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FEATURES

COLUMNS AND DEPARTMENTS

information outlook

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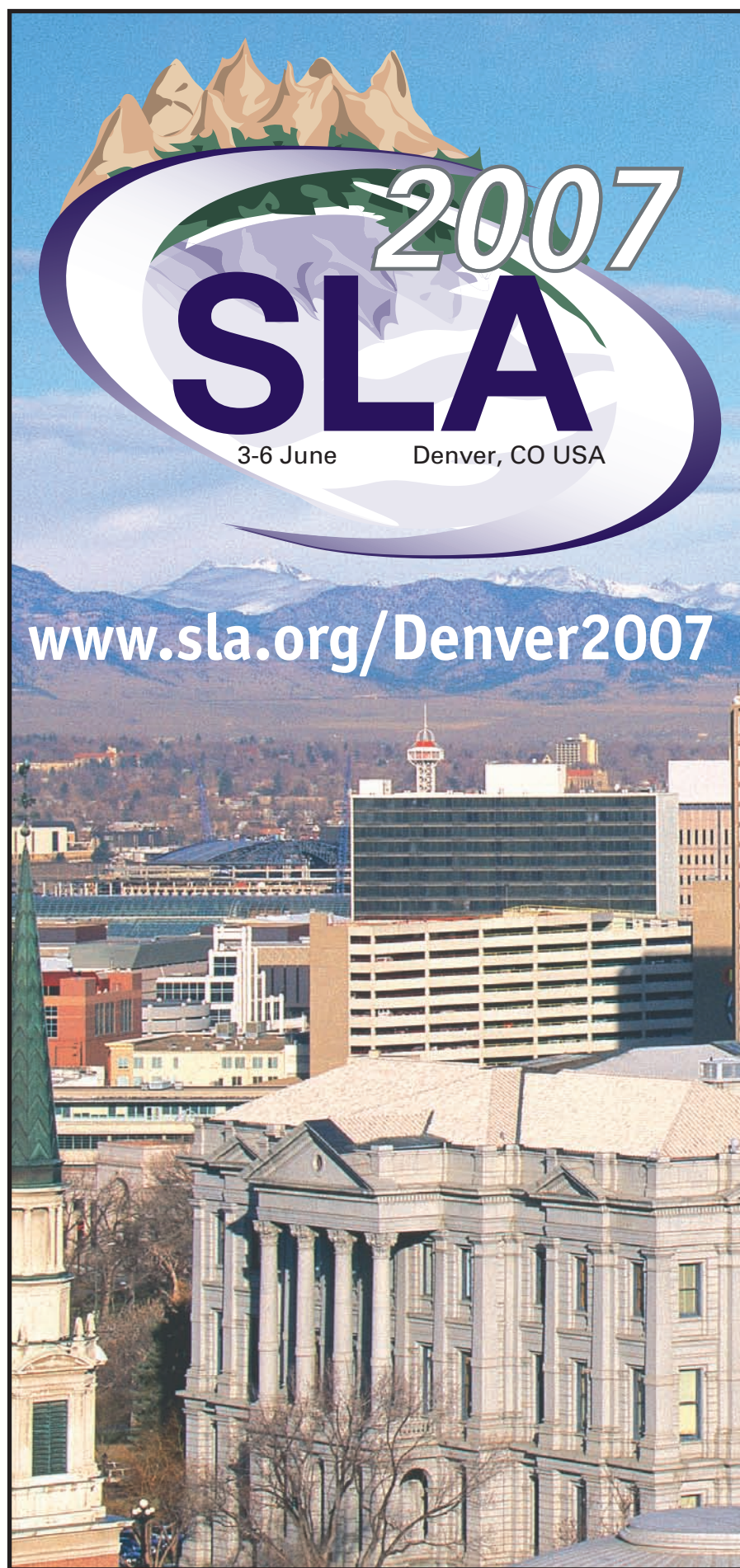
Sometimes, It Takes More than What We Know

Some of you probably have heard the story about Sony Corporation's efforts years ago to determine the right color (yellow or black) for a new portable stereo system (or "boom box" to you Gen Xers out there). Their market research team invited teenagers—their target demographic—to give their opinions. Unanimously, the group selected yellow, because they perceived that color to be "hip, edgy, and cool." To show their thanks for the group's participation, Sony offered the new product to them, free of charge. They were offered yellow or black boom boxes. Everyone took a black one. Sony made their new boom box black.

This story might be the stuff of urban legend. One cannot argue, though, that human preferences and actual choices can often conflict with one another. For example, most 20-year smokers would likely prefer to give up their habit, but the percentage of quitters grows slowly (albeit at a greater pace in recent years). Our subconscious desires are not necessarily what we outwardly share with others. It's an extreme example, but it makes my point.

There's something in this line of thinking that you might appreciate, as an information professional and as a participant in the SLA community. You see, if buyers don't always consciously express that which they want or need, sellers have to make decisions based on whatever data they can acquire from the customer—market research, trends, purchasing patterns, tastes, preferences, just to name a few types of information used.

The problem with asking questions is that the answers we receive don't always give us accurate information. Sometimes, our questions are loaded with expectations or motives and customers tell us what they think we want to hear—or nothing at all. Sometimes, customers just don't know what they want or they don't know how to communicate their needs to us.

Think about the manner in which you drive new value for your customers, whether they are a part of your organization or not. Are you concerned more with driving awareness of your expertise, your services, your products? Are you doing market research, determining the trends, patterns, tastes, and preferences of your customers? If not, I would recommend doing so, just as we at SLA headquarters do all the time. But even if you are doing this kind of work to ensure that you are delivering on your customers' needs, there is more to be done.

We must always recognize the inherent flaws in such research methodologies used to gather data like this. But we must also seek out authentic data from our customers through better questions, but also through:
- Observing their actions.
- Listening to their conversations.
- Engaging in meaningful conversations with them.

Are you watching your customers and their behaviors? Are you listening to what they are saying to others (not to you, as their responses might affect what they say to you)? Are you having the kind of substantive discussions with your customers that allow them to lower barriers and maybe—just maybe—give you information on which you can base some very strategic decisions? If not, it's time to start!

All the best,

Janice R. Lachance

web sites
worth a
click

By Carolyn J. Sosnowski, MLIS

PodZinger

www.podzinger.com

Now that podcasts have become more mainstream, how do you find them? One way is to use PodZinger, an audio and video search tool that uses speech recognition technology to access the recordings. Plug in your keywords (phrase searching is supported) and PodZinger will retrieve and display, in text, your search terms in context by relevance or date. Play the whole podcast or just the relevant portions right from the Web page, or download it to listen through another device. As a bonus, you can save your search and have new podcasts sent to your iTunes or RSS feed reader. Last time I checked, there were more than 300,000 podcasts in English and Spanish in the database. That number grows by the day. Podscope and Yahoo! Podcasts are two other podcast search engines you may want to try.

Free Government Information

http://freegovinfo.info

FGI was created in response to threats to the vast amounts of information generated by, stored in, and accessed through the U.S. government. The creators and contributors want to foster discussion and information sharing, and do so in many ways. The blog is a good way to keep up with current issues and newly found resources. The library links to podcasts, presentations, a directory of government RSS feeds…there's too much more to mention here. There is also a guide to suggested information sources (public libraries, e-mail services, Web sites). Not to be missed: the Depository Success Stories section that underscores how important our government collections are.

Food Safety

www.FoodSafety.gov

This site bills itself as a gateway to safety-related information from the U.S. government, and is maintained by the Food and Drug Ad-

news
briefs

Report: Info Industry Revenue Increasing

The information industry will reach $458 billion in revenues in the next three years, with a slow but steady compound annual growth rate, or CAGR, of 6.4 percent from 2006-2009, according to a new report by Outsell Inc.

Industry sectors like search and market research, powered by companies like Google, Yahoo!, VNU, and IMS Health, will be among the high-growth segments, says the report, "Information Industry Outlook: FutureFacts 2007."

Outsell predicts that Search, Aggregation and Syndication will achieve a CAGR of 17.3 percent over the next three years, reaching $68 billion in revenues, while Market Research, Reports and Services achieves a CAGR of 11.3 percent and revenues of $39.7 billion. In a reversal of fortune, the former titans of the information industry—news publishers—will experience just 1 percent growth through 2009 and see their industry market share decline from 37 percent to 30.5 percent.

FutureFacts summarizes the metrics, trends, and predictions for all key sectors of the industry and key customer groups that fuel their market, including advertisers, enterprises, and end users. This year's report looks at 11 segments—Search, Aggregation and Syndication; Market Research, Reports and Services; IT Research, Reports and Services; HR; Credit and Financial; Education and Training; Scientific, Technical and Medical; Legal, Tax and Regulatory; B2B Trade Publishing and Company Information; Yellow Pages and Directories; and News Providers and Publishers.

Outsell's FutureFacts draws extensively from Outsell's industry metrics and analytics and includes analysis of major markets for information services, users, enterprises, and advertisers. The firm's research includes market size and share statistics for more 6,000 organizations that create and aggregate information and make it commercially available online or offline. The organization also tracks the three major markets for information—end users, enterprise buyers, and advertisers—and has seven years of information-user statistics and input, including results of in-depth interviews with more than 40,000 information consumers.

B2B Trends

In another report, on B2B trade publishing, Outsell forecasts a modest compound annual growth rate for the segment of 5.9 percent through 2009, to achieve $28.2 billion in revenue. The report cites companies such as Reed Elsevier (Reed Business Information) and International Data Group (IDG) that target professionals and advertisers in specific vertical industries and functional roles.

The report analyzes the size, growth rates, financial performance, and market shares of the top 50 publishers and information providers in this sector. It also looks at organizations that are "rising stars" or disruptive new entrants, and change drivers and trend points.

The report says:

• Overall, the segment achieved revenues of $22.5 billion in 2005, the seventh largest of 11 segments in the information industry, and 6.3 percent of total industry revenue. It was one of the slower growing of the market sectors, with 5.3 percent growth over 2004.

• The dominant players are Reed Elsevier, IDG, and United Business Media plc. Combined, they make up more than 25 percent of the market. Others in the top 10 include Experian, VNU, Daily Mail & General Trust, The D&B Corporation, Emap plc, Informa plc, and Hearst Business Media. The fastest growing in 2005, out of those with $200 million or more in revenue, are Informa, Experian, and CNET.

• "Leader Board" and "Rising Star" organizations whose innovation, agility and market focus are driving growth include Hearst Business Media, CMP Media, GlobalSpec, TechTarget, McGraw-Hill, AllBusiness, infoUSA, Hoover's and Zoom Information.

• Rich data opportunities, coupled with end-user workflow integration, offer revenue growth opportunities, as do communities, peer-to-peer exchanges, and user-generated content.
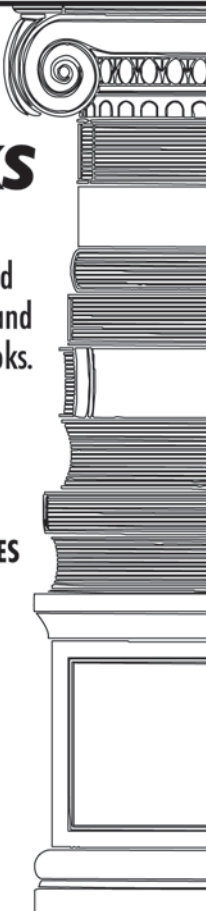
ministration. Current issues of concern, such as the recent *E. coli* outbreak in the U.S., are right on the front page. There are links to tips about safe cooking and cleaning and how to store food properly. You'll also get access to product advisories and recalls, and research from various qualified sources. If you aren't sure what to put in an emergency kit or what to know before you take a cruise, find out here. Referred sites include the Centers for Disease Control and Prevention, the Partnership for Food Safety Information, and the Food Safety and Inspection Service of the Department of Agriculture.

Bookslut
www.bookslut.com

It's pretty easy to find book reviews on books by Stephen King and Dan Brown. But if you are looking for a new source for reading inspiration, try Bookslut, a monthly magazine that features reviews, interviews, commentary, and "more than occasional opinions." The site's name does not imply anything salacious, just a passion for books. Read interviews with chef/author Anthony Bourdain, A.M. Homes (author of the recent *This Book Will Save Your Life*), or a review from earlier this year of a book by Iraq-embedded photojournalists. The RSS feed will keep you up to date on the blog, and there's an e-mail alert service for additions to site content.

Updates

Marylaine Block has updated many of the lists on her site "Books Too Good to Put Down," which was featured in the January 2005 column. It's worth another click, and can be found at http://marylaine.com/bookbyte/index.html#toogood.

Recent additions to Zillow.com, a real estate search tool, include the ability to track properties, create your own property value estimate, and add information about your own property. I wrote about Zillow in the April 2006 issue.

Carolyn J. Sosnowski, MLIS, is an information specialist at SLA.

An Essential Function for Special Librarians

By Debbie Schachter

Librarians often serve in the background of organizations. They provide the resources and information to ensure successful decision-making and they anticipate the needs of users, often before users themselves know what they may need. Because so many of these contributions are behind the scenes, it is important that special librarians develop the one skill that often seems at odds with the ethics of librarianship—that of self-promotion.

Part of the reason that librarians may be uncomfortable with the necessary art of self-promotion may be because librarianship is not a profession that attracts individuals who seek glory and the limelight, but those who want to assist others and be a productive team player in the broader organization. Self-promotion is often discouraged in our community as if it is simply self-serving behavior—again, not part of the librarian ethic. The fact is, though, that any special librarian who is not exploiting the power of self-promotion is neither doing herself/himself nor the profession justice.

First, if you are concerned about the future of your special library, you need to be overt as to what you (as staff members providing the services) are doing and how you are having a positive impact on the overall organization. Second, awareness of the library as a valuable organizational resource is essential, and self-promotion is one important means of getting the word out and attracting more customers. Third, for your own personal career development, you should always be improving the caliber of service you're providing, ensuring that others are also aware of the special efforts that you make, and helping you to make the most of your unique skills, to everyone's benefit.

If They Don't Know, Tell Them!

You may believe that the quality of your work, reflected in the services you provide, along with the positive customer service experience, is sufficient to promote yourself. You would be surprised (or perhaps you're not) to realize how much workplace activity is simply taken for granted or appears invisible to your colleagues, your customers and to senior management. It's not that it isn't valued, but that your efforts to provide information resources and services, and to develop services to further empower users to access the information they need in the time they need it, is simply too seamless.

Being invisible is dangerous, and you should make sure that never occurs, by getting the message out in as many ways and as frequently as possible. Getting this message out isn't done solely through self-promotion, but that is one way of focusing attention on the personal contributions that lead to your significant effect on corporate decision making, and ultimately on the bottom line.

Be Explicit

When you have done something you are particularly proud of, tell your immediate supervisor or manager. Be specific about your initiative and how it has made a positive impact, whether inside our outside the library. For example, identifying a strategic piece of information; providing an analysis of information that helped a decision to be made or highlighted a new concern; or showing how you reduced expenses while maintaining service. If your clients submit commendations on your service, forward them to your supervisor so she/he can see evidence of your success directly from the source. One good reason for forwarding these types of communications is to make sure that your manager/supervisor has information on your successes to draw upon when they conduct your annual review.

Volunteer

When you have skills that are not being used, look for opportunities in which you can contribute to a project or to another team and show your potential. People will appreciate your interest and your ability to reduce their workload. This will further promote you as someone who sees the big picture rather than a diligent worker but one

Debbie Schachter has a master's degree in library science and a master's degree in business administration. She is the head of strategic planning and development at the British Columbia Courthouse Library Society, where she is involved in planning and managing organization-wide projects, marketing and communications, Web site management, and branch supervision. Schachter has more than 14 years of experience in management and supervision, technology planning and support, and reference service in special library settings. She is the treasurer of SLA's Western Canada chapter, and has previously held the positions of public relations chair (2003-2004) and fund development chair (2002-2003). She can be contacted at dschach@telus.net.

who is focused on his or her own sphere of influence.

Volunteering is particularly important for library managers, who need to get maximum exposure within the organization and to be seen as effective contributors to the senior management team. If you can't volunteer for projects internally, volunteer externally on associations or charitable boards or for important fundraising efforts. These also show your initiative and have the practical benefit of helping you to develop new skills, to work with different types of individuals, and will allow you to bring these new skills to your workplace.

Share the Credit

Those special librarians who successfully lead teams are naturally supported in their efforts by their skilful staff. By publicly recognizing and acknowledging the work of others on your team, you are not only promoting your team as individuals but also showing how you are a good manager, by developing an effective and knowledgeable library staff. As a manager, you look good when your team looks good. By sharing the credit, you also help to motivate your team to further success.

Contribute to SLA

By participating in SLA or another professional association, writing for association publications, or accepting speaking opportunities, you are also promoting yourself and your career within the broader library community. Your contributions to the profession show that you are interested in furthering the quality of librarianship generally, not just your own career. It also highlights your interest and dedication and provides concrete proof of your contributions outside of the workplace, both to your peers and to your manager.

Self-promotion should be seen as an important function for all special librarians rather than a negative character trait. It is necessary for all librarians to continue to educate our peers in the organizations where we work, and throughout the industries where special libraries make their contributions. Take advantage of naturally occurring events, such as when your clients recognize the work that you do. Promote your skill sets and the library through volunteering for cross-departmental teams or organization-wide projects, and always share the credit of successes with those who deserve it. Special librarians do deserve to be recognized for our many abilities and contributions, and this helps the profession to share the positive exposure through our good works. ●

Independent Professional
Gets the
Business
to Come
to Her

By Forrest Glenn Spencer

When Amelia Kassel met Sue Rugge at a California Library Association conference in 1981, it was fascination at first sight—Rugge conducted online research using a Texas Instruments terminal connected to Dialog.

Rugge, who died in 1999, is known in some circles as the mother of information brokering. She founded Information on Demand, one of the early independent information brokerages.

When Kassel met Rugge, Kassel knew there was no other direction for her life. She decided to start a business, perform online searching for clients, and use some of the same databases that Rugge was demonstrating at the conference.

"I knew about TI terminals for online research, but had not known that you could create an entire business using this technology," says Kassel. Only two weeks prior to the conference, Kassel had taken her first Dialog training class and had seen how much information was available online that was not available in the library.

During Kassel's 35 years in the profession, the informa- tion industry has changed vastly and swiftly, much of it due to advances in technology. Many new information related jobs have been created and with them new possibilities now exist for the profession.

Over the years, Kassel has not only adapted to the changes; she has become a standard-bearer for the values of an informa- tion professional. She has discovered the best ways to meet her clients' most pressing need: information that's been collected, analyzed, customized to explicit requirements, and packaged. She has become a teacher, giving her knowledge back to others, emphasizing the importance of the profession and the industry. Today, SLA member Amelia Kassel is founder and president of MarketingBase, a California-based marketing intelligence firm.

"I started the business part-time in 1982 and went full time in 1984," Kassel said. "There's no question the business has evolved over the years. When I started, I worked primarily with small businesses as a researcher for a number of years [and] with small-and-medium sized advertising agencies." Her business to- day has evolved into several areas: online research and reports for companies and consultants, writing, teaching, and speaking.

Expanding Business

Kassel now works with firms of all sizes. Among some of her long-term clients have been advertising agencies, marketing firms, large corporations, and law firms. "I work with companies that are interested in having me conduct in-depth business, marketing, and competitive intelligence research," she says. "I provide services to most any industry—and any size company. It's a real mix."

A large part of Kassel's success is due to her industrious nature. After earning her MLS from the University of California, Los Angeles, she entered the profession as a biomedical librarian, handling tasks ranging from consulting and training for hospital libraries to working in interlibrary loans. Later, she moved to Northern California, working as a public librarian for 10 years. It was during that time that she wanted more, and a different path in her career began to emerge.

"The thing about the public library is I really did enjoy my colleagues and the patrons; but by the 1980s, I wanted new challenges," Kassel says. "I did reference work. I loved online research, which was introduced in our library in 1981. And because I loved doing reference and online research, I was always asked to solve the toughest questions and later was put in charge of the online research area. But there wasn't enough challenge in the public library for me. Eventually I kept answering the same questions. My goal, by then, was to find a new career."

Then she met Rugge in 1981, and thus began a chain of events leading to the formation of her own company.

"I didn't know anything about business so I took classes at the community college," Kassel says. "I needed a steady income and it took a while to start my business. By 1984, I decided to take the leap and went into my own business full time. It was either sink or swim."

Over her years as a librarian, Kassel had made contacts within the California library system and had established an initial network to build upon. Her first contract was at a community college, referred by a member of the board of directors from the job she had just departed. The school needed a consultant for a project.

Then she met an advertising consultant who wanted to start an information business for ad agencies. He went to two public libraries and asked if somebody could help him. Both referred him to Kassel.

Another referral came from a consultant she had met at the local chamber of commerce. This turned into a contract that lasted four years, during which she used all of her library skills to develop a special library for a non-profit organization. She worked with experts to identify and acquire materials, create an in-house database, answer reference questions, usually with a variety of online databases, and attend board meetings to help shape the organization's future as a recognized clearinghouse in its subject specialty.

"It was all word of mouth at the beginning, a little luck, and good timing too," Kassel says of those first few months as an independent consultant. "I kept going and worked with different business people and my library contacts building a network over a few years, and I made it."

Speaking Opportunities

For Kassel, marketing has meant many things. She speaks at and attends conferences, including SLA—where she presented sessions this year on relationship marketing and competitive intelligence—the Association of Independent Information Professionals, and Online-Information London.

Her marketing philosophy is to get business to come to her, as described in the book *Getting Business to Come to You* by Paul and Sarah Edwards and Laura Clampitt Douglas (Tarcher, 1998).

"As a result, most requests are for things I can do or—even if I haven't yet had an exact project of the type requested—I have the skills to provide new products and services to satisfy client needs," says Kassel. "I am very focused on my marketing and very clear about my capabilities. My market literature describes what I do; and when prospective clients contact me, they're usually ready to buy."

SLA Member Profile

Amelia Kassel

Joined SLA: 1994

Job: Independent information professional/information broker/librarian/researcher/teacher/writer/speaker

Employer: President and owner, MarketingBase

Experience: 35 years; 22 as an independent consultant

Education: BA, California State University Northridge; MLS, UCLA; National Institutes of Health Pre-Doctoral Fellowship, under the auspices of the UCLA Louise M. Darling Biomedical Library.

First job: UCLA Biomedical Library

Biggest Challenge: "Keeping my skills sharp and capable of peak performance at all times."

"In building my business, I have done every kind of marketing. I started by doing local, in-person networking during the first five years. I attended meetings and volunteered time to business organizations like chambers of commerce or breakfast clubs, entrepreneur organizations, or professional associations."

After a few years, she began direct mail and telephone calls. "Some of the calls were 'warm calls' because I had a contact in the advertising field—a consultant—and I would meet with him regularly and he would send me prospects," she says. "When he met with his clients he would tell them they needed business and marketing information to succeed and a specialist to do research for them. In fact, he and I founded MarketingBase together.

"I also mailed post cards to ad agencies nationwide, usually four or five times a year. We built a mailing list of about 1,000 during the first couple of years. I took control of the business in 1986 and kept adding to the list and it grew to about 10,000 over a period of six years."

To generate sufficient income with these small, low-budget firms, she had to generate a higher volume clients. That's why she sought direct marketing to build her clientele. "One of the problems I faced as a small one-person business is that I didn't have any easy way to make contacts within large companies—that's very challenging because they don't respond to cold calls as a rule.

Her pursuit of marketing included becoming a member of professional associations and participating actively in electronic discussion groups. "The whole idea for my business is I want people to say, 'I know who you are.' That's how you con-

tinue to generate business if you're in a small business."

The crosssection of clients she met through the advertising industry, technology companies, and law firms helped her learn more about both marketing and technology. With such diverse experiences, she could develop a multi-disciplinary business and serve a wide range of clients in different fields.

"I engaged in life-lessons, or as I like to tell my students—experiential learning," Kassel says. "Some librarians decide to get an MBA, which is a good combination if you're working in a high-level business environment." For Kassel, however, most training after her MLS has been from continuing education and self-learning, which she says "is one way to continuously develop myself. In today's world that's a lot easier to achieve since there's so much material is online."

Teaching and Writing

By the early 1990s, Kassel entered a new phase of earning an income and promoting her company: writing and teaching.

"Somebody invited me to be on a panel about alternative careers for librarians in the late '80s and I was very nervous about speaking at that time," Kassel says. "And this lecture hall was at the University of California and was huge—it was standing room only. There were five speak-

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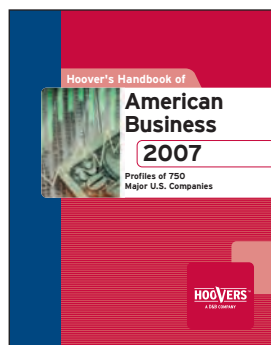To Beth, IEEE is value. Discover what IEEE can be for you.

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ers. I was so nervous in the days before that I hired a relaxation therapist. She told me not to worry about anything: 'Just remember, you know more than they do.' That was the key for me. After that, other organizations were interested in what I was doing and invited me to speak or pen an article."

A few months after the panel event, the coordinator asked Kassel if she would consider teaching a two-day seminar at the University of California Extension Program for Library Science about online research.

"I'm not really a teacher; I don't have a background in higher education," Kassel recalls. "The coordinators told me I didn't need that education and that all I had to do was talk about what I do best and teach what I know." She continued to teach several different seminars at UC for nearly the next 15 years. In the 1990s, she also started teaching at the San Jose State University Graduate School of Library and Information Science as a part-time faculty member. "I taught one class per semester for four years, but that was hard to do because the school was a two-hour drive each way."

The course she taught was on information brokering. "Basically that's what my business is," she says. "It's the sort of phrase that caught on. I came out of a library background, started a business, and became an information broker."

Her teaching moved from the classroom to a distance education course through San Jose University in 2003. One course turned into two, and she suggested two others.

"Over a relatively short period of time, I've developed curriculum for four classes at the school. It's a lot of work to start fresh and create a new course. But once you do this, you can evolve and fine-tune it," Kassel said.

"When you're in business, you always have to think about ways to make new contacts, especially in a one-person operation where marketing is an essential element," she says. So when the opportunity to teach was offered she grabbed it. Even more importantly, says Kassel, "I love imparting knowledge to others. I have been in the field a long time, so this was a truly wonderful opportunity."

She also teaches private students, on average of 15 to 20 per year in the mentor program she started in 1994, which is geared to independent information professionals. These students must be highly disciplined and motivated and want to run a business. She trains them in the business of the business and in how to hone their online research skills. She brainstorms with them about their business ideas and teaches how to budget, negotiate, qualify clients, and close sales. She makes sure they charge what they're worth and that it's enough to remain in business.

Forrest Glenn Spencer is a Virginia-based independent information professional and journalist. He specializes in developing potential donor prospects for non-profit organizations and works with clients as an Independent Collector of Fine Researched Information. He can be reached fspencer@gmail.com

Kassel knows that not everyone would want her lifestyle, but it has worked for her because of determination and hard work. "Many special librarians have those qualities—they just don't want to work alone," she said. "A lot of people want to work with other people—they want the social experience and to work on teams where you can learn from each other. In my case, I found out that I could be much more productive working alone at home.

"I get my thrills by being online, talking with colleagues online—which is not being alone. In fact, I interact with clients, students, and peers all day—most of it, through e-mail, and discussion groups, and some of it on the phone, or with others when I give a presentation or workshop. I'm certainly not alone; but most of the day is relatively quiet, something I enjoy"

Kassel plans to continue her current lifestyle. She works from eight to 12 hours per day. Her children are grown and flown. She has been an active member of SLA since 1994, with a range of participation in the Competitive Intelligence Division, the Business and Finance Division, the Leadership and Management Division, and several other units.

Kassel lives and works in the countryside of Sebastopol—a beautiful region of Northern California where she's 20 minutes from the ocean and 20 minutes from the redwoods. The whole world is only an Internet connection away from her, and her clients and peers within digital reach via keystrokes and VOIP. She is well regarded in this field and amongst the SLA membership.

She has been honored for her work in the information industry—including the 2002 Sue Rugge Memorial Award from AIIP. She serves as list manager and advisory board member for the SLA Competitive Intelligence Division, and has been a member of the Board of Directors for AIIP on two separate occasions, each a two-year term.

"In life I want challenges," she says. "That's what keeps me going. What's most challenging in our field is the technology—there are so many different facets—you have to decide which of the technologies you're going to learn and what to reject; you need to be selective and decide to use what best applies to your needs. The most important thing is to stay focused. Even though I provide a range of services across many industries, my work centers around one activity, which, for me, is online research, and that's the thing I love the most. I remember when I learned Dialog in the early 1980s. I knew that would be my world and I've built a life around that world but also have expanded far beyond on several related frontiers."

Shocked
by the Future

An Info Pro Explains How Alvin Toffler Got It Right

If the last 50,000 years of man's existence were divided into lifetimes of approximately 62 years each, there have been about 800 such lifetimes. Of these 800, 650 were spent in caves. Only during the last 70 lifetimes has it been possible to communicate effectively from one lifetime to another—as writing made it possible to do. Only during the last six lifetimes did masses of man ever see a printed word. Only during the last four has it been possible to measure time with any precision. Only in the last two has anyone anywhere used an electric motor. And the overwhelming majority of all the material goods we used in daily life today have been developed within the present, the 800th lifetime. —Alvin Toffler, in Future Shock (1970)

By Cybèle Elaine Werts

When Alvin Toffler published his breakthrough book *Future Shock,* I was seven years old and had a predilection for peanut butter and marshmallow fluff sandwiches. The nuts in the peanut butter usually got stuck in my teeth and maybe that's why I wouldn't use a computer for 16 years. "But wait," you might be thinking, "I remember that wild Apple Macintosh commercial that debuted during the 1984 Super Bowl, which would only be 14 years later—where the heck were you for two years?" I must have been distracted by the Super Bowl special five-layer taco dip because a Mac didn't show up in my office until circa 1986, and I remember my college buddies and me circling it like sharks around a hapless fluffernutter sandwich.

The truth is, we really didn't know what to make of the box with the wee screen—only nine inches if you recall. Sure, we remembered that computer lab somewhere off in the bowels of our high school and college basements, but those were another planet really. There was a feeling of total mystery about what exactly this box was and what it did.

We couldn't even begin to know what to do with the mouse—the mouse that revolutionized everything because it gave you the ability to browse around and figure things out. In other words, you didn't have to already know computer programming, which was pretty arcane stuff. Even so, we learned achingly slowly because, in fact, we didn't even know what a menu was or what "Save" meant.

It was a feeling I would never experience again about technology, because once I understood that this computer thing was going to save me from ever re-typing a letter over and over, not to mention a lifetime of spelling errors, I fell in love with word processing, and that was the entry-level drug that led me to the hard stuff I'm on today.

Okay, so that's how we got from 1970 to 1986 to today; and you can see how there's a long lazy trip in there, far from the speedy millennium stuff we're going to look at ahead.

You might be wondering why I'm reading a book that's more than 35 years old, or how something this archaic might inform our work today as information specialists. Well, it all started when I was jawing away with a fellow information specialist one day, and it turned out we were both fans of *Future Shock,* which had changed our world-

view in a very profound way, as it did for millions of other people at the time.

The idea of "accelerative thrust" has affected my sensibilities in a variety of respects, particularly because I've felt such a strong sense of it in my own life. Accelerative thrust refers to the concept that change is not just happening, it's happening at an accelerated pace. An example of a normal pace of change is having children. For the most part, we can only have children one at a time and we can't speed up that process any because of natural biological limitations.

In contrast, consider how the television show *All in the Family,* which ran from 1971 to 1979, was not popular for the first few seasons, but the producers gave it time to find its audience, which, as we now know, it certainly did. Contemporary television shows are often given only one season to find their audience; and if they aren't successful, they're off the air. That's an example of accelerated change, where the process of a television show starting, finding an audience, maturing, and eventually declining and ending, has shortened radically.

Toffler adds: "Acceleration without translates to acceleration within." That means that because our lives are going faster and faster on the outside, it eventually causes us to be affected on the inside, or, in short: we experience future shock. That means we start having problems coping with life in a variety of ways, both on a personal and on a societal level. We might feel this way when a television show we've been watching during its first season is suddenly popped off the air without notice.

Toffler's ideas from 1970 are just as current as ever, and they are particularly relevant to us as information specialists.

We work so much in tandem with technology. More than any other area of our culture, technology is "acceleratively thrusting" toward the speed of light. I read *Future Shock* while I was off sunbathing in the beautiful White Mountains of New Hampshire; ironic actually, since I didn't have an Internet connection or cell phone service. Now, Toffler's book is a big tome, and talks about a variety of issues, most of which I
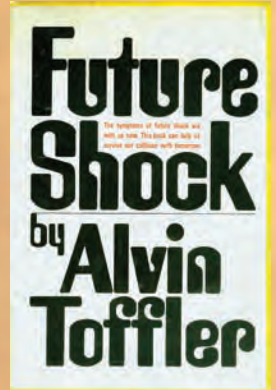
cannot address here. What I do want to look at however, is the technological aspects and how they affect our lives in the information biz.

In the beginning quote to this article, Toffler writes about the 800 lifetimes and how "the overwhelming majority of all the material goods we used in daily life today have been developed within the present, the 800th lifetime." That said—even though computers have been around for more than half a century—the intense and radical advances in their use occurred when they became a product for home and business consumers. That has been occurring primarily over the last couple of decades, a small percentage of a single lifetime by Toffler's measurement. And much of he technology we use today is obsolete in a matter of a few years—an even smaller percentage of that lifetime.

That is accelerative thrust in the purest sense, more so than any other sector of society and more so than even Toffler meant when he wrote, "If technology … is to be regarded as a great engine, a mighty accelerator, then knowledge must be regarded as its fuel. And we thus come to the crux of the accelerative process in society, for the engine is being fed a richer and richer fuel every day."

If we look at the massive increase in knowledge available every day on the Internet, we see that what he said is true. How could he have guessed how things would be some 20 years before the World Wide Web would really get its sea legs? I guess being a futurist means that you can see faint signs of change long before the rest of us can. Thus, we have a dual forward thrust with both our mode of work accelerating rapidly (computer hardware and applications) as well as the content rapidly expanding in terms of the actual availability of information on any particular topic.

Moving Information

This revolutionary forward movement is also reflected in the speed at which we can access and move information. E-mail, to take one example, is thousands of times faster than the snail mail I used to use to reach clients just a few years ago—not *that* long ago indeed! I see in these rapid changes Toffler's vision of accelerative thrust, not just for me and my job, but for information professionals around the world who can research, retrieve and disseminate data at speeds many times what they could even a few years ago. This is because the cycle of change of everything has speeded up. Toffler explains it this way:

> Technology feeds on itself. Technology makes more technology possible, as we can see if we look for a moment at the process of innovation. Technological innovation consists of three stages, linked together in a self-reinforcing cycle. First, there is the creative, feasible idea. Second, its practical application. Third, its diffusion through society. The process is completed, the loop closed, when the diffusion of technology embodying the new idea, in turn, helps generate new creative ideas. Today there is evidence that the time between each of the steps in this cycle has been shortened.

I can't even guess what technology Toffler was specifically referring to in 1970—perhaps those punch-card-type computers I remember my dad messing around with. But there is no doubt in my mind that whatever cycle Toffler was imagining then had no relationship whatever to the kind of expedited sequences we look at today when we see the amount of information on the Internet double every few years, or the prices of computers dropping by half while the speed doubles almost annually.

Toffler reflects that perspective when he writes, "In our social setting, 'knowledge is change'—and accelerating knowledge-acquisition, fueling the great engine of technology, means accelerating change."

What does this mean to both our clients and us? Certainly, it has changed the expectations of my customers in the sense that there are only a few rare things that need to be mailed with actual postage, such as photo files too big to attach to an e-mail or doorstop sized books like *Future Shock*. But in another sense, I think that many of them have also extended that expectation to our other work in that they want answers to information requests with a turnaround that is simply not possible. Toffler says it this way, "The concept of future shock—and the theory of adaptation that derives from it—strongly suggests that there must be balance, not merely between rates of change in different sectors, but between the pace of environmental change and the limited pace of human response." And so it has become increasingly difficult to explain to an audience accustomed to immediate gratification that not all things in the world can be downloaded as fast as a video streaming of the 1984 Apple Macintosh commercial.

While computers form the foundation of our work in information dissemination, the truth is the human factor is just as important.

Toffler knew this when he wrote, "Change is the process by which the future invades our lives, and it is important to look at it closely, not merely from the grand perspectives of history, but also from the vantage point of the living, breathing individuals who experience it." In 1970, an information specialist would have had far less access to the information available on a particular topic, say, how a Fluffernutter is made. I guess they would have had to ask someone's mother, presuming she wasn't my mother who was in the process of having her consciousness raised and would have pooh-poohed the whole Fluffernutter concept. (My dad made my lunches.).

But today with thousands of periodicals, newspapers, books, research papers, homework assignments, Q-and-A forums such as Yahoo! Answers, reference tools such as Wikipedia and God-knows-what-else available on the Internet, I could look up that information in less than a minute. And so could my clients look up themselves everything they get from me today, which begs the question why I still have a job. Here's the answer, which Toffler also knew: Getting the recipe is not everything that ties our society and our culture together. The human factor—which is me, in this case—keeps the seeker-

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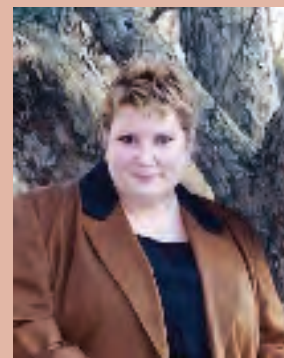
finder relationship alive in a way that Google alone cannot.

In part, I act as a human connection in a world where 90 percent of my connections are distance ones. I could work in my office, at home, or on the planet Pluto—as long as they had a T1 line hooked up, it wouldn't make a jot of difference to my clients. But my voice and my humanity give a face to the search for that Fluffernutter recipe in a way that I think people will always need and be willing to pay for. It also makes a difference to me and my colleagues for me to suit up and show up in our office in Vermont, and so I do. Everyone gathers here in my office because we realize that seeing each other in person makes a very real improvement in the qual-

ity and connectedness of our working relationships. There is no substitute for face time. The other part is that with the *über*-proliferation of information, searching for any particular piece of it, no matter how sticky, is increasingly difficult for your average client, and experts in finding things will always be needed.

Community

It turns out that showing up at the office has more benefits than even I realized. I read an article in the paper yesterday about how despite the radical increase in cell phones and Internet communications, Americans are lonelier than ever before. Somehow, all this capability to communicate hasn't brought us closer, but has in fact prevented us from creating real community with each other. It seems that people have forgotten that they also do need to suit up and show up to maintain their community and relationships. It brought to mind this description of the result of future shock according to Toffler, and I couldn't help but wonder if in some ways the technology that he would live to see has in fact wrought this kind of effect on our culture.

Change is not merely necessary to life, it is life. By the same token, life is adaptation. There are, however, limits on adaptability. When we alter our life style, when we make and break relationships with things, places, or people, when we move restlessly through the organizational geography of society, when we learn new information and ideas, we adapt, we live. Yet there are finite boundaries; we are not infinitely resilient. Each orientation response, each adaptive reaction exacts a price, wearing down the body's machinery bit by minute bit, until perceptible tissue damage results. Thus, man remains in the end what he started as in the beginning: a biosystem with a limited capacity for change. When his capacity is overwhelmed, the consequence is future shock.

The change Toffler refers to is far broader than just technological, but for those of us who lived through the last decades of the 20th century, it is this that stands far above any other change he or any of us could have imagined in 1970. The Information Age has changed us all, and the result to our culture has yet to be fully measured, both on an individual or on a community level. I say that because, although there has been radical change on virtually every level of society, I have not been able to come up with a measure of whether we are better or worse off, there being, as with all things, far too many factors to even begin to contemplate.

I said earlier that I felt a sense of accelerative thrust in my personal life, and I have often wondered if this was because I am naturally a Type A person in that I am extra driven to achieve and often overwork myself, or if to some extent this is because of our culture's pressure to do, write, publish, be—more. Sometimes I think I'd like to be a Type A-minus so that maybe I could take a few more naps and sunbathe with a few less article ideas floating through my

Cybèle's Recipe for the Perfect Fluffernutter

Ingredients
Two slices fluffy white bread

Don't even consider seven-grain bread or anything other than over-processed soft white American sandwich bread. No rolls either. Wonder bread is back on the shelves so if you can get the original with the pretty polka-dot bag, I say go for it.

Jif creamy peanut butter

Yup, Jif really does taste better; I did a blind taste test with Jif and Skippy. Creamy is optimal over crunchy because it is contextually in alignment with the texture of the Fluff and the bread. This is not the time for so-called natural peanut butters, the kind with the texture of gravel. Keep those for the grown-up sandwich with 7-grain bread you'll take to work to impress your colleagues (as if they don't know you aren't eating Fluffernutters in secret)

Marshmallow Fluff - the genuine article

The Marshmallow Fluff Web site says that "marshmallow crème" is not the same product and since Marshmallow Fluff has their own sandwich name, not to mention a jingle – I'd have to say they probably know of what they speak.

Spread peanut butter and fluff generously on two sides of bread and press together ever so gently. Eat immediately with a large glass of milk, preferably with a straw.

head. This may be just one person, one "cry in the wilderness," but perhaps it is as much an example of the results of technological future shock as anything else. Why not me? Why not you too? Do you know anyone who actually has enough time?

I like to think of us information specialists as a small bulwark against the future shock of technology in our own fields. I am the human face of the impersonal and complex world of information, a world that is accelerating in growth and complexity every day—so much so that our clients are increasingly dependent on us for our ability to be a guide to that information. It may be a very small bulwark, but it's the only one I know for sure. It's also true that it can be a scary world out there sometimes, but if you'll bring the peanut butter (bring the creamy kind, you know how the crunchy affected me last time), I'll bring the Marshmallow Fluff and we'll be set for lunch. Don't forget a copy of Toffler's latest book *Revolutionary Wealth* and we'll see what he has to say about 35 years from now… 🔵

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How to Find Resources

Without Using
Subscription Services

**By Sarah A.V. Kirby
and Suzan I. Spitzberg**

Sometimes you do not have access to subscription abstract database services to help you locate and order magazine and journal articles for your patrons, or the subscription databases may not meet your needs for a search. However, all is not lost. Many free resources can assist you in your quest to find and obtain pertinent articles (obtaining them is not necessarily free). This article addresses finding scientific, technical, and medical (STM) articles,

but much of the process applies to other articles as well.

Finding Articles

There are five steps to finding an article:
1. Formulate your search question.
2. Restrict your search (boundaries).
3. Determine who might have the information.
4. Search.
5. Evaluate your results.

Steps 1, 2, and 3 should be performed in consultation with your client. The last three steps may be performed once or

many times, depending on the scope and difficulty of your search. (There is an overlap on step three because you should both ask your patron about sources and use your own knowledge and research.)

1. Formulate your search question.

When formulating your search question, you want to be as specific as possible. Most of the places you will be searching do not use the Library of Congress Subject Headings (LCSH)[1], so you must devise your own search terms. The LCSH can provide you with a starting place. You

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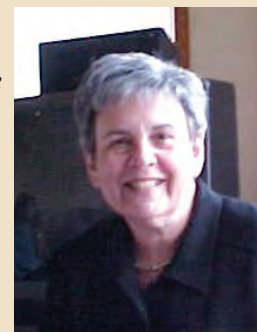
should develop a key set of search terms as well as alternate equivalent terms (e.g. HVAC, A/C, air conditioning). A clustering search engine such as Clusty, Scirus, Teoma, or Vivisimo can assist you with both alternate and more specific terms. Any pertinent standard taxonomies or subject schemes might also help (e.g. LCSH and MeSH, or Medical Subject Headings[2]).

2. Restrict your search (boundaries).

There are five boundaries for any search: time, money, date, authority, and depth. Together these will influence where you search, for what, and to what depth.

Sometimes these boundaries can conflict, so you must analyze your patron's original statements and clarify any contradictions.

Time limits can be imposed on both the due date for the results and how many hours you are allowed to work on a question. Time limits affect the number of resources you can search and how many results you can obtain, and whether using an interlibrary loan is feasible.

Financial limits, when applicable, can affect where you can search and what results you can actually get copies of if the patron wishes to read them.

Date limits will determine the range

of years for information to be retrieved. They also can affect which resources you can search and the number of results you can get.

Authority limits will determine the types of information you are seeking and who might have published it. Authority limits can be of two varieties: level of pre-publication technical review (e.g. peer-review, editorial board, none), and type of publication.

For types of publication, include those by governmental organizations (including quasi-governmental organizations, like the United Nations and the

Table 1: Free STM Data Aggregators

Aggregator Name and URL	Description
US Government Web sites	
Entrez PubMed - www.ncbi.nlm.nih.gov/entrez/query.fcgi?db=PubMed	Service of the National Library of Medicine includes millions of citations for biomedical articles back to the 1950s. Articles before about 1975 will not have abstracts, only titles and keywords.
DOD STINET - http://stinet.dtic.mil/	Helps the DoD community access pertinent scientific and technical information to meet mission needs effectively.
GPOAccess - www.gpoaccess.gov/	Includes both databases and Web pages of congressional documents, executive agency announcements (i.e. Federal Register), some government publications (via the Bookstore), a locator for federal repositories, and more.
NASA STI - www.sti.nasa.gov/	Provides desktop access to the STI (scientific and technical information) produced by NASA and the world's aerospace community.
National Technical Information Service - www.ntis.gov/	The largest central resource for U.S. government-funded scientific, technical, engineering, and business related information. Free online version of the catalog begins with items published since 1990. You can call customer support to have the database searched back to its beginning (items cataloged in 1964, could be published earlier). Or, http://grc.ntis.gov/ offers subscriptions for a day or a year to search the entire database yourself.
NIOSH TIC-2 - www2.cdc.gov/nioshtic-2/Nioshtic2.htm	A bibliographic database of occupational safety and health publications, documents, grant reports, and other communication products supported in whole or in part by the National Institute for Occupational Safety and Health.
OSTI E-Prints - www.osti.gov/eprints/	Scientific and technical e-prints of interest to the Department of Energy.
Agency library OPACs	Many of the agency libraries have online public access catalogs that include their scientific and technical reports, or reports produced for their agency. A list of agencies is on Firstgov.gov.
General Web sites	
ConnectSciences - http://connectsciences.inist.fr/services/accueil/accueil_invite.php	A service of the French Institute for Scientific and Technical Information (INIST). It provides free access to: 1) Article Catalog, a searchable database of millions of articles acquired since 1990; 2) lists of Web sites sorted by scientific field; and, 3) multilingual terminology resources (English, French, and Spanish).

World Health Organization); technically oriented groups (e.g. societies and scientific publishers); and the popular press (e.g. most Web pages, newspapers, and paperback publishers).

Depth limits determine how many candidate results you are expected to locate. They can also narrow the focus of your search to overviews, reviews, or the latest detailed research. You should make sure to clarify whether your patron wants the "first" results or the "best" results, as this will affect the time spent on both searching and analyzing results. Sometimes the client may just want "all" the results so that he or she can make further selections. In that case, you will search up to your time and or money limits.

3. Determine who might have the information.

Before you actually search, you should determine who might have the information. This will help focus your search and provide better results more quickly, especially when doing a general Web search. There are three types of "who" to consider. The first would be the different data aggregators—those who provide searchable databases of at least the abstracts of articles. A list of some free STM aggregators is provided in Table 1.

The second type is publishers. Most publishers have some sort of freely searchable Web database for their publications. The books are frequently searchable through bookstore Web sites as well, but the bookstores do not necessarily search abstracts or tables of contents.

The third type of "who" is government agencies, technical organizations, professional societies, libraries, and discussion lists/ bulletin boards/ blogs that publish, collect, and comment on STM information. Many U.S. government agencies have

Aggregator Name and URL	Description
EEVL Ejournal Search - www.eevl.ac.uk/eese/eese-eevl.html	Searches the content of more than 250 freely available full-text e-journals, selected for relevance and quality.
EEVL Xtra - www.techextra.ac.uk/	A subject-based deep-mining meta-search tool that gives access to material that is largely hidden to traditional search engines.
Google Scholar - http://scholar.google.com/	Enables you to search specifically for scholarly literature, including peer-reviewed papers, theses, books, preprints, abstracts and technical reports from all broad areas of research.
INFOMINE - http://infomine.ucr.edu/cgi-bin/search?category=ejournal	A virtual library of Internet resources relevant to faculty, students, and research staff at the university level. It contains useful Internet resources such as databases, electronic journals, electronic books, bulletin boards, mailing lists, online library card catalogs, articles, directories of researchers, and many other types of information. INFOMINE is built by librarians from various academic institutions.
IngentaConnect - www.ingentaconnect.com/	One of the most comprehensive collections of academic and professional research articles online. Integrated with a fee-based document delivery service.
Networked Digital Library of Theses and Dissertations - www.ndltd.org/browse.en.html	Comprises several databases of theses and dissertations that can be freely searched. Provides access purchasing links.
National Science Digital Library(NSDL) - http://nsdl.org/	Provides educational resources for science, technology, engineering and mathematics education.
OAIster - http://www.oaister.org/o/oaister/	A free searchable collection of free, but previously difficult-to-access, academically oriented digital resources.
OJOSE - www.ojose.com/	A scientific search engine enabling search queries in different databases by using only one search field. With OJOSE you can find, download, or buy scientific publications (journals, articles, research reports, books, etc.) in up to 60 different databases.
Scitation - http://scitation.aip.org/	The online home of more than 100 journals from AIP, APS, ASCE, ASME, SPIE, and a host of other science and engineering societies.
Scirus - www.scirus.com/srsapp/	One of the most comprehensive science-specific search engines on the Internet. Scirus returns results from the whole Web, including access-controlled sites not indexed by traditional search engines. It also indexes the following special sources: PubMed/MEDLINE, patents from the USPTO, and e-prints on ArXiv.org. Full text articles from several sources are indexed: Elsevier's ScienceDirect, BioMed Central, NASA technical reports, Project Euclid, Crystallography Journals Online, and Scitation.

Table 2: Some Places to Look for STM Resource Location Assistance

Place Name and URL	Description
ALA's Machine Assisted Reference Section's (MARS) Best Free Reference Web sites - www.ala.org/ala/rusa/rusaourassoc/rusasections/mars/marspubs/publications.htm	A list of librarian-evaluated Web sites on all sorts of topics.
American Society of Association Executives - www.asaecenter.org/Directories/AssociationSearch.cfm?navItemNumber=16581	A good place to look for professional society names.
Article "Academic and Scholar Search Engines and Sources" - http://zillman.blogspot.com/2004/12/academic-and-scholar-search-engines.html.	Internet MiniGuide Annotated Link Compilation is dedicated to the latest and most competent academic and scholar search engines and sources, Marcus P. Zillman, released February 5, 2005.
Article "Science and Technology Sources on the Internet—There is Such a Thing as a Free Lunch: Freely Accessible Databases for the Public" - www.library.ucsb.edu/istl/01-winter/internet.html	Sandy Lewis, sciences and engineering librarian and library instruction coordinator, University of California, Santa Barbara
EEVL - www.eevl.ac.uk/	A British site whose mission is to provide access to quality networked engineering, mathematics and computing resources.
Internet Public Library - www.ipl.org/	One of the oldest librarian-developed Web directories. It was begun in 1995 by the University of Michigan School of Information.
Librarian's Index to the Internet - http://lii.org/	Provides a well-organized point of access for reliable, trustworthy, librarian-selected Internet resources.
Memorial University of Newfoundland Database List - www.library.mun.ca/eindex/index_nets.asp	Search by subject or check the alphabetic list. Free indexes all include the phrase "Internet access unrestricted" in the description.

some sort of publications directory accessible from their Web sites. Many agencies also have their own libraries with Web-accessible online public access catalogs (OPACs). Technical organizations and professional societies usually have their own Web presence, often with a freely searchable bookstore or other publications areas.

If you still need more places to look for "who's" or actual resources, Table 2 provides a list of some Web resources. Another place to look for help is librarian discussion lists. Two very helpful lists are:

• ELDNET-L at www.englib.cornell.edu/eld/listserv/eldnetfile.html, and

• STS-L at http://listserv.utk.edu/archives/sts-l.html.

4. Search.

Now that you've formulated your research question, set boundaries, and determined who might have the information, you can develop your search strategy. Based on your boundaries, prioritize where and how you will search for candidate resources. If you do not have a formal research format, it is good practice to build a form that suits your needs. Populate the form with your research strategy and then fill it out as you search. Be sure to stop

searching with enough time left in your budget to perform the fifth and last step in the process.

5. Evaluate your results.

The last step in finding resources is to evaluate your search results and make your selections. If the patron wanted the first results you obtained, you are done. If the patron wanted the "best" results, you must use your judgment and reference interview answers to make decisions.

By following these simple steps, you will greatly enhance your ability to find even the most obscure published information. Your patrons will be astounded at what citations you can find for free.

Obtaining Articles

Now that you know what you need to obtain, you can go get it. Most of the time, there will be some sort of cost involved, so how your library operates will dictate how you proceed. If you charge your patrons, the scenario presented here will work for you. If you don't charge your patrons or you don't have purchasing power (especially if you do not have access to an appropriate credit card), you will probably have to rely on an interlibrary loan from an institution. In that case, skip the portions of this scenario dealing with online acquisition.

There are four steps to obtaining articles.

1. Validate your citation
2. Verify the article is not in your collection
3. List your constraints (time, money, quality)
4. Find a supplier

1. Validate your citation.

Many article bibliographies and other citations that people will hand you are abbreviated. We need to figure out what the abbreviations mean, as library catalogs and publisher Web sites will use their full titles.

Expanding Journal Abbreviations. If you have a journal abbreviation and you believe it is a biomedical or health-related serial, you are in luck. PubMed includes its own thesaurus of abbreviations. Just go to PubMed and press the "Journals" tab, then enter your abbreviation. A list of candidate journals will appear.

If it isn't a biomedical serial or if PubMed doesn't index it, there are other ways to discover the meaning of the abbreviation. You can try entering the abbreviation as a phrase in you favorite search engine and then adding "magazine" or "journal" or even "ISSN" after the abbreviation as a separate term. However, this is rarely very successful because it

Place Name and URL	Description
Pinake - www.hw.ac.uk/libWWW/irn/pinakes/pinakes.html	A directory of subject directories including EEVL.
Research and Documentation Online - www.dianahacker.com/resdoc/	Provides an extensive annotated list of specialized sources for more than 25 disciplines. The resources are organized by type—databases and indexes, Web sites, and reference texts.
Resource Discovery Network - www.rdn.ac.uk/	Selects, catalogues, and delivers high-quality Internet resources for further and higher education.
Science.gov - www.science.gov/	Each U.S. government agency selects its best science information for science.gov. Two major types of information are included—selected authoritative science Web sites and often hard-to-access scientific databases.
SciTechResources.gov - www.SciTechResources.gov	Provides the scientist, engineer, and technologist with access to key U.S. government Web resources.
University of Michigan Documents Center - www.lib.umich.edu/govdocs/	A central reference and referral point for government information, whether local, state, federal, foreign, or international.
University of Missouri-Rolla STI List - http://campus.umr.edu/library/gov/sti.html	Scientific and technical information links compiled and maintained by the university's librarians.
WWW Virtual Library - http://vlib.org/	The oldest catalog of the Web, started in 1991. Run by a loose confederation of volunteers. More selective than the DMOZ Open Directory Project.

usually uncovers only people who are citing an article on their Web site. Because of the number of false positives, you should probably only use a search engine as a last resort. A better way is to go to one of several sites that list journals and their abbreviations. There is not a single authoritative site, but there are several good ones produced by libraries or individuals. Table 3 lists some of these sites.

2. Verify the article is not in your collection.

There's no sense in buying it, if you already have it. However, you may need to purchase a license to copy the article. If you do, you can use one of the Copyright Clearance Center's pay-per-use systems at Copyright.com. (Note that the authors highly recommend looking into annual licenses for paper and electronic copies for your business. The CCC prices are scaled according to type and size of business.)

3. List your constraints.

The time you have to retrieve an item, the money you can spend, and the desired copy quality will all affect how and where you search.

Many suppliers will be either faxing or e-mailing your copy, or posting it online for you to retrieve. Special quality requirements need to be included in ordering instructions as it will affect the cost of the item. For most needs, a grayscale scan of 300 dpi will suffice—this will cover articles with images or color tables at a density sufficient to give a decent view. Black-and-white scans or faxes may only work if the there are no complicated color tables or graphs or if image quality is not a concern.

If you have only a short time to retrieve a number of items, a good rule of thumb is that online pay-per-view sites usually start their back files in between 1995 and 1998. So, do everything more recent than 1998 first to save time and effort. There are exceptions to this. For

Table 3: Web Sites with Serial Abbreviation Lists

Site Name and URL	Description
Openly Jake - http://jake.openly.com/	54000+ serials, maintained by Yale University Libraries. Uses truncation expansion to develop potential solutions. You have to decide which proposal might be the correct one.
All that JAS - www.public.iastate.edu/~CYBERSTACKS/JAS.htm	From the Iowa State University Library, Science and Technology Department. Includes links to other sites with journal abbreviations.
Frontiers in Bioscience - www.bioscience.org/atlases/jourabbr/list.htm	Provided by "a non-profit organization created by scientists for scientists for fostering international scientific communication"
Specialized Information Sources – Journal Abbreviations - www.library.ubc.ca/scieng/coden.html	University of British Columbia Library, Science and Engineering Division maintains this site.
ISI Journal Abbreviations Index - http://library.caltech.edu/reference/abbreviations/	Maintained by Caltech University
ISI Web of Science journal abbreviations - www.isinet.com/cgi-bin/jrnlst/jloptions.cgi?PC=master	Maintained by Thompson (producer of ISI WoS)

Table 4: Selected Sites for Locating Journals with Online Content

Site Name and URL	Description
Free Medical Journals Online - www.freemedicaljournals.com/htm/index.htm	This site provides link access to over 1200 medical journals freely available online. Some journals are prestigious (British Medical Journal), others may require you to pay for recent articles but permit free access to older articles (Annals of Occupational Hygiene). Access is by journal title, subject, or language.
Gold Rush - http://goldrush.coalliance.org/index.cfm?Queryvar=""	This database contains information on 55000+ serials from 85 publishers. It is maintained by the Colorado Alliance of Research Libraries. "Gold Rush contains information about journal titles, databases, and database providers. It is continually being updated as we obtain information from more database providers." On the default view, Gold Rush tells you the ISSN, who has full-text online, and many of the databases in which it is indexed. On the Marc view, it also tells you the publisher, and may given a URL for the online version. Searches are by keyword (default), journal title, ISSN, journal title browse, and subject, as well as by which database it is in.
Directory of Open Access Journals - www.doaj.org/	Covers free, full text, quality-controlled scientific and scholarly journals. Hosted by Lund University Libraries Head Office. The project is funded by Open Society Institute - Budapest and also supported by SPARC (The Scholarly Publishing and Academic Resources Coalition)."
InfoMine Electronic Journals - http://infomine.ucr.edu/cgi-bin/search?category=ejournal	A virtual library of Internet resources relevant to faculty, students, and research staff at the university level.
PubList - www.publist.com/	PubList.com provides access to detailed publication information including, titles, formats, publisher addresses, editor contacts, circulation data, and ISSN numbers." PubList provides a database of more than 150,000 titles. NOTE: This site has not been updated in several years, so links may be missing or broken.
PubMed Journals - www.ncbi.nlm.nih.gov/entrez/query.fcgi?db=Journals	Search by title, abbreviation, or ISSN. After the appropriate journal is located, the NLM ID hyperlink should be followed. The resulting page will give the publisher, ISSN, a link to the primary online source (if there is one), as well as predecessor and successor journal titles (if a journal merges or otherwise changes names). It will give general information on what issues have been indexed in PubMed (start date, whether complete contents or selected articles, etc.). On the journal search page, there is also a link to an alphabetical listing of journals with full-text online. From PubMed search results, if the citation for an article is viewed, a link to the relevant Web site will be prominently displayed (if it is available). Note that these links do not necessarily provide free access or even pay-per-view access to non-subscribers (the primary intention of the linking system is for larger libraries to link to subscribed journals).
Search Engines	For best results, enter the full magazine title as a phrase (usually specified in quotes). Add the ISSN as a separate search term, if it is known.
Publisher Web Sites	If you can find the publisher from one of the other sources in this table, you may be able to find the publisher Web site using a search engine. Some publishers have content available on a pay-per-view (PPV) basis that has not yet found its way into the links in other databases.

instance, Elsevier has made all issues of The Lancet (Britain's equivalent to the Journal of the American Medical Association) available online on ScienceDirect.com from its first issue (1823!). It is wise to make a list of journals that you request frequently that have expanded online-accessible back files.

Do not forget about time zone differences when you are requesting articles with a short turnaround. Sometimes these can save (or cost) you money depending on the level of delivery service.

4. Find a supplier.

Once you know exactly what item you are looking for, that you do not already have it, and what your constraints are for obtaining it, you need to find someone who can supply it. There are many ways to discover where a journal may be located online, including searching for the full title of the journal or the publisher in your favorite engine. Table 4 provides descriptions for some of the most prominent locators.

Caution: Some sites will provide text (no graphics), others will provide HTML versions, and still others will provide printed page emulation (usually in PDF format). Be sure the format you are obtaining is acceptable to your client.

Locating "Paper" Copies. For those items that you cannot find online, you will need to order PDFs or faxes. Some libraries will supply copies of their holdings (and, if you wait, of other holdings) to non-member clients. A few independent companies will also provide copies to customers. Virtually all of these document delivery services will have a fee schedule that includes a placeholder for copyright charges. Copyright charges will be determined at the time the order is placed. If copyright clearance cannot be obtained, the document delivery service either will reject your order or will fill it only after you acknowledge that you accept responsibility for ensuring copyright compliance. The features that each document delivery service provides differ greatly, as does the cost for each feature. It is wise to investigate various document delivery services well in advance of any need and determine which might best fit your needs. A few these

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7 November 2006
Writing for Publication

Presenter:
Rachel Singer Gordon,
Consulting Editor, Information Today, Inc.

22 November 2006
The Value of Corporate Libraries

Presenter:
James M. Matarazzo, Ph.D.,
Dean and professor of library and
information science, emeritus,
Simmons College

SLA Connecting People and Information

www.sla.org/clickulive

Table 5 – Selected Document Delivery Services

Service Provider and URL	Description	Time Zone
Commercial Services		
BioDocuments - http://www.biodocuments.net/	Scientific, medical, pharmaceutical, biotechnology, bioscience and legal research communities	Pacific
InfoTrieve - http://www4.infotrieve.com/default.asp	Specializes in STM	Eastern
IngentaConnect - http://www.ingentaconnect.com/	Comprehensive coverage	Eastern
Instant Information Systems - http://www.docdel.com/index.html	Specializes in Biomedical Information. Also provides a directory of other document delivery services indexed by subject category, full-service, or international location - http://www.docdel.net/	Eastern
Pinpoint Documents - http://www.pinpointdocuments.com/	Comprehensive coverage	
TDI Library Services - http://www.tdico.com/	Comprehensive coverage	
Major Libraries with Non-Member Services		
British Library - http://direct.bl.uk/bld/Home.do	Great for European publications.	Greenwich (Eastern Standard minus 5 hours)
CISTI Document Delivery (Canadian Institute for Scientific and Technical Information) - http://cisti-icist.nrc-cnrc.gc.ca/cisti_e.html	One of the world's major sources for information in all areas of science, technology, engineering and medicine.	Eastern
CTRC (University of Colorado Technical Research Center) - http://ucblibraries.colorado.edu/ctrc/index.htm	University of Colorado libraries.	Mountain
Linda Hall Library - http://www.lhl.lib.mo.us/	Science, technology and engineering	Central
MITS (Michigan Information Transfer Source) - http://www.lib.umich.edu/mits/	The University of Michigan collection is strong in: automotive industry, health administration, medicine and health, product development, highway safety, natural resources, patents, technology, nutrition, biology, public health, science, chemistry, manufacturing, engineering, management, biotechnology	Eastern

services are listed in Table 5.

If you want to find a library to order from, the best place to look is OCLC's WorldCat database. This database is accessible via FirstSearch (an OCLC subscription service that may be available to you from work using your public library card—contact your library to determine their access policies/procedures). If you cannot access WorldCat via FirstSearch, you can access it via Yahoo! or Google or some other search engines (see www.oclc.org/worldcat/open/partnersites/default.htm for the latest list).

The Open WorldCat access does not provide a robust search interface, so FirstSearch is highly recommended. To use the Yahoo! or Google interface with Open WorldCat, you must formulate your search using the format "search terms site:worldcat-libaries.org." (For a fun example try "0002-9955 site:worldcatlibraries.org.")

All of the results will have the "Find in a Library" phrase in their titles. Select one and you will see a list of libraries that hold the item as well as a way to limit your list to libraries in a certain area. Using phrase searching for a portion of a title or entering the ISSN number of the serial will streamline your results (but be aware that not all libraries have entered ISSN numbers into their catalogs).

Once you have found the journal, you can place your order.

Endnotes

1   The LCSH can be viewed online at http://catalog.loc.gov/ by using the "Subject Browse" setting on the Basic Search page.

2   MeSH can be accessed several ways. One is via www.ncbi.nlm.nih.gov/entrez/query.fcgi?db=mesh. A second is www.nlm.nih.gov/mesh/meshhome.html.

Call for Papers

SLA 2007
3-6 June Denver, CO USA

SLA Denver 2007: Climbing to New Heights

SLA is accepting papers for presentation at its Annual Conference June 3-6, 2007, in Denver and for publication on its Web site.

The papers will not be formally peer reviewed. Instead, a panel of SLA members will evaluate abstracts of the papers. Authors whose abstracts are accepted will be asked to write the paper.

Topics of the papers should be related to library science, information management, research or other issues related to the work of special libraries. Abstracts will be judged on substance, potential member interest, and relevance to the conference theme (Climbing to New Heights) or to the SLA tag line (Connecting People and Information).

Authors need not be in academia, but the author (or at least one co-author) must be a member of SLA.

Minimum Requirements for Acceptance

In addition to the quality and relevance of the proposed paper, it must meet these requirements:

• The abstract has been received by the deadline.

• The author (or co-author) is a member of SLA. Not a member? You can join online at www.sla.org/content/membership/joinsla/index.cfm.

• The author (or a co-author) commits to present the paper at the annual conference.

• The paper has not been published in or submitted to any other publication or conference planning group.

• The author (and any co-authors) also must be willing to sign a copyright assignment that will permit SLA to use the paper in various formats. Accepted papers will be posted on the SLA Web site shortly before the 2007 conference begins.

For examples of papers from SLA's 2006 Annual Conference in Baltimore, see www.sla.org/content/Events/conference/ac2006/conference/papers.cfm.

Submission Guidelines and Specifications

Full guidelines, including formatting instructions, are online at www.sla.org/denver2007/callforpapers.

Deadlines

December 8, 2006 – Abstract due. Submit an abstract of your paper via e-mail to Martha McPhail at mmcphail@rohan.sdsu.edu. Abstracts should be approximately 250-300 words in length, roughly one page in 12-point text with normal margins. Applicants will be notified of acceptance by January 16, 2007.

May 1, 2007 – Paper due. Submission deadline for the complete paper and copyright assignment to SLA. The paper should be in MS Word format and sent as an e-mail attachment to jadams@sla.org. The subject line of the e-mail should be "Contributed Papers" and the primary author's name. The copyright assignment form is available online at www.sla.org/documents/conf/copyrightform.html. Please print, complete and mail the copyright assignment to Contributed Papers, SLA, 331 South Patrick Street, Alexandria, VA 22314

June 3-6, 2007 – Conference presentation. Presentation of papers will occur during the SLA Conference in Denver.

SLA
Connecting People and Information

On Information Professionals
and Subscription Agents

By Nick Collison

"The great thing about being an information professional in 2006 is that every year we get a budget increase, more staff allocated at the department, and more freedom to make our own decisions without other departments interfering."

Sound familiar?

Didn't think so.

The last five years have seen enormous changes within corporate business information services departments, as well as university and public libraries. Although the specific changes in both public and private sectors are different, the rate of change has been similarly rapid.

With these changes come staffing turmoil and an increased level of stress felt in the workplace—chiefly due to the perception that information professionals' skills were not being used or acknowledged, and the feeling that these professionals lack control over their careers.

The corporate library, or the business information services (BIS) department, has been held under a microscope and often seen as an expensive luxury—a deadweight cost whose value is difficult to measure in an age when basic research is often outsourced, market data is delivered through aggregators, and procurement is pushed out to harried administrators and executive assistants.

Indeed, the BIS department (the office with all the empty chairs) now frequently suffers the ultimate indignity: being relegated to a subset of another department, often IT (just when you thought there wasn't a level lower than the basement in your office building, right?). Decisions on acquisitions are often hijacked by the procurement department: yesterday, toilet paper; today, health insurance; tomorrow, global site licenses. The result? Serials management has been squeezed and beaten into e-procurement platforms more suited to stationery and travel than complex and claim-prone subscription contracts.

The university libraries have fared no better in terms of a quiet life. The delivery of publishers' output has been trans-

formed from a predominantly print environment to one that is dominated by electronic products, delivered through a variety of sources. The traditional bread-and-butter work of the subscription agent—claiming—is still crucial, but the nature of those claims has changed. The space between the content providers and the librarians' internal clients (students and faculty) has also become extremely complex. Within a short space of time, information professionals have had to manage rapid change in areas such as authentication and activation of content, as well as grappling with the world of negotiation. We're not just talking about the large university-type consortia deals, but of the long tail of smaller publishers, each of which is intent on creating a unique model of working for themselves!

Back in the corporate library, change is underway. BIS staffs are being laid off (sorry, reassigned), and procurement professionals are stepping up to the plate. These are not the traditional corporate buyers, mind you; they are "strategic" procurement professionals. I find that the word "strategic" is often used when contract size gets larger, and knowledge of that contract's industry gets smaller. In other words, if one knows less about more, decisions become "strategic," longer-term picture painting because the short-term detail is missing.

This brings to mind a meeting my firm had with a bank last year.

The bank had outsourced the management of subscriptions to India. We all sat around the conference phone in London and called the number in Bangalore or Delhi, I can't remember which. Six people from the subscriptions department in Asia were on the other end of the call.

"How many subscriptions are you managing?" we asked.

Five minutes of audible scrambling around and paper rustling later:

"Er, 18!" came the proud reply. So, a bank spending seven figures on subscribed-to information was getting a productivity of three subs per employee over a six-month period. Impressive.

But I wasn't prepared for the next quip from the squawk box: "But the claims are proving to be a problem…" Wow.

Meanwhile, back in London, the paper trails concerning subscriptions were snaking around the block and the accounts payable people were pulling their hair out in the absence of a BIS team in London. Bangalore was unavailable to help because they were overrun by their 18 subs.

Last I heard, the bank still had no agent, and bankers were being denied access to vital online resources because bills hadn't been paid. In other words, a mess.

A Commodity

But a much more common scenario is the commoditization of the spend on information. The meetings we attend nowadays are as likely to be peopled by procurement as they are

by BIS. The latter is a piece of cake because we can speak the same language. Conversations with the former can be frustrating experiences. They want it cheaper. Read that sentence again. "They want it cheaper." They often have no idea what their companies spend on information in the first place, whether it's controlled at all, if there are group purchasing arrangements in place, and certainly not if end users' time is being taken up in managing this stuff. No. Way too complicated, thank you very much. Just want it cheaper.

Service? Pah, that's a soft cost and therefore irrelevant. Not to me it isn't; a soft cost for a client is hard as nails for me. You should see the payroll; there's nothing soft about that.

We agents are slowly getting procurement types to separate the commodity and the service, and to understand why the service exists at all. But too often we are told just to explain "the costs and the online tool, nothing else," in tender presentations.

Frustratingly, there are a couple of dot.com software providers out there that adopt this approach, and present a picture that all administration can be pushed online and made to go away. Pure nonsense, of course, but it's just what the new breed of strategic procurement teams loves to hear. So there it is: the subs go online, end-users end up doing everything themselves, Accounts payable suffers indigestion, procurement gets its tool, and the client spends thousands more than it should on something that is too far off the financial director's radar to make waves. Great strategy.

So whose fault is it? I don't want to assign here, but the responsibility must lie somewhere. Some of it surely lies with the very same BIS departments that are being downsized faster than President Bush's holiday card list to the political leaders of France. There is a case in both corporate and academic libraries of "if I stay still and don't make noise, they won't notice me." Well, here's some news: they *have* noticed. Headcount and other fixed costs related to information acquisition and management are under the microscope like never before. Hand-in-hand with the distributed nature of information provision and usage comes a growing impression that librarians have become an anachronistic echo of a time when people used paper-based reference systems. Ten years ago, people were talking about "cybrarians" and the need for information professionals to reinvent themselves. Today the language has changed but the conversation hasn't. The consequences of the "quiet as a mouse" survival strategy are to be seen in the form of swathing cuts in some unlikely places.

Fear is a hell of a motivator, but it can also paralyze as much as it stimulates. The inertia to change that I have witnessed in some corporate and academic libraries has, in my opinion, led to their demise. There are a lot of whitened knuckles hanging onto sinking ships out there. The "but-that's-my-job" brigade is indeed a dying breed, but it's such a shame that so much

Too often we are told just to explain "the costs and the online tool, nothing else,"

knowledge is being lost.

Today there is a bigger need than ever to manage information effectively. In the corporate sector, it is a key source of competitive advantage when virtually everything except the brains and knowledge has been outsourced. All the appendages of the body corporate have been lopped off to create a flatter, faster, and more nimble creature where the remaining infrastructure is intellectual rather than physical, and the management of people, ideas, knowledge, and externally sourced data is the reason for success and failure. For BIS to allow itself to be pushed around at a time like this is criminal. Information acquisition, management, and dissemination are not commodities: They create the advantage that earns the fees that pay for the layers of bean counters chipping away at our biggest companies.

Successfully run BIS departments have reinvented themselves. They have marketed themselves not as fat and inefficient warehouses of books, but as vital resources demonstrating the value they add, upping the intellectual horsepower of the staff, and embracing new technology.

To survive we all have to reskill, demonstrate value, and market ourselves in such a way that our collective voices are heard.

All administrative tasks have been pushed out the door, much of it to subscription agents. This is the sinking ship—the low-level administrative support that used to be done by the library—that is being defenestrated together with those who are hanging onto it for dear life. To survive we all have to reskill, demonstrate value, and market ourselves in such a way that our collective voices are heard.

This is doubly true for librarians, because budget-holders create their own impressions in the absence of any clear and progressive message from the library. Often, that impression is not an accurate one and certainly doesn't make for happy reading. If there is value in that word "stra-

tegic," it is in the importance of sitting around the same table when the future is being discussed. Marketing alone won't solve the issues, but it will help move the library from a soft cost to a meaningful and value-adding resource.

Nick Collison, director for Prenax Subscription and Book Services, has worked within the U.K. corporate market for the past 15 years, providing a business-to-business service. He recently joined Prenax U.S. and is based in its New York office.

bright people out there, making extremely smart alliances to create a package of services that will begin to press the right buttons. Jack-of-all-trades? He just got fired.

To a certain extent, subscription agents have found themselves in the same boat as librarians. Traditionally, agents acted as intermediaries between clients and the thousands of publishers (and one-man bands) that produced the printed information the client wanted. Pretty simple model, really. But this middle ground is now terribly crowded. It's like having a thousand uninvited guests dropping in on you to share your dinner. The nerve! So here we are, in this space that has become segmented into tiny slivers of specialization with new entrants popping up every day. To make matters even more challenging, publishers are dealing directly with customers and leapfrogging the seething trench of intermediaries below. And let's not even talk about open access.

The reaction of some agents has been to do everything in this space. And I mean everything. If one throws enough cash at a problem, one should last long enough to see which bit of the business will make money. If you're not swimming in cash, then you have to take your pick of the various specializations that suit your unique strengths and can earn you a growing revenue stream. But the luxury of being the best at everything in this intermediary space is not viable for the long term. There are simply too many

But the one thing subscription agents have always done is to make life easier for the librarian by alleviating burdensome administration tasks. This was our reason for existence and will continue to be the most significant driver in our business until we decide to go off and do something more profitable in another part of the industry. And while we are here, we need to get the basics right: accuracy of invoicing, speedy response times, and effective claims management.

So where are we, then? Certainly at a point in time when information and knowledge management are more important differentiators for our businesses and institutions than ever before. And certainly at a time when investment decisions concerning information and knowledge management are being taken by less-informed departments than seems logical. But to harmonize with those with the checkbooks, we have to sing the same tune, and whether we like it or not, that means getting rid of much of what we do now by outsourcing administration and repetitive tasks to agents. Once we've gotten rid of the concrete overcoat, we should go to the money person and ask for more, not less. There's a lot of work to be done, and attack is the best form of defense. Do more with less? OK, meet us half way, then.

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The Need for Written Agreements

By Lesley Ellen Harris

Hollywood, and the U.S. film business, is based upon handshake relationships between studios and writers, actors and directors. Several reasons underlie this practice of oral agreements. First, written agreements are costly as they require lawyers to negotiate, draft, and finalize. Second, the film business is fast-paced; and often, time is more important than a detailed agreement—at least in the initial stages. Generally, the practice in Hollywood is that detailed agreements are signed before the completion of principal photography. Actor Charlton Heston claimed that even with shooting 60 films, he never signed a written contract prior to filming.

hird, enforcement of oral agreements is reliant upon the fact that the Hollywood community is tight-knit and talent not complying with oral agreements may get less work in the future. Notwithstanding this propensity for oral agreements, the courts have been trying to push Hollywood to use written agreements. After a jury awarded Francis Ford Coppola $80 million in damages (payable by Warner Brothers) for breach of an oral agreement, one juror stated that the large punitive award was a message for Hollywood to stop using oral agreements.

Whether you are involved in a Hollywood film project, engaging an individual or company for consulting services, licensing an e-journal or the use of an image on your Web site, or hiring someone to write an article for your enterprise's newsletter, the same contract principles apply to your situation. You need an agreement to clarify your relationship.

Oral agreements are legal in many situations but some agreements need be in writing to be enforceable. For example, the U.S. and Canadian copyright statutes require an assignment of copyright or exclusive license to be in writing, though mere permission may be through an oral agreement. Although contract requirements vary from state to state and from province to province, many U.S. states require that any contract for the sale of goods for $500 or more be in writing.

Whether an oral or written agreement, any valid agreement needs three components:

• An offer to do something or refrain from doing something.
• Acceptance of the office.
• Consideration. Consideration is something that is of some value in the eyes of the law. Money is one form of consideration; a promise to supply goods or to perform services is another.

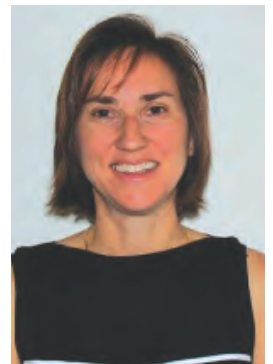The key issue with oral agreements is proving that there is an actual agreement, and the terms and conditions of that agreement. Oral agreements rely on the memories of the contracting parties (who may have since moved onto other positions and places of employment). Also, oral agreements may be fuzzy on the terms of the agreement, whereas a written agreement may force the parties to clearly think through the various issues subject to the agreement.

The purpose of a written agreement is to clarify the relationship between the parties and to create a document to help those parties avoid future conflict and possible litigation by setting out the terms and conditions of their arrangements in advance. It is a listing of each party's responsibilities or promises with respect to the rights and obligations of each party. It is a document that each party may return to from time to time to verify its original agreement, its rights and obligations, and the rights and obligations of the other party in the particular circumstances.

A contract is also a useful tool for identifying all the costs of a project and who is responsible for paying them. Written contracts are enforceable in court, or alternatively through mediation and or arbitration, if one party does not live up to its obligations in the agreement. This is negotiable and should be addressed in your agreement.

Lesley Ellen Harris is a copyright lawyer/consultant who works on legal, business, and strategic issues in the publishing, content, entertainment, Internet, and information industries. She is the editor of the print newsletter, The Copyright and New Media Law Newsletter, in its 10th year of publication in 2006. If you would like a sample copy of this newsletter, e-mail: contact@copyrightlaws.com.

She also is a professor at SLA's Click University where she teaches a number of online courses on copyright, licensing, and managing copyright and digital content for SLA members. SLA members may register for the fall 2006 courses at: http://www.sla.org/content/learn/learnmore/distance/2006cul/index.cfm.

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PS Form 3526, October 1999 (See Instructions on Reverse)

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15.	Extent and Nature of Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a.	Total Number of Copies (Net press run)		13,430	13,500
b. Paid and/or Requested Circulation	(1)	Paid/Requested Outside-County Mail Subscriptions Stated on Form 3541 (Include advertiser's proof and exchange copies)	9,916	9,525
	(2)	Paid In-County Subscriptions Stated on Form 3541 (Include advertiser's proof and exchange copies)		
	(3)	Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution	2,970	1,888
	(4)	Other Classes Mailed Through the USPS	0	
c.	Total Paid and/or Requested Circulation (Sum of 15b. (1), (2),(3),and (4)) ▶		12,886	11,413
d. Free Distribution by Mail (Samples, compliment ary, and other free)	(1)	Outside-County as Stated on Form 3541		
	(2)	In-County as Stated on Form 3541		
	(3)	Other Classes Mailed Through the USPS		
e.	Free Distribution Outside the Mail (Carriers or other means)			
f.	Total Free Distribution (Sum of 15d. and 15e.) ▶		0	0
g.	Total Distribution (Sum of 15c. and 15f) ▶		12,886	11,413
h.	Copies not Distributed		544	2,087
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j.	Percent Paid and/or Requested Circulation (15c. divided by 15g. times 100)		100%	100%

16. Publication of Statement of Ownership
☒ Publication required. Will be printed in the October 2006 issue of this publication.
☐ Publication not required.

17. Signature and Title of Editor, Publisher, Business Manager, or Owner
Date 9/28/2006

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2. In cases where the stockholder or security holder is a trustee, include in items 10 and 11 the name of the person or corporation for whom the trustee is acting. Also include the names and addresses of individuals who are stockholders who own or hold 1 percent or more of the total amount of bonds, mortgages, or other securities of the publishing corporation. In item 11, if none, check the box. Use blank sheets if more space is required.

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6. In item 16, indicate the date of the issue in which this Statement of Ownership will be published.

7. Item 17 must be signed.

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PS Form 3526, October 1999 (Reverse)

Books! Are They Still Important in Special Libraries?

By Stephen Abram

Okay, the question sounds slightly silly to a special librarian. But think about it. How many questions do we really answer with a hard-copy book nowadays? How many needs do we fulfill with books? Often, we satisfy simple needs with Web sites and Web pages or content accessed electronically though the Web.

In many respects, special libraries are part of the "article economy." I suspect that, if we did a census, we would discover that we find and retrieve far more articles than books. In the world of reference books, many (maybe most) are now often better (more up-to-date or complete) online. Directories alone are generally better online as they so easily integrate with the workflow of sales contacts and mailing lists.

Indeed, in some parts of the digital non-fiction book world, we can use or purchase just the chapter we need. And the days when millions of rentable, current books will be easily accessible through the major search providers are nigh. Successful models of e-books—where we can download a copy of a book to our reader or PC or access content in a book database like Knovel or Books24X7—add new means of book discovery, to say nothing of audio-book collections like Overdrive and Audible.com.

So back to my original question, what is the role of the hard-copy book in a special library? In a specific sector, where do we stand on books? Are they now really less important in law? STM? Consulting? Finance? Hmmmm. We know that books are a very persistent format in the entertainment sector. Have we fallen into the article or Web trap? Fiction is flourishing. Bookstores and publishers of books are not dying so quickly as predicted. Reading is up in almost all categories. So what gives?

The Role of the Book

The episodic mode of learning is great, especially for adult learners who have a foundation of knowledge on which to build further depth. Therefore, providing a few on-point articles to a marketing expert can support their excelling in the workplace. Updating teams with daily RSS feeds of industry news or weekly e-mails of tables of contents for the major magazines in your sector also works pretty well.

However, trying to learn a complex topic or new professional competency doesn't lend itself to this serendipitous mode of learning. For that, we provide classrooms, textbooks, manuals, guides, workbooks—formats that support a guided and more comprehensive mode of learning. There are times when we need to learn things in order. So, when one of our clients needs to approach a topic from scratch, we start to think in terms of a format that guides and selects the content in a rational order: a book.

However, the world of the book has changed. The nature of authors and experts has changed. Chris Anderson's new bestseller *The Long Tail* explores the mutation we are seeing now for the concept of bestsellers and classics. James Surowiecki's *The Wisdom of Crowds* also explores the role played by groups in selecting the best, the popular, and the basics. Can we use these theories, the major theories that underscore the strength of the social web and social networking, to the advantage of the information professional's work and our host organizations? I believe so. We can create the great web-liographies, pathfinders, reading lists, and bibliographies using these tools.

New Modes of Recommendation

What we need to explore in depth is the thinking behind and implementation of recommender engines. Simply put, there are three different kinds of recommenders (it can get a lot more complex):

1. Metadata-driven recommenders. Finding books from similar authors, genres, subjects and domains, etc., based on metadata (cataloging, classification systems, indexing) stored with the records.

2. Socially driven recommenders. Finding books based on information and data stored from previous users' behaviors (searching, buying, borrowing, viewing) that may or may not find relationships among the reading habits of a cohort of users.

3. Expert or personal recommenders (lists). These are reading lists developed by an expert such as a leading writer, teacher, or researcher in a field. Recently we have seen the emergence of lists developed by readers who have developed

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their own following (think Oprah). Many libraries have created their own collections of celebrity-driven reading lists. Some of these services use enhanced feeds of reviews and rating systems to populate the lists.

I keep a list of book-recommendation engines that are publicly available on the Web as real or beta services. You may have tried many or all of them. You may have used them personally but maybe not explored their use professionally. The ones that are sort of Web 2.0 or socially driven interest me the most, but despite reading the *Wisdom of Crowds*, I also still like a list that's been created by an expert or specialist librarian.

I think that we can all agree that OPAC style metadata-driven lists are more a census or inventory result than those that use the filter of an expert reader or selector. Sometimes we get "recommendation lite" just because a library selector's macro-filter allowed that book into a major or special collection, but that's usually not enough to decide to personally invest in the book or the time to read it. And adding reviews (personal, end-user, professional, or editorial, are great, but use time too) makes a difference. But it's still just a step into true recommendation and advice.

Here are a few that are worth spending a few minutes playing with. Some may be a little off the beaten track for "serious" special librarians (like the teen sites) but there's always something to be learned from everything. Besides, true change comes from the fringes—and a few of my clients were more teens than adults anyway!

Amazon
www.amazon.com
and
Listmania
www.amazon.co.uk/My-personal-top-ten-book-recommendations/lm/31OQ0CR8R42VR

These are the granddaddies of the lot. I find it very useful to look at the books purchased by people who also bought the book I am reading. Invariably, I discover the reading circle that I can expect. And a few clicks later, I have a list of the most recent and leading books on the topic, along with professional and user reviews. It's not just about fiction. Try topics like knowledge management, Web design, communities of practice, or social networking. Do you have an internal course that uses a textbook? If you do, try entering the title and create further reading lists for assignments or for the eager beavers. The emergence of reader-driven lists through Listmania adds a patina of expert lists.

Other book buyer sites that offer similar services include:
• **Barnes & Noble**—www.barnesandnoble.com
• **Barnes and Noble Bookbrowser**—www.barnesandnoble.com/bookbrowser/Welcome.asp
• **Borders**—www.bordersstores.com
• **Chapters/Indigo** (Canada)—www.chapters.ca

Suggestica —www.suggestica.com
Suggestica is a recommender service based on the lists of "trusted authorities" and "featured experts." At this writing, the celebrity list maker is Bill Gates.

Squidoo—www.squidoo.com
Squidoo, from the esteemed marketing guru, Seth Godin, offers "lenses" from self-proclaimed and sometimes renowned experts. You can find lenses on so much now, but these aggregate all formats and content types from video through Web sites and articles and books. You can create your own lens too.

Inside a Dog—www.insideadog.com.au/
This one is interesting even though it's aimed at Millennials. You can do the usual stuff like reading and writing reviews, meeting authors online, and talking about books, in addition to getting recommendations from your personal cohort.

MySpace Books— http://collect.myspace.com
Like Inside a Dog, MySpace Books lets you find other readers and book groups and share. Again, this is aimed at Millennials. If you're an information professional who serves teens, students, or a publisher who serves this market, then you're likely already watching this trend.

Books We Like—www.bookswelike.net
Books We Like is activist e-commerce and collective intelligence. It's a non-profit service for book (and music and film) lovers, for promoting and discovering content and for supporting social-change non-profits through online purchases. It offers independent e-commerce functionality to Amazon and eBay.

OCLC's FictionFinder beta**—**http://fictionfinder.oclc.org
This beta experiment based on the OCLC OpenWorldCat content uses the advanced MARC metadata (such as genre coding, author, and series relationships) to advise searchers and readers what books might interest them. While it is currently limited to fiction content, you can see the potential for non-fiction use.

EBSCO's NoveList—(possibly at your local public library)
NoveList is a guide to fiction. Ever wonder what to read next? Need to know the

next book in a series? What would be a good book for my fourth grader? Here is your source. As the name implies, it's a set of good lists developed by pros.

Library Thing—www.librarything.com

LibraryThing is an online service to help people catalog their own books easily. You can access your catalog from anywhere—even on your mobile phone. Because everyone catalogs together, LibraryThing also connects people with the same books, comes up with suggestions for what to read next, and so forth. This service, near its first birthday, is the "catalog-your-home-collections" granddaddy and now includes many social features and groups. It is already one of the 50 largest libraries in the U.S., so it can't be counted out as a new force for reading.

All Consuming—http://allconsuming.net

Similar to LibraryThing, you can catalog your books and see other's catalogs here.

Again, what people choose to buy for their reading interests tells us a lot. Finding similar readers is powerful. When we are making our best non-fiction or business books of the year for 2006, I think the home collections will be an interesting and enlightening comparison.

NextFavorite—www.nextfavorite.com

From the site: "NextFavorite is an online community for personalized music, movie, and book recommendations. We use your ratings to analyze your likes and dislikes and match you to similar customers. The end result? We predict the next book, movie, or CD that you're going to love."

StoryCode—www.storycode.com

From the site: "StoryCode.com is a unique source of inspiring book recommendations and a great way to find the next book to read. And its power comes from the collaborative passion of readers."

Rating Zone—www.ratingzone.com

Rate anything from DVDs, music, and books to wine, travel, and restaurants. The emergence of rating and ranking as a major feature and function of recommender Web sites is a trend not to be ignored. Explore this site to learn more about ranking in action. Check out more about the ranking trend in MySpace.

Hypatia and **AlexLit—**www.alexlit.com/recommender/NewPatrons.taf?hallpass = N7NoPnQA

From the site: "You're getting ready to experience one of the most useful tools for readers on the Web, our literature recommending system, Hypatia. If you enter ratings for stories you've read, Hypatia will recommend other stories that you will like. The more ratings you enter, the better the recommendations. Not surprisingly, Hypatia is constantly growing in knowledge and accuracy,

with more than 85,000 titles from which to recommend, and over 2 million ratings from about 15,000 people so far to help her make those recommendations. Our visitors tell us Hypatia gives the most accurate recommendations on the planet. And, each recommendation comes with a confidence level so you know if Hypatia's quite sure, or if she's making an educated guess."

WhichBook—www.whichbook.net

This is a very different search experience. It's quite exciting, really. Check out the elevator bars to describe what you want to read—happy/sad, funny/serious, safe/disturbing, etc. Then press search and you get a recommendation. It is UK-based at this point. Imagine eventually seeing this kind of bar search for authoritativeness, reading level, audience, etc. Searching this way on articles? Hmmmm. It's on the horizon.

Here a few more metadata-based search engines for books, new and used:

- **AllReaders—**http://allreaders.com
- **Reader's Robot—**http://tnrdlib.bc.ca/rr.html
- **Gnooks—**http://gnooks.com/
- **Bookmooch—**www.bookmooch.com

Many of these services also search and offer recommendations for films, games, software, music CDs and DVDs. There are some recommenders that specialize in these formats, but that will be a column for another time. If you're interested in more, you can find some links in Google using the phrase "recommender engines," "book recommendations," or "book recommenders." You'll find some deep research and some heroic library examples too.

However, maybe a first step could be just offering a short list of book recommenders on your intranet to stifle that narrow Amazon addiction of your well-educated clients. It's worth a try…

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All Denver ... All the Time
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SLA Marketplace Gift Certificate
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Complimentary registration to SLA 2007

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visit www.sla.org/recruit

SLA
Connecting People and Information

Get with the 'Programme'

By John R. Latham

"Get with the programme, Uncle Johnny," said my 30-plus-year-old nephew with a twinkle in his eye as I was fumbling with the functions of the mobile phone that I had just purchased in England last month.

I did not think that I was being particularly inept, but the use of "Uncle" was a clear indication that I was showing my age. As a very early baby boomer who was brought up initially to be suspicious of change, I always had a healthy cynicism for all the theories about the different generations, Gen X's and Gen Y's or Millennials, but now I am "getting with the programme." I think that there is a basic change in fundamental attitudes to the workplace and home or family, although this may only be true of the economically developed and secure nations. I did not see such a fundamental change in attitudes between baby boomers and their parents. We rebelled, but we basically thought the same way.

As the percentage of our co-workers, stakeholders, or customers who are baby boomers declines, we have to address the attitudes and aspirations of the Gen X's and Y's. We are told that these new generations do not respond well to inflexible hierarchical organizations, and have no time for doing things just because that was how they were done before. I think that this is all very exciting. Whether it be from our younger co-workers or customers, let's learn how to adapt to change, and improve information management on the way. Regardless of generational attitudes, I perceive that the inflexible hierarchical organization has been changing for many years, although some more

quickly than others. Even if you do have a moderately rigid structure in your organization or institution, this does not stop you from adopting work practices within your information center, library, or information services department that use more teamwork and networking. You need some form of hierarchy for reporting and accountability, but his does not have to be the case with work practices.

The use of teamwork and networking within your group allows the innate comfort that younger members have with the latest technology to rub off on the older members. Using multimedia comes naturally to the younger generations, so let them suggest new and exciting ways for disseminating information to the customers. It is no great surprise that these younger generations have no time for doing the same old thing, because change has become so natural to them. At the same time, the more experienced members can advise on the political and cultural niceties of the organization or customers' idiosyncrasies. One of the great things coming out of the speed of technological change is that a supervisor does not have to lose face if he/she is not totally up-to-speed with the latest gadget or software, but you better learn fast or else your staff will decide that you are not "with the programme."

Although I am not sure that this is unique to Millennials, we are told that they like to be challenged and believe that they can learn quickly. That's fine, and the best way to challenge some-

one is to throw them in at the deep end. They learn by being given responsibility early, but don't forget to make sure that you have a review process in place, so that research or information projects are reviewed before being disseminated to customers or clients. You will have to use your discretion on what level of review is appropriate, bearing in mind that too much supervision will stifle initiative. In large organizations you cannot check everything that goes out from your department, but you should initiate some system for checking the quality and accuracy of information sent out.

Gen Y's have been raised to feel valuable and positive about themselves, in stark contrast to early baby boomers, who were expected to be seen and not heard. This is a definite plus for a profession that has been accused of being reticent to come forward and not promoting their value. If you explain to staff the importance of the work they do and how it will be used by the stakeholders or customers for the overall benefit of the organization, you will get much better results. Nothing makes someone feel more valuable than being able to come up with a better or more efficient way of obtaining information or meeting the requirements of the users.

Where the early baby boomers may have been methodical and reliable, the new generations expect more. If we respect their different aspirations and attitudes, we will not only keep them from looking for work elsewhere, but we will find that they have an infinite ability to institute change and come up with great new ideas.
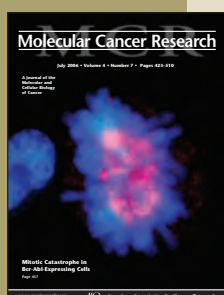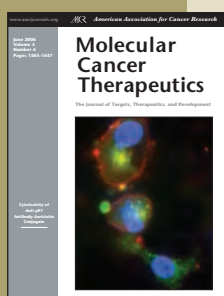
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