

INFORUM 2007: 13TH Conference on Professional Information Resources May 22-24 2007 University of Economics Prague

Highlights

By Elna Randall and Marié Theron



Opening of Conference



University of Economics, Prague



Workshop by Dr Peter Jasco,
professor at the University of
Hawai Library and Information
Science Program:
*The State of the Art in Citation
Based Searching: Google Scholar
and Beyond*
At the CERGE-EI Library

Peter's research areas include such topics as citation analysis and the impact factor of scholarly journals, database quality, information retrieval software, open access databases, content and software evaluation of scholarly digital archives and digital reference sources.

Peter explained, reviewed and illustrated the pros and cons, and the major content and software criteria related to the use of cited/citing references in the three largest multidisciplinary databases: Web of Science, Scopus, Google Scholar, and in the digital collections of some scholarly publishers.

His criterion covers:

Subject scope: discipline focused

Source type coverage (articles, books dissertations etc)

Journal base with and without cited refs and with and without abstracts

Consistency of coverage and citation enhancement.

Peter pointed out a list of citation errors on Google Scholar and concluded that ISI Web of Science is still the leader of citations until he can evaluate the new Scopus release in July 2007.

His extended list of graphs compared the three databases in depth and he did not hesitate to highlight the crippling content and software deficiencies of Google Scholar.

His verdict is essentially that Scholar is not yet near the point where libraries should be dropping databases because of it, but even in its disappointing incarnation it is an asset for those scholars whose university or research institute cannot afford WoS or Scopus.

Visit Dr Jasco's website for some interesting information:

<http://www2.hawaii.edu/~jacso/>



Dr Jasco: passionate and adamant ... with his Hungarian accent

1) Conference opening keynote speech by Dr Peter Jasco: Trends in Professional and Academic Online Information Services

Peter Jasco's focus in his keynote speech....

THE trend

- Bad trend: Worshipping Google, Google This, Google That – the digital personality cult era led by *Nature* magazine's naïve journalists, some naïve academics & some "blahging" groupie bloggers
- Best trend (and my hope): Scholarly & Pro services **will not do** what **Google Scholar** does, (**Google is mostly fine**)
- Diploma mill scholarship at best in Google Scholar & the mantra of "*We don't need no education – we don't need no metadata, we don't need no Boolean mind control*" – and the consequences

... and his numerous examples of Google's citation counts:

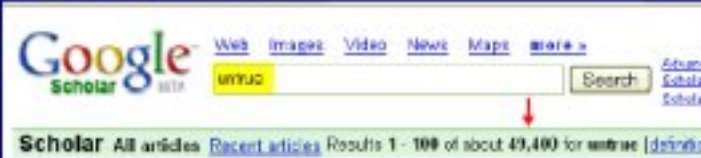
What is true



Google Scholar BETA Web Images Video News Maps more » true Search Advanced Search Pref. Scholar Help

Scholar All articles Recent articles Results 1 - 100 of about 7,596,090 for true [definition] (

What is untrue



Google Scholar BETA Web Images Video News Maps more » untrue Search Advanced Search Scholar Pref. Scholar Help

Scholar All articles Recent articles Results 1 - 100 of about 49,400 for untrue [definition]

The Boolean untruth of Google Scholar

And what is Google's truth - Use your common sense and not Google Scholar which shows only the first 1,000 "hits" if you doubt, the rest at best is in the domain of 1001 Arabian Nights



Google Scholar BETA Web Images Video News Maps more » true OR untrue Search Advanced Search Scholar Pref. Scholar Help

Scholar All articles Recent articles Results 1 - 100 of about 3,400,000 for true OR untrue

More than 3 times as many records for 2006-2007 than for 2005-2007? GS should take that first grade math class again, and stop bluffing its absurd hit counts and citedness counts. You will loose face dispensing such nonsense.



Google Scholar BETA Web Images Video News Maps more » 2005 - 2007 Search

Scholar All articles Recent articles Results 1 - 100 of about 225,000. (0.11 seconds)



Google Scholar BETA Web Images Video News Maps more » 2006 - 2007 Search

Scholar All articles Recent articles Results 1 - 100 of about 822,000. (0.20 seconds)

Google Scholar can see the future far-far beyond today – a real guru ... or is it?

The screenshot shows a Google Scholar search for the term "springer" with a filter set to the year 2000. The search results page displays several entries. The first entry is "Anonymity, Unobservability, and Pseudonymity-A Proposal for Terminology" by A Pfitzmann and M Kohrtzoo, published in 2008 by Springer. The second entry is "AIDS-Antiviral Sulfonolids From Cyanobacteria (Blue-Green Algae)" by KR Gustafson, JH Cardellina, RW Fuller, and OS Weislow, published in 2016 by jnci.oxfordjournals.org. The third entry is "CURRICULUM VITAE Elisabeth O. Burgess" by Elisabeth O. Burgess, published in 2010 by gsu.edu. The fourth entry is "CURRICULUM VITAE Elisabeth O. Burgess Associate Professor Sociology" by Elisabeth O. Burgess, published in 2010 by gsu.edu. The search results are displayed in a list format with links to the full text and related articles.

The screenshot shows a Google Scholar search result for the article "Blood Levels of Organochlorine Residues and Risk of Breast Cancer" by MS Wolff, PG Toniolo, EW Lee, M Rivera, and N Dubin, published in 2008 by jnci.oxfordjournals.org. The article has been cited 435 times. The search results are displayed in a list format with links to the full text and related articles. A red circle highlights the citation count "Cited by 435".

Published in 2008 and already cited 435 times

Jasco concluded : “Suffice it to say in closing that every academic and professional online service should have a software that would at least try to a) understand mispronounced or misspelled words, b) make sense out of simplistic or garbled queries, c) guide the users through choosing the right databases, right search words, right synonyms, best qualifiers and filters for refining the search results, d) provide clues through adding novel and/or mashed-up facts, factoids, titbits and snippets and e) facilitate the refinement of the query in an intuitive way or cherry-pick the ones from the final results most pertinent to the users.”



2) *The Web 2.0 Challenge to Information Literacy* by Peter Godwin, University of Bedfordshire

We deliberately include Peter Goldwin's presentation directly after Peter Jasco: Goldwin is a pro-Web 2.0 academic librarian, a pro-Google Scholarist.

Peter's passion lies with the web generation students. He views that librarians can respond by judicious promotion of Google Scholar and new search engines, key gateways, alongside their subscription databases and hoped for ultimate metasearch engine.

Web 2.0 has moved the agenda towards more interactive solutions for engaging users. It has become the platform, so we can use tools formerly the exclusive province of technical wizards.

This challenges us to become Web 2.0 literate ourselves. Web 2.0 should invoke changes to the content of our Information Literacy curriculum. The need to acknowledge the legitimacy of blogs and wikis as information sources will reinforce the importance of critical evaluation skills. Web 2.0 also gives us formidable new tools to use in Information Literacy teaching: Podcasts and YouTube as new methods of delivery; blogs and wikis can promote active learning; social bookmarking and tagging is the sharing of resources. Addressing Web 2.0 is limited only by our own competence and imagination.

Peter defined information literacy according to the 7 SCONUL Pillars model:

- 1) Recognising need for information
- 2) Distinguishing sources and access
- 3) Constructing search strategies
- 4) Locating and accessing
- 5) Comparing & evaluating
- 6) Organising, applying and communicating
- 7) Synthesising and adding new knowledge

Goldwin said: "The web generation is neither interested in Boolean logic nor in asking advice from librarians.

They like collaboration, teamwork and social networking and navigate the Web by trial and error and won't use manuals or help sheets.

Research is seen as a self-directed process, which is likely to be nonlinear.

They have grown up with PCs and video games and are used to multitasking. They think that what is written down must be correct and will cut and paste rather than read and digest.

In order to connect with this Google generation many librarians have accepted their dependence on search engines, and sought to teach them the efficient use of Google, Google Scholar and Google Print where appropriate."

What we brought home is that WIKIs can be applied as online information literacy tutorials. Visit the following Wiki designed to provide a practical curriculum for any

library interested in putting on their own Library 2.0 program.

http://instructionwiki.org/Library_2.0_in_15_minutes_a_day

Podcasts can also be used for library instruction to distance users.

YouTube, although limited to a ten minute format and of variable technical quality, can be used to create our own YouTube videos for promotional programmes and tutorials

Visit the following YouTube where a book is introduced by the Help Desk in a Monastery:

<http://www.youtube.com/watch?v=xFAWR6hzZek>

Goldwin concluded:

“ The needs of the Google generation, reinforced by the developing Web 2.0 information environment, are increasing the importance of Information Literacy.

This means that we should trial Web 2.0 tools to help us to connect with this generation, but remember the software can be like a free kitten!

In our teaching we must spend more time explaining how information is created and communicated, help students to develop a sense of context when using information, encourage scepticism and the ability to evaluate, guide them toward assimilation, deep thinking, and reflection, and insist on the ethical use of material.

We can play a key role in creating information literate citizens.

We now have a whole new set of tools to enhance our delivery.

It's a world of perpetual beta so we should experiment.

We need only be constrained by our imaginations to engage our users as never before!”

Web 2.0 helps us to make our sites more attractive and visual.

It brings us librarians new skills, new ways of working and FUN.





Peter in action. He received an ovation after his presentation.



3) Into the User Environment Now! How Users Have Changed and How We Can Adjust: by Gius van den Brekel, Central Medical Library of the University Medical Center Groningen

Gius's presentation focused on how libraries should change their focus from "our" products (licensed products) to be more user-orientated.

Our user environment changes rapidly and just keep on moving.

We should be aware that the new generation students act on the following:

- they are more fascinated by new technologies
- Multitasking is a way of life;
- Staying connected is essential;
- Interactive, not isolation
- Zero tolerance for delay;
- Actions are more important than knowledge; Learning by doing, not by being told
- Nintendo trial-and-error approach to improvement is a viable model for Learning
- Cut-and-Paste Culture

Gius emphasized that there is an urgent need to educating library staff to cope with technological changes.

The Central Medical Library of the University Medical Center Groningen developed a QuickSearch Library Toolbar to make the library more visible. It is a browser extension the user can choose to install and use for Internet Explorer or Mozilla Firefox.



DEMO of the QuickSearch Toolbar:

<http://www.rug.nl/Bibliotheek/locaties/bibCMB/informatie/toolbar/DemoToolbar2.html>

There is no just ONE front door and it is certainly not the Library website!

Guus also discussed RUGSTATS, the Metalib logfile and described shocking statistics on how users search:

- 1) Misspellings and typos in search terms
- 2) Picking databases at random
- 3) Unable to understand QuickSearch, MetaSearch, Find Database
- 4) Using the wrong search keys
- 5) Using search keys wrong
- 6) Using Dutch search terms in English language databases
- 7) Using non-specific terms, phrases that are too broad
- 8) Lack of understanding of Boolean logic or database peculiarities

4) Other highlights from presentations

4.1) An International Prospectus for Library & Information Professionals: Development, Leadership and Resources for Evolving Patron Needs **Dr. D. Russell Bailey - Providence College**

The roles of professionals are changing and evolving to:

1. Accommodate needs of tech-savvy patrons;
2. Thrive in the Commons & Library 2.0;
3. Provide integrated, just-in-time services;
4. Constantly update and enhance technology;
5. Design appropriate library spaces for research and productivity;
6. Adapt to new models of scholarly communication and publication, especially: the Open Archives Initiative and digital repositories; and
7. Remain abreast of national and international academic and legislative initiatives affecting the provision of information services and resources.

Professionals will need to collaborate in:

1. Formal & informal networks – regional, national, and international; and
2. Library staff development initiatives – regional, national, international

Professionals will need to use libraries as laboratories for ongoing, lifelong training and education of patrons and of all library staff („internal patrons“): the library is the framework in which Information Research Literacy is the curriculum.

Professionals will need to remain aware of **trends** and **challenges** in their regions.
support:

1. Top Technology Trends
2. New paradigms of professionalism;
3. Knowledge-creation and knowledge consumption; and
4. The shifting balance of the physical library with the virtual-digital library.

4.2) i2010: Digital Libraries Initiative: Europe's Cultural and Scientific Heritage at a Click of a Mouse

Javier Hernandez-Ros, European Commission, Luxembourg

Covered the aims, main features, past and ongoing developments of the Commission initiative i2010 Digital Libraries . The Digital Libraries Initiative is a flagship project of the EU's overall strategy to boost the digital economy, the i2010 strategy.

http://europa.eu.int/information_society/activities/digital_libraries/

Photo Gallery

 <p>Elna looking at the Conference Programme</p>	 <p>Entrance to the National Library of Czech Republic in the Klementinum Castle</p>	 <p>Elna and one of the delegates</p>
 <p>Architectural drawing of the new National Library of Czech Republic – a very modern design for an old city</p>	 <p>Different materials to be used in the construction of the new National Library</p>	 <p>Infoparty at the current National Library of Czech Republic – in the Klementinum Castle</p>



Elna and Peter Jasco at the Infoparty



Many wrong trams ... 22h00, but we always arrived home safe!



Another picture of the University of Economics, Prague. The years of Russian government is still present in the buildings.



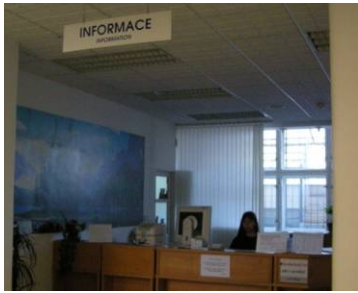
On the way to the Peter Jasco Workshop in the [CERGE-EI](#) building. Outside buildings are dark and unfriendly, but inside a world of beautiful architecture opens.



In the corridors of the University of Economics, Prague, Library. Wireless areas



Entrance: University of Economics, Prague, Library



Information Desk: University of Economics, Prague, Library



Workstations : University of Economics, Prague, Library



"Gerda and Bettie": University of Economics, Prague, Library



Library: University of Economics, Prague (Our Level 2)



Library: University of Economics, Prague – Students at study cubicles The library has a VERY QUIET atmosphere



Library: University of Economics, Prague – Shelf markers



Library: University of Economics, Prague – **Quiet Study Rooms**



Library: University of Economics, Prague – **Famous Economists Gallery**



Library: University of Economics, Prague
Researchers in the **Quiet Study Rooms**



Before the Jasco Workshop



Closing address of the Conference – after 3 days a few less delegates...



Prague



Typical Hungarian Goulash served in bread



OLD CITY, Prague



After the conference sessions: time for fun



Homeless people on the streets, Prague



View from our hotel room: typical Prague apartments



The food at the conference was very interesting ... lunch was served in the student canteen

