



# Library Newsletter

## Winter 2009/2010

AMERICAN REFERENCE CENTER \* Boltzmanngasse 16, 1090 Vienna \* Tel.: (01) 405 30 33 \*

Fax: (01) 406 52 60 \*

E-mail: [arc@usembassy.at](mailto:arc@usembassy.at) \* <http://www.usembassy.at/en/embassy/arc.htm>

### 1. Beyond Books and Bullets

By George J Fowler

(*American Libraries*, December 2009, Vol. 40, Issue 12, pg. 44)

The rest of the learning opportunities can be encapsulated by the seven Army Values taught to all soldiers, carried in their wallets, and worn around their necks along with their identification tags: Respect Punish subordinates, peers, superiors, patrons, and yourself in private; praise in public. When my battalion commander (my boss's boss) and command sergeant major came to one of my platoon meetings, they publicly praised two of my soldiers for performing their jobs admirably during their shift.

George J. Fowler is the head of the Systems Department at the University of Arkansas in Fayetteville.

### 2. Business Models for News, Ebook Fever, and Search Engines Top the News

By Paula J. Hane

(*Information Today*, January 2010, Vol. 27, Issue 1, pg. 7)

A recent study by The Boston Consulting Group (BCG) reported on research showing that consumers are willing to pay for meaningful content (unique, such as local, timely, or mobile), but they are not willing to pay much. According to the BCG, the survey suggests that hybrid models for accessing news and content will emerge. In late November, the *Financial Times* reported that Microsoft has been involved in discussions with News Corp over a plan where the media company would be paid to "de-index" its news Web sites from Google and instead be featured on Microsoft's Bing search engine. The focus on ebook readers has reached a fevered pitch, with

rampant speculation, leaked photos, non-stop product rollouts, and even price reductions. Some of the e-readers announced with great fan-fare in the fall were even sold out pre-release and were unavailable for Christmas delivery.

*Paula J. Hane is Information Today, Inc's news bureau chief and editor of NewsBreaks.*

### 3. Can Blogging Help Cataloging? Using a Blog and Other Web 2.0 Tools to Enhance Cataloging Section Activities

By Sherab Chen

(*Library Resources & Technical Services*, October 2009, Vol. 53, Issue 4, pg. 251)

In response to the ongoing conversation about Library 2.0, which has focused on user participation and emphasizes efficiency in delivering library services to users, this paper draws attention to a practical application in technical services: using Web 2.0 tool to enhance performance in the cataloging department. From his position as the coordinator for non-Roman cataloging in a large academic library, the author shares his experience using a blog and other Web 2.0 tools to improve section management and professional activities.

*Sherab Chen is Assistant Professor, Cataloging Department, The Ohio State University Libraries, Columbus.*

### 4. Change and Resiliency: The Role of Librarians

By Debbie Schachter

(*Information Outlook*, December 2009, Vol. 13, Issue 8, pg. 43)

The global economic downturn has affected information professionals in a variety of ways. When change involves layoffs, the morale of

the entire organization can be affected in a number of ways - some may experience feelings of fear or distrust, while those who remain after layoffs may develop survivors' guilt.

*Debbie Schachter is director of technology and collection management for the Vancouver Public Library.*

## **5. Citizens Now Are Copyright Stakeholders**

By K. Matthew Dames

*(Information Today, February 2010, Vol. 27, Issue 2, pg. 18)*

Throughout its history copyright law and policy have been created by and have served commercial interests. But this should be neither surprising nor particularly controversial. Copyright began as a privilege for publishers to protect their works from being copied without proper authorization. Arguably, the public's stake in copyright came as a result of the law's expansion, which was itself the result of the traditionally vested interests seeking more protection for their works. The nation's first Copyright Act (1790) provided protection to books, maps, and navigational charts; its sole rights were the ability to print, reprint, publish, and sell those works. The traditional copyright stakeholders have and use their money to influence legislation. But Americans can put public relations pressure on their elected officials to include them in copyright policy discussions; this only can happen if citizens are knowledgeable and educated about the issues and how they will be presented.

*K. Matthew Dames is the executive editor of Copycense (<http://copycense.com>) and the new publication Core Copyright (<http://corecopyright.com>), which helps people learn more about U.S. copyright law.*

## **6. Communication**

By Bonnie A Osif

*(Library Leadership & Management, Winter 2010, Vol. 24, Issue 1, pg. 38)*

People have been communicating from the time of birth with howls and motions, later in life using words and body language. However, good communication is not the same as communication and in some cases, bad communication might even be worse than no communication. People live in a world that is caught in a web of almost constant communication: e-mail, instant messaging,

Twitter, Internet on phones, blogs, and twenty-four hour news. Meanwhile, the Oxford English Dictionary defines communication as "transmission or exchange of information, knowledge, or ideas, by any means of speech, writing, mechanical or electronic media." It is clear from these definitions that communication is not simply using words or talking at another. Here, the author presents several resources that can provide insight into the myriad aspects of communication.

*Bonnie A. Osif is Assistant Engineering Librarian at Pennsylvania State University in University Park.*

## **7. Comparing Search Engines for Quick and Dirty Answers**

By Cybèle Elaine Werts

*(Online, January/February 2010, Vol. 34, Issue 1, pg. 32)*

Information professionals, who spend much of their time on the Internet, know that there are thousands of specialized search engines for every possible need, with more coming along each day. Information professionals do far more than the rudimentary searches performed by the general public. Several Web sites make comparison searching a breeze.

*Cybèle Elaine Werts is an information specialist in Boston and co-editor of Education Libraries.*

## **8. Creative Commons: Copyright Tools for the 21st Century**

By Laura Gordon-Murnane

*(Online, January/February 2010, Vol. 34, Issue 1, pg. 18)*

Copyright laws in the US have been around since 1790, but two 20th-century revisions, coupled with the Internet's fostering of a read/write culture, have had a significant impact on the use, reuse, and distribution of digital media and content in this century. They've also helped initiate a new category of copyright protection. It's called Creative Commons. The dual forces of copyright law restrictions and a new digital culture led to the launch of Creative Commons -- a set of licensing tools that stands between the "All Rights Reserved" of traditional copyright and "No Rights Reserved" that is the public domain. Creative Commons has much to offer if you are comfortable with sharing your work. Creative Commons has created a useful tool that allows you to determine how permissive you wish to be. Creative Commons is one way

to gain access to content, in the spirit of the 21st century and without running afoul of the "all rights reserved" mentality.

*Laura Gordon-Mumane is a freelance writer, information professional at WebSearch University.*

### **9. Data Erosion: Librarians on the Lookout**

By Barbara Quint

*(Information Today, February 2010, Vol. 27, Issue 2, pg. 7)*

These days, librarians work with information like general contractors. They analyze client interests and needs, identify the array of sources available to get the job done, evaluate each source's potential for cost-effective performance, and then strike the deal that gives the best value. The difference between a day in the life of a librarian and an episode of Flip This House or Extreme Makeover: Home Edition is that the librarian lives in-house unlike a housing contractor. If an information industry vendor wants to keep the revenue flowing from the library market, the single most important thing is to have good, solid products at good, practical prices -- the same as it's always been. Meanwhile, new content sources are emerging that may be written on the wind as far as future life span is concerned. Traditional and non-traditional content sources are beginning to adjust their business models to the tough times.

*Barbara Quint is editor of Searcher magazine.*

### **10. Dealing with Comments on Your Website**

By Michael Porter and David Lee King

*(Public Libraries, November/December 2009, Vol. 48, Issue 6, pg. 23)*

[...] you had to locate the website author's e-mail address (if it was listed somewhere on the website), and then you could write to that person (and hope you got an answer) . Whether the comment is on a website /blog, Twitter account, Facebook page, profile, or elsewhere, we've got to be on our toes. Because sometimes, comments and responses can get very interesting, very quickly with all these new web tools.

*Michael Porter is Communications Manager at Webjunction.org. David Lee King is Digital Branch and Services Manager, Topeka & Shawnee County (Kans.) Public Library.*

### **11. Digital Natives and Immigrants: What Brain Research Tells Us**

By Nancy K. Herther

*(Online, November/December 2009, Vol. 33, Issue 6, pg. 15)*

Technological advances and saturation-level promotion for every type of computer-based product explode around daily. The focus is clearly on the younger generations -- Digital Natives -- who form the most avid consumer group, worldwide, for technology-based products. From cell phones to iPods, computers to gaming systems, the sales of digital products to young people dwarf the acceptance rates of other market segments. Every generation is influenced by the events, major personalities, and trends of its time. For these newest generations, it's technology and social networking.

*Nancy K. Herther is sociology/anthropology librarian, University of Minnesota.*

### **12. Educating Future Academic Librarians: An Analysis of Courses in Academic Librarianship**

By Edgar C. Bailey Jr.

*(Journal of Education for Library and Information Science, Winter 2010, Vol. 51, Issue 1, pg. 30)*

This study reports the results of an analysis of the syllabi of courses in academic librarianship solicited from faculty or located on the Web. It examines who teaches the courses and what subjects are covered, as well as required textbooks, assignments, and pedagogical methods. The list of subjects covered is compared to a list generated by an ACRLog survey asking readers which subjects they felt should be included in a course on academic librarianship as well as to skills and proficiencies identified in the recent library literature as desirable for academic librarians. Results indicate that, although the list of subjects most frequently covered matches the ACRLog list fairly closely, a single course probably cannot be expected to develop all desired proficiencies.

*Edgar C. Bailey, Jr. is with the Phillips Memorial Library, Providence College.*

### **13. Embracing Change for Continuous Improvement**

By Peter Herson and Ellen Altman  
(*American Libraries*, January/February 2010,  
Vol. 41, Issue 1/2, pg. 52)

[...] the types of metrics that libraries use should settle on the quantitative and qualitative benefits that the library provides to its community. Even though their budgets are mostly static or declining, library managers try to provide what most people want most of the time; in order for them to do so, it is important for them to know: \* the demographic characteristics of customers and the intensity of their relationship to the library; \* customers' preferences for materials, based on their information-gathering behavior- what they actually use; \* customers' views of library performance on such factors as timeliness, helpfulness, courtesy, reliability, and responsiveness.

*Peter Herson is a professor at the Simmons College Graduate School of Library and Information Science in Boston. Ellen Altman, now retired, was visiting professor in the Department of Library and Information Studies, Victoria University of Wellington in New Zealand until 1997.*

### **14. Everything Old is New Again: The Evolution of Library and Information Science Education from LIS to iField**

By Laurie J. Bonnici, Manimegalai M. Subramaniam and Kathleen Burnett  
(*Journal of Education for Library and Information Science*, Fall 2009, Vol. 50, Issue 4, pg. 263)

This article reports the results of research to determine whether the iSchools project, an undertaking of twenty-two institutional caucus members, represents a deliberate split from the discipline of LIS as previously constructed, a conflict in approach to traditional LIS education, or an ingestion of traditional disciplinary content into a new iField. The majority of the schools that have embraced the iSchool movement exhibit the fractal cycle mechanism in their philosophical stance, but the mechanism of progression from LIS to iField is an inverted fractal cycle, moving from specific to broad over time.

*Laurie J. Bonnici is with the School of Library and Information Studies, University of Alabama. Manimegalai M. Subramaniam is at the College of Information Studies, University of Maryland. Kathleen*

*Burnett is at the College of Communication and Information, Florida State University.*

### **15. An Evolution of Search**

By John D. Holt and David J. Miller  
(*Bulletin of the American Society for Information Science and Technology*, October/November 2009,  
Vol. 36, Issue 1, pg. 11)

The technology of information retrieval systems continues to evolve, and in particular, the technology of search has continued to evolve. A new stage in the evolution of search has arrived with the advent of entity-based searching. This paper provides a brief review of some of the earlier stages of search evolution in the context of the evolutionary pressures of the concurrent improvement of both precision and recall. Efficient mechanical Boolean search of records is a 19<sup>th</sup> century invention. The extension of Boolean search from records (structured data) to text documents was initially accomplished by the simple expedient of creating a summary record of the text using a controlled vocabulary and a taxonomy. The search of structured and semi-structured data collections presented similar problems. To achieve a result set of reasonable size, a highly specific search would need to be formulated. Unfortunately, a highly specific search was unlikely to return all of the records of interest.

### **16. Falling in Love With Technology Once Again**

By Shirley Duglin Kennedy  
(*Information Today*, February 2010, Vol. 27, Issue 2, pg. 15)

You can call the author jaded or call her cynical, but she never imagined that she was capable of falling in love with technology again. In December, her contract with Verizon expired. She liked her BlackBerry well enough, but she really did want to try something new or at least new to her. She's an Apple girl, so that meant she had to go out and get an iPhone. She just had to. Most of the web-heads at work are using them. She thought it would be cool to own one. Little did she know that she would fall head over heels.

*Shirley Duglin Kennedy is a news researcher for the St. Petersburg Times. She is also senior editor of DocuTicker.com and ResourceShelf.com.*

### **17. Identifying Standard Practices in Research Library Book Conservation**

By Whitney Baker and Liz Dube

*(Library Resources & Technical Services, January 2010, Vol. 54, Issue 1, pg. 21)*

The field of research library conservation has emerged as a distinct discipline and undergone major refinements during the past fifty years. Professional organizations and training programs have been established, new treatment techniques have been developed and promoted, and increasingly, special and general collections practitioners have collaborated on treatment solutions. Despite such dramatic growth and definition within the field, no comprehensive assessment of the book treatment practices employed by research libraries for special and general collections has been conducted. In response to this need, the authors undertook a study to investigate and document the types of treatments employed by research libraries to conserve and maintain their book collections, and to compare the practices used for special collections with those used for general collections.

*Whitney Baker is conservator and associate librarian at Kansas University Libraries, Lawrence. Liz Dube is conservator and associate librarian at University of Notre Dame Libraries, Notre Dame, Indiana.*

### **18. Informal Assessment for Library Middle Managers**

By Jeanne M Brown

*(Library Leadership & Management, Winter 2010, Vol. 24, Issue 1, pg. 18)*

Library middle managers hold simultaneously a variety of responsibilities. The growing literature on classroom and library assessment simultaneously offers useful ideas for gathering data, and provides a perplexing array of advice and approaches regarding assessment. Here, Brown examines the two types of assessment for library management purposes, namely the formal and informal; and he suggests a simplified approach that can help the middle manager gather the information needed for decision making in a thoughtful way.

*Jeanne M. Brown is Assessment Librarian at University of Nevada, Las Vegas.*

### **19. Intellectual Property: Everything the Digital-Age Librarian Needs to Know**

By Ginger Williams

*(Library Resources & Technical Services, January 2010, Vol. 54, Issue 1, pg. 58)*

The concepts chapter explains the difference between state and federal trademarks, the benefits of registering trademarks, and the economic value of trademarks, then discusses controversies involving trademarks, such as buying up Internet domain names with the intent of selling them to the trademark holder at an inflated price. The single chapter on copyright uses photographs, music and other sound recordings, fiction and nonfiction writing, and other creative works as examples of the six rights secured by copyright, suggesting the complexities of applying copyright law in different contexts.

*Ginger Williams is at Wichita State University, Wichita, Kansas.*

### **20. It's the Content, Stupid**

By Steven Escar Smith and Holly Mercer

*(American Libraries, January/February 2010, Vol. 41, Issue 1/2, pg. 48)*

There is no disputing that the web as a research tool and venue is growing in impact and influence- blogs, wikis, podcasts, discussion boards, listservs, personal, discipline, and institutional websites are ubiquitous, and new e-forums, groups, and devices are being developed everyday.

*Steven Escar Smith is associate dean for collections and services at Texas A&M University Libraries. Holly Mercer is head of digital services and scholarly communication at Texas A&M University Libraries.*

### **21. Leveraging Funding to Enhance Broadband Access**

By Mary Alice Ball and Wendy Knapp

*(Public Libraries, September/October 2009, Vol. 48, Issue 5, pg. 48)*

The findings, part of which are presented here, may be of special interest given the current economic crisis, when library funding is under greater scrutiny, and also because substantial federal funding is available through the American Recovery and Reinvestment Act of 2009 (ARRA).

*Mary Alice Ball serves as Chair of the Telecommunications Subcommittee for ALA's Office for Information Technology Policy. Wendy Knapp is*

*Supervisor of the Professional Development Office at Indiana State Library.*

## **22. Location, Location, Location**

By Jeff Wisniewski

(*Online*, November/December 2009, Vol. 33, Issue 6, pg. 54)

Far from being static, the web evolves continuously. It is getting smarter and faster with each passing year. It's no longer merely a question of pulling information from Web sites. It can be pushed to people automatically, based upon their location. A significant driver and product of this trend in the increasing ubiquity and utility of something called location-based services (LBS).

*Jeff Wisniewski is web services librarian, University Library System, University of Pittsburgh.*

## **23. A Million Social Networks Not Enough? Start Your Own**

By Thomas Pack

(*Information Today*, December 2009, Vol. 26, Issue 11, pg. 30)

Much evidence suggests that social networks are here to stay, and they are having an effect on everyday life. Forrester Research says more than 80% of those US adults who are online use social media at least once a month. Many of those users are now meeting at Ning ([www.ning.com](http://www.ning.com)). They're not just joining the site's 1.5 million social networks, they're creating their own. As expected on a site that lets users create their own online communities, Ning Networks that are already available cover a range of subjects. Even for someone without technical skills, starting a basic Ning Network is simple, but the site doesn't offer a cookie-cutter approach. However you want to set up your social network, Ning makes it easy, which is why the site is likely to reach its growth target: It estimates it will host 4 million Ning Networks by New Year's Eve 2010.

*Thomas Pack is a freelance writer who lives near Louisville, Ky.*

## **24. Name Authority Work Today: A Comparison of Types of Academic Libraries**

By Susan K. Burke and Jay Shorten

(*Library Resources & Technical Services*, January 2010, Vol. 54, Issue 1, pg. 4)

This study compared different types and sizes of academic libraries on how they currently engage in name authority work. Findings were that smaller libraries were more likely to do their cataloging in-house and less likely to purchase vendor services. Large libraries and libraries at graduate institutions were more likely to engage in some outsourcing and were more likely to do name authority control for a variety of types of names and materials. The study documents name authority control practices before the implementation of the anticipated new cataloging rules. The results provide comparative data that could be useful for making decisions concerning, for example, allocating staff positions or budgets.

*Susan K. Burke is Assistant Professor, School of Library and Information Studies, University of Oklahoma, Norman. Jay Shorten is Cataloger, Monographs and Electronic Resources and Associate Professor, University of Oklahoma Libraries, Norman.*

## **25. One, Two, Some, Many: Search Results and Meaning**

By Walt Crawford

(*Online*, January/February 2010, Vol. 34, Issue 1, pg. 58)

This article deals with one narrow problem: Reported search result counts from open Web search engines and their meaning -- or lack thereof. Languages that lack extended counting systems sometimes get it right. People have problems judging differences among big numbers in general, but they are inclined to regard large numbers as important and differences between them as meaningful. The problem arises because of laziness. But it also arises because LexisNexis result sizes have frequently been used as indicators of current popularity, which may demonstrate the predominance in the past of LexisNexis in the newsroom. For most uses and most users, the key phrases are one, two, 10, some; 100, 900, 1,000, many. Most people won't go beyond the first 10. Anything larger than that is "some." Dogged users may go to the first hundred or even the first 900 -- but beyond 1,000, all you know is that there are "many" records, regardless of the stated count.

*Walt Crawford is director and managing editor, PALINET leadership network.*

## **26. Paving Paradise: Database Content Removal and Information Professionals**

By Amy Affelt

(*Online*, January/February 2010, Vol. 34, Issue 1, pg. 14)

As an information professionals, the only major missing content the author was aware of were articles removed as a result of the Tasini decision, a 2001 Supreme Court case involving freelance writers who felt unfairly compensated by publishers who reprinted their articles in electronic databases without their permission. In *Klein v National Railroad*, however, the first obvious problem lies in the fact that the decisions -- and, thus, the legal precedent and valuable documented research that could be used by attorneys involved in subsequent lawsuits of a similar nature -- are lost. If the online information industry were looking for a company with best practices, ScienceDirect from Elsevier seems to fit the bill. Lindi Belfield, senior product manager for ScienceDirect, discussed a specific case that was the impetus that created Elsevier's vigorous review process for articles under consideration for withdrawal, retraction, or removal. However, members of the scientific community asked Elsevier to reconsider.

*Amy Affelt is director of database research at Compass Lexecon.*

## **27. Peer Coaching in the Post-Departmental Library**

By John Lubans Jr.

(*Library Leadership & Management*, Winter 2010, Vol. 24, Issue 1, pg. 33)

The author talks about the importance of peer coaching for librarians in post-departmental library. Among other things, he proposes a peer-coaching institute, where a group of students are coached about the how of working together so they can be peer coaches--all the while working on an atypically significant group project. He asserts that the institute would follow the Orpheus immersion model as used at the Juilliard and Manhattan Schools of Music.

*John Lubans Jr. teaches, writes, and consults about leadership.*

## **28. Perspectives on Leadership**

By Joanne Bessler

(*Library Leadership & Management*, Winter 2010, Vol. 24, Issue 1, pg. 23)

Interviews with Rosann Bazirjian, dean of University Libraries at the University of North Carolina at Greensboro, Brian E. C. Schottlaender, university librarian at the University of California, San Diego, and Hampton Auld, director at the Durham County Public Library, regarding their views on leadership are presented. Among other things, Bazirjian shares some essential attributes that a leader should have.

## **29. Problem Situations, not Problem Patrons**

By Steven Slavick

(*Public Libraries*, November/December 2009, Vol. 48, Issue 6, pg. 38)

Without a valid excuse, we know they know they are at fault. [...] they own the problem.1 Regardless, most of us will feel our blood pressure rising, our attention span shortening, and our patience dwindling. Library staff didn't stand on the patron's property with flaming torches and signs proclaiming him evil for not returning his book on time; we sent him e-mail, snail mail reminders, text messages, or placed polite telephone calls to remind him of the overdue material. [...] any number of possibilities could have triggered their annoyance: they could have just lost their job, been served with divorce papers, or been involved in a car accident earlier in the day. *Steven Slavick is the Eastgate Branch Manager for the Algonquin (Ill.) Area Public Library District.*

## **30. Professional Librarian Performance Review: A Redesign Model**

By Threasa L. Wesley and Nancy F Campbell  
(*Library Leadership & Management*, Winter 2010, Vol. 24, Issue 1, pg. 12)

Steel Library in Northern Kentucky University implemented an innovative performance review process that can serve as a model for other academic libraries. The library faculty began to build a new reviewing process as a basis for merit awards in response to a presidential mandate that all salary increases be based solely upon meritorious performance. Here, Wesley and Campbell highlight the

positive outcomes of a performance review system redesign for professional librarian. *Threasa L. Wesley is Head of Research and Instructional Services. Nancy F. Campbell is Assistant to the Associate Provost for Library Services at Northern Kentucky University in Highland Heights, Kentucky.*

### **31. Reinventing Ourselves for Success**

By Jamal Cromity and Barry Miller  
(*Information Outlook*, December 2009, Vol. 13, Issue 8, pg. 29)

[...] in many cases, information departments are identified as a disposable cost center and not a vital component of the decision-making process that can ultimately lead to generating the revenue needed for the business to function. [...] librarians need to be intentional about establishing a game plan that aligns the library with the key factors affecting the success and future of the organization.

*Jamal Cromity is the UX specialist for Dialog LLC and a Quantum2 coach for Dialog. He is president-elect of the SLA North Carolina Chapter and is also the blog co-chair of the SLA Leadership & Management Division. Barry Miller is director of communications and external relations for the university libraries at the University of North Carolina at Greensboro.*

### **32. Retirement Trends in U.S. Public Libraries**

By Denise M. Davis  
(*Public Libraries*, November/December 2009, Vol. 48, Issue 6, pg. 13)

[...] research recently released by Joanne Gard Marshall details career patterns of library and information science (LIS) graduates in North Carolina.<sup>7</sup> This column will review key findings from these studies and discuss challenges of estimating the impact of the economic downturn on the library workforce. [...] 64.3 percent of those who retired returned as part-time employees compared with 11. A projected retirement surge between 2010-19 (baby-boomer librarians reaching age 65) suggests that MLIS graduates available for entry into the workforce will be insufficient to support demand until 2019-20.

*Denise M. Davis is Director, Office for Research & Statistics, American Library Association.*

### **33. Social Media Metrics**

By David Stuart  
(*Online*, November/December 2009, Vol. 33, Issue 6, pg. 22)

Social media has been adopted by every type of library in recent years, from small special libraries to large national ones. Many now host blogs and wikis, are members of numerous social network sites, and even participate in virtual worlds. These sites offer new ways for library staff and users to communicate and collaborate. Blogs are regularly updated Web sites that display posts in reverse chronological order and are one of the more established social media technologies. Comments are one of the most important features of blogs, allowing visitors to share opinions. Subscribing to an RSS feed provides a way for users to discover whether or not a blog has been updated without having to visit the site. Each of these metrics shows a greater level of engagement with the blog than would merely be shown by user traffic; these are not users who stumble across a site accidentally but those who are interested in what is being said.

### **34. Three Things to Watch for in 2010**

By Daniel Chudnov  
(*Computers in Libraries*, January/February 2010, Vol. 30, Issue 1, pg. 24)

"I bet few of you will think to flip back to this issue and this column in another year's time - there it is again, 'flip back,' the presumption of paper - but if you do, I bet that along with tight budgets and the maturation of the open source library vendor marketplace, 'realizing we're really reading online' will be the biggest change well notice in 2010. In fall 2005, I saw that a company pioneering the "E Ink" approach to reading online (with charged-particle displays like those found in the Kindle, Nook, and Sony readers) was offering its first 'developer kits' for sale for a few thousand dollars."

*Daniel Chudnov is an information technology specialist in the Office of Strategic Initiatives at the Library of Congress.*

### **35. Training Successful Paraprofessional Copy Catalogers**

By Colleen Valente

*(Library Resources & Technical Services, October 2009, Vol. 53, Issue 4, pg. 219)*

This paper argues for an incremental, progressive approach to teaching an inexperienced paraprofessional cataloger the basic skills required for copy cataloging. It demonstrates how to devise a training plan that is logical and progressive and argues that the plan should be based on a thorough analysis of the skills and knowledge required by the job. It then describes a specific approach to teaching the terminology of cataloging, Machine-Readable Cataloging (MARC), and International Standard Bibliographic Description (ISBD) punctuation. These three are the basic skills most copy catalogers will need first, and their mastery should precede training for more complex skills.

*Colleen Valente is Head of Technical Services, Auburn University at Montgomery, Alabama.*

### **36. Waiting for the (Digital) Barbarians**

By Derek Law

*(Information Outlook, December 2009, Vol. 13, Issue 8, pg. 15)*

[...] (and most importantly), there has been no extended professional debate (except among thinkers such as Cliff Lynch and Lorcan Dempsey) on developing an underpinning philosophy of e-librarianship. [...] there has been a real failure to engage with e-resources. *Derek Law holds a chair in the Department of Computing and Information Science and is a member of the Centre for Digital Library Research at the University of Strathclyde in Glasgow, Scotland.*

### **37. What Are Libraries Doing on Twitter?**

By David Stuart

*(Online, January/February 2010, Vol. 34, Issue 1, pg. 45)*

Twitter, the 140-character microblogging service, has become the latest must-have social media technology for libraries. However, while there have been many discussions about how libraries should use Twitter, little research exists on how libraries are actually using Twitter. This article provides an analysis of data from 433 Twittering libraries to cut through the hype and answer the Twitter-like question: What are libraries doing on Twitter? In this

study, the author collected data from 433 institutional library accounts: academic, public, state, and national libraries. The sample was collated from a search for the term Library within Twitter's "find people" search facility and from the lists of US and international libraries on Twitter compiled by Lindy Brown. Although many individual librarians use Twitter, his focus was on Twittering at the institutional level. He found that 59% of the libraries in the study were following fewer than a hundred other Twitter streams.

*David Stuart was a post-doctoral research Fellow in Web 2.0 technologies at the University of Wolverhampton and is now an independent web analyst and consultant.*

### **38. What Customers Want From Kindle Books**

By Nancy A. Allmang and Stacy M. Bruss

*(Online, January/February 2010, Vol. 34, Issue 1, pg. 36)*

This article describes what readers learned from two focus groups made up of scientists, engineers, and administrative staff. They asked which ebook device they preferred for their work-related reading and why. It highlights what participants thought were important device features, as well as the types of materials they said they wanted to use an ebook reader for. Participants asked questions and discussed features of the devices during the focus group meeting.

*Nancy A. Allmang is reference librarian at Biosystems, Materials Science and Engineering Laboratory, and National Center for Neutron Research liaison, National Institute of Standards and Technology. Stacy M. Bruss is reference librarian and liaison to the Building and Fire Research Laboratory and Program Office, National Institute of Standards and Technology.*

### **39. What Is the What With Widgets?**

By Jessamyn West

*(Computers in Libraries, January/February 2010, Vol. 30, Issue 1, pg. 42)*

Whether your library writes a blog, updates with Twitter, makes instructional videos on Vimeo, or shares photos via Flickr, you're all part of this user-generated content phenomenon. A web widget is a portable chunk of code that can be installed and executed within any separate HTMLbased web page by an end user without requiring additional compilation.

*Jessamyn West is a community technology librarian in Randolph, Vt..*

#### **40. Who Should Decide: How to Get the Best Decisions throughout the Library**

By Robert F. Moran Jr.

*(Library Leadership & Management, Winter 2010, Vol. 24, Issue 1, pg. 45)*

In peoples' lives there are likely to be serious consequences for disregarding authority. These can range from a brief dressing down or the beginning of a poor relationship with one's supervisor to a negative comment in one's personal file. However, there are also consequences to the enforcement of rules and procedures that don't take into account the specifics of the situation. Here, Moran talks about the need to build a culture of shared decision making and trust as a key part of the development efforts within the library.

*Robert F. Moran Jr. is a retired librarian living in Chicago.*

#### **41. Who Will Do the Job? Hiring Older Workers to Fill Library Labor Gaps**

By Anne Marie Casey

*(Library Leadership & Management, Winter 2010, Vol. 24, Issue 1, pg. 30)*

Workforce demographics are expected to change considerably over the next two decades. In 1950 the average retirement for women in the US was 67.6 years and for men 66.9 years. By 2010 some predictions lower it to 62 years for women and 61.6 years for men. However, these retirement age forecasts predate the recession beginning in 2007 and may reverse for a time due to economic setbacks suffered by those nearing retirement age. Meanwhile, another trend that is emerging in conjunction to a projected labor shortage is the increasing number of workers who expect to remain in the labor force beyond the traditional retirement age. One reason for the increase in older workers is that in 2000 the age for receiving full Social Security retirement benefits was raised. Here, Casey talks about the trend of hiring older workers to fill labor gaps.

*Anne Marie Casey is Director of the Hunt Library at Embry-Riddle Aeronautical University, Daytona Beach, Florida.*

#### **42. Yahoo!'s Long Strange Journey**

By Greg R. Notess

*(Online, November/December 2009, Vol. 33, Issue 6, pg. 42)*

Microsoft wanted to buy Yahoo! last year. If that deal gets regulatory and other approvals, Yahoo! will stop maintaining its own search engine database and will use Microsoft's Bing, at least for Web, image, and video search. The question for searchers is whether or not to continue to use Yahoo!, and if so, for how long and for what types of searches. The answer depends, in part, on how the future Yahoo! will appear. Despite the July 2009 announcement, Yahoo! is still running its own, unique search engine database, along with all of its other services. Just because future plans have been announced, all the details have yet to be resolved and accomplished. The agreement talks about collaboration for search and ads. Yahoo! will eventually use Microsoft's Bing search engine database for its search service while Microsoft gets a 10-year license to Yahoo!'s core search technologies.

*Greg R. Notess ([www.notess.com](http://www.notess.com)) is reference team leader at Montana State University and founder of SearchEngineShowdown.com.*

#### **43. 'You Can Never Have Too Much Knowledge'**

By Larry Prusak

*(Information Outlook, December 2009, Vol. 13, Issue 8, pg. 11)*

Whereas information used to be considered almost an end in itself, and organizations and even entire nations dedicated themselves to becoming "information societies" many people now complain that there's too much information, and experts are touting "knowledge societies" and urging businesses to identify and retain "knowledge workers." Information Outlook posed these questions to Larry Prusak, a former SLA member who consults on knowledge and learning within organizations, His responses are especially timely given the findings of SLA's Alignment Project. [...] information is one of the inputs of knowledge, but it's just one.

*Larry Prusak is a researcher and consultant on knowledge and learning within organizations.*

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