THE FUTURE IS NOW: NEW ROLES AND RELATIONSHIPS FOR ACADEMIC LIBRARIES

Conference presented by the University of Johannesburg Library and Information Centre, University of Johannesburg

FADA AUDITORIUM, AUCKLAND PARK BUNTING ROAD CAMPUS

17-18 MAY 2010

Programme Guide
WELCOME

Dear Conference Delegate

Welcome to this very exciting conference focusing on the changing roles and relationships of academic libraries which goes hand in hand with the rapid development of information technology.

Last year, when we started planning for the conference we came to the conclusion that the title ‘The Future is Now’ expresses our experience of being overtaken by technology, in a unique and innovative way. However, when we did a Google search on the phrase we found that it was a widely used phrase which gives expression to the global village’s experience that developments which we thought lie in the future are overtaking us as a result of the rapid development of Internet and mobile technologies. Despite its lack of originality, we decided to stick to the title, because there was no better way of saying what we wanted to say. I repeated the Google search about a year later, when I was busy writing this welcome note to you, and this time carefully noted the number of hits: 128 000 000. Most significantly I found two websites relating to the impact of information technology on the world of libraries within the first 20 hits. One was the website of an eponymous ALA conference on libraries and museums in the virtual word held on 5 and 6 March 2010 (http://www.opal-online.org/finindex.htm). The conference dealt with the use of Second Life in libraries and museums. The other was an article on the launch of Elsevier’s ‘Article of the Future’ project (http://www.cell.com) on 7 January 2010. Both these hits underlined the impact of technology on our world and the need to consider the way forward as a result of it.

George Will said that ‘the future has a way of arriving unannounced’. It is the sincere hope of the Conference Organising Committee that this conference will help prevent the future of taking us unawares. We believe that your presence here will inspire and motivate you to explore the new technologies and harness it to sustain and improve on academic libraries’ proud tradition and history of moving with the times.

Dr Anette van Vuren, Conference Chair
TABLE OF CONTENTS

Welcome address 2
Acknowledgements 3
Organising Committee 4
List of Presenters 4
Programme at a glance 5
Programme with promotional summaries and biographies 7
Logistical information 19
Sponsors 19
Map of the APB Campus 20

ACKNOWLEDGEMENTS

Special thanks to:
• The Sponsors – the Library and Information Centre, Emerald, World Wide Information Services, Swets, Van Schaiks, The Complete Bookshop, Red Pepper Books, Juta, Knowledge Resources
• The Keynote Speakers and Presenters for taking the time to share their knowledge and expertise with the participants.
• The Organising Committee for their time and commitment to the planning of the Conference.
ORGANISING COMMITTEE
Dr. Anette van Vuren (Chairperson)
Ms Santha Raju
Ms Annelize Scholtz
Ms Sharon Swart
Ms Henriette Latsky
Ms Marilldene Guercio
Ms Faith Dlamini

List of Presenters
Keynote speakers
Ms Susan Gibbons
Mr. Arthur Goldstuck

Presenters
Fanie Cloete (University of Johannesburg)
Fatima Darries (Tswane University of Technology)
Tanya du Plessis (University of Johannesburg)
Rina Durandt (University of Johannesburg)
Louis Fourie (University of the Western Cape)
Judy Henning (UNISA)
Teemu Kijärvä (Mobiletools)
Pavlinka Kovatcheva (University of Johannesburg)
Henriette Latsky (University of Johannesburg)
Huibre Lombard (University of the Free State)
Wilna Marais (University of Pretoria)
Tebogo Mogakane (University of Pretoria)
Denise Nicholson (University of the Witwatersrand)
Dale Peters (University of KwaZulu-Natal)
Hannie Sander (University of Johannesburg)
Annelize Scholtz (University of Johannesburg)
Pieter Traut
Sophie van der Walt (UNISA)
Adrienne Warricker (University of Pretoria)
### PROGRAMME AT A GLANCE

**Monday 17 May 2010**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 – 09:00</td>
<td>Registration</td>
</tr>
<tr>
<td>09:00 – 09:30</td>
<td>Opening and welcome address</td>
</tr>
<tr>
<td>09:30 – 10:30</td>
<td>Keynote address: Scenarios for the role of libraries in the publishing process. <em>Susan Gibbons.</em></td>
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<tr>
<td><strong>10:30 – 11:00</strong></td>
<td><strong>Tea/coffee</strong></td>
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<tr>
<td>11:00 – 11:30</td>
<td>From vanity publishing to open access: missing link or virtual link? <em>Henriette Latsky.</em></td>
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<tr>
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<td>Librarians and open access: the case of E-LIS. <em>Fatima Darries.</em></td>
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<tr>
<td>12:30 – 13:00</td>
<td>Interactive discussion with the owner of an e-book reader. <em>Prof. Fanie Cloete.</em></td>
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<tr>
<td><strong>13:00 – 14:00</strong></td>
<td><strong>Lunch</strong></td>
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<tr>
<td><strong>Session 2: New roles and relationships (Chairperson: Santha Raju)</strong></td>
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<tr>
<td>14:00 – 14:30</td>
<td>Generational diversity and awareness in academic library co-worker relationships. <em>Sophie van der Walt &amp; Dr Tanya du Plessis.</em></td>
</tr>
<tr>
<td>14:30 – 15:00</td>
<td>Plagiarism: are we losing the battle in higher education? <em>Denise Nicholson.</em></td>
</tr>
<tr>
<td>15:00 – 15:30</td>
<td>Optimizing ICT trends to enhance Open Distance Learning: impact of a practical assignment on professional relationships. <em>Dr. Judy Henning.</em></td>
</tr>
<tr>
<td><strong>15:30 – 16:00</strong></td>
<td><strong>Tea/Coffee</strong></td>
</tr>
<tr>
<td>16:00 – 16:30</td>
<td>Innovative practices: A report on the use of Blackboard to facilitate the development of academic library competencies among First Year Engineering Students. <em>Rina Durandt &amp; Annelize Scholtz</em></td>
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<tr>
<td>17:00</td>
<td>Cocktail party</td>
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### Tuesday 18 May 2010

#### Session 3: Mobile technology (Chairperson: Neli Kaunda)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 – 10:00</td>
<td><strong>Keynote address:</strong> <a href="#">Arthur Goldstuck</a></td>
</tr>
<tr>
<td>10:00 – 10:30</td>
<td><strong>Tea/Coffee</strong></td>
</tr>
<tr>
<td>10:30 – 11:00</td>
<td>Mobile technology in the academic environment: from Homo sapiens to Homo Contextus. <a href="#">Prof. Louis Fourie</a></td>
</tr>
<tr>
<td>11:00 – 11:30</td>
<td>Mobile, should publishers bother? <a href="#">Pieter Traut</a></td>
</tr>
<tr>
<td>11:30 – 12:00</td>
<td>E-learning/mobile learning. <a href="#">Teemo Kiijärvi</a></td>
</tr>
<tr>
<td>12:00 – 12:30</td>
<td><strong>?4U (Question for You): implementing a SMS reference service at the University of the Free State Library and Information Centre. <a href="#">Huibre Lombard</a></strong></td>
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<tr>
<td>12:30 – 13:30</td>
<td><strong>Lunch</strong></td>
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#### Session 4: New tools and new skills (Chairperson: Hester Boltman)

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<tr>
<th>Time</th>
<th>Session</th>
</tr>
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<tbody>
<tr>
<td>13:30 – 14:00</td>
<td>Using electronic posters as part of a hybrid learning approach to reaching the research process to honours students. <a href="#">Sophie van der Walt &amp; Adrienne Warricker</a></td>
</tr>
<tr>
<td>14:00 - 14:30</td>
<td><a href="#">SA Textbook .Net</a>  <a href="#">Wilna Marais &amp; Tebogo Mogakane</a></td>
</tr>
<tr>
<td>14:30 – 15:00</td>
<td>From Web 2 to Web 3: Yesterday, Today and Tomorrow – where is the technology taking us? <a href="#">Pavlinka Kovatcheva</a></td>
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<tr>
<td>15:00 – 15:30</td>
<td>Closing address. <a href="#">Hannie Sander</a></td>
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**Notes**

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Monday 17 May 2010

08:00 -09:00: Registration

Session 1: The changing world of publishing and the impact on libraries (Chairperson: Dr Anette van Vuren, Director: Client Services, Library and Information Centre, University of Johannesburg).

09:00 – 09:30: Opening and welcome address (Prof A Habib, Deputy Vice-Chancellor: Research, Innovation and Advancement) / Ms H Sander, Executive Director, Library and Information Centre, University of Johannesburg).

09:30 – 10:30: Keynote: Scenarios for the role of libraries in the publishing process. Susan Gibbons (Vice Provost and Dean of River Campus Libraries, University of Rochester).

There are few people who would claim that the current scholarly communication landscape is sustainable, but the pathway forward to a new scholarly communication paradigm appears so mired in tradition, the status quo and vested interests that it seems impossible to imagine what the future norms will be. Using future scenarios as a tool, perhaps it is possible to jump forward to potential future outcomes and work backwards to construct what those pathways may have been. My talk will present three future scenarios for scholarly communication and discuss the potential impacts of each for academic libraries and publishing.

The first future scenario is one which leverages print-on-demand to create just-in-time library collection development. Digital printing offers publishers alternative economic models which can decrease risk while increasing profitability. But while some of the costs of publication can be removed entirely from the production chain, others are shifted to libraries and their users.

The second scenario assumes that the legal barriers to the Google Book project are resolved. Google and other major content vendors utilize micro-payments and disaggregate scholarly publications such that libraries are displaced from their role as cooperative purchasing agents on behalf of their academic communities.

In contrast, the third scenario significantly increases the role of academic libraries in scholarly communication. Scholarship has pushed beyond the confines of textual presentation such that books and articles can no longer serve as adequate vehicles of scholarship. Scholarly societies take on the peer-review, quality control role, but it falls to libraries, not publishers, to provide access and active, long-term preservation of these new objects. The focus of university presses are reposition into their host institutions such that many return to their original missions of acting for the express purpose of disseminating the research conducted by their local faculty.

It is clear that publishing and academic libraries are on the precipice of a dramatic paradigm shift. In 10 or 15 years time, we will likely find that all three of these scenarios are off the mark, but in many ways the exercise of imagining potential futures is more important than the accuracy of the end product.

Susan Gibbons
Susan Gibbons is Vice Provost and the Andrew H. and Janet Dayton Neilly Dean of River Campus Libraries, University of Rochester. Ms. Gibbons earned an MLS and M.A. in history from Indiana University, professional MBA from the University of Massachusetts and is currently working on her doctorate in higher education administration. She held library positions at Indiana University and University of Massachusetts, Amherst before moving to the University of Rochester, where she worked as the director of digital library initiatives before moving into administration.
Most recently, Ms. Gibbons’ research has focused on methodologies for user studies, the alignment of academic libraries with the needs of Net Generation students, university press publishing, and the future of academic librarianship in the digital age. In 2007 she published The Academic Library and the Net Generation Student and Studying Students: the Undergraduate Research Project at the University of Rochester, for which Ms. Gibbons was co-editor. She was named one of Library Journal’s 2005 “Movers & Shakers” and in 2006 was a Visiting Program Officer for the Association for Research Libraries.

10:30 – 11:00: Tea / Coffee

11:00 – 11:30: From vanity publishing to open access: missing link or virtual link? Henriette Latsky (Head: Archiving, Institutional Repository and Special Collections, Library and Information Centre, University of Johannesburg).

The mainstream publishing world’s business model, culture and sentiments are turned upside down by various marginal publishing ventures which are becoming increasingly popular. For decades, vanity publishing has been a buzz word with negative connotations. Vanity publishing has traditionally been associated with aspirant or frustrated writers who are not good enough to reach the mainstream publishing market.

This presentation aims to examine the second stream publishing field which includes subsidy publishing, vanity publishing, self-publishing and niche market publishing and its relationship with mainstream publishing. Examples of each category will be provided. The presentation will highlight some unique individual vanity publishing success stories.

The vanity publishing field has not become sedentary. With the help of various factors, it has made itself known in the big playing arena. Since the tsunami of the internet has hit the world, factors such as technology, open access, users’ more pronounced needs and social networking have allowed vanity publishing to knock on the door of opportunity. The presentation will conclude with a discussion of this link, the emergence of community publishing, and lastly the possible impact of vanity publishing on the role of the university library.

Henriette Latsky
Henriette Latsky is currently Head of the Archiving, Institutional Repository and Special Collections Department at the Library and Information Centre of the University of Johannesburg. She is responsible for the University Archives housed at the DFC Campus, the Africana and Rare Book Collections, the Special/Document Collections and the overall development of the Institutional Repository.


Electronic publishing currently reflects a vision of the future in which libraries face a balancing act, like trapeze artists on a high wire. This paper examines the challenges faced by academic research libraries, in the face of growing open architecture infrastructures for the access of digital information resources over the Internet. New distribution models are emerging for e-Books and e-Journals, which present a valuable opportunity to reassess library strategy at a time when the volume and range of library services has expanded far more rapidly than growth in budgets. Dramatic changes in the business model of academic publishing are challenging the role of the library in the university, and forcing some tough decisions between maintaining staffing - and resultant service levels - or developing infrastructure for affordable e-resource delivery.
PEER (Publishing and the Ecology of European Research), is an exploration of these changes in unique collaboration between publishers, repositories and researchers that challenges the traditional role of the library in the publishing chain. The PEER project investigates the effects of the large-scale, systematic depositing of authors’ final peer-reviewed manuscripts (so called Green Open Access or stage-two research output) on reader access, author visibility, and journal viability, as well as on the broader ecology of the research landscape.

While the PEER investigation is ongoing, early findings would suggest that the expiry of the publishers’ embargo period opens up the possibility of e-journal distribution via repository infrastructures. Timely planning is required, in developing strategic direction towards limiting the cost and maintaining the sustainability of online information resources.

Dr Dale Peters
Dr Dale Peters is Academic Computing Manager at UKZN, responsible for e-Learning, e-Research and e-Infrastructure initiatives of the ICT Division.
She was previously Scientific Technical Manager of DRIVER: Digital Repository Infrastructure Vision for European Research, and responsible for the co-ordination with related European Union projects, including PEER: Publishing and the Ecology of European Research.

12:00 – 12:30: Librarians and open Access: the case of E-LIS. Fatima Darries (Head: Ga Rankuwa Campus Library, Tshwane University of Technology).

The literature abounds with information on Open Access. Librarians rally to the cause as part of their responsibility of providing access to information. But what are librarians doing to further the cause of Open Access in their own discipline?

E-LIS, short for Eprints in Library and Information Science, aims to further the Open Access philosophy by making available papers in LIS and related fields. It is a free-access international repository and archive, in line with the Free Online Scholarship movement (FOS) and the Eprints movement. The purpose of the E-LIS archive is to make full text documents visible, accessible, harvestable, searchable and useable by any potential user with access to the Internet. Librarians can search and archive their own publications and presentations in E-LIS free of charge.

E-LIS promotes self-archiving in LIS (not only in E-LIS) and offer an open archive to authors without access to an institutional repository. To those who do have an institutional repository it offers the added advantage of an archive that is discipline specific to LIS and increases the visibility for authors in a global repository.

Fatima Darries
Fatima Darries have been practicing as a librarian for fifteen years mostly in the higher education library services sector in the Western Cape and currently in Gauteng North. She is now the head of the Ga Rankuwa Campus Library at TUT.
During her working career she has held many portfolios in LIASA and is currently serving on the LIASA FAIFE committee.
She has recently been appointed to serve a second term on the Board of the National Library of South Africa, and sits on the board of HERS SA. She has been SA editor for E-LIS since 2007.

12:30 – 13:00: Interactive discussion with the owner of an e-book reader. Prof. Fanie Cloete (Department of Public Management and Governance, University of Johannesburg).
Fanie Cloete
Fanie Cloete is the proud owner of a Kindle and he will share his experiences of buying it, buying and downloading e-books from Amazon, the complexities of using it and the impact it has on his personal and professional life with the audience.

13:00 – 14:00: Lunch

Session 2: New roles and relationships (Chair: Ms Santha Raju, Campus Librarian: Bunting Road Campus Library and Information Centre, University of Johannesburg).

14:00 – 14:30: Generational diversity and awareness in academic library co-worker relationships. Sophie van der Walt (Search Librarian: UNISA Library) & Dr Tanya du Plessis (Lecturer: Department of Information and Knowledge Management, University of Johannesburg).

The paper is directed at how diversity management influences the different generations of academic librarians in terms of their work performance and co-worker relationships.

The four generations currently active in the South African work environment, namely Traditionalists, Baby Boomers, Generation X and Generation Y, will be discussed and a view on so-called Cuspers will be provided. The characteristics of these generations will be reviewed to gain an understanding of generational perspectives regarding work performance, work-life balance, retirement, rewards, co-worker relationships and recruitment.

Considering the aging workforce it is assumed that generationally constituted libraries will increasingly face challenges related to ineffectual succession planning and inefficiency in co-worker collaboration hampered by generational differences. This paper aims to contribute as to whether or not generational awareness could lead to enhanced co-worker relationships and how this knowledge can potentially facilitate library management. It also seeks to shed light on generational barriers, conflicts and contradictions in the contemporary interactive information society. In conclusion the paper seeks to understand and eliminate the causes of alienation and domination in coworker relationships and be of value to library management to consequently act in terms of gained generational awareness.

Tanya du Plessis
Tanya du Plessis is a lecturer at the Department of Information and Knowledge Management, University of Johannesburg, and specializes in Legal Research Competitive Intelligence tools and techniques and VLE content integration. She is also involved in CI projects of the Centre for Information and Knowledge Management. She holds a D Litt et Phil (Rand Afrikaans University, South Africa), with the focus on information and knowledge management in support of legal research in a digital information environment.

Sophie van der Walt
Sophie van der Walt started her career as a librarian with the University of Johannesburg (UJ), learning never to underestimate the true power of a librarian. She is currently a Search Librarian at Unisa where she’s discovering the value of opera and realising mobile is the way to go. She is at present finishing her M. Phil (UJ). She is on Twitter (@sophievdw) and blogs about mobile/e-learning at http://ramblingsfromafrica.wordpress.com.
14:30 – 15:00: Plagiarism: are we losing the battle in higher education? Denise Nicholson (Copyright Services Librarian, Library, University of the Witwatersrand).

Plagiarism is not a new phenomenon. In fact it has been around for a long time. Even famous authors and creators have allegedly plagiarized others’ works. However, the digital era has created new opportunities for plagiarists and more problems for teaching staff. The Internet offers students a treasure trove of digital resources which are easy to access, use and reproduce. Despite the Internet also providing the means to detect plagiarism, there has been an increase in plagiarism in higher education. Plagiarism has become a real concern for South African tertiary institutions. This paper will discuss plagiarism in relation to educational and cultural backgrounds, academic integrity and ethical codes and will give possible reasons why students plagiarize, some ways of avoiding and detecting plagiarism and some possible solutions to the problem.

Denise Nicholson

Denise Nicholson has been very active in South Africa and in other parts of Africa in addressing copyright and related issues affecting access to knowledge (A2K) in the analogue and digital environments, including issues affecting the sensory-disabled. She received the LIASA/SABINET Online Academic Librarian of the Year Award in 2001, for her efforts as Convener of two Copyright Task Teams representing the tertiary sector, which successfully challenged two sets of restrictive copyright amendments proposed by the Department of Trade & Industry in 1998 and 2000.

She is a member of the International Federation of Library Associations & Institutions (IFLA) Committee on Copyright and Other Legal Matters and its Executive Board; the Commonwealth of Learning in Canada’s Copyright Group; the Electronic Information for Libraries Network (eIFL) IP Project and the CopySouth Project. She spearheaded the establishment of the African Access to Knowledge Alliance, now registered as a continental Trust and which was a key partner in the African Copyright and Access to Knowledge (ACA2K) Project (2007 to January 2010), for which she was the Policy and Dissemination Advisor.

Denise received the Alumnus of the Year Award for 2009 from the University of South Africa’s Department of Information

15:00 – 15:30: Optimizing ICT trends to enhance Open Distance Learning: impact of a practical assignment on professional relationships. Dr Judy Henning (Deputy Executive Director, UNISA Library).

The image of librarians and the Academic Library’s role in teaching and learning has always been a topic close to the heart of these professionals. Equally important for librarians are positive relationships with management and colleagues within the institution. Interdependencies between faculty and the library impact on the performance and delivery of services and require careful management as well.

This paper focuses on how a library manager as a member of the Extended Management Committee of a university interacted with colleagues in senior management on a topic of mutual interest to complete a group assignment. The role played by the library manager and the changes in and impact on the relationships will be highlighted. The topic of the assignment “Optimizing ICT trends to enhance Open Distance Learning (ODL)” provided ample opportunity to demonstrate the changed role of the Academic Library in ODL as well as in online teaching and learning.

A brief overview of ODL, information on the assignment and methodology followed will be presented. Information on the findings will be shared and the views of participants in the audience on these findings will be invited. An opportunity to share similar or different experiences will also be provided.
The findings indicate that there is a better understanding of the role of the academic library in teaching and learning as well as appreciation for the way the library optimizes ICT developments to improve service delivery and access to services and resources. Another finding is that there is enhanced collaboration with the library as well as increased awareness of possibilities to utilize technologies in ODL. As leader / coordinator of the assignment and as a result of the interaction with the group, I experienced closer collaboration and improved communication with members of the group not only during the assignment but also on an ongoing basis.

Dr. J C Henning
Dr. J C Henning is the Deputy-Executive Director of the UNISA Library. She has served on various executive committees in UNISA and the profession, was the Chairperson of GAELIC, COLISA LIS, and ITLC and is currently the National Secretary of LIASA. She has presented various papers on distance library services, obtained a masters’ degree on the role of academic libraries in research and a doctorate on user education in distance education library services.

15:30 – 16:00: Tea / Coffee

16:00 – 16:30: Innovative practices: A report on the use of Blackboard to facilitate the development of academic library competencies among First Year Engineering Students. Rina Durandt (Lecturer, Dept. of Mathematics, University of Johannesburg) & Annelize Scholtz (Subject Librarian: Engineering, Library and Information Centre, University of Johannesburg).

This paper reports on an innovative project at the University of Johannesburg during the first semester of 2009 to teach first year engineering students who firmly believed that they don’t require library skills in order to become engineers, how to use the library. It also focuses on the important partnership between an information librarian and instructional designer to achieve this goal.

The fundamental academic competencies required by a first year student to utilise the library successfully in his/her studies include the ability to source relevant literature using the various tools and services provided by the library, identify the key role of different professional Engineering Institutions, and synthesise and present the ideas of others in a cohesive and logical form.

This project showcases the innovative use of Blackboard (learning management system) to facilitate the development of knowledge and skills to utilise the library, and source literature in an appropriate manner for academic purposes. It was specifically designed so that students can learn from their own experiences and mistakes. The targeted group had multiple opportunities to complete the task. The process reduced unethical practices by students and was self-administrated, with little intervention from the information librarian or instructional designer. Student feedback was collected from a follow-up survey.

This project contributes to dialogue on ideal options to solve teaching and learning problems by using the learning management system that the students are familiar with. At the same time the aim is to focus on new roles and build relationships between the information librarian, instructional designer and lecturer.

Rina Durandt
Rina Durandt is a Certified Blackboard Trainer and current lecturer in first year Mathematics at the University of Johannesburg. She received her master’s degree in Education in 1993. With more than ten years experience as lecturer and as an instructional designer, her passion is to utilize the electronic learning environment to enhance teaching and learning in higher education.
Annelize (J.E.) Scholtz
Annelize (J.E.) Scholtz is the subject librarian for the Faculty of Engineering and the Built Environment (FEBE) at the University of Johannesburg. She provides her faculty clients, namely students, lecturers and researchers, with an essential library and information service. Annelize has twenty-three years experience as a librarian.

17:00: Cocktail party

Entertainment will be provided by 3 MUZOS, a delightful trio consisting of piano, vocals and reeds. Their repertoire includes a very wide range of music. Anything from intense opera, clean classics, magical musicals and smooth jazz. Marga Sander will tickle the ivories on piano. The young and upcoming tenor, Nicholas Grobellaar together with the multi talented Brian Smith, will tantalize you and take you on a gentle journey with smooth melodies. So sit back, get very comfortable and enjoy the evening with us.

For any further information or bookings please contact Marga Sander 082 881 3724.

Tuesday 18 May

Session 3: Mobile technology (Chairperson: Neli Kaunda, Director: Collection Management, Library and Information Centre, University of Johannesburg.)

09:00 – 10:00: Keynote address: Arthur Goldstuck

Arthur Goldstuck
Arthur is an award-winning writer, analyst and commentator on Internet, mobile and business and consumer technologies. He heads the World Wide Worx research organisation, leading groundbreaking research into how change is affecting businesses large and small. Clients of the research include South Africa’s major corporations, Government departments and international organisations. Key annual research projects he heads up include Internet Access in South Africa, Online Media in South Africa, Online Retail in South Africa and the annual Mobility and SME research surveys. Arthur is author of 17 books, including South Africa’s best-selling IT book yet, “The Hitchhiker’s Guide to the Internet”, and the new guide to mobilizing the workplace, “The Mobile Office”. Through Penguin Books, he has also published five books on urban legends, with the next due to appear in late 2009. He is a regular speaker at conferences, universities and corporate events and has presented his insights to audiences across the world.

10:00 – 10:30: Tea /Coffee

10:30 – 11:00: Mobile technology in the academic environment: from Homo Sapiens to Homo Contextus. Prof Louis Fourie (Dept. of Information Systems, University of the Western Cape).

Through the centuries study was necessary for a person that wanted to advance in society. However, with the proliferation of information and communication technologies it is no longer the case. The millennium generation has progressed from Homo sapiens (the “wise man” or “knowing man” using advanced tools) and Homo Mobilis (the “moving man”) to Homo Contextus (the “connected man” overcoming his cognitive limits by using social technologies and shared objects). Homo Contextus, or the connected man, focuses on a diversity of connections to people who use intelligent tools to extend their mind and bodies, uniquely harnessing collective intelligence (networked intelligence). The emphasis is therefore shifting from information technology (where the core is information) to interaction technology (where the core is interaction).
This presentation will focus on the connected human and the future of education and how academic institutions should progress from empowering individuals (computer workstations, library catalogs, image editing, etc.) and groups (learning environments, learning management systems, groupware, etc.) to empowering networks (mobile technology, infoware, social networking, social software, blogs, social navigation, collaborative filtering, etc).

A pedagogical paradigm shift to connectivism is necessary if academic institutions want to accommodate the millennials who are often suffering from what is known as the channel-hopping, YouTube-watching, Google-gorging, Facebook-sniffing, Twitter-tracking condition.

**Louis Cyril Henry Fourie**

Louis Cyril Henry Fourie was born in Cape Town, South Africa, where he matriculated. He is presently professor and chair in information systems, as well as head of the department, at the University of the Western Cape, where he is mainly responsible for lecturing to the post-graduate students and the PhD programme. He has taught at various other universities, including Fort Hare, North West, Johannesburg, Tshwane, Bond (Australia), West Florida (USA), Ndejje (Uganda), Stellenbosch and Utrecht (Netherlands).

The highest academic qualification that he obtained is a doctorate at the University of Stellenbosch in 1991. In 1999 he completed his MBA degree (cum laude) at the Potchefstroom University where he received the Old Mutual Gold Medal for exceptional achievement and the best MBA student. He also received recommendations for the best dissertation in information technology and for strategic management. In addition to the above-mentioned two, Louis holds four other academic qualifications.

He is involved in various research projects regarding knowledge management; e-government, e-business, e-learning, e-skills, bridging the digital divide, and concept maps as business tool. Louis supervised numerous MBA dissertations and PhD theses and developed contact and telematic courses for knowledge and information management, decision support, executive information systems, artificial intelligence, e-commerce, database management, and ethics. In 2004 he received the USB Sanlam award for research and was appointed as the CSSA Western Cape ICT person of the year at the end of 2009.

His consultation work spans various industries and disciplines, and focuses on the strategic usage of information technology, information systems, knowledge management, e-business, e-commerce, and the Internet. He regularly consults and presents workshops in Kenya, Tanzania and Uganda on knowledge management, e-commerce and e-marketing. Louis is also a qualified leadership consultant and regularly facilitates leadership development programmes.

He frequently presents papers at national and international conferences, features weekly on national radio regarding the Internet, contributes regularly to several magazines, has published numerous papers in academic journals, contributed to academic books, and has made many videos on business informatics and the influence of information technology on business.

**11:00 – 11:30: Mobile, should publishers bother? Pieter Traut**

The paper starts with a review of print publishing – how the process worked and the skills needed. It then focuses on the future of electronic publishing and the need to standardize the structure and format, including the use of metadata and style sheets. Lastly the focus is on the issues to consider such as new skills needed, additional costs and how to protect your content.

The bottom line is that technology is part of life now and there is a need to innovate and conceptualize its use for tomorrow.
Peter Traut says the following about himself:

I was a kid in the 70’s, teen in the 80’s, and received my higher education in the 90’s. I believe this combined with a keen interest in technology compelled me to mobile. From my first ATARI TV game and ZX Specy I always had a vision of a using technology for always available interactive instant information to the masses. The advances in mobile computing during the last 5 years, made this possible.

I am an accounting graduate from the University of Stellenbosch, happily married with two kids Philip (5) and Jana (8).

11:30 – 12:00: Life goes mobile - what about education? Teemu Kiijärvi (Partner/Area Manager: Mobiletools).

In the construction of future mobile – or ubiquitous – learning environments, the concept of mobile learning is central. As Sharples et al. (2005) analyse in their theoretical framework, learners adapt the available technology in their learning and communication. The development of mobile technology thus inevitably leads to the use of portable devices in learning. The way learners use mobile technology in the future is hard to predict. However, there is certainly space for smart educational applications, which have been designed in terms of educational objectives and the available mobile technology.

The paradigm shift in learning has been substantial in the last ten years. We have moved from a magistro-centric way of controlled class-room teaching towards a mentored, individually supported learning process. The fast change in technologies has been one of the key drivers in changing learning – the way and pace we communicate and gather information has changed dramatically. On the other hand, the need to update one’s professional knowledge has become a crucial factor in keeping up with the competitiveness in global marketplace - more and more people need to be trained constantly to keep up with the needs of the work life.

Mr. Kiijärvi has been working in the IT and mobile learning industry for the past 15 years. He is a Partner and Area Manager for Southern Africa in a Finnish mobile software company Mobiletools International Ltd. He is heading the Mobiletools office in Pretoria. Mr. Kiijärvi is also the co-founder of Mobile Monday South Africa.

12:00 – 12:30: ?4U (Question for You): implementing a SMS reference service at the University of the Free State Library and Information Centre. Huibré Lombard (Deputy Director: Information Services, Library, University of the Free State)

Since its inception in 1960 the Internet was exalted as the technology that would revolutionise communication access. However, widespread use in Africa was hampered by the lack of quality telecommunication infrastructure. In just two decades, the cell phone has become the fastest-selling, most loved consumer product. Nobody envisioned how popular text messaging, also referred to as short messaging service (SMS) would become. Research shows that 76% of all subscribers or 3.1 billion subscribers use the SMS actively.

The abundance of cell phone users is also noticeable in today’s academic library. While some universities has responded to the widespread use of cell phones by delivering educational content and administration of tests via the cell phone, libraries have begun to reach out and serve students’ information needs through the use of the SMS. The University of the Free State Library and Information Services initiated a SMS reference service in 2009. This paper briefly describes the widespread use of text messaging and text messaging technology. The system and services implemented at the UFS LIS is described, as well as the lessons learnt. The paper will end with a short review of cell phone use in libraries and how it could be used to enhance library operations.
16

Huibré Lombard

Huibré Lombard is Deputy Director at the University of the Free State (UFS) Library and Information Services (LIS) (currently acting as Director). She holds a B.Bibl. (Honours) and M.Inf. (both cum laude) from UNISA as well as a Master’s Degree in Translation Studies (cum laude) from the UFS. She is currently enrolled for a PhD at the UFS.

12:30 – 13:30: Lunch

Session 4: New tools and new skills (Chairperson: Hester Boltman, Director: Shared Services, Library and Information Centre, University of Johannesburg).

13:30 – 14:00: Using electronic posters as part of a hybrid learning approach to teaching the research process to honours students. Sophie van der Walt (Search Librarian: UNISA Library) & Adrienne Warricker (Information Specialist, Library, University of Pretoria).

The purpose of this paper is to illustrate an electronic poster as an example of a hybrid learning application to be used by librarians in Higher Education Institution libraries for teaching the research process to honours students in research methodology.

Presentation explores the use of the electronic poster to provide honours students at both a face-to-face and a distance education institution with an overview of the research process. As first-time researchers, honours students have Research Methodology as a required subject, and they must hand in a mini-thesis as part of their coursework. The poster will guide students through the different steps of the research process, which are: finding a topic, formulating a problem statement, writing the research proposal, the literature review, research methodology approaches, empirical research – i.e. do the surveys, questionnaires, etc., and conclusion.

The electronic poster will be hosted on Glogster.com. Glogster is a web portal that allows users to create free interactive posters, or glogs, and share them with others in a variety of formats. The user inserts text, images, photos, audio (MP3), videos, special effects and other elements into their glogs to generate a multimedia online creation. Glogster is based on flash elements and provides a platform to produce any number of posters that can be shared with a wider audience, or the entire Glogster community. Glogs may also be exported and saved to computer-compatible formats.

While the electronic poster will be hosted on Glogster it will include a variety of Web 2.0 applications to showcase how these can be successfully incorporated in an online learning experience. Some of these applications include lecture videos hosted on platforms such as YouTube, Academic Earth and FORA.tv; PowerPoint presentations hosted on SlideShare (the world’s largest community for uploading and sharing presentations); presentations hosted on Prezi.com (a story telling and presentation tool); podcasts; video presentations hosted on animato.com (a video mashup application).

As technology is only a channel for learning it still needs to be supported by face-to-face training. It is hoped that the electronic poster will provide an overview for the honours students of the various aspects of research process, while meeting the needs of both social and solitary learners. For social learners the poster will provide topics for discussion with their supervisor and subject librarian, while solitary learners preferring to work independently can explore each aspect in more detail at their own pace.

Adrienne Warricker

Adrienne Warricker started her career in Provincial Library Services, and then worked in a corporate library. Currently she assists and trains post-graduate students at the University of Pretoria (UP) in her capacity as Information Specialist. She holds a Honours degree LIS (UP). In her experience librarians that get as close as possible to what their clients expect of them, have tremendous support.
14:00 – 14:30: SA Textbook .Net, Wilna Marais (Information Specialist, Library, University of Pretoria) & Tebogo Mogakane (Coordinator: Reserve Section, Library, University of Pretoria).

SA Textbook.Net is a product that helps you to provide organized information on prescribed and recommended text books at your institution online and to make it available to all the stakeholders (library, publishers, bookshops, and students) on time.

At the University of Pretoria the aim is to streamline the process of information collection on prescribed and recommended books. The different types of data in each field of the database are processed to form a powerful information system for those in need of this specific information.

Through the database a lecturer can personally verify the bibliographic information on books needed for a specific course he/she presents and add it to a subject without delay. Due dates for submission of information are set to avoid delays.

Stakeholders are given access to the database to enable them to prepare for a new semester and order or purchase prescribed titles well in advance of it being needed.

The paper will illustrate how user friendly the system is and also focus on ways to customize it to suit the needs of individual institutions.

Tebogo Mogakane
Tebogo Mogakane is the co-coordinator for the Study Collection/Reserved Section, Department of Library Services at the University of Pretoria. She has an extensive knowledge of collection development and works closely with lecturers and department administrators. She has a BA degree from the University of Limpopo, a BA Honours from the University of Pretoria and a Post Graduate Diploma in Information Management from the University of Johannesburg.

Wilna Marais
Wilna Marais has been involved with the compilation of lists for prescribed and recommended books since 1998. She is currently an information scientist at the University of Pretoria. Her duties are primarily the cataloguing of books and providing services in support of students with special needs.

14:30 – 15:00: From Web 2 to Web 3: Yesterday, Today and Tomorrow – where is the technology taking us? Pavlinka Kovatcheva (Subject Librarian: Sciences, Library and Information Centre, University of Johannesburg).

Ever since the term “Web 2.0” was introduced, people have been asking: What is coming next? Web 3.0? Is it the semantic web? Is it the social web? Mobile technologies? Is it some form of virtual reality?

The paper will highlight the Web 2.0 - Web 3.0 movement with practical examples, the changes it brings in everyday life for academic libraries. From blogs, wikis, social bookmarking, social networking, instant messaging, flickr, and You Tube, to the explosion of twitter and mobile technologies. Are we ready for the Web 3.0 and the new challenge it provides?

We need to ask: Where are we now and where do we want to be? Where is the technology taking us?

“Once a new technology rolls over you, if you are not part of the steamroller, you are part of the road” Stewart Brand
Pavlinka Kovatcheva
Pavlinka started her career as a librarian in 1980. After immigrating to South Africa, she started as an Acquisitions, Periodical and Electronic Resources Librarian at the Technikon Witwatersrand from 1997 until 2004. Since 2005, Pavlinka works as a Sciences Librarian at the University of Johannesburg (UJ). She is enrolled for a Master’s degree at the UJ. She has been experimenting and using Web 2.0 technologies over the last 2 years as an innovative way of providing services to her clients. In October 2009, Pavlinka participated in a Scientific Information workshop in Trieste, Italy. In January 2010 she was awarded with an International Membership Award for a Librarian in Developing Countries, from the Special Libraries Association – Physics, Astronomy and Mathematics division and will represent UJLIC at the SLA Conference in New Orleans in June 2010.

15:00 – 15:30: Closing address. Hannie Sander (Executive Director: Library and Information Centre, University of Johannesburg).

Hannie Sander
Hannie Sander is the Executive Director; University of Johannesburg Library and Information Centre. Prior to this she was the Chief Director: Rand Afrikaans University Library Services since 1997 and before that cataloguer, information librarian, freelance librarian for various architects’ companies and consulting librarian for various libraries and information groups. Her specific interests are in affordable access to information and resource sharing. In this capacity she is involved in regional, national and international library consortia and is involved in the Gauteng and Environ Library Consortium (GAELIC) and the Coalition of South African Library Consortia (COSALC) – now SANLIC (South African Library Consortium) since their establishment in 1996 and 1997 respectively and filled many roles including Vice-Chairperson of GAELIC, Chairperson of COSALC until 2003 and Team Leader of various task teams for professional sector activities. She served on many professional committees, including Chairperson of FULSA (Forum of University Librarians of Southern Africa – now the Committee of Higher Education Librarians of South African, CHELSA). She was the Chairperson of elFL.net (Electronic Information For Libraries) Advisory Board, a multi-country consortium, for 2007 and 2008. elFL is mainly active in Africa, Central and Eastern Europe, and Asia with the aim to bridge the digital divide in developing countries and countries in transition. She is the author of numerous papers and presentations at national and international conferences and workshops, including 18 international papers in various countries including China, Senegal, Ghana, Namibia, Uganda, Croatia, Poland, Portugal, Turkey, Sweden, etc.
Her formal qualifications include a B.Sc. degree, University Diploma in Library Science, Honns. B.Bibl and a M.Bibl with a dissertation titled: Non-traditional job patterns in university libraries.
LOGISTICAL INFORMATION

Daily registrations
Please note that you need only sign in/register once for the duration of the Conference. Daily participants must sign in for the day that they are attending.

Morning tea, lunch, and afternoon coffee
Tea and coffee will be served in the foyer of the auditorium. Lunch will be served in the School for Hospitality and Tourism restaurant. All participants are welcome to join us.

Map of the APB Campus
To help you find your way a map of the APB campus has been included on the back page.

Facilities
Restroom facilities will be pointed out.

Cocktail Party Monday 17 May
Please be reminded that the cocktail party will only be for participants who have pre-booked and paid for the party. Should you wish to join us for the party, please contact Marilldene Guercio. The cocktail party includes music performed by 3 MUZOS.

Security
For security reasons all participants are required to keep their lanyards/nametag ID’s with them at all times.

Who to contact for assistance
Any member of the Organising Committee who can be identified by their lanyards

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