Report back: European visits: 27 May – 7 Junie

AIS Management Meeting

19 Sept 2007

Elna Randall
Marié Theron

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
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
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
Imperial College of London developed:

PROFESSIONAL online information literacy tutorials on Blackboard

- OLIVIA (Online Virtual Information Assistance for Undergraduates)

HOW TO SEARCH and REFERENCING most popular sections in OLIVIA
Information Literacy

• PILOT (Post-Doc Information Literacy Online Tutorial)

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
You Say, We Say
Ask a question about the Remodelling Project

Uppsala University Library
has broken out!
Plagiarism

• Not one of the universities reported successful application of plagiarism detection software.
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
- acquiring
- ordering
- opening
- making available

Handling scientific material

search engines
data bases etc.
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!
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](https://www.up.ac.za/dspace/handle/2263/3374//browse-title)

- Baie dankie vir die wonderlike geleentheid!