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## NOVEDADES BIBLIOTECOLÓGICAS :

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*New Information Perspectives*

Volume 54 Number 5 2002

In 2002 this journal will consist of 6 printed issues delivered in 6 despatches

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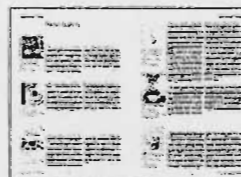
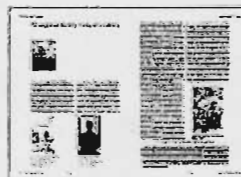
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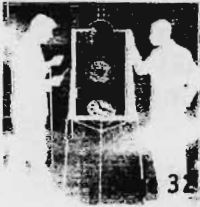
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- 6 Marketing: Realistic Tips for Planning and Implementation in Special Libraries**  
While many librarians are aware of the need for marketing, very few have the time to institute a program. This is a mistake, according to Amelia Kassel. She says that marketing and writing a marketing plan are critical to the future of the information profession.
- 12 Identify Your Brand, Before You Market**  
To add full impact to their marketing programs, librarians must know their brand, according to Laura Claggett. Among the things she urges librarians to look at are who buys their brand and why, who the competition is, what their brand offers against the competition, what their brand stands for, and why people should believe in it.
- 18 What's in It for Them? Communicating the Value of Information Services**  
One of the keys for information services to remain valuable in the eyes of their users is being able to communicate their value. Chris Olson thinks libraries must establish their value with their target market and determine how they see value. Once this is determined, information services should look at ways of communicating and branding value.
- 24 What Is Marketing in Libraries? Concepts, Orientations, and Practices**  
In recent years, marketing has been gaining importance in libraries throughout the world, according to Dinesh K. Gupta and Ashok Jambhekar. Reasons for this include self-support policies, increasing competitiveness in the marketplace, rising customer expectations, and widening access to information.
- 32 Building a Message: A Small Colorado Group Helps Librarians Branch Out**  
When they noticed that librarians in Colorado needed better marketing skills, Dorothy Norbie and Christine Hamilton-Pennell knew they had to do something. What the two librarians did was create the Colorado Library Marketing Council (CLMC), an organization that provides seminars and online learning opportunities to librarians in Colorado.

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### 6 Using RSS: An Explanation and Guide

When customers come to Steven Cohen asking for the most up-to-date news, he now has a new way to provide them with the information they need. Cohen uses RSS (rich site summary) feeds to fill his customers' needs. Instead of bookmarking various sites and returning to them every day, RSS allows users to set up a system where news is delivered directly to their desktop.

### 12 The 2002 IFLA Review

For the 68th time, librarians from around the world gathered for International Federation of Library Associations and Institutions (IFLA) annual conference. This year's event, held in Glasgow, Scotland, had 4,765 participants from 122 countries, including 1,082 first-time attendees.

### 21 XML Under the Hood

XML (eXtensible Markup Language) is a set of rules for organizing information that will enable complex search, retrieval, and manipulation of data in many ways. This technology is something librarians must be aware of, according to Davida Scharf.

### 28 Visualization of Information Resources for Professionals

From the days of busy and monochromatic screens, online searching has never been easy, according to Tim Bray. But things have been gradually improving over the years. Now, Bray looks into the future and sees new possibilities for electronic searching.

### 32 Competitive Intelligence for the Information Center

Information professionals are often called upon to participate in an organization's competitive intelligence program, and they often play key roles in this process. However, information professionals rarely use the same techniques when evaluating their operations, according to Barbie Keiser.

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Volume 20, Number 3, 2002

ISSN 0737-8831

**This issue is part of a comprehensive multiple access information service comprising:**



### **Paper format**

*Library Hi Tech* includes four issues in traditional paper format. The contents of this issue are detailed below.



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# Library Review

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Chief Executive: Roger Bowes.



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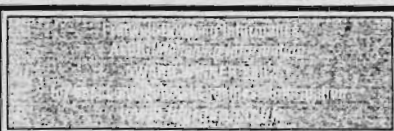
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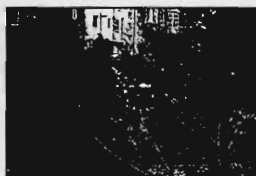
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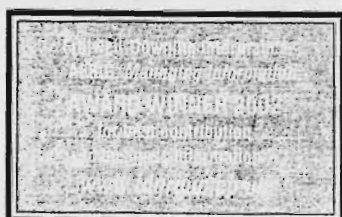
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# OCLC Systems & Services

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# Online Information Review

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Para conseguir que los trabajos no pierdan su actualidad, la dirección y los evaluadores de esta revista ponen especial esfuerzo en revisar los artículos con gran rapidez, consiguiendo un tiempo medio de aceptación o rechazo de los trabajos de sólo unas pocas semanas.

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## Program: electronic library and information systems

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### Internet Online Publishing

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WINTER 2002

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ISSN 1094-9054

# Public Services Quarterly™

EDITING FACULTY INFORMATION

Context of Service

AND STEVEN A. TUCKER

EFFECTIVENESS OF WEB PAGES FOR MI  
UNIVERSITY LIBRARIES

ONLINE REFERENCE SITES

Access through Server Statistics and Q

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Number 2

2002

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Serving Up Information at the QandAcafé: Virtual Reference  
in a Multitype Library Consortium 15

*Janie B. Silveria*

*Susan Holmer*

*Since 2001, increasing numbers of libraries have implemented real-time online reference services. QandAcafé is one of the first live reference programs to involve both public and academic libraries. The authors outline the genesis and development of this consortial virtual reference desk, describing the participants, funding,*

Carolyn J. Radcliff, Editor

BOOKS, Carolyn J. Radcliff, Editor

AL MATERIALS, Judith Dye, Editor

ers

*training program, and outcomes. Reference priorities of public libraries (quick, accurate question answering) and those of academic libraries (instruction in on-line research) are not mutually exclusive; both can be addressed when working toward the goal of serving remote users. In summary, the authors discuss lessons learned from the project and provide recommendations for multitype library groups establishing real-time reference services.*

KEYWORDS. Virtual reference, live reference, digital reference, multitype consortia, collaboration

## Chat Reference at Carnegie Mellon University

29

*Paul Neuhaus*

*Matthew R. Marsteller*

*Carnegie Mellon University Libraries began its chat reference service in October of 2000. The article explains why library administrators decided to institute chat reference and the steps taken to implement this decision. The Libraries utilize commercial off-the-shelf software called LivePerson. Service evaluation features of LivePerson provide interesting data for analysis. Summary statistics of the service and the cumulative results of post chat surveys (filled out by chat patrons on a voluntary basis) are presented. Plans for future enhancements of the chat reference service are discussed.*

KEYWORDS. Virtual chat, reference, digital e-reference case study

## Putting Students in the Driver's Seat: Web Usability Testing on a Shoestring

43

*Barbara Valentine*

*Sarah Nolan*

*Library Web pages are increasingly designed to be the initial entry point for research, whether used from the library or off campus. But the pages must be intuitive and easy to use or students may bypass them completely, in favor of more familiar Web resources. This article presents the process, results, and evaluation of a Web usability study conducted at Linfield College with undergraduate participants. Web usability testing was a relatively quick and inexpensive way to find out how students used the library Web pages, information that proved invaluable in making effective modifications to them. In the process, researchers gained insights into student online searching and research patterns that have informed reference and teaching activities as well.*

KEYWORDS. Web usability testing, information seeking, undergraduates, qualitative research, user perspectives

## Developing Web Resource Guides for Local History: A Pittsburgh Example

67

*Susan L. Collins*

*Creating Web research guides is an effective way to distribute the research expertise and resource knowledge of reference librarians. Using a Web reference guide*

---

*for Pittsburgh history resources, the author demonstrates that reference librarians can play an integral role not only in the promotion of community resources, but also in the teaching and research of local history. Examples of the Web pages are included, as well as the rationale for the arrangement and inclusion of particular resources and research tips.*

KEYWORDS. Local history, bibliographic instruction, World Wide Web, resource guides, Web sites, Pittsburgh, PA-history

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# Reference Services Review

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The Journal of the  
School Library Association

# The SCHOOL LIBRARIAN

Volume 50 Number 4 Winter 2002

## Contributions

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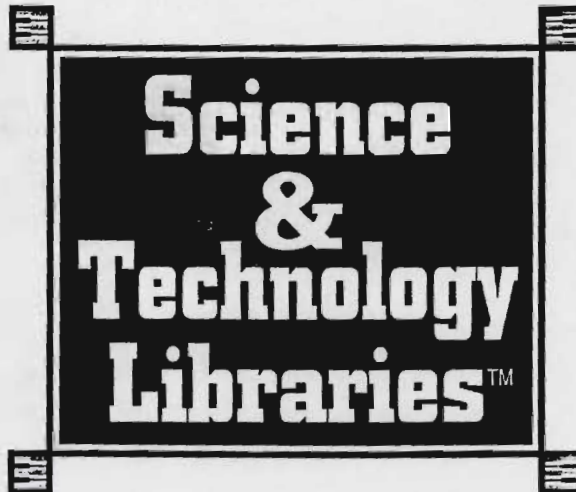
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## Editorial

Several issues ago, I mentioned that I was completing the final report of a major study about the use of electronic information sources by students and staff in higher and further education. The research revealed just how little has been written on the rapport between the secondary school and tertiary education in respect of ICT. In particular, whether ICT skills programmes within the secondary school should take account of the range of electronic resources and skills training which young people encounter when moving into further and higher education. Following that study, I was asked to explore the issues and to undertake a scoping study to identify what research is required to investigate the synergy between further and higher education and the school system, and the report has just been submitted to the Joint Information Systems Committee (JISC). Following six months of discussions with over eighty bodies representing the education and information and library professions, I have been intrigued by the weight of opinion calling for full and proper investigations into the whole area of ICT skilling of students and teachers. Issues surrounding the role of library support in this activity, the initial training of teachers and the role of the public library service came under the spotlight. The report will shortly be considered by the JISC and, hopefully, I will be able to report their response in my next Editorial.

This issue is graced with a particularly eclectic array of contributions. Reading as a theme park? A trip to Orlando provided the inspiration for Brenda Conn who describes how Disneyland influenced the development of 'The Reading Game' designed to broaden children's reading. I am sure that we are all contemplating the implications of the government's new green paper on the 14 to 19 agenda, and it is timely that Andrea Waldron continues our issue by offering intriguing insights into the development of 'Connexions', the government's new support service for young people aged 13 to 19. It is always gratifying to use the work of library students who have undertaken investigations into school library provision. Our next piece by Andrew Shenton and his supervisor, Pat Dixon, of Northumbria University reports on their study of children's use of, and attitudes to, the school library within the primary and secondary sectors. Richard Murphy continues his series on developing a website, and the issue closes with reflections on the use of BOOX by another member of the SLA Committee, Eileen Armstrong.

It is a great honour to announce that Aidan Chambers has accepted the invitation to become the new President of the SLA on the retirement of Frank Hogg. In addition to the introductory piece in 'Briefing ...' (on page 170), we hope to feature an article about Aidan Chambers in the Summer issue of the *School Librarian* and, in recognition of the sterling contribution which Frank Hogg has made to the school library movement at home and abroad over many years, we shall be featuring a piece on our past President in the next issue.



Volume 20  
Number 4  
2001

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Evaluating Blackwell's *Collection Manager*  
as a Replacement for Approval Books 5  
*Betty Galbraith*

*In the spring of 2000, Owen Science and Engineering Library, Washington State University, undertook an evaluation of Blackwell's Collection Manager to replace all or part of their book approval program. The goal was to reduce the approval rate-of-return without adversely impacting collection development. Evaluation techniques were tailored to each librarian to accommodate a broad range of view-points. After a year and a half of evaluation the librarians chose to drop approval books and use Collection Manager and eNotes to select and order monographs.*

KEYWORDS. Electronic approval plans, book selection, collection development

Engineering Conference Papers: A Primer for Collection  
Development and Reference 13  
*Larry A. Thompson*

*Conference papers, presented at a conference or other gathering, may never be published, may be published simply as a series of conference papers, or may be*

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published more formally in a conference proceedings or journal. The publication of conference papers may take place at the same time as the conference, or if published in a journal may be delayed by as much as two to three years. Because of these publishing inconsistencies, it is often difficult to verify conference papers citations and to supply them to patrons. This paper gives a general overview of engineering conference papers, as well as the details concerning the current publication practices for the meetings of several professional engineering societies. This snapshot of current practice will be helpful for reference and collection development purposes.

**KEYWORDS.** Engineering, meetings papers, conferences, proceedings

## Video Resources for the Engineering Curriculum

29

*Linda R. Musser*

*Becky Albitz*

*The incorporation of video recordings into college and university curricula has become almost total. The most recent survey of media collections in Association of Research Libraries member institutions shows that 84% of survey respondents collect video within their library and an additional ten percent of the respondents state that while the library does not collect video, another department on campus does (Brancolini and Provine 1993, 4). Videos relevant to every discipline are being produced and most academic libraries are collecting them. One area of study, however, seems to be lagging behind in volume of video titles produced, in library acquisitions and in faculty use in the classroom. That subject is engineering. This article explores the topic of engineering videos by reviewing the literature, categorizing types of engineering videos, considering why engineering instructors choose to use or not use videos in the classroom, and discussing collecting patterns of videos by academic engineering librarians. Although it is a common practice to videotape lectures for asynchronous learning and distance education purposes, the focus of this article is on commercially produced video materials.*

**KEYWORDS.** Videos, video recordings, audiovisual materials, engineering videos, video resources, collection development, engineering video classification

## Citation Inaccuracy in a Scientific Journal: A Continuing Issue

39

*Judith A. Harper*

*Three hundred and fourteen (20%) of the citations found in Environmental and Experimental Botany, volumes 41-42, 1999, were selected randomly and checked for accuracy. There were 232 errors identified. At least one error was found in 45.4% of the citations. While more than one-half of the citations with errors had only one error, one citation had seven and one had eight errors. There was an increase in the percentage of citations with errors and in the number of errors per citation compared to a 1990 study of the same journal.*

**KEYWORDS.** Citation inaccuracy, reference inaccuracy, reference accuracy, citation accuracy, reference errors, citation errors

Bibliometric Analysis of Economic Geology Literature  
from Africa 1993-1996

45

Yahya Ibrahim Harande

Geological Abstracts (a print database) was used to compile a bibliography of economic geology literature from Africa, for the period 1993-1996. Two hundred and twenty-two items were recorded within the period studied and analyzed using simple statistical methods. The analyses were done according to contributions to the sub-divisions of the economic geology literature. Growth pattern of the field was also taken into consideration as well as which African countries contributed to the literature of economic geology. The findings of the study exhibit that African geological researchers were more active in certain areas of the economic geology literature, especially in the areas of energy sources and metals. All of the African contributions were in the form of research papers. Only six countries—South Africa, Nigeria, Zambia, Egypt, Tunisia, and Ghana—consistently contributed to the field of Economic Geology, one or more publications each year within the period studied.

**KEYWORDS.** Geology literature, African publications, bibliometric analysis, bibliography, economic geology, geology literature, African geologists, researchers, growth pattern, contribution, research papers

Digitizing Scientific Articles: Special Challenges

55

Cokie G. Anderson

The Oklahoma State University Library Electronic Publishing Center and the Oklahoma Academy of Science ("OAS") entered into a partnership to bring the Proceedings of the OAS to the Web. The Proceedings include articles from a variety of scientific disciplines, including chemistry, physics, biology, botany, zoology, geography, geology, and sociology. As most major digitization projects and most documentation of digitization practices have concentrated on documents from the humanities, there were few guidelines to follow for digitizing scientific articles, and we encountered some unexpected challenges. This article discusses the special problems that arise when digitizing scientific articles and ways to meet these challenges.

**KEYWORDS.** Digitization, scanning, electronic format

SCI-5

The Hidden Web

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Gerry McKiernan

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