

Book of Abstracts

**Qualitative and Quantitative Methods in
Libraries**

QQML 2012

International Conference



Editor

Anthi Katsirikou

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Preface

Dear Colleagues,

We welcome you in Limerick for the QQML 2012 International Conference. As for the first, the second and the 3rd, the 4th Qualitative and Quantitative Methods in Libraries International Conference includes research papers and applied works from all over the world.

Important speakers present their thoughts and their work every year.

This year, among them, Dr. Ching-chih Chen (Professor Emerita, Simmons College, Boston, President, Global Connection and Collaboration, Newton) is about to elaborate on the subject how to measure, evaluate and assess impact and value of Digital Libraries/Archives/Museums. Also, Markku A. Laitinen (Planning Officer, The National Library of Finland) will analyze how “the power of library data and the new tools of analyzing efficiency, impact and outcomes combine different types of results of analysis and data giving better data and information for advocating, marketing and managing as well as demonstrating the impact of libraries.”

Every year also we have the significant contribution of ARL and Martha Kyrrilidou. It is our pleasure to welcome events and sessions that support the professional development of librarians and information specialists.

The Fourth conference will bring together researchers, technical developers, managers and library professionals to review achievements to announce creative challenges and opportunities.

I'd like to thank the Committees of the Conference which worked for the success of the conference, especially the colleagues in Limerick, Padraig Kirby and Jerald Cavanaugh.

The Conference is both social and scientific event, creates human networks and social affairs.

Enjoy it!

Anthi Katsirikou
University of Piraeus Library
Conference Chair

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Keynote Speakers

Dr. Ching-chih Chen

Professor Emerita, Simmons College, Boston

President, Global Connection and Collaboration, Newton

Keynote Talk Title: *Beyond Digital Libraries/Archives/Museums: How to measure, evaluate and assess their impacts and value?*

Abstract: In recent years, it is an understatement to say that creating digital libraries/archives/museums has become an increasingly hot topic. Considerable attentions have been paid to activities such as proposing various types of digital projects, selecting content for digitization, learning how to create proper metadata, processing digital images, objects, and videos, adding multilingual components etc. Yet, aside from the obvious objectives for universal access, preservation and conservation, few have attempted to find ways to measure, evaluate and assess the created digital “products” in terms of their use and value so that these products can be improved and enhanced continuously. This speaker will use her two major global projects – Global Memory Net and World Heritage Memory Net - related to culture and heritage topics to address these essential points.

Abbreviated Biography. Dr. Ching-chih Chen is a consultant and speaker to over 40 countries. She became Professor Emerita of Simmons College, Boston in June 2010 after 39-year teaching and research and has since become President of a non-profit organization, Global Connection and Collaboration, Inc. She is the author/editor of more than 35 books and

over 200 journal articles in areas of new information technologies, such as global digital libraries, multimedia technology, digital imaging, interactive videodisc technology, global information infrastructure, information management, and information resources, etc. For this Conference's interest, it is worth mentioning that one of her earlier books, entitled *Quantitative Measurement and Dynamic Library Service*, edited by her, was published by Oryx Press in 1978, some 33 years ago. She produced the award winning interactive videodisc and multimedia CD entitled *The First Emperor of China*, supported by the US National Endowment for Humanities (NEH). In addition to numerous digital activities, she has led two major global digital library projects supported by the US National Science Foundation's International Digital Library Project: (1) Global Memory Net, a global image digital library and gateway to the world cultural, historical, and heritage multimedia resources, with collaborators from different part of the world, and (2) World Heritage Memory Net in partnership with the UNESCO's World Heritage Center. An elected Fellow of the American Association for the Advancement of Science (1985), she was appointed by President Clinton in February 1997 to serve as a member of the U.S. President's Information Technology Advisory Committee (PITAC) under both Presidents Clinton and Bush during 1997 to December 2002. Dr. Chen was Chief Organizer of a series of twelve International Conferences on New Information Technology (NIT) in many continents of the world. She is a recipient of over twenty major awards since 1970. Since 2006, two major awards given to her were the coveted LITA/OCLC Kilgour Award from the Library Information Technology Association in June 2006, and the American Library Association's major Beta Phi Mu Award in June 2008.

A sought-after international speaker in over two dozen countries, she has delivered keynote speeches and made presentations at numerous international conferences including those in countries like Argentina, China, Croatia, France, Germany, India, Italy, Japan, Korea, Latvia, Luxembourg, Mexico, Morocco, Russia, Spain, Singapore, South Africa, Swaziland, Taiwan, Thailand, UK, Vietnam, etc. More information on Prof. Ching-chih Chen can be found in <http://globalcc.org/ccc/index.html> and http://en.wikipedia.org/wiki/Ching-chih_Chen

Mr. Markku A. Laitinen

Planning Officer, The National Library of Finland

Keynote Talk Title: *The Power of Data - Advocating for Library by Showing Evidence of Impact*

Abstract: The libraries have a long tradition in collecting statistical data and other evidence - user survey data etc. - about the results of their operations but the information collected may not always be utilized as effectively as possible. However, the evidence of effectiveness and impact of library services may be of crucial importance for libraries to survive in the current economic climate. Good library statistics may give a sound basis for the analysis of library operations but as such, they are not a sufficient tool for impact evaluation. So, it is necessary to move beyond the traditional library performance measurement and to put the focus on the difference that library services make to their users. The new tools of analyzing efficiency, impact and outcomes combine different types of results of analysis and data giving better data and information for advocating, marketing and managing as well as demonstrating the impact of libraries.

Abbreviated Biography. Markku Laitinen graduated in the University of Turku in 1993 with a Master's degree on the statistical and epidemiological disquisition of children's muscular dystrophy. In 1995, he incepted as an Information Specialist in the Helsinki University of Technology about the development of the end user computing of electronic library materials in the disciplines of natural science and medicine. He has been working as a librarian in faculty libraries and in the administration department of the University Library of Turku. At present, he is a planning officer and the deputy of the Customer Relationship Management Unit of The National Library Network Services at the National Library of Finland. His recent interests are the utilizing of statistical data and the

developing of the indicators proving the impact and effectiveness of library operations. He has also lectured on the subject at training meetings for library professionals and he is responsible for the developing of the education in the library statistics in Finland. He is also a member of ISO working groups involved in international standardization regarding library statistics, performance measures and quality indicators, and a member and information coordinator of IFLA Standing Committee for Statistics and Evaluation. He is, too, member of the Liber quality Work Group and the National Group for Assessing the Impact of Library Activities in Finland.

Special Sessions

Bibliometric research

Coordinator: **Teresa S. Welsh**, Ph.D., Associate Professor, Library & Information Science, University of Southern Mississippi, USA

Scope & rationale: Bibliometrics literally means *the measurement of books* but it has come to mean the analysis of patterns of information related to usage data or publication data in print or electronic format. This session will focus on research such as citation analysis and content analysis of scholarly literature, Web sites, databases, or collections.

Historical and comparative case studies related to librarianship

Coordinator: **Teresa S. Welsh**, Ph.D., Associate Professor, Library & Information Science, University of Southern Mississippi, USA

Scope & rationale: Historiography is defined by the Oxford English Dictionary as *the writing of history*. Krzys defined library historiography as the writing of the history of agencies, people, and movements within or contributing to the development of librarianship; written history of those agencies, people, or movements (1975, p. 294). This session will focus on historiographies or comparative case studies related to libraries, special collections, or library programs/services.

Krzys, Richard (1975) *Library Historiography*. Encyclopedia of Library and Information Science 15: 294-330.

Trends in health information services

Coordinator: **Maria G. N. Musoke**, Ph.D., Professor, Library & Information Science and University Librarian, Makerere University, Uganda

Sub-themes:

Research by health information professionals, Role of librarians in implementing Evidence based medicine/practice, Prospects and challenges of implementing Research4Life in low income countries.

Quality evaluation and promotion of infodocumentary institutions services methods

Coordinator: **Angela Repanovici**, Prof. Dr., Transilvania University of Brasov, Romania

Scope & rationale: In the information society we often hear the question: Why do we need libraries when we have everything on internet? What do you want to change, keep or move in your library? In this section and in the papers presented here, we will find answers and methods to promote library services, and to evaluate these services using web 2.0 technologies. We accept case studies, research, and evaluation methods on the following topics: User education in informational recourses, The importance of personal involvement, Accreditation of digital libraries, Development of a network of peers, Cataloguing is changing, Customer services, Management/administration, OPAC 2.0 - the catalogue on web, The benefit of change, Electronic library, Digital repository management.

Presenters:

- **Antonio Carpallo Bautista** and **Esther Burgos Bordonau**, Madrid University, Spain "*Binding descriptions within a universal collective catalogue*".
- **Octavia-Luciana Porumbeanu Madge**, University of Bucharest and Crina Mihailescu, University of Medicine and Pharmacy "Carol Davila" – Bucharest, Romania "*Evaluation of usage patterns and promotion of electronic resources in academic medical libraries: the case of the Central Library of the University of Medicine and Pharmacy "Carol Davila" – Bucharest, Romania*".
- **Octavia-Luciana Porumbeanu Madge**, University of Bucharest, Romania

- “*Developing a model for information services based on a librarian-users partnership in medical clinics in Bucharest*”.
- **Angela Repanovici**, Transilvania University of Brasov, Romania and **Manolis Koukourakis**, Crete University Library, Greece “*Assessment of information literacy courses for PhD students*”.

Core Skills, Competencies and Qualifications for Today's Reference Librarians

Coordinator: **Serap Kurbanoglu**, Professor, Hacettepe University, Department of Information Management, Ankara, Turkey

Scope & rationale: The main aim of this session is to encourage a discussion on core competencies needed by today's academic librarians in order for them to perform daily reference tasks successfully and provide reference services adequately in their constantly changing work environment which is impacted mainly by advances in technology, changes in user needs and expectations, and the rapid transition to e-services. In this session, a multi-nation (fourteen countries are involved) research project which aims to determine skills and qualifications most needed by academic reference librarians today and in near future will be introduced. Results from eleven nation-wide surveys, namely from following countries: Australia, Bulgaria, Croatia, Estonia, France, Mexico, Norway, Poland, Romania, Turkey and USA, will be presented. Issues such as the most important competencies for academic reference librarians, competencies needed to be more developed in new LIS graduates, and its implications for LIS education will be discussed. Furthermore, challenges and opportunities in conducting such a large scale multi-nation survey will also be addressed.

List of papers

Serap Kurbanoglu, Laura Saunders, and Mary Jordan. “*A Multi-Nation Study on Academic Reference Competencies: An Overview*”.

Laura Saunders & Mary Jordan. “*Reference Competencies in American Libraries: A Comparison of Public and Academic Library Qualification*”.

Serap Kurbanoglu. “*Core Reference Competencies for Academic Librarians and its Comparison with LIS Curricula in Turkey*”.

Joumana Boustany. “*Reference Competencies in Academic Libraries in France: Current Situation and Practices*”. **Gaby Haddow.** “*Core Skills, Competencies and Qualifications for Today's Reference Librarians: An Australian Perspective*”

Angela Repanovici. “*The Reference Department in Romanian Academic Environment*”

Tania Todorova. “*Bulgarian Vision of Today's Reference Librarians*”.

Egbert Sanchez Vanderkast and Rocio Caridad Herrera Guzman. “*Library and Information Services Policy: Is There a Need to Reconsider This Issue*”

Paul Simon Svanberg and Ane Landoy. “*Core Skills, Competencies and Qualifications for Reference Librarians in Norwegian Academic Libraries*”.

Sirje Virkus. “*Competencies Needed for Academic Librarians in Estonia*”.

Daniela Zivkovic and Ivana Hebrang Grgic. “*Reference Librarians in Croatian Academic Libraries*”.

Authors' affiliations

Joumana Boustany, Ph.D., Professor, Paris Descartes University - Researcher, DICEN, CNAM, France

Ivana Hebrang Grgic, Ph.D. Department of Information Sciences, University of Zagreb, Croatia

Rocio Caridad Herrera Guzman, Ph. D. Student UAM

Gaby Haddow, Ph.D., Department of Information Studies, Curtin University, Australia

Mary Jordan, Ph.D., Assistant Professor, Graduate School of Library and Information Science, Simmons College, USA,

Serap Kurbanoglu, Ph.D., Professor, Department of Information Management, Hacettepe University, Turkey

Ane Landoy, Academic Librarian, University of Bergen Library, Norway
Angela Repanovici, Ph. D., Professor, Transilvania University of Brasov, Romania
Laura Saunders, Ph. D., Assistant Professor, Graduate School of Library and Information Science, Simmons College, USA

Paul Simon Svanberg, Academic Librarian, University of Bergen Library, Norway

Tania Todorova, Ph. D., Associate Professor, State University of Library Studies and Information Technology, Bulgaria

Egbert Sanchez Vanderkast, Ph. D., National Autonomous University of Mexico, Mexico

Sirje Virkus, Ph. D., Associate Professor, Tallinn University, Estonia

Daniela Zivkovic, Ph.D., Associate Professor, Department of Information Sciences, University of Zagreb, Croatia

Social Justice in Library and Information Science

Coordinator: **Bharat Mehra**, School of Information Sciences, University of Tennessee, Knoxville, Tennessee, USA

Scope & rationale: Social justice in library and information science involves achieving action-oriented socially relevant outcomes via information-related work that furthers community-wide progressive changes partnering with, and, on behalf of people on society's margins. This session will present speakers who engage in research and teaching while keeping their focus on social impact and community involvement in LIS practice, education, service design, and program implementation.

List of papers

- **Kevin Rioux**, Division of Library and Information Science, St. John's University, New York, USA "*Teaching Social Justice in an Information Literacy Course: An Action Research Case Study*"
- **Vandana Singh**, School of Information Sciences, University of Tennessee, Knoxville, Tennessee, USA "*Open Source Software in Libraries: Implications for Social Justice*"
- **Deborah Estreicher, Peter A. Lee, Lili Luo, Cyndy Thomas, and Glenn Thomas**, School of Library and Information Science, San Jose State University, San Jose, California, USA, "*Social Workers in the Library: An Innovative Approach to Address Library Patrons' Social Service Needs*"
- **Peta Wellstead**, School of Information & Social Sciences, Open Polytechnic of New Zealand, Waterloo, New Zealand, "*Supporting the Unmet Information Needs of Australian Men Experiencing Stressful Life Events. A Social Justice Imperative*"
- **Bharat Mehra, Kimberly Black, Vandana Singh, Jenna Nolt, K. C. Williams, Susan Simmons, and Nancy Renfro**, School of Information Sciences, University of Tennessee, Knoxville, Tennessee, USA, "*The Social Justice Framework in the Information Technology Rural Librarian Master's Scholarship Program: Bridging the Rural Digital Divides*"

Using qualitative and quantitative methods in digital library education and research.

Coordinators: **Sirje Virkus**, Lecturer, Tallinn University, Institute of Information Studies, Estonia & **Aira Lepik**, Associate Professor, Tallinn University, Institute of Information Studies, Estonia

Scope & rationale:

This session aims to encourage the discussions and provide examples of usage of qualitative and quantitative methods in digital library research. This session comprises six papers each of them will be presented by individual authors. All six authors are related with Digital Library Learning (DILL) master programme—two are current master students, three are DILL graduates and one is faculty member. Authors explore in their papers the issues of digital library education, social, economic, educational and organizational aspects of digital libraries, and social networking issues in the different regions of the world using a quantitative and qualitative inquiry.

The students' papers of this session are based on research done within their Master Thesis projects in the Digital Library Learning (DILL) programme at Tallinn University or their PhD Thesis projects. DILL is a two-year Master Programme for information professionals who intend to work in the complex world of digital libraries. DILL is offered in cooperation between Oslo University College (Norway), Tallinn University (Estonia), and Parma University (Italy),

<http://dill.hio.no/>

&

<http://www.tlu.ee/~sirvir/DILL/DILL/Index.html>

Presenters:

Getaneh Alemu, Brett Stevens, Penny Ross, *LIS Researchers' Perspectives on Standards-based vis-a-vis User-driven Metadata Approaches*

Juan Daniel Machin Mastromatteo, *Using social networks in a LIS learning experience: a revision of the methods*

Andrew Wabwezi, *The role knowledge sharing in fostering innovation in higher education: a case study of Tallinn University*

Aira Lepik, *Implementing virtual Entrepreneurship seminar into Human Resources Management/HRM course: a case of Digital Library Learning /DILL Master programme*

Audrey Anday, *Knowledge management in open and distance learning*

Ewelina Melnarowicz, *Research data management in an academic setting*

LibQUAL+(R) in Ireland and elsewhere

Convenor: **Martha Kyrillidou**, Senior Director, Association of Research Libraries (ARL) Statistics and Service Quality Programs, USA

Scope & rationale: This workshop will bring together libraries in Ireland that have implemented LibQUAL+(R) to share their experiences. Participants from other countries that have implemented LibQUAL+(R) are also welcome. The workshop will take place over a 2.5 to 3 hours and a detailed agenda will be submitted if accepted including representatives from many academic institutions in Ireland that have participated in LibQUAL+(R).

Demonstrating the Value of the Library in the Academy

Convenor: **Bruce Thompson**

ARL Profiles: Research Libraries 2010: Capturing digital developments through qualitative inquiry by **Colleen Cook** (McGill) and **Martha Kyrillidou** (ARL). *ARL Library Scorecard Pilot activities* by **Martha Kyrillidou** (ARL). *Preliminary Results from the LibQUAL+(R) Triads Protocol: Using Ipsative Measurement to Assess Highly Desired Outcomes* by **Bruce Thompson** (Texas A&M University) and **Martha Kyrillidou** (ARL) *Measuring Value: an Update from the LibValue project*.

Abstracts of Papers

Academic Librarian's Dilemma: Fish or Fowl?

Shin Freedman, MLS, MBA

Poster
Head of Acquisitions & Serials
Framingham State University Library
100 State Street, Framingham, MA 01701, USA

Abstract. Despite the fact that over 42% of academic librarians in the U.S. have faculty status with tenure, the identity of librarians is mistaken by our peers on campus and creates confusion for both sides and even ill feelings. Thus, faculty status and tenure for librarians has been a contentious issue for many decades in the U.S. Why should we be concerned about and what does it matter how we are referred to? What are our interactions with the university community like? What will it take to gain equal footing or entrance to build mutually beneficial and collegial relations? What are the essential elements to understand and resolve in our effort for collaboration across the campus?

This poster session for QQML 2012 will explore these questions and the landscape of faculty status and tenure for academic librarians. Based on case studies from different university campuses and among different constituencies in the States, I will examine the issues (resolved, unresolved, emerging). My focus will be on developing and promoting collegiality and sustaining collegial relationships with the administrators, faculty and library colleagues while reflecting on the areas where and how librarians have contributed to the current state of affairs.

Academic librarians and searchers: A new collaboration sets the path towards research project success

Camille Meyer

Universite Blaise Pascal, Clermont-Ferrand, France
12 rue Abbé Girard, Clermont-Ferrand, 63000 France

Abstract: Digital libraries develop more and more partnerships with research teams. In France, the study case of the research project is childhood, Violence, and Exile testifies to the fact that librarians play a new role in research investigation.

We will focus our paper on the description of the different kind of resources of this project, which has allowed new kind of research collaboration between searchers and librarians.

Keywords: Research project, resources description, librarian, searcher, description tools, digital library.

Academic Librarians Instilling Life-Long Learning Skills: Assessing Information-Seeking Behaviors of Undergraduate Students

Adriana Gonzalez

Assistant Professor and Coordinator of Research Services, Texas A&M University Libraries,
5000 TAMU, College Station, TX 77843-5000. USA

Abstract: As librarians, we want to believe that we impact information-seeking behaviors of students and further instill a desire to continue learning. While many institutions collect student feedback from students taking library instructional classes, there is not always a clear indicator of the role librarians have in shaping information-seeking behaviors. Yet, there are those instances when a librarian becomes embedded within an academic program and has multiple visits with students over a span of time. Based on personal experiences, serving as

the subject liaison/librarian to the Texas A&M University International Studies department, it is my belief that this organizational structure provides opportunities to develop a closer relationship with students. As a result, more focus is placed on student's learning style, study habits, and information-seeking behaviors. While this perception can be acknowledged anecdotally, there needs to be additional studies to further this idea. These teaching opportunities and atypical model for library instruction may potentially have a different impact on student research behavior over time. Therefore, this case study will examine the role of an embedded librarian in an academic degree program plays in developing undergraduate students information-seeking behaviors to improve their ability to find, evaluate, and utilize credible academic resources.

This case study will consist of student interviews, professor interviews, and document analysis of student's theses, which is a graduation requirement. The cohort will consist of 5 International Studies students, 2 International Studies professors, and the 5 student's theses. Both the students and the professors will each participate in 1 interview lasting no more than an hour. The student cohort was chosen because I, as their subject librarian am embedded in their degree program and have several instructional sessions over a span of time covering their undergraduate academic careers. The criteria for selecting the 5 students are yet to be determined. The International Studies department consists of 2 primary professors, who are the only two professors that all the International Studies students must interact with. As such, only those 2 professors will be interviewed. Since the program is interdisciplinary, and remaining requirements are fulfilled in various ways through various degree programs and professors, other professors will not be interviewed for lack of consistency. The purpose of the student interviews is to gain insight from the student's perspective of the information-seeking process and to identify how those behaviors may have developed or changed after multiple interactions with the librarian. The purpose of the professor interviews is to gain insight as to how the librarian has enhanced student teaching and learning and to identify how information-seeking behaviors have developed or changed. The theses will be analyzed for content such as the resources used, citation accuracies, quality of resources, location of resources and focus of theses. This case study will attempt to offer a more effective way of assessing library instruction following this multiple-visit model. The findings from this study will also serve as a framework for a future longitudinal study following a cohort from beginning to end of their degree program, consisting of multiple interviews, observations, and document analysis.

Academic Libraries Information Services in Digital Environment – current state of a Brazilian university

Angela Maria Belloni Cuenca¹, Erica Beatriz P. M. de Oliveira² and USP Study Group on Library Organization³

Maria Cristina Olaio Villela, Mariza Leal de Meirelles Do Coutto, Vania Martins B.O. Funaro, Dorotéa Maris Estela Fill, Dina Elisabete Uliana, Maria de Fátima Alves de Sousa, Marcia Rosetto

Poster.

¹Professor and librarian at the School of Public Health, São Paulo University – Brazil

^{2,3}Librarians of the Integrated Libraries System of University of São Paulo - Brazil

Abstract: Information technology has transformed all the libraries of word-wide. The librarians are thinking of the new users' generation that coexists with the social networks and with good global communication promoted by the internet facilities. At this point, the libraries need to review their values, mission and activities according to the real demands of their users. In order to innovate their libraries, the University of São Paulo (USP), founded in 1934, through their Integrated Library System (SIBi / USP) Group Study developed study seeking common indicators to rank their academic libraries. These indicators included the new demands of users, and essential services that feature an academic, university, research or specialized library in their expertise.

Objectives - In this context, this paper aims to present the current state of one Brazilian university libraries placing them in different levels, focusing on technology involving their information products and services.

Methods – The survey has been carried out within 42 academic libraries from the University of Sao Paulo (USP). It was possible from a benchmarking of the leading universities worldwide that identified new services, products and structures of libraries. These comprised a structured questionnaire, with a total of 72 questions or items that was applied to the libraries and, therefore, meet the standard of a library system in Brazil. We constructed the questionnaire from the data of the Library System (SIBi/USP) statistical records of 2009. It was composed of the following modules: essential services, digital environments, innovations, volume of the collection, management system and human resources. The categories analyzed were the following: User Assistance, Collection Development, Environment, Digital Information, Publications and Information, Research, Teaching and Learning, Collection and Management Team. This report presents the outcomes of this study based on recent publications, information ongoing international libraries and survey results.

Results – The results showed hybrid academic libraries with press and digital documents, with remote and local users, online and local services that can be classified into 3 levels if considerate the services provided from its organizational structure, volume of collection and proportion human resources. But all of them have the both essential services: User Services Support and Technical Information Metadata, this, especially, for digital repositories. But there are new trends in that libraries act strongly in the digital information environment - the scientific communication and writing, focusing the information literacy. Another development observed was the emergence on library administration highlight the adoption of a management system to give priority to the work shared by teams working in specifics programs and projects. **Discussion** – Academic libraries in general have similar patterns in organizational structures and services, of course observing their mission, values and specialized subject. There is the trend in Brazilian academic libraries to follow the similar model of the European Resource Centre for Learning and Research CRAI (Castro Filho & Vergueiro 2011), whose objectives to facilitate learning activities, training teachers, students and researchers to access and use the scientific information. Librarians could entered the research teams at the University, supporting educational programs, promoting information literacy (ALA 2010) and are being post-graduation students in the field of their institutions. This expertise includes user education, teaching, conducting research about end user satisfaction, scientometric and bibliometric studies, assessment and use of collections, among others. In addition, prepare scientific papers in librarianship, information science and related fields. Another focus of the new trends on academic libraries is to develop permanent electronic repositories, as IFLA (2006), sometimes referred to as “safe place”. And finally, librarians need to get expertise to be curated data face the “deluge” of data. Brazilian libraries had no prominence in that both aspects, but some are already to adapt for the future, as seen in major international libraries as the National British Library (2010) with the priority on open access and maintenance. Also, as the Global Research Library 2020 - "creating a research library to preserve the past, present and curates the future". In the management of libraries work, Brazilians academic libraries join the efforts of Patch and Baughman (2010) to adopt new systems management that meet the needs of working at levels greater involvement of staff librarians.

Keywords: Information literacy, Librarians, Academic libraries, Library information services

Academic Library Cooperation and the Role of Organizational Culture: A Case Study

Dr. Octavia-Luciana Porumbeanu Madge

Lecturer, Department of Information and Communication Sciences, Faculty of Letters, University of Bucharest, Romania and Medical Doctor, Bucharest Emergency Clinic Hospital, Romania

Abstract: Recent evolutions in knowledge-based economy and information and communication technologies have led to the need for a re-thinking of libraries' policies from the perspective of cooperation. For academic libraries especially, cooperation is not something new, they have a certain experience regarding cooperation if we think at the last two decades when it could be noted a strengthening of connections and partnerships with members of faculties, informatics departments and other libraries. Cooperation needs to be directed at present to a superior level, to a new dimension which should include all types of resources and which should allow libraries to adapt to changes and respond to the challenges of the 21st century. Cooperation supposes a complex form of interaction which does not depend only on the organization, but also on the members of the organization. Organizational culture has in this way a crucial role for the success of cooperation management, and creating an organizational culture which encourages change, participation, communication, involvement and sharing should be one of the most important objectives of libraries. Starting from the traditional relations which exist among Romanian academic libraries and from recent research undertaken in order to implement the process of knowledge management in these organizations, this paper approaches organizational culture from the perspective of developing a coherent policy of cooperation and sharing at the level of the largest and oldest academic medical library in Romania.

Keywords: library cooperation, organizational culture, knowledge management, academic libraries

Adding Dramaturgy to Our Toolbox: Moving from Information Behavior to Meaning-Making

Suellen S. Adams

Adjunct Faculty University of Rhode Island, University of Texas at Austin and San Jose State University

Abstract. Everyday Life Information Seeking (ELIS), which has been applied to many situations in LIS, can be extended by the addition of the dramaturgical approach to the study of Information behavior, and particularly meaning-making. Everyday Life Information Seeking (ELIS) is a product of information science and has as its primary concern how groups of people seek information to maintain coherence within their communities whether a work community, a particular status, or any other group or understand everyday life situations and therefore attain mastery of life. As the name implies, dramaturgical analysis uses a theatrical framework to study social life. It is particularly concerned with meanings and the making of meaning. "Simply put, dramaturgy is the study of how human beings accomplish meanings in their lives." (Brissett & Edgley, 1990, p. 2) The characteristic assumption of this perspective is that both the meaning of an event and of the self are constructed by actors through social interaction. Both approaches are micro-sociological in nature but there are important differences and similarities. Dramaturgy has only rarely been employed as a method of analysis in the field of information studies. This paper will share the method and how it has been used in the past, and how it might be employed in the future in both electronic environments (as in the past) and in physical environments.

Reference: Brissett, D & Edgley, C. (1990) *Life as theatre: A dramaturgical sourcebook*. New Brunswick: AldineTransaction

Aligning Assessment Efforts with Institutional Priorities: A Case Study from the University of Tennessee

Regina Mays¹, and Teresa B. Walker²

¹ University Libraries, The University of Tennessee

²University Libraries, The University of Tennessee

Abstract. All libraries, In addition to addressing the needs of the communities they serve, all libraries, regardless of type, geographic location, or organizational structure, are accountable to an external entity. Faced with limited resources libraries have realized that their assessment efforts must be strategic and are looking for ways to identify measures and metrics of success that reflect the priorities of outside stakeholders such as funders and those who evaluate the effectiveness of the institution.

One of the goals of the Lib-Value project is designing models for responsive assessment that academic librarians can adapt and utilize at their own institutions. While calculating return on financial investment is a major component of the Lib-Value mission, management team members are also tasked with investigating less tangible measures of the value of academic libraries' contributions to their communities and society as a whole. To that end, a team of researchers at the University of Tennessee-Knoxville are developing a battery of quantitative and qualitative approaches to assessing the contributions academic libraries make through their staff, facilities, and resources, to student learning and overall success. Throughout the process we have scanned the environment in which we operate to identify key priorities of our key stakeholders, including the University's administration and governing bodies and the Tennessee state government which provides substantial funding to the University on an ongoing basis. Additionally, because institutional accreditation in the United States is managed not by the federal government but by a group of seven regional agencies, we have examined the standards of our specific agency. After collecting data from institutional planning documents, legislative action and other sources, including local news reports, we identified the following areas upon which to focus our efforts at demonstrating the Libraries' contribution to student learning:

- the work of teaching, including provision of support materials and facilities;
- the successful recruitment and enrollment of new students, and
- student success, including retention and minimizing years to graduation.

The next step in our process was to examine various data sources to establish a baseline from which we could demonstrate progress. Sources of note included the following:

- Library usage data
- Student demographic data, including measures of success prior to enrollment
- University retention and graduation rates
- Data from in-house and national surveys of student satisfaction and engagement with the learning process

In our presentation we will outline how and why we selected the specific measures and metrics we decided to utilize in our studies, and describe how the quantitative and qualitative data we collected demonstrates the UTK Libraries' contributions to the University and its larger community. While the priorities we identified are somewhat unique to our institution, in presenting this case study we hope to provide attendees with a framework for designing assessment projects that are responsive to the areas of most concern to their constituents.

Allies in information literacy (IL) education: The role of teacher-librarian in supporting resource-based school project.

¹Halida Yu and Abrizah Abdullah²

¹Faculty of Information Management, University Teknologi MARA, Shah Alam, Malaysia

²Faculty of Computer Science & Information Technology, University of Malaya, Kuala Lumpur, Malaysia

Abstract: The role of school library and the collaboration between teachers and teacher-librarian have long been advocated in IL education. While school libraries in the western countries play substantial role in supporting students learning, the role of their counterparts in developing countries such as in the South East Asian region is not fully explored. This paper looks at the investigation of how IL is integrated through resource-based school project in secondary schools in Malaysia. It examines the role of school libraries in providing learning supports such as teaching IL skills, and providing resources to students doing project work. The respondents of this qualitative case study research are five teachers and twenty five students from four selected schools in the state of Selangor, Malaysia. Findings of the study show that IL understanding among teachers and students are very low, and collaboration between teachers and teacher-librarian is very minimum. Teacher-librarians are also found not involved to help the students with their project work.

Analysis of the Participation of Bosnia and Herzegovina and Croatia in the UNESCO's Memory of the World Programme

Lejla Kodric Zaimovic¹ and Hrvoje Stancic²

¹Department of Comparative Literature and Librarianship, Faculty of Philosophy, University of Sarajevo, Bosnia and Herzegovina

²Department of Information Sciences, Faculty of Humanities and Social Sciences, University of Zagreb, Croatia

Abstract: The authors analyse the level of participation of Bosnia and Herzegovina and Croatia, countries of the so called Western Balkans, in the respectable UNESCO's Memory of the World Programme. The initial presumption is that they participate in different ways and with different intensity. Processes of nomination and registration of documentary heritage of those countries for the Memory of the World Programme depend not only on the specific social circumstances but also on the activities within local heritage communities. The authors present the level of participation of archival, library and museum materials of the two countries' heritage institutions in the Memory of the World register. The paper provides an insight in the current activities in Bosnia and Herzegovina and Croatia, based on the results of the web-based survey conducted in the two neighbouring countries checking the awareness of and participation in the UNESCO's Programme. All of the most important archival, library and museum institutions in both countries were surveyed. The results are analysed and compared on the level of each country, between the two countries, and finally in the international context, using the results of an earlier Survey on global familiarity with the Memory of the World Programme during which Bosnia and Herzegovina and Croatia were not surveyed. The authors question the reasons for (non)participation in the Programme and suggest further actions that are necessary for preservation and presentation of the documentary heritage of Bosnia and Herzegovina and Croatia, which include items important for the world heritage.

Keywords: UNESCO, Memory of the World Programme, heritage institutions, Bosnia and Herzegovina, Croatia, survey, archive, library, museum

The ANLTC Library Assistant Bursary: A survey of current relevance and alternative formats

Marie G. Cullen

Assistant Librarian, The Library, National University of Ireland Maynooth, Ireland.

Abstract. The Academic and National Library Training Cooperative (ANLTC) has established a substantial track record in Irish library staff development and training since its formation in 1995. ANLTC takes a co-operative approach to staff training in the 13 university and research libraries in Ireland, providing an annual programme of short events – generally one day – on a range of topics of interest to library staff at all grades. ANLTC aims to provide 'cost-effective training, supplementing rather than replacing institutional initiatives. While the focus of training is on ANLTC member institutions, some events which allow wider participation, such as seminars, are open to staff from all libraries.

In addition to the ongoing programme of short courses, the ANLTC also offers two biennial awards; the ANLTC/Swets Librarian Research Award and the ANLTC Library Assistant Bursary. The Bursary was launched in 1996. It is financially attractive with an award of €1,500. The submission criteria are not particularly prescriptive. Those making submissions write a 1,000 word proposal and are free to suggest the area of their professional development in which they would like to invest the award. Since the inception of the bursary application numbers have been very low, with between four and six submissions received from a pool of over 450 staff eligible in the libraries of the ANLTC member institutions.

Following a submission in 2009 to the ANLTC/Swets Librarian Research Award, I was commissioned by the ANLTC to investigate the reasons why Library Assistants and equivalent grades choose to participate or not, in the ANLTC Library Assistant Bursary and to make recommendations on the future of the bursary.

This presentation will draw on data collected from an online survey, which I designed using the Bristol Online survey tool, interviews with former winners and runners up and discussions with former participants, colleagues, reviews of other similar awards and importantly my own experience as a Bursary winner. It will review the methods, qualitative and quantitative, employed to gather data and discuss the key findings and the resulting recommendations. A number of issues were identified and recommendations for changes and improvements were suggested, to increase participation and make the format more attractive to the target group.

The report, which was the outcome of the survey, was presented to ANLTC. A sub-committee of ANLTC with a representative of Consortium of National and University Libraries (CONUL) considered the report and a new model has been developed. This will be briefly outlined.

The cross institutional nature of the Bursary appears to be unique and it is hoped that the findings and recommendations may be of value to organisations with a similar remit to the ANLTC at national and international level.

Another perspective on library use: Learning from library non-users

Michael Stöpel

The American University of Paris, 9bis, rue de Montessuy
75007 Paris, France. tél: + 33 (0)1 40 62 05 52

Abstract. The following (to present) case study takes another perspective on library use. Its approach starts from the non-user point of view and how the non-user, in need of information, conducts research. Inspired by usability studies and design development, non-user approach is commonly accepted to improve and evaluate services and products. Unfortunately, the non-user is often neglected in libraries. First, an in-class survey measured the library use/non-use in a situation of information need; second, retrospective interviews followed the non-user through their research behavior – from the topic given in class to the submission of the paper assignment. The mixing of the two methods (triangulation) and taking advantage of both methods worked well together in obtaining meaningful data and a good understanding of

today's research practice. The results focus on the 'roadblocks' in library use and point to the challenges facing libraries today.

The Application of Benchmarking in Museums as an Information and Records Centres

Berat Bir

Assoc. Prof., Mustafa Mazhar Bey cad. No:24/20 Goztepe, Istanbul, Turkey

Abstract: As a modern management technique, benchmarking is to be used in many organizations specially to evaluate and see the current situation of themselves. Thus organizations are able to understand their strengths, weaknesses, opportunities and threats. And also by taking their components or successful models as an example in benchmarking process, they will be able to innovate original strategies or methods to compete or make a demanded progress. Museums have been making such studies and practices recent years as well. In this study, the importance and role of benchmarking applications in museums will take place by giving some examples and models from the related field.

Keywords: Information and records centres, benchmarking, museums

Application of Statistical Methods in Bibliographic Structure analysis

Stanka Jovicic and Nada Arbutina

Belgrade City Library, Knez Mihailova 56, Belgrade, 11000 Serbia

Abstract: Creating of a bibliography is a very complex process. There is no doubt in the fact that the commitment, knowledge, experience, persistence and responsibility of the bibliographer extremely determine the quality of a bibliography. As these characteristics are necessary for collecting and classification of the bibliographic units, they are also very important in the making of related parts of a bibliography.

It is necessary to note in the introduction the precise volume of the bibliographic materials, intentions and methods of a creation process and all that makes a basis on which the bibliographer puts his ability to analyze all acquired knowledge. It is not, however, important just to describe the end of the road but it is also essential to describe the way which we passed on our bibliographic journey. At that point the most important work is to properly analyze the collected material. In the conclusion of the bibliography we certainly can not follow the empiricism and its view that it's important only to detect a phenomenon, but we have to process the acquired knowledge so that it can be applied in a wide range of scientific disciplines.

Theoretical works that deal with creating of related parts of a bibliography are significantly less represented than those which involve e.g. systematization and classification of units, or of the entire bibliography. This is particularly noted in the part of the bibliographic science that is essential for this work, and which is relevant for the statistical methods in the analysis of collected bibliographic records. These two approaches to the final creation of the bibliography can be theoretically viewed as general and specific duties placed in front of the bibliographer. Statistical method in the bibliography is very suitable for precise analysis of collected material, but it must be said that this method is very rarely applied. Statistics is suitable not only for placing the numbers of certain units in relation within one bibliography, but also because those numeric results can be used in other scientific purposes. Also, this method as precise and numerically expressed knowledge provides the opportunity to the bibliographer to point out certain phenomena and gives the possibility of indirect suggestions for possible solutions in the cases treated in the bibliography. Possible reasons for non-application of these methods are numerous, but certainly the key one is the fact that this theme is not enough theoretically investigated.

This paper is composed of two parts. The first one gives a view to the possible reasons for the lack of quality theoretical works which explain the necessity of the use of the statistical methods in the analysis of bibliographic materials. In the second, practical part, this paper gives a truly new and unique possibility of applying this method in the field of bibliography.

Keywords: Bibliography, bibliographical method, statistical method, following parts of the bibliography, inverse statistical approach

Application of Web 2.0 Tools in IIT (Indian Institute of Technology) AND IIM (Indian Institute of Management) Libraries of India: a study

Kiran CHOPRA

Poster

M.Phil in library Science, UGC,JRF, T.S. Central State Library, Sec-17, Chandigarh, India

Abstract. The challenges for libraries has been surmounting even after the advent of internet. Internet not only raised the awareness of information resources available around the globe, it is also responsible for easy proliferation of these. Before Internet, the library's answer to discovery of external information lay in the enforcement of resources sharing and consortia arrangements. The library was powerful and had better understanding than its uses, of useful resources for a subject. The difference in this ratio has reversed and is widening multifold. The user has a direct role to play, both in discovery and access. The user's understanding of the subject is supported by technological advances. The user is connected to explicit information through published and hosted information sources by professionals and information bodies. The user is also connected to tacit knowledge by means of people-to-people communication, now easily possible and almost unavoidable with Web 2.0. The creation and reception of information is becoming increasingly 'social' and access to resources is multiple. Libraries will now increasingly cater to User 2.0.

As it stands today, many existing studies on Web 2.0 applications in library communities concentrate on a specific aspect of Web 2.0 technology and a case study, which helps libraries to integrate that service into their digital library environments. However, there is little study that focuses on the overall development of applications of Web 2.0 among library communities. These observations, a cross-section of which Web 2.0 technologies are utilized and where, provide valuable information for libraries considering Web 2.0 tools for future strategic development.

An Approach to Decision Support System Usage for Data Storage Configuration Variant Selection

O.V.Andriichuk¹ and S.V.Kadenko¹

¹ Institute for Information Recording of the National Academy of Sciences of Ukraine, Kiev, Ukraine

Abstract Electronic record management systems (including archives and libraries) should meet a large set of requirements, which can be described by tangible and intangible criteria. If digital data storage is needed for a library/archive, its configuration should be clearly defined

at preliminary development stages. Tangible criteria can be represented quantitatively, by specific values of certain parameters. Intangible ones (reflecting, for instance, non-functional requirements) should be described by expert estimates, since there are usually no quantitative values to describe them. The paper suggests an approach to data storage configuration selection using multi-criteria decision making (MCDM) support methods, based on MoReq requirements and hierarchical storage management concept. MCDM support technology used allows selecting optimal data storage configuration, meeting both tangible and intangible requirements, in every specific case.

Keywords: data storage, configuration, decision-making, alternative, criterion, expert estimation.

Are ETextbooks Cost Effective?

Wexelbaum, Rachel; Miltenoff, Plamen; Flanders, Jo

St. Cloud State University, 720 Forth Ave S, Miller Center 204-J
St. Cloud, MN 56301, USA

Abstract: Research literature addressing eTextbooks in higher education has addressed the cost-effectiveness of eTextbooks as applied to students. A team of faculty members from a mid-size Midwestern university in the United States will explore the cost-effectiveness of eTextbooks as applied to libraries. Data collected through surveys administered to librarians in countries that use English as the language of instruction will be analyzed, and conclusions and recommendations will be presented. Factors such as licensing, access fees, VAT and government subsidies will be addressed in the study. This study will look into the possibility that cost-effectiveness should cover all stakeholders in higher education; students, librarians, faculty, and the institutions themselves

Keywords: e-Resources, e-Textbooks, eBooks, academic library, student learning, collection management, library policy, access fees

Arizona Cultural Inventory Project Usage: A Case Study

Allison Ringness

Arizona State Library, Archives, and Public Records

Abstract: The purpose of this study is to identify usage patterns of the Arizona Cultural Inventory Project (CIP), a directory of cultural institutions. The author analyzed quantitative web log statistics collected from the website over an 8-week period, and found that the website was visited 2,073 times. Furthermore, the average visitor was located in Phoenix, Arizona, and accessed the website via a desktop computer.

The author will begin with an overview of the Arizona Cultural Inventory Project, and proceed by summarizing the methodology used in this case study. The results of the study will then be presented and discussed. The author will conclude by identifying future directions for use studies of the CIP based on information gained in this case study.

Aspects of Practice: The Community-Engaged Library in Ireland and the U.S.

Teresa Hudson, Sarah Purcell and Maria Souden¹

¹University College Dublin School of Information and Library Studies, Belfield, Dublin 4, Ireland

In an age of technological advancement and economic crisis, public libraries across the globe face multiple threats, ranging from competition with Internet information provision to severe funding cuts and the risk of closure. In response, libraries are faced with new urgency in staking relevancy and addressing their changing roles (Johnson, 2010). In order to remain relevant in the face of the information age and recessionary times, the library may need to take on a more proactive role in the domain of community involvement (Johnson, 2010; McCook, 2000). One way public libraries can address issues of value, relevance and their role in their communities is by strengthening practices broadly conceived as constituting library-community engagement. Community engagement is an emergent term for a set of practices that while not completely fleshed out in the literature, are generally situated broadly within concepts of community development, partnerships, library as space, and impact measurement (Black 2011; Kranich, 2005; Willingham, 2008; Poll and Payne, 2006). This study sought to further articulate community engagement practices of U.S. public libraries while also identifying and exploring the extent and form of similar practices in Irish public libraries.

The study consisted of two phases: 1) thematic analysis of application data from 35 libraries that had been awarded the Institute of Museum and Library Studies (IMLS) Medal of Honor between 2000 and 2010, and 2) semi-structured interviews with 7 senior and frontline staff from four Irish library authorities. IMLS winners were identified as “potentially best practice libraries” by virtue of their selection for an award whose criteria emphasizes innovative community engagement and partnership. The analysis of the IMLS application data was inductively undertaken and allowed the researchers to identify themes in the approaches, activities, and philosophies that constituted community engagement. The second phase explored the salience of these themes in an Irish context. Interviews conducted with senior and frontline Irish public library staff provided an opportunity to better understand the extent and nature of community engagement in the Irish public library context and to begin to compare approaches, activities, philosophies, and challenges in the two countries.

The analysis presented in this paper provides evidence of strong themes and philosophies that guide a community-engaged ethos in both contexts. Notably, the importance of library partnerships and collaborations with other governmental agencies, community organisations, and local interest groups was emphasized in both settings as a means of maximizing stretched resources and addressing community needs from the ground up. Another key element of engagement seen in both the IMLS and Irish libraries was the need for continuous assessment of community needs and community impact in order to establish library value. In general, the IMLS libraries, reflecting a longer tradition of community engagement and arguably, a broader “community development” culture in place in the U.S., were seen to be undertaking more programmes outside of library walls and beyond traditional library remit in order to become fully engaged with the communities they served. Irish public libraries, conceivably hampered by aspects of their context such as funding mechanisms and organisational structures, tended to conceive of community engagement in terms of more traditional library outreach activities.

This research presents additional evidence that community engagement activities can be expected to become increasingly important within the changing ecology in which public libraries are striving to thrive. The findings suggest community engagement as ideologically similar yet operationally distinct in two very different cultural, social, and political contexts. In the current study, limited comparisons can be drawn between the U.S. and Irish contexts, due to distinct differences in the sampling and data collection approaches of the two phases. There is a need for additional research in both contexts that invokes a broader and more systematic identification of potentially best practice sites of community engagement. Further research with this broader array of sites would enable a continued articulation of the operational and philosophical elements that constitute community engagement. Such an

articulation would have the potential to inform and public library policies and practices regarding community engagement in both contexts.

Assessing Impact: Grey Literature and Development

Lynne Rudasill

Professor, University of Illinois Champaign Urbana, 306 ISB - MC-402, 910 S. Fifth St.,
Champaign IL, 61820, USA

Abstract: Non-governmental organizations have long been important non-state actors in the process of sustainable development. Their publications often fall under the rubric of “grey” literature - that which is not published through standard channels. This paper explores the types of information produced by these civil society organizations, the dissemination of this information, and the change in the use of this information in the scholarly research that is being done to support sustainable development.

Assessing Knowledge Management Maturity level of a university library: a case study from Sri Lanka.

Pradeepa Wijetunge PhD

Librarian, University of Peradeniya, Peradeniya, Sri Lanka

Abstract. The purpose of this paper is to present the findings of a study carried out to assess the Knowledge Management Maturity in a university library of Sri Lanka using Kruger's (2008) Knowledge Management Maturity (KMM) Model.

The base of many Knowledge Management Maturity models seems to be the Capability Maturity Model (CMM) developed by the Software Engineering Institute/ Carnegie Mellon University. But owing to limitations in the CMM many new models have been developed. One such model is the Knowledge management Maturity Model of Kruger (2008). Although Kruger and Snyman (2007) have reservations about the applicability of the model in smaller and government organisations it was selected for the study as it eliminated the drawbacks of the CMM-based models. After a pilot study the term “organisation” used in the original instrument was changed to “library” to avoid respondents misinterpreting the term “organisation” as the “parent organisation”. No other changes were made to the original instrument. Knowledge Management maturity was assessed using six aspects; 1) ICT Management, 2) Information Management, 3) Formulation of KM principles, policy and strategy, 4) Implementation of KM, 5) Ubiquitous knowledge and 6) KM growth.

The study sample consisted of the seven executives in the main Library representing the top, middle and junior management levels. Data collected were assigned numeric values according to a pre-defined format and MS Excel was used for data analysis and graphical representation. To augment and endorse the findings of the KMM assessment a SWOT analysis was also made by conducting a focus group meeting with the top and middle managers. Literature on KM applications in the universities and the organisational strategic plan was also used to support the findings.

It was established that overall levels of maturity of different aspects vary. ICT Management and Information Management received scores of 70 per cent and 69.36 per cent respectively. Yet formulation of KM principles, policy and strategy and implementation of KM gained only 48.05 per cent and 49.08 per cent respectively. While ubiquitous knowledge obtained a score of 59.77 per cent KM growth obtained a score of 14.29 per cent.

An analysis of the scores by managerial level indicated that there are variations in the perceptions of top, middle and junior management level. Librarian assigned an overall score of 63.40 per cent and ALs assigned an overall score of 58.10 while the Senior Asst. Librarians (SAL) rated it at 52.88 per cent. This indicated a 10.52 per cent variation in the score between the Librarian and SALs, although Librarian has assigned highest scores for four out of six elements. *SALs have assigned the lowest scores for three elements.* As a result a difference of 13.16 per cent in the scores for Information Management, a difference of 21.21 is in the scores for formulation of KM principles, policy and strategy and a difference of 33.33 per cent is indicated in the scores for KM growth is indicated between the Librarian's and SALs' scores.

According to Kruger's classification, case study library has entered phase two of maturity level but is not yet ready to reach phase three. These findings were further augmented by conducting a SWOT analysis of the environmental factors of the library for KM activities through a focus group meeting of the executive staff. This analysis identified that there are many institution specific strengths and opportunities which could be harnessed to improve KM maturity level.

Based on the findings of the KMM assessment and the SWOT analysis, a number of recommendations were made covering policy, strategy, education and training and infrastructure.

Keywords: Knowledge Management, Knowledge Management Maturity, Knowledge Management Maturity Models, Knowledge Management Maturity Assessment, University Library, Sri Lanka.

Assessing the impact of simulations and game-based learning for information skills training

Mr. Kefei Ou¹ Dr. Patrick Felicia² and Mr. David Kane³

¹Sc student, game-based learning group, Waterford Institute of Technology, Waterford, Ireland;

²Course leader and chief researcher, Department of computing science and game-based learning group, Waterford Institute of Technology, Waterford, Ireland;

³Librarian, Luke Wadding Library, Waterford Institute of Technology, Waterford, Ireland

Abstract: Information literacy (IL) is increasingly perceived as one of the determinant for students' academic survival; it is perceived as a vital competence to increase career prospects, partly due to the revolution of Information and Communication Technologies (ICT). Most libraries in higher education institutions have the responsibility of equipping students with IL, and strive to develop innovative approaches for the delivery of IL. On the one hand, although the impact of these novel approaches is noticeable, librarians are still facing challenges to bridge the language barrier and ease geographical constraints faced by students, to engage students in learning activities, and enable them to learn at their own pace. On the other hand, the great potential of video game for educational purpose on engaging learners, effectively delivering training, and dramatically reducing training cost has been witnessed during past decades by several researchers. As a result, this paper presents the initial stage of an 18 month experimental research project which aims to investigate the impact of simulation game for IL training in Waterford Institute of Technology. A literature review was conducted to identify current practices involving the use of simulation and games to improve IL training. The review was focused on characteristics of information skills-related learning activities, game features for engaging learning and delivering learning content, different learning styles in terms of cognitively processing information, constructivism learning theory, instructional

design theory and principles in supporting design of educational game, and engaged, motivated, immersed learning activities. This presentation will present a preliminary analysis of this review, and focus on the use 3D virtual environments and gaming technologies to improve Information Literacy training. The presentation will address how constructivism learning theories can be harnessed in virtual worlds to deliver learning content in multiple ways, strike a balance between serious and fun elements, and enable learning by doing with *just-in-time* information to facilitate acquisition of both information literacy and skills.

Keywords: information skills training, information literacy training, library game, simulation, serious game, game-based training.

Assessment of Information Literacy courses for PhD students

Angela Repanovici and Manolis Koukourakis

Prof. dr. eng. dr. marketing, Eroilor, 29, Brasov 500098, Romania

Abstract: Information literacy courses for PhD students have to be designed with new requirement of information technology. One survey was developed to doctoral school at Transilvania university of Brasov and PhD students of University Library of Crete. It was focused on information literacy and needs of PhD students, current practices and strategies on: Finding resources for your literature review and beyond, "Copy right, not copycat" - Good academic practice when writing your thesis, Keeping your research up-to-date, Getting noticed: The databases that help you choose where to publish, Citation searching, Increasing your productivity by making the most of web 2.0 tools, Measuring and Improving your research impact with bibliometrics. It will be present survey results, comparison between the two institutions and one model of curricula for information literacy course for doctoral students.

Keywords: information literacy, PhD students, citations, bibliometric, copyright.

Assessment of User Education Programmes in the University Libraries in South-East Nigeria

Dr. Anthonia Nwabueze¹, Dr. Reuben. E. Ozioko² and Dr. Uzoamaka Igwesi³

¹Department of Library and Information Science, Nnamdi Azikiwe University, Awka.

²Department of Library and Information Science, Institute of Education, University of Nigeria, Nsukka.

³Energy Research Centre Library, University of Nigeria, Nsukka.

Abstract. The paper attempts to assess user education programmes in the University Libraries in South-East Nigeria. User education programmes are planned in Universities to ease the work of Librarians and quicken the efforts of the clientele in getting and utilizing the library materials. The importance of this programme has not been felt significantly in the manner students use the library resources. This paper therefore tries to assess the programme to see how far it is being implemented in various Universities and to find out the disparities in the implementation and how the programme could be harmonized for the expected result to be achieved.

Keywords: User Education Programmes, University Libraries

Assistive Technology and Education Laboratory for Individuals with Visual Disabilities (GETEM): A case Study

Dr. Leyla Kanık

Library and Documentation Centre, Abant Izzet Baysal University, Bolu, Turkey

Abstract. Assistive Technology and Education Laboratory for Individuals with Visual Disabilities (shortly GETEM in Turkish) at the University of Bogazici is operating under the University Disability Center and is supported by University of Bogazici and outside donors. GETEM has been providing free assistive technology services for Bogazici University students with disabilities (totalling 22 students) and free online digital library services for individuals with visual disabilities in Turkey since 2006. The digital library project is aimed to reach nearly 400,000 individuals with visual disabilities as well as other types of disabilities including individuals with cerebral palsy and individuals with reading disabilities in Turkey. The services within the digital library project are also carried out by municipalities, NGOs and universities in Turkey. This study adopts the qualitative methodology and uses the case study method.

Keywords: Blind and partially sighted, Disabled people, Talking Books, Digital Library Project

Balanced Scorecard and its value to Library Management

Mrs. Banalata Das¹ and Mrs. Veena Gupta²

¹Head IRC-Mumbai Information Resource Center, Tata Consultancy Services, India.

²Deputy Head – Business Excellence, Tata Consultancy Services, India

Abstract: Most of us know right from our schooling days what a Library looks like. Lot of books on huge shelves. Total silence with people reading away to glory and making their notes. This image of library carries over to the Corporate World too. All companies have a library located in a corner loaded with books, journals pertaining to their business. At Tata Consultancy Services we transformed all that to a hub of knowledge center supporting the business groups actively. Winning deals, Customers and much more is offered by our Library. All this was possible because the team decided to adopt the balanced scorecard to manage. This paper describes how “Balanced Scorecard” can be used to transform the operating model, structure the group and provide value to all its stakeholders. When the goals are set and processes are designed in alignment, Results and success are bound to arrive in a systematic manner.

Keywords: Balanced Scorecards, Customer satisfaction, Employee Satisfaction.

A bibliometric analysis of the use of working papers by top economists

Lucy Amez

Poster

Vrije Universiteit Brussel, Pleinlaan 2, 1050 Brussel

Abstract: The procedure of academic publishing goes through different stages. Before a paper is sent to an academic journal or scientific monograph, results are presented at conferences and published as proceedings- or working papers. This scientific literature is

sometimes referred to as “grey literature” (Mili, 2000). The status of such pre-publications differs strongly from field to field. In some fields such as engineering and computer sciences, proceedings papers are considered the final product and the importance of working papers has been well established in disciplines such as economics (Zhang 2007). Because grey literature is more easily accessible through open access repositories, they serve as cases to estimate the effects of open access publishing (Frandsen 2009). The mechanism of transforming a working paper into a journal contribution was studied by Frandsen and Wouters (2009) though analyzing the successive reference lists. Overall however, there is not been much research done on the relation between first and final versions of a publication.

This paper studies the publications of top economists such as identified by the bibliographic database REPEC (Research Papers in Economics). The aim of REPEC is to enhance the dissemination of research in economics by organizing a decentralized database containing working papers, journal articles, book chapters and other publication types. The proposed research provides results and statistics on how many of the top researcher’s journal publications were preceded by one or more working papers, what the time lag is between both contributions and to what extent either the original working paper or the journal publication is cited.

Keywords: Bibliometrics, Grey Literature, Working Paper, Open Access

BIC Network of the Italian Libraries ISO 9001 Certified

Luciana Sacchetti¹ and Anna Laura Saso²

¹University of Bologna, Italy

²Library at ISPRA. Istituto Superiore per la Protezione e la Ricerca Ambientale, Rome

Abstract:

The network of the Italian libraries ISO 9001 certified (BIC) was created in 2006 with the aim to function as an opportunity of “mutual support” among those libraries that have taken the decision to start a quality management system. To have obtained an ISO 9001 certificate was mandatory to enter the network. The adoption of the ISO standard in libraries was introduced in Italy for the first time at the National Library in Florence, sustained by the vision of the former Director Ida Fontana and supported by Alessandro Sardelli as Quality Manager.

Later on, many others libraries and libraries system joined in, and the focus of BIC shifted from “mutual support” to benchmarking and cooperation. It is now a common BIC practice to exchange Audit to assess each other services, to share the best management tools and to take part to International conference. Speaking of the audit procedures that every ISO 9001 library has to plan, BIC has created a matrix to compare the assessed data.

From Trento to Sicily, from one-man library to the biggest in Italy, from Public libraries to University ones, BIC offer a lively pictures of what’s going on in Italy when the quality of services and the user’s expectations really matter.

Keywords: Quality, benchmarking, ISO 9001, BIC

Binary proposal for assessing quality of Open Access Institutional Repositories: the case of Spanish repositories

Francesc Pujol-Rusell, Cristina Vaquer, Núria Ferran

Information and Communication Sciences Department

Universitat Oberta de Catalunya Rambla del Poble Nou, 156 Barcelona, 08018 Spain

Abstracts. The reason for this study is to propose a new quantitative approach on how to assess the quality of Open Access University Institutional Repositories. The results of this new approach is tested in the Spanish University Repositories.

The assessment method is based in a binary codification of a proposal of features that objectively describes the repositories. The purposes of this method are assessing the quality and an almost automatically system for updating the data of the characteristics.

First of all a database was created with the 38 Spanish institutional repositories. The variables of analysis are presented and explained either if they are coming from bibliography or are a set of new variables. Among the characteristics analyzed are the features of the software, the services of the repository, the features of the information system, the Internet visibility and the licenses of use.

Results from Spanish universities ARE provided as a practical example of the assessment and for having a picture of the state of the development of the open access movement in Spain.

Keywords: open access, repositories, universities, assessment, quantitative

Binding descriptions within a Universal collective Catalogue

Antonio Carpallo and Esther Burgos

Complutense of Madrid, c/ SantSima Trinidad 37, Madrid 28010, Spain

Abstract: From several years ago, at the University Complutense of Madrid, there is a research group working on an idea of developing a textual and graphic contents management tool capable of bringing together bibliographic descriptions of artistic bindings from various institutions, following the same descriptive format for all of them. Such development should be carried out within a free software environment by using PHP programming language, MySQL as database system, and finally including Dublin Core (DC) descriptive metadata. This Artistic Binding Union Catalogue (CCEA), worldwide pioneer, is being developed within the objectives of several research projects: Santander/Complutense (2007-2008), Plan Nacional de I+D+I (2009-2011), Plan Nacional de I+D+I (2012-2014) and group BIBLIOPEGIA (research group on bindings and old books), and where some entities are also interested in participating such as, among others, the Spanish National Library, the Historical Library of Madrid, the Cathedral of Toledo, the Regional Library of Castilla-La Mancha, the Historic Library of the City Council of Madrid, the Library of the Royal Academy of History and the Library of El Escorial.

Keywords: Content management tools ; free software ; binding computer-based cataloguing ; research projects

British Theatre Archives: Scattered but Accessible

Amber D'Ambrosio

Graduate Student in Library and Information Studies, University at Albany, State University of New York

Abstract: Theatres are often under-funded, yet they produce a vast amount of archival material that is not limited to documents. The archival material produced by a theatre has immediate value to future performances, whether through the re-use of costumes and props, or through the analysis of stage directions and/or video recordings of previous performances. The trend in digitizing archival and special collections materials provides new opportunities for access to finding aids and collections. However, most theatre archives cannot afford to provide this level of access to their collections or even the traditional option of in person research opportunities. The focus of this study is to examine the archives of selected British theatres, theatre companies and educational/cultural organizations to determine how the archives are managed, how collections differ based on the type of

institution in which they are housed, and access to the collections. Unlike existing work on theatre archives, this research looks critically at the various manifestations of archives related to theatre and how the type of institution maintaining a collection affects its completeness, organization and accessibility.

Keywords: Theatre, Performing Arts, Archival Collections, Access, Britain

Building a Research Network in Irish Theatre History Notebooks: William J. Lawrence and the University of Cincinnati Project

Kevin Grace

University of Cincinnati, Address: Archives & Rare Books Library, P.O. Box 210112, Cincinnati, OH 45221-0113, USA

Abstract: Dublin-based Irish theatre critic William J. Lawrence (1862-1940) was a major figure in documenting the history of Irish theatre. During his lifetime, he wrote scores of reviews and articles on theatrical productions, and authored seminal biographies of actors and playwrights. However, his most important writing never reached published form. Lawrence compiled dozens of notebooks that detailed the history of Irish theatre from the 17th to the 20th centuries. With 99 of these notebooks housed at the University of Cincinnati, this paper discusses the efforts by the University of Cincinnati to digitize these notebooks, as well as to establish a research network of Lawrence holdings from such diverse places as the University of Reading, Belfast's Linen Hall Library, the University of Delaware, the National Library of Ireland, and the New York Public Library. The Lawrence Project is an attempt to build a cooperative web presence for these materials that provide a partnership of finding aids, the end result being to make available to students and scholars a body of primary research resources in both digital and analogue formats.

Keywords: Irish theatre; cooperative finding aids; web-based partnerships; rare books and manuscripts; digitization of primary sources.

Building Leaders for a Changing Environment: An Experience at the University of New Mexico Libraries

Susan Awe, Martha Bedard, Rebecca Lubas, and Frances Wilkinson

University of New Mexico

Abstract. New leadership provides a prime opportunity to assess what works well and what processes and structures need refreshing. In 2007, the University Libraries (UL) administration was aware that libraries were in flux and need to constantly discover and use new methods of engaging employees and in reality, managing employees and library work. In 2008, shortly after her arrival, the new Dean of University Libraries developed a strategy to understand the current library culture and attitude of employees by meeting individually with library faculty and staff to assess strengths and identify areas needing improvement. A structured set of four interview questions was developed, so that a clear picture of the current state of the UL and any prevailing issues could be determined. Several themes emerged:

- Many employees had worked at the UL for many years and had ingrained ideas about work culture; but in contrast, some recently hired employees in leadership positions had different ideas.
- While change was universally acknowledged to be constant, employees had a strong desire for clear expectations.
- Employees expressed a need for well-trained supervisors with shared values and goals.

- Both supervisors and staff found the performance review process inconsistently applied and frustrating.
- The reorganization implemented the year prior to the new dean's arrival had unintended consequences.
- Communication throughout the UL needed improvement.

However, the UL really needed leaders, as well as managers and supervisors. The Dean and her advisors concluded that the themes could be addressed with a strong leadership program based on team building. A common experience to tie together differing skills, backgrounds, and immediate daily work of faculty and staff with the over-arching goals of the UL was needed.

The result was a "Leadership Academy" for library managers and supervisors. The UL administration took their vision to the University of New Mexico's Employee & Organization Development group to create a comprehensive leadership development program to solidify and enhance the skills of both new and experienced managers. The curriculum for the leadership academy offered processes, techniques, and skill building that could be used in any library department, committee, or work group.

The Leadership Academy consisted of 38-hours of bi-weekly workshops, taught during the spring semester of 2009. Topics included team efficacy, communication, performance coaching, the performance review process, leading a multi-generation workforce, respecting diversity, recruitment and hiring techniques, disciplinary performance management, ethical practice, and building an environment of customer service. Three additional optional online workshops were also offered as part of the program. Workshops on new topics and refresher courses are offered annually and have included: confidentiality vs. transparency, running more effective meetings, evidence-based librarianship, and outcomes assessment.

Participant evaluations after the initial Leadership Academy series indicated that it was well-received. The evaluations found that managers had begun thinking of ways and using new ways to bring disengaged and unproductive employees onto new teams and working on new projects across departments. Leaders and managers were helping employees deal directly with change in the library world as it related to their everyday work.

Even the managers, who initially had concerns about setting aside so much time to participate in the Academy, appreciated getting to know their peers better, utilized new ideas, and evaluated the program highly. Two years later, the UL is continuing to enjoy the benefits of this effort. And new hires, whether staff, faculty, or team leaders, now receive a more consistent message about the UL's goals, strategies, and values from their first week on the job.

Bulgarian Vision of Today's Reference Librarians **Tania Todorova**

Associate Professor, PhD – State University of Library Studies and Information Technologies, Sofia, Bulgaria.

Abstract. The public, social, economic and technological changes in Bulgaria after 1990 have a vital effect on the functioning, the social role and the whole state of the system of university libraries. These changes had reflected variously in the work of the individual libraries and did not allow their synchronized development. The entering of the new information and communication technologies also exerts great influence on their activity. Nowadays the university libraries in Bulgaria are in a different stage of automation of the library-information processes, in a various stage of technological provision, of completeness and richness of the library funds, in the qualification of the library staff (especially reference librarians) etc.

This presentation will focus on the following main points:

- Short review of the system of Bulgarian academic libraries; resume of the new priorities in their work in response to European Union policy in higher education and for mobilizing science knowledge and policy for sustainable development;
- Brief summary of the role of the Bulgarian library associations - Bulgarian Library and Information Association (BLIA), Association of University Libraries (AUL) and other library consortia - Bulgarian Information Consortium (BIC) and National Academic Library and Information System (NALIS), in accordance to create a new generation of LIS professionals;
- Findings of a survey carried out in Bulgaria on academic reference librarians will be presented. The results will be compared with the current curricula of LIS departments in the country academic education. The main goal is to accumulate the theoretical and practical basis on which universities will make updates to existing curricula and textbooks.

In the paper is putting accent of the importance of library education and library associations for the preparation of librarians and information specialists on basic requirements for modern library operations. Application of new forms of building skills and continuing education, as well as exchange of ideas and creative collaboration between library education and library practice is a key point in reinventing the new core competencies of the academic reference librarians in accordance with changes in the new information environment.

Keywords: Academic reference librarians, reference competencies, LIS curricula in Bulgaria, library associations.

The CARPET Project

Dennis Zielke¹ and Felix Schüle²

¹ Humboldt-Universität zu Berlin; Computer- und Medienservice; Elektronisches Publizieren; Rudower Chaussee 26; 12489 Berlin, Germany

² Max Planck Digital Library; Amalienstrasse 33; 80799 Munich, Germany

Abstract: During the last decade the Open Access movement has rapidly grown and many scientific libraries around Europe and the world have set up the enabling technologies for the successful implementation of the open access strategy in their institutions. But ongoing developments are forcing the libraries to constantly work on their repositories or e-Journal-systems and there are still many institutions looking for support to set up their system. The mutual assistance among the community has become an important factor for the efficient implementation of an e-publishing process, but there was no central location for information and communication.

On the other side many projects have been developing e-publishing software solutions under open source licenses. After the end of the project are these solutions often hard to find. Many projects have been working on similar problems without knowing about the work of the other project. Developers needed a location to communicate among each other and to present their results even beyond the end of their project.

The Information platform CARPET (Community for Academic Reviewing, Publishing and Editorial Technology) was set up to fill these gaps and offers today a great value for the e-publishing community: Information about software and services as well about the e-publishing process in general are collected at a central location. The communication between developers and users is supported by a free and open forum and news service. CARPET helps to avoid duplicate developments and promotes the sustainable use of existing projects. CARPET is a cooperation between the Humboldt University zu Berlin, the Göttingen State and University Library and the Max Planck Digital Library, supported by the German Research Foundation (DFG).

The CARPET-team will present in their talk the four main sections of the information platform (catalogue, forum, knowledge base and news service). Further they will illustrate the advantages and the goals of CARPET to the audience.

Keywords: e-publishing, technology, software, projects, information platform, catalogue

Case law as a source of information

Honorata Zarebska

University of Silesia, Instytut Bibliotekoznawstwa i Informacji Naukowej Plac Sejmu, 40-032 Katowice, Poland

Abstract: Case law research is a part of legal research, the process of identifying and retrieving information necessary to support legal decision-making. Nowadays it refers to work in an electronic environment and in use of specialized databases. It can be performed by anyone with a need for legal information - lawyers, law librarians and common citizens. Case law research depends on country and its legal culture. There are apparent differences in retrieving information in civil law system and common law system. These differences relate to used information retrieval solutions and kind of collected information resources.

Keywords: case law, legal research, legal information, information science

A Case Study of Management Challenges arising from the Restructuring Process in Kildare County Council Library and Arts Services (KLAS)

Anna Cooper, Claire Naughton, Cecilia West First Name: West

MLIS Student, University College Dublin, 108 Clonard Drive, Sandyford, Dublin 16, Ireland

Abstract: The focus of this research was to analyse the restructuring process that Kildare County Council Library and Arts Services (KLAS) undertook during the last twelve months. The research looked at the structures that were in place before the restructuring process took place, how the management team led the process and how the staff engaged with it. The research discusses what the outcomes of the process were, what key lessons can be taken from the case study and what recommendations could be suggested for continued improvement.

Methodology: A qualitative approach was identified as the most appropriate methodology to gather information for the purposes of this study. A three-pronged approach to data collection was used: face-to-face interviews with senior staff within the organisation; a semi-structured focus group with three branch members (from different branches and at different levels) and a review of all reports and documentation produced by the library in the lead up to, and during the process itself. The data was transcribed manually and thematically coded.

Outcomes / Results: The results of the research indicate that the manner in which the process was rolled out and managed by the senior management staff has resulted in many positive changes in the service structure and delivery. Having 72 to 52, the Kildare County Library and Arts Service was still able to: increase opening times in certain circumstances; provide Saturday opening hours; tailor their services to meet the needs of their users more adequately; increase membership; maintain their book budget and open a new library branch in 2011.

The research found that both positive organisational culture and strong strategic management planning contributed to the primarily positive outcomes of the restructuring process.

Areas for future Research: Some possible areas for further study include more in-depth analysis of the impacts on regular library users and frontline staff.

Keywords: Change management, strategic planning, library services

Changing Malaysians' Reading Attitudes, Behaviour and Activities: Effects of Reading Campaign

Mad Khir Johari Abdullah Sani, Noor Zaidi Sahid, Mohd Zailan Endin, Jamiah Sham Baba

Affiliation Faculty of Information Management, Universiti Teknologi MARA

In 1995 to 2009, the National Library of Malaysia (NLM) carried out a targeted media campaign in Malaysia to promote behavioral change towards reading activities and to encourage reading habits among Malaysians. To evaluate the coverage and impact of the campaign, the researchers designed and implemented a cross-sectional study using a simple random sampling. A total of 902 individuals between the ages of 13 and 55 were surveyed. The questionnaire used in this study had high validity and reliability based on the use of variables and questions that had gone through a pre-test and pilot study. A statistical reliability test of the questionnaire showed that the Cronbach Alpha is in the range of 0.72 - 0.85, which is highly reliable. More than 80% of the respondents received the campaign and 60% remembered one or more campaign messages through different media. It is also revealed that 85% of the respondents who had seen, heard or known about the campaign claimed they have a positive attitude towards reading as suggested by the campaign messages. A multivariate model exhibits that among those who were shown the reading campaign, 83% informed being committed to change their reading behavior compared to 71% of those who were not exposed to the campaign ($p < .001$). Among those who recalled the campaign messages, 87% attempted to change their attitude towards library use compared to 46% of those who had no message recall ($p < .001$). Success in changing behavior is significantly higher among those with message recall (83.8%) than those without (56.8%, $p < .001$). As a mechanism to know the society's views and suggestions, this study has shown 85% of the respondents agreed that this campaign should be continued. However, the participation of various social institutions should be considered to ensure optimum effectiveness. The study proved that the reading campaign has contributed to individual who intends to change behavior and attitude towards reading activities and library usage.

Keyword: Reading campaign, Reading Behaviour, Reading Attitudes, Media Campaign, Malaysia

Citation Analysis in the Business Dicipines

Leslie Farison

Appalachian State University, 218 College St, Boone, NC 29608, North Carolina, USA

Abstract: Like most academic organizations, business schools evaluate faculty publication records, especially for the promotion and tenure decision, by comparing the quality and quantity of a candidate's research with those of peers. One of the ways to demonstrate a researcher's impact in a field is to conduct a citation analysis. Citations are the formal, explicit linkages between scholarly works that have particular points in common. Citation analysis is a way to analyze references cited in scholarly publications. Theoretically, the more a work is accessed, read and used, the more the research contributes to the field. The faculty member's goal in conducting a citation analysis is to present a compelling case for the research impact of their scholarly work.

One advantage that citation analysis has over other bibliographic metrics is that the total number of such expressions is a fairly objective measure of the material's importance to current research. Another advantage is that citation analysis looks at the article or publication itself and not the container in which it is published.

Business faculty are frequently frustrated that their publication is in a journal or book or conference proceeding that is not included in the traditional citation index products like Thompson's ISI Web of Science or Elsevier's SCOPUS product. All sources miss some citations but using Google Scholar often results in more comprehensive coverage in disciplines not well covered in ISI or SCOPUS such as most business disciplines.

The tremendous scope of new scholarly archives like Google Scholar makes it possible to freely access citation data for millions of publications and authors. Google Scholar covers a huge number of documents by crawling the web automatically in the same manner as a web browser and includes the papers from several digital libraries, as well. Google Scholar automatically extracts the bibliographic data from the reference sections of the documents and determines citation counts for full text documents and abstracts in its collections. The results of a search are typically sorted by the total number citations from high to low with the most cited publications appearing first.

This workshop/paper examines the capabilities and problems associated with various products and methods that can be used for citation analysis in the business disciplines and looks at the strengths and limitations of using Google Scholar as a citation tool. The workshop/paper concludes that since all sources miss some citations faculty should not rely solely on one source and that the most comprehensive results are achieved by consulting multiple sources. Additionally, the recommended best practice is for faculty to maintain a continuously updated lifetime citation record file of citations as they are discovered.

Keywords: Bibliographic citation, citation analysis, forward linking, research quality, faculty research, business schools

Citation-Based Document Categorization: an approach using Artificial Neural Networks

Magali Rezende Gouvêa Meireles¹ and Beatriz Valadares Cendón²

¹Associate Professor, Institute of Mathematical Sciences and Informatics, Pontific Catholic University of Minas Gerais

²Associate Professor, School of Information Science, Federal University of Minas Gerais

Abstract: The automatic organization of large collections of documents becomes more important with the growth of the amount of information available in digital form. This study contributes to this issue evaluating the use of Artificial Neural Networks (ANNs) to automatically categorize documents through the analysis of the references cited in these documents. The article describes the method developed to generate clusters of documents based on bibliometric concepts. The method is grounded on the premise that the presence of common citations is indicative of relationships among documents and thus publications are categorized using citations as the main input information. ANNs are typically used to solve problems related to approximation, prediction, classification, categorization and optimization. Many of the experiments reported in the literature describe the use of SOM networks, Self Organizing Maps, in the organization of documents for information retrieval. SOM networks are used in this work in order to categorize documents in a test database. In this categorization process, the semantic relationships among documents are defined not by the identification of terms in common, but by the presence of common cited references and their years of publication. After validation of the method, through the use of a prototype, a database was created, containing the references cited in 200 articles published in the IEEE Transactions on Neural Networks Journal, between years of 2001 and 2010. The publications were categorized by the ANN and presented in groups organized by their common citations. The results obtained show that the ANN successfully identified clusters of authors and texts, through their cited references. These clusters, formed through automatic classification of documents, evidence the existence of semantic relationships between the documents. They can be useful, for example, to automatically identify groups of researchers working in related fields or for identifying research trends in specific domains of knowledge. Another application would be in the process of information retrieval, where they could assist users in the development or reformulation of their queries.

Keywords: Bibliometrics; Document Clustering; Information Science; Classification; Information Retrieval Systems; Artificial Neural Networks

Cloud Libraries: A Novel Application of Cloud Computing

Hasan Jamal Abidi¹ and Faiz Abidi²

¹Dr. Zakir Husain Library, Jamia Millia Islamia University, New Delhi, India.

²Faculty of Engineering and Technology, Jamia Millia Islamia University, New Delhi, India.

Abstract: Libraries all over the world suffer from common problems like flexibility associated with the digital data, lower levels of efficiency, and huge costs involved in managing the entire IT infrastructure themselves. Few options are available when it comes to collaborating with other libraries as well which is the prime reason for subordinate levels of efficiency. Cloud computing would help us in bridging the gap between digital libraries and IT. Sharing of data among the libraries will in principle reduce the overall cost and increase the efficiency. Capital expenditure done on infrastructure will be chiefly converted into operational expenditure. It will also enhance the users' experience and will help in making the libraries a lot more scalable.

Co-authorship networks of scientific elite: case study of information science in Croatia

Dr Đilda Pečarić and Prof. Dr. Miroslav Tudman

The University of Zagreb, Faculty of Humanities and Social Sciences, Department of Information Sciences, Ivana Lučića 3, 10000 Zagreb, Croatia

Abstract: Relatively small number of scientists receives large number of citations. Researches of most cited authors who form scientific elite are often. What is rare are researches of co-authorship of most cited authors. In this paper we research co-authorship networks of most cited authors in information science in Croatia. Overview of social characteristics of co-authorship networks or whether authors and co-authors belong to the university or research institute is given. Also, position of most cited authors in co-authorship networks is researched: a) order of co-authors and their position in the scientific elite according to time periods; b) the institutional affiliation; c) international collaboration. We try to use bibliometric methods for detecting, identifying and visualizing social, institutional and intellectual networks and impact of scientific elite.

Keywords: Co-Authorship Network, Scientific Elite, Scientific Collaboration, Information Science, Citations, Bibliometric Analysis.

Collaboration on Academic Research Support among Five African Universities

¹Ubogu, F. N. and ²Van den Heever, M.

¹University Librarian, University of the Witwatersrand Library, Johannesburg, South Africa.

²Principal Research Librarian, University of the Witwatersrand Library, Johannesburg, South Africa.

Abstract. This paper reports on an initiative, funded by Carnegie Corporation of New York, to provide five universities in three African countries with essential modern web-based research performance measurement tools. The strategic objectives of the project are to develop and strengthen institutional research performance; strengthen and improve research management processes; allow the participating universities to identify research strengths and weaknesses in specific faculties, schools and disciplines and to determine research priorities; assist participating universities in identifying regional and international research

collaborators, identifying areas of research investment and funding, strategic planning, benchmarking, and assessing researchers for tenure and recruitment.

The vendors of InCites and SciVal were invited to a one day meeting and were required to address some broad functional areas of research performance measurement. The vendors also provided trial access to the tools to enable the universities to undertake individual evaluations in their institutions.

The project so far has shown new dynamics among different stakeholders in some of the participating universities. The process of assessing the research performance measurement tool brought together academics, staff of the research office and librarians. At this early stage, it is evident that the project represents a high level opportunity for librarians to add value and reinforce their role in the university's research life cycle, acquire new skills and forge collaborative relationships with academics, postgraduates, researchers and institutional research support entities.

Keywords: Research support, Collaboration, Africa, Research performance, Research evaluation, Academic libraries.

Collaborative Research in Economics in Pakistan: A Case of Pakistan Development Review Literature from 1973 to 2009

Sajjad Ullah Jan & Dr. Prof. Mumtaz A. Anwar

University of the Punjab, Mohalla Mirzagan, Tehsil and District Charsadda, Khyber Pakhtunkhwa, Pakistan

Abstract: By using bibliometric techniques patterns of collaborative authorship; extent of international research collaboration; and degree of research collaboration are determined in the field of economics in Pakistan. The sample of the study was the literature of the journal Pakistan Development Review published during the period 1973-2009. It is an international economics journal regularly publishing by Pakistan Institute of Development Economics since 1958.

Simple bibliometric techniques of analysis were used in the study. The analyzed data revealed that there are 44.50 percent papers appeared as the result of collaborative efforts and 55.50 percent papers as the result of solo writing during 1973-2009. Out of the 1627 articles two-authored and three-authored articles are accounted 32.04 percent and 10.57 percent respectively. On average there are 1.60 authors per article. A strong international collaboration is observed between Pakistan and USA with 22.34 percent of the total internationally collaborative works. The volume of collaboration between Pakistan and Canada; Pakistan and UK; and Pakistan and Australia is 20.21 percent; 9.57 percent and 5.32 percent respectively. The degree of collaboration is 0.44 as whole and the years-wise calculated degree ranged between 0.13 and 0.76. The year 2009 was most productive year in terms of collaborative research.

Keywords: Bibliometrics; Scientometrics; Collaborative Research

Communicating Effectively in Rapidly Changing Times

Anne Marie Casey

Hunt Library, Embry-Riddle Aeronautical University, Daytona Beach, Florida, USA

Abstract: The Great Recession of 2007-2009 caused major changes to the finances of higher education institutions throughout the world. Many public colleges and universities in the United States, which rely on government support to some degree, have experienced severe appropriations shortfalls in the wake of the global economic downturn. As a result, higher education administrators have struggled to find new sources of revenue and have had to make

difficult reductions over several years to departments and divisions within their organizations, including libraries.

Academic libraries in many U.S. colleges and universities have absorbed reductions that forced rapid changes, including the elimination of positions, the cancellation of subscriptions, and the inability to replace technology, as well as the reduction of hours of opening. Alterations such as these affect all stakeholders -- students, faculty, institutional administrators, members of the community, and library employees. In addition, these changes are often viewed only in the negative and, as such, have the potential to alienate constituents who neither understand what is happening nor believe they have a voice in how it occurs. Library administrators, who communicate effectively with internal and external stakeholders, both in seeking their input and informing them in a timely manner, during times of rapid and possible disruptive change, may create a culture of trust and understanding that eases the negative consequences for constituents of the library. They may also receive ideas from stakeholder groups that enable them to innovate as well as to maintain or increase the library's relevance to its institution throughout the period of change.

This session reports on a multiple case study conducted among three academic institutions in the United States in 2010, in which the libraries experienced rapid change, primarily due to severe and recurring budget reductions. Each case study consisted of personal interviews with key leaders on campus and in the library, focus group interviews with library personnel, and a content analysis of relevant documents. Data from each of the cases reveal a commitment on the part of library leaders to inform stakeholders and seek feedback regularly and in a timely manner, which contributes to cultures of trust and well-being in the opinions of interview participants. Insights offered by this qualitative study may prove valuable to library leaders who are managing in a time of rapid, externally-imposed change and wish to maintain a positive direction for their organizations.

Community Users in Academic Libraries and Fund-raising: Data-Mining for Fund-raising

Wanda V. Dole¹ and J. B. Hill

¹Dean, Ottenheimer Library, University of Arkansas at Little Rock

²Director of Public Services, Ottenheimer Library, University of Arkansas at Little Rock

Abstract. As a public, metropolitan university with a student population of approximately 13,000, the University of Arkansas at Little Rock has accepted a leadership role in the community and is committed to improving and enhancing the livelihood, viability and progress of Little Rock, Central Arkansas and particularly the University District (i.e. the neighborhoods surrounding the university). As a participant in the university's outreach efforts, the Ottenheimer Library made a conscious decision in 2007 to extend generous library privileges gratis to members of community as a gesture of good will and a tool for fund-raising. Privileges include Internet access, the ability to borrow items (in all formats) from the circulating collection, as well as use electronic resources, reference materials, and other non-circulating materials within the library.

An earlier study (Dole and Hill 2011) examined user records from the integrated library system and the computer logon/print management system to identify community users and the results of the Ottenheimer Library's discontinuing fees for access to library collections and services. The study found that discontinuing fees and liberalizing circulation policies significantly increased the number of community borrowers. A 2010 study examined community users' needs and expectations. Users overwhelmingly said that they valued the services the Library extended to them: many users said they were more likely to attend the

university or support legislation to aid higher education. Some even said that were more likely to donate money to the Library or University.

This study examines whether there is correlation between community users' receiving library privileges and donating money. DESCRIBE the process here.

Research Limitations or Implications. This paper reports the data from one academic library. The results of the study of UALR community users may or may not be generalizable to all academic libraries.

Comparative Evaluation of Three Semantic Distance Metrics and Implications for Their Use in Semantic Search

Denise A. D. Bedford¹ and Karen F. Gracy²

¹Goodyear Professor of Knowledge Management, Information Architecture and Knowledge Management, Kent State University

²Assistant Professor, School of Library and Information Science, Kent State University

Abstract. Semantic relatedness is an important measure for search functionality and design in the 21st century. We envision that a 21st century search system should be able to accept as a “query” a sample document or object – and return results which are “like this” or “related.” Today, search systems that suggest “related results” do so based on the similarity of values in defined properties or bibliographic fields (e.g., faceted search using metadata values) or on high co-occurrence rates of query terms and full-text indexes. For search systems to be able to support this capability in the future, there must be a reliable mechanism for semantically identifying facets and values in the query document, and for calculating the semantic relatedness or similarity to other documents. The literature is rich with reports of semantic relatedness and similarity measures such as those by Budanitsky and Hirst (1999), Rada et al (1989), Hirst and St.-Onge (1998), Sussna (1993), Leacock and Chodory (1998) and Agirre and Finlay (1997). Among the measures discussed, semantic distance appears to hold the greatest promise for this future search capability. Semantic relatedness is a concept that has been treated in philosophy, psychology, artificial intelligence and computational linguistics. This research approaches the concept of semantic distance from the computational linguistics and semantic analysis perspective, e.g., the degree of similarity or relatedness of two lexemes in a lexical resource. Semantic distance provides a more practical and quantitative approach to defining “similarity.” In addition, this research expands the definition of a lexical resource to include: full text and text corpus, knowledge organization systems, and metadata structures for documents.

While the literature is rich in discussions of examples and applications of semantic distance measures, a comparative evaluation of those measures against a controlled set of lexical resources is lacking. The purpose of this research is to explore which semantic distance metrics might be most effective, depending on the context and semantic capabilities available. The research reported by the authors compares the performance of three types of semantic distance measures in a controlled environment. The three types of semantic distance metrics include: (1) quantitative translation and interpretation of ANSI/NISO 739.19 standard thesaurus relationships; (2) stochastic co-occurrence of concepts in text corpus; and (3) concept networks constructed from conceptual indexing terms. The three types of measures support evaluation in three important evaluative contexts: (1) metrics implemented in knowledge organization systems (i.e., thesauri, subject headings, taxonomies); (2) full text corpus; and (3) faceted metadata and property structures. This research builds upon the research that was reported at QQML 2011 but expands it to consider semantic distance among the two knowledge organization systems used (Library of Congress Subject Headings, World

Bank Thesaurus), text analysis of the corpus of full-text documents, and the paired-faceted metadata created for the controlled set. The sample data set is updated to include new content added to the World Bank's Document and Reports repository and cataloged in WorldCat.

Comparison between participative and non-participative education of library science and informatics university students in Iran

Zahra Abazari¹, Fahimeh Babalhavaeji¹ and Leila Nemati Anaraki²

¹ PhD of library and information science and faculty member of Islamic Azad university, Tehran North Branch, Iran

² PhD student and Young Researchers club, Science and Research Branch, Islamic Azad University, Tehran, Iran

Abstract. This research aims to Comparison between participative and non-participative education of library science and informatics university students in Iran.

Research methodology: The research method is a survey-analytical and its nature is applied. To collect data, was used Questionnaires were developed and distributed among students of state universities in the city of Tehran (174 students) and Payam Noor University of capital cities of provinces of Iran (261 students), making total 435 students. The questionnaires distributed between participative students and non-participative students. Descriptive statistical methods, the T-inductive statistics, Freedman and Speerman Correlation Coefficient methods were used to analyze the data and K-2 tests were applied in the agreed tables to study the relationship between variables. To analyze data, SPSS statistical software was used.

Findings. Less than half of students in Payam Noor University (44.4 percent) are satisfied with their educational method; however, this number in state universities is 69 percent. At Payam Noor University, 54.5 percent of non-participative students show dissatisfaction of the consultation and teaching of their professors, 49 percent from function of educational staff, 47.6 percent of lack of audio-visual facilities, 44.8 percent from educational planning, 37.2 percent from unsuitable educational spaces, 35.9 percent from improper library services and educational resources and textbooks. On the other hand, in state universities of Tehran, 59.3 percent expressed dissatisfaction from the consultation and education methods of professors, 57.4 percent from educational planning, 48.1 percent from function of educational staff and less number of participative students stated dissatisfaction from welfare facilities. The dominant media in both educational systems was printed sources. Degree of satisfaction of professors' abilities in teaching was average in both educational systems; however, professors in state universities made more use of educational technologies than Payam Noor University. Degree of non-participative students' professors from technologies was 2.03 and professors of participative students were 2.7.

Conclusion: The results show that degree of satisfaction of participative students from their education method was more than non-participative students (Payam Noor). Making use of educational technology and educational materials as well as facilities and equipments could be effective in improving degree of satisfaction felt by Payam Noor university students.

Keywords: Participative education, non-participative education, students of library and information science

Sirje Virkus

Lecturer, Tallinn University, Institute of Information Studies, Tallinn, Estonia.

Abstract. The need for effective functioning in the knowledge society, and to cope with continuous social, economic and technological changes, has caused a wide debate about what competencies are needed for successful life and work in the 21st century (OECD, 2001). At the European and transnational level several organisations and projects have attempted to define the necessary competencies for the knowledge society. For example, within the project of the Organisation for Economic Co-operation and Development (OECD) *Definition and Selection of Competencies* (DeSeCo) three broad categories of key competencies were developed: functioning in socially heterogeneous groups, acting autonomously and using tools interactively. Competencies have been defined and selected from the vantage of their contribution to sustainable development, social welfare, cohesion and justice, as well as personal well-being (OECD, 2005).

The European Council and the European Parliament adopted, at the end of 2006, a European framework for key competences for lifelong learning. The Framework identifies and defines, for the first time at the European level, the key competences that citizens require for their personal fulfilment, social inclusion, active citizenship and employability in our knowledge-based society. The framework includes competences in 'traditional' subjects, such as mother tongue literacy, numeracy, and knowledge of foreign languages, science and technology. But it also covers other competencies, such as learning to learn, digital competence, social and civic competences, initiative taking, entrepreneurship, cultural awareness and self-expression (European Commission, 2007). The project *Tuning Educational Structures in Europe* (TUNING) which aimed to link the political objectives of the Bologna Process and at a later stage the Lisbon Strategy to the higher education (HE) sector distinguishes generic and subject specific competences. Three types of generic competences are categorized as follows: instrumental competences, interpersonal competences and systematic competences (Tuning, 2009).

Changes in HE, the new student-centred paradigm, new learning and teaching approaches and the rapid development of ICTs have called for changes in academic libraries and the competencies of academic librarians. Recently, the ACRL Research, Planning and Review Committee developed a list of the top ten trends that are affecting academic libraries now and in the near future: (a) academic library collection growth is driven by patron demand and will include new resource types, (b) budget challenges will continue and libraries will evolve as a result, (c) changes in HE will require that librarians possess diverse skill sets, (d) demands for accountability and assessment will increase, (e) digitisation of unique library collections will increase and require a larger share of resources, (f) explosive growth of mobile devices and applications will drive new services, (g) increased collaboration will expand the role of the library within the institution and beyond, (h) libraries will continue to lead efforts to develop scholarly communication and intellectual property services, (i) technology will continue to change services and required skills, and (j) the definition of the library will change as physical space is repurposed and virtual space expands (ACRL, 2010).

In this paper, findings of a survey on the competencies required by academic reference librarians to work in the modern environment in Estonia will be presented. The findings of this survey are analyzed in relation to literature review.

Keywords: Competencies, reference librarians, academic librarians, Estonia

A Conceptual Model of Customer-Driven Business Information Provision for the Public Sector

Noor Zaidi Sahid and Siti Arpah Noordin

Faculty of Information Management, Universiti Teknologi MARA, Malaysia

Abstract: The growing focus on the customer satisfaction, forces business information providers to redesign their service to be more customer-driven. Although customer-driven has become popular in information services since 1980, the focus is directed to the total quality and marketing concept. In addition, most studies have been done to the private sector only. This paper proposes a customer-driven business's information's provision model for the public sector which employs two dimensions:

1) Customer-driven service design and management, 2) organizational constraints and, 3) customer satisfaction. This model has been developed according to the perspective of business information providers in the public sector. Aided by in-depth focus-group interviews, the customer-driven activities and practices identified at the agency resource centres examined empirically. This variable is important to investigate what and how the customer-driven information provision's concepts established.

Keywords: customer-driven, information provision, business information, public sector

A Conceptual Research Framework for Rural Library in the Development of Information Society

Norshila Shaifuddin, Associate Prof. Dr. Mohd Sharif Mohd Saad, Wan Norhaliza Wan Mokhtar

Faculty of Information Management, University Technology Mara, Malaysia

Abstracts. The purpose of this paper is to propose a conceptual research framework for rural library in the development of information society. A range of relevant literature and existing models are explored and a conceptual model is proposed and discussed. The proposed framework intends to add to the understanding of the roles and factors that influence the rural libraries in the creation of information society from the perspectives of experts in library and information science. The paper considers a Delphi technique to examine the identified roles and factors for rural libraries in developing information society. It is suggested rural libraries play their own unique role in developing information society. It is also allows the understanding of the relationships with various influencing factors that enable rural library to develop information society. This paper can help rural library managers to understand how rural library develops information society in respect of every dimension. The proposed conceptual research framework is an original, complete model that will contribute towards the enrichment of the relevant literature. The paper begins to develop a framework for considering rural libraries in the context of information society development and aims to further one's understanding of roles and factors of the rural library to create and sustain information societies from the Delphi expert panels. It is hoped that the paper will provide a framework for researchers to conduct discussions on creating information societies.

Keywords: Rural Library, Information Society, Rural Community, Information Communication Technology, Information Society Development

Connecting theory, research and practice: Student's projects in masters LIS programme

Ladislava Sucha, Michal Lorenz

Devision of Library and Information Science, Faculty of Arts, Masaryk Un, Arna Novaka 1, Brno, 60200 Czech Republic

Abstract: The presentation aims to provide an example of teaching various research methods and their use in practice. Master students at the Masaryk University are working on their own

two- or three-semester projects connected to practice. As a part of these projects, students are using research in many ways - from gathering information about the field of their interest to the project impact evaluation. The presentation will show some examples of students' projects and connected research.

Contemporary tendencies in Serbian academic librarianship with special emphasis on cataloguing and classifying library materials

Vesna Župan

The „Svetozar Marković“ University Library, Belgrade, Republic of Serbia

Abstract. Academic librarianship of Serbia is being developed gradually. Followed by many problems which are permanently present, it recognizes its' interests in the modern scientific and technical environment. This librarianship is oriented towards its' users e.g. internal and external readers. Although marketing is indispensable, it is being implemented just from time to time without an accurate strategy which would be followed by some alternative solutions in the academic libraries of Serbia.

Normative acts determine the tasks of libraries, their departments and the employed very clearly. However, the implementation of marketing orientation would be very useful in all the segments of library activity. Although all the academic libraries do not have identical dimensions, tasks and users, marketing as an orientation would promote their service quality. It is possible to realize sustainable development in the field of librarianship and informatics if focusing on the end user exists as a permanent orientation.

There is a strong tendency in the academic librarianship of Serbia to respect and implement internationally accepted standards. Librarians follow the activities of ISO. Technical bases of work are being adjusted to world standards. Modern tendencies impose the creation of institutional repositories in the context of present technical, financial and space conditions. Library staff relies on professional system of training particularly in the field of cataloguing and classifying monographies, periodicals and articles.

Information literacy becomes a precondition of an intellectual freedom. The number of PC-s in households increased remarkably from 2001 until today. It is not amazing because the prices of PC-s on the market decreased and the quality of this equipment increased. New generations of PC-s are the object of sale in the department stores of technical goods. Globalising is intensified. It includes individuals and institutions in almost all professional fields.

Librarians, associations of libraries as well as academic journals point out the indispensability of developing information literacy, electronic resources and digital libraries. The role of the National Library of Serbia stays extremely important for the improvement of collaboration among academic librarians and for the promotion of professional work. An electronic catalogue is the face of each library towards the world. Therefore this paper will point out the actual situation in cataloguing and classifying library materials in Serbian academic environment.

Keywords: Academic librarianship, Serbia, cataloguing, classifying, library materials.

Contributions from Multimodality for a Customer Service Support: the Virtual Health Library Strategy

Eduardo da Silva Alentejo, Cláudio Gottschalg-Duque

Universidade de Brasília

Abstract: It studies Customer Service Support (CSS) based on the model of the Virtual Health Library (VHL), considering multimodality's attributes. VHL provides health information in digital spaces to Latin American and Caribbean. CSS is nonexistent in VHL.

Its creation is a VHL strategy to improve its communication model. This study questions how multimodal approach interacts with usability and with communicative elements? It aims to discuss through qualitative exploratory research the importance of CSS services in the VHL's purpose in terms of use and usability in digital library focused in a customer service quality approach through literature review. It concludes that the dispersion of communicative modes refers to the usability of the system being controlled by the balance between the multimodal elements to develop CSS for VHL.

Keywords: Virtual Health Library. Customer Service Support. Multimodality. Usefulness. Usability.

Core competencies for academic reference librarians in Croatia

Ivana Hebrang Grgic and Daniela Zivkovic

Department of Information and Communication Sciences, Faculty of Humanities and Social Sciences, University of Zagreb, Croatia

Abstract: The paper presents results of a survey of reference librarians in Croatian academic libraries. The survey is a part of an international study. Survey findings provide valuable data regarding skills and competencies needed in the reference departments today and in the future. Three groups of skills and competencies are analysed – general skills, technology skills and personal skills. Conclusions are made about the present competencies of Croatian reference librarians in academic libraries as well as about the importance of lifelong learning for improving their competencies in future.

Keywords: academic library, reference librarian, competencies, skills

Core Reference Competencies for Academic Librarians and its Comparison with LIS Curricula in Turkey

Serap Kurbanoglu

Professor, Hacettepe University, Faculty of Letter,
Department of Information Management, Ankara, Turkey.

Abstract. Competencies describe requirements for positions/jobs in an attempt to improve human performance (Rothwell and Lindholm, 1999, p. 91). In other words, competency reframes and rephrases content of positions/jobs as knowledge, skills and attributes or behaviours (Soutter, 2007). Competencies are used not only for evaluation but also to determine education and training requirements for certain jobs and positions within a certain profession.

Libraries and information profession change rapidly and extensively. The ongoing proliferation of information, a vast array of new information resources, innovations in technology, inevitable transition to e-services, diverse expectations and needs of new generation users, budgetary constraints and competition among information providers have a great influence on reference tasks and services provided and require new competencies in academic reference librarians. Reference librarians today need core competencies such as reference skills, communication and interpersonal skills, technological skills, pedagogical knowledge and skills and management skills.

In this paper, literature on core competencies needed for academic reference librarians will be briefly reviewed and findings of a survey carried out in Turkey on academic reference librarians will be presented. A list of competencies needed for Turkish academic reference librarians will be provided. Firstly, this list will be compared with the list obtained from literature. Secondly, the list of competencies will be compared with the curricula of LIS departments in the country. Based on this comparison, deficiencies in the LIS curricula of

Turkish universities will be highlighted. Suggestions to improve the existing LIS curricula will also be addressed.

Keywords: Reference competencies, reference librarians, academic librarians, LIS curricula in Turkey

Core Skills, Competencies and Qualifications for Reference Librarians in Norwegian Academic Libraries

Paul Simon Svanberg and Ane Landoy

Academic librarians, University of Bergen Library, Norway

Abstract. In this paper, we discuss the findings of a survey investigating skills and competencies important for reference librarians in Norwegian academic libraries. We asked employees in Norwegian academic libraries how they experience demands and expectations in their role as reference librarians, how their work has changed in recent years and how do they expect the role of the reference librarian to change in the future. In particular, which skills and competencies do the reference librarians of today believe the reference librarians of tomorrow must acquire. The results are compared to a nation-wide study of library leaders, both public and academic.

Keywords: Reference competencies, reference librarians, academic librarians, Norway.

Core Skills, Competencies and Qualifications for Today's Reference Librarians: An Australian Perspective

Gaby Haddow

Senior Lecturer, Department of Information Studies, Curtin University, Perth Western Australia

Abstract. The Australian library and information science (LIS) community is experiencing major changes in the workplace. Several factors are implicated in these changes, not least the rapid advances in technology which have altered the way information professionals work and the skills they need to undertake that work. Over the same period there has been a decline in university-based librarianship courses available, resulting in fewer education alternatives for librarians of the future. Combined with the need for a significant cohort to enter the LIS profession to replace an ageing workforce in the next ten years, it is clearly imperative that library education provides new professionals with the required skills and competencies to work effectively in the twenty-first century.

In this presentation, the findings of a survey of reference librarians in Australian academic libraries will be discussed; drawing comparisons between academic libraries and with results from a nation-wide study of all libraries. Australia academic libraries are comprised of two sectors; the university sector and the technical and further education (TAFE) sector. A primary difference between libraries in the sectors is the research focus of the former and more restrictive funding for the latter. The survey findings will provide valuable data regarding the skills and competencies needed in these quite different library environments. In addition, the findings for reference librarians in academic libraries will be compared with the results of an Australian Learning and Teaching Council project on the workforce requirements for all information professionals across Australia.

Keywords: Reference competencies, reference librarians, academic librarians, LIS curricula in Australian

The cost-benefit factor: A tool between Management and Marketing

Nicole Petri

Head of Marketing, German National Library of Science and Technology (TIB), Hannover, Germany

Abstract. The TIB is the German National Library of Science and Technology and, for over 50 years, it has played an important role in the national research infrastructure. It provides its customers with tailor-made services and offers of the highest quality at an internationally-competitive level. Funded by state and local governments, around 23 million Euros are annually invested into the TIB and this begs the question whether this public investment is justified and: how much is a scientific library worth?

Is there evidence of added value for the knowledge-based society? Is the TIB useful to its target groups of researchers and developers in the economy and the sciences and, furthermore, is this use quantifiable and thus verifiable? In short, is the large investment which is made into the TIB worthwhile? In order to answer this question, the TIB conducted an online survey. Over 600 responses from companies, research institutions and public facilities gave a clear picture; the TIB is indispensable for the research and science location of Germany as it generates an added value of 3.80 Euros. This means that for every euro which is invested into the library, it generates a nearly four times higher gain for its customers. Thus from 23 million Euros of annual funding, the TIB generates 87 million Euros for Germany's knowledge society.

The contingent valuation method was used to measure the results. It has already been used in many other areas such as in cultural policy, the environment and in tourism. In academic literature, there is evidence of over 1000 contingent valuation studies and this is actually the first time this method has been used for a scientific library in Germany.

This outcome, which resulted from an anonymous survey of a random sample needed to also be qualitatively supported. This is why the TIB decided to conduct an accompanying series of in-depth interviews. The interviewees were chosen from the immediate environment and were people who not only knew the library's sphere of responsibilities, but who had also been a part of the library for a number of years; in fact, these people make decisions and have a hand in the development of the TIB on different levels – both nationally and internationally.

The evaluation of the individual discussions largely confirmed the result of the cost benefit-study and supported the strategic course of the library. There are pointers on aspects of securing the future by developing particular business areas or the necessary international networking – these are themes which are of the greatest significance for other libraries and public facilities, too.

Both, the cost benefit-factor as well as the results of the interviews can be used as management and marketing tools for libraries.

Keywords: Cost benefit-factor, contingent valuation, market research, added value, in-depth interviews

Counting Numbers and Use of Ebooks in a Large Academic Library

Daniel Tracy

Poster

University of Illinois at Urbana-Champaign

Abstract. At the end of its 2011 fiscal year, the University of Illinois at Urbana-Champaign Library set out to perform a systematic study of the use of its ebook collection as part of the Lib-Value project (<http://libvalue.cci.utk.edu/>). Components of this study involved the collection of data on the number of ebooks owned each fiscal year and how many uses ebook collections were generating. The results revealed a rapidly growing collection with even more quickly growing use, but both of these features posed their own difficulties for data collection. The number of ebooks has been especially difficult to pin down despite official numbers generated for the Association of Research Libraries: for example, book series were counted once despite a large number of distinct volumes, while publisher usage data often does not list unused titles. Moreover, usage data rely on vendor statistics that are not always consistent even when they issue standard COUNTER-compliant numbers. The most assessment-friendly vendors report usage by month by item, include zero-use items, include only items owned for the period of the report, and allow the librarian to choose the time span of the report. While most vendors provide COUNTER statistics, most do not do all of these things, resulting in some cases in inaccurate or incomplete data. Getting better estimates in these cases required inventive solutions for combining information from different sources while still maintaining confidence in the estimates. This poster highlights the difficulties encountered, the methods used to circumvent them, and what "good data" from publishers entails.

Data-driven transformation of library services

Frank Cervone

Purdue University Calumet, 356 Lawshe Hall, 2200 169th Street, Hammond IN, 46323 USA

Abstract: Many libraries are interested in changing the model they use for providing reference service from a just-in-case to a just-in-time model. However, often there is no good set of indicators in place that would help drive the decision making process. In this paper, the author will describe the evidence-based techniques and practices used at the Purdue University Calumet library to transform reference services from a traditional sitting at the desk model to a just-in-time, consultative approach. By using relatively simple data collection and analysis techniques, the staff in the library was able to develop a new approach to offering reference services that provides greater availability of librarians to students and faculty without an increase in staffing. Perhaps most significantly, the evidence-based techniques used by the staff should be able to be easily applied to other environments without overburdening librarians with data collection activities or complex analyses.

KeyWords: data driven decision making, library service improvement, library analytics

Delivering Quality Library Service in an Academic Environment: A Managerial Perspective

Daniel Opoku

Head of Periodicals and Exchange, Balme Library, University of Ghana, Box 24, Legon-Accra, Ghana

Abstract: The paper examines the capacity of University of Ghana Library System to undertake new ways of providing service to its users. The paper argues that while the library is gradually moving from manual to digital delivery of service to users, and trying to apply and adapt various information technologies, the library increasingly finds itself trying to manage complicated user relationships for which it requires a new library vision that focuses on user expectations and needs. Providing quality library service in an academic environment

entails a new managerial and administrative capacity that focuses on understanding user expectations and needs, and continually seeking to improve levels of user satisfaction.

Keywords: Academic library, Total Quality Management(TQM), Service Quality, User Expectation, Information Literacy, Ghana.

Delivery of Digital Library Mobile Services within a University InfoStation-based Environment

I. Ganchev¹, M. O'hAodha², D. Meere¹, M. O'Droma¹

¹ Telecommunications Research Centre, University of Limerick, Ireland.

² Glucksman Library, University of Limerick, Ireland.

Abstract. With the advent of the smart phone and the explosion in the market for mobile applications (apps), a great opportunity has emerged for the facilitation of library services' content delivery to the ever more diverse range of users and mobile devices. While a great many individuals utilize either iPhone or Android-based smart phones, a vast majority of the public are still left out of this particular loop. In enabling a much wider cohort of library users to access these services, the 'app store' concept has enormous potential for the enhanced delivery of learning and informational content. The proposed system enables any individual, utilising a Java-enabled devices to receive relevant service content tailored to their preferences. The potential of the new InfoStation-based architectures encompassing seamless mobility and the facilitation of an increasingly personalized and contextualized information environment for library users is investigated here. Also considered are the enhancements facilitated to traditional library services and practices through the incorporation of these technologies, in particular the exciting possibilities they hold for a weakening of the "digital divide", greater "social inclusion" and the revolutionizing of learning with respect to distance learners and communities/populations previously starved of educational opportunity.

Particular attention is paid to the following library services:

- **Integrated Library Catalogue, Loans & Reservations:** This service builds on the existing database and cataloguing system allowing users to access the library catalogue while on the move. Users can access up-to-date information as to the availability of resources, make reservations for resources, and receive automatic SMS/MMS notifications on their mobile phones when the resource is returned or is due to be returned.
- **Interactive Library Map:** This service facilitates the quick and efficient location of resources within the library. Users are provided with specific map directions on their mobile phones to the location of an available resource requested by the user through the library catalogue. Depending on capabilities of the user's mobile phone, these directions may range from a fully voice-supported interactive map for smart phones (showing the current location of the user and resource within the library, and the shortest path from the former to the latter) to just text instructions for low-spec mobile phones.
- **Automated Recommendations Service:** This service recommends (via SMS/MMS messages) library resources to the users, based on their current educational context. By harnessing lists of resources accessed by students who have gone before with similar academic interests, current students can be recommended resources of significant interest.

Determinants of Strategic Information Management (SIM): A Case Study in a Malaysian Bank

Norhayati binti Hussin, Ahmad Soufiean Othman, Prof. Dr. Adnan Jamaludin

Faculty of Information Management, Universiti Teknologi MARA, Shah Alam, Selangor Malaysia

Abstract. The study is an initial data gathering of the response of Malaysian banks to the strategic information management. The study uses a case study method of data gathering and two different banks (commercial bank and government supported bank) has been chosen as a sampling. The aim of this paper is to contribute a scenario and opinion of the top management on Strategic information management (SIM) in each bank. Two different banks have been selected as a case study at this point to investigate the level of SIM and how SIM exists in their bank. The preliminary study revealed that technology has been discovered to be the main driving force of competition in the banking industry. The utilization of information technology improves the banks to a wider, faster and more efficient market. It has also made work easier and more interesting, improves the competitive edge of banks, improves relationship with customers and assists in solving basic operational and planning problems.

Keywords: Strategic information Management, Information management, Information Technology, Financial Institutions, Banking

Determining How Library Space is Used by Students: Participant Observation in an Academic Library

Linda Bedwell

Reference & Instruction Librarian, Dalhousie University, 1459 Oxford Street, Halifax, Nova Scotia, Canada B3H 4R2

Abstract. By partnering with a class of fourth-year Sociology and Social Anthropology undergraduate students, Dalhousie University in Canada conducted a qualitative, participant observation study of library spaces. Fourteen student-observers spent a total of eighty hours observing various spaces within the Killam Memorial Library while using the library for their own purposes. Using a grounded theory approach, the student-observers recorded physical characteristics of the space under study, flows of foot traffic, general characteristics of students and student groups within these spaces as well as their activities, behaviours and interactions. Out of the resulting thirty-two pages of dense observation notes, several common observations were identified, including: the blending of academic and social activities within library spaces, aggression and competition for space between individuals and groups, the impact of human traffic flows on designated quiet study spaces, the demand for and repurposing of specific furniture, and the beneficial effects of panoptical design and ambient noise. Results revealed significant insight into the study behaviours of individual students and groups, the impact of building design on these behaviours, and the research methodology itself, all of which will inform future design decisions and space assessment activities.

Developing a model for information services based on a librarian-users partnership in medical clinics in Bucharest

Dr. Octavia-Luciana Porumbeanu Madge

Lecturer, Department of Library and Information Science, Faculty of Letters, University of Bucharest, Romania and Medical Doctor, Bucharest Emergency Clinic Hospital, Romania

Abstract: Although in many countries the role of clinical librarian who works outside the medical library's physical space, in a clinic or hospital where in the context of evidence-based medicine supports the clinical and research activity as a trusted member of a multidisciplinary team has been acknowledged for a long time, in Romania things are quite different. Most medical librarians work in academic medical libraries where they support the educational and research approach of the medical community, providing access to the scientific information in the biomedical field, and having just a co-ordinating role for the branch libraries in different hospitals. But in the context of the new information and communication technologies and of the developments regarding the electronic library and collections there has been created the necessary framework for a repositioning of medical librarians and for the promotion of a new type of relationship between them and users based on a possible integration of librarians as members into the clinical and research teams. This could lead to a stronger partnership between them. Change can be used for the benefit of both sides and this paper presents in brief a model for a new type of services for the information users in Bucharest medical clinics designed starting from a study of information practices at the level of hospital libraries.

Keywords: information services, medical librarians, information users, medical clinics, Bucharest

Developing Methodology for Leadership Management based on Kouzes and Posnerb's Leadership practices

Dr.Tamather Naji Alshimmari

Dubai, Dera, Aman House, 00971 UAE

Abstract: This paper highlights leadership development and how to help managers create and accomplish their personal best, and to lead others to get extraordinary things done.

At its core, leadership means setting goals, lighting a path, and persuading others to follow. But the responsibility entails much more. Leaders must get their message out in a way that inspires, make the most of their limited time, and build roads to precious resources. They must negotiate alliances, improve their colleagues, and align the ambitions of the many with the needs of the organization.

What makes for a great leader? Is it something to do with inward characteristics, such as confidence and focus? Is it more about outward presence, including charm and compassion? Or is it about the ability to create a vision and get others to commit to it?

The answer is all of the above. By accepting the challenge to lead, you come to realize that the only limits are those you place on yourself.

The Objectives of this paper: we will:

- Understand the management challenge and the new functions of management.
- Discover how you can prepare for and embrace the forces of change.
- Identify ways to get you and your workspace organized and get a jump on the next crisis.
- Identify your leadership profile and explore ways to use this knowledge to improve your success as a manager.
- Enhance your ability to communicate with others in meetings and through presentations.

Keywords: Leadership, strategic management, communication skills

Developing storytelling as a critical thinking component in IL workshops for Corporate and Aviation Management MBAs

Peter Reilly

Librarian, Kemmy Business School, Room GL0-032, Glucksman Library, University of Limerick, Ireland.

Abstract. This paper explores distance learning and role of the library from the perspective of teaching information literacy to two MBA programmes- Corporate and Aviation Management at the Kemmy Business School, University of Limerick. Collection development issues are explored. The structure of the Information Literacy workshops are outlined, including training needs identification, liaison with faculty, defining learning outcomes and methodologies employed in the workshop. This includes methods to develop critical thinking through brainstorming, storytelling, and group work. Participants are introduced to a range of web resources such as Evernote, Dropbox, and Mendeley which they can apply in their study and work contexts. Individual feedback indicates that students have found this initiative helpful.

Digital Libraries – a Set of Suggested Statistics

Ana M. Beltran Pavani

LAMBDA – Laboratório de Automação de Museus, Bibliotecas Digitais e Arquivos
Pontifícia Universidade Católica do Rio de Janeiro, Rio de Janeiro, Brazil

Abstract: Digital Libraries (DL) / Institutional Repositories (IR) are systems based on ICT – Information and Communication Technology tools that make available digital contents. Contents can be of various origins – from digitized collections of national libraries to scholarly communication of universities and research centres. Many contents are open for public access; there are directories of open access repositories (e.g. ROAR – Registry of Open Access Repositories and OpenDOAR – The Directory of Open Access Repositories) as well as many union catalogues of metadata (e.g. NDLTD – Networked Digital Library of Theses and Dissertations and BDTD – Biblioteca Digital de Teses e Dissertações). Not to forget that DL / IR and their contents are indexed by search engines (e.g. Bing, Google and Yahoo) as other websites are. Due to the fact that DL / IR are available 24/7 on the Internet, the potential users have no geographic boundaries and no “library hours” to search, retrieve and access contents. For this reason, it seems important to map where accesses come from and a possible pattern for their occurrence the year around. Two other important characteristics to be considered are the area of knowledge of contents as well as the numbers of items in different sets of the collection.

This work presents a set of statistics that have been developed by the LAMBDA team to assess production / publication of items as well as their accesses. Items belong to the Maxwell System collection (<http://www.maxwell.lambda.ele.puc-rio.br/>). This collection is made of contents that are authored by PUC-Rio’s community – ETDs (Electronic Theses and Dissertations), senior projects, journals, articles, learning objects, technical reports, etc. The current number of items is over 14K; 65% are ETDs, senior projects and articles. The main language of the collection is Brazilian Portuguese – over 99% of the items are written in this language. The statistics are divided into two large subsets – the first takes into consideration production / publication of items by type, area of knowledge and as elements of time-series, and the second is devoted to accesses counted in the same categories as before with addition of countries of origin. In order to analyze results, in some circumstances, there must be a consideration of accesses vs. numbers of items.

The production / publication statistics show data for the complete time-frame of each item type, since many life-cycle dates are available for each content. On the other hand, access statistics have been in use since June 2004, when system Apache server logs started being collected.

The paper also addresses the way data are gathered, organized and stored on the system database; from filtered and stored data, access statistics are computed. Decisions that were made are commented as well as the reasons for their choices. Due to the significant number of data sets (June 2004 – December 2011), some interesting results can be found – differences in country patterns according to areas of knowledge, the importance of the country language(s) in accessing items, the access pattern changes around the year as consequence of the school activities in different parts of the world, etc. The set of statistics that was implemented is presented with a expectation of discussion during the conference.

Keywords: Digital libraries; institutional repositories; statistics; accesses; logs; countries; languages.

Digital Resources for Academic Education: Experiences from the Scientific Project 'Data Base Bulgarian Revival Towns'

Prof. DSc Ivanka Yankova¹ and Assoc. Prof. PhD Tania Todorova²

¹ Prof. DSc Ivanka Yankova – State University of Library Studies and Information Technology, Sofia, Bulgaria, Dean of Faculty of Library Science and Cultural Heritage; President of the Association of University Libraries in Bulgaria.

² Assoc. Prof PhD Tania Todorova – State University of Library Studies and Information Technologies, Sofia, Bulgaria, Head of Library Management Department.

Abstract: SULSIT is a logical centre for realization of contemporary research, applied and educational projects, connected to the using of information technologies in the humanity sciences. The research of period of the Bulgarian Revival focuses the interest of specialists from different scientific fields from Bulgaria and abroad. That's why the access to scientific information and prime source material in electronic format is so important for the contemporary development of scientific research and for the international scientific exchange. To the moment there isn't created a database or virtual library which contains digital documents or scientific researches, connected to Bulgarian Renaissance and in particular to the problems of the development of Bulgarian towns during this historical period. The project "Data base "Bulgarian Revival Towns" (CD), financed by Bulgarian Ministry of Education, Youth and Science (Annex 1/Д002/144/13.10.2011) aims to create new, solid information resource for the 50 towns which will serve the needs of scientific researches and the university education. The present report will summarize the results of scientific works of the project 2 stages:

1 stage (2008-2011): Development of methodology, software decision and creation of database "Bulgarian Revival Towns" (CD); content development with the data from Volume 1 of "Bulgarian towns in the Revival"; research of 25 new towns; publishing of Volume 2 of "Bulgarian towns in the Revival"; creation of digital collection "Bulgarian Revival" in the web-site of SULSIT.

2 stage (2011-2013): Content development of DB "Bulgarian Revival Towns" (CD) with data from the new Volume 2 of "Bulgarian towns in the Revival"; development of digital collection "Bulgarian Revival" (text version also, which will be accessible for blind through specialized software); development of educational content and its application in the learning process in SULSIT; participation in conferences and seminars with scientific reports; organizing scientific conference.

Methods: Interdisciplinary research instrument – historical, sociological and politics methods (investigation card); bibliographic survey; digitalization; digital treatment of data; graphical methods; internet publishing; educational activities and PR strategy.

Results: There will be created innovative applied product in the area of Bulgarian humanity science – Data Base "Bulgarian Revival Towns" (CD) which includes analytical presented information massive for the development of 50 bulgarian towns in the Revival on the territory of today's Bulgarian country. There is accumulate rich material which can be useful and serve different scientific areas and for the international exchange. There will be create new

educational content (applied in programs in SULSIT), possibility for using new forms for teaching and learning; there will be supported the training of students with disabilities; there will be published new research Volume 2 of “Bulgarian towns in the Revival”; there will be stimulated the publishing activity and scientific development.

Keywords: Data Base, Bulgarian towns in the Revival, academic education, digital resources

Digitization: Challenges for Croatian Museums

Breza Šalamon-Cindori, Marko Tot, Professor Daniela Živković

Faculty of Social Sciences and Humanities, University of Zagreb, Croatia

Abstract. Internet and World Wide Web has enabled libraries, archives and museums to open their collections to users around the globe. Websites of archives, libraries and museums are the virtual space of the institutions in which users browse the presented content. The aim of this paper is to present the attitude of Croatian museums toward digitization. In 2007 Croatia launched the national digitization project of archival, library and museum materials. The outcome of the project was national web portal The Croatian Cultural Heritage. The paper will explore the role of museums in the national digitization project, presentation and promotion of their digitized materials as well as their contribution in creation of the national digital landscape. The research was conducted among Croatian museums with the aim of evaluating the scope of digitization projects in Croatia and their advancement to the cultural heritage sector. The results of the research will be presented in the paper.

Keywords: digitization, museum, Croatia

Disabled services in Turkish university libraries: Istanbul University Central Library: The project of “Information Center for (dis)abilities”

Asst. Prof. Umit Konya¹, Figen Cihan², Özlem Bayrak³

¹Department of Information and Document Management, Istanbul University, Turkey

²Library Expert, I.U. Director of Central Library, Istanbul, Turkey,

³Library Expert I.U. Central Library, Istanbul, Turkey

Abstract. Following the establishment of Grand National Assembly of Turkey (23 April 1920) and the declaration of Turkish Republic (29 October 1923), the library, known as Darülfünun, began to be called Istanbul University Central Library with University Reform which took place in 1933. The collection of the Central Library of Istanbul University contains manuscripts dated as old as the 15th century in both Turkish and foreign languages. Once included within the scope of the Printed Texts and Picture Collection Law in 1934, it began gathering all the printed works published within the borders of Turkish Republic. And also with the Higher Education law no 2547 enacted in 1982, Central Library began operating under the name of Istanbul University, Office of Library and Documentation along with other libraries of faculty, department, institute and research centers. The library has still been offering services for users with its about 2 million documents.

By founding Information Center for (Dis)abilities on the understanding of a “university and a library accessible for all users” and on the basis of creating “capable disabled users”, Istanbul University Central Library has shown once more its modern approach to this issue. The Project has been carried out in collaboration with Istanbul University Office of Library and Documentation, Istanbul University Office of Health, Culture and Sports and Istanbul University Research and Implementation Center for Disabled People.

In the Center, there are ten desktop computers with screen readers and with screen magnifier softwares for the people with low vision, a Braille printer for visually impaired students and researchers to convert written materials on digital environment to Braille, six Braille

monitors, two reading cabinets to convert printed books to audio books, two Braille printers for visually impaired students studying basic sciences and social sciences to print images and graphics. Three book reading machines that allow to capture printed documents and to playback them with a synthesised computer voice, three digital mice for those who can't use their body functions properly. Information center for (dis)abilities has filled a significant gap together with the one operating in Boğaziçi University.

Keywords: Library and information science, Disabled people, Library of disabled people

The Disposition of Unpublished Documentation Held by Canadian Parliamentarians upon Completion of their Terms of Office

Kenneth-Roy Bonin¹ & Toni Carbo²

¹Professor, School of Information Studies, University of Ottawa, Ottawa, Ontario, Canada

²School Program Leader, Center for Graduate Studies, Drexel University, Sacramento, California, U.S.A.

Abstract. This analysis examines how unpublished documentation collected by members of the Parliament of Canada, and by their respective offices, is handled at the end of their terms of public service. Although conducted in a Canadian context, considering the historical and archival relevance of notes, briefings, memoranda and related communications, whether on paper or in electronic media, research concerning the documentary heritage and institutional memory of national legislative bodies is broadly applicable.

Retaining and making available such material currently faces seemingly insurmountable difficulties, notwithstanding its potential to complement debates, statutes and other formal publications, and the valuable political insights that might be drawn from the multiple perspectives of individual legislators. Among the most obvious challenges is the physical volume of such documentation relative to limited storage facilities, the range of formats in which it occurs, and the costs associated with accession, conservation and digitization. Legal obligations relative to granting access to information and respect for privacy constitute additional constraints.

Searching for policy and practice in this regard adopted a data triangulated methodological approach employing three information collection sources. The first, and most direct, was to question former members of the House of Commons and Senate of Canada, with the assistance of the Canadian Association of Former Parliamentarians. A second approach surveyed members of the Canadian Association of Archivists to determine if they had acquired the documentary collections of any former parliamentarians over the previous decade. Finally, a separate request for information was posted to legislative chief librarians across Canada via their listserve.

The outcome of these efforts provides a concise overview of the current situation, with recommendations for good practice within the realities of current economic conditions, legal limitations, and records management considerations.

Keywords: institutional repositories, national archives, Parliament of Canada, parliamentarians

Do clinical staff and managers in an academic teaching hospital use library services and the published literature in their working lives?

Anne Murphy

Adelaide & Meath Hospital, Tallaght, Dublin 24, Ireland

Abstract: The aim of the study was to gain insight into the perceptions of hospital staff of their use of library services and the published literature and for what reasons, barriers to their use of the service, access to other libraries and the acceptability of a just-in-time model of supply for the published literature. 500 senior clinical and management hospital staff were surveyed by paper questionnaire about their use of library services and the published literature to support them in their work. 202 staff responded, a response rate of 36%. There were two versions of the survey, one for clinicians and one for managers / senior administrators. The respondents were doctors (41%), allied health professionals (33%), nurses (14%), managers / senior administrators (8%), other professionals (8%) and College of Nursing tutors (1%). Both clinical staff and managers make use of the library and the published literature in their working lives for a wide variety of purposes ranging from direct patient care, evidence-based practice and policy development, to research on service development, to quality improvement and audit. The majority of staff (92%) refer to the published literature with 65% referring to it two or more times per week. Managers make use of the library service and the published literature in a manner consistent with clinical groups. 65% of respondents do not have access to another library service and are dependent on the hospital library. The acceptability of a just-in-time model of journals supply is moot with 46% agreeing in principle but the combined NoB's (26%) and non-responders (28%) outnumbering the former group at 54%. Although nursing staff form the largest professional group in the hospital they are under-represented in the survey because a contact listing was unavailable. Future surveys will address this gap.

This study offers some insights into the value hospital clinical staff and managers in an academic teaching hospital place on library services including access to the published literature. It will also inform planning and development of library services to meet their information needs.

Keywords: Teaching hospitals; hospital libraries; doctors; allied health professionals; nurses; managers; survey; information behaviour; information needs; library services

Do e-books on smart-readers fit the academic needs of the Australian science, technology and medicine communities?

Robyn Drummond and Pam Freeland

University Library, University of New South Wales, Sydney Australia

Abstract. In 2011, with support from the John Metcalfe Memorial Fellowship a study was carried out to investigate the adoption and use of e-books by academics in the Science, Engineering and Medicine Faculties of the University of New South Wales (UNSW), Sydney. The project was a joint initiative of the School of Information Systems and Technology Management (Australian School of Business) and the University Library.

The approach in this study was quantitative, using a survey as the research instrument. The survey scales were developed through a qualitative analysis of the literature and were designed around an information systems model. The Task-technology fit (TTF) model was used to explore the relationship between e-books, the affordances offered by smart-readers and the information needs of academics up until now satisfied by printed books. The TTF model measures the correspondence between task requirements, individual abilities and the functionality of information systems. The essence of this model is the assertion that information systems will have a positive impact on individual performance and be used, if they are a good fit with the tasks that the user must perform. (Goodhue & Thompson, 1995). Survey responses were received from about 10% (over 400) of all academics in the relevant Faculties. This paper will briefly review the relevant literature, describe the methodology of the study, analyse the results and reflect on the implications for publishers, platform and hardware providers and academic libraries.

Keywords: Task-technology fit (TTF); e-books; e-readers; academic performance

Do we use standards? The presence of ISO/TC-46 standards in the scientific literature (2000-2011)

Anna Matysek¹

¹ Institute of Library and Information Science, University of Silesia, Katowice, Poland

Abstract: The paper will present the results of research on the presence of ISO/TC-46 "Information and documentation" standards in the scientific literature between 2000-2011. During this period the Committee has published nearly 50 standards in the field of library and information science.

The first part of the study will cover articles on ISO standards. The survey will be based on the abstracting databases in the field of library and information science - Library and Information Science Abstracts (LISA) and Library, Information Science & Technology Abstracts. The second part will be an analysis of ISO standards citations in Web of Knowledge databases.

The results shall indicate which standards receive the biggest attention - and thus are needed by librarians, and which documents are ignored. An analysis of articles topics and citations will illustrate the level of interest in the ISO standardization work in the scientific literature.

Keywords: standardization, standards, ISO, ISO/TC-46, citing

Dual Loyalty: What Is This Phenomenon and What Are the Core Journals in Which Research Is Published?

Melissa Wright, Ph.D. and Ralph Didlake, M.D.

University of Mississippi Medical Center, USA

Abstract. Dual loyalty, a phenomenon in which a healthcare professional has simultaneous obligations to more than one party such as his/her patients and an organization such as the military, the penal system, or a corporation, has appeared in the research for over 30 years. It is currently a relevant topic with the worldwide political climate, military activity, and changes in healthcare delivery models and the resulting evolution of physician practice structures; thus, it is important for librarians to know what terms are being used in the research to describe the phenomenon of dual loyalty and what core journals publish research in this area. Therefore, the purpose of this bibliometric study was threefold: (1) to identify the different terms found in the literature and determine which of these terms were discipline-specific; (2) to identify the core journals in which research on dual loyalty is published; and (3) to identify the areas of medicine in which this phenomenon occurs. Thirty-eight journal articles, two books, and two online reports were identified through searches of various biomedical databases. In addition to dual loyalty, the results yielded a total of fifteen terms used to describe the phenomenon. In addition, the 43 articles were published in 29 journals, and 22 (51.2%) of these were published in eight of the 29 journals. Finally, the results indicated that dual loyalty occurs in the military, the penal system, corporate or occupational settings, colleges or universities, professional and university athletics, and managed healthcare.

EBook Users Speak! Analyzing Comment Boxes from an EBook Value Survey

Tina Chrzastowski

University of Illinois at Urbana-Champaign (USA) : Chemistry Library, 170 Noyes Laboratory, 505 S. Mathews St., Urbana IL 61801, USA

Abstract: In late 2010 the University of Illinois at Urbana-Champaign (UIUC) Library participated in a global study of eBook users sponsored and conducted by Elsevier Publishing. The 129 UIUC participants conducted searches on Science Direct in their research subject areas, which resulted in reading 2-4 eBooks each from the Elsevier eBook platform. After examining the eBooks, the participants responded to a questionnaire concerning their format preferences, completed a logbook for each eBook they read/used, and subsequently provided feedback, including their estimation of eBook value. Qualitative data gathered from comment boxes were analysed to explore the contrast found when compared to quantitative data results. While the quantitative data showed very favourable reactions to the eBook format, the written comments were mixed. Because of this disconnect, further examination was conducted on the 435 comments that were provided by the participants. This analysis found total 45% of responses from the comment boxes contained negative statements and 36% of responses contained positive statements. Approximately 19% of comments were neutral or not clearly negative or positive. A more in-depth analysis of both negative and positive comments demonstrates users' frustrations with all aspects of technology, as well as their delight in finding the ideal reference at their fingertips. This case study examines how the technical aspects of access to eBooks affect user's attitudes and acceptance of e formats for research purposes and addresses the importance of qualitative research in a primarily quantitative study.

Keywords: eBook; value; comment boxes; survey

e-Book viewer requirement study for disabled students ; Based on Contextual Inquiry

JooKyung Jun, Jaehyeuk Oh, Namkyu Kang, Joong-Seek Lee

Seoul National University, 864-1 Iui-dong Yeongtonggu Suwon-si Gyeonggi-do Korea 443-270, Seoul KSXX0037, Korea

Abstract: As eBook have been widely accepted among people and usage of reading tools for individuals have increased, the physical approach to texts has gone up. This also brought an increase to read books by disabled people who could not access reading material due to their physical limitations. However, as current eBook viewers, were mainly built for non-disabled people, have failed to satisfy disabled people's needs.

We have researched university students who have visual handicaps and physical disabilities with their reading and educational conduct. Through this, we have managed to figure out the claims postulated from disabled people included usage, annotation, navigation tool load, etc. After that, we produced a prototype that would apply for all those conditions. Due to the usage of eBook viewers, not only can we expect a development in the approach to information for severely disabled people, but also for elders and people with very low vision.

Keywords: eBook viewer, visual handicaps, physical disabilities, iPad, Prototype.

E-books and the adolescent reader: paper versus pixel

Anne-Marie Dionne

Associate Professor, University of Ottawa, Canada.

In recent years, e-books in the form of a handheld reading device have gained in popularity. Whilst research on the use of many forms of electronic texts as a means to foster literacy development appears to be promising (Larson, 2009), the educational benefits and possibilities of commercial e-books such as the Kindle, The Sony reader, the Bebook or the Cybook Mobypocket, have not been explored extensively. Hence, it seems important to conduct independent research on this form of digital technology which is actually promoted

by some political instances as a means to facilitate students' access to books (Tran, 2009). According to Chau (2008), in western societies, most students are already exposed to computers and technology, and they generally enjoy interacting with it. Consequently, introducing e-books in the classroom could possibly be an incentive to get adolescent students more involved in reading. However, this has yet to be confirmed.

Research Question. The present study aims to analyse the effects of using the e-book in the form of a handheld reading device (subsequently named e-book) as a means to promote positive reading habits and attitudes among adolescent students. More specifically, it aims to answer the following question: What are the effects of introducing the e-book in the literacy program on tenth grade students' reading habits and attitudes?

Research methodology. Two classes of grade ten students from the same school were participants in this study. Prior to the intervention, each student completed a questionnaire on his or her reading habits and attitudes. Treatment and control conditions were allotted randomly between the two classes. In the treatment group, students were given the choice of either using the e-book or the paper version in order to read a fiction novel during class time over a six week period. In the same period, the control group, students also had to read the same fiction novel during class time but they didn't have the choice but to read the paper version. At the end of the intervention, students from both conditions completed another questionnaire on their reading habits and attitudes. As for teachers of both groups, we asked them to keep a reflexive journal on this activity.

Summary of research findings. After the intervention, students from the treatment group expressed significantly less favourable habits and attitudes toward reading than the students from the control group. However, taken apart, boys from either the intervention group or the control group, show some comparable habits and attitudes toward reading before and after the intervention. Preliminary analyses of the teachers' reflexive journal shed some light on these results. The consideration of their observations and their thoughts collected during the period of experimentation brings us toward a few hypotheses that could be considered to explain the effects that were observed. These hypotheses will be discussed in our presentation.

An effectual approach for a data and information management for humanists

Frank Förster and Bernhard Thalheim

Christian-Albrechts-Universität zu Kiel, Germany

Abstract: We present a generic database schema enabling different contextual points of view on a heterogeneous mass of scientific data and information within a multidisciplinary research environment. We present a method with which scientific data can be stored in a self-defined set of entities and relations, so that it becomes possible to represent the context for each research question in its own conceptual ER schema within one single relational database and without changing any involved schema. Acknowledged ontologies as particular schemata, involving bibliographic, biographic, or artifact information, can be included. The intersection of the metaphorical sphere within texts, feature specialties of material artifacts, and geographical terms allows a congruent text-artifact-map-transformation. Examples shall illustrate the broadness of our approach.

Keywords: information and knowledge services, e-science, databases, ontologies, knowledge mining

The Emotional Intelligence Level Among Malaysian Public Librarians

Mad Khir Johari Abdullah Sani, Mohamad Noorman Masrek, Adnan Jamaludin

Affiliation Faculty of Information Management, Universiti Teknologi MARA

Abstract: Emotional Intelligence (EI) level may be influenced by demographic characteristics such as gender, age, and occupation level as claimed by Mayer, Salovey and Caruso (2002). The objectives of the study were two-fold (1) to identify the relationship between EI and demographic variables and (2) to determine whether demographic factors are predictive of EI. The participants were one hundred and eighty public librarians randomly drawn from Malaysian public libraries and the National Library of Malaysia. There were one hundred and twenty two females and fifty eight males. The study adopted cross sectional survey using snapshot approach, where data is collected at one point in time. Goleman's (1995) instrument, which has been modified in the context of public librarians in Malaysia, was used and named as Public Librarian Emotional Intelligence Questionnaire (PubLIBEIQ). Descriptive statistics (frequency, percentage, mean, standard deviation) were used to evaluate the data. ANOVA test was used for more than two comparison groups to determine the causal differences. Self Awareness, Self Management, Social Awareness and Relationship Management items and frequency of EI returned Cronbach's Alpha scores between .68 to .934, which are considered good in term of strength of association. Descriptive findings showed a high level of EI among Malaysian Public Librarians, where the the mean value was in the range of 5.026 to 6.546 on the 7-likert frequency scale with 7 (strongly agree) being the highest score. The result also showed that position, grade designation and experience are significant predictors of EI. There was also significant difference in the EI mean scores of male and female librarians. The direction of difference was in favour of female librarians.

Keywords: emotional intelligence, public librarians, Malaysia

Emotional Labor in Libraries: Exploring Measures and Methods

Dr. Miriam L. Matteson and Ms. Shelly S. Miller

Kent State University, Kent, Ohio, USA

Abstract. Many librarians, like other service-oriented professionals, are frequently asked to perform or display prescribed emotional content as part of their basic job responsibilities: forcing a smile to calm a frustrated patron or assisting a panicked undergraduate. This presentation summarizes the core constructs of this phenomenon, known as emotional labor (EL), and provides reflective practical feedback on measures and methods used to assess the presence and impact of these behaviors on both individuals and organizations.

Conclusions. Connections clearly exist between both perceptions of rules and regulation strategy choice and several individual well-being outcomes. Further exploration and discussion of this complex construct, like the research described and proposed here, can ultimately lead to improved practice and service outcomes for both patrons and staff members.

Putting the needs of learners first in Information Literacy.

Anthi Katsirikou¹, Aristeidis Meletiou²

¹University of Piraeus Library, 80 Karaoli and Demetriou st, 18532 Piraeus, Greece.

²Technical University of Crete, 73100 Chania, Greece.

Poster

Abstract: The poster presents the strategic action of the Information Literacy (IL) as it takes different forms because of the different needs of learners. EMPATIC project aims at *Empowering Autonomous Learning Through Information Competencies* and focuses on the four education sectors covered by the programs of EU Lifelong Learning Program (LLP): School, Vocational, Adult and Higher Education.

Innovative solutions are presented by taking a political approach, focusing on policy makers as the key actors who can trigger the change.

The poster concludes the final version of the “recommendations to the stakeholders and decision makers for action” for the 4 learning sectors jointly and for each separately. The recommendations were discussed and validated in professional meetings and through electronic communication.

The recommendations to the stakeholders and decision makers should be used in an international basis, after the necessary adjustments, as exactly the Information Literacy acts

Keywords: Adult Education, Higher Education, Vocational Training Education, School Education, Information Literacy, Information Literacy policies

EMPATIC: putting the needs of learners first in Information Literacy.

Anthi Katsirikou¹, Aristeidis Meletiou², Carla Basili³

¹University of Piraeus Library, 80 Karaoli and Demetriou st, 18532 Piraeus, Greece.

²Technical University of Crete, 73100 Chania, Greece.

³Consiglio Nazionale delle Ricerche, Istituto Ceris, via dei Taurini, 19 - 00185 Roma

Abstract: The presentation focuses on the concept of Information Literacy (IL) as a strategic action. It examines the various ‘literacies’ which arise from the different needs of learners. IL is important to the improvement of every aspect of living and the EMPATIC project (which aims at *Empowering Autonomous Learning Through Information Competencies*) is focusing attention on the four education sectors covered by the programs of EU Lifelong Learning Program (LLP): School, Vocational, Adult and Higher Education. To achieve this Information Literacy should devise innovative solutions by taking a political approach, focusing on policy makers as the key actors who can trigger the change. A variety of initiatives are included in the project, the most crucial are: a) the registering some of case study projects that are implemented in European countries b) the recommendations for action for the 4 learning sectors jointly and for each separately. The recommendations were discussed and validated in professional meetings and through electronic communication. The paper concludes presenting the final version of recommendations to the stakeholders and decision makers to be adjusted and used in an international basis, as exactly the Information Literacy acts.

Keywords: Adult Education, Higher Education, Vocational Training Education, School Education, Information Literacy, Information Literacy policies

Encoding Multiple Hierarchies: XML and Beyond

Neil Moore and Jerzy Wl. Jaromczyk

University of Kentucky, Department of Computer Science

Abstract. It has long been recognized that digital editions provide an important means of preserving documents while facilitating access by researchers, students, and the general public. Of paramount importance in the construction of such editions is the need to accurately and completely encode the nature and structure of the document, both as a text and as a cultural artefact. One major difficulty in fulfilling this goal is the problem of multiple hierarchies: complex layers of description and annotation that challenge the simple, elegant model of text, described by Deroose *et al.* (1990) as an “ordered hierarchy of content objects”. Our experience with multiple hierarchies, originating with our involvement with the ARCHway and Electronic Boethius projects with Kevin Kiernan and others (2005), suggests that models of text are required that go beyond the hierarchical structure of XML, the Extensible Markup Language, a popular meta-language for representing many kinds of data. Although its simple and elegant hierarchical structure makes XML an effective choice for encoding both text and data, this same simplicity makes it less than ideal for some text encoding applications. In particular, the presence of multiple layers of annotation and analysis runs up against the limitations of XML's hierarchical model. While the Text Encoding Initiatives (TEI) guidelines recommend a number of methods of encoding multiple hierarchies in XML, each of these techniques exhibits its own challenges and limitations, suggesting that alternative data models are required.

We discuss the history of text markup, XML, and in particular multihierarchical models of text. The techniques employed to model multiple hierarchies range from markup languages focused on providing serializations of annotated ranges of text (for example, Tennison and Piez's (2002) layered markup and annotation language, LMNL), to graph-based models of documents generalizing XML's trees (for example, Sperberg-McQueen and Huitfeldt's (2000) GODDAG); many of these models are (briefly) listed in the TEI guidelines, with the caveat that “in most cases the documents will . . . be non-conformant” (2011). Finally, we describe models we have developed, such as the geometry-based segment trees (2004) and the globally ordered GODDAG (2010), the latter combining some of the best features of these often disparate models, describing multihierarchical documents in terms of both their graph structures and their annotated ranges of text.

Keywords: text encoding, multiple hierarchies, digital editions

Engaging students in an e-learning experience: how to manage information resources through wikis and web blogs

Nuria Ferran¹, Cristina Vaquer², Monica Bonich³, Gema Santos-Hermosa⁴

¹Lecturer at Information and Communication Sciences Department, Universitat Oberta de Catalunya Rambla del Poble Nou, 156, Barcelona 08018, Spain

²Suport a l'aprenentatge, Biblioteca Virtual, Universitat Oberta de Catalunya, 93 326 (3560) Spain

³Librarian at Universitat Politecnica de Catalunya (UPC)

⁴Librarian at UOC

Abstract: The purpose of this paper is to describe the collaboration between librarians and scholars, from a virtual university, in order to facilitate collaborative learning on how to manage information resources. The personal information behaviour of e-learning students when managing information resources for academic, professional and daily life purposes was

studied from 24 semi-structured face-to-face interviews. The results of the content analysis of the interview' transcriptions, highlighted that in the workplace and daily life contexts, competent information behaviour is always linked to a proactive attitude, that is to say, that participants seek for information without some extrinsic reward or avoiding punishment. In the academic context, it was observed a low level of information literacy and it seems to be related with a prevalent uninvolved attitude. This difference between the academic context and the other contexts of action in relation with the proactive attitude and information literacy can be explained by the specific characteristics of the learning environment. The academic environment not only provides students with content but with a learning plan. Therefore in this context, the processes are very clear and there is less opportunity for being proactive. On the other hand, in the daily life, for example, there are multiple potential information needs and there is not a pre-established plan for the actions related with information. From these results, a learning experience based in social software was seen as the best option for promoting student engagement and therefore increasing information-related competences in the academic context. In this sense, "Documental techniques applied to Research" course was chosen for this experience. A Wiki was created by two scholars from different universities who provided the minimum theoretical aspects about searching and evaluating information. Adding to that a Web Blog was created by the UOC's librarians in order to provide a collaborative space to acquire training on how to manage information resources, specifically bibliographic resources. Therefore students are taken out from the Virtual Campus in order to have a different learning experience where teachers and librarians do not dispense knowledge but facilitate the learning process. In the case of the wiki by providing a roadmap into the course instead of providing the usual digital textbooks of the Virtual Campus. With the Web Blog we create an enquiry-based process where learners engage with real world and contribute with their own ideas and study results. Learning from both social software resources was not mandatory, in the sense that participating in the wiki or the blog was not counting for the final evaluation result. This course with this new learning proposal experience has been running 3 semesters. Data from usage, user satisfaction, engagement and feelings about sensing the increase on information literacy were obtained from an online survey. These data is also complemented with the academic results for each semester. From the point of view of the student the academic results have not been different from previous semesters. But, increased satisfaction, feeling of having learned, sense of being more competent are results obtained in this study. In this sense, almost all students (77%) preferred learning through the wiki and blog than from the usual online textbooks. Those who wanted the classic learning plan it was because the Virtual Campus provide more privacy. Some of them agreed that they used for the first time social software (25%). Most of students express that they had the feeling that they had increased their information-related competencies, 65 % agreed that they now know how to use a reference manager and that they will use it in their context of action. From the point of view of professors, the role has changed from instructors to facilitators of learning process. Librarians have seen this experience as an opportunity for training inside a formal course and having engaged students in the web blog, not because the participation was mandatory, but because the training was performed as part of enquiry-based learning process in the right moment that the user had the need to be trained.

Keywords: information literacy, social software, reference manager, wiki, blog, librarians, professors

Enhancing Methodologies to Measure the Value of Library Services

Young Man Ko and Wonsik Shim

Department of Library and Information Science, Sungkyunkwan University. Seoul, Korea.

Abstract: The value of the library has always been highly regarded but rarely measured explicitly. Economic valuation of libraries and their services provides one specific way to quantify the value of library services and communicate such value among library stakeholders. Research on library valuation began in the mid 1990's with the theoretical exploration of the value of public libraries. In the 2000's, various theories and methodologies were reviewed and applied to actual measurement studies. In public libraries realm, studies have been conducted to measure the value of services at the level of individual, state and national libraries. Relatively few studies have been done about academic libraries due to the fact that they have more varied user needs and services vis-à-vis public libraries that makes measuring the value of academic libraries more complex and challenging than public libraries. Although we now have more than several dozens of library valuation studies, the reliability and credibility of measurement methods and results have not been resolved adequately. In our study, we describe an ongoing project aimed at examining various methods that are commonly used to measure the value of library services. Economic valuation of a library is being measured primarily in two ways—Stated Preference and Revealed Preference methods (Kim 2011). State Preference Method (SPM) is a popular approach to measuring the value of services in the absence of comparable market price such as library services. CVM (Contingent Valuation Method) is a popular technique of SPM. In this method, the value is typically derived from verbal responses of users of those services. The Revealed Preference Method applies such methods as consumer surplus and opportunity costs to indirectly measures the value of library services. The final outcome of library valuation measurement depends largely upon a number of elements including, but not limited to, scope of measurement (services included), use of measurement methods (SPM vs. RPM, different applications of CVM), existence of alternatives, and so on (Shim 2010). In our study, we attempt to investigate the effects of different measurement choices in the economic valuation of libraries. Specifically, we try to respond to questions such as: Will the results be differ if we measure services individually or as a whole? Will the use of payment cards result in different outcomes? How much differences will there be if we measure using CVM or time value? Albeit conducted in a limited scale, the results from this study will enable us to observe the effects of various measurement choices and thus improve our ability to apply different techniques of library valuation more consistently and reliably. A total of ten libraries, six in the public library sector and four academic libraries, participate in the experiment. The sample reflects different library sizes and operating environment to the extent possible. The study period is from September 2010 to August 2012. We will report interim results of the study and gather feedback.

Keywords: Value, Benefits, Value of Library Services, Economics of Libraries, CVM (Contingent Valuation Method), Evaluation, Public Libraries, Academic Libraries

E-readers and e-books at Sapienza University

Laura Armiero¹ and Mary Joan Crowley²

¹Dept. of Computer and System Sciences Sapienza University of Rome, Italy

²Dept. of Structural and Geotechnical Engineering, Sapienza University of Rome, Italy

Abstract: Today's students handle a wide array of technology and social tools many of which were not even around five years ago. These impact not just their social lives but also their academic careers Two pilot projects are underway at the Engineering Faculties of Sapienza University of Rome introducing e-books and e-book readers to their community as part of this engagement process.

1 - DISG E-book reader project – lesson-based content to go

At the Department of Structural and Geotechnical Engineering, the Library working collaboratively with Faculty identified a pilot project to provide tailored content to users organized around specific courses. Content will consist of the professors' and researchers'

Lecture Notes, exercises, selected library e-resources and approved web content, all graded according to the special needs and particular level of the student. The aim is to help our targeted audience retrieve and manage information more successfully, allowing them to surf among content that has been organized and structured within a knowledge system, and help them use it with efficiency and effectiveness. Initially this has focused on a single university course and has now been extended to cover other courses run by the Department for the Engineering Faculty. Access will be from the Faculty member's home page, from the course page itself, from the Institutional open repository for ungated content and from the library web page.

Version 2.0 features, such as tagging and cloud searching, will be applied to ensure user friendly searching and inform on what content is being used and needs to be introduced, customised or amplified with time. A novel feature of the project for an Italian student audience is that selected content, based on a user's specific needs, will be available on demand and downloaded to e-book readers on loan from the library, thus enhancing the library's reputation. Borrowers will be provided with some tips regarding usage by trained library staff and feedback regarding usage, usefulness and content will be collected through a survey.

2 – E-book and e-reader selection at the Department of Computer and System Sciences Library.

At the beginning of 2011 the library board decided to invest resources to introduce this kind of bibliographic documents and devices. We present the entire project that led to the adoption of e-books and the related issues:

- budget planning, cost evaluation, comparison of the traditional purchasing procedures with the new procedures for online purchase;
- evaluation of the e-book collections offered by academic publishers and by online bookstores, selection of titles for the teaching/research activity, identification of new forms of interaction with Faculty staff in the e-books selection process;
- evaluation of the different kinds of e-readers comparing the technical features with particular regard to the formats supported, identification of the needed characteristics for use in the library, device selection and purchase;
- conversion of description records from UNIMARC to MARC21 format, identification of the incorrect and non-functional fields and import into the Sapienza OPAC;
- uploading of the purchased e-books on the different devices, according to DRM and creation of e-readers loan service;
- project evaluation by groups of students, faculty and library staff;
- staff training, user feedback.

Keywords: e-books,, e-readers, academic libraries

An Ethnographic study of male juvenile delinquents information behavior in Malaysia: a work in progress

Ezza Rafedziawati Kamal Rafedzi, Assc. Prof. Dr. Abrizah Abdullah

Faculty of Computer Science and Information Technology, University of Malaya, Kuala Lumpur, MALAYSIA

Abstract. The study is intent to explore the male juvenile delinquents information behavior in Malaysia. Objectives of the study is to examine the male juvenile delinquents information needs, on how the needs of information by juvenile delinquents emerge among them and to identify whether the information needed by them are met or are not. The method of data gathering is using ethnographic approach in which researcher relies on, up-close, personal experience and possible participation and observation. The study involved five of the prison integrity schools in Malaysia.

Keywords: Information Behavior, Juvenile, Prison Library, Information Needs, Ethnographic Study

European Digital Mathematics Library – developing modern library for European mathematical heritage

Aleksander Nowiński¹, Wojtek Sylwestrzak¹ and Katarzyna Zamłyńska¹

¹Interdisciplinary Center for Mathematical and Computational Modelling, University of Warsaw

Abstract: EuDML project is an EU funded project aimed at creating the complex modern library for digital mathematical publications. This project started at the beginning of 2010 and it will last for three years. The project is realized by the consortium of 14 institutions from 9 European countries, including both technical partners and content providers.

The core of the EuDML system is based on the Yadda software platform developed in ICM. Yadda platform is a modern, open-source platform for building digital library systems. It is a scalable, service oriented platform developed in java. It has been already successfully deployed in Polish Virtual Library of Science, serving more than 7 million documents to scientific users all over the country.

The main purpose of EuDML is to aggregate European mathematical heritage in one place, increasing its visibility and offering an efficient solution for the mathematicians searching for the publications. To achieve this EuDML combines data from various providers, mostly from national DMLs. About 95% of the EuDML collection is open access. Project partners together will provide collection of more than 250 000 full-text items, including both journal articles and monographs. Currently size of aggregated collection exceeds 180 000 items.

EuDML as a domain specific library offers a number of mathematically oriented features. The most important are efficient mathematical formulae search engine and possibility of the using mathematical formulas in almost every metadata field, including keywords and bibliography. It also offers a number of features to allow users to annotate, comment or enrich the data and to personalize the site. Aggregated data have diverse quality, depending on the source, and therefore various automatic enhancement techniques are applied, including both source document analysis and extraction of the relations between documents - citation resolution, similarity computation and author disambiguation. On top of that, accessibility components are developed, focused on providing mathematical content in a form suitable for currently available software, like text-to-speech engines or braille terminals. The project initial version has been presented to the public in July 2011 and official site launch will be in January 2012

Keywords: Digital Mathematics Library, EuDML, Yadda, Digital Library

Europeana Libraries: bringing library content to the researcher

Susan Reilly

Liber

Abstract: Efficiency, effectiveness, visibility, and credibility, these are some of benefits achieved through the modelling of a single library domain aggregator service, the development of an online portal designed to meet the needs of the researcher, and the creation of a best practice network for the sharing and development of expertise in digitisation and metadata.

Europeana Libraries is an EU-funded project that brings together the key networks of **CENL** (Conference of European National Librarians), **LIBER** (Association of European Research Libraries), **CERL** (Consortium of European Research Libraries). Input from these networks has been collected to scope the services that their libraries require from an aggregator service and to build a better picture of the needs of their research communities.

A critical mass of content from research libraries across Europe will be made available to researchers through a single portal. The portal will enable full text searching and provide tools tailored to the needs of researchers.

Defining the value propositions of the service and portal is key to the success and the sustainability of the project. Through delivering on these value propositions and defining a shared vision for the portal and service this project should deliver something of benefit to research and national libraries across Europe and ultimately to researchers across the world.

Keywords: Research infrastructures, Digital libraries, Digital humanities, Aggregation, European Projects, Collaboration, Sustainability

Evaluating a new electronic service using mixed methods

Denise Turner and Sue Myer

Teesside University, Library & Information Services, Middlesbrough TS1 3BA, UK

Abstract: This presentation discusses the introduction of a new subject guides system at Teesside University and the methods used to evaluate this new service. The new service uses Lib-Guides, a library content management system, to present information tailored to the needs of specific subject areas. The aim was to provide the most useful resources for a subject, along with instructions and tutorials, in effect creating a one-stop-shop. We also wanted to embed the guides into the VLE so that they became integral to the learning experience.

Success has been measured using both quantitative and qualitative methods. The range of methods used included web analytics together with data from interviews and surveys. This presentation will look at the results of this analysis and consider some of the issues raised. We will discuss what has worked well, what continues to present difficulties, and how we plan to develop the system in the light of this evaluation.

Keywords: analytics, lib-guides, subject guides, internet

Evaluating the Effects of Library E-resources and IL tuition on the Research Outcomes in Finnish Top Universities and the Quality of the Statistical Data Collected

Jarmo Saarti¹ and Markku Laitinen²

¹ University of Eastern Finland Library, Finland.

² National Library, Finland.

Abstract: During the past couple of decades, the university libraries have changed their paradigm from collection based services towards promoting the access and digital use of scientific resources. This has also added the IL teaching as one of the main tasks for the libraries. At the same time, the quality assessment of the research done in the universities has become a hot topic in the academic world. This has caused e.g. several international bodies to start to present even “top ten” type of lists of the universities.

We compared the Finnish universities mentioned on the so-called Shanghai list using as indicators the IL teaching (the number of study points, i.e. ECTS credits for courses taken), e-journal downloads and research funding in those universities. These were analyzed by using statistical tools in order to find out the possible correlations.

The other aim was to find out the quality of library statistics collected in the Finnish Research Library Statistics Database. Here, as a method we used e-mail interviews for the persons responsible for statistics in their libraries.

An Evaluation of Current Outreach Services at Calvert Library and Its Future Outlook

Margarita Rhoden¹ and Molly Crumbley²

¹School of Library and Information Science, University of Southern Mississippi, Calvert Library, Prince Frederick, MD

²Department of Library Science, Clarion University, Calvert Library, Prince Frederick, MD

Abstract. For more than nine decades public libraries have used bookmobiles and Outreach services to connect with and serve their customers, visiting such diverse populations as daycares, nursing and retirement homes, public schools, and prison inmates. Calvert Library, a rural public library in southern Maryland, was the main focus of this study, which examined the Outreach Department to determine its strengths and weaknesses. It analyzed the effort to reach and serve customers who do not have access to library services. Microsoft Excel was used to compile and analyze surveys and outreach statistics from 2008 to 2010. The benefit provided and the future of the service was identified in the conclusion.

Keywords. bookmobile, customer survey, librarians, library, Maryland, mobile services, outreach, outreach librarian, outreach services, outreach van, public library, rural community

Evaluation of E-books users interfaces by the university students: a case study.

Chennupati K. Ramaiah and Himabindu Draksharam

Professor & Head Dept. of Library & Information Science, Pondicherry University, R.V. Nagar, Kalapet, Puducherry - 605014. INDIA.

Abstract: The user interface (UI) includes every part of the system that user interacts with, works with and uses. This includes what the user sees, hears, and touches while interacting with a computer system. After the introduction of graphical user interfaces, the UI has become the most important component of any system. Therefore, the developers are taking lot care while developing any system for public use. The quality of UI will play very important role in the success of both hardware and software. Simple UI requires no or minimum training to use, low error rate, and increased speed of performance.

In this regard, a study was conducted to evaluate the unique UIs of the e-books available in the Pondicherry University Central Library by the students to know their level of acceptance. The main aim of this study is to evaluate their perceptions on e-book UIs that offer a range of features differ from each other. For this reason, an evaluation study was carried out using survey method and questionnaire tool to collect the feedback of students on various UIs of e-books. Altogether 72 students attended the interaction session and responded to the questionnaires provided. The data collected during the study was analyzed and presented the results in this paper.

The popular e-book publishers mostly subscribed by the Indian Universities and educational institutions are IEEE, ACM, netLibrary and Safari. Commercial e-book publishers usually come with good features to attract the subscribers/ buyers. The various features of e-books available in the market including bookmarking, highlighting, help facility, making comments, notes taking, etc. are already incorporated by most of the publishers. Features like formats conversion, password protected pages, saving selected portion of text, sharing with friends etc. were rarely provided by publishers.

The students liked the unique features of e-books compared to printed books including hyperlinked table of contents, hyperlinked index, links to the external web pages, optional background settings, password protection facility, changing font size and colours, flexible word and line spacing, icon labelling, video panel for navigation, presence of multimedia elements like audio, video, animation, and graphics, multimedia searching, word or phrase searching, audio and video annotations, etc. The disliked features mentioned by the respondents are optional background settings, and automatic turning of pages. The problems faced by them including accessibility, restrictions related to downloading, printing and in using of e-books. Interaction problems such as illogical icons, new and unfamiliar options caused problems to students while reading e-books in some UIs.

Features to be incorporated in the future generation of e-books including password protection, word or phrase searches, flexibility to change color, size and style of the font, etc. Students did not preferred for fashionable or maximum number of features, but ready to accept the interface with minimum number of applicable and useful features. The UIs of future e-books

are expected to move the usersB? From regular reading approach to electronic means in that complex issues are involved which has to be further studied.

Keywords: Electronic Books, User Interfaces Evaluation, User Interfaces, Evaluation Studies

Evaluation of public Libraries in Fars province

Narjes Vara, Neda Zeraatkar, Laleh Joukar

Faculty member of Regional information center for Science and Technology

Purpose: to study the status of public libraries in Fars province based on Dayany Standard (1995).

Methodology: This research is a survey. The public libraries in Fars province were subjects of this study and a self-design questionnaire was used for data gathering. Dayani Standard for Public Libraries, which is an accepted standard in Iran is used for comparing the libraries. The 9 criteria in Dayani standard including daily work hours, total area, area of building, number of books, annual increase of books, number of members, number of staff, number of book cases, and number of chairs, were tested for each library. In order to analyzing data, we used descriptive statistical parameters, such as Mean, Quarter, etc. In addition, T test was used to identify the differences between the state-of-the-art of the libraries and Dayani standard criteria. Finally we applied the cluster analysis to classify the libraries.

Findings: findings indicate that public libraries were totally between level 5-6 Dayani standard. Using cluster analysis, we can recognize 3 different groups among them. The libraries of first group have a better situation than the level 3 Dayany standard. And the second libraries are in the same cluster with libraries in level 5,6 Dayany standard which causes a decrease in total average of criteria in these libraries. The priorities that should be considered more include an increase in daily work hours, number of members and number of staff.

Originality /Value: it seems that this paper is the first comprehensive study concerning public libraries of Fars province and has provided evidence, which assist to improve these libraries.

Keywords: Fars province, Public library, Public Libraries evaluation, Dayani Standard.

Evaluation of usage patterns and promotion of electronic resources in academic medical libraries: the case of the Central Library of the University of Medicine and Pharmacy "Carol Davila" – Bucharest, Romania

Dr. Octavia-Luciana Porumbeanu Madge¹ and Crina Mihăilescu²

¹Lecturer, Department of Information and Communication Sciences, Faculty of Letters, University of Bucharest, Romania and Medical Doctor, Bucharest Emergency Clinic Hospital, Romania

²Crina Mihăilescu, Director, The Central Library of the University of Medicine and Pharmacy "Carol Davila" – Bucharest, Romania

Abstract: The ability to directly access information on Internet, without the mediation offered by info-documentary structures and the fact that more and more users prefer electronic information services, have led to the need for libraries to identify methods to promote the services they offer. With the advent of Web 2.0 technologies, users can be considered among the most important collaborators of the library, but their level of knowledge on new technologies, their experience in using electronic resources and in searching and retrieving information in these resources varies greatly from one user to another and many still need assistance and training from librarians. Given that many academic

libraries have focused in recent years on the development of large electronic collections in order to better meet the information needs and preferences of users, we conducted more research at the level of academic medical libraries in Romania which aimed to assess the quality of their services. We investigated how these libraries support the information and research needs of users, the implications of access to electronic information resources and the usage patterns of their collections. The situation in Romania seems to be a little different from Western countries in terms of not such a high use of electronic resources. In this paper we present results from our research in one academic medical libraries in Romania, the Central Library of the University of Medicine and Pharmacy "Carol Davila" - Bucharest, and some possible solutions to promote the services based on electronic resources which include the need for a marketing approach to users, increased user education and better collaboration with the teaching staff.

Keywords: evaluation, usage patterns, information users, electronic information resources, promotion, academic medical libraries, Romania

Evolution of library services

Alexandre Lavrenov

Poster

18-50, Gintovt street, Minsk 220125, Belarus

Abstract: Each person visited library and a sign with those services which there offer. Basically, in the most general case the library gives the information necessary for the reader. However a kind, the form and speed of her granting changed eventually. Similar changes mentioned the form and library structure. If it represented itself to an initial stage as storehouse of the every possible local information in printing, recently its functions have changed.

Now the library carries out integrating and classifying roles for the information in creation of uniform global space. We will notice that at national level such problem is solved for many states at rudimentary level. Are suggested to accept some effectual measures for acceleration of the given process and improvement of quality of library services.

Keywords: evolution, library, service, quality, information

Evolve or perish!

The Continued Development of Information and Knowledge Services in the UK Defence Science and Technology Laboratory

Dr Dominic A Davies

Dstl, Porton Down, Salisbury, Wiltshire, UK, SP4 0JQ.

Abstract: Timely provision of the right information to inform decisions and support research within the Defence science and technology laboratories (Dstl) ensure that the public purse is not wasted and, in the extreme case, saves lives. Dstl provides Library and Information Services through a centralised model with a high reliance on staff that can embed themselves into the work of their user community. The service model focuses on the provision of cost effective resources and supports exploitation of the organisations, and others, intellectual capital. This model has been successfully developed over a decade and has stood the test of re-organisations and budget cuts where many other LIS models in other organisations have failed.

Keywords: Information Services, Knowledge Management, Embedded staff, Re-organisation.

An Exploration of the Irish Research eLibrary

Mary Pat Fallon

Dominican University, 7900 W. Division, River Forest, IL 60305, USA

Abstract: Academic libraries have always operated in a fairly economically disadvantaged environment and are frequently the first to suffer budget cutbacks in times of difficult financial circumstances. Ireland today is experiencing such difficult circumstances after nearly two decades as Europe's fastest growing economy. Ireland since the 1990s has pushed a political agenda of expanding education as a means of both spurring and providing research and development for a private sector that was offering employment to the Irish labor force and investing in a highly technologically developed information infrastructure. High level research during Ireland's Celtic Tiger's years was seen as both an objective academic good and a national economic imperative, and was part of a strategy to wrest Ireland from its agrarian past and its legacy of emigration and to develop a modern knowledge-based economy. It was within this political context that Irish universities between 2004 and 2008 faced a sudden and dramatic increase in the research resources available to them electronically; unprecedented in the history of Irish libraries, because of the IReL (Irish Research eLibrary) initiative Ireland aspired to be a world leader in information technology education as an adjunct to economic activity.

Keywords: Ireland, Technology, Libraries, Innovation, Economy, Universities, Research

Exploration on Users Satisfaction Measurement and Evaluation in Malaysian Academic Libraries: a Conceptual Research Framework

Wan Nor Haliza Wan Mokhtar, Dr. Siti Arpah Noordin, Dr. Dang Merduwati Hashim

Faculty of Information Management, Universiti Teknologi MARA, MALAYSIA

Abstract: The aim of this study is to explore the measurement and evaluation approach used by Malaysian Academic Libraries in measuring users' satisfaction of the users. The paper reviews literature within academic libraries measurement and evaluation of their services. The outcome of the literature review is a proposed conceptual research framework of measurement and evaluation practices in fulfilling users' satisfaction in Malaysia. It identifies measurement and evaluation practices and challenges that would appear to influence the library strategic planning. Research framework for measurement and evaluation practices towards library strategic planning in Malaysia is proposed with appropriate methodology to be employed.

Keywords: Conceptual framework, users' satisfaction, measurement and evaluation, library services, academic libraries, Malaysia

The Feminine Reading Room: a separate space for women in a Portuguese public library

Paula Sequeiros¹ and Sónia Passos²

¹Institute of Sociology, University of Porto

²A Independent researcher

Abstract: A fictional narrative, based upon historical and sociological research, is constructed about the inauguration of the Feminine Reading Room in Porto Municipal Public Library, in 1945. Biographical data on Virgínia de Castro e Almeida, the writer after whom the Room was designated, and on Tília Dulce, who donated many of the books incorporated in its collection, and data on that period of Portuguese history are provided. These data were then crossed with those from literature, photography, and interviews to rebuild a holistic context of events “as they might have been”, within the frame of a qualitative approach, aiming to understand the significance of the use of such semi-public spaces by women. This case illustrates how separate, women-only spaces contributed to processes of women's appropriation of public space.

Keywords: public libraries; public space; women; gendered spaces; Portugal

Focus Group Research in the Academic Library: A Case Study and an Overview of the Methodology

William H. Weare, Jr.

Indiana University Purdue University Indianapolis, University Library, 755 W. Michigan St., Indianapolis IN 46202, USA

Abstract: Academic librarians provide the university community with resources and services in an environment that facilitates learning, teaching, and research. Concerned about the efficacy of various library programs and initiatives, two public services librarians at Valparaíso University conducted a series of focus groups with undergraduate students with the intention of gaining a better understanding of their perceptions of the library. In addition to reviewing the findings of this study, this paper will provide an overview of the focus group methodology as applied to the academic library. Through the use of focus groups, academic librarians can discover what students really think, feel, need, and want. Equipped with this knowledge, librarians will be better positioned to design and deliver effective programs, improve services, and shape the development of facilities to better meet the needs of current and future users.

Keywords: Focus groups, qualitative research, academic libraries, students, user needs

From Usability Study to Innovation: Implementing LibAnswers at Loyola Marymount University

Kenneth Simon and Susan Gardner Archambault

William H. Hannon Library, Loyola Marymount University, 1 LMU Drive MS 8200, Los Angeles, California 90045, USA

Abstract. The William H. Hannon Library at Loyola Marymount University (LMU) conducted a usability study to test the new LibAnswers product from Springshare. LibAnswers is a hosted web platform allowing libraries to build a searchable knowledge base for frequently asked questions about the library. A user who enters a query and does not find a matching answer is prompted by LibAnswers to submit the question to the library. When a library staff member answers the question, the user receives an email response and the librarian has the option to add the answer to the public knowledge base. We performed usability testing of LibAnswers at LMU to determine whether it should replace the library's static “frequently asked questions” (FAQ) web page.

We conducted usability testing on 20 LMU undergraduate students using a combination of the Performance Test methodology and the Think-Aloud methodology. Students sat before a computer and were given a list of ten performance tasks to complete. Each student performed the ten tasks twice; once using LibAnswers as the starting point, and once starting with the

library's static FAQ page. We recorded audio in the room and captured computer screen activity to video. Then, we scored and analyzed the resulting data for speed, accuracy, efficiency, and satisfaction. Results revealed that while LibAnswers introduced desired features when compared to our static FAQ page, its user interface did not provide an ideal one-stop online portal of library information for the majority of participants. As a result, LMU made user interface improvement suggestions to Springshare and created a hybrid FAQ page that included both static links and a widget for searching LibAnswers. In the presentation, we will showcase our methodology and results, and we will explain how we incorporated the usability findings into the new hybrid page that combined the best features of the static FAQ page and LibAnswers.

Galton 2012: the bibliometric journey continues

Juan Gorraiz, Christian Gumpenberger and Martin Wieland

University of Vienna, Library and Archive Services, Bibliometrics Department, Boltzmanng. 5, A-1090 Vienna

Abstract. Retrospective bibliometric analyses present an interesting and promising field of activity for librarians and information specialists. The aim of this study was to find out whether citation analysis would be a successful method to identify the major works of celebrities in history and science.

2011 was Francis Galton's 100th death anniversary. In commemoration of this exceptional scientist and predecessor of scientometrics, the authors used him as a role model and performed an impact analysis of his works [1]. Web of Science, Scopus and Google Scholar (Publish or Perish) were used to identify the most cited works of the universal genius. The retrieved book and journal article citations were extensively analysed. This citation analysis was then complemented by an analysis of references where Galton is rather mentioned than cited (obliteration). In addition occurrences of Galton's works were counted in major encyclopaedias, biographical indexes, in obituaries, Festschriften and the website Galton.org. Correlation analyses of the most cited documents with occurrences in biographical sources and encyclopaedias were performed using the Pearson correlation coefficient. The analyses were initially done for monographs, and these results were already published [1].

In this subsequent study the scope was expanded with respect to two additional aspects:

1. The same type of correlation analyses were also performed for journal articles in order to complement the results already gained for monographs.
2. All documents retrieved in Web of Science and in Scopus citing or mentioning Galton were visualized in order to better illustrate the varied impact of Galton's work and the significance of his individual contributions as well as to identify relevant networks. The open source product BibExcel was used as the software package of choice.

Interestingly Galton's works turned out to be increasingly cited or mentioned. The phenomenon of obliteration (i.e. the use of eponyms) applies to the remarkable proportion of one third of Galton's works. Whether scientists are cited or rather only mentioned either depends on the respective subject field or on the country-specific cultural behaviour. Our findings suggest that obliteration is probably more common in selected subject areas like mathematics and statistics (formulas, processes, effects, etc. are named after a person) than e.g. in psychology. Moreover the Americans (USA) seem to prefer citations, whereas the Europeans tend to only mention.

Citation analysis and occurrence counting in biographical sources are considerable methods to study the history, philosophy and sociology of science. Both approaches support the retrieval of the most relevant or most influential works of outstanding scientists, and their combination

even better allows the retrospective unmasking of a “giant’s” publication strategy. The complementary use of both methods results in a merger of the objective nature of citations and the subjective peer perspective of a biographer. Visualization finally allows a better interpretation and understanding of the obtained results.

Overall this type of retrospective study should prove librarians and other information specialists that bibliometric activities do not necessarily need to be restricted to evaluative purposes. Expertise can also be successfully applied to other interesting fields of research like the one presented in this study.

Getting Beyond Library Statistics to Library Value: Challenges in Turning Features into Benefits

Alvin M Schrader, PhD

Director of Research, University of Alberta Libraries, Alberta, Canada
Professor Emeritus, University of Alberta

Abstract: What do all of the raw numbers about library holdings, materials circulated, Internet use, in-person visits, reference questions asked, programs attended, and so on tell decision-makers? What is the meaning of a library collection of several million items? One million circulations? Half a million website visits? Do these statistics communicate adequately the quality and value of libraries and library services?

While traditional library statistics have many practical decision-making and policy uses, they do not tell the whole story of what libraries, library quality, and library use mean. We need to frame our messages to be more persuasive to policy-makers and politicians as well as to our service communities, other stakeholders, and the public at large. How do we articulate accountability and value for money? These are surprisingly complex questions and challenges, and they can be answered in as many ways as there are user interactions with library services, staff, and collections.

This session explores some of the barriers to moving beyond raw data about libraries towards metrics that tell the deep story of the impact and meaning of libraries and library use. A key strategy is to shift our thinking about library service effectiveness from an insider vision to a holistic culture of user-centred library service and assessment, from a provider viewpoint to a client viewpoint. We need to think less about library transactions and more about what library users experience and feel – about their attitudes, their feelings, their expectations, their motivations, their opinions, their perceptions, their behaviors, their satisfaction, their loyalty, their values, and their transformations.

A first step is to focus more of our thinking on the reality of people making complex choices in favour of libraries in their daily lives, whether at work, at play, at school, whether pursuing hobbies, exploring careers, or making use of libraries in a myriad of other ways. In this perspective, every library use is more than a transaction, an event, a data point – each one is an affirmative action and an act of validation. Every library use is a moment of truth in capturing the quality, impacts, and benefits of services, staff, and collections as experienced by the individual user.

This perspective requires a different positioning of libraries and librarians, a shifting of perspective to collections of library users, not just collections of library materials and information. It shifts our focus from customers to customer service. It is a reorientation grounded in the knowledge that user value is not just the value added by the library but the value experienced by users, and that user satisfaction is not an adequate representation of benefits, outcomes, and differences in people's lives. Such a repositioning – a rebranding – will help us turn library features into client benefits, and contest the perception of libraries as cost centres instead of as investment centres that are revenue- and culture-generating services; the creation by and through libraries of social and cultural capital is an unacknowledged but important contribution.

The work of articulating key success indicators for libraries remains an urgent priority for library decision-makers in all sectors, if the real benefits and contributions of libraries are going to be understood, valued, and supported. One starting point is to view library uses as the deliberate choices made by library users. So far, the deep story of the measurement and evaluation of library services awaits telling.

Getting the biggest citation bang for your buck: An analysis of nursing citations from nursing and non-nursing journals.

Thane Chambers

Research Librarian, Faculty of Nursing, University of Alberta, 4-103 CSB, Edmonton, AB T6G 2G3, 1-780-248-1692, Canada

Abstract: Citation analysis can reveal a wide range of information about scholarly publication: how knowledge moves and is dispersed, the impact and influence of research, and aspects of scholarly relationships. Nursing research tends to be inter-disciplinary. It influences and is influenced by scholarship in a wide range of subject areas including: sociology, business, communications, bio-medicine, health policy, and health administration. An obvious place to publish nursing research findings is in nursing journals but more impact and influence may occur by publishing study findings outside of nursing research.

This study uses citation analysis to explore the diffusion and impact of nursing research. It explores the following research questions:

- Do articles published by nursing researchers receive more citations in nursing journals or non-nursing journals?
- Among highly cited articles authored by nursing researchers, does collaboration (measured by the number of co-authors) impact citations?
- Is there a difference in terms of methodology, subject areas, journals, and authorship between highly cited articles by nursing researchers published in nursing and non-nursing journals?
- Is there a difference between the citations received by highly cited articles in nursing and non-nursing journals?

The Web of Science database was used to retrieve 77, 873 citations authored by nursing researchers. Citations were divided into two categories based upon the journal's focus: nursing and non-nursing. Citation data will be analyzed to reveal whether publications from nursing or non-nursing journals receive more citations. Highly cited articles from each set will be analyzed to explore if common traits exist such as co-authorship, research design, subject matter, and journal impact factor. Citations of these high-impact articles will be explored to determine if more citations come from inside or outside nursing. Findings from this work will provide research data to librarians who assist nursing researchers and nursing researchers in making decisions about whether their research findings should be submitted to nursing or non-nursing journals.

Getting the Most Bang for Your Buck: Using ROI to Demonstrate the Value of a Library Tutoring Program

Rachel Besara and Michelle Demeter

Florida State University, Tallahassee, FL, USA

Abstract: When campus partners give libraries funding, communicating the impact of the partner's contribution can be vital to sustaining the relationship and the dollars. One method

of doing this is by calculating the return the library gives to the campus community on the partner's investment, their ROI. Using a simple formula and financial research, it is possible to calculate the ROI of many library programs. This presentation will demonstrate and discuss how Florida State University Libraries used this method to calculate the ROI of one library service, the late-night peer tutoring program, the Learning District, which is funded by the Student Government Association (SGA). While the success of library services is not predicated on the ROI, the ROI, if significant, can certainly assist in securing future funding for similar activities. The ROI calculation allowed for the Learning District's success and high value to be expressed not only in qualitative means but also in concrete financial terms; terms that impressed SGA and contributed toward the decision to continue funding the program despite the difficult economic climate on campus.

Keywords: Return on investment, library, partnership, economy, funding

HEC digital library of Pakistan: an over view

Saeed Ullah Jan

Sindh University Jamshoro P, Prang yaseen zai, Charsadda, 240000 Pakistan

Abstract: The revolution of emerging technologies has completely altered the conventional library system into computerized library system and more recently into digital library system. The digital library has become an integral component of each and every academic institution. The Higher Education Commission (HEC); Government of Pakistan has established and launched a digital library in 2004. This library was named as HEC Digital Library. The prime aim of this digital repository was to quench the information thirst of the researchers, faculty members and students of academic institutions and non-profit organizations. This library has given access to more than 300 universities/ Degree Awarding Institutions (DAIs)/ Research and Development Organization (R & D). This paper examines the current status of Higher Education Commission (HEC) digital library, formulation of digital library policy, and digitization of collection at HEC library, barriers to digitization, budget allocation, staff training and how to cope with the situation.

Keywords: digital library, Pakistan-digital Library

Homogenizing Access to Heterogeneous Resources of Digitized Manuscripts

Adolf Knoll

National Library of the Czech Republic

Abstract: The Manuscriptorium Digital Library is seamless aggregator of data from ca. 100 memory institutions in Europe. It offers tools for data contributors as well as for user-oriented personalization. The metadata from Manuscriptorium are used by many other services, such as The European Library, EUROPEANA, or SUMMON and EBSCO resource discovery services.

Keywords: digitization, data aggregation, seamless access, TEI, structural maps, personalized access

How Prepared Are Our Students to Meet the Job Market Demands? A Qualitative Case Study

Yazdan Mansourian, PhD

Assistant Professor, Tarbiat Moallem University, Tehran, Iran

Abstract: This paper shows how a group of Library and Information Science (LIS) students perceive their proficiencies and preparedness to follow and achieve their professional goals after graduation. Moreover, the paper seeks to report how these students evaluate the efficiency of LIS curriculum in providing them with necessary skills to meet the existing job market requirements. In this study 32 final year LIS students at Tarbiat Moallem University (TMU) in Tehran formed the target group. Thirty of them were female students and only two of them were male, which reflect the female dominance of LIS students' population in the country. The researcher, who was their teacher at the same time, used questionnaire with follow-up interviews with open-ended questions to collect the data and employed an inductive qualitative approach to analyse the data. The results indicate most of the students assess their curriculum fairly appropriate in providing them with useful skills. However, they feel less confident about the suitability of these skills with the existing demands of LIS career market. Therefore, they need to gain a deeper understanding of the current trends and issues in the LIS career opportunities after their graduation. In addition, they expressed their concerns about the compatibility of their curriculum with the increasing changes in Information and Communication Technologies (ICT). As they mainly believed their curriculum were primarily focused on the theoretical aspects of LIS topics and during their education they have spent less time on practical activities. As a consequence, some of them decided to enhance their practical skills after their graduation to be more prepared to take up LIS jobs. Some of them were hopeful to learn new skills in post graduate levels, so they decided to continue their education in the higher levels including master and PhD. The findings also indicate the target group felt somehow uncertain about how they might be able to make their learning applicable for their career in future. Accordingly, the curriculum planners should modify the existing LIS curriculum to make it more compatible with the increasing changes in ICT and other developments in LIS field. Although the scope of this study is limited to a small group of undergraduate students at a university, using a qualitative approach helped the researcher to gain a deep understanding of LIS students' perceptions on this issue. As a result, the findings of this research can be followed in large scale studies.

How to improve an Open Access Books collection's considering user's demands"

Aristeidis Meletiou¹ and Anthi Katsirikou²

¹Technical University of Crete, 73100 Chania, Greece.

²University of Piraeus Library, 80 Karaoli and Demetriou st, 18532 Piraeus, Greece.

Abstract: In modern Libraries one of the most important offered services is the ability for users to use open access books' collection to satisfy their needs and expectations. The improvement procedure of an open access books collection needs specific attention as it is fact that is a vital issue of a modern Library. This particular work tries to show how Librarians can consider user's demands to improve efficiently an open access books collection. It describes the way of collecting data about user's demands, how can be analyzed properly and how can be considered by Librarians when they try to improve an existed open access books collection or to build a new one. User demands can be applied from respective surveys that can be applied in many ways. This paper shows the proper ways of conducting surveys for estimation of user's demands. Furthermore it describes a way of collecting users' requests about Open Access Books and finally the methodology combines above information for helping Librarians to build a final priority list of Open Access Books that can be acquired. The goal of presented study is to help Library decision makers to take right decisions about what actions can do to improve efficiently "open access books collection" in their Library Organization.

Keywords: User needs, open access, book collection, data analysis, decision making, library management, collection management.

How to Use Data Mining in a Library: Example of University Library of Silesian University

Anna Janíková

Faculty of Philosophy and Science in Opava, Institute of Computer Science;
Faculty of Arts, Charles University in Prague, Institute of Librarian Studies and Librarianship

Poster

Abstract. There are many kinds of data, that libraries store. Every set of data originates from a different library activity. Sometimes we need stored data for further use. Sometimes we do not and when we do not know what to do with it, we just store it.

Data just pile up with time. We spend manpower, capacity of servers and money to store it. We store it although we do not know, if we really need everything. We just can not delete it. Sometimes we use some of the data to do statistical reports. But what about the rest of it? Combination of methods of information technology can give us an answer. Data mining is a process, that allows us to do some powerful operations with our data. For example we can discover what kind of user is the most frequent in our library, which is useful for creating a model. We can also predict events, visualize data and detect potential abuse etc.

But if we want to apply data mining in our institution we have to be aware of many things. We can not use every method for every kind of data. We should be aware of the limits of our data and at the same time we also have to be mindful of the limits of used methods. We must know what we do have in our storage and also what we do not have. We should be aware of delicacy of some data and we should take steps to avoid misuse. Even if we get good results from data, we have to know the right interpretation too.

So how to use data mining in a library? Are there any advantages? This poster focuses on the usage of data mining with the data of University Library of Silesian University. It will provide answers to following questions: What kind of data do we actually have? What can we do with them? What kind of methods are suitable for our data? And what do the results indicate?

Keywords: Data Mining, Knowledge Discovery, University Library

The impact of library services in a Mexican research community

Celia Mireles Cárdenas¹ and Jane M. Russell²

¹Escuela de Ciencias de la Información, Universidad Autónoma de San Luis Potosí, **México**

²Centro Universitario de Investigaciones Bibliotecológicas, Universidad Nacional Autónoma de México, **México**

Abstract: There is general agreement that the traditional role of the university library as the curator and provider of scholarly information needs revision, even in the developing parts of the world. The empowerment of users as a result of technological advances and universal access to digital content forewarns of the urgency for libraries to find new roles to play in society. This need is particularly pressing in the case of the scientific community whose innovations in the way their work and data are researched, produced, stored and communicated are at the cutting-edge of today's specialized information and communication systems. In the present study we take the particular case of the University of San Luis Potosí (UASLP), a Mexican provincial institution who research base and mainstream production have increased considerably in recent years and whose research strength lies mainly in the fields of Physics, Medicine, Chemistry, Optics and Mathematics. Through structured interviews with a representative sample of researchers, all of whom are members of the

selective Mexican National Researchers System (SNI) and serviced by the Information Centre for Science, Technology and Design (CICTD) we look to find answers to several fundamental and taxing questions related to the ways the CICTD has contributed to increased research production, how services might be improved and new services implemented to potentiate this impact.

Keywords: impact, libraries, researchers, Mexico

The impact of library services on customers' life. Findings from the national user survey of Finnish libraries

Anna Niemelä

The National Library of Finland

Abstract. The aim of this paper is to examine the benefits and impact of library services from customer point of view. The paper is based on the national user survey of Finnish libraries, which was conducted in 2010. The survey was carried out through an online questionnaire aimed at customers of all library sectors, and 34 300 respondents submitted their answers. The questionnaire consisted of several topics: purposes for using the library; use of electronic services; opinions on library as a service environment, and views on quality, importance and benefits of library services.

In this paper, the focus is on six multiple-choice questions and one open question, through which respondents' experiences on public libraries' benefits and impact were investigated. Themes of these impact-related questions varied from computer skills to quality of life. Library users' experiences are examined through statistical and complementary qualitative analysis. The results are also explored in the light of certain background factors, e.g. according to respondents' gender and age. The aim is to bring out user experiences, as well as differences between user groups. In addition, the goal is to discuss the potential and challenges of surveys and other experience-based data in terms of impact evaluation.

Keywords: user survey, impact evaluation, library customers, Finland

Impact of Unfinished Business: The Zeigarnik Effect, Organizational Effectiveness, and Academic Library Management Practices

Prof. Colleen S. Harris

University of Tennessee at Chattanooga, Lupton Library Dept 6456., 615 McCallie Ave,
Chattanooga TN, 37403 USA

Abstract: The Zeigarnik Effect is the tendency to experience intrusive thoughts about an objective that was once pursued and left incomplete (Baumeister & Bushman, 2008, p. 122). A study done by Greist-Bousquet and Schiffman (1992) provided evidence for the Zeigarnik Effect, noting a tendency or need to complete a task once it has been initiated and the lack of closure that stems from an unfinished task promotes some continued task related cognitive effort. The cognitive effort that comes with these intrusive thoughts of the unfinished task is terminated only once the person returns to complete the task. Applying the Zeigarnik Effect to organizational change and development, we can posit that unfinished business may have a deleterious effect on the organizational effectiveness of academic libraries. This paper explores the ideas of unfinished business and its intrusive effects on organizational development in academic libraries. The paper then compares two academic libraries undergoing change, one using best practices and one failing to apply best practices in terms of human resource and general library management. The two cases highlight the importance of human resource and library management practices to mitigate the effects of unfinished objectives.

Keywords: library management; academic libraries, organizational development; organizational change; case study; best practices

Impacting Student Learning: Measuring the Effectiveness of Research Consultations in an Academic Library

Carrie Forbes and Erin E. Meyer

Penrose Library, University of Denver, Denver, Colorado, U.S.A.

Abstract: Reference services are responding to the increasing size and complexity of the current information landscape in various ways. An innovative Research Center at the University of Denver provides students with hour-long, one-on-one consultations with a research librarian. The effectiveness of this model has been assessed using feedback data collected with an online survey tool at the conclusion of each consultation. We will discuss how three years of this robust data provides important insights into student information seeking behavior, service effectiveness, and student learning outcomes.

Keywords: Student Learning Outcomes, Evaluation, Assessment, Reference, Information Literacy Pedagogy, Lifelong Learning, Research Consultations, Academic Libraries, Surveys, Qualitative

Implementing Innovation Magement

Arja Mantykangas & Britt Omstedt

Swedish School of Library and Information Science, SE 50190 Borås 50190, Sweden

Abstract: In this paper, I will reflect on implementing innovation in Library and Information Science in Borås, Sweden. In my role as lecturer in Library and Information science I develop courses trying to match the complex needs of the Swedish society, and even in relation to the needs in Europe in change.

The starting point for my reflexion on the needs of innovation is the statement made by Octavia-Luciana Porumbeanu in her article *Implementing Knowledge Management in Romanian Academic Libraries: Identifying the Elements that Characterize their Organisational Culture* (2010, p. 549): one of the most useful solutions that can be adopted in order to survive and to be successful in a society is to implement a knowledge management process, this is specially true of countries like Romania, with a rapidly developing economy, following the collapse of the post-war communist regime. I mean that even Sweden is struggling for survival and success, from their point of view being a well-done country. It is not enough with knowledge only; there is also a need of innovation. There are many people having knowledge and good skills but how to stimulate and learn the students to take advantage of their brain and possibilities out there, perhaps when organizing the knowledge of other people in their future role? In this paper I will present an ongoing case about an ongoing development with focus on a course called Project management, development and evaluation. In focus in this discussion there is the need of developing the often so called library culture, new kind of managers and the ability to add value to ideas in a way that is derivate from the reality. In other words, also, there is a need for implementing innovation management processes.

I will develop my case from the educational theories and the nature of innovation and societal innovation system improvement in Sweden, and especially at the Swedish school of a library and information science in Borås.

Keywords: innovation, implementation, youth

Implementing Assessment in a Large U. S. Academic Research Library

Chestalene Pintozzi

Director of Project Management & Assessment, The University of Arizona Libraries, Main Library A349h, 1510 E. University Blvd, Tucson, AZ 85712-0055, USA

Abstract. Over the past decade assessment has emerged as a crucial activity to help libraries understand and improve their performance and to demonstrate accountability to their parent institutions and other funding sources. This focus has developed in an environment made complex by budget pressures and rapid, often technology driven, change. Even as the library's salaries, wages and operations budgets were cut, the University of Arizona Libraries system has successfully implemented assessment across almost all aspects and units. This paper will present an overview of what is assessed and why, the tools and approaches utilized, and the results. Functional work areas to be addressed include instruction, collection development, customer satisfaction, and cost-effectiveness of services.

Implementing virtual Entrepreneurship seminar into Human Resources Management/HRM course: a case of Digital Library Learning /DILL Master Programme

Aira Lepik

Tallinn University, Institute of Information Studies, Estonia

Abstract: Entrepreneurship involves the recognition of opportunities (needs, wants, problems, and challenges) and the use of resources to implement innovative ideas for new, thoughtfully planned ventures. Entrepreneurship Seminar European Virtual Venturing/EVV was designed for Erasmus Mundus International Master Program Digital Library Learning/DILL and Institute of Training in Computer Science, Networks and Telecommunications/ITIN (France) students to acquire knowledge and skills that could help them to understand the value, nature, current research and practice on entrepreneurship. According to learning outcomes by the end of EVV seminar the students could be able to select and analyze new venture opportunities, explain the concepts of market segmentation, target markets and positioning, define a product and service offering, design an organization, recruit and manage a team, evaluate product costs and operating costs, prepare a new venture business plan and "sell" a new business venture. This paper discusses and summarises the content development and evaluation of Entrepreneurship Seminar European Virtual Venturing based on survey and focus groups interviews carried out as feedback from master students last two years.

Keywords: Entrepreneurship Seminar European Virtual Venturing, Erasmus Mundus International Master Program Digital Library Learning, survey, focus groups interviews

Improving Teaching and Learning: Using Rubrics to Measure Information Literacy Skills

Kathryn M. Crowe

Associate Dean for Public Services at the University of North Carolina at Greensboro.

Abstract. The University Libraries at the University of North Carolina at Greensboro (USA) has a long history of an active information literacy program at the first-year, upper undergraduate and graduate level. To improve our program we are exploring a variety of assessment methods to gain data on how well our students are acquiring these important skills.

One assessment project, using a rubric to score a library worksheet, began in Spring 2009 in Communication Studies (CST) 300, an upper-level core course. Students are required to write a 8-10 page paper and use primary research articles from Communication journals. Because it is required of all CST majors it is an ideal course to target for information literacy and the Libraries have worked with it for over 15 years. Students have traditionally attended an instruction session and completed a library worksheet graded by both the librarian and faculty member. In spite of this long collaboration, teaching faculty were still frustrated with the quality of resources selected and students' poor citation skills. It was an ideal situation to apply new skills learned at ACRL's first Information Literacy Assessment Immersion in December 2008 and an opportunity to provide a model of assessment that could be adopted by other librarians.

More specific information literacy outcomes were established in close consultation with the teaching faculty and the worksheet was revised to reflect the outcomes. A rubric was devised to score the worksheet with three levels: The students did not perform well. As a result several changes were made for the Fall 2009 semester including requiring students to take specific chapters of the Libraries' online tutorial before the instruction session, revising the rubric to include four levels and delaying the instruction session to allow students more time to think about their topics.

The students' performance improved dramatically from the previous semester with an increase of 78% increase for outcome 1, 30% for outcome 2 and 27% for outcome 3. The study will continue in Spring 2010 to include three semesters of data.

This presentation will provide information on the research methods used, how the data instigated changes in the pedagogy and how these changes made a significant difference in student learning. It will also describe how a good collaboration with faculty was made stronger and led to promoting student learning assessment in the Libraries and on campus.

Key words: information literacy, assessment, rubrics

Improving information literacy at the Czech Technical University in Prague: support of education and research

Věra Pilecká and Ludmila Ticha

ČTU in Prague, Central Library

Abstract. The main mission of the academic library is a support of educational, scientific and research activities of the university. This is based on the needs and requirements of the university and has to be in accordance with its strategic objectives in the development of educational and research and development (R&D) processes. To achieve this goal, it is essential that the library addresses the students, teachers and employees of its institution effectively. In terms of that it is crucial to communicate with university management, with individual faculties and to get feedback from teachers and students. Due to the feedback it is possible to customize all library services to the real needs of the users.

In this paper I will present the Czech Technical University in Prague (CTU) as the biggest and oldest technical university in the Czech Republic. Activities of the Central Library of CTU (CL) are created in close cooperation with both, the university management and individual teachers. In the support of education the library engages itself in preparing educational materials, specifically targeted seminars and trainings (including lectures by practitioners) as well as in direct teaching of students. It focuses especially on the PhD students, to whom a course called "Information for science and research" is offered every year. The course combines traditional lectures and the use of electronic environment (LMS Moodle).

Besides students, the library takes a large part in the support of R&D. This includes methodological assistance in the field of R&D evaluation and preparing the data for evaluation and comparison of the university's scientific results.

The aim of the university is to promote free access to the results of R&D, transparency of science, communication of scientific results and the openness of university on both national and international level. In accordance with this objective the CL builds and manages an institutional repository – the Digital Library of CTU - and is also involved in open access initiatives.

The CL in cooperation with other academic libraries conducts surveys focused on the use of references in theses and dissertations, and also on the issues of citing and creating citations. Based on the results of these surveys seminars and guidelines are prepared to support proper citing and to avoid plagiarism, as well as instructive documents to improve the overall information literacy at CTU.

All these activities complement the work with users, and so fulfil the mission of the university library.

Keywords: academic library, information education, study support, R&D support, information literacy, institutional repository

In Search of Patterns at the Desk: An Analysis of Reference Question Tracking Logs

Susan [Gardner] Archambault

Loyola Marymount University, 1 LMU Drive, MS 8200, Los Angeles, CA 90045

Abstract: This study is a content analysis of reference questions and answers asked at an academic library Information Desk during the Fall 2010/Spring 2011 academic year. An Excel file was created consisting of Reference question statistics recorded using the Gimlet (<http://gimlet.us>) question tracking system. A data dump was performed, resulting in separate Excel columns for service provider, duration of transaction, question format, Reference Effort Assessment Data (READ) Scale difficulty level*, month, time of day, day of the week, and free-text question and answer. The authors took the free-text question and answer fields and recoded them into the following fields: "Reference Tags," "Subject/College," "Exact Source," and "Quality." The new categories for each field were finalized after several rounds of 50-question sample calibrations by three coders. Then, a representative cross section of the 3,422 total questions was achieved by sampling from questions categorized at all six levels of the READ Scale. A random number table was used to take a 20% sample from all questions at levels 1-3 of the READ Scale; and all questions were included from levels 4, 5, and 6 for a sample size of 934 questions. Coders added coding information for the four new fields. The sample was then analyzed using the Statistical Package for Social Sciences (SPSS) to look for relationships among variables.

The study is designed to answer these questions: Does a core list of sources consulted by staff emerge within the print or electronic mediums? How frequently is the print reference collection being used? Which colleges and schools are most represented by the subject of the questions? Is there a noticeable difference in the answers given depending upon if the service provider is a librarian versus a non-librarian? What percentage of lower-level questions based on the READ Scale are being answered by librarians? Were there any patterns by patron type: faculty versus students versus visitors? The information collected helped inform decisions related to collection development, training, staffing, and outreach. The study also builds on previous research in reference question analysis and offers a unique classification scheme for

Information discovery through WWW image searching: a quantitative assessment

Paul Nieuwenhuysen

University Library, Vrije Universiteit Brussel, Pleinlaan 2, B-1050 Brussel, Belgium

Abstract: *Introduction:* Information can be discovered and accessed increasingly through the Internet and the WWW. Therefore librarians face additional tasks and functions, including the evaluation of information discovery services on the WWW and recommending selected ones to their clients. More specifically, searching for images on the WWW has become an attractive starting point to find relevant information sources, in particular in fields where visual information is relatively important besides textual information. *Problem statements / research questions:* How useful and efficient is WWW image searching nowadays to discover information sources? More concretely: 1. How high is the precision of results from image search systems, when reasonable queries are submitted? 2. Which are the main stumbling blocks in reaching high precision? 3. Irrelevant but harmless search results that lower the precision are expected, but beyond this, how significant is the danger of misinformation? *Methods:* Answering these questions in general for any information need does not make sense. The particular subject domain for this investigation is one in which images are important: traditional, ethnic, tribal art objects from Sub-Sahara Africa. Up to now, more than 700 queries have been submitted to public access WWW image search engines. For each query, the 20 individual results that rank highest are evaluated using a scoring method developed for this work, so that this leads to a positive score related to precision between 0 and 20 and to a negative score related to misinformation between 0 and minus 20. *Findings:* 1. On the positive side: For about half of the queries, image searching is fast and productive in the sense that it leads to some relevant image and related information. More on the negative side: The ranking systems of contemporary search engines on the WWW are more sophisticated and powerful than ever, but nevertheless most positive scores related to retrieval precision are much lower than the ideal maximum, even though each query is formulated with very specific correct words and names, and with a syntax that agrees with the rules of the search engine. 2. Higher precision is not reached due to classical stumbling blocks of information retrieval systems, but also to automatic query expansion of the actual search engine, which is surprising. 3. Beyond the irrelevant results that simply lower the precision of a search as expected, a significant number of search results may even mislead users who are not familiar with the selected subject domain. *Conclusions & recommendations:* Here we limit ourselves to conclusions and recommendations that are mainly relevant for librarians: Image searching through the WWW deserves a place among other information discovery methods, in particular in those domains where visual information is important. Therefore librarians should consider including WWW image searching (i) in reference work, (ii) in the directory of information discovery systems that they offer to users on the library web site, (iii) in their efforts to increase the level of information literacy of information users, pointing out the positive as well as the less than ideal aspects.

Information literacy among researchers on HIV/Aids

**Maria do Carmo Avamilano Alvarez¹, Angela Maria Belloni
Cuenca², Ivan França Junior³**

¹ Doctoral student and librarian at the School of Public Health, São Paulo University – Brazil

² Professor and librarian at the School of Public Health, São Paulo University – Brazil

³ Professor at the School of Public Health, São Paulo University - Brazil

Poster

Abstract: The development of the concept of information literacy needs to be updated and viewed from the researchers' standpoint. **Objectives** – To describe information literacy among researchers, in accordance with their own perceptions of their ability to search out and make use of academic and scientific information.

Methods – Qualitative research on an analysis of transcripts of semi-structured interviews and a focus group with researchers on HIV / AIDS, based on the categories: user's education, information technology and communication, interaction with librarians, language and teaching. **Results** – The majority of researchers have participated in courses on database searches. They consider themselves to be capable of using databases, are familiar with the technologies and terminologies used and act as multipliers to their students. The interaction between them and the librarians is considered important. The image of a library is undergoing change - from one of physical space into that of a digital environment for academic users.

Discussion – The information overload calls for self-sufficiency on the part of researchers such that they shall be capable of searching for, selecting and filtering information, especially in view of the need for speed. Participation in courses does not ensure information literacy, seeing that a researcher considered a gatekeeper of the group has never attended any course. The librarian, like other professionals, may be losing his/her identity from the researcher's point of view, because in the digital world this occupational category has been confused with others such as systems analyst, digital editor, and secretary. The literature shows that younger students consider themselves information literate, despite studies showing that they are still learning to carry out tasks but not to deepen their knowledge of research methodologies or the ability to transmit skills. This situation is considered negative for scientific development, requiring, therefore, a reaction on the part of IT professionals.

Conclusions – Senior researchers consider it important that students should learn how to learn early. Librarians can contribute to this training, whether by acting as gatekeepers in research groups or by providing coaching in IT and guidance on how to track down and select relevant information.

Keywords: Information literacy, Research Personnel, Librarians, Communication, Health Information, Gatekeeper, Information Coaching, Lifelong learning

Information literacy among university students in Oman: A descriptive study using the Big6 Skills Model

Ali Al-Aufi (PhD)¹ and Hamed Al-Azri (MA)²

¹Assistant Professor, Department of Information Studies, Sultan Qaboos University, Oman

²Reference Librarian, The Main Library of Sultan Qaboos University, Oman

Abstract. The study aims to identify the current status of information literacy among the students of Sultan Qaboos University in their final year through using the Big6 model for solving information problems. The study also attempts to disclose the role of faculty and information specialists in the University for their Contribution to the advancement of information literacy among students. The study utilizes Survey Approach, and used the questionnaire as a tool for data collection, which included undergraduate students of Sultan Qaboos University, enrolled to their final year for the academic year 2010/2011. Collected data from (550) valid questionnaires were processed using (SPSS). These questionnaires represented (21%) of the total students (2649) enrolled to their final academic year at SQU. Of which male students represented (42%) and female students represented (58%). The questionnaire validity was tested by giving it to (14) referees and internal consistency was calculated to (94%) through using Alpha Cronbach. The results indicated a consistent need to use the information by the respondents. The results also showed high rates of the availability of all information literacy skills. A positive influence from faculty members to increase the levels of information literacy among students was also revealed. In contrast, an acceptable lower level of the impact of information specialists on increasing information literacy skills

among students is indicated by the results of the study. Nevertheless, the views of respondents coincided on the importance of information literacy for promoting diverse skills to deal with information. The results of the inferential statistical analysis indicated statistically significant differences in the skills of analysis and organization of information as attributed to the college variable in favor of applied science disciplines. Statistically significant differences were also revealed to gender variable in favor of females in the skills of 1. Determining the need for information, 2. Use the information, and 3. Analyzing and organizing information. In light of these findings, the study proposed several recommendations, the most important of which is designing a program of information literacy to be supervised and executed through the collaboration of both faculty members and information specialists at SQU. The study also emphasized the need for further scientific research in the area of information literacy for the purpose of promoting and wide-spreading the importance of information literacy in the Omani academic environment of all levels.

Information Literacy: Information Sharing, Democracy and Life-long learning

Betty Maguire

Student on Masters in Information & Library Studies Programme, School of Library & Information Services, University College Dublin.

Abstract. Information Literacy (IL) is becoming an increasingly important skill in today's technology driven world. This paper examines some typical definitions of IL . Three specific models of IL, the Inquiry Learning Model, The Sconul Seven Pillars of IL Model, and the Digital Information Fluency Model, are then explored. The Junior Cert School Programme (JCSP) , a functional and information literacy programme directed at young people deemed at risk of leaving school early, is discussed using details of correspondence between the author and Kathleen Moran, Senior JCSP Project Librarian. Finally, Information Literacy in relation to copyright, with emphasis on the recently published consultation paper of the review committee of the Copyright and Related Acts 2000 (CRRRA) is discussed.

Keywords: Copyright, Democracy, Digital Literacy, Information Literacy (IL), Digital Literacy, Junior Certificate School Programme (JCSP).

Information Management to Implementation Quality Management in Libraries

Eduardo da Silva Alentejo, Sofia Galvão Baptista

Universidade de Brasília

Abstract: The quality in libraries is discussed under the elements in Information Management: strategic planning and organizational culture. It discusses their importance in terms of quality management system of ISO 9001:2000 based on literature review and description of the experience reports in libraries Minister Victor Nunes Leal of the Supreme Court and Petrobras in the process of ISO certification quality. This study asks how these elements contribute to the implementation of management quality in libraries based on the requirements of the standard. And yet, as the libraries of the STF and Petrobras have used these elements of management during the process of quality certification in order to make it feasible? Through qualitative research, it sought to identify the relationship between the theories analyzed with the activities undertaken by the libraries in study case.

Keywords: Information Management. Quality Management in libraries. ISO 9001. Strategic Planning. Organizational Culture.

Institutional Repositories: libraries coming to the help of their institutions

Naicheng Chang¹ and Alan Hopkinson²

¹General Education Center, Tatung University, Taipei, Taiwan

²International Projects Consultant, Learning Resources, Middlesex University, London, UK

Abstract. Librarians are increasingly using quantitative methods to justify their existence as the people who pay their wages are often unaware of what they really do and threaten them with cuts as an easy option for economising when their host institution is in financial difficulties. There is however also an area where librarians in turn are increasingly being called upon to help academics justify their existence and bring in research income, the digital repository.

The paper will deal with why librarians are being asked to do manage digital repositories of academic research and why they are best placed to do this. It will take examples from repositories available on the internet and show how they have an impact on the world of research. It will show how managers of repositories are using tools available to them to visualise various activities relating to the repository to make it more visible and a better promotion for the activities of the institution whose research is being displayed. It will indicate how the repository is being used in research assessment exercise like the At the same time it will analyse what methods such as visualisation are being used to promote the use of the repository by academics. The different software packages will be compared and recommendations made as to which should be chosen and why each is better for any given scenario.

Institutional Repository Initiatives of Academic Libraries in Singapore and Malaysia

Shaheen Majid

Nanyang Technological University, Singapore

Abstract: Several factors including availability of open access and open archives protocols, metadata standards, and inexpensive computer storage have encouraged academic institutions to consider non-traditional methods for scholarly communication. Institutional repositories (IRs) provide an effective platform to collect, preserve, and disseminate scholarly works. The main objective of this study was to investigate different management issues pertaining to the development of institutional repositories. A question-sheet was used to collect data from eight public sector academic libraries in Singapore and Malaysia. Some of the areas covered in this survey were: scope and size of the IR collection, platform used for developing institutional repository, availability of selection and archiving guidelines, access and copyright management, and staff training. This paper suggests certain measures, based on best practices and lessons learnt from this study, for other organizations considering developing their own institutional repositories.

Keywords: Institutional Repositories; Software, Planning and Management; Policies, Singapore, Malaysia

An integrated platform for large scale open and restricted access content provisioning

T

omasz Rosiek, Jakub Jurkiewicz, Wojciech Sylwestrzak and Katarzyna Zamłyńska

Interdisciplinary Centre of Mathematical Modelling, University of Warsaw, Warsaw Poland

Abstract: We present YADDA, an open source environment for heterogeneous content integration, and selected applications. We discuss the concept, the extensible architecture, and the powerful and flexible metadata schema, as well as several selected case studies.

The original YADDA software suite, was developed as a replacement for the discontinued Elsevier ScienceServer system. It is capable of handling several million full texts of Elsevier and Springer research papers, and delivering them to all research users in Poland under a countrywide license. At the same time, it proved capable of integrating a number of open access collections and databases in a single point of access, together with thousands of commercially licensed journals, resulting in a national Virtual Library of Science system. We present the unique experience of operating a large, high volume, country-wide system, for licensed research publications, over a number of years. Other specific applications of the YADDA platform are described, including DML-PL, the Polish Digital Mathematics Library; BazTech, a bibliographic database of Polish journals, and EuDML – the European Digital Mathematics Library.

The evolution of the YADDA environment is presented, including SYNAT, the latest digital library ecosystem, based on the YADDA2 architecture. SYNAT is the largest and latest Polish national digital library project, involving 16 leading universities, libraries and research institutes, aiming at creating a common infrastructure for managing and sharing science and research related content, as well as other open knowledge resources. The planned applications of the YADDA2 ecosystem include, INFONA – a central research communication portal, an autonomous digital library out-of-the-box system, and a digital repositories hosting environment. The design principles of YADDA2 allow it to progress beyond the functionality of the original YADDA system, providing a service-oriented way to easily and quickly develop custom open digital library applications, and integrate them with specialized tools and services, like semantics indexes, metadata enhancers, text mining solutions etc.

The variety of publication types stored in YADDA repositories, and the virtually unlimited range of publication classes that may be used by the YADDA2 platform, made it necessary to design a universal publication description format. On one hand the format had to be flexible enough to cover different kinds of contents (including rich contents, data, or compound objects), while on the other, it had to be able to reflect all domain specific properties of publications. Additionally, since we often have to deal with data having different levels of completeness, the format also supports incomplete and partially inconsistent data. The paper presents the resulting BWMETA2 format and its capabilities.. We also describe the role of BWMETA2 in the integration of data from different content providers in the YADDA platform as well as its central role in the SYNAT system.

Keywords: digital libraries, heterogeneous databases, frameworks, information repositories

Introducing the VABB-SHW database: a bibliometric tool for the Social Sciences and Humanities in Flanders.

Rudi Baccarne

University of Antwerp, Anet - Library automation, Prinsstraat 9, 2000 Antwerpen, Belgium

Abstract: Scientific output is a parameter used by the Flemish government in order to distribute research funds. Since 2002 this bibliometric parameter is based on count data of publications and citations SCIE (Science Citation Index Expanded) of the Flemish universities. The main criticism about this model is the underrepresentation of the scientific output of the social sciences and humanities. Social scientists are publishing more in their native language and more often in books than their colleagues from the exact sciences.

With the establishment of the VABB (Flemish Academic Bibliography for the Social Sciences and Humanities) the bibliometric parameter will take the scientific output of the social sciences and humanities more into account. The second version of VABB was launched in December 2011.

Publications of 5 different universities are kept in VABB after a process of validation and datacleaning. This whole operation relies on the yearly export records from the different institutional archives in a commonly agreed MODS metadata scheme. By means of relations and matches with other databases like ISSN and Web of Science records are enriched in order to improve the quality and the validation process.

In this paper we introduce the general context of the VABB database and focus on the role of information specialists and library technology for the successful establishment of the database.

Keywords: Bibliometrics, Social sciences and humanities, VABB-SHW

An Investigation of the Role of an On-Site Library in the Provision of Adjunct Bibliotherapeutic Treatment for Emotionally Disturbed Youth

Brenda L. Battleson and Valerie M. Nessel

University at Buffalo, The State University of New York, Graduate School of Education,
Department of Library & Information Studies
534 Baldy Hall, Buffalo, NY 14260-1020 U.S.A

Abstract. Using a mixed methods approach, the research will investigate the role of a professionally staffed, on-site library in the treatment of emotionally disturbed children and adolescents who are residents of an intermediate care in-patient treatment facility in Upstate New York, U.S.A. The study will also investigate the use of bibliotherapy as an adjunct treatment and the role of the library in the provision of this treatment. At the present time, there are no professionally staffed libraries in any such facility in New York State so this three-phase exploratory study aims to fill some gaps in the extant research on the use of bibliotherapy, and the use of library resources and services by mental health care staff, teachers, and patients in such facilities.

Phase 1: Attitudes towards, and use of the on-site library by patients, mental health care staff, and teachers will be measured both before and after a professional librarian/media specialist is placed in the library.

Phase 2: This phase will measure the knowledge of and use of bibliotherapy (BT) as an adjunct treatment by psychologists, social workers, nurses, therapy aids and teachers at this facility. "Book therapy," now termed, "bibliotherapy" has been used in the provision of care for the mentally ill in the United States since the early to mid nineteenth century. In their respective reviews, Brewster (2008) and Fanner & Urquhart, (2008, 2009), describe the pioneering bibliotherapeutic work of librarians, especially in the United States, but a general lack of recognition by health care providers of BT as a formalized therapeutic service (Fanner & Urquhart, 2008).

Phase 3: Those data obtained from the first two phases will be analyzed to compile evidence to support or refute the need for additional and/or expanded research on the role of a professionally staffed on-site library in both the treatment and education of youth in an institutionalized behavioral health setting.

This study will not only provide evidence of the impact of a professionally-staffed library to the patients and staff of an institution for emotionally disturbed children, it will also provide evidence to support additional research into the efficacy of bibliotherapy as an adjunct treatment in psychological and psychiatric care. This will add to the research findings from studies conducted in the United Kingdom that suggest that a formalized system of "information prescriptions" (IP) and "books on prescription" (BOP) benefits patients in terms of reducing recovery time and improving treatment at a cost savings (Chamberlain, Heaps & Robert, 2008). To date, however, the populations subject to such studies are limited to adults with mild to moderate disorders treated in outpatient settings. Since little research has been conducted with children, the present study would begin to bridge this gap. Furthermore, this

research moves beyond formalized provision of self-help bibliotherapy to determine if a young patient's access (both directly and through their health care providers and teachers) to a professionally staffed on-site library may play a role in his or her treatment.

Keywords: Bibliotherapy, emotionally disturbed youth, information prescriptions, books on prescription, library use studies

The Irish university experience of LibQUAL

Ciara McCaffrey, MLIS, BA

Head, Administration, Glucksman Library, University of Limerick, Republic of Ireland

Abstract: This paper will review the Irish university experience of the online customer satisfaction survey tool, LibQUAL. Adoption of LibQUAL has been relatively recent in the Republic of Ireland. The Glucksman Library at the University of Limerick first ran the survey in 2007, again in 2009 and a third time in 2012. Elsewhere in Ireland, as interest grew in the tool, a number of other Irish universities ran the survey for the first time in 2010 and 2011. This paper will explore the impact of LibQUAL, drawing on the experiences of administrators and directors in the Irish university libraries. To what extent has LibQUAL been a catalyst for change? What changes, either direct or indirect, can be attributed to the library assessment tool? Have individual experiences been broadly similar or different, positive or negative, and how did individual organisations respond to the results? The strengths and weaknesses of LibQUAL will be explored and the Irish experience of the tool and its impact will be discussed.

Is it really on the Web and what does that mean for Instruction and Reference?

Aline Soules

California State University, East Bay, USA

Abstract: Assumptions are frequently made about what is available through the open Web and those assumptions are not only made by library users, but are often voiced by librarians. This affects collection decisions, how we teach information literacy, and how we interact with users at the reference desk.

California State University, East Bay (CSUEB) is classed in the U.S. as a “comprehensive” university, offering undergraduate and Masters degrees, and is considered a “teaching” university. We also offer a strong First Year Experience program that includes a required two-credit information literacy course for incoming first-year students (sections are F2F, blended, and online).

Early in the current U.S. budget crisis starting in 2008-2009, librarians at California State University, East Bay (CSUEB) faced another round of cuts, forcing us to decide what core databases we would not renew. First to go was a core database for the English Department that offers both biographical and critical information on authors. As the library liaison to that department, I was concerned, but I knew that I would be unable to argue for its retention. In addition to the continuing need to cover all disciplines taught at the university, the relative cost of various databases, and use statistics, colleagues expressed the opinion that this information is largely available “on the Web,” particularly biographical information.

Despite the cancellation, I decided to test this assumption. To set parameters, I limited my search to biographical information for literary authors writing in English. I conducted a pilot in fall 2009/winter 2010 with fifty names taken from CSUEB Masters theses and compared the content in the biography portion of the database that was cancelled (*Contemporary*

Authors Online, part of *Literature Resource Center*), a comparable database called *Biography Reference Bank (BRB)*, *Wikipedia*, and the open Web other than *Wikipedia*. In fall 2010/winter 2011, I gathered the names of five hundred authors by reviewing curricula and textbooks from across U.S. higher education institutions. In spring 2011, I searched the names in the same sources, tabulated results, and compared content. After completing the study, I confirmed that reliable authenticated biographical information is *not* all available through the Web; however, I also gained increased respect for *Wikipedia* and found evidence that both *Wikipedia* and other sources available through the open Web have information to offer if used appropriately, which has important implications for information literacy education.

For this paper, I will briefly outline my findings in *Wikipedia* and the open Web, discussing currency, unique information, author Web sites, copyright, and other factors; explain how these findings have led me to change how I teach my information literacy course (online) and how I approach certain reference questions (F2F and online); and emphasize the value of “holistic” librarianship where librarians participate in collections, instruction, and reference, areas that are often practiced by different librarians, in order to apply research in one area to inform and improve work in related areas.

Keywords: Wikipedia, Web, Collection development, Content comparison, Instruction, Information literacy, Reference

Journal rankings as a means for structuring bibliographic databases: a case study in Economics and Business Studies

Timo Borst, Christian Langer, Susanne Schäfers

¹ ZBW German National Library of Economics / Leibniz Information Centre for Economics

Abstract. During the last years, bibliometrics and corresponding research areas (e.g. informetrics, webometrics) have increasingly attracted the librarian community due to several reasons: budget shortcuts force libraries to focus on purchasing high-level publications, bibliographical databases are regarded as a primary source for assessing research performance, bibliometric parameters are used for customizing search results according to specific scientific needs, and libraries are expected to support the publishing process. To fulfil these purposes, libraries need subject orientated and comprehensive, both valid and updated bibliometric databases and web based services.

In the paper resp. talk, we present our approach towards a web based system of journal rankings for maintaining, publishing, retrieving and accessing bibliometric information with a focus on journals in Economics and Business Studies. From these subjects, we selected the worldwide most established royalty-free 25 rankings. Since all of them use different scales and methodologies, one task was to make them comparable. Another task was to clearly identify each journal, for the bibliographical information turned out to be either inaccurate or ambiguous. Apart from this normalization work, we added external information to the individual ranking results including subject categories and information from Sherpa/Romeo and the German national *Database of Journals (Zeitschriftendatenbank)*.

We outline some of the possible use cases for this database. These may include (but certainly are not restricted to) both the manual and automatic integration of ranking information into

- a retrieval application with the purpose of filtering and re-ranking the results,
- the process of structuring publication lists to support research evaluation,
- the process of submitting a research paper into a subject repository,
- the process of evaluating and controlling a library's holdings.

Keeping Your Library in the Spotlight

Fiona Tuohy

National University of Ireland, Maynooth

Poster

Abstract: This poster addresses the issue of marketing the Library both locally and nationally, via a variety of media. It draws on the experiences of the Library at the National University of Ireland Maynooth. A Library Communications Strategy was drawn up as part of the Library Strategic Plan 2009-2011. Key elements, which will be highlighted in the poster, included devising an events planner and a media contacts database. Marketing messages, timelines, budgets, knowing your audience and maintaining a media archive are all elements of the NUI Maynooth strategy. The messages, conveyed via this poster, are transferable to different types of libraries and are applicable in both national and international contexts.

Knowledge and Information Management by Individuals

Marzena Świgoń

University of Warmia and Mazury in Olsztyn, Poland

Abstract: The knowledge economy, globalisation, information technologies have an unquestionable influence on human information behaviour. In the competitive environment, individuals and organizations appreciate the important role of personal knowledge and information.

My concept of knowledge and information management by individuals is based on - among others - two theories: Personal Information Management (PIM) and Personal Knowledge Management (PKM). They were, hitherto, subject of the separate studies. Nevertheless, according to the variety of definitions of PIM and PKM (cited in the article), these concepts are similar and compatible. It seems, that we need the **integrative approach** to PIM and PKM which could be called *Personal Knowledge and Information Management* (PKIM). This concept is strongly connected with Information Literacy. My own empirical studies in this subject are under way.

Keywords: information management, knowledge management, personal knowledge, personal information, information literacy

Knowledge for the Ages: Preserving Rare Collections through Digitization and Content-Based Access

Constantia Constantinou

SUNY Maritime College, 6 Pennyfield Avenue, Bronx, NY 10465, USA

Abstract: The mission of the SUNY Maritime College Library Archives is to preserve, protect and secure long-term access to its rare collections. The SUNY Maritime College Library aims to promote and provide access to rare collections by providing access to researchers, faculty, students and the public throughout the world. The rare historical collections housed in the SUNY Maritime College Library and Archives serve a variety of purposes, providing legal, historic and evidentiary value to individuals and society as a whole. The paper, *B? Knowledge for the Ages: Preserving Rare Collections through Digitization and Content-Based AccessB?* describes the methodology for recruiting and acquiring rare historical documents, the technology standards, equipment and techniques used for digitizing the collections, the metadata and cataloguing standards for making the historical collections searchable and accessible to researchers across the world as well as issues of storage and access.

Keywords: digital preservation; digitization standards; rare collections; metadata;

Knowledge Management in Open and Distance Learning: a leveraging tool

Audrey Anday

Tallinn University, Institute of Information Studies, Estonia, International Master in Digital Library Learning

Abstract: Taking note that the primary mission of educational institution is the creation, preservation, integration and application of knowledge and the rapid advancement in Information and Communication Technology (ICT) has lead to a convergence of teaching and learning, open and distance learning or more popularly known as "e-Learning" is becoming the most common mode of delivery of education. Knowledge management, on the other hand, has become an increasingly high profile approach to making education more effective, particularly for geographically dispersed learning environments since it provides ways of reducing the constraints of existing operational management structures to improve innovation, responsiveness and creativity. Therefore, knowledge management and e-Learning could be two complementary fields that address the same fundamental problem that is facilitating learning in organizations. This paper then would like to study the uniqueness, difference and overlap of these two concepts; find out if being integrated together can provide better leverage of resources and optimize activities in the field of education and probably be able to address the lack of sharing knowledge among members of educational organizations.

Keywords: knowledge management, educational organizations, E-learning, learning in organizations

Knowledge of the use of written sources as an essential part of academic literacy

Jadranka Lasic Lazic¹, Marija Laszlo², Tatjana Prebeg³

^{1,2} University of Zagreb, Faculty of Humanities and Social Sciences, Department of Information Sciences, Croatia

³ University of Zagreb, Faculty of Agriculture, Croatia

Abstract: Once enrolled in an institution of higher education students start participating in standard forms of instruction such as lectures, seminars and practical classes as part of which they are regularly given mandatory reading lists. On the one hand, these lists contain the works which students should use while preparing for the their exams, and on the other hand, they serve as research material based on which students write their papers, seminar reports, articles, etc. All such written assignments should include the formal indication of all the sources used during research and the manner in which these sources have to be specified depends on the type of researched material as well as on the specific methods applied during research. Thus the effective techniques of research of written materials along with the appropriate manner in which these materials are to be specified or quoted becomes part of the instruction on academic literacy which should be brought to students' attention and, moreover, explicitly taught. It has been noted that a great majority of our first-year students, despite of achieving good results in their entrance exams, show a very low ability in first sorting out and using research materials and then in quoting research sources in their written assignments. Moreover, these students generally show a distinct lack of skills necessary for the effective use and interpretation of the written sources included in their reading lists. All this prompted us to provide our first-year students with the instruction on how to use written sources and various research materials and subsequently adequately quote them in their written assignments. This paper describes the methods of instruction used in this course and presents the results of the research conducted before and after its introduction into the programme. The main purpose of the paper is to show the rate of the students' progress in this context after they have been given specific instruction.

Keywords: academic literacy, first-year students, assignments, methodology

The labour market for L&IS professionals: a SWOT approach to authors' views in Brazilian periodicals

Claudio Reis de Brito, Frederico A. de Carvalho and Mariza Russo

CBG - FACC - UFRJ

Abstract: This paper investigates whether authors dealing with issues concerning the labour market for L&IS professionals display a strategic vision toward that theme. Sampled papers have been selected in two steps. Firstly periodicals whose titles contained selected terms have been sorted from a well known Brazilian bibliographic database, the Portal CAPES. Secondly, papers have been chosen from previously selected periodicals whenever their full text contained some reference to the term “Labour Market” and then each occurrence was registered. The final convenience sample consisted of 5 periodicals and 45 papers. To establish whether a strategic vision was present in a given occurrence the SWOT framework was employed when analysing the immediate context where the occurrence appeared. Data were statistically explored via frequency analysis and descriptive measures. Briefly, findings showed, on the one hand, that as long as external strategic dimensions are concerned – i. e., Opportunities and Threats – Opportunities were more often recognized so that authors may be considered more “positive” (“optimistic”) towards the external environment encompassing the L&IS labour market. On the other hand, in what internal strategic dimensions are concerned – i. e., Strengths and Weaknesses – Weaknesses were more often recognized and a reverse conclusion is possible, namely that sampled papers are more pessimistic concerning the internal strategic aspects relating to the labour market for L&IS professionals. An important question remains open – to what extent would weaknesses hinder L&IS professionals from taking advantage of a favourable environment?

Keywords: L&IS professionals. Labour market. SWOT analysis. CAPES Portal.

Leaving Elsevier's “big deal”: an evaluation of the Italian National Institute of Health experience

Franco Toni

Istituto Superiore di Sanità (ISS) – Biblioteca

Abstract. In 2011 the Istituto Superiore di Sanità (ISS), the Italian National Institute of Health, has been forced, due to economic reason, to leave the Bibliosan Consortium contract with the publisher Elsevier. The contract, following the “big deal” model, provided for the maintenance of paper subscriptions and the payment of an additional fee for the whole electronic collection (more of 2,000 journal titles). The continuous increase of annual costs has led to unsustainable growth in costs and to the subsequent cancellation of the contract. This has meant that more of 500 researchers of the Institute have suddenly been access to only 180 Elsevier current titles instead of the previous 2,000. The study traces the various stages which led to take this inevitable decision to cut about half of the Elsevier's journals and analyzes the impact that this act has caused. Through the statistical analysis of the article downloads and the number of items requested using the document delivery service will be possible evaluate the consequences of a painful decision that the general funding crisis and the trade policies of publishers have made it inevitable.

Let's Get Together: Global Electronic Library

Jo Flanders

E Resource/Serials Librarian, Assistant Professor, Faculty, Miller Center Library, St. Cloud State University, St. Cloud, Minnesota, USA

imagine...and possibilities happen

Abstract: As the world becomes flatter (Thomas Friedman's book, *The World Is Flat*), and more global, users from all over the world are retrieving and accessing information from remote locations. At a time when the economics of providing access to information and resources is becoming increasingly difficult due to budgetary constraints, it may be time to begin discussion on the possibility of sharing resources on a global scale, and creating a global electronic library.

I would like to propose a session that involves the discussion of this possibility, and brings on board librarians, publishers, and other parties interested in pursuing this cause. Among others, some of the questions to be addressed may include:

What would the model look like?

Is it cost effective?

Would there be a core collection of resources available to all libraries at a discounted price based on the leverage of a global purchase?

How would authentication and linking work?

Could libraries worldwide agree on a set of core resources?

Who would be responsible for maintenance?

What is the publisher view? What is in it for them?

LibQUAL+ in Ireland and the United Kingdom

Selena Killick¹ and J. Stephen Town²

¹Cranfield University

²University of York

Abstract. This paper reports on the use of the LibQUAL+ library customer satisfaction survey tool by Ireland's Consortium of National and University Libraries (CONUL), and the Society of College, National and University Libraries (SCONUL), in the United Kingdom. The paper discusses the consortium composition, the expectations of the customers and how these have changed over time, and the perceptions of the library service in Ireland the UK. Demonstrable outcomes from LibQUAL+® at a local and national level are also presented.

Keywords: LibQUAL+, CONUL, SCONUL, Library Customer Satisfaction, Survey, Performance Measurement

Library and Business in DRC: Second Round

Vincent Lukoji Mviza

Expert Documentalist/Librarian, Director of the CDBSI, Centre de Development des Bibliotheques et services d' Information, 16, Avenue MIC, Q. Kindobo, Commune de la N'sele—Kinshasa, D. R. Congo

Poster.

Abstract. There are five years passed ego, the Government of DRC has involved creating a number of libraries. But this program didn't take place in its priority because of financing difficulties. The CDBSI which is a member of the Congolese Association of Archivists, Librarians, Documentalists and Museum members (ABADOM), has taken this responsibility. An effort has done by this organization which is trying to develop school and public libraries by making them accessible to all pupils, students and all Congolese people. A big Library constructing project was initiated. A Library is being built and archives are being renovated in

Kinshasa. New concepts are being created for public libraries. In order to financing some activities, the plan aims a nice productive site with apartments for 200 editors, with pay parking, club and kiosques. This will be a well coming and meeting Library space. This Library and sustainable development project in DRC aims a property development (construction of Library, construction of cultural Center in Congo Kinshasa), congolese culture. The Customers will find a rest corner, restaurant and club for young groups. A Cyber café will be necessary. When young boys and girls meet, they will discuss on many themes like "An Experienced Old man adventure". It will be interpreted in several manners which can provoke reading, lectures, movies, discussions to the editorial adventures, scientific, technology information, languages and others developing topics. In DRC the library and the web services, the online services are not a traditional duty. The CDBSI will work with the Congolese Library information Service, to provide access to diverse collections and to help seek out relevant information. We have to look for materials and mobilize a fund of 1, 000, 000, 00 Euros for this sustainable development project. Who can help us in this work?

Library and Information Services Policy: Is There a Need to Reconsider This Issue?

Egbert John Sánchez Vanderkast¹ and Rocío Caridad Herrera Guzmán²

¹Centro Universitario de Investigaciones Bibliotecológicas (University Research Center for Library Science) CUIB, Universidad Nacional Autónoma de México, Torre II de Humanidades, piso 12, Ciudad Universitaria, México, D. F. 04510.

²Ph. Degree student UAM – Ixtapalapa.

Abstract. Technological changes have an impact in redefining the library and, in this context, referral services also. The main task of these services, as the heart of the library, is to encourage library use. In such changing environment, users are expecting effective reference librarians who will guide them to access the information and data needed. Authors like Thomson, Anderson and Sprenkle, Lankes, Nicholson, Radford, Silverstein, Westbrook and Nast are concerned about the role of this kind of librarian. Through case studies, they have tried to obtain a real-world view of the new competencies a reference librarian has to gain, in a hybrid or digital library field according to the workflow: - Issues, - Academy, --Knowledge, - Community practice. On the other hand, Rubin's concern is to see library and information policy as a service policy integrated by reference policy, circulation policy, and personnel and staffing policy, which are dynamic and changing. Both situations encourage reconsidering the mentioned issue, rethinking reference services, and present policies. Although a reference librarian's core set of competencies have been acknowledged, in a virtual environment this library promoter has to move beyond action to observe a change. Laura Saunders has proposed a questionnaire for obtaining data about the competencies and skills of a reference librarian. This instrument has been sent to 35 public universities in México. Results will show the direction of these services through the opinion of current reference librarians working at those universities. Also, it will point out the need to reconsider library service policy, and reference policy particularly.

Library Employees' Attitudes towards the Measurement and Appraisal of Their Work Performance: Quantitative Study in Estonian University Libraries

Kate-Riin Kont & Signe Jantson

Tallinn University, PhD Student, Institute of Information Studies, Akadeemia tee 1, 12618 Estonia

Abstract: The current paper presents results of questionnaire survey conducted in 2011 autumn in Estonian university libraries governed by public law (Tallinn University of Technology Library, Academic Library of Tallinn University, Library of the Estonian Academy of Arts, and Library of the Estonian Academy of Music and Theatre) to determine the attitude of the libraries' staff towards work organisation and performance appraisal. The librarians-oriented questionnaire aimed to establish the opinions of work organisation and performance appraisal prior to launching a pilot study based on the Time-Driven Activity-Based Costing (TDABC) methodology. The sample selection criterion provided that two libraries with higher and two with lower budget should be included. Though all four libraries have different structures, and the numbers of staff and population to be served, the services provided are broadly, however, similar and, thus, comparable. The questionnaire consisted of four parts: A) Job satisfaction: general issues; B) Learning and individual development; C) Work organisation and coordination; D) Performance measurement and appraisal.

The study was based on the hypothesis that there exists a positive relation between job satisfaction, orderly work organisation (division of labour), want to improve one's skills and widen the knowledge through individual development, confidence in one's necessity for the organisation, and willingness for the performance measurement and appraisal of his or her work, and, if necessary, for accepting a new position in the organisation according to the appraisal results. In this case, we are dealing with a dedicated employee, whose values concur with the values of the organisation, who rests assured that he or she has enough to offer for the organisation, and who wants to act in a way that ensures the survival and successful operation of the organisation. If the staff sense unbalanced workload, it might together with the analysis of performance indicators and the TDABC study bring along the determination of the optimal amount of tasks per employee, re-division of work tasks or creation of new positions of employment to ensure both the job satisfaction of employees as well as more effective working results.

There are several aspects from which the libraries' work organisation can be improved; however, these vary to some extent among libraries. Considering the circumstances that effect the effectiveness and performance of library work, then the most vital factor is whether the employee has sufficient aptitude for having his or her job done at all, and whether he or she is enough motivated for individual development and improvement, and for increasing his or her work performance. The third factor is whether the employee enjoys necessary working conditions that also embraces work organisation.

Keywords: university libraries, job satisfaction, self-development, work organisation, division of labour, coordination, effectiveness, performance measurement, performance appraisal, questionnaires

The Library, E-library, and the Librarian: Some Conclusions of the Service Quality Survey Conducted at the National Library of Estonia in 2011

Kai Idarand, Senior Specialist, Surveys

Research and Development Centre, National Library of Estonia

Abstract. Libraries are not only the institutions of carrying the cultural memory, since one of the inseparable characteristics of these organizations is the service function. The primary engine for the development of the latter is the satisfaction of its customers with the provided services. The level of service quality is the most powerful indicator of library performance. It is very important to have a constant dialogue between the library and its users, in other words, we can say - the feedback is of absolutely strategic importance in the development of libraries. Making all the possible ways for customers to have their opinion expressed is necessary for all society not only for libraries.

This is the main reason why the reader survey was conducted in the National Library of Estonia from 3 to 15 October 2011. The aim of the survey was to find out the users' range of expectations and the level of satisfaction with research library services both in the traditional and electronic environment. A special block of library personnel evaluation was included in the survey questionnaire as this seemed to be the connecting glue between all those services. In the basic principles of the methodology used and even in most of the questions, the service quality survey followed the steps of the survey conducted in the Library five years ago (2006). Thus it proved to be a valuable material for the comparison of the development of the institution during these years.

The Library chose to use the SERVQUAL two-dimensional gap model for the basis to measure the satisfaction with the service quality: the desired level and the other of the current (perceived) level were compared. All the evaluation scores were scaled from 1 to 7 with 7 being the highest rating. The other components of the methodology were applied to the contemporary needs of the Library. In addition to the blocks of traditional library services, an entire new section of e-services was added to the survey of 2011. The questions about e-services were brought forward by the working board of the Library and included eight new e-services.

The main survey hypothesis set was that the library users' expectations are very high as the customers have always received and got used to all the services on the best level. However, the entire satisfaction could be obtained only if expectations are exceeded which demands a lot of care and consistent work to be done by the library.

The other task of the survey was also to investigate how well the users are informed about recently applied e-services and how they evaluate them, which e-services need improvement or broader introduction.

All users of the library services were welcome to participate in the survey and choose whether to fill out the questionnaire on paper or electronically on the web. During two weeks 14, 5 % of the active users, which can be considered as a relatively full representation of the Library target groups, returned comparatively long and thoroughly completed questionnaires. The data gathered in the survey enabled the Library to determine the readers' evaluation of the current level of traditional and e-library services and compare it to the expectations of the respondents. The results of the analysis point out to the services needing improvement and account for a set of measures which has to be designed for the further development of service quality.

Keywords: user satisfaction, questionnaire survey, SERVQUAL, evaluation, gap analysis, library performance, library service, electronic library, National Library of Estonia.

Library, redefining its traditional mission: delivering information literacy instruction

Ivona Olariu, PhD

“Mihai Eminescu” Central University Library Iasi, Romania

Abstract. The impressive quantity of information which specialists from various fields have access to, as well as the introduction of electronic environment into every branch of economic, social and cultural everyday life had a massive impact onto the learning process at all levels and it required new approaches in university education. In this context, it is considered a necessity to introduce, in the professional development, at academic level and regardless of specialty, a subject which will develop the theoretical knowledge and practical abilities regarding localization, selection, processing and usage of information.

In the Romanian universities only a few cases of introduction of the subject of „*information literacy*” are present. That is why without having a specific legislation to impose the obligativity of this subject, the role of educating the students to find their way through the informational „*boom*” of the present goes to some of the great university libraries. This is also the case of „*Mihai Eminescu*” Central University Library of Iasi where, since 2010, there

has been developed a program of education and instruction of users which respect the newest approaches of the subject worldwide. The program is structured in 7 lessons: Lesson 1: Traditional and modern in providing information service offered by libraries; Lesson 2: Tools for information retrieval; Lesson 3: Strategies for information retrieval; Lesson 4&5: Information resources; Lesson 6: „*Open access*” to scientific information; Lesson 7: Evaluation of scientific performance.

In the end, the program is evaluated in order to increase its quality. The evaluation and interpretation of the questionnaires completed by those who took part in the program has an outcome which consists of some changes in the view of the program and/or its course, with the aim of rising the efficiency of instruction and satisfying the information requirements of the users. In the last stage, a new course have been introduced. Students are now taught how to write a scientific paper, according to the respective subject and the requirements of the journal in which they want to publish their work. Also, because the number of readers who ask for a place at these courses is rising, we are considering qualifying a greater number of specialists in „*information literacy*”.

Thus, starting from the necessity of having IL knowledge, the paper presents the „*story*” of the birth of this modern program of users’ training, the structure of each lesson and its methods of realization, as well as the way the students’ suggestions determine modifications in its planning, construction and actual creation. This implies, one more time, that contemporary libraries must know the readers’ profile for whom they exist, whom they help and support in their scientific evolution. Conversely, these readers contribute to the birth of more complex and useful services, according to the newest information and documentation necessities of users of the 21st century.

Keywords: information literacy, university library, users’ training, library resources, scientific information and documentation

LIS Researchers’ Perspectives on Standards-based vis-à-vis User-driven Metadata Approaches

Getaneh Alemu (MSc), Brett Stevens (PhD) and Penny Ross (PhD)

University of Portsmouth, 17A Palmerstone Road, Southeast, Portsmouth, UK

Abstract: With the aim of developing a conceptual metadata framework that enhances metadata richness in digital libraries, this paper indicates the importance of re-conceptualising current authoritative metadata approaches vis-à-vis collaborative and user-generated ones. The centrality of representing users’ perspectives and interpretations of information objects in metadata approaches is also highlighted. To this end, it is suggested that librarians and other metadata stakeholders should underpin their metadata decisions on sound theoretical principles and frameworks. Based on purposive sampling, total of eleven in-depth interviews were conducted. The findings of this study indicate the importance of embracing an interpretive epistemological perspective hence a social constructivist philosophical approach is suggested to undergird metadata decisions in digital libraries.

Keywords: Metadata, Social constructivism, Digital libraries, Web 2.0, OPAC

Listening to Our Students: Enhancing Library Instruction Through a Qualitative Assessment of Student Feedback

Susan P. Goodwin¹ and Tina Budzise-Weaver²

¹ Associate Professor & Head of Public and Learning Services, Texas A&M University Libraries, College Station, Texas

² Texas A&M University Libraries and Dept. of Library and Information Sciences, University of North Texas

Abstract: In our ongoing effort to foster a culture of customer service excellence Texas A&M University Libraries uses LibQUAL+ to conduct annual reviews of service quality as measured by those who matter most; our patrons. This yearly practice reflects our belief that, “only customers judge quality ... [and that] ... all other judgments are essentially irrelevant.” (Zeithaml, Parasuraman, and Berry, 2006). In an attempt to apply this philosophy to library instruction the authors used ATLAS.ti, a qualitative data analysis and research software product, to examine approximately 25,000 post-instruction questionnaires collected from undergraduate and graduate students between 2005 and 2010. Free-text comments from the questionnaires were transferred to ATLAS.ti and the data was coded to identify common themes, patterns and issues across a range of demographics.

This study has two aims. Our first objective is to capitalize on the rich source of qualitative data that student feedback provides us with as a basis for the development of instructional training programs. This is in contrast to the typical situation in which librarians, reflecting in isolation, seek to improve only their own instruction sessions. Using student feedback at a programmatic level, however, introduces a new dynamic; peer-to-peer learning. This simple initiative, we argue, takes the use of qualitative data to a new level and, in doing so, represents a significant advance in the training and development of instruction librarians. Our second objective is to expand and enrich the discourse on the scholarship of teaching within bibliographic instruction. We feel there should be a greater consideration within the literature of “other voices”; especially those of our students.

Keywords: Library Instruction, Assessment, Student Feedback, Questionnaires, ATLAS.ti, Qualitative Research, Academic Libraries, Students, Customer Service

Managing and optimizing the service processes with a set of quality indicators : case University of Eastern Finland Library

Jarmo Saarti and Arja Juntunen

University of Eastern Finland Library, P.O. Box 1627, Kuopio 70211, Finland

Abstract: Due to the renovation of the Finnish University Act in the year 2009 the University of Eastern Finland was created by merging the two previous universities, i.e. the University of Joensuu and the University of Kuopio. This also meant a birth of a new University Library for the UEF. In this merger as a tool for the management of the new library, the ISO 9001 based quality management system was utilized. The first phase of the merger meant renewal of the management structure and the making of new documentation to be used in the management of the library. This included e.g. strategies and different types of quality documentation (see Saarti & Juntunen 2011).

The second phase has been about defining the new services of the merged library that acts on three campuses. Here the quality indicator approach has been utilized in order to create well defined service products and to set standards and aims by which to evaluate the success in the service production. This paper discusses the process of this product planning and how the quality approach was utilized. It also describes how the evidence based approach of quality indicators was used in this process.

Keywords: university libraries, mergers, quality management

Managing Innovation: Creating an Infrastructure through Systematic Initiative Management

Vivian Lewis

McMaster University Library (Hamilton, Ontario CANADA)

Many academic libraries routinely walk through the ritualized paces of crafting a formal strategic plan. Mission, vision and value statements are argued out in paralyzing detail by leadership or planning teams. Ambitious slates of goals are proposed for the coming years. The final document is rendered into a glossy brochure, shared with library advisory committees and then posted with great fanfare on the public website. The planning teams disband and the Library considers its work done for another 3-5 years.

The proposed paper will discuss “initiative management,” the art and science of coordinating projects, as a key area where academic libraries need to devote greater scrutiny. The discussion will be framed from a high-level, institutional perspective. The author will argue that the solutions require more than just random bursts of enthusiasm on the part of individual project leads, but an institutional commitment to managing the entire lifecycle of library initiatives within the framework of the strategic plan. Six crucial components will be discussed:

- **Articulation:** Crafting a clear statement of the project’s scope (inclusions and exclusions), objectives, critical milestones and resources.
- **Alignment:** Ensuring that the project clearly aligns with the organization’s stated objectives. (Lack of alignment typically results in limited commitment and lackluster results).
- **Resourcing:** Ensuring the organization’s true (not wishful) ability to devote financial and staff resources to the project.
- **Assessment:** Identifying clear metrics for evaluating the success of the initiative.
- **Accountability:** Establishing a regular, formalized process for reporting back results to the library leadership team and, if possible, the larger campus community.
- **Fluidity:** Creating a well-defined process for initiative leads to rethink and reshape their team’s work in response to changes in user needs or project resources or to the advent of a new/better idea.

The paper will also discuss approach. The author will endorse the need for academic libraries to adopt a flexible and scalable infrastructure for managing initiatives where the weight of the tool matches the size of the project. The author will also endorse a human-centered approach where progress is measured and reported back in layman’s language rather than a relentless barrage of spreadsheets.

The paper will document best practices in initiative management in large academic libraries in Canada and the United States. Some focus will be given to the infrastructure created by the author’s home institution (McMaster University Library) for managing projects within its Balanced Scorecard strategic planning / performance management framework.

Managing the Digital Library in the 21st Century: Collections, Networks, Budgets, Staffing and Assessment.

Douglas Jones

University of Arizona, University Library, 1510 E. University Blvd. P.O. Box 210055,
Tucson, AZ 85721, USA

Abstract: The University of Arizona Library (UAL) has made a number of strategic, fiscal and organizational changes to provide access to digital information needed by our students, faculty and staff. We assume that the future of scholarly communication lies in digital

resources, either born digital or digitized from analogue artefacts. We also assume that no library can collect all the resources needed by its customers and therefore, a 21st century digital library will employ a variety of strategies to meet customer information needs. These strategies will include local collections, publisher collections, shared collections and formal network collaborations such as the HathiTrust. Reconceptualising and managing customer expectations, staff competencies, internal library organization as well as relations between other libraries, consortia, networks, publishers, distributors and others involved in creation, distribution, and preservation will become the focus of work in the first part of the century. Given these changes, it is critical to identify appropriate measures to assess the effectiveness of the Library in meeting the UAL's commitments to our users.

Keywords: digital library, organization, management, assessment, staffing, budget

Managing the move to the new building at NUIMB's John Paul II Library with a focus on digital technology and e-learning issues

Andrew Browne, Aoife Callinan, Lane Egan, Doreen Lundon, Siobhan Rosler, Thomas Ryan

UCD, 3 St Bridget's Terrace, Rathnew, Co Wicklow, Ireland

Abstract: This report documents a case study into the management of the new library extension at the John Paul II Library at the National University of Ireland Maynooth. Through an examination of the physical environment both internally and externally combined with a literature review in the area, a comprehensive research question was developed as to how managers were engaging with the changeover. Specific attention was paid to how digital technologies were implemented and impacted by the change. Interviews were then conducted with senior staff members to form the core evidence of this analysis. A picture then develops of the problems a modern library faces especially in integrating digital space with physical space.

Keywords: New libraries, digital space

Manpower planning for libraries university with ACRL

M. Samanian

Bojnourd Branch, Islamic Azad University, Bojnourd, Iran

Abstract: According to the staff as the biggest and most important assets is the phenomenon that two recent decades has had great growth oh this movement, like other labor movements come form management, and highly beneficial and used through the industrial countries and the developed world already has the foundations and principles of working with the staff has evolved.

And most important element for maintaining the existence and survival of organizations today is the human factor and the two organizations through the use of human resources as strategic factor:

1. to obtain a greater share of human skills that are needed to.
2. use of available human resources for better than other organization ...

Keywords: ACRL, Manpower Planning, Human Resources

Marketing Communication in Libraries: Observations in German Research Libraries

Umit Konya

Asst. Associate Professor, Istanbul University, Faculty of Letters Department of Information and Documentation Management

Abstract. Libraries and librarians have had to adapt to the growth of information technology in recent years; therefore, organizations that offer information services have started to vary and multiply their service forms and types. This change forced information and documentation experts to work on meeting their user requirements and demands. For this reason, libraries have begun to use marketing techniques in their applications recently. It became possible to determine and product the needed services in the optimal level with the marketing. In this study, only the marketing communication/promotion from the marketing mix applications is analyzed, and the marketing communication practices of German research libraries, Deutsche Bibliothek in Leipzig, Staatsbibliothek, Library of the Technical University, and Erwin Schrödinger Zentrum in Berlin, are tried to be explained.

Keywords: Library marketing communications, Library marketing, Library promotion, marketing communication mix.

Marketing Information and Communication Technologies (I.C.T.) Resources in Academic and Research

Elijah A. Mensah

Librarian, Institute of Professional Studies, P. O. Box GP 18511, Accra, Ghana.

www.ips.edu.gh

Abstract. The paper takes a look at the concept of marketing and states a number of ways by which the electronic library resources could be marketed to targeted audience. It makes justification for the library to market its resources and pin-point some problems associated with the marketing of electronic library resources.

Keywords: Marketing; I.C.T.; Services; Marketing Research; Marketing Plan; Marketing Philosophy; Academic Institutions; Research Libraries; Websites; CD-ROMS; Uniform Resource Location(URL)

Marketing tools to support university library's mission

Ilona Trtíková

Czech Technical University in Prague – Central Library, Institute of Information Studies and Librarianship, Faculty of Arts, Charles University in Prague

Abstract: This paper is focused on the use of marketing tools in academic libraries based on an example of the Central Library (CL) of the Czech Technical University in Prague (CTU). The CL is engaged in marketing activities especially concerning its aim to fulfill its users' needs and requirements. The library strategy follows the long-term strategy of the university which is codified in 'The Strategic Plan for the Scholarly, Scientific, Research, Development, Innovation, Artistic and Other Creative Activities of CTU in Prague for 2011-2015' (a document approved by the Ministry of Education, Youth and Sports of the Czech Republic). CL's activities are based in its mission in providing the information infrastructure for the university and information support of education and R&D of the CTU. An initial important marketing tool is the segmentation of the CL users into specific target groups and specification of their individual needs and requirements by user surveys and their analyses. The CL serves its students and academic staff, supports the development of their information literacy skills and assists to form their key competencies for their lifelong education, future profession and career. Besides this CL also helps to promote and increase the prestige of the university and its academic community as a whole. Marketing tools can be well used to support the evaluation of R&D activities, to examine publication activities and citation rate of the university staff on the national and international levels, with the primarily use of citation

databases Web of Science and Scopus. It is important to ensure and conduct the data control by the university so that the databases reflect the actual R&D potential of the university, since the databases are the core source for both, the national and international R&D assessments and university ranking. It is further important to use marketing tools in the area of information support of education. It includes above all information literacy courses for pregraduate and postgraduate students and subject-based seminars based on the current needs and interest of the users. The whole marketing process supplies knowledge, anticipation, influence and fulfillment of users' requirements and needs in a way to effectively and efficiently meet the main goals of the university library. The paper further describes a broad range of marketing activities including electronic tools and services that help the library to meet its goals.

Measuring children and youth participation and inclusion ladders of participation in library

Ulla Pötsönen

Information Specialist, Joensuu Regional Library, PO Box 114, 80101 Joensuu, Finland

Poster

Abstract. *Ladders of participation* is a tool to evaluate the amount of children/youth participation. It is mostly used within environmental and infrastructural development, community planning and youth work, but the method is useful and applicable also in libraries. The ladder method is invented and developed by Roger Hart and Sherry R. Arnstein. In Finland a simplified model is developed by Liisa Horelli. The ladders range from total nonexistence of participation to final ladder, where youth and adults act as total equals. The ladders are steps from participation to inclusion.

Libraries can use the ladders to view existing or planned activities and measure them against the tool. Simple visual appearance of the tool makes it easy, appealing and attracting to use both in evaluation and proactive planning. The simple image of ladders inspires to start a conversation within the library. The ladders act as a support base for ideas and a tool for developing processes together with children and youth in area, community and library.

Poster presentation visualizes the ladders, gathers the key sources and models examples of public library actions set against the ladders.

Measuring levels of quality using taxonomies

Malin Ogland

Library adviser, Stockholm Regional Library, Odengatan 63, Stockholm SE-113 80, Sweden

Abstract: Measure and Evaluate is a project initiated and administered by the Stockholm Regional Library during 2008-2010 with a grant from the Swedish National Arts Council. One of the purpose of Measure and Evaluate was to find new scales of measurement that allow for a broad and reasonable presentation of library programs. A suggested result is some proposals for taxonomies formulated. Taxonomies can be used to categorize standards of quality. In the project report we have taxonomies describing partnership between the local public library and elderly care, child care centres and preschools and the voluntary sector of associations. The taxonomies are meant to be used as a basis for discussions when implementing partnerships with another sector. The project's ambition was to initiate a work process. It is therefore interesting to note several examples of use of taxonomies in different parts of Sweden. Stockholm Regional Library has also continued the work in seminars and

workshops and developed more taxonomies. In this paper we will present the taxonomy idea taking root, its dissemination and finally inspire us to further evolvement.

Keywords: public libraries, taxonomies, partnership, evaluation

Measuring Student Learning in Library Information Literacy Instruction Programs

Elizabeth M. Williams

Assistant Professor, Belk Library & Information Commons, Appalachian State University
Boone, North Carolina 28608, USA

Abstract: Librarians play numerous roles in a mushrooming world of information. In academic libraries, they answer questions, manage collections of books and periodicals, and daily assist students and faculty to find information on every imaginable topic. One of their primary goals is to assess the effectiveness of the library's instruction program by using both qualitative and quantitative measurement tools to validate the need for student information literacy instruction. Information literacy is the ability to gather relevant information, to process it, to choose the best of it, and to present it in a new format to a selected audience. Assessment of library information literacy instruction has not always been a priority in higher education, but as budgets tighten, universities and colleges are finding it necessary to supply evidence of student learning in order to satisfy accreditation requirements. Appalachian State University in Boone is one of the sixteen institutions of higher education in the North Carolina State Educational System. As available information sources proliferate, undergraduates are finding it increasingly difficult to keep up with new innovations in the modes of the delivery of information and to live up to the expectations of academia for research papers and projects. Therefore, teaching librarians have evolved from bibliographic instruction, with incidental encounters with students and instructors, to teaching information literacy as a necessary component of the university curriculum and the student's life-long learning. This presentation will enumerate specific strategies that librarians in the Information Literacy Instruction Program at Belk Library and Information Commons are using to take the lead in the qualitative and quantitative measurement of student learning outcomes on the campus of Appalachian State University. Tools for the measurement of data for assessment will be suggested, and participants will have an opportunity to discuss methodologies of incorporating information literacy instruction and assessment of student learning into the curricula of academic institutions.

Measuring Support for Core Values: Case Study of the Effat University Library

Annette Lagman¹ and Grete Pasch²

¹Quality Assurance Dean, ²Library Vice-Dean, Effat University, Jeddah, Saudi Arabia.

Abstract. Effat University is a private institution of higher education for women in Jeddah (Saudi Arabia.) Its founders believe that reading encourages individuals to develop moral ideals and a cultivated mind, and thus, they based the university's core values on the first word of the Quran: IQRA, which means "read." The core values are captured in four Arabic words: Ibhath - lifelong research, Qiyam - ethical and social responsibility, Riyada - leadership, and At-Tawasul - effective communication. These values effectively guide the delivery of all educational programs. The IQRA Core Values also guide the "Ambassadors Program," a unique co-curricular set of activities aimed at enriching the students' personal, educational, social, and professional experiences at the university. The program also provides students with opportunities to meet scholars, practicing professionals and community leaders that, given the strict gender segregation that is customary, they may not otherwise have access to. As the main provider of learning resources on campus, the library follows a Western

model of development, and at the same time, it strives to support and embody the IQRA Core Values. In addition it operates in a dynamic socio-cultural environment defined by unique challenges and opportunities in staffing, acquisitions, on- and off-campus collaboration, and quickly changing technological, economic, and social conditions. Our paper describes this environment, the provision of collections, services, and spaces, and presents an initial assessment of how well the library presently supports the IQRA Core Values. This assessment is based on a proposed set of quantitative and qualitative measures and the results of a student survey relating their library experiences to the IQRA Core Values. Planned future research includes refining the proposed measures and designing programs to better support the IQRA Core Values for faculty and staff.

Mentoring as a strategy for team building and management in university libraries in south-east Nigeria

R. E. Ozioko¹ Dr, A. Nwabueze² Dr, U. Igwesi³ (Ph.D)

¹Department of Library and Information Science / Institute of Education, University of Nigeria, Nsukka.

²Department of Library and Information Science, Nnamdi Azikiwe University, Awka.

³Energy Research Centre Library, University of Nigeria, Nsukka.

Abstract. The paper discusses mentoring as a strategy for team building and management in University Libraries in South-East Nigeria. The study was guided by four research questions. The design of the study is cross-sectional survey and the population consists of Librarians from academic Libraries in Nigeria. The instrument used for data collection was a questionnaire and the data generated was analyzed using frequency table, percentage and mean. It was found that individual mentoring and role modeling are the major forms of mentoring and the major benefits of mentoring include helping younger Librarians to be better equipped for managing tasks and leadership roles. The major mentoring methods found were delegating functions, sponsorship to conferences, seminars and workshops and participation in management tasks. It was recommended that if younger librarians are exposed to management functions, it will go a long way in enhancing team building and management of University Libraries.

Keywords: Mentoring, Team building and Management in University Libraries

Metadata flow among the library systems used in the main libraries in the Czech Republic. How to unify them?

Tomas Foltyn

National Library of Czech Republic, Klementinum 190, Prague 1, Czech Republic

Abstract. From the whole digitization process perspective it is quite easy to scan or post-process something but keeping the metadata unique among all the library systems is big challenge. One of the biggest issues is the librarian's efforts in avoiding duplications (it is known, that many wrong records were made in the past especially in the Union Catalogue, which were re-used in other systems). The complete system used in the biggest Czech libraries is divided to four main subsystems (see the diagram). The aim is to build a reasonable data flow. The first of the main subsystems is digitization workflow, where all metadata related to images are created. Bibliographic metadata, which are used in this workflow, are downloaded from library catalogue Aleph in MARCXML format and transformed to MODS. That is why the library catalogue is the second important pillar of mentioned data flow. The third subsystem is digital library called Kramerius. It needs unique identification of digital document as well as the persistent URL. This keeps the connection between digital library and final user alive in the sphere of quotation. Digitization Registry is

the last subsystem. It serves for evidence of all digitized documents in the Czech Republic. It ought to enable to avoid duplicities and to monitor life cycle of digitized documents from stadium of planning to accessing. For the connections among all the mentioned systems many various identifiers are used e.g. Aleph System Number, MARC field 001, Czech National Bibliography Number, ISSN and ISBN etc. The main objectives of the researchers are to choose right identifier for every step, connect them together and simplify the way of sharing metadata among all systems. Based on the analysis from 2010 it is clear now, that new sets of tools for data gathering from all mentioned systems shall be developed. Round-up data will be unified to one profile, which enables the analysis via multiple algorithms and subsequent evaluation. The tools shall be composed of DB/FS working space and parallel special modules compounded of several JAVA scripts, SQL procedures, etc. The output will be the file, where all the results will be entered and eventual inconsistencies will be highlighted. The process will be finalized by data optimization among all the systems.

MLS Without a Map? A Call for A Mixed-Methods Approach to Studying Academic Library Leadership

Colleen S. Harris

Assistant Professor & Head of Access Services, University of Tennessee at Chattanooga,
Lupton Library Dept 6456, University of Tennessee at Chattanooga, 615 McCallie Ave,
Chattanooga TN 37403 USA

Abstract: To date, library and information science research has largely failed to take advantage of rigorous mixed-methodology research designs to address increasing calls for data on library impact and accountability. This paper provides a theoretical framework reviewing the current state of mixed-methods research in the LIS literature, and connects the need for greater use of mixed methodology research to gaps remaining in the LIS literature on academic library leadership. In particular, while a series of studies have examined which skills and competencies characterize successful academic library directors, there are not yet any systematic studies of where librarians (and ultimately, successful library directors) develop these abilities. Without this information, career paths to academic library directorship are a crashshoot at worst and foggy at best, and expensive professional development opportunities developed by libraries and professional library associations rest upon unfounded (and possibly erroneous) assumptions. The paper posits that mixed-methodology research designs are necessary to provide more complex answers to serious questions still facing the field about academic library leadership which loom large in the face of grooming the next generation of library leadership, such as *where do our leaders come from*, and *how do we usefully articulate that path for others?*

Keywords: mixed methods; academic libraries; leadership; library administration, research methods; library management

A Multi-Nation Study on Academic Reference Competencies: An Overview

Serap Kurbanoglu, Laura Saunders, Mary Wilkins Jordan

Professor, Hacettepe University, Department of Information Management, Ankara, Turkey
Assistant Professor, Simmons College Graduate School of Library and Information Science,
Boston, MA USA.
Assistant Professor, Simmons College Graduate School of Library and Information Science,
Boston, MA USA.

Abstract. In this opening presentation, the coordinators will offer an overview and synopsis of the international study. While each of the following presentations will give results of the study in the respective nations, this session will focus on background information about the

project as a whole. The presentation will cover the purpose and scope of the project, and provide a brief description of the history of the project, including how the idea was generated and launched.

The coordinators will also discuss some of the challenges encountered in undertaking an international study of this size and scope. In particular, the session will examine the recruitment of participants, setting up data collection instruments in different languages, and dealing with the varying ethical and IRB standards of different countries. In addition, the presentation will describe how different applications and social media were used to coordinate communication among participants and handle document sharing.

Keywords: Reference competencies, reference librarians, international study, survey

The Mutual Shaping of Social Networks, Learning Experiences, and Literacies: The Methods Revisited

Juan Daniel Machin Mastromatteo

Student of the PhD in Information Science, Institute of Information Studies, Tallinn University, Estonia

Abstract: This paper is a follow up to *Studying the Influence (or Mutual Shaping) of Social Networks in a Learning Experience: Methods for a Pilot Study*, which was presented in QQML 2011. It summarizes some of the developments that have taken place within this research after its pilot study, specifically, the methodological refinements done in order to conduct the final study. The aims of this research were to determine some of the challenges and opportunities of using social networks in a learning experience; how students experience learning when using these tools; to determine if their literacies (information literacy and digital literacy) affect the way they face such a learning experience; and how social networks, learning experiences and literacies can mutually shape one another. The method used in this research is participatory action research. With this methodological approach, a series of learning interventions were planned. These were comprised of three physical meetings and different assignments between. The sample of this study was a complete income of an international master course, divided in four teams. All students were actively involved in all the activities and filled the survey and the questionnaires; the participants interviewed were four team leaders, chosen by their own teams. The instruments used for the collection of data were: a diagnostic survey, online and offline forums, students' reports, questionnaires and semi structured interviews. The method for analyzing data was content analysis and so a framework of categories was created to order and present the data. Preliminary categories for the data analysis are also advanced in this paper, these are related to: a) the identification of the most important issues of web 2.0 and social networks that are faced by users within a learning environment; b) some insights into what is the influence (or mutual shaping) of social networking tools in a learning experience; and c) a look at some of the challenges and opportunities of using social networks in higher education instruction related to users' literacies.

Keywords: Web 2.0, Social Networks, Higher Education, Learning, Information Literacy

Mystery Shopping in Libraries: are we ready?

Mihaela Banek Zorica¹ and Tomislav Ivanjko²

¹University of Zagreb, Faculty of Humanities and Social Sciences, Department of Information Sciences, Croatia

² University of Zagreb, Faculty of Humanities and Social Sciences, Department of Information Sciences, Croatia

Abstract. ‘Mystery shopping’, ‘test shopping’, or ‘secret shopping’ refers to a technique of evaluating enterprises and detecting possible weaknesses in the customer satisfaction area. Using predetermined and systematic evaluation methods, mystery shoppers act as anonymous test customers and evaluate customer service without prior notice. Developed primarily for the evaluation of business enterprises as a technique that should measure “real” customer satisfaction in order to increase customer retention, growing number of non-profit institutions, such as libraries, have adopted this method and implemented it as a standard measure of customer satisfaction. The main idea is to identify areas within the library that function accordingly to library standards, as well as those that demand changes, in order to improve standards of library service. While mystery shopping is mostly used in the library for evaluating reference services, it can be useful in evaluating other fields of library service related to customer service, such as library layout or staff behaviour. There are two main approaches in recruiting mystery shoppers: hiring an outside professional service that specializes in mystery shopping, or recruiting and training members of your own profession, i.e. librarians. Both of these approaches have certain advantages, but considering the limited library budgets, most institutions decide for the second option which is more time consuming and requires more staff involvement but less funds.

This paper will provide insight into theoretical background of mystery shopping techniques and show its transfer from the business sector to successful implementation in non-profit institutions, primarily focusing on libraries. Literature review will cover main researches related to implementation of mystery shopping in libraries, as well as a pilot research from the authors where theoretical assumptions were subjected to real world conditions. In the end, the authors will, based on selected examples from the literature, as well as their own research, try to give recommendations and guidelines for future implementations of mystery shopping in libraries. The research will try to show in what extent are librarians ready for increasingly competitive field of providing information services by adopting business methods of service evaluation and how mystery shopping technique can be implemented together with other standard methods, such as surveys or interviews, in order to increase customer satisfaction and improve standards of library service.

Natural language search in image collections

Béla Lóránt Kovács, Margit Takacs

University of Debrecen, Kassai St 26, Debrecen 4028, Hungary

Abstract: It is a challenge for today’s library practice to make the entities in digital images retrievable according to the users’ demands. In our presentation we wish to introduce a searching method which is able to seek certain elements and their environment in the images by applying a search within them in natural language. One key to this method is extending the Dublin Core metadata system by a new element or by a classifier of the description element which help to enlist the natural language denominations of the elements in the images and the elements’ positions within the image. Following this we are able to find certain elements then calculate and grade the information value of their environment with the help of a modified version of Shannon’s entropy formula. The application of this method enables us to perform further value calculations for certain details within a particular image which make further, more efficient searches possible.

Keywords: image collections, searching by image, metadata, Dublin Core, information, entropy, Shannon

New forms of library marketing based on example of word of mouth marketing. The experience of Polish libraries

Maja Wojciechowska

University of Gdansk, Cytrowa 4 Street, Gdansk 80-298, Poland

Poster

Abstract: The paper presents basic mechanisms of word of mouth marketing. It describes the importance of this tool on the book market, and illustrates the possibilities offered by libraries. It discusses briefly the primary role of the sender's message, the types of messages, channels, customers, and the influence of information on the word of mouth marketing. The paper includes also the results of the studies made for selected Polish libraries.

Keywords: promotion services, library marketing, word of mouth marketing

New Management Strategies and Organizational Culture in Libraries

Dr. Ing. Maria Rodica Volovici¹ and Crina Mihăilescu²

¹Dr. Ing. Maria Rodica Volovici, Director, The Central Library of the "Lucian Blaga" University of Sibiu, Romania

²Crina Mihăilescu, Deputy Director, The Central Library of the "Carol Davila" University of Medicine and Pharmacy – Bucharest, Romania

Abstract: Implementation of modern managerial processes is an essential aspect in contemporary libraries which will enable and facilitate their success in the information world. Recent understanding of the importance which knowledge resources have regarding the performance of organizations has lead libraries to consider structural changes and massive investment for implementing knowledge management. In this context, the paper approaches the organizational culture in libraries by way of an example from Romania and emphasizes the necessity to create in libraries a culture that promotes learning and knowledge sharing which can help them become learning organizations.

Keywords: libraries, managerial processes, organizational culture, knowledge resources, Romania

A new method of classification of libraries based on the similarity of the collections

Teru Agata¹, Atsushi Ikeuchi², Hiroyuki Ohba³, Yasuharu Otani⁴

¹Asia University, 5-24-10, Sakai, Musashinoshi, Tokyo 180-8629, Japan

²University of Tsukuba

³Tokoha Gakuen Junior College

⁴Japan Women's University

Abstract: The purpose of this research is to classify libraries in Japan by the similarity of their collections. Collection development is influenced by various factors, such as the type of the parent organization, the library size, the number of users, and the acquisition policy. Therefore, a library collection condenses the feature of the library. We examined the holdings of the 5,970 libraries in Japan by searching each ISBN of 35,159 books published in 2006 and 38,224 books published in 2008, using search API of Webcat Plus <http://webcatplus.nii.ac.jp> and Calil <http://calil.jp>. Then, the libraries were grouped by similarity matrix using Ward's clustering method. The two matrixes were calculated by NDC (Nippon Decimal Classification) code and ISBN of the holdings. As a result, libraries were properly classified. For example, academic libraries were finely grouped according to their specialties and size. The results of the investigation showed the validity of this method.

Key Words: Collection, Cluster Analysis, Public Library, Academic Library

New proposals for qualitative assessment of Open Access Institutional Repositories in Spain

Cristina Vaquer Suñer

Suport a l'aprenentatge, Biblioteca Virtual, Universitat Oberta de Catalunya, 93 326 (3560)
Spain

Abstract. The study aims to propose a standard system for the qualitative assessment of open-access (OA) university institutional repositories in the Spanish State. OA university institutional repositories are interoperable digital archives of the intellectual output produced by one or more universities that are accessible to users with few or no restrictions, while being interoperable. Current assessments are usually conducted by means of user or expert surveys and thus yield subjective results. Therefore, a single standard classification method enabling constant updating and based on the binary coding of the existing items and features in each repository must be established. This study proposes a new qualitative approach to assess Spain's open-access university institutional repositories (IR) more objectively. It also highlights certain objective criteria in the form of a qualitative standard for repositories seeking to undertake constant qualitative improvements and make the necessary updates to keep it up-to-date at any time easily. At the same time, this study will focus solely on the university context and will not include research centres, such as the Spanish National Research Council (CSIC from the Spanish), which also play an important role in the development of OA institutional repositories, so as to offer a single vision of the Spanish university system in terms of implementation and overall evolution. To carry out this study, an extensive database was created in OpenOffice database on repositories, with quantitative and qualitative data compiled from previous, properly cited studies and from the author's own data compilations. Based on the results of that evaluation and of the addition of any missing data, an overall score was calculated for each resource by assigning a score to each of its features. Regarding to these results, the best rated. With regard to the assessment results, the best rated repositories are those of the Universitat Autònoma de Barcelona, the Universitat Politècnica de Catalunya and the Universitat de Múrcia. With respect to the conclusions, note the efforts to digitise documents and improve relationships between the various repositories, while preserving their independence at all times. In connection with the approach for obtaining qualitative data in different qualitative analysis, the studies conducted to date have focused on specific aspects. This paper thus proposes defining a list of common qualitative features of the repositories so as to be able to collect data within the resources themselves in order to include them in the databases. Just as in the quantitative analyses, there are quite different directories, studies and statistics, but it seems difficult to perform a particular analysis due to the difficulty to update data from repositories which are growing steadily. At a practical level, it would be emphasised the creation of a new quality system for assessment of repositories through the creation of a database with specific features that make possible data to be updated by librarians or repository managers. The main advantage of this system of designating qualitative features is based on the greatest objectivity, on clearly features to be observed, easiness to up-to-date data and error detections facilities. The practical applications of this assessment proposal are related to improvements in functionality facilities in case of evaluation studies, contacts between repositories and web design, among others.

Keywords: Institutional Repositories, IR, digital archives, qualitative assessment, open access, intellectual output

Note: Qualitative data may be: a) nominal – simple tags, such as the brand, the state of a fuse (blown/not blown), etc.; or b) ordinal – variables that can be ordered, e.g., the results of a qualitative exploration of a device's temperature (cold, warm, hot).

New trends in medical libraries: the case of the Central Library of the University of Medicine and Pharmacy "Gr.T.Popa" Iasi, Romania

Viorica Scutariu and Carmen Bonciu

The Central Library of the University of Medicine and Pharmacy “Gr.T.Popa” Iasi, Romania

Abstract: Improvement of library services is based on the requirements of its patrons. At the Central Library of the University of Medicine and Pharmacy in Iasi, Romania, this is an ongoing process with the aim of finding the most efficient ways of satisfying the information needs. The research undertaken in the last years on the user preferences regarding the type of library setting, the format and distribution media of the teaching materials, types of services offered by the library and the degree of library usage has helped us in adapting to our user needs. Starting from the results of our research this paper will present changes implemented at the Central Library of the University of Medicine and Pharmacy in Iasi in the context of the trends registered at international level in medical libraries.

Keywords: medical libraries, library services, information users, changes, trends, Romania

An evaluation Study of Omani Ministries Websites and the E-government Portal

Huda Chebli* and Professor Abdelmajid Bouazza**

*Oman Medical College in Sohar, Oman

**Department of Information Studies, Sultan Qaboos University, Sultanate of Oman

Abstract. This study aims to evaluate Oman Ministries websites (OMW) and the e-government portal (Ubar) in the academic year (2010/2011) according to criteria derived from the literature, and then to test their usability. The study also aims to determine what the best of these government websites are to serve as a benchmark for other government websites. To meet these objectives, the proposed study intends to address the following research questions:

1. What is the reality of Omani ministries websites with regard to content criteria and usability criteria?
2. Is Oman e-government portal website usable?
3. What are the best government websites according to the criteria used in this study?
4. What are the necessary changes that should be made to Oman Ministries websites to achieve the e-government objectives?

The importance of this study, which is of both a theoretical and practical nature, is as follows: Theoretical: It is the first study to evaluate OMW and the e-government portal and to test their usability (as per the researcher knowledge). This study will contribute to the published research on e-governments in Gulf Cooperation Council (GCC) Countries in general and Oman in particular. It will also contribute to building the research body of the e-governments and therefore help bridge the gap between developed and developing countries on this subject. Finally, this study will provide the researchers, educators, and officials with information on Oman e-government practices and about the reality of OMW, its portal usability, and the best OMW. Practical: At the practical level, this study will add to a wider understanding of e-government practices in Arab countries. The findings and recommendations of this study could be used by decision-makers or stakeholders of Oman e-government when considering the possibilities of developing and improving the ministries websites and the e-government portal. Gulf States and developing countries with similar circumstances could also benefit from the study in forming the basis for research about Oman e-government. And lastly, the instrument of this study could also be of use to other researchers planning to conduct similar research.

Keywords: Evaluation, Oman, e-government, Websites, portal

Open Educational Resources: Why they are needed for learning on ebooks and tablets

Rory McGreal

Abstract: Open Educational Resources (OER) constitute an important resource with the potential to facilitate the expansion of mobile learning worldwide. The technological and legal flexibility of OER is essential for supporting the growth of mobile learning. Open standards support the deployment of learning objects as OER on a wide variety of different mobile devices. Mobile learning becomes problematic when format shifting and other uses of the content is not permitted. OER free teachers and learners from concerns about how, when, where and how long the content, video, audio or application can be used. Authorization to adapt, assemble, distribute, mash, re-mix, and republish becomes possible.

Overview of qualitative and quantitative methods in the field of library material preservation

Maja Krtalic and Damir Hasenay

Department of Information Sciences, Faculty of Philosophy, University of Osijek, Croatia

Abstract. The aim of the paper is to give an overview of qualitative and quantitative methods used in the field of library material preservation. Preservation of library materials is a diverse issue and it can be researched from several very different aspects. It is possible to explore development of theoretical approaches, analyze preservation planning and management process, investigate economic and legal aspects of preservation, explore necessary knowledge and competences, research different material properties and preservation methods, and study the impact of preservation on cultural and social issues. A variety of methods and techniques can be used here, from experimental (instrumental) methods, statistical methods, bibliometrics, to content analyses, case studies, unobtrusive measures, etc. This work is based on the preservation management model developed by the authors that comprises five key components: strategic and theoretical, economic and legal, educational, technical and operational, cultural and social. Overview of the possible methods for exploring preservation issues grouped inside each component will be given.

Keywords: preservation, conservation, preservation management, digital preservation, libraries, qualitative and quantitative methods

A paradigm shift in library science study and practice

Judith Mavodza

Zayed University, P.O Box 144534, Abu Dhabi, United Arab Emirates

Abstract. The library organization is what this paper focuses on. Society is becoming more and more knowledge-based resulting in those organizations that can identify, value, create and evolve their knowledge assets being highly likely to be more successful than those that do not. One of the key ingredients to this success is the process of organizational learning. Organizational learning happens in an environment that is amenable to change of operational culture and structures where need arises. This can be achieved through organizational projects that enhance the culture of developing and maintaining knowledge assets, both explicit and tacit. The recognition of knowledge as an asset drives the need to manage it, and that has created a changed way of thinking about library science study and practice. The knowledge management (KM) approach involves enhancing the use of organizational knowledge through sound practices of KM and organizational learning. When agents of change, cause a complete change in the way of thinking, such as the impact of the internet on information and communication patterns on the librarian profession, that is a paradigm shift.

Keywords: organizational learning, learning organization, knowledge generation, knowledge management, paradigm shift

Patron-Driven Acquisition: Current Practice of E-Book Selection at Academic Libraries In Malaysia

Che Zainab Hj Abdullah and Norliya Ahmad Kassim

Faculty of Information Management, Universiti Teknologi MARA, Malaysia

Abstract: Library is the core business of higher institution. The acquisition department in the library, act as catalyst in selecting and providing information resources for university in achieving its mission and vision. In most academic libraries in Malaysia, the selection of e-books is done by the collection development officer. These phenomena lead to a situation whereby the titles selected is not being borrowed by the customers. To avoid the uneconomical situation, the academic libraries must develop a relevant e-book collection policies based on the users' needs. The purpose of this study is to find out the current practices of collection development policy of e-book at academic libraries in Malaysia. The specific objectives are: (1) to ascertain the practice of e-book selection at academic libraries in Malaysia, and (2) to determine the Return on Investment (ROI) regarding e-book selection practice at academic libraries in Malaysia. To achieve the objectives of this study, the researcher considered the appropriateness of using the quantitative method. A survey using questionnaires are used as the instrument to collect data. A semi-structured interview is introduced in the initial stage of the study to explore background information and to help with the development of the instrument. The population for the study comprises of all professional librarians in the acquisition department at the academic libraries in Malaysia as listed in the directory of Malaysian University libraries' website. Statistical Package & Service Solution (SPSS) Version 17.0 is used for data analysis. The findings of the study will produce a guideline in selection of e-book libraries in Malaysia.

Keywords: Patron-driven acquisition, e-book selection, return on investment (ROI), academic libraries, Malaysia

Patron-Driven Acquisitions and the Academic Research Library

Prof. Tom Teper, Lynn Wiley and Prof. Lynne Rudasill

U. of Illinois Urbana-Champaign, 246E Main Library-MC522, 1408 W. Gregory Dr., Urbana IL 61801, USA

Abstract: Historically the acquisition of materials for scholars, both present and future, as been a matter left primarily to the subject specialist in our large U.S. research institutions. The developments of online tools to facilitate these acquisitions have greatly expedited the job of selecting materials in relevant fields. How much further can this new online model of ordering be pushed out into the academic community? What are the differences in the types and numbers of materials acquired between those chosen by subject specialists and the patron? This paper is a report of a pilot project that explores the concept of the patron-driven acquisitions plan currently in effect at one major research institution. In it, the authors endeavour to determine the types of materials that are being purchased through this program and to compare the use of these materials with that of materials acquired through more traditional means.

Keywords: acquisitions, research institution, assessing change, user services

Peer Research Mentors: A collaborative methodology for information literacy skill-building

Annie Donahue

University of New Hampshire Manchester

Abstract: This paper will report both qualitative and quantitative findings from an ongoing study measuring the effectiveness of delivering information literacy instruction through a collaborative partnership between the UNH Manchester (UNHM) Library and the Center for Academic Excellence (CAE) by incorporating peer writing tutors trained in basic library research skills to assist first-year college students as they navigate the research and writing components of their introductory composition courses. Peer mentors work with students one-on-one on research/writing projects, while librarians work with the same students, utilizing active learning techniques and exercises to teach advanced research and evaluation strategies. All peer writing tutors complete a one-semester credit-bearing Tutor Development course co-taught by a librarian and the CAE director to train for the peer mentor role the semester prior to working with students.

Initial quantitative findings of the study, begun in spring 2011, indicate an increase in student learning in three distinct yet interconnected areas: using library resources correctly, building an effective search strategy, and evaluating search results with respect to the information need. Each of these skills match to one of the standards outlined in the Association of College and Research Libraries (ACRL) *Information Literacy Competency Standards for Higher Education*. Further analysis of the data will yield a richer outcome as qualitative measures complement quantitative measures enabling a holistic evaluation of the effectiveness of peer mentor intervention in a semester-long engagement with information literacy skill-building rather than the traditional one-shot library instruction methodology.

Keywords: Information literacy, Student learning outcomes, Assessment, Peer research mentors, Library and Writing Centre collaboration.

A Penny Earned: Making the Case for Public Library Investment Using the Results of Recent Research and Meta-analysis

Jennifer Weil Arns

School of Library and Information Science, Davis College, University of South Carolina, Columbia SC 29208, USA

Abstract: The value of public libraries is often readily apparent. In the United States and other countries, they are visited millions of times each year. Research suggests strong demand for their services, and a number of studies have recently examined their contributions from the economic perspective that has become increasingly important to advocates and managers. Less progress has been made in consolidating and interpreting these efforts and it is still somewhat unclear how they can be used most effectively in public forums and comparative assessment discussions. This federally funded national research project addresses this problem from two directions, beginning with the review, analysis and integration of the results of a corpus of recent valuation studies and continuing with an eight step cost-benefit model that draws from National Public Library Survey data. Both analyses estimate a return

of approximately \$5.00 to \$6.00 2010 U.S. dollars for every dollar expended, suggesting a pattern of real and vital contribution to the prosperity of the communities in which public libraries are located. Further examination of the social capital associated with these figures points to additional aspects of the value of public library service and lends considerable strength to arguments for sustained public library funding.

Keywords: public libraries; economic value; meta-analysis

Personal Management of Scholarly Information

Kaila Bussert, Kathy Chiang, and Kornelia Tancheva

Cornell University, 106E Olin Library, Ithaca NY 14853, U.S.A.

Abstract: Doing scientific or scholarly research involves locating, evaluating, gathering, organizing and using information found in multiple locations and formats. Each of the components of the research process is predicated on the interplay between a number of contextual factors, disciplinary differences, technology affordances, and personal preferences. This interplay generates both variety in the way scholars manage information and some notable general trends. This presentation describes the results of 19 in-person interviews with “serious researchers” i.e. faculty and graduate students, mostly in the humanities and social sciences at Cornell University as part of a four-site user research project conducted in 2008-9. It focuses specifically on how the serious researchers manage the vast quantities of disparate information they collect for their known current and anticipated future needs in the hybrid world of physical and online information. It argues that the storage, including formats, and organization (location, position, proximity, and organizational schemes) of retrieved scholarly information, depend on two main factors: contextual convenience and intended use. It points to the fact that some information management practices have not changed significantly in the online environment, while others have been enhanced. The most significant difference with the physical world lies in the fragmentation of information across platforms, formats, and locations. While researchers have devised numerous idiosyncratic methods to handle this fragmentation, they still endeavour to standardize their scholarly information and imagine an ideal state where all of it is located in one place.

Keywords: information management

Portraits of Success: Building Personas from Scholarly Reading Patterns

Rachel Volentine, Liz Whitson and Carol Tenopir

Center for Information and Communication Studies, University of Tennessee, USA

Abstract: Personas are frequently used in marketing and system designs to illustrate a specific demographic, attitude and/or behaviour, and their use can be translated into the academic and library setting. The academic readership surveys conducted at universities in the United Kingdom in 2011 create a picture of the reading patterns of successful academic staff members. These surveys build upon surveys conducted by Tenopir & King since 1977 at US and international universities. Through the use of quantitative and qualitative techniques analyzing the participants’ most recent scholarly reading, such as where they obtain the material, the principal purpose of the reading, the value of the reading to the purpose, and how many articles and books they read, we can see not only how frequently they are accessing the library material but also the outcomes and values of the reading and how the library collections contribute to their work. Successful faculty/academic staff members, for example those who published more journal articles and/or won awards in the past two years,

read more scholarly material on average. By analyzing the survey results, we can find behavioral patterns based on different demographic variables. Thereby, we can create personas illustrating reading patterns and qualities of successful academic staff, and can show how the library plays a crucial role in their success.

Keywords: library assessment, academic libraries, qualitative research, quantitative research, research methods, user studies, persona, value of libraries

Portuguese library assessment practices and transitions: a meta-evaluation model for the Information and Knowledge Society

Leonor Gaspar Pinto and Paula Ochôa

Universidad de Alcalá de Henares (Spain), Universidade Nova de Lisboa (Portugal)

Abstract: The need for greater understanding of assessment practices and models highlights a deficit of an up-to-date meta-evaluation model, whilst articulating with new phases in Information and Knowledge Society (IKS) development. Current research carried out by each of the two authors led to a joint meta-evaluation study on the impact of main KIS transitions on performance evaluation models implemented in Portuguese libraries between 1970 and 2010. This paper aims to discuss the meta-evaluation model that was created in that context to explain the relations between IKS transitions and the development of library performance evaluation models.

After an initial review of European IKS policies and strategies targeted at libraries and the exploration of the transition and meta-evaluation concepts, a brief characterization of the Portuguese Library System introduces the cycles of recognition, reinforcement, uncertainty and weakness of European IKS strategies that were identified in the Portuguese library scene. Using the C^{LPE}T Model, the main types of performance evaluation approaches used in Portuguese libraries are identified and categorized.

Based on the evidences gathered, the impacts of IKS transitions on library performance evaluation models in Portugal are then analysed and discussed.

Keywords: library assessment; meta-evaluation; Information and Knowledge Society; competency transitions; models; Portugal.

Preferences for Voluntary Communication Based on Gender, Education Level and Cultural Issues in an Online Environment: A Comparison of Graduate Students in LIS and Undergraduate Students Taking Information Literacy Classes

Vicki L. Gregory¹ and Kiersten Cox²

¹Professor, ²Instructor, University of South Florida, School of Information, Tampa, FL USA

Abstract. Because of the method(s) of communication in a particular class, gender and cultural differences can lead to a different mix of voluntary communication in the online or blended class setting from that of a traditional classroom. Given the hybrid nature of courses taught by the School of Information at the University of South Florida, a comparison can be made among the same students in class using different methods of class communication. Comparisons between graduate, undergraduate and student-athletes in School of Information courses can also be made. This paper will look at the differences experienced by students of varying cultural backgrounds in their willingness to participate in class discussion depending upon the type or types of communication media used and will discuss the implications for effective course design.

For the undergraduate part of this research, the School of Information at the University of South Florida is uniquely positioned in that it teaches an information literacy course specifically for student on athletic scholarships who are at risk academically in addition to

classes with a more traditional mix of students as well as offering a master's degree in library and information science. This paper will look at the differences experienced by regular graduate and undergraduate students in their willingness to participate in class discussions depending upon gender, culture, grade-level and type or types of communication media used and compare them to student-athletes. This comparison will be used to shed insight on effective classroom activities.

Knowledge of general communication preferences given the gender, education level and cultural mix of an online classroom can help instructors to design class activities for each audience that allows the students to use their preferred communication paths.

Programmatic Assessment: Methods for Creating and Sustaining a Culture of Assessment in your IL Instruction Department

Meggan Houlihan¹ and Michelle Millet²

¹The American University in Cairo

²The University of Texas San Antonio

Abstract: In order to create and sustain successful IL instruction programs, librarians at the American University in Cairo and The University of Texas San Antonio have designed and implemented various assessment methods to ensure growth, development and success. By assessing all stakeholders including students, library instructors and administration, adjustments to program structure, mission and strategic plans were designed and implemented.

Although the American University in Cairo and The University of Texas at San Antonio are 7,000 miles apart, both have robust IL instruction programs that have undergone tremendous growth, therefore it was vital to the success of each of these programs to create a culture of assessment. Both programs have transitioned from an assortment of IL one-shot instruction sessions into cohesive programs with clearly stated and structured goals. Various assessment techniques, both qualitative and quantitative, will be highlighted as well as, a discussion of the practical implications an assessment program may have. Some highlights will include how to assess student learning outcomes, teaching effectiveness and programmatic achievements.

Assessment of your IL instruction program could help your program transition into a program that equips students with both general and subject specific knowledge needed to achieve lifelong learning. **Keywords:** information literacy, library instruction, assessment, student learning

Public Librarian's Readiness in Providing Health Related Information

Chang, Yun-Ke¹; Ketut Dharma Adiputra²; Lim De Yang³

Wee Kim Wee School of Communication and Information

Nanyang Technological University, Singapore

¹ykchang@ntu.edu.sg; ²ketut1@e.ntu.edu.sg; ³dylim1@e.ntu.edu.sg

Abstract: Librarians today are not only expected to take care of books but in fact govern all types of access pertaining to information. The public also regarded libraries as the preferred choice to satisfy their information needs on health-related issues. The reported study attempts to gauge the level of readiness and identify factors that are relevant to perceived readiness that public librarians possess and investigate relationships between respondents' characteristics to determine their levels of readiness and intention in providing health information to the public. Our data suggest that self-efficacy and attitude factors contribute the most to determine public librarians' readiness to provide health information.

Keywords: Health Information Service, Public Library, TPB, Readiness, Librarian

Public libraries in Kenya: Financial management

Dr. Henry D S Kinya

Senior Librarian/ Lecturer, Africa Nazarene University- Nairobi, Kenya

Abstract. The concept and activities involved in library budgeting once were narrowly defined, and for the most part were thought of in terms of working with figures to produce a financial statement report. In recent years, however, there has been increased interest in extending the concept of budgeting not only to Public and university libraries but also research libraries to include activities related to planning, coordination, monitoring and evaluating the entire operation of a library or information systems. There is increased recognition that financial management is fundamental to public library system management because it provides the administrators /management council with a common language for communicating, planning, and one very basis for evaluating proposed plans of action and implementation. In this paper financial management in public libraries in Kenya; mainly on income sources and expenditure has been discussed.

Keywords: Public libraries, Budgeting, library budget and financial management

The Qualitative and Quantitative Aspects of the 2010 Quality Review of the Library at the National University of Ireland Maynooth

Helen Fallon¹ and Jon Purcell²

¹Deputy Librarian, National University of Ireland Maynooth, Ireland

²Librarian Durham University, England

The 1997 Irish Universities Act legislated that Irish universities put in place quality assurance procedures. The quality review process is overseen by the Irish Universities Quality Board (IUQB), which provides support and monitors quality improvement within universities. The current system is regarded as an exemplary model as evidenced by the 2005 European Universities Association Review of Quality Assurance in Irish Libraries. “This systematic organization and promotion of quality assurance at the initiative of the universities themselves is, in the opinion of the EUA teams, unparalleled in any other country in Europe, or indeed in the United States and Canada. The system would appear to strike the right tone and combination of public interest, accountability and university autonomy. It encourages a greater focus on quality and improvement than some systems worldwide, while at the same time being less intrusive than some other systems in Europe.” (p. 14) European Universities Association Review of Quality Assurance in Irish Universities www.eua.be/iep/activities/.../sectorwide-evaluation-in-ireland.aspx

The National University of Ireland Maynooth established a formal system for quality review in 1995, two years before the Universities Act made such activity mandatory. A Quality Promotion Unit was established and departments, including the Library, underwent cycle 1 quality reviews. Quality Review Guidelines were subject to major revision in 2007, after the completion of most, if not all, of the first cycle reviews, and some minor revisions made in 2009. While there are broad similarities between the quality review processes in different Irish universities, each university customises its own procedures taking into account local considerations and culture. There are three main elements to the quality review process; the preparation of an internal self assessment report, a peer review visit and report, and the development and implementation of a quality improvement plan that is aligned with the University Strategic Plan. In 2010 the Library at NUI Maynooth underwent the second cycle of quality review. This presentation will explore the Library’s experience of the three elements of the quality review process from both the Library perspective and the external reviewer perspective. The process will be broadly outlined and the presenters will address the issue of the value of the quality review process as a qualitative and quantitative method of

ascertaining how the library service is measured and perceived by the university community and other stakeholders. While the presentation will draw on the experience of the NUI Maynooth Library, the experiences and lessons learned will have applicability in the wider international consideration of quality measures in libraries.

Qualitative and Quantitative Methods in Electronic Collection Management

Selena Killick¹

¹Cranfield University

Abstract. In the current financial climate effective performance measurement has become a vital tool for library managers. This paper presents a case study from Cranfield University in the United Kingdom on qualitative and quantitative techniques employed to measure the performance of electronic resources. In 2010 Cranfield University Libraries commenced a process for systematic and sustainable assessment of its electronic resources. A combination of qualitative and quantitative measurement techniques were introduced to enable the library to assess the performance of the collection. Initially focused on electronic journal packages, the process enables the library service to demonstrate smart procurement to key stakeholders. Quantitative key performance indicators were developed based on the COUNTER usage statistics, internal financial information and population data. Qualitative information pertinent to the resource was captured through academic liaison interviews. The combined approach enabled the library to effectively demonstrate the value of electronic journal packages, and the impact any cancellation may have. Lessons learnt and next steps are also presented.

This paper will be of interest to those involved in library collection management, and library staff with a remit in performance measurement. In particular it may assist the development of deeper understanding of measuring the value and impact of electronic library collections, and will also therefore be of value to all those concerned with library strategy and development.

Keywords: Performance measurement, Key Performance Indicators, electronic collection management, qualitative methods, quantitative methods, usage statistics, COUNTER.

“The quality instinct”? Getting the right balance between evidenced based decisions and instinct

Hugh Murphy¹ and Mary Antonesa²

¹Senior Librarian, Collection Management Services, National University of Ireland Maynooth, Ireland.

²Senior Librarian Learning, Teaching and Research Development, National University of Ireland Maynooth, Ireland.

Abstract. The preface of this presentation is to offer an overview of the challenge facing us in seeking to understand the relationship between instinct and evidence when making management decisions within our library services. This presentation will tease out the inherent and ubiquitous nature of instinct and evidence. The increasing focus on evidence based decisions and metric oriented management (Booth, 2003, Eldredge, 2000, Derven & Kendlin 2011 “) has, arguably marginalised the role of instinct and empathy in library management. However, the essentially fluid nature of modern management in a rapidly evolving arena, coupled with the need to motivate a disparate group of staff requires the ability to make decisions when sufficient evidence is not forthcoming, while factoring in the myriad of issues which comprise “the human element”. It has been argued that libraries must now manage in ways that require a quantum leap from the manner in which they have been managing (Mourier, 2001). While metrics take account of the organisation’s operations, the instinct of management to make decisions at lightning speed also needs greater consideration. Furthermore, the need to ensure that the service offered is as progressive as possible

frequently requires a leap of faith based on what one hopes will come to pass. While evidence can play a valuable role in all these areas, we will attempt to determine the role of the more intangible assets in the librarian's arsenal. We will also offer some thoughts on the merits of both approaches, their relevance and how best to integrate two very different but essential aspects of modern library management.

Qualitative Methods used at the Lupton Library of University of Tennessee at Chattanooga to evaluate and assess services

Prof. Sarla Murgai, Mohammad Ahmadi, Parthasarathi Dileepan

University of Tennessee at Chattanooga, 615 McCallie Ave., Chattanooga, TN. 37403, USA

Abstract: In recent years, even though the number of queries handled by the reference librarians at the reference desk have been declining, those who generally seek assistance at the reference desk require more in-depth help. In 2006 the UTC library decided to collect sample reference statistics, for only two weeks per semester, one to be the high-use week and one to be the medium-use week as identified by the 2001-2002 study when complete statistics were kept. Using the regression model and the daily indices, the reference counts for those two weeks were estimated and compared with the actual counts. The t-test indicated no significant difference between the means of the actual and predicted values. It shows that the regression model can be used to forecast the reference desk count of the patrons for the days for which data were not collected.

In this study an exponential smoothing model (Winter's Model) was developed for forecasting the traffic in the library and at the reference desk. The data showed no trend but the presence of two seasonality factors, one for the week-of-the-semester effect, and one for the day-of-the-week effect, the Winter's model appeared to be best suited. The Winter's method develops a formula from the data and allows the formula to be continuously fine-tuned as new observations come in, day after day. The modified Winter's exponential smoothing model proved to be a good predictor of the number of patrons seeking help. In spite of large natural random variability present in the data the actual values seem to follow the forecasts very closely.

Currently Dr. Dileepan, Dr. Ahmadi and I are exploring a simulation model to understand the arrival, work flow and resource use patterns in the library so that intelligent budget choices can be made by the administration. A simulation model based on usage pattern of library resources by the patrons has been developed using the ProModel's software.

Keywords: Reference Service, User Studies, Libraries, Forecasting, Simulation, Human resource management.

A Quantitative Assessment of the Dynamic Interaction Between Library Collection Usage and Resource Development Decisions

Doralyn Rossmann¹ and Brian Rossmann²

¹Assistant Professor and Collection Development Librarian, Montana State University Library, USA

²Associate Professor and Associate Dean, Montana State University Library, USA

Abstract: There is a dynamic feedback interaction between resource development and collection use, whereby variation in one area impacts the other. This study looks at the management of library collections and utilizes multiple data sets to measure the association between implementation of the resource development policy and collection use.

This research includes a quantitative analysis of citation data for 2008-2010 of a stratified random sample of faculty publications and student theses and dissertations from Montana

State University's (MSU's) Faculty Activity Database and Electronic Theses and Dissertations database, respectively. The citation analysis is compared against annually-gathered library resource data including electronic library holdings, interlibrary loan requests, usage statistics, and user-initiated subscription requests to measure the success of the dynamic process of the resource development policy of the MSU Library. In looking at user requests, usage statistics, and interlibrary loan data in this three-year time span, trends can be seen which reflect library efforts to match resource decisions with user needs using a feedback loop of data analysis, program requirements, and direct feedback from patrons.

Results from this study show the benefits of analyzing multiple data sources for maximum value and demonstrate good stewardship of resources by management from expert librarians. It addresses the conference sub themes of management (measures and metrics) and financial strength and sustainability (value analysis) and communication strategies (working with faculty, students, and staff) and the conference indicative themes of bibliometrics, resource development policy, and library statistics.

Keywords: valuation, feedback loop, user requests, management, resource development policy, assessment, collection development

Quantitative Evaluation on Novartis Knowledge Center (NKC) Information Services

Leifang He¹ and Deborah Juterbock²

¹Manager, KM, Novartis Knowledge Center, New Jersey, USA

²Global Head, Novartis Knowledge Center, New Jersey, USA

Abstract: NKC's VALUE (Value Assessment on Library Utilization Efficiency) initiative is to tackle the challenges of demonstrating the value of its information services and e-library model. This is based on business impact and outcomes resulting from services delivered to NKC customers. The data are based on two NKC customer satisfaction surveys conducted in 2008 and 2011. This paper explores the relationships between the service relevancy, efficiency and alignment to business priorities. The customer's 'information seeking efficiency' was calculated and compared to established industry benchmarks.

Keywords: Outcome based performance, business impact, ROI

Quantitative/Qualitative Analysis of Assessing Student Information Literacy Skills: The Power of Librarian-Faculty Collaborations

Patricia H. Dawson¹, Ma Lei Hsieh², Michael T. Carlin³

¹Assistant Professor-Librarian, Rider University

²Assistant Professor-Librarian, Rider University

³Assistant Professor, Psychology Department, Rider University

Abstract: Librarians at Moore Library, Rider University, in New Jersey, USA, have been conducting assessments of student information literacy (IL) skills in a variety of ways since 2002. In recent years, Google Docs have been employed to conduct online surveys given to students prior to library instruction ("pre-tests"). This has made it possible to collect data and to conduct descriptive statistical analysis of the baseline measure of students' information literacy skills across disciplines and class years. Since the Fall 2010 semester, this process has changed and librarians conduct pre-tests in required research writing classes, teaching primarily freshmen and sophomores. For those classes that have a second, follow up library instruction session, students are given a post-test (identical to the pre-test) to measure their learning in the previous session. By partnering with a Psychology Faculty member who has

access to sophisticated statistical software (PASW 18), more in depth quantitative investigations of the data have been possible with some interesting results. The presenters will explain some common tools available for this type of analysis. Based on preliminary data, librarians examined relationships between student IL skills, their academic disciplines, class year, and number of librarian led research instruction sessions. Factors such as high-level performance in grades and entrance test scores have been considered. Most importantly, librarians identified IL concepts students did not understand, concepts they could quickly learn, and concepts that need reinforcement. These findings helped librarians target those skills that were most difficult for students, modify their research guides to provide more detailed instruction, and create online tutorials to address the weakest skills. The survey instrument continued to evolve by including more faculty input. The Psychology faculty member recommended conducting a focus group of Rider undergraduate students to ascertain their perspectives on information literacy and to gain feedback on our survey questions. The focus group, a qualitative research method, provided important information for revising the online survey for the Fall 2011 semester. The survey now includes multiple-response items to decrease guessing, thanks to software that can evaluate this new format. To reinforce IL concepts introduced in the first research sessions, librarians send answers to the questions on the pre-test with explanations to the faculty members teaching those courses, encouraging them to distribute the file to their students. Librarians suggest that the faculty review these concepts with their students. For classes that came for a follow-up session, a post-test survey, covering the same IL concepts as the pre-test, but with different questions are given to these students. With this new set of data, the results will be compared with the previously taught sessions to see if there is a positive impact on these modifications.

Keywords: information literacy, assessment, quantitative analysis, qualitative analysis, librarian-faculty collaboration, statistical analysis

Realising the value of RiLIES: The Research librarianship impact evaluation study

Peter Cruickshank, Hazel Hall, Ella Taylor-Smith

Edinburgh Napier University

Abstract. In 2011 researchers at Edinburgh Napier University, supported by the UK Library and Information Science Research Coalition, investigated the extent to which funded research projects in the domain of library and information science (LIS) influence practice in the UK. The Research in Librarianship Impact Evaluation Study (RiLIES) focused particularly on identifying factors that increase or hinder the impact of research findings on those who deliver library and information services.

This paper will present the main findings of the RiLIES project as derived from: (1) a review of the LIS literature on impact; (2) a practitioner poll; (3) case studies of five LIS research projects identified as “impactful”; (4) three sector-specific focus groups; and (5) a validation survey.

The findings highlight the evident disconnect between the LIS research and practitioner communities. They confirm that the level of impact that a research project enjoys depends on a number of factors, most importantly how it is planned and conceived, the extent to which practitioners are involved in its execution, and how its findings are reported. This work also demonstrates how organisational factors related to institutional and infrastructural support can engender receptive target audiences for research output.

The paper will offer new insight into the influence that research leadership and sponsorship, as well as choices related to the involvement of practitioners in research, play in the determination of research impact. In particular, these findings highlight a preference for face-to-face channels for the dissemination of research results that is greater than has been previously reported, and reveal the role of social media in raising awareness of research for the first time in work on this theme.

The presentation will be of particular interest to those keen to enhance the impact of their LIS research projects, and to practitioners who would like to become more engaged in LIS research.

Rediscovering disc vinyl: a new perspective for the emergence of music libraries in Brazil

Eduardo da Silva Alentejo¹

¹ Universidade Federal do Estado do Rio de Janeiro

Abstract: It treats about development of public and private music libraries in Brazil through boosted the production of vinyl records of the music industry and retail store of vinyl. It aims to understand how collectors have changing gradually from private libraries in public libraries. In Brazil, Public Libraries of Music is recent, but Private Libraries of Music have already had experiences to support public accessing services and professional application. Through qualitative and quantitative research it presents literature review and results of interviews with suppliers of vinyl. It concludes that the phonographic sector as well ancient and recent contributes to develop Music Private Libraries in Brazil. But, Public Institutions must learn with private collectors and their interaction with phonographic sector to develop Libraries of Music.

Keywords: Public Music Library. Private Music Library. Music collection development. Vinyl Records. Vinyl Records Industry.

Reference Competencies in American Libraries: A Comparison of Public and Academic Library Qualifications

Laura Saunders¹ and Mary Wilkins Jordan²

¹Assistant Professor, Simmons College Graduate School of Library and Information Science, Boston, MA USA.

²Assistant Professor, Simmons College Graduate School of Library and Information Science, Boston, MA USA.

Abstract. In the original study which launched this international project, Mary Wilkins Jordan and Laura Saunders, both Assistant Professors at Simmons College Graduate School of Library and Information Science, surveyed a sample of both public and academic reference librarians actively working in the United States to determine which competencies are considered necessary to the field right now. With over 800 responses in total, the survey confirmed a range of qualities, skills, and competencies required to perform well in a reference position.

In this presentation, the researchers will outline the basic competencies found to be applicable across library types, as well as highlight the areas in which public and academic librarians differ in their expectations. Library science students in the United States are often told that it is difficult to transition from one type of library to another. Are different competencies stressed in one library setting as compared to the other, or are expectations of reference librarians similar in public and academic libraries?

Finally, this paper will examine which competencies are considered most important to reference librarians in all library settings, as well as highlight skill areas which current professionals see lacking in new graduates. As such, this paper will consider the extent to

which library school curricula are addressing the relevant areas, and adequately preparing library science students for the field.

Keywords: Reference competencies, reference librarians, academic librarians, public librarians, LIS curricula in United States

Reference Competencies in Academic Libraries in France: Current Situation and Practices

Joumana Boustany

Assistant Professor, Paris Descartes University, IUT, Department of Information & Communication & Researcher, DICEN, CNAM, Paris, France.

Abstract. Librarians at academic libraries are mainly civil servants except for the academic librarians in the private universities. LIS curricula in France, providing access to the national competitive exam, are essentially aimed at training generalist librarians and they do not prepare students to do a specific job as a reference librarian. As a result of French specificity, a typical day of an academic librarian in France is an alternation between different library services: cataloguing, acquisitions, loan desk, etc.

Due to the changes affecting libraries and information profession: digital libraries, e-services, constraints encouraging libraries to be profitable, etc., can the French system survive? Instead of having a generalist librarian, is it not better to have a specialized librarian?

In this paper we are going to analyze the current situation and practices in the academic libraries in France. To perform this study, we conducted a survey - based on Mary Wilkins Jordan and Laura Saunders research - in the French academic libraries. It focused on personal, pedagogical, technical skills for a reference librarian. The results will help us to elaborate a list of core competencies for a librarian which will be of interest to the LIS students and the LIS instructors.

Keywords: Reference competencies, reference librarians, academic librarians, LIS curricula in France

The Reference Department in Romanian Academic Environment

Angela Repanovici

Professor, Transilvania University of Brasov, Romania.

Abstract. The most comprehensive definition of a reference department was probably provided by the American researcher Bill Katz, more than thirty years ago: "The reference department is a question-answering service". This definition is also valid nowadays, when the term of reference department is increasingly replaced by information department. One of the well-known "reference departments" may be deemed the traditional reference system, which is "Ask the Librarian" in which the user physically and personally refers to the librarian, soliciting this way the information necessary for him. In the context of society's development, the library has to adapt and to reorient the services that it offers to the users. University libraries have updated and have permanently developed services, through the intermediary of the Web page, offering e-mail references.

The first step taken by Romanian libraries towards the Internet's field consisted in implementing their own web pages. Mostly, this first innovation in the framework of the library-offered services generally provided "static" information, which did not call for permanent communication efforts from librarians. Great parts of the information displayed during that period were much as: history, about the library, organization, structure, schedule, management.

The article will present the international research results obtain from Romania and interpretation of data, recommendations and how we are reporting to the others participants.

Keywords: Reference services, marketing research, reference librarian

Reference visualization and download analysis for the “geographical literature” in the Open Repository of ULg (ORBi)

Simona STIRBU¹, Paul Thirion², Ninfa GRECO¹

¹ Library of Sciences and Technologies, University of Liege, Allée de la Chimie, 3 - Bât. B6a 4000 Liège (Sart-Tilman), Belgium

² Library Network of the University of Liege, Grande Traverse, 12 Bât. B37, 4000 Liège (Sart-Tilman), Belgium

Poster

Abstract. Set up by the University of Liège, ORBi (Open Repository and Bibliography) knew a lightning increase of the online posted references since its creation in 2008. The official launch took place on November 26th, 2008 and after considerable efforts on behalf of the team which manages the tool, and researchers who introduce themselves their publications, the contents of the repository managed to reach a value of **64245 references among which 38670 with full text.**

Working for the Library of Geography of the University of Liège, I found interesting to analyze the number of visualizations and downloads of the references (2005 to 2007) posted online by the ULg geographer's, and the population interested in this literature.

The highlight is on WHO and WHERE are the internet users visualizing and downloading ORBi references from?

In order to detect the population using this scientific literature, we analyzed the user IP and their distribution in the world. The data was obtained from a MaxMind database.

The type of population using this scientific literature: researchers, individuals, public or private companies was also determined.

Key-words: open repositories; IP; usage statistics; scientific literature.

Research Collaboration of Library and Information Science Study in Taiwan

Lo, Szu-chia

Grad. Inst. of Library and Information Science, Natl. Chung-hsing Univ., No. 250 Kuo-kuang Rd., Taichung 402, Taiwan

Abstract: Scientific collaboration, the scholar works are output of a collaborative effort of two or more researchers and is also referred as research collaboration, is increasing in frequency and importance. By pooling more resources and talents together, it is anticipated to have the potential to solve complex scientific problem, that the works produced with a collaborative effort will have better quality and will be easier to be accepted for publishing or to be published in higher quality journals. Bibliometrics studies over the past two decades have shown a continuous increase in the number of co-authored papers in every scientific discipline, as well as in Library and Information Science Study. It is also found that co-authored publications are cited more frequently than single-authored papers. In this study, the author takes bibliometrics approach to review 2,621 articles issued in the seven primary Library and Information Science Study Journals published in Taiwan, Journal of Library and Information Science Research, Journal of Library and Information Studies, Journal of Library & Information Science, Journal of Educational Media & Library Sciences, University Library Quarterly, National Central Library Bulletin and Bulletin of Library and Information Science, during the period from 1991 to 2010 to reveal the degree of research collaboration in Library and Information Science Study in Taiwan, characteristics of collaboration from organizational

focus, community focus (practitioner and academia) and subject focus viewpoints, and possible factors for formulating the collaboration. The preliminary results show that 25% of the publications are the works of a collaborative effort, mainly inter-collaboration. With the development of information communication technologies, there is no evidence shows the increasing of percentage of collaborative work in Library and Information Science Study in Taiwan.

Keywords: Research Collaboration, Library and Information Science Study

Research methodology enabling to determine the study programmes ability to produce the librarians as educators

Vincas Grigas

Universiteto 3, Vilnius LT-01122, Lithuania

Abstract: The report discusses the possibilities of the research of study programmes aimed at preparing professional librarians. The purpose was to test the research methodology enabling to determine whether the study programmes aimed at preparing professional librarians produce the entirety of competencies necessary for librarians as educators. The research is interesting in two aspects: a) it used the standards defining the entirety of competencies necessary for a librarian as an educator developed by the professional librarian community; b) the research data analysis employed factor analysis, multidimensional statistical scaling usually applied for determining interdependencies between the objects or, based on those interdependencies, for classifying attributes. The research used the components of the three Lithuanian institutions of tertiary education providing study programmes designed for preparing professional librarians. The components of the study programmes have been analysed following the Standards for Proficiencies for Instruction Librarians and Coordinators. The professional standards may serve as a significant tool in preparing librarians as educators because they may be put to use in dual evaluation: by librarians, in self-assessment of their preparedness to work as educators, or by study coordinators, in determining advantages and disadvantages of the study programme aimed at preparing librarians as educators. The report deals with the possibilities of the research into advantages and disadvantages of the study programme designed for the development of librarians as educators. The headings are used as the criteria for standards. During the research the conformity of the components to the criteria for the standards was evaluated according to the scale of three levels' conforms, conforms in part and does not conform. Each criterion for the standard was provided with the key word. The correspondence between the component and the criterion of the standard was evaluated according to the match between the key words and the components. The research proved that the Standards for Proficiencies for Instruction Librarians and Coordinators and factor analysis may be an appropriate method for the assessment of the study programmes designed for preparing future professional librarians, i.e., in evaluating whether the competencies developed under the study programme corresponds to the entirety of the competencies peculiar to librarians as educators. It should be pointed out that factor analysis is particularly useful statistical method for conducting similar research when the data is collected following several dozens of criteria and for comparing the results between the three study programmes. Distribution of the factor estimates across the study programmes has been evaluated by using Box plot diagrams and by calculating the median and the mean of the factor estimates. This is the first attempt to evaluate the research method for analysing the study programmes aimed at preparing professional librarians. The underlying concept of the research method is to carry out the objective analysis of the data of the subjective study and provide as objective results as possible.

Keywords: librarian as educator; information literacy; professional standards; factor analysis; curriculum

Researching student information illiteracy

Mihaela Banek Zorica¹, Sonja Spiranec² and Nikolaj Lazic³

^{1,2} University of Zagreb, Faculty of Humanities and Social Sciences, Department of Information Sciences, Croatia

³ University of Zagreb, Faculty of Humanities and Social Sciences, Department of Phonetics, Croatia

Abstract: The paper discusses the problem of two different approaches to the concept of information literacy. The body of literature and research on information literacy focuses on defining set of skills and educational procedures necessary for creating an information people. Still definition of illiteracy and the individuals not aware of being information illiterate is not discussed in the same amount. Today's students feel very comfortable in interaction with information i.e. data provided in the electronic environment. The students enrolling in their studies are considered "digital natives" only due to their date of birth. Still, problem of their information illiteracy with defined procedures and processes of identification of the lack of information literacy on the individual level is not very much discussed. Compared to information literacy which is very well described and established, concept of information illiteracy and its definition and identification are still at the beginnings level. Authors research students and librarians' position towards information literacy and their self-evaluation as a starting point for creating a university wide strategy for information literacy which would result in creation of sustainable IL programs.

Methodology: After the theoretical research of definition, standards and competencies of information literacy in educational environment, survey of both students and librarians insight in the problem was necessary. Survey of student and their self-evaluation on information literacy skills of their information literacy skills was conducted. The research tries to answer these questions:

1. which knowledge and skill set is covered by the information literacy definition among our students
2. do the individuals which are not information literate, by the definition of IL, consider themselves information illiterate and how do they describe the state that they are in
3. what is the role of librarians in information literacy issues and what are the practical implications.

Analysis of the survey results together with the librarians input and solutions from the body of literature served as a foundation necessary for the student education program.

Goal: Researching both theoretical and practical aspects of information literacy/illiteracy in order to support creation of the higher education strategy on information literacy.

Keywords: information literacy, information illiteracy, IL strategy

ROI Studies: What is the Real Return?

Sue F. Phelps and Linda Frederiksen

Affiliation: Washington State University Vancouver, Library, 14204 NE Salmon Creek Ave., Vancouver, WA 98686, United States

Abstract: Academic libraries, under increasing scrutiny and pressure to demonstrate value to funding agencies and other stakeholders, can no longer rely on traditional methods of data collection, analysis and reporting to tell a fully-formed story of what it is and does in the research community. Librarians are therefore, looking to quantitative measures to validate the

worth of library services. Although somewhat controversial in the library and information science sphere, return on investment (ROI) studies have been used extensively in the fields of economics, business and management to quantitatively evaluate monetary outlays and measurable results.

Following an extensive literature review of recent ROI studies, librarians at Washington State University Vancouver adapted a case study methodology used by the University of Illinois at Urbana-Champaign in 2008 to measure external grant funding awards alongside expenditures for library serials subscriptions to calculate the library's ROI to the university. While the results proved useful, collecting, compiling and analyzing quantitative data of this type, especially in a small to medium-sized branch campus environment, proved to be challenging. A discussion of results and methods are the topics of this presentation.

KeyWords: Return on Investment

The role of networking in CPD: a phenomenographic study on one-person librarians in Ireland

Eva Hornung

private capacity (affiliated to Information School, University of Sheffield)

Pecha Kucha

Abstract: Phenomenography, a qualitative research approach, enjoys increasing popularity in Library and Information Science (LIS). At its heart lies the variation in ways of experiencing a phenomenon. This pecha kucha will report on a study conducted among one-person librarians (OPLs) in Ireland of professional development and outline their experiences of networking. As the sole information literacy provider in their respective organisations the sharing of information is crucial to developing services. It will suggest ways in which library associations and schools can support these information professionals.

Keywords: information literacy, networking, continuing professional development, phenomenography

SALLY, don't you grieve: Supporting Academic Learning using e-Learning Systems

Professor Niels Ole Pors

Royal School of Library and Information Science, Address: Birketinget 6, 2300 Copenhagen S, Copenhagen, Denmark

Abstract: Most of the European countries are in a process in which they introduce national frames of qualifications and competences at universities and other institutions of higher education. These frames of qualifications and competencies reflect a new discursive mode in relation to learning and it is related to changes in pedagogical practices, assessment systems and learning theories.

This development is rather new and it affects the libraries and learning centres that have been involved in information literacy activities. 6 Norwegian universities and institutions of higher education have implemented 3 different e-learning platforms. They want to get evidence about the capabilities of the systems in relation to the new national frame of qualifications and competencies. A research group at the Royal School of Library and Information Science is in the process of investigating the matter. The research project is named SALLY (Supporting Academic Learning using e-Learning sYstems). The research will be finalised in the summer of 2011.

Purpose. The overall objective of this research is to investigate to which degree 3 different Norwegian e-learning systems can support the national frame of qualifications and

competences introduced at all institutions of higher education and universities in Norway. The 3 different e-learning systems are used in a number of universities and the investigation takes place at 6 different universities and HE-institutions. The overall objective is researched through a number of interrelated studies. The systems or platforms have been analysed through means of heuristic evaluation, cognitive walk-through and on-site usability studies coupled with interviews. The statistical data connected to the amount of and type of use of the systems are done and further, interviews with academics at the universities, interviews with librarians and interviews with students take place in the coming months. Several theoretical perspectives are employed. This paper will limit itself to an analysis of use data of the systems and the perception of the systems as expressed by different groups of librarians working with information literacy issues and tasks. The students' conceptualisation and perception of the e-learning systems is also part of the proposal.

Design. The paper will analyse the use of the systems based on longitudinal data and the paper will also explore how the systems are used including types of searches, entry points, time and similar data. A discourse analysis of librarians' conceptualisation and perception of the system in relation to their experiences with the interaction of the systems and students will be done together with an investigation into the problems with the integration of systems into the different academic curricula. The students' perceptions and conceptualisation of the systems will also be part of the paper. The interviews with the students take place as a combination of individual interviews and focus group interviews. The interviews with librarians take place as group interviews. The design of the interview schedule secures that all 3 systems are covered. Further, comparative analyses of the interaction among students and systems are conducted assessing the single system's merits or demerits in relation to the overall research objective.

Findings. At the moment, the empirical research is in progress and results from that are not available before May 2011. However, there are already results concerning the theoretical and empirical operationalisation of the concept of a system's capability to support academic learning as well as a concept about the communicative mode of the system has been developed together with models of the embedded pedagogical thinking in the systems.

Implications. Taken together, the research project is ambitious and comprehensive and there is no doubt that it could affect design of learning platforms as well as it gives insight into the use of and the discourses concerning the system. It also analyses the organisational setting and its consequences for the systems and the integration into the learning process. On a more theoretical level, the research project is concerned with theoretical and operational definitions of topics of importance both to libraries and to the learning process.

Value. It is probably of great both theoretical and practical significance that 3 systems in 6 different organisational settings are analysed from many perspectives employing different methodologies and data collection instruments.

Scholarly Communications and Tenure: Influence, Impact, and Individual Importance in an Era of Abundant Outlets

Robert E. Noel

Head, Swain Hall Library, Indiana University, Bloomington, IN 47405

Abstract. Universities and scholars, particularly in the sciences, have historically relied upon cited reference studies and quantity of peer-reviewed publications as primary indicators of faculty achievement. Promotion and tenure decisions often rest on these bibliometric measures as key considerations. As technology advances and new modes of communications emerge, how should universities respond to digital projects and new interactions that fall outside of traditional journal and book publishing? Academic librarians can partner with faculty to offer summary, quantitative assessments not only of individual journal article impact, but of other, new media and communications activities that may be relevant to promotion and tenure decisions. This pecha-kucha offers some brief examples of what

librarians can do to help shed light on the value and future promise of junior faculty by summarizing publication records, and consolidating overall impact of faculty activities, particularly when these activities go beyond peer-reviewed journal article publications. This also looks at what faculties are doing on their own that is a departure from traditional journal publishing.

Keywords: bibliometrics, tenure considerations, junior faculty, dossier preparation, publicity, faculty impact

Scholarship drives knowledge production in Malaysian research universities

Khasiah Zakaria and Norliya Ahmad Kassim

Deputy Chief Librarian, PTAR, University Teknologi MARA, Shah Alam, Selangor 40450, Malaysia

Abstract. Academic librarians is known to be the heart of university, where the knowledge of the university's are collected, classified and preserved, which later disseminated to the right user at the right time. Malaysia like other nations is competing to increase the knowledge production. In the era of globalization where knowledge is always the power to increase production, the pressure is for academic librarian to increase their competencies to fulfil the need of their most important user, scholars and researchers. The objectives are; first to examine the scholarship practices among academic librarians; two to find out about the relationship between scholarship practices and knowledge production. By using Boyer's Scholarship Model, the paper proposed a new era for academic librarianship in Malaysia. Questionnaire distributed to 220 academic librarians of whom 53% responded. Using 27 items from 4 variables, the data is analyzed using AMOS, which highly correlates the scholarship practices with knowledge production among academic librarians in Malaysian research universities. The findings revealed that there is a flow of innovation among those academic librarians in the research universities. This signifies a new practice which may contributes to the university's production of knowledge. This study also has implications for potential policy development for academic librarianship.

KeyWords: Scholarship practices, Knowledge production, academic librarian

A sequential model for library performance assessment: an application to Brazilian data

Frederico A. de Carvalho¹, Marcelino J. Jorge² and Marina F. Jorge³

¹FACC - UFRJ

²IPEC - FIOCRUZ

³INPI

Abstract: On the grounds of Efficiency Analysis this paper presents a three step model to assess the performance of a sample of 37 academic libraries pertaining to a federal university in Rio de Janeiro, Brazil. Referring to the years 2000-2007, the first step estimates DEA models in order to generate efficiency scores that provide a ranking of all library units according to their relative efficiency for each year. Each DEA model considered three inputs – Personnel, Volumes and Area – and four outputs – Registrations, Consultations, Lendings and Visits. In the second step DEA results are again used to show how to improve library efficiency by computing optimal changes in current allocations for each year along the selected period. In the third step Markovian analysis completes the yearly assessment by providing the percent of libraries likely to be efficient in the long run. It is argued that the proposed sequential model will help to enhance library assessment to the extent that it generates (a) a ranking of sampled units, (b) numerical targets that indicate yearly benchmark improvements, and (c) an overall evaluation of the library system in the long run. It is also

argued that the model is general enough as to be useful for the joint assessment of any group of libraries, either academic or not, as long as sufficient data are available.

Keywords: Library management. Performance assessment. Numerical benchmarking. Efficiency analysis. Data Envelopment Analysis.

Shared Tools for analysis of e-resources in Higher Education Libraries in Sweden

Karin Perols and Henrik Akerfelt

Karolinska Institutet University Library, Box 4002, Huddinge, N/A 14104, Sweden

Abstract: Swedish Higher Education (HE) Libraries spend on an average 70 % of their media budget on e-resources. Through standardized COUNTER-reports using the SUSHI-protocol libraries harvest usage stats but rarely have the time, staff or expertise to analyze usage in relation to economic factors etc in order to evaluate package/product deals. The HE Libraries are in need of tools to verify that budget are spent on the right resources for collection management as well as fund allocation purposes. In 2011 a joint project between Stockholm University Library and Karolinska Institutet University Library was initiated to address this situation. The project was funded by the National Library of Sweden. AIM. The aim of the project has been twofold. Firstly to develop a practical tool to facilitate easier and a more effortless evaluation of e-resources package deals, including suggestions on relevant indicators for analysis. Secondly to provide a template for the workflow in regards to harvesting and collating usage stats during the subscription year. METHOD. We conducted a literature review in order to identify other initiatives and tools within the library sector and the market place. Our findings showed that most tools developed within the library sector have used spreadsheets as a means for analysis. On the basis of this review and local findings we recommend a number of Key Performance Indicators (KPI) to be used. During the course of the project it also became evident that metrics other than usage and cost are needed in order to give a more complex basis for collection management decisions. RESULTS. Given the restrictions by the funding body of the project, e.g. the tools should be available for use for all HE libraries we decided to build a KPI-tool as a basic spreadsheet. Three different spreadsheets were developed depending on the format of purchased package/product. Relevant indicators were identified and population of data was automated as much as possible given the restriction of the media (spreadsheet) and the differences between the different COUNTER-reports. Metrics are entered in a series of consecutive years in order to record changes over time and identify trends. To meet the need for a more complex basis for collection management decisions an instruction was created which allows any librarian to conduct a bibliometric analysis using a few simple tools. The output can then be related to the library's holdings to identify in the library's collection.

KeyWords: Measures and metrics, Library statistics, Performance Measurement and Competitiveness, Strategic management

Shop Your Way to Service Excellence: Secret Shopping for Academic Libraries

Kathryn M. Crowe

University Libraries, University of North Carolina at Greensboro, Box 26170 UNCG Jackson Library, Greensboro NC 27410, USA

Abstract: Secret or mystery shopping is a standard method of evaluating customer service in the retail and hospitality world. While many public libraries have implemented mystery shopping few academic institutions have. Two universities in Virginia (USA), Radford and Longwood, used this protocol in 2008 to evaluate service at their reference desks. The University Libraries at the University of North Carolina at Greensboro (USA) conducted LibQual+ in 2008. The overall affect of service score was quite good (7.5 perceived mean);

qualitative comments, however, indicated there were issues at some service desks. To gain more information we built on the Radford/Longwood study to evaluate desk, telephone and chat services at the Reference Desk, Check-out Desk and Music Libraries. Students were recruited from a Hospitality Management class to serve as the secret shoppers. Students attended a two hour training session and received questions to use. "Shoppers" completed a rating sheet for each encounter that was based on customer service values established by the Libraries. Findings indicated that we could improve "going the extra mile» and confirming satisfaction. As a result, we developed training sessions for public services staff and online instruction for student employees. In addition, we developed more specific public service standards for procedures such as answering the telephone and referring patrons to other offices. The Secret Shopper assessment will be administered again in Spring 2011 to see if scores improve. We will also conduct LibQual+ in Spring 2012 to see if scores and qualitative comments improve. This presentation will provide information on planning for the secret shopper exercise, the methodology used for the assessment and training implemented based on assessment results.

KeyWords: public services, assessment, secret shopping, reference services, access services, branch libraries

Significance and Efficiency of "Visiting-Instructor Training Programme": Opportunities for Sharing Competence of Reference Staff

Prof Mitsuhiro Oda

Aoyama Gakuin University, 4-4-25 Shibuya Shibuya-ku, Tokyo 150-8366, Japan

Abstract: Introduction: Since 2009, the National Diet Library (NDL) of Japan has provided "visiting-instructor training programme" it has a new contribution toward nationwide libraries and library staffs. Staffs of reference section of the Library are sent to the workshops/seminars which are held on local areas, and they talk and instruct the participants how to gather and manage information, introducing several unique databases of the NDL. In order to make this programme excellent, the NDL and the Research Centre for e-Learning Professional Competency (eLPCO) of Aoyama Gakuin University started a co-research project in 2009/2010, obtaining a grant founded by the Library Advancement Foundation. In this paper, the author, as a leader of the project, would report and show its overview and results gained. Objective: This paper has mainly two aims, that is, (1) to define the significance of "visiting-instructor training programme" and (2) to clarify efficiency of the workshops/seminar to which this programme applied. As to the former, the author explains the necessity and appropriateness of this programme, as well as an expected new role of the NDL in the context of Japanese librarianship. And he also mentions and explains a current condition and situation about professional development and staff training in the country. About the latter, mainly discussed is the recognition of participants and trainees in around twenty workshops/seminars held by public libraries, academic libraries, and local library associations. Methodology: Data and evidences in this paper are collected and gathered by the following investigations and methods.

- (1) Non-participant observation: the author himself joined to observe around half of workshops/seminars.
- (2) Questionnaire survey: in order to grasp the recognition of both participants and sponsors of workshops/seminars, they are asked to fill in the questionnaire.
- (3) Interview/discussion: the author has tried an amount of chances for interview and discussion with the staffs of the NDL.

Outcomes: At first, the author recognises that the workshops/seminars applied visiting-instructor training programme "should be good occasions for sharing competence of reference staffs." Especially, he insists that the programme contains a lot of elements to urge the participants to feel and know the importance of attitude toward information handling, as well as knowledge and skills on information search or data retrieval. Secondly, the author analyses

and discusses the results of non-participant observation and questionnaire survey. In this, showed and founded are the mostly affirmative evidences toward the efficiency of workshops/seminars applied the programme.

Keywords: training programme, professional development, competence sharing, reference staffs

Simultaneous and facilitative access to correlated information sources: An introduction to a cooperative approach

Maliheh Farrokhnia¹ Mitra Zarei²

¹Organization of Libraries, Museums and Documents center of Astan Quds, Information Technology Department

²Mashhad University of Medical Science, Faculty of medicine

Abstract. As the amount of information continues to grow, the level of awareness of what goes on within the information world decreases. A user can grasp only a fraction of information through the IR tools such as internet search engines, subject specific search tools, etc. Although the internet present tremendous opportunities to user for access to this wealth of information, the user can become confounded by the obstacle of current awareness. For the variety of reasons such as multiple search tools, timely access to pertinent information is being prevented. In between, searching information sources is the same story. So there is an obvious need for improved tools and products to aid users in the discovery of resources. Several tools basically perform the same functions but may differ slightly in their methods and results. The significance of IR tools efficiency has thus increased. Most IR tools have neglected to incorporate support for collaborative action or allowing awareness of users with similar information sources. In this article a kind of retrieval tool is understood as a software witch take many IR aspects actions into consideration. The system, known as "NOSA books", focus on integrated and real time search in its network. The intention with this work is to mention cooperative approach in IR systems.

Social Informatics: An Analytical Framework for Understanding the Digital Practices of Humanities Scholars

Oya Y. Rieger

Associate University Librarian, Digital Scholarship Services, Cornell University Library, Ithaca, NY, U.S.A.

Abstract. Over the two most recent decades we have witnessed an increasing reliance on communication and information technologies in knowledge creation and communication processes. Understanding these patterns is important for libraries in order to develop services, collections, and technologies that fit the needs and actual practices of scholars. This presentation is based on a research study that explores the perceptions and practices of humanities scholars in using information and communication technologies in support of their academic work. The study relies on social informatics as an analytical framework to explore connections between social and technical aspects of information and communication technology design, assessment, and implementation.

Social informatics as a theoretical lens posits that technology deployment cannot be understood without comprehending how a specific technology is embedded in its social context. This presentation will illustrate how this theoretical approach can be used to understand the perspectives of humanities scholars and their evolving scholarly practices. The

study, conducted in the form of a 2-year field study, is guided by the principles of grounded theory in gathering and analyzing data about scholars' perceptions and accounts of technology use. The goal of the study is not only to examine the practices of scholars who employ technologies but also to understand the perspectives of those who choose not to integrate them into their workflows. The presentation includes a discussion of the findings describing the role of social informatics in exploring of situated, fluid, and emergent nature of technology assessment and adaptation.

The Social Justice Framework in the Information Technology Rural Librarian Master's Scholarship Program: Bridging the Rural Digital Divides

Bharat Mehra, Kimberly Black, Vandana Singh, Jenna Nolt, K. C. Williams, Susan Simmons, Nancy Renfro

School of Information Sciences, University of Tennessee, 451 Communications Building, 1345 Circle Park Drive, Knoxville, TN 37996. Bharat Mehra [corresponding author]

Abstract: This paper applies a social justice framework to reflect on the experiences in the Information Technology Rural Librarian Master's Scholarship Program (ITRL) that has recently been funded by the Institute of Museum and Library Services' Laura Bush 21st Century Librarian Program to the School of Information Sciences (SIS) at the University of Tennessee (UT). ITRL's purpose is to recruit and train sixteen paraprofessionals working in the Southern and Central Appalachian (SCA) rural libraries to complete their master's degree part-time from June 2010 – August 2012 in the UT's SIS synchronous distance education program.

Keywords: social justice, Information Technology Rural Librarian Master's Scholarship Program, ITRL.

Social Workers in the Library: An Innovative Approach to Address Library Patrons' Social Service Needs

Lili Luo¹, Deborah Estreicher², Peter A. Lee³, Cyndy Thomas⁴, Glenn Thomas⁵

¹School of Library and Information Science, San Jose State University, (corresponding author)

²San José Public Library

³School of Social Work, San Jose State University

⁴National Association of Social Workers

⁵National Association of Social Workers

Abstract: Social Worker in the Library (SWITL) is a unique program where social workers partner with public librarians to provide information consultation services to the public. The goal of SWITL is to support social justice by expanding access to information regarding local social service programs, especially for the traditionally disadvantaged populations. Evaluation research has been conducted to gather input from both library patrons and library staff in order to determine the efficacy of the program. Findings suggest that SWITL has been a professional and helpful program, while there are still areas for improvement and additional efforts need to be made in response to these suggested improvement and make SWITL a more effective and efficient program in promoting social justice.

Keywords: social service, social work, public library, social worker in the library

Soft Systems Methodology (SSM) in the library and information management context

Nabhan AL Harrasi

The Information School, Sheffield University, UK

Abstract. Soft systems methodology (SSM) is an action-oriented approach developed by Checkland (1981) to tackle complex and ill-defined social phenomena. It facilitates development of a model of inquiry for use in carrying out an investigation to understand, learn, and achieve changes in a social situation. These features provided justification for using SSM to tackle the problematical situation in library and information sciences. SSM was found appropriate for identifying human activity systems (HAS) within the situation, exploring the perceptions of individual stakeholders, and obtaining a holistic view of the problematical situation. It has the capacity to deal with inter-organisational social phenomena and different worldviews. This review aims to understand the existing library and information sciences (LIS) literature that has been used in SSM applications. It focuses on the purposes and validity of using SSM in LIS. This paper then discuss the using of two streams of SSM in LIS: the stream of logic-based enquiry and the stream of cultural enquiry. Moreover, the article reports the changes and action resulted by using SSM in the field of library and information management.

Keywords: Soft Systems Methodology, Library and Information Science, LIS-SSM literature, the streams of logic-based enquiry, the stream of cultural enquiry, Human activity systems

Stakeholders as Researchers: Cooperative Inquiry and the Leadership Role of School Librarians

Marcia A. Mardis and Nancy Everhart

School of Library and Information Studies, The Florida State University

Abstract: Cooperative inquiry (CI), a form of participatory research, is designed for institutions responsible for social transformation, a category that includes schools. CI, with its foundations in improving opportunities for all members of a community, has potential for a field like school librarianship that explores new technologies for teaching and learning. The CI tradition has roots in such diverse areas as human-computer interaction, cooperative design, contextual inquiry, and activity theory (Druin, 2010). CI is an emergent process that contributes to the acquisition and creation of knowledge through strengthening trust and collaborative relationships among group members (Oates, 2002). It is designed to bridge the perspectives and approaches of diverse stakeholders through the phases of mutual inquiry across multiple iterations, cycling between action and reflection in an effort to "heal" their divergent points of view into a common solution (Ospina, El Hadidy, & Hofmann-Pinilla, 2008). CI is therefore, highly suitable for participant observation research where participants become co-investigators. The experience of CI requires participants to share how they react to particular situations or sensitive topics. As such, participants must build a trustworthy rapport and often find their research creates empathetic connections through previously unrecognized perspectives (Kovari, et al., n.d.). While some researchers may regard these experiences as insignificant and not objective, Reason and Heron (2004, p. 43) indicated researchers can "develop their attention so they can look at themselves—their way of being, their intuitions and imaginings, their beliefs and actions—critically and in this way improve the quality of their claims to four-fold knowing." Reason and Heron stressed that such "critical subjectivity" adds strength to cooperative inquiry, allowing co-investigators to be objective without having to disregard their personal experiences. Instead, co-investigators use their personal knowledge and the experiences they have shared with others who are involved in the same task to gain an authentic perspective on a particular issue (Paulus, Woodside, & Ziegler, 2010).

The ever-changing relationship between education, technology and personnel in schools is well suited to exploration through CI. For school librarians, cooperative inquiry can be a

powerful means to develop the cultural competencies and awareness necessary to lead effectively in a variety of educational and political contexts (Kasl & Yorks, 2010; Seidl, 2007). The CI process allows school librarians to merge the perspectives of diverse stakeholders at every stage of using ICT in the addressing of a mutually agreed-upon problem. Debates exist about the potential for rigor in cooperative inquiry studies (Hodgkinson & Rousseau, 2009; Kieser & Leiner, 2009; Newton & Burgess, 2008), but others have noted that stakeholders are more likely to be aware of potential data sources as well as practitioner or stakeholder wisdom, and are thus able to exploit these in ways not possible by outsiders (Dana & Yendol-Hoppey, 2009). The CI method can help participants to articulate learning experiences and requirements in difficult-to-study phenomena in educational contexts (Lom & Sullenger, 2011) such as the components of effective leadership by in school libraries.

Keywords: school librarians, cooperative inquiry, leadership, participatory methods, ICT

Statistics and library development for sustainable progress: national library of Nigeria in perspective

Bashiru A. Salawu

Research and Development Department, National Library of Nigeria.

Poster

ABSTRACT. Statistical information is a vital tool of development in all areas of human endeavour and national development. It enables effective planning and management of any organization. Collection of statistics is basic to the development of the library. It is an evaluative tool which enables the library to measure its performance periodically as the basis for improvement of its services. It is instrumental in the formation of various library standards that guide the operations of Nigerian libraries for effective and efficient information service delivery for sustainable progress of the nation and beyond.

The National Library of Nigeria places much premium on library statistics compiled yearly by it to fulfill its statutory functions as the Nigeria's apex library and bibliographic agency especially its advisory/consultancy role on library matters. This paper is, therefore, intended to shed light on the activities of the apex library in this regard and the extent to which it has contributed to its progress as well as library development for sustainable progress in Nigeria. It also highlights constraints being encountered by the apex library and proffer solutions a way forward.

A Study of Library Governance, Policy and Planning in Special and R & D Libraries in Ahmedabad-Gandhinagar cities, India

Shailendra Kumar¹, Ph.D. and Shreyasi K. Parikh², Ph.D.

¹Associate Professor, Department of Library and Information Science,
University of Delhi, INDIA

²Deputy Librarian, Indian Institute of Management, Ahmedabad, INDIA

Abstract. The article deals with performance measures in special and R & D Libraries in India indicating Governance, Policy and Planning implementation and standards being followed. Attributes related to governance, policy and planning identified measured statistically. Qualities observed in two types of libraries are same but implemented in different manners.

Keywords: Quality Analysis, Library Governance, Library Policy, R and D Library, Special Library, Statistical Significance Difference

Study of Usage Pattern of Information Retrieval Features of Online Databases in University Libraries in India.

Dr. Projes Roy, Dr. Shailendra Kumar

Shaheed Rajguru College of Applied Sciences for Women, University of Delhi, Jhilmil Colony, Vivek Vihar, Delhi-95, India

Abstract. Most of the Indian University Libraries are presently based on the model of providing access to organized collections, assist the users in information search and circulate documents within the stipulated period of time. Though every university library functions and undergoes changes according to its own mission, objectives, environmental scanning, funding, leadership and staff. With 294 universities/institutions, 13150 affiliated colleges, 88.21 lakh students and 4.27 lakh teachers, it is a great challenge to ensure effective coordination and communication. Under this initiative UGC is modernizing the University Campuses with state-of-the-art campus wide networks and setting up its own nationwide communication network named UGC-INFONET. The UGC-Infonet, INDEST consortium radically changed the conceptual literature search service in the present libraries. The routine users education program, changed the attitude of information search through the online databases among the library users. The present study intended to see different IR features of online databases, response pattern of users on IR features of online databases, users response among the available online databases in Indian university, response rates on subject based online databases and of users response on IR features of online databases. The universities are selected through the frequency bandwidth utilization, it has grouped from lower to higher, and from the each group single university has been chosen. The online databases are selected on the basis of the total; users response. Different Retrieval Features are recorded by analyzing the online databases and accordingly it is also categorization in common to specific. The user's response has been taken through the laboratory testing as well as questionnaire. The analysis of the response data has been done through statistical methods, the t-test has also conducted for the fulfillment of the requirement of the hypothesis. The major finding has been taken into account Information Retrieval features and its impact on subject based online databases and its users.

Supporting the Unmet Information Needs of Australian Men Experiencing Stressful Life Events. A Social Justice Imperative

Peta Wellstead PhD¹

¹ Open Polytechnic of New Zealand

Abstract: This paper reports qualitative research that investigated strategies for more effective delivery of information to support the health outcomes and community engagement of Australian men, a group who have poor health outcomes and high suicide rates. Based on the research findings this paper will discuss the social justice imperative that Australian librarians enhance their commitment to the delivery of information in the world of the everyday.

Keywords: information seeking; information literacy; men; human information behaviour; qualitative studies; sense-making; everyday life information.

Supporting user education through electronic media at UCD Library

James Molloy

Reader Services, James Joyce Library, UCD Dublin 4,

blog: <http://www.ucd.ie/library/readerservices/>
web: <http://www.ucd.ie/library>

Poster

Abstract. A UCD Library initiative to develop e-learning tools to support students was set up in Summer 2011, and takes the form of videos / online tutorials aimed at supporting the basics of accessing information resources. Promoting the Library service in general, with the theme "UCD Library - 5 Libraries, One Service", the tutorials and videos are accessible via the Library web site, the UCD App, and on the new UCD Library YouTube channel <http://www.youtube.com/user/UCDLibrary>. Our objective was to provide online support for students when they need it, and from a space where they are most likely to use it from. Content includes videos showing how to locate reading list items, where to borrow etc. Video clips also show library environments and how to navigate through the libraries – making it easy for visual learners to know what to expect in an academic library. Online tutorials were developed to show students how to “read” the information on the catalogue - what library a book is located in etc. While this content was initially aimed at supporting new students to UCD, it also benefits distance learners, adult learners, international students, CPD users etc. Tutorials can be embedded into Blackboard, ensuring assistance is available to students when they need it. Some of the tutorials and videos are being used as part of the online learning component of the Learning for Success @ University. Academics in 8 Schools have already embedded links within their Blackboard modules, inc. Nursing, Psychology; Languages & Literatures; History & Archives; Sociology; Business. The poster will trace the process from its initial inception, through the planning process, the execution and promotion of the work and the future direction. The Youtube channel also won a UCD supporting teaching and learning group award for contributing to a positive learning environment in UCD.

A Survey on Gap between Expectations and Perceptions of Users from Perceived Service in National Library by Using gap Analysis Model

Narges Neshat¹ and Mozhdeh Dehghani²

¹Associate Professor, Head of Research group of Library and Information Studies, National Library of IRAN

²MA in Library & Information Science and a member of the "Young Researchers club

Abstract: The Present research aimed at measuring service quality in national library from users views based on Gap analysis model by using the libQual tools. In this research, service quality has survived in 3 dimensions: Affect of Service, Information Control, and Library as Place in 3 level" minimum", "perceived levels of services" and "desired level" . Statistical population of this research included all of users (female and men) that use different part of NLAI in year 2010. Duo to the high volume of population and time & budget restriction, 332 people formed the sample size. Finding showed that from user's view, librarians couldn't meet minimum users' expectations except in some cases. Library resource quality in perceived level of service is lesser than their expectations minimum. In other words, library resource couldn't meet minimum expectation and there is more gap until desired level. Library as place dimension has more quality rather than 2 other dimension. But NLAI place quality in perceived level is lesser than users' expectation minimum. Of course there is a little gap with perceived level in this dimension.

Keywords: Service quality, Gap analysis model, National Library and Archives of Republic of Iran (NLAI)

Sustainability through website development: the case of public libraries in Malaysia

Ahmad Bakeri Abu Bakar, Putri N. L. J.

International Islamic University Malaysia, P.O. Box 10 Jalan Gombok, Kuala Lumpur 50728, Malaysia

Abstract: With the introduction of the World Wide Web and graphical browsers in the 1990s the Internet has become widely accessible and many people have grabbed the idea of using it for their multifarious purposes and agenda. They have established all types of websites to foster their mission and visions. They recognize that Internet can enhance their scale of communication through the websites as the Internet is capable of delivering large quantities of information in a speedy manner to the public. It is not surprising therefore that most information professional believe that the websites are the most useful platform to disseminate knowledge and information content about their organization. The library website is the most important window and the gateway for interactivity with the publics. So much so that higher quality websites tend to exhibit high traffic pattern and are capable of attracting more links and thereby rendered those websites as highly visible. It is therefore important in ensuring that the website becomes a core part of the library's operations. The content should support the core work of the library, help it to achieve its key performance indicators, make the site so well used and popular that it becomes identified with the library's brand image by partners and stakeholders. It should also be pointed out here that a library may be providing large amounts of information on its website, but if this information is difficult to find, its usefulness will be reduced. Likewise, a website may offer a high level of interactivity, but if a user cannot access the site it will count for little. The question of visibility and accessibility is therefore important for any type of websites and should be addressed painstakingly with the notion that sustainable development of the website may assist the library in reaching its goals. Through the development of quality websites libraries in Western countries are able to sustain their growth through generating income through charges, particularly for access to unique materials, making it attractive to sponsors or making it possible for third parties to deliver their own services based on website contents or sometimes making website useful for supporting niche marketing. It is the purpose of this paper to study on the question of visibility and accessibility of the websites of selected public libraries in Malaysia through the use of two major software, Alexa and EvalAccess. Using Alexa it is possible to gauge the volume of the web traffic for a particular website and how many other sites pointed to it. The EvalAccess is able to examine the library websites for barriers to accessibility.

Keywords: Evaluation of websites, public libraries, Malaysia, accessibility

Systematic Reviews for Evidence-Based Practice in Librarianship

Nicole Campbel¹ and Sue F. Phelps²

¹Interim Library Director, Washington State University Vancouver, USA

²Reference Librarian, Washington State University Vancouver, USA

Poster

Abstract: Systematic reviews are used in many disciplines to review and analyze research. Perhaps the most widely-known are from the health sciences fields, where summarizing and synthesizing vast quantities of research to inform decision-making is essential. This methodology is also used in other fields, especially in the social sciences, and is beginning to be seen in library and information studies (LIS). Systematic reviews are distinguished from other review types by adhering to a methodical and transparent process. Explicit procedures are defined before the review begins and then applied by two or more researchers to minimize bias in selection of research reports to include in the final review. Data can be qualitative or quantitative and can be reported in either numerical form or in a narrative. It is the goal of this poster to report on the use of systematic reviews in librarianship, using the authors' systematic

review as a case study, and to illustrate some benefits and challenges of this research methodology.

**Teaching and learning activities, information spaces and university libraries:
preliminary findings from the teacher perspective at Universidad Iberoamericana
Ciudad de México**

**Alma Rivera-Aguilera¹, José Juan Téllez¹, K. Jiménez, Víctor Harari¹, A. Reynoso and
María Luisa Crispín²**

¹Biblioteca Francisco Xavier Clavigero, Universidad Iberoamericana.

²Teaching Program, Universidad Iberoamericana Ciudad de México.

Poster

Abstract. The purpose of this poster is to share preliminary findings of the research work entitled “University libraries and teaching-learning processes” and carried out by members of the Francisco Xavier Clavigero Main Library and Teaching Program of the Universidad Iberoamericana in Mexico City. The goal of this project is to analyze the role of the university library in the teaching practices of faculty and the learning activities of students. This research will provide information to higher education officers in order to determine institutional and inter-institutional strategies related to the real role of libraries in educational activities, both inside and outside the classroom. This study has a mixed research methodology, its quantitative perspective will imply the statistical analysis of library use records and surveys with representative samples of the university community. Regarding the qualitative approach, interviews, focus groups and observation will be held, in order to explore the complexity of the role of the library in teaching and learning practices. It is expected that the results of this study will have an impact in designing and evaluating library collections and services based in the real role of libraries in relation to teaching and learning practices in higher education. The preliminary findings reported here include a typology of teaching and learning practices that involve library collections and services. In this first approach to the object of study four contexts, in which said processes occur, have been identified: 1. classroom, 2. library, 3. home, and 4. social spaces. These contexts can be physical or virtual. In the case of social spaces, physical spaces are, for example, the cafeteria or green areas on campus and virtual social spaces are, for example, social networks.

**Teaching Social Justice in an Information Literacy Course: An Action Research Case
Study**

Kevin Rioux

Division of Library and Information Science and Center for Global Development, St. John's University, New York, NY, USA

Abstract: This paper presents a brief action research case study of a graduate-level information literacy course. Approaches used to teach social justice concepts in this course and evidence of achieving both information literacy and social justice outcome goals are examined and described. Results suggest that social justice course orientations enhance and expand information literacy outcomes.

Keywords: action research; case studies; curriculum assessment; information literacy; library and information science education; social justice

**Testing the application of sliding scale methodology for recording qualitative and
quantitative data in library and archival work: an introduction to the Library Effort
Assessment Data (LEAD) Scale©, a task adaptive formula and scale tool for recording
effort, knowledge and skills.**

Dr. Bella Karr Gerlich¹, Ms. Elaine Westbrooks², Mr. Grant Gerlich³

¹Dean of Libraries and Professor, Elmer E. Rasmuson Library, University of Alaska
Fairbanks, 310 Tanana Dr., Rm. 433
Fairbanks, AK 99775-6800

²Associate Dean and Associate Professor, 318 Love Library, P.O. Box 884100, University of
Nebraska-Lincoln, Lincoln, NE 68588-4100

³ Archivist and Director, Mercy Heritage Center, 100 Mercy Drive, Belmont, NC 28012, USA

Abstract. This session proposes to demonstrate that any work effort in a library or archival setting can be effectively recorded and assessed using an adaptive scale tool and applied formula, called the LEAD Scale. Developed following the success of the READ Scale, (Reference Effort Assessment Data)©, the LEAD Scale (Library Effort Assessment Data)© is an attempt to evolve the original 1 – 6 sliding scale tool beyond the reference function to record the training, skills, effort, knowledge and expertise required for accomplishing work in all areas of a library.

The new LEAD Scale consists of a simple formula using a building block concept that is inclusive of ongoing experience in the library work environment: TR (Training) + SK (Skill) + ED (Education) + TE (Teaching) + EF (Effort) + KE (Knowledge/Expertise) with an applicable sliding scale tool represented numerically as 1 (+1) = 2 (+1) = 3 (+1) = 4 (+1) = 5 (+1) = 6. It is theorized that by rating work tasks or projects through the application of a number assignment on the Scale, qualitative as well as quantitative data can be gathered that will assist in goal setting, training, staffing patterns, assessment, ROI and evidence based reporting. Furthermore, library work could be recognized and normalized across institutions if examples of tasks are reported and compared with other institutions.

The presentation will be comprised of a three person panel consisting of the Scale developer, Bella Karr Gerlich, who will introduce the LEAD Scale and formula and two experts in their fields - Elaine Westbrooks and Grant Gerlich, who will present their experiences and data compiled as trial applicators of the instrument at their institutions in the areas of technical services and archival processing, respectively. The panelists will demonstrate the success and or shortcomings of applying the Scale methodology to their specific areas, and make recommendations for future development.

Theoretical Frameworks in Library and Information Science Scholarly Literature

Kafi Kumasi, Ph.D.¹ Deborah Charbonneau, Ph.D.,² Dian Walster, Ph.D.³

Wayne State University^{1 2 3}

Abstract. There is a paucity of research that explores the meaningful use of theory in LIS research. One of the issues underlying this problem is that the LIS field is highly interdisciplinary and therefore scholars have different disciplinary backgrounds and experiences as to what constitutes a theory and how theory should play out in the research design process (Cibangu, 2010). For example, some scholars with a more positivist orientation to research might view the role of theory as primarily for hypothesis testing in the scientific method of conducting inquiry. By contrast, researchers who are oriented to the more interpretivist intellectual tradition might see theory as a way to explain phenomena already occurring in naturalistic settings. The qualitative approach taken in this study can be of value to both positivist and interpretivist-oriented scholars. Therefore, the proposed study seeks to look more in depth at how theory is used among LIS scholars to help explain trends and disciplinary perspectives.

Methods. In this study, three LIS scholars conduct a referential content analysis (Krippendorff, 1980) of theory in LIS journals articles published between 2009-2011. To

ascertain how theory is being articulated, the authors examined the five leading LIS journals (Nisonger & Davis, 2005).

Implications. This study holds implications for LIS practitioners, researchers, and instructors who can each benefit from an in-depth explanation of how theory is represented in the scholarly literature for both teaching and research purposes. This research adds to the existing literature by conducting a more recent and in-depth analysis of the portrayal of theory in LIS scholarship.

Key Words: Theory, Library and Information Science, Content Analysis

A Time for Teams

Paula J. Miller

Executive Director, Pikes Peak Library District, 20 N. Cascade Ave.
Colorado Springs, CO 80919, USA

Abstract: Cross-functional teams have been utilized in business and industry for quite some time, but have only become more popular in the library environment in the last two decades. This presentation utilizes two case studies, one smaller public library and one larger public library system, to provide examples of the benefits of the team environment. The presentation will examine the impact of teams on organizational structure, organizational culture, employee engagement, decision-making, and internal and external customer service. Best practices for beginning and sustaining a successful team structure and environment, along with a description of constraints and potential pitfalls, will be offered. The presentation also examines the intersection of total quality tenets, appreciative inquiry theory, and positive organizational scholarship components with the tenets and outcomes of a cross-functional team environment. In a brave new library world, where individual and organizational flexibility and capacity must be maximized to respond to rapid change and to ensure success, the time for teams is now.

Total Quality Management in Academic Libraries – Best Practices

Prof. Dr. Petra Düren

Hamburg University of Applied Sciences, HAW Hamburg, Faculty Design, Media & Information, Department Information, Hamburg, Germany

Abstract. Quality Management is one of the most important aspects in libraries, as quality makes the difference between the services of libraries and those of other providers of information. There are different quality management projects in Germany, such as “Ausgezeichnete Bibliothek” (“Excellent / Awarded Library”) and “Bibliothek mit Qualität und Siegel” (“Library with Quality and Seal”). With the help of the quality management of two academic libraries I will show how to implement and realize Total Quality Management (TQM) in libraries. Both libraries, the University Library of the Helmut Schmidt University (University of the Federal Armed Forces Hamburg) as well as the Medical Library of the University Medical Center Hamburg-Eppendorf, have already introduced a complaint management as a first step of Total Quality Management. The Medical Library is as a part of the University Medical Center ISO 9001 certified and is now reworking its performance indicators. The University Library of the Helmut Schmidt University has started to optimize its processes. “Media acquisition monographs“ is the first process which is thoroughly analyzed and represented in a data flow diagram. To implement Total Quality Management in a library as a strategic goal and a management philosophy needs a modern style of leadership, as for example the transformational leadership. Transformational leaders are concerned and involved in the process of Quality Management. Throughout the process of implementing

TQM they are focused on helping every member of the library to succeed. Those leaders garner trust, respect and admiration from their team members.

Keywords: Total Quality Management, Quality Management, Complaint Management, Process Optimization, Performance Indicators, Standards, Leadership, Academic Library

Towards New Methodologies for Assessing Relevance of Information Retrieval from Web Search Engines on Children's Queries

Dania Bilal¹ and Meredith Boehm²

¹School of Information Sciences, University of Tennessee, 1345 Circle Park, 451 College of Communication and Information, Knoxville, TN 37996.

²School of Information Sciences, University of Tennessee, 1345 Circle Park, 451 College of Communication and Information, Knoxville, TN 37996.

Abstract: This paper expands on the results of a previous study by Bilal (2012) where she employed benchmarking and intellectual relevance judgment to evaluate and compare the ranking and relevancy of hits retrieved by five web search engines on thirty queries formulated by children to find information for given tasks. Given the dynamic nature of the Web and based on the findings of the study, Bilal called for new approaches for judging relevancy of information retrieval by the engines on children's queries. In the present paper, Bilal and Boehm propose a new multi-tiered research method that could produce a more nuanced and context-based relevance assessment. This method, *Reconciled Relevance* (RR) combined with *Reconciled Relevance Ranking* (RRa) is described and challenges for implementing it are outlined. The method has implications for child-driven relevance judgment, ranking algorithms, and relevance theory, as well as for the roles of mediators in maximizing children's web experiences.

Keywords: Web Search Engines, Children, Youth, Benchmarking, Relevance, Reconciled Relevance, Reconciled Relevance Ranking, Methodologies, Information Retrieval, Evaluation.

Trends and Research in Romanian Medical Libraries

Victor Lorin Purcarea, Crina Mihăilescu

"Carol Davila" University of Medicine and Pharmacy – Bucharest, Bdul eroii Sanitari nr. 8, Sector 5, cod postal 020021, Bucharest, Romania

Abstract: Medical libraries from Romania have been lately in a process of transformation and analysis of the information services provided to users with the aim of finding the most efficient ways of satisfying the information needs of the medical community. In this context a series of researches took place in these institutions regarding the implications of the new technologies of information and communication on their activity and the users and their behaviour in the information process but also their organizational culture and the implementation of the knowledge management process. This paper will present and point out the changes, the most important researches and the digitization programmes developed recently in the most important medical libraries in Romania.

KeyWords: medical libraries, Romania, trends, research, information users, electronic information resources

**Undergraduate perceptions of library services in Kuwait:
A qualitative study**

Awadh Alharbi¹ and Nasser Al-Khurainej²

¹Queensland University of Technology, Australia, Faculty of Science and Technology

²The Public Authority for Applied Education & Training, Kuwait, Department of Library and Information

Abstract: Academic libraries are a vital service for university students as a place of study and research. In order for libraries to provide consistently high-quality services, evaluations should be carried out regularly. The purpose of this study was to discover the level of user satisfaction with the library services provided by the Kuwait University (KU) libraries. 20 full-time undergraduate students volunteered to be interviewed relating to their satisfaction with the services. The library's services were evaluated using three factors: the collection, Information Technology (IT) and training. The study found that users had positive responses when asked about the quality of library collections and IT; however users had a negative perception of the training provided in the academic libraries. Based on these findings, the authors devised recommendations for areas of improvement within Kuwait University's libraries.

Keywords: Kuwait, Kuwait University library, user satisfaction, collection, information technology, training, qualitative, students.

Usability evaluation of the digital archive of the Hellenic Broadcasting Corporation (ERT)

**Emmanouel Garoufallou¹, Fotis Mystakopoulos¹,
Panos Balatsoukas², Rania Siatiri¹ and Georgia Zafeiriou¹**

¹Department of Library Science and Information Systems, Alexander Technological Educational Institution of Thessaloniki, Greece.

²Department of Computer and Information Sciences, University of Strathclyde, UK.

Abstract. The purpose of this research was the usability evaluation of the audio-visual digital archive of the Hellenic Broadcasting Corporation (ERT). In particular, the evaluation was focused on four usability constructs (Nielsen, 2000). These were: effectiveness, Learnability, efficiency and satisfaction. In order to address the aim of this study, a multi-method research design was employed that involved completion of a set of tasks, observation of participants' behavior and completion of usability questionnaires. In particular, a total of 64 university students participated in the study. Each participant performed a set of 11 tasks using the digital archive of ERT. Task testing was followed by the completion of a usability questionnaire. During user interaction with the digital archive of ERT, a researcher recorded data related to user behavior, such as the time needed to complete a task and task accuracy. The usability questionnaire recorded data, in the form of 5-point Likert scores, about the system's effectiveness, learnability, and efficiency and user satisfaction. The questionnaire was based on Judy Jeng's model for usability evaluation of digital libraries (Jeng, 2005) and it was further modified for the needs of this study. The findings showed that students who participated in the study were moderately satisfied with the digital archive of ERT. Participants found difficult to use the search interface and they were not satisfied by the lack of appropriate help indicators regarding the use of advanced search options. However, the plurality and availability of digital content engaged users to explore it further. In terms of effectiveness, the results showed that participants performed the majority of tasks successfully. In the case a participant was not able to complete a task, it appears that this happened because information was not organized appropriately in the interface thus resulting in wrong selections. The fact that participants completed the majority of tasks within the specified time limits and without performing a large amount of errors, it shows that the efficiency of the system was satisfactory and did not increase participants' cognitive load. Finally, the majority of participants were satisfied with the learnability of the system. For example, participants believed that certain tasks could be repeated without faults. Also, it was moderately easy for participants to recover from wrong selections during the search process, thus showing that the interface was easy to learn. Research is in progress to examine the effects of contextual factors (such as the level of familiarity with web searching, educational level and interest in digital libraries of audio visual material) on the usability of the digital archive of ERT.

Usage metric of E- Journals and E- books in Indian academic Communities: A cost analysis and comparative study of consortium based subscription and Intuition Subscription

Dr. Ananda Murugan Maniraj

Deputy Librarian, Banaras Hindu University, Varanasi, India

Abstract: E – Journals and E- books are important elements in libraries in e resource collection. Most of the publishers are sifted the Trend in to e resource because of the users like. The famous leaders in publishing industry like Springer, Cambridge, Oxford and Taylor & Francis etc are selling the content in online and many publishers are concentrating and

Marketing the online product only. Based on this view, now libraries are bound to procure the online resources for its users in capered with the print one. The advancement of latest technologies like e book readers, I pod etc and many device are supporting the on line resource to read any place at any time in around the world. At present libraries are sifted the maximum funds to online journals and e books and minimize the print books and print journals subscription. Most of the society and non profit organization publication like United Nation, science societies in all over the world are declared to access the resources only in online. In the point of users view, getting information in online database is easier than the access of print form of resource in the library. But to satisfy the users demand the library has to spent more money to subscribe the online resources. India possesses a highly developed higher education system which offers facility of education and training in almost all aspects of human creative and intellectual endeavors: arts and humanities; natural, mathematical and social sciences, engineering; medicine; dentistry; agriculture; education; law; commerce and management; music and performing arts; national and foreign languages; culture; communications etc. There were 367 University level institutions including 20 Central Universities, 217 State Universities, 104 Deemed Universities and 5 institutions established under State Legislation, 13 Institutes of National Importance established under Central legislation and 6 Private Universities.. There were 18,064 degree and post-graduate colleges (including around 1902 women's colleges), of which 14,400 came under the purview of the University Grant Commission, the rest were professional colleges under the purview of the Central Government or other statutory bodies like the All India Council of Technical Education, India council of Agricultural Research, Medical Council of India etc. Al most all the educational institutes are getting on line resources through library consortia's like University Grant commission consortium (UGC INFILB NET), All India council of Technical education Consortium (INDEST), National Library and Information Service Infrastructure for scholarly content (NLIST), National Medical Library consortium (NML), Consortium for e-Resources in Agriculture (CeRA) and Indian Institute of Management Library Consortium. Almost all the resource published in the world in all discipline have subscribing by the consortiums and giving access to all the member institutions. Now the big questions arrive and evaluate the resources which is more relevant to the on going research of the academic communities and how to metrics or identify the most relevant resources and not relevant resources for balance the huge hick of subscriptions price of on line journals. The UGC-Infonet Digital Library Consortium provides current as well as archival access to more than 7000+ core and peer-reviewed journals and 10 bibliographic databases from 26 publishers and aggregators in different disciplines. In India, most of the university Libraries are getting e resources through this consortium and are subscribing many other resources apart from this. In our survey we have taken the data from the consortium usage statistic report and also report from the publishers like Cambridge, Springer for our analysis to identify the trend of usage among the academic communities in India. We have compared the data to get the most relevant resource or top referred resource by the user communities and analysis the cost of subscription based on usage. The metric views are based on the points as follows 1. Resource viewed printed or downloaded 2. Usage by title (Number of time a title was accessed) 3. Number of turn away, (Frequency with which users are denied access). For analysis the subscription cost of the resources we divide the cost per access of peer product in collection with the price of desired resource. The end result will help to decide the Librarians and consortiums to continue the resource in the collection and provide the guideline to take necessary step to marketing the resource among the user communities.

Usage of Facebook in public libraries' promotion : the cases of Ireland and Croatia

Ivana Hebrang Grgic¹ and Dorja Mucnjak²

¹ Department of Information Sciences, Faculty of Humanities and Social Sciences, University of Zagreb

² Library, Faculty of Humanities and Social Sciences, University of Zagreb

Abstract: Since its launch in 2004, Facebook has become an important Web 2.0 service. Usage of Facebook has increased significantly – that is the reason why libraries often use the social network in promoting their activities. Firstly, we will give a short literature review (e. g. articles written by Lee King, Connel, Secker, Howard et al., Breeding, Jacobson and some others). Secondly, our paper and presentation will show the results of the study of Croatian and Irish public libraries on Facebook. Facebook is a good way of communicating between libraries and library users and we will try to find out how Irish and Croatian public libraries use the advantages of the social network. Lists of libraries for the study were found via *Library.ie* portal and via *Croatian libraries on Facebook* Facebook profile. The following criteria will be compared for a two-month period (September and October 2011): total number of Facebook fans or friends at the end of the period, connection between library's web site and its Facebook profile/page (hyperlinks), number of library's posts, number of friends'/fans' posts, number of likes/comments to the posts, basic info about library, number of photos, number of likes/comments to the photos, number of discussions, number of events, number of notes, existence of privacy statements and some other. The results will show the usage of Facebook by Irish and Croatian librarians as well as their interaction with their users (fans or friends). The results will also indicate what public libraries in both countries could do to enhance library promotion on Facebook.

Keywords: Croatia, Facebook, Ireland, public libraries, social network

Use of electronic information resources as quality factor of academic and study environment

Dr. Jurgita Rudžionienė

Associate Professor, Institute of LIS, Faculty of Communication, Vilnius University, Lithuania

Abstract: Rapidly growing flow of e. information resources requires special attention to observe their quality as important part of the overall library quality evaluation. Academic environment needs constant monitoring of their e. information resources. It is extremely important factor for academic library which influences overall study process in academic environment. Library managers and e. specialists need to seek adequate ways of organisation and providing of e. information resources to the academic library user stakeholders – students and professors. E. information resources as significant part of academic library information collection should be observed from the point of using possibilities for intention of creation new values by the users. Analysis of e. information resources serves as indicator of quality of e. information services provided by the academic library for academic community. The *aim* of the paper is to determine the level and extent of use of e. information resources in academic libraries environment as well as possibilities for using e. information resources at academic library. Quantitative and qualitative *methods*, such as statistical analysis of library data on using e. information resources and surveys about academic library users' attitudes on the matter are used. The paper presents *results* of case study conducted at Vilnius university library, which holds, possess and administrates one of the largest extent of e. information resources in Lithuanian university libraries. Advantages and disadvantages of organisation and arrangement of e. information resources as well as their overall quality is identified and presented. Model of constant monitoring of the use of e. information resources is created on the bases of research results.

Keywords: e. information resources, e. information services, academic library, Vilnius university library, quality, users.

The Use of Transaction Logs to Model User Searching Behaviors

Mary C. Schlembach, William H. Mischo, and Joshua Bishoff

Abstract. In order to optimize search and discovery services, it is important to develop evidence-based models of user information seeking behaviors within distributed retrieval environments. While a large number of user information seeking studies have been performed, our knowledge of user searching patterns, particularly in online catalogs (OPACs), is incomplete and often contradictory. The University of Illinois at Urbana-Champaign Library has been collecting custom transaction log data from their main gateway interface and its underlying Easy Search (ES) federated search system since 2007. ES provides contextual and adaptive search assistance mechanisms that present the user with search modification and reformulation suggestions and perform additional target searches in the background. For example, for multiword user search arguments, the system performs additional phrase and title searches to assist the user in selecting the most appropriate results. The Illinois team performed a detailed analysis of the project's custom transaction logs collected over the Fall 2010 and Spring 2011 semesters. This analysis looked at approximately 1.4 million user searches and over 1.5 million user target clickthroughs. This analysis has revealed rich information on user search characteristics, search assistance usage, and clickthrough actions. This paper reviews previous user studies and reports the findings of the transaction log analysis and its implications for system design.

Among the findings: users of the Illinois gateway enter an average of 4.33 terms per search query - much higher than previous studies; 48.05% of the search sessions contain more than one search term or a combination of search terms and search assistance actions - also higher than other studies; and while 66% of all searches originate as default keyword searches, the percentage of known-item or specific title/author searches exceeds 51% of the search queries. Known-item searches are performed in almost 55% of the search sessions. In addition, the ES search assistance suggestions and custom links are well-accepted by users; in 32.45% of all search sessions and 58% of the sessions with more than a single search query, users employed one or more search assistance operations. The logs also revealed that users are entering complete or partial journal titles and then clicking through at a high frequency into an A-to-Z e-journal list link and that the exact phrase/title words added links shown in selected results displays are heavily used. Users click on the presented journal title link 21.41% of the time that they are suggested and in over 6.86% of all search sessions. In addition, the journal title search option tab constitutes over 12% of the searches within the gateway. The use of publisher e-book matches is also high -- with clickthroughs into all the e-book content targets totaling 9.31% of all result target clicks and taking place in 11.36% of all search sessions.

In addition, In terms of clickthroughs to results targets, journal article clickthroughs (via A&I services) account for over 47% of the user target selections with OPAC (26%) and all monographic access clicks (33%) also being heavily utilized as targets by users. In our study, the journal article literature and monographic target clickthroughs together account for 80.66% of the user clickthroughs. However, 19.35% of all user clickthroughs are directed to resources outside of the OPAC and journal article targets, including journal/database title or other resources.

Our study shows that academic library search and discovery systems must accommodate known-item searching, search assistance mechanisms, and limiting operations. The results reported in this paper can inform development efforts in the nascent web-scale discovery systems.

Using card sort, log files, and usability testing to improve faceted display

Kathleen Bauer

Director of Assessment and Usability, Yale University Library, New Haven, CT 06520 USA

Pecha- Kucha

Abstract. Yale University presents a cross search of digitized material from its museums (Peabody Museum of Natural History, Yale University Art Gallery, Center for British Art) and libraries (Yale University Library, Beinecke Rare Book and Manuscript Library) using a system based on Vufind, a SOLR-MARC faceted search index. To be useful, a facet must present well defined subsets of search results with no more than 15-20 values maximum. Creating a useful faceted display from a diverse set of materials using different controlled vocabularies presents special challenges.

To address these challenges a variety of assessment techniques were used to create a useful format type facet. First card sorting was done with 15 participants to determine how users define format subsets and group materials into them. After a set of facet values were defined, usability testing was done to observe a small number of users interacting with the facet. Finally log file analysis was used to determine if users would adopt and use the format facet, and what other facets they tended to use most. The iterative combination of qualitative and quantitative methods to test and refine digital interfaces is an effective and cost effective way to study and improve digital interfaces.

Using LibQual+[®] As a Qualitative Method: Taking One Iranian Academic Library as an Example

Pegah Tajer¹

¹Library and Information Science, Marvdasht Branch, Islamic Azad University, Marvdasht, Iran

Abstract: In the new era that library and information sciences are comprehensively influenced by new technologies which followed by users' higher expectations; the performance evaluation of libraries become a considerable point for administrators of libraries and information centers. As the core of success for administrators is the customer orientation, therefore, during recent years, user-oriented concept turned into one of the most important factors in Iran universities which provoke libraries to provide the highest level of services to the highest number of members. Gradually, all libraries' administrators in Iran universities are attempting to assess the optimal evaluation of their services through continual quality assessment of library users' satisfaction and their expectations using qualitative models such as LibQual and ServQual.

The purpose of this research is to evaluate the service quality of the library of Islamic Azad University – Marvdasht Branch using LibQUAL+[®]. The study was done using printed version of LibQUAL+[®] survey, consisting of questions on three dimensions of the model: Effect of Service, Information Control and Library as Place. The research sample included 300 users (faculties and M.S students) of the library and the results were interpreted on the basis of gap analysis in three levels of expectations: minimum service level, desired service level and perceived service performance. Findings show that in comparison with dimensions of Information Control and Library as Place, the library of Islamic Azad University – Marvdasht Branch has offered much better services in the first dimension - Effect of Service – meanwhile, the lowest service level is in the third dimension - Library as Place -. The desired expectations of users are high in all three dimensions. Their minimum expectations are slightly more than average. The mean score for perceived service performance is lower than the mean score of their minimum expectations. Therefore, there is a gap between minimum expectations and perceived service performance and also between the desired expectations and perceived service performance. Expectation levels of faculties are higher than M.S student but faculties evaluated the service performance more positively than M.S students. According to the findings, suggestions were made eventually for improving the quality of

Islamic Azad University- Marvdasht Branch library services in all three dimensions of LibQUAL model.

Keywords: LibQUAL + [®], Academic libraries, Quality Assessment, Service Levels, Iran

Open Source Software Use in Libraries: Implications for Social Justice?

Vandana Singh

School of Information Sciences, University of Tennessee, Knoxville, Tennessee, USA

Abstract: Open source software has become very prominent in the last decade and its adoption is on an upward trajectory. Especially in these economic times; limited by budget – libraries are looking to save money by using Open Source options. In this paper we will present results of adoption of Open Source Integrated Library Systems in different types of libraries (Academic, Public, Special, and School) and the impact that has had on the library and the community. We will present a framework of implications for social justice based on qualitative analysis of librarian's perspectives.

Using two combined approach of Excellence Model on measurement of organizational performance Case study: NLAI

Elaheh Hassanzadeh¹, Dr. feridon Azadeh², Dr. Narges Neshat³

¹MS, Graduate of medical library and information sciences, Tehran University of Medical Sciences, Iran.

²Assistant professor of library & Information Science Department, Tehran University of Medical Sciences, Iran.

³Associate Professor of National Library & Archives of IR of Iran.

Abstract. EFQM excellence model as a framework for evaluation and improvement in organizations indicates some advantages which an excellent organization should achieve. Furthermore, based on its position and the type of service it offers NLAI needs an all-out study using EFQM model. So, the current research aims at determining level of excellence in NLAI based on EFQM excellence model based on two approaches. The current research method was descriptive and analytical survey. Statistical society consisted of top and middle managers of NLAI. Data was gathered through two approaches proposed by the EFQM: the proportionate EFQM's 90 questions questionnaire and the workshop approaches.

The findings derived from the questionnaire and workshop approaches showed that criteria of Policy & Strategy; Partnership & Resources; People; and Leadership were among the strengths of NLAI respectively. Also, criteria of Processes; Customer Results; People Results; Society Results; and Key Performance Results were among the areas for improvement of NLAI respectively. Descriptive statistical findings showed strengths and areas for improvement of NLAI generally and the workshop results in details. So, this research approves using two approaches of the questionnaire and workshop would fit Iranian organizations and particularly libraries.

Keywords: National Library & Archives of IR of Iran, EFQM Excellence Model, Self assesment, Organizational Excellence, RADAR, workshop approach, EFQM's 90 questions questionnaire.

Utilizing an Interpreter in Qualitative Interview Research

Elisabeth Rodriguez, PhD Candidate

University of Pittsburgh, 29900 N. 121st. Lane, Peoria, AZ 85383, USA

Abstract: This paper reflects on the process and theoretical implications of working with an interpreter from China while conducting qualitative interviews with Chinese graduate students from the People's Republic of China. The research study sought to gather data on students' information-seeking behavior related to finding information in support of their studies in the United States of America. An interpreter was utilized during interviews to assist with communication between the researcher and participants. Interview research protocol within a cross-cultural context has primarily focused on the role of interpreter within the interviewing process. Literature that guides researchers in the practical aspects of working with an interpreter is limited. This paper will address the methodological challenges that can arise when working with an interpreter, including logistical aspects and legal considerations. It will conclude by looking at the effect such practical concerns can have on the theoretical outcomes of a study.

Keywords: Qualitative Interview, Interpreter, Chinese, International student(s), cross-cultural, intercultural

Visitors and Residents: What Motivates Engagement with the Digital Information Environment?

Lynn Silipigni Connaway, Ph.D.¹ and David White²

¹Senior Research Scientist, OCLC Research, 6565 Kilgour Place, Dublin, OH 43017, 303-246-3623

²Co-manager, Technology Assisted Lifelong Learning, University of Oxford, Ewert House, Summertown
Oxford OX12 7AQ, UK

Abstract: This 3-year project is funded by JISC, OCLC, Oxford University, and the University of North Carolina, Charlotte and is an attempt to fill the gap in user behaviour studies identified in the JISC *Digital Information Seeker Report* (Connaway & Dickey, 2010). It incorporates both qualitative (ethnographic methods and semi-structured interviews) as well as quantitative methods (online survey), which enable triangulation of the data to provide a more nuanced understanding of students' and scholars' engagement with technology. Semi-structured interviews with participants from four project-defined educational stages – Emerging (Late stage secondary school – first year undergraduate), Establishing (Second/third year undergraduate), Embedding (Postgraduates, PhD students), and Experienced (Scholars) – were conducted and are supplemented by individual, monthly diaries submitted in multiple formats (email documents, video, audio, Skype, instant messaging, etc.) during a 3-year period. A survey will be conducted in spring 2012 to test the findings from the interviews with a broader sample. In year three, a second group of participants from the Emerging education stage will be interviewed to explore possible changes in behaviour over time. Analysis is being undertaken using the visitors and residents framework (White & LeCornu, 2011), which hypothesizes that neither age nor gender determines whether one is a visitor (one who logs on to the virtual environment, performs a specific task or acquires specific information, and then logs off) or a resident (one who has an ongoing, developing presence online).

Initial results highlight the importance of convenience as a crucial factor in information-seeking behaviour. There also are indications that as users progress through the educational stages, the digital literacies they employ do not necessarily become more sophisticated. Although the project continues through 2014, the initial findings indicate that students in the Emerging educational stage (late stage secondary school – first year undergraduate) use smart

phones and laptop computers to access Wikipedia, Google, teachers/professors, friends, and peers to get information for their academic studies. The findings from this research can inform institutions of higher education of current and perspective students' expectations of services and systems based on their engagement with technology and their information-seeking behaviours in different contexts and situations.

We have a DREaM: the Developing Research Excellence and Methods network

Dr Alison Brett¹, Professor Hazel Hall², Professor Charles Oppenheim³

¹Salford University, ²Edinburgh Napier University, ³DREaM project

Abstract. This paper reports on UK efforts to support the building of the library and information science (LIS) evidence base through the work of the Arts and Humanities Research Council (AHRC) funded Developing Research Excellence and Methods (DREaM) project (<http://lisresearch.org/dream-project/>). The broad aim of this project is to develop a formal UK-wide network of LIS researchers. The grant is held by Edinburgh Napier University and the work is supported by the UK Library and Information Science Research Coalition (<http://lisresearch.org>)

The project began in January 2011 and runs until August 2012. It focuses on bringing together those with an interest in developing LIS research at five UK events: two conferences (one at the start, and one at the end of the project) and a set of three linked workshops. These explore the scope of LIS and related research, the range of methods appropriate to research in the domain, and their strengths and weaknesses. Contributors include both methods experts from LIS, as well as experts from other subject domains, who explore and evaluate with participants a wide range of techniques that go beyond the standard qualitative and quantitative methods commonly deployed in LIS research. The participants, i.e., the members of the DREaM network itself, come from the full spectrum of LIS sectors, and hold roles at all career stages from student to senior management.

Brett is a participant in the DREaM network, and Hall and Oppenheim are the project co-investigators. Drawing on their respective experiences in these roles, and based on an analysis of data collected from network members, the presenters will evaluate the project to date. This evaluation will cover its impact on participants and their relationship with research. It will also consider the value of the unique project approach that includes, for example, heavy reliance on event amplification to widen participation in the project beyond the delegates *in situ*, interactive sessions with network members, and the use of methods experts to share knowledge from domains external to LIS.

This paper is of direct relevance to the conference theme of methodologies for building the evidence base in library and information services. It also raises important issues related to advocacy, networking and influencing. Conference delegates who are interested in developing research capacity or expanding the LIS evidence base will be keen to learn of the UK experience.

Why Is a National Authority File Still Necessary?

Gulbun Baydur, Prof.Dr.

Hacettepe universitesi Edebiyat Fakultesi Bilgi ve Belge Yonetimi Bolumu (Information Science Department), Ankara 06800, Turkey

Abstract: Information Retrieval belongs to Information Organization quality. Today, authority files are accepted one of the important part of organization. Established references

between headings cut the searching time. Because of the language differences in syntactic and semantic base make authority file necessary for national and international access. Turkish language structure of the headings (personnel and corporate authorships, and subject) is an example for contracting national authority files.

Keywords: Authority file, national authority file, Information organization

A survey of Subject Searching in two Medical literature search engines Pubmed & Highwire in Tehran University of Medical Sciences

Maryam Zakerhamidi¹ and Mohammad Reza Namdari²

¹Tehran University of Medical Sciences

²University of Science & Culture, Iran

Abstract: Post Graduate Students want to find information literature thinking during subject searching in their research field, but there are barriers to finding what they seek. They have varying abilities to formulate multi-step queries and comprehend search results. Challenges in understanding which type of search engines and search place, confusion about what tools are available, and frustration with how to parse the results page all have led to a lack of perceived search success for postgraduate students of Tehran university of Medical Sciences. In this paper, we describe search roles of Graduate students display as information seekers using Internet keyword interfaces in two Medical literature search Engines, Pub Med and High Wire based on a survey of 100 Postgraduate Students of Tehran University of Medical sciences. These roles are defined not only by the student's search actions, but also by who influences their searching, their perceived success, and genuine academic subject searches. These roles suggest a need for new interface design that expand the notion of keywords, scaffold results, and develop a search culture among postgraduate students.

Keywords: Information seeking behavior, literature thinking, PubMed, HighWire, Tehran University of Medical Sciences (TUMS)

Capturing digital developments through qualitative inquiry

Colleen Cook¹ and Martha Kyrillidou²

¹McGill University, Montreal, Quebec Canada

²Association of Research Libraries, USA

Abstract: During 2007 and 2008, members of the ARL Statistics and Assessment Committee in collaboration with other ARL member leaders developed narrative descriptions of their libraries called profiles to capture the emerging transformations happening at their institutions. The end result was a small collection of model profiles, which offered an alternative way of describing research libraries in addition to the ARL Statistics. In the spring of 2009, ARL invited all member libraries to submit profiles. Eighty-six ARL members submitted institutional profiles in time to be included in the analysis. The qualitative data collected from these profiles demonstrate that libraries are transforming their services to leverage digital technologies and meet the changing needs of their users. This paper looks in depth at how libraries describe their digital services, including digitization of primary source materials, acquisition of digital content, and creation and enhancement of digital tools and services.

Preliminary Results from the LibQUAL+® Triads Protocol: Using Ipsative Measurement to Assess Highly Desired Outcomes

Bruce Thompson¹ and Martha Kyrillidou²

¹Texas A&M University, USA

²Association of Research Libraries, USA

LibQUAL+® Triads is the third protocol option within the LibQUAL+® suite (i.e., LibQUAL+® Long, LibQUAL+® Lite, and LibQUAL+® Triads). In addition to providing an inherently more granular examination of performance with respect to primary user service quality desires, LibQUAL+® Triads also builds in an innovative procedure for computing *intraindividual* score reliability coefficients to aid in screening out user responses that are not trustworthy (see McCollum & Thompson, 1980). Here we also explain in general terms the manner in which these *intraindividual* score reliability coefficients are derived within the LibQUAL+® Triads protocol.

LibQUAL+® Long and LibQUAL+® Lite do incorporate some methods for excluding untrustworthy data from users. First, in Long and Lite users' data are excluded if users rate higher an item on minimally-acceptable service quality level than they rate the same item on desired service quality level. Such inherently illogical "inversions" reflect casual or careless, and thus untrustworthy, responding. Second, data from given users are excluded when users select an unacceptable number of "not applicable" responses, because such users apparently have insufficient knowledge about library services to be able to offer informed opinions. The LibQUAL+® Triads protocol offers yet another way to evaluate the trustworthiness of a given library's service quality data, so that service quality improvement decisions will be based only on meaningful scores.

"Ipsative" or Forced-Choice Response Formats

Cattell (1944) presented a measurement paradigm that distinguishes between what he called "normative" and "ipsative" measures. **Normative** measurement collects data in such a way that responses to one item do not mechanically constrain responses to the remaining items. For example, an item that is normative in its measurement features might ask,

Please rate on a 1 (worst) to 9 (best) scale how well *library employees instill confidence in users*.

Another normative item might ask,

Please rate on a 1 (worst) to 9 (best) scale how well *the library provides space that inspires study and learning*.

The response to the first item does not in any way mechanically constrain the response to the second item. LibQUAL+® Long and LibQUAL+® Lite are both normative measures.

On the Triads *perception* protocol survey respondents are asked for each of the triads,

At which one of the following 3 things is your library doing BEST? And at which one of the following 3 things is your library doing WORST?

As part of the development of the LibQUAL+® Triads we are exploring the computation of Intraindividual Reliability. Our pilot data will be used to determine the stability of the intraindividual Reliability coefficient and the methodological implications of setting an appropriate threshold for screening the data. Ultimately, persons whose intraindividual reliability coefficients indicate that their scores are not trustworthy (perhaps < 0.6 or 0.7) can be omitted from the data. In this manner librarians will base decisions about improving library service quality only on trustworthy responses!

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