

# STARS

University of Central Florida  
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## Libraries' Newsletters

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### Check It Out, Vol. IV, No. 1, Spring 2009

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# Check It Out

University of Central Florida

Vol. IV No. 1

Spring 2009



(407) 903-8100

<http://library.ucf.edu/rosen>

FAX: (407) 903-8101

9907 Universal Blvd.  
Orlando, FL 32819-8701

**Spring Hours:**

Mon-Thurs: 8am-9pm

Fri.: 8am-5pm

Sat.: 10am-5pm

Sun: 12pm-8pm

**LIBRARY STAFF**

**TIM BOTTORFF**

HEAD LIBRARIAN  
UNIVERSAL ORLANDO  
FOUNDATION LIBRARY

**JAMIE CONKLIN**

ADJUNCT LIBRARIAN

**T.J. ORMSETH**

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SENIOR LIBRARY TECHNICAL  
ASSISTANT

**SANDRA VARRY**

SENIOR LIBRARY TECHNICAL  
ASSISTANT

**STUDENT ASSISTANTS:**

COURTNEY DUSTI  
COLLETTE HEMENWAY  
TINA JONLI  
KRISTINA KATRIS  
KATIE SEELER  
MASAMI TANAKA



For an “out of this world” experience, come check out the **Adventures in Space** exhibit at the Rosen Library, on display throughout the Spring semester.

In recent years many events have brought human space flight, outside of space agencies such as NASA, into the present. After a long history of government-sponsored space exploration, the first “space tourist,” Dennis Tito, rode a Russian Soyuz spaceship to the International Space Station on April 28, 2001, at a cost of \$20 Million US dollars.

In the coming years plans are being made to create all types of orbital and suborbital crafts as well as a space station or two to be used by human tourists. The “desire for new experiences” and the ability of more people to afford such luxuries will contribute to the push for these technologies to be made more widely available.

**State University Librarians meet at Rosen**

The Rosen Library hosted Council of State University Libraries (CSUL) committee meetings on Dec. 8th, 9th, and 10th. Librarians from around the state convened at Rosen to discuss borrowing policies, storage, budget cuts, and other issues affecting state university libraries in Florida.

*Pictured at right: UCF Library's Kristine Schauger discusses Interlibrary Loan with colleagues.*



“The world is a book, and those who do not travel, read only a page.”

Saint Augustine of Hippo  
(354 - 430)

**“CRAM 4 THE EXAMS” A SUCCESS**

**Rosen Library hosts student study session**

More than 100 students enjoyed free coffee, cookies, popcorn, reference help, and soothing classical music in the Rosen Library on the evening of Dec.4th.

The Student Government Association provided some of the free study supplies, such as pens, hi-liters, and post-it notes.





### Rosen Library Bestsellers

- *Tales of Beedle the Bard*  
by J.K. Rowling
- *Scarpetta*  
by Patricia Cornwell
- *Panic: the story of financial insanity*  
by Michael Lewis
- *Charlemagne Pursuit*  
by Steve Berry
- *Your heart belongs to me*  
by Kean Koontz
- *Outliers: the story of success*  
by Malcolm Gladwell
- *Eclipse*  
by Stephenie Meyer

### Meet our new Student Assistants:



Junior **Courtney Dusti** is majoring in Hospitality Management and hopes to pursue a career with a resort company in the Human Resources department. She would also like to travel abroad one semester before graduating.

**Collette Hemenway** is a sophomore from Panama City, FL studying Event Mgmt. at Rosen. She recently completed a position as a lead for Pre-Show at the ICE! attraction located at the Gaylord Palms Resort and Convention Center and also works as a caterer for Sonny's Bar B Q. She hopes to become a meeting planner for an association or company that will allow her to travel the world. Eventually she would like to share her experiences and research through written publications.



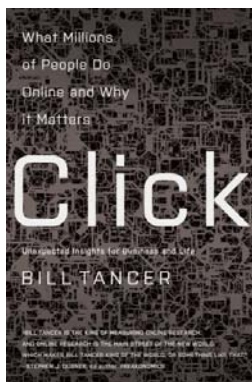
**Masami Tanaka**, originally from Japan, came to Florida to earn her Hospitality Management degree. She is also currently studying Spanish. After graduation, she would like to pursue a career in the airline industry.

### At Your Service

- 8,000+ print volumes & 100+ print journal, magazine, and newspaper subscriptions
- Access to the main library's collections via courier: 1.6 million volumes, 16,000 current serial subscriptions, and 45,000 media titles
- World Tourism Organization (WTO) Depository Library
- 24 wired computers, with wireless access available
- Access to more than 300 electronic research databases
- Reference assistance
- Interlibrary Loan
- Course Reserves
- Laptops and study rooms
- DVD/VHS media stations
- Photocopiers
- Cash-to-chip machine

### Click: What Millions of People Are Doing Online and Why It Matters by Bill Tancer

### ROSEN BOOK REVIEW



Every day millions of Americans enter keywords into search engines, visit social networking sites, surf their favorite blogs and news sites, and otherwise click and mouse their way through the online world. If one could capture all this clicking and tapping, the collective data would be a marketer's dream—essentially a bird's eye view of our interests and inclinations, our hopes and dreams, our fears and insecurities. As the general manager of research at the online competitive intelligence firm Hitwise, author Bill Tancer does just that.

In *Click*, Tancer (a leading online market research analyst) explains how collective online search data can help us “compile an ever clearer picture of who we are and what

exactly is on our minds.” Sometimes the data merely confirms what we already know—that many Americans seem to be obsessed with porn, pills, gambling, and the cult of celebrity. On the other hand, sometimes the data reveals unexpected consumer behaviors or can help analysts to predict new trends, the winners of reality TV shows, or the results of elections.

From a business standpoint, all of this matters because “having a view into the feedback loop is invaluable” and “understanding how we change will be paramount to businesses' success, as they adapt to the market and serve its evolving needs.” Such concerns are especially relevant for the hospitality industry, where consumer behavior continues to evolve alongside rapidly changing technologies and societal expectations. If you want to know more about your customers, you could begin by better understanding their online behaviors. “After all,” Tancer writes, “we are what we click.”

### Spring Shuttle Bus Schedule

M, T, W, & TH

No Shuttle Service on Fridays



#### Leave UCF:

8:00am, 9:45am, 11:15am, 12:45pm,  
2:15pm, 3:45pm, 5:15pm, 6:45pm  
& 9:00pm

#### Leave Rosen:

6:45am, 8:45am, 10:15am, 12:00pm,  
1:30pm, 3:00pm, 4:30pm, 6:00pm  
& 7:30pm



For Breaking News, Announcements,  
New Book Lists, and More...

Click on the

**Rosen Library Blog!**

from our homepage:

<http://library.ucf.edu/rosen>