bye-bye, information overload. Over the past several years, a number of voices have called for an end to the information literacy movement. The world seems to be going along just fine without a major emphasis on information literacy. The information literacy movement has grown, but its impact on higher education and the workplace has been underwhelming and frustrating.

10. Library of the Future - Today!

By Barbie E. Keiser

(*Searcher*, October 2010, Vol. 18, Issue 8, pg. 18)

With the volatile nature of digital technology, including all the content "born-digital," organizations turn to the library to preserve information independent of the medium, creating archival information packages (AIP) according to emerging standards. *Barbie E. Keiser is an information resources management (IRM)*

consultant located in the metro-Washington, D. C. area.

11. P-Books vs. E-Books: Death Match?

By Stephen Abram

(*Information Outlook*, Washington, September 2010, Vol. 14, Issue 6, pg. 30)

The acronym "DRM" (digital rights management) is becoming a curse word in the technological culture that is emerging around reading and e-books. Choose a different one. Since an e-book is not in fixed form, it can be altered to support your reading needs. *Stephen Abram is vice president of strategic partnerships and markets for Cengage Learning (Gale).*

12. Remaking One of the Nation's Busiest Main Libraries

By Paula Brehm-Heeger and Greg Edwards

(*Public Libraries*, September/October 2010, Vol. 49, Issue 5, pg. 40)

Reference librarians staffed desks in disparate subject departments, waiting for reference questions on such topics as science and technology; literature and languages; or education and religion. Customer surveys were conducted, staff focus groups were held, managers from each of the existing subject departments were interviewed, and existing usage data such as circulation and reference question statistics were reviewed. A process for making careful and consistent observations of customer behavior was adapted from a study conducted by Christie M. Koontz, Dean K. Jue, and Keith Curry Lance.¹ Each project team member, armed with an "observation sheet" walked through the entire main library during planned times and noted what customers were doing, where they were doing it, and how they were (or were not) interacting with staff members. *Paula Brehm-Heeger is the Central Region Library Services Manager for the Public Library of Cincinnati and Hamilton County. Greg Edwards is the Library Services Director for the Public Library of Cincinnati and Hamilton County.*

13. So You Want to Be a Librarian?

By Irene E. McDermott

(*Searcher*, October 2010, Vol. 18, Issue 8, pg. 7)

"The standard track for those interested in cataloging would be basic cataloging, as many other tech¹ and metadata course as you can fit in (and I see the job market shifting radically

toward metadata positions), and a practicum or internship in cataloging." [Cheryl Tarsala] emphasizes the importance of having an internship while in school. "When you see an entry-level job posting with the catch-22 requirement '2 years experience,'" she stressed, "paraprofessional work... *Irene E. McDermott Reference Librarian/Systems Manager Crowell Public Library, City of San Marino*

14. Technology Trends 2010

By Richard Oppenheim

(*Searcher*, November 2010, Vol. 18, Issue 9, pg. 28)

There is an enormous amount of choices to explore for the "now" of your business, friends, and family. The recently old "now" included paper calendars and diaries, such as Filofax. Then came the PDAs and then cell phones with stored telephone numbers. Now the "now" covers much more of what you choose to access. While tweeting from smartphones is standard, and Facebook friends are everywhere, there is more. *Richard Oppenheim, CPA, Oppenheim Group, <http://www.oppenheimgroup.com>*

15. The Uniqueness of Everyday Language

(*Online*, July/August, Vol. 34, Issue 4, pg. 58)

Teachers and librarians alike tout Google Book Search and Google itself as fast, easy ways to check for plagiarism. Just do a phrase search for a distinctive sentence or long phrase. If you get a match, you should check further for likely plagiarism. With more than 10 million digitized books and billions of other text sources, and with phrase searching that can accept long phrases, it's a good first step (if only a first step). The author has seen 2,600 to 6,000 words cited as the minimum vocabulary to communicate effectively in English, but most people probably use much larger vocabularies lit writing. If you're suspicious that a clumsy plagiarist has cut-and-pasted without paraphrasing, almost any medium-length sentence may suggest you should check further. It could be entirely innocent. *Walt Crawford is a semiretired library writer and editor who publishes Cites & Insights.*

16. What Search Engines Know About You

By Karen Blakeman

(*Online*, September/October 2010, Vol. 34, Issue 5, pg. 46)

The author attended the annual INFORUM conference in Prague last May. This is a major event in Europe, aimed at librarians and information professionals. It covers developments in search, managing electronic information, and new information services. Google is an expert at personalization. At the end of last year, Google announced that it would personalize your search results according to your Web history by default. *Karen Blakeman owns RBA Information Services. She is an internet consultant and trainer covering business information sources.*

17. Where Will the Next Generation of Publishers Come From?

By Alison Baverstock

(*Journal of Scholarly Publishing*, Vol. 42, No, October 2010, pg. 31)

This essay considers how publishing (the concept and the associated industry) is understood within society and how to spread understanding of both the processes involved

and the job opportunities available. It examines traditional publishing recruitment practices and the skills and competencies sought. *Alison Baverstock runs the Publishing MA program at Kingston University and is the author of How to Market Books (4th ed., Kogan Page 2008).*

18. Web Services and Widgets for Library Information Systems

By Godmar Back and Annette Bailey

(*Information Technology and Libraries*, June 2010, Vol. 29, Issue 2, pg. 76)

As more libraries integrate information from web services to enhance their online public displays, techniques that facilitate this integration are needed. This paper presents a technique for such integration that is based on HTML widgets. We discuss three example systems (Google Book Classes, Tictoclookup, and MAJAX) that implement this technique. These systems can be easily adapted without requiring programming experience or expensive hosting. *Godmar Back is Assistant Professor, Department of Computer Science and Annette Bailey is Assistant Professor, University Libraries, Virginia Tech University, Blacksburg.*

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.