



Report back: European visits: 27 May – 7 Junie

AIS Management Meeting

19 Sept 2007

Elna Randall
Marié Theron

INFORUM 2007:

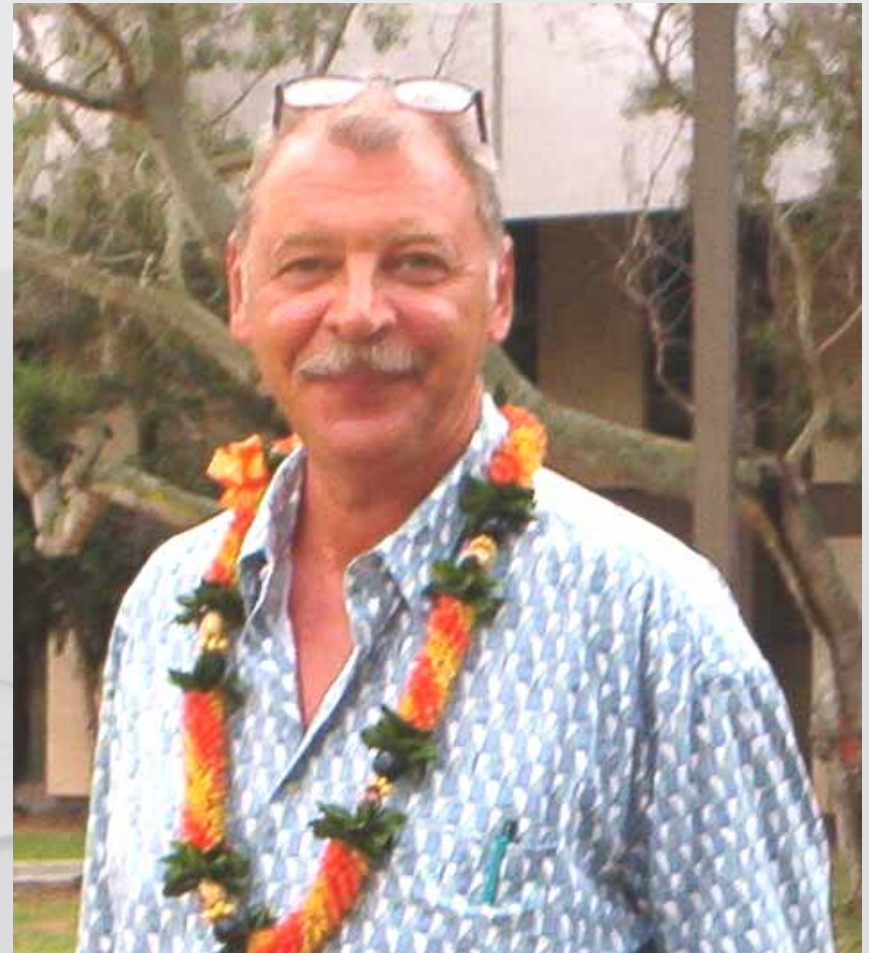
13TH Conference on Professional Information Resources May 22-24 2007

University of Economics Prague

- Highlight: Peter Jasco (University of Hawaii) Workshop: “The State of the art in citation based searching: Google Scholar and beyond”
- **His verdict:**
- Google Scholar is not yet near the point where libraries should be dropping databases because of Scholar
- ISI Web of Science is still the leader of citations
- Google Scholar is an asset for those scholar whose research institute can not afford ISI or Scopus

Dr Jasco continued

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



Peter Godwin (University of Bedfordshire): The Web 2.0 challenge for Information Literacy

- There is a need to engage the 'net generation' where they are. No longer can librarians act as 'information priests.'
- Web 2.0 has become a platform of tools formerly the exclusive province of technical wizards
- Web 2.0 should invoke changes to the content of our Information Literacy curriculum
- Using Web 2.0 is only limited by our own competence and imagination



Peter Godwin (University of Bedfordshire): The Web 2.0 challenge for Information Literacy

- Information literacy defined according to the 7 SCONUL Pillars model
- Net generation like collaboration, teamwork and social networking
- WIKI's can be applied as online information [literacy tutorials](#)
- Podcasts can be used for [library instruction](#) to distance scholars



Guus van Brekel” Central Medical Library University Medical Center Groningen

Libraries should change their focus from
OUR (licensed) products to be more
user-orientated

- Urgent need to educate librarians on technological changes
- There is no just ONE front door to information and is not the Library website (well, it's up to us ...?)
- QUICKSEARCH Library toolbar: a browser extension library users can install on their desktops to make the library more visible



Universities visited

- **University of Warwick**
- **Imperial College of London**
- **University of Amsterdam**
- **Technical University of Delft**
- **Utrecht University**
- **Uppsala University**
- **Stockholm University**
- **Malardalen University**



Information Literacy

Imperial College of London developed:

PROFESSIONAL online information literacy tutorials on Blackboard

- **OLIVIA**
(**O**nline **V**irtual **I**nformation **A**ssistance for **U**ndergraduates)

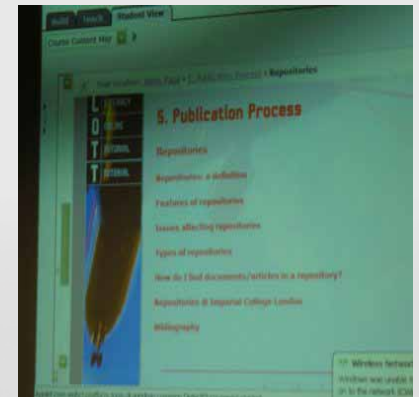
HOW TO SEARCH and **REFERENCING** most popular sections in **OLIVIA**

Information Literacy

- PILOT (**P**ost-**D**oc **I**nformation **L**iteracy **O**nline **T**utorial)

PILOT focuses on:

- 1) Acquiring and managing information
- 2) The publication process
- 3) Web 2.0 technologies



Information Literacy

University of Utrecht

- Sees the Library as PARTNERS with the Faculties
- Appointed Jan Kooistra as Consultant
- Developed OMMAT (Omgaan met Wetenschappelijk Materiaal) an interactive program



What we know is passing round!

- As **data**: facts **database**
- As **information**: 'significant facts' **book**
- As **knowledge**: 'evaluated facts' **head**
- As **competence**: 'integrated behaviour'
knowledge, skills, experience and attitude
- As **wisdom** **humankind 'carries' knowledge!**

Marketing

- Imperial College of London endorsed *A World Class Library Service for the 21st Century: Vision for Imperial College Library* which provides important marketing opportunities for the Library
- Producing a publicity document for the Vision which synthesis the contents into key messages
- Promoting the Vision to key stakeholders, including Senior College Officers, academics and students
- Promoting new services and service enhancements
- Development of promotional material tailored to academic researchers
- Raising awareness of the role that the library plays in providing access to the electronic resources
- Promoting the Digital Repository
- Drawing up a marketing plan
- Library staff are crucial to a marketing strategy

Marketing continued ...

- Library staff should integrate marketing activities into their everyday life and to promote a marketing culture
- Library staff should be familiar with the key themes of the library vision and strategic plan
- Library staff should be equipped with the necessary skills to market the library service
- Imperial will hold a marketing day with external and internal speakers including a presentation on the marketing strategy
- Marketing will be included as a regular item on Team Leader Agendas
- Reporting back on marketing plans and achievements at staff meetings.

Marketing continued ...

- Tailoring the content of induction packs for new students so that they can provide only the essential information which new students need in the first few months of study
- Consulting students on the design of library space
- Embedding information literacy teaching in 100% of undergraduate and postgraduate taught courses by 2008
- Promoting Olivia and Pilot, the online information literacy courses
- Designing of new promotional material
- Customer focused, knowledgeable staff will market the library automatically
- Promoting the physical library as a place for student learning

Communication on building works

Library - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Stop

Address <http://www3.imperial.ac.uk/library> Go Links

Skip to content

Imperial College London 100 years of living science 100

Quick Navigation: Quick Navigation Go Search for: Search


the Library

ABOUT THE LIBRARY DIGITAL LIBRARY LEARNING & SUPPORT SERVICES CONTACTS / HELP SITE MAP

imperial college london library

We are a science library providing services to students and staff of Imperial College London and NHS staff at Trusts affiliated to Imperial. Our main subject areas are Engineering, Life Sciences, Medicine, Natural Sciences and Business.

LIBRARY BUILDING WORKS SUMMER 2007

[Central Library](#)
[Central Library Ground floor redevelopment - floor plan \(PDF\)](#) 
[Hammersmith Campus Library](#)
[Royal Brompton Campus Library](#)

LIBRARY NEWS

[RefWorks now allows attachments](#) **New**
[New e-journal titles](#)
[Corporate Affiliations database - new subscription](#)
[BioMed Central membership renewed](#)

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Plagiarism

- **Not one of the universities reported successful application of plagiarism detection software.**



Plagiarism

- **Marc van den Berg, Head of Electronic Services of the University of Amsterdam commented on plagiarism as follows:**
 - “It would amaze me if an anti-plagiarism tool would be able to find likeliness in databases from (commercial) publishers. It is a bit like meta-searching, but with text fragments instead of search terms. I see the following problems:
 - The tools would have to have a meta-search engine installed (finding, retrieving, redoubling, simultaneously from different databases). Not very likely.
 - Given the size of these databases I don't think that searching for plagiarism in them is a realistic option (performance wise).

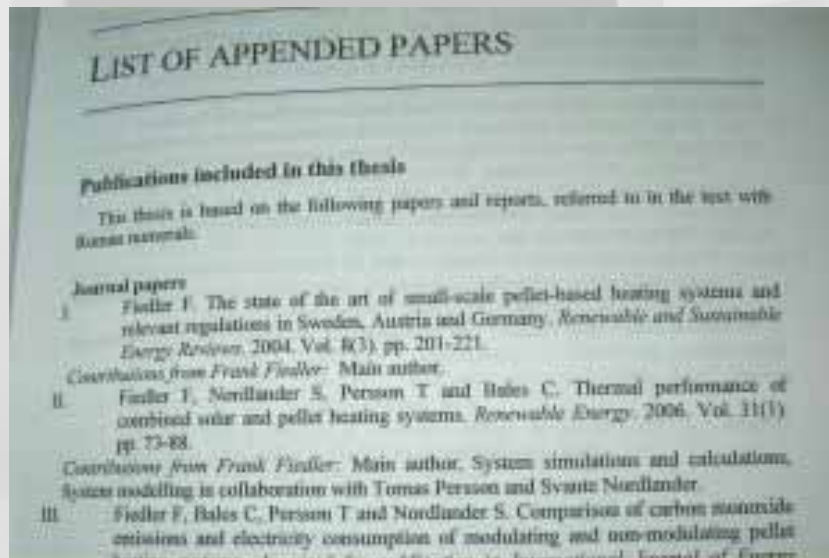
Plagiarism continued ...

- All the libraries focus on plagiarism awareness in information literacy sessions: **LIBRARIANS AGAINST PLAGIARISM**
- Imperial College of London developed a DVD on plagiarism: “Life on Campus with David Battenburg”
- Professional brochures on referencing techniques are essential:



Electronic thesis and dissertations

- Embargoes on theses are allowed
- Sweden theses are published with articles:



Role of Information Specialist

Passing round

librarian's duties (old-established)

- selecting
- acquiring
- ordering
- opening up
- making available

OMMAT

'agent library'

- selecting *search engines*
- acquiring
- ordering
- opening
- n...le

agent,
correspon-
dent,
newsgroup,
mailinglist

data
bases
etc.

*Handling
scientific
material*

Open Access

Open Access well established in The Netherlands:

- DAREnet - scientific publications and research output from all Dutch universities, scientific institutes, the Royal Netherlands Academy of Arts and Sciences (KNAW) and the Netherlands Organisation for Scientific Research (NWO)
- CREAM OF SCIENCE - scientific publications written by more than 200 prominent scientists in the Netherlands
- PROMISE OF SCIENCE - Doctoral e-theses from all Dutch universities.

Open Access

- Utrecht added a new icon for OPEN ACCESS to draw more attention to this fast growing group of journals.
- Also well established in Sweden
- I2010 European Digital Libraries Initiative
- Our UPSpace can teach most libraries on Open Access repositories!

OMEGA University of Utrecht

- The development of Omega was a strategic choice of Utrecht University Library in keeping with its vision that the main function of the library of the future will no longer be to provide a collection of information in the traditional sense of the term, but to provide optimal access to that collection.
- Software developed to search across the A-Z list of electronic journals
- OMEGA was developed by in-house IT staff and metadata of all the full text articles is imported to the local server of the library.

OMEGA University of Utrecht

- Only one of the platform providers requires money for the metadata.
- OMEGA entails however a LOT of work and money.
- Downloads statistics improved tremendously with OMEGA. OMEGA is searchable globally, but access to the full text is limited to Utrecht library users.









Full reports available:

- <https://www.up.ac.za/dspace/handle/2263/3374//browse-title>
- Baie dankie vir die wonderlike geleentheid!