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54 69th IFLA General Conference and Council
Forty-five thousand participants from 133 countries came to the 69th International Federation of Library Associations and Institutions General Conference and Council held in Berlin, Germany, this past August to share views, exchange ideas and network globally. With the theme of "Access Point Library: Media-Information-Culture," committee members highlight activities within their sections.

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Our vision: The Special Libraries Association is the global organization for innovative information professionals and their strategic partners.

Our mission: The Special Libraries Association promotes and strengthens its members through learning, advocacy, and networking initiatives.

Clear mission and vision statements are at the heart of every successful organization. The SLA Board of Directors recently, and unanimously, adopted new vision and mission statements for the Association as presented above. Created by the Strategic Planning Committee, with input from thousands of leaders and members, the vision and mission statements clearly articulate why SLA exists and put into words the desired state of the organization.

The vision and mission statements are based on the core values that inspire everything we do and how we do it:

• Leadership: Strengthening our roles as information leaders in our organizations and in our communities, including shaping information policy.

• Service: Responding to our clients' needs, adding qualitative and quantitative value to information services and products.

• Innovation and Continuous Learning: Embracing innovative solutions for the enhancement of services and intellectual advancement within the profession.

• Results and Accountability: Delivering measurable results in the information economy and our organizations. The Association and its members are expected to operate with the highest level of ethics and honesty.

• Collaboration and Partnering: Providing opportunities to meet, communicate, collaborate, and partner within the information industry and the business community.

The vision, mission, and values bring clarity; align and unify our stakeholders; energize our members, leaders, and staff toward a common goal; and empower our organization to not only build on the past, but also to provide a sound foundation on which to base future policy decisions.

The vision statement purposefully includes "global" because we will be a stronger organization and a stronger network of colleagues if we build relationships around the world—information knows no national or natural boundaries. The vision specifically includes "strategic partners" because each of us needs the contact, tools, and resources afforded to us by our invaluable partners to be effective professionals in our workplaces, in education, and in society.

The mission statement focuses on three explicit priorities that have repeatedly been identified by our members as the driver for their involvement and association with SLA. Our advocacy role will be to champion your causes through public policy, public relations, and gaining the stature deserved of information professionals.

As a global organization of, and for, innovative information professionals we will embrace innovative ideas and solutions. We will deliver measurable results in the information economy. We will continue to operate the Association with the highest level of ethics and honesty. And we will seek to collaborate and partner with like-minded organizations and individuals within the information industry and the business community. In the coming months, look for new and enhanced products and services from SLA headquarters. The staff and the Board are very excited about the changes and are working diligently to put these in place.

The vision, mission, and values are the hub of our branding efforts. Having these securely in place, we are now able to position ourselves as the global organization for innovative information professionals and their strategic partners. We are counting on each and every one of you to play a role in the successful positioning of our association.

SLA is such a diverse and unique entity; our members represent all different types of organizations and working environments. We have a great community of expertise that is unselfishly willing to share their knowledge with their peers. As a valued member, you play a pivotal role in our efforts to shape the Association into a leading resource in the information industry.

In closing, we would like to formally extend our appreciation to the Strategic Planning Committee for their conscientious efforts in expeditiously drafting and revising vision and mission statements that have impact and provide clear direction. And thank you for your continued support of SLA! Please contact us with your comments and/or ideas.
Nearly $10 Million Awarded to Recruit and Educate Next Generation of Librarians: Federal Grants to Off-set Critical National Shortage of Librarians due to Retirement

According to reports, 40% of America’s library directors plan to retire in 9 years or less. And, according to the July 2000 Monthly Labor Review, in 1998 57% of professional librarians were age 45 or older. Based on 1990 Census data almost 58% of professional librarians will reach the age of 65 between 2005 and 2019.

In January 2002, First Lady Laura Bush announced the President would support a new $10 million initiative within the Institute of Museum and Library Services to recruit new librarians and help off-set a critical national shortage of these indispensable professionals and educators.

The Institute of Museum and Library Services has awarded $9,898,338 in 27 inaugural grants for this initiative under a new program, Recruiting and Educating Librarians for the 21st Century.

The Institute received 76 grant applications requesting more than $27 million in FY 2003. The 27 grants made will help recruit 558 individuals (493 students of library science at the master level, 35 at the doctoral level and 30 at the paraprofessional level). The grants will also fund research to establish much needed baseline data to support and evaluate successful recruitment and education programs. For 2004, President Bush has requested $20 million for the Recruiting and Educating Librarians for the 21st Century grant program.

Anticipating the loss of as many as 58% of the current cohort of professional librarians by 2019, the program is designed to help recruit a new generation of librarians. It recognizes the key role of libraries and librarians in maintaining the flow of information that is critical to support formal education; to guide intellectual, scientific, and commercial enterprise; to strengthen individual decisions; and to create the informed populace that is at the core of democracy. Through these grants, the library profession will have an unprecedented opportunity to shape the future of librarianship and library service. To learn more about IMLS and the grants, go to http://www.imls.gov.

Tulsa City-County Library Receives Award

The Tulsa City-County Library received the first Federal Depository Library of the Year award. Forward thinking, superior customer service and Internet savvy: That is how a third of a million Library users in Tulsa, Oklahoma describe their public library. Those reasons, paired with excellence in providing public access to government information through the U.S. Government Printing Office’s (GPO) Federal Depository Library Program (FDLP), is why the Tulsa City-County Library has been named the first-ever Federal Depository Library of the Year.

The U.S. Government Printing Office’s (GPO) Public Printer of the United States Bruce James, presented the award to the Tulsa City-County Library at the 2003 fall Federal Depository Library Conference, which was held October 19-22 in Arlington, Virginia.

"On behalf of GPO’s Superintendent of Documents Judith Russell and the rest of her team, I congratulate the Tulsa City-County Library for embracing new technology in its ongoing efforts to make public access to Government information better accessible," said Public Printer James. "The library staff’s commitment to..."
utilizing the Internet and using outside-of-the-box techniques to better serve the needs of the public is commendable." The FDLP's annual four-day conference is the largest gathering of Federal Government documents librarians in the country and was an excellent opportunity to honor the winning library and its head Government Documents librarian, Suzanne Sears. "This award recognizes a passion to connect government information to customers when and how they want it," said Linda Saferite, Tulsa City-County Library's CEO. "While our collection is small, our passion to maximize the collection is great."

Not only is the library moving forward by introducing innovative information access options, but also the paper collection is still maintained by staff and retrospective cataloging has increased the circulation of the collection. Outreach is a goal of the staff and a supply of free promotional materials is kept on display. The library also acts as a liaison for local community officials.

Administered by the U.S. Government Printing Office (GPO), the FDLP Partners with approximately 1,250 libraries nationwide to provide local, no-fee public access to information produced by the Federal Government and distributed to the libraries by the GPO in print, microform, CD-ROM, and GPO's online information service, GPO Access (www.gpoaccess.gov)

Kevin Dames Receives 21st Century Librarian Award

SLA Member Kevin Matthew Dames recently received a national 21st Century Librarian Award. Dames, who will received the first-ever 21st Century New Librarian Award, is currently the director of legal information strategies and Washington, D.C. operations of Cadence Group, Inc., an Atlanta-based information management and consulting firm. Previously, Kevin completed a post-graduate fellowship as resident librarian at Georgetown University's Edward Bennett Williams Law Library, one of the nation's largest academic law libraries.

Kevin's principal research areas are the role technology plays in law libraries and legal education, and the impact of information policy on all libraries. He is serving a two-year appointment as member of the American Association of Law Libraries' Copyright Committee, and is the developer of the Committee's redesigned website.

The 21st Century Librarian Awards were established three years ago to recognize librarians who have become leaders in shaping the evolution of this new
Lucy Lettis presents Keynote Presentation in Amsterdam

SLA member Lucy Lettis, SVP and Director of Business Intelligence at Marsh Inc., was the keynote speaker at the “Information Professional Congress” held in Amsterdam, the Netherlands, October 2, 2003. The congress is sponsored annually by the Dutch magazine, Informatie Professional. This year’s conference theme was “Steering a Course in Stormy Weather:” with a focus on how strategic utilization of business and competitive intelligence can help organizations successfully combat challenges of operating in a down economy.

Ms. Lettis’s presentation was entitled “Moving Up the Value Chain.” Conference attendees included research and knowledge directors from global professional services firms, financial institutions, law firms, the European Parliament, government ministries and academia.

Sue O’Neill Johnson Named SIG Member of the Year

Sue O’Neill Johnson, DC SLA President 2001-2002, was named “SIG Member of the Year” at the ASIS&T Annual Meeting in Long Beach, California in late October for her work as Chair of the International Information Issues SIG (SIG III) for 2002-2003. SIG III also won “Best SIG Publication” for its web site and newsletter, asis.org/SIG/SIGIII.

Sue has been active with the group for four years. She has focused on raising funds to provide travel grants, ASIS&T memberships and publishing opportunities for information professionals in developing countries. In those four years over $40,000 has been raised to pay for travel grants for information professionals to come to the ASIS&T Annual Conference; over seventy-five articles have been accepted for publication in three years by the International Information and Library Review (Elsevier), and the Bulletin of ASIS&T, from an annual international paper competition; twenty-five two year memberships, and fifteen one year memberships have been granted.

Sue won the SLA President’s Award in 2001 for her work in SLA to head the effort to fund and select developing country information professionals to attend the Global 2000 Conference in Brighton, England. She is a partner in the consulting group, Strategic Information Planning Group, in Washington D.C. E-mail is Sueojohnson@msn.com

New Architecture Caucus?

Do you work for an architectural firm or in a library for an academic architectural school? Or, do you just have an interest in architecture? If so, you might like to be part of...
a discussion on whether there is a need to form a new SLA Architecture Caucus. Dennis Hamilton of KZF Design Inc. has agreed to gather names of interested members and to start the discussion process. Contact Dennis at dennis.hamilton@kzf.com or by calling 513-763-2879.

In Memoriam--Eugene B. Jackson
Eugene B. Jackson, died on July 16, 2003. Jackson was an SLA member and served as the Association President from 1961-62. Jackson graduated from Purdue University with a degree in engineering and continued on to the University of Illinois obtaining a degree in library science. He held positions at the University of Alabama, General Motors Research Labs, IBM and finally the University of Texas at Austin where he taught courses in special libraries and information resources in science and technology. In 1985, Jackson was inducted into the SLA Hall of Fame. Jackson also received an honorary Doctor of Humane Letters degree from Purdue University in 1994, and was one of the 19 "Pioneers in Information Science" honored at a pre-conference of the American Society for Information Science & Technology in 1998.

Travel Grant for SLA's 2004 Conference
The Museums, Arts and Humanities Division (MAHD) of SLA will reimburse travel expenses of up to $1,000.00 for a professional librarian from a developing country to attend the SLA Annual Conference in Nashville, June 5-10, 2004. Also covered by MAHD are costs of conference registration ($435) and tickets to all MAHD-sponsored events. Deadline for applications is January 23, 2004. Criteria and application information is available online at: http://www.sla.org/division/dmah/Travel%20Grant.htm

Fellowship for America's Program to Attend IFLA Conference in Buenos Aires
The U.S. IFLA 2001 National Organizing Committee, of which SLA is a member, is pleased to announce that it will support the participation of 20 young professional librarians from the Americas (South America, Central America, North America, and the Caribbean) to IFLA's World Library and Information Conference, August 22-27, 2004 in Buenos Aires, Argentina. The fellowship will cover air travel, shared accommodation, a per diem food allowance, and conference registration fees.

The deadline for applications is January 15, 2004. Applications in Spanish and English can be found at https://cs.ala.org/ifla2004/

If you have any questions please contact Alanna Aiko Moore at amoore@ala.org.
Need Funds to Aid Your Research?

Steven I. Goldspiel Memorial Research Grant

The Steven I. Goldspiel Memorial Research Grant supports research projects focused on the needs and concerns of information professionals in special libraries and related venues. Its current focus is on evidence-based practice, as in the Special Libraries Association (SLA) Research Statement, *Putting Our Knowledge to Work®.*

For more information visit

www.sla.org/goldspielgrant

Application Deadline:
February 2, 2004
Leading SLA into the Future... 
Help Identify Members with Board Potential

By Janice Sykes

This is the time of year that the Nominating Committee goes into high gear. The Committee will meet at the SLA-Leadership Summit (formerly Winter Meeting) in Albuquerque to recommend a slate of nominees to the Board for the 2004-2005 Association year. The Committee is specifically directed to:

1. Seek recommendations for nominees from suitable sources in the Association, especially from Chapter officers and Division officers;

2. Select a balanced slate of nominees for Association officers and members of the Board of Directors; and upon their acceptance,

3. Present the slate to the Board of Directors.

In order to continue to have broad representation of the membership on the Association Board, the Nominating Committee invites organization members to nominate themselves or recommend colleagues who might serve in the following positions: President Elect, Division Cabinet Chair Elect, Chapter Cabinet Chair Elect and Directors. Details about responsibilities for each of these positions can be found at:

http://www.sla.org/content/SLA/Structure/board-index/descriptions.cfm

As the Special Libraries Association strives to be increasingly relevant and influential in the information- and knowledge-based twenty first century, it is critical for the Board to be comprised of a diverse, enthusiastic, and visionary group of individuals committed to the profession. Members who have been active and successful contributors to chapters, divisions or Association committees are desirable candidates. There are definitely many of you in the organization fitting this description. Some of you may not be known to members of the current Nominating Committee. For this reason, you are invited to submit names, including your own name if you are interested in being considered, along with a brief note explaining why you, or the person you are recommending, would be a good Board candidate. This is one of the ways leaders are "made." Take that first step...go ahead it will be painless, rewarding and fun.

Recommendations can be sent to any of the following persons before January 16, 2004:

Carol Ginsburg, Nominating Committee Chair. (clgmls@aol.com)
Jan Sykes (jansykes@ameritech.net)
Libby Trudell (ltrudell@netbox.com)
Lynn Berard (lberard@andrew.cmu.edu)
Betty Edwards (bedwards@seyfarth.com)

It is the chance of a lifetime! Look in the mirror, do you see a leader looking back at you?

Serving on the Association Board is guaranteed to be a challenging and rewarding experience. It will provide an opportunity to expand management and leadership abilities through service in an international professional association. Please give some serious thought to who might bring fresh ideas and energy to the Board and send us your recommendations.
The Librarianship Conference Report: Convinced Evidence

By Kathy West, MLIS

Kathy West is the Business & Economics Librarian at the Whistler Business Reference Library at the University of Alberta, in Edmonton, Alberta, Canada. She can be reached at Kathy.West@ualberta.ca

Seeking out the Best Available Evidence

In the January 2003 issue of Information Outlook, SLA's Research Committee, along with Joanne Gard Marshall, discussed how SLA's research statement is based on the concept of evidence-based librarianship (EBL). EBL was developed by medical librarians who sought to apply the principles of evidence-based medicine to our profession. However, the basic principles of EBL are applicable to all areas of librarianship, regardless of library type or subject specialization. The main thrust of EBL is that librarians should base their professional decisions and actions on the best available evidence.

I must confess that before reading the Information Outlook article, my impression was that EBL was just something that health librarians did. It really wasn't applicable to me in my position as an academic business librarian. The article, however, piqued my curiosity. Coincidentally, my employer, the University of Alberta Libraries, was hosting the second biennial International Evidence Based Librarianship Conference on June 4-6, 2003. I attended the conference with little knowledge of EBL.

What Is Evidence?
The presenters and health librarians in attendance were committed to making EBL principles fundamental to our
profession and not just another management fad, such as management by objectives, reengineering, and total quality management (TQM). But, if practicing librarians are to make informed decisions based on the "evidence," what is the evidence and how do we lay our hands on it? In an introductory session titled "An ABC of EBL: What Is It and Where Has It Come From?" Andrew Booth and Jonathan Eklund defined evidence as findings reported in the literature that utilize research methodology. They referred to EBL as a hierarchy of evidence determined by the research methodological rigor employed. The methodologies used in higher levels of evidence minimize bias. Human and systemic biases are more likely to occur in the lower levels of evidence.

Random controlled trials (RCTs) are considered to be the gold standard for research rigor. RCTs involve subjects or library users/clients who are randomly assigned to one of two or more groups. Each group is subjected to different interventions or no intervention at all (e.g., instruction would be an intervention). Next on the hierarchy are controlled comparison studies, followed by cohort design studies, descriptive surveys, decision analyses, case studies, and, finally, qualitative research (e.g., focus groups, ethnographic studies). As someone coming from a social science background, I found the evidence-based hierarchy very "discipline centric." All of the research methodologies employed by social scientists are ranked at the bottom of the hierarchy. Supporters of EBL emphasize that it is not a substitute for a librarian's personal experience and that the evidence must be moderated by local circumstances. They are also quick to note that not all decisions warrant use of evidence, and that deadlines may preclude or limit the ability to integrate research into practice.

**Bibliomining as Evidence**

Scott Nicholson, School of Information Studies, Syracuse University, suggested a different approach to EBL. He has coined the term **bibliomining** to refer to library data mining. Most libraries already collect and/or generate substantial datasets through common functional processes and customer service applications, such as collection assessment, circulation, and end-user searching. Nicholson talked about applying statistical tools to these data in order to build a different form of evidence base. Bibliomining looks for patterns from system data in order to identify and/or understand different user communities. Aggregated data (which most libraries tend to use) do not provide patterns of user information. Bibliomining uses existing data to detect clusters or communities of users. Examining the behaviors of clusters of users for regular patterns gives library managers a better idea of the information needs of specific groups and makes it easier for them to customize library services to meet those needs. Bibliomining can also be used to predict future user needs. (For more information, see www.bibliomining.org.)

**Existing Published Evidence**

And what about the existing research base we currently have to draw from? Denise Koufogiannakis, Ellen Crumley, and Linda Slater of the University of Alberta reported on a study they recently completed of the library information science (LIS) peer-reviewed journal literature. They used a fairly broad definition of research: "An inquiry, which is carried out, at least to some degree, by a systematic method with the purpose of eliciting some new facts, concepts or ideas." Even with this broad definition, they found that only a low percentage of published LIS literature (30.3 percent, or 807, of 2,664 articles analyzed from 2001) could be defined as research. The implication is that research articles comprise a substantially larger percentage of the literature of other disciplines. It would be interesting to know how the LIS literature compares with other social science literatures in this respect.

**Academic Libraries: Producing, but Not Using the Evidence?**

Jennifer Younger, director of University Libraries, University of Notre Dame, discussed how regular library activities could use research results. University libraries frequently require or encourage their librarians to do research, but this research is treated as a separate task from day-to-day position requirements. University libraries have not truly adopted the faculty model, in which faculty members frequently integrate research findings into their lectures. Performance evaluation criteria do not include the expectation that university librarians should be using their research, or that of others, in carrying out their responsibilities. Younger put forth the idea that academic libraries should be looking at rewarding individuals not just for producing research but also for incorporating research into operational decisions when warranted.

**Future Directions**

EBL advocates suggest that there is a real need to have more practitioners contributing to the knowledge/evidence base. Many SLA members currently support their decisions with information acquired using research techniques such as benchmarking, program evaluation, and the like. In the past couple of years, *Information Outlook* has published numerous articles on the nuts and bolts of how to do different types of research, such as return on investment (ROI) studies, benchmarking, and survey development and analysis.

Most SLA members would argue that we don't have the time to do our jobs, let alone write about the research we perform in order to do our jobs. EBL adherents recognize this fact of life and suggest that as a profession, our challenge is to develop new publishing tools that help us build and disseminate the evidence base. Suggested tools include the following:

- An electronic "practitioner research journal" with a structured submission template that emphasizes standardized reporting of research methodologies and findings, without requiring an extensive academic discussion of the research. This format might encourage more sharing of evidence.
Evidence-Based Librarianship

Structured abstracts for all published articles. (Structured abstracts entail the use of a controlled vocabulary and a standardized format, which requires the inclusion of specified key variables, such as the research methodology employed.)

An information science equivalent of medical systematic reviews. These reviews would identify and describe research articles in a standardized format and organize the research by practice issue.

Supporters also recognized the dual problems of the split between the producers of research and the consumers of evidence and the time lag between the completion of a research study and its eventual publication. This is similar to the knowledge-transfer problem from academia to industry/government public policy applications. There is no easy way to solve these problems, although the idea of practitioner research journals could help.

Presenters also discussed the need for library practitioners to find and use applicable research from other disciplines, such as management literature and the outcome measurement and learning styles research from education literature. Perhaps in addition to employing applicable research from other social science disciplines, we should be looking at developing an evidence hierarchy that is more reflective of LIS as a social science. Some conference attendees pushed the idea of dropping the phrase “evidence-based” in favor of a term with less of a medical connotation. This could be a prerequisite to eliciting greater acceptance by the profession as a whole of the idea of basing professional decisions and actions on the best available evidence.

Am I convinced that as a professional I should be basing my decisions on research whenever feasible? Yes. I anticipate using data-mining techniques and social science research methodologies such as user surveys and focus groups to gather intelligence about who uses our Web resource guides and whether these guides help our users find the information they need. With the results from this research, we will have “evidence” to assist us with decisions about which guides to delete, maintain, or create. This research will also help us revise and develop guides that truly meet our users’ information needs. We will be basing our professional decisions and actions on the best available evidence.

(Presentations from the second International Evidence Based Librarianship Conference will be posted on the EBL website: http://www.eblib.net/)

A Few Articles about EBL


________. (2002). "Evidence-Based Librarianship: What Might We Expect in the Years Ahead?" Health Information and Libraries Journal 19, 71-77.

Notes


3. Id., 295-298.


ACS Publications is dedicated to publishing high quality research in all fields of chemistry. Since 1999 ACS has launched 6 new journals in the fields of combinatorial chemistry, organic chemistry, polymer science, crystallography, proteomics, and nanotechnology:

**BIOMACROMOLECULES** • **CRYSTAL GROWTH & DESIGN** • **JOURNAL OF COMBINATORIAL CHEMISTRY** • **NANO LETTERS** • **ORGANIC LETTERS** • **JOURNAL OF PROTEOME RESEARCH**

Continuing a tradition of quality and excellence, ACS launches a new journal in 2004: **MOLECULAR PHARMACEUTICS**.

ACS is pleased to announce *Molecular Pharmaceutics*, a new journal from the American Chemical Society focusing on molecular mechanistic approaches to the development of bio-available drugs and delivery systems. *Molecular Pharmaceutics* will publish articles & communications concentrating on the integration of applications of the chemical & biological sciences to advance the development of new drugs and delivery systems.

For more information on this bi-monthly publication, please go to [http://pubs.acs.org/mp](http://pubs.acs.org/mp).

These fresh, new journals have continued the quality and excellence that is the hallmark of the American Chemical Society. To access a FREE sample issue of any one of our titles, please go to [http://pubs.acs.org](http://pubs.acs.org) today!
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Database Legislation
By Laura Gasaway

Once again the U.S. Congress is considering database legislation to protect even uncopyrightable databases. For many years collections of facts such as print or electronic databases were protected by copyright under the sweat of the brow doctrine. The compiler of a factual database was rewarded for his or her hard work in gathering and compiling the facts. The U.S. Supreme Court altered the landscape considerably with the 1991 decision in Feist v. Rural Telephone Co., which struck down the sweat of the brow doctrine and held that collections of facts had to satisfy the originality/creativity requirement. Hard work was no longer enough. While many such databases possess sufficient creativity, found in selection, arrangement, indexing, and value adding to the data, many others do not. Despite scant evidence that the database industry was suffering because of Feist, efforts were begun in the mid-1990s to convince Congress that a new form of legal protection was needed.

The European Union (EU) adopted a Database Directive in 1996, which protects databases whether the compilation qualifies for copyright or not. The Directive made it possible to protect a collection of facts for even a minimal level of investment of money or resources. In exchange for this investment, the database owner gets a wide range of protection based on exclusive property rights model, most recently embodied in H.R. 106–354.

Even among proponents, there are two different schools of thought about database legislation. One is relatively strong protection based on an exclusive property rights model, most recently embodied in H.R. 106–354. Others prefer a weaker form of protection based on a misappropriation model, reflected in H.R. 106–1858.

H.R. 354
The aim of the coverage in H.R. 354 is to achieve a similar level of protection as that provided by the EU Directive but to ensure that it complies with the legal traditions of the United States. It defines "collections of information" broadly as "information...collected and...organized for the purpose of bringing discrete items of information together in one place or through one source so that persons may access them." As with the EU Directive, eligibility is in terms of investment of substantial money or resources in gathering, organizing, or maintaining a collection of information. The owner then gets two exclusive rights: (1) a right to make all or a substantial part of a protected collection available to others and (2) a right to extract all or a substantial part of a database and to make it available to others. Data would be protected for 15 years, but any update to the database would make it eligible for another 15 years of protection. The bill has a reasonable use exception, but it is not at all similar to fair use. H.R. 354 was championed by the House Judiciary Committee Subcommittee on Intellectual Property.

H.R. 1858
H.R. 1858 was favored by the House Commerce Committee as a minimalist approach to database protection. The definition of database used in this bill is similar to that in H.R. 354, but it clearly excludes traditional literary works that tell a story or communicate a message. The bill prohibits wholesale duplication of a preexisting database but only if it was distributed in commerce. There is no duration clause in the bill, unlike H.R. 354’s 15-year term. H.R. 1858 contains a set of exceptions such as news reporting, law enforcement activities, intelligence agencies, online stockbrokers, and online service providers. There is also an express exception for nonprofit scientific, educational, or research activities.

The introduction of these bills and the rhetoric surrounding them highlight disputes not only between both sides of the database protection debate but also between the House Commerce and Judiciary Committees. The 106th Congress failed to enact database legislation because of this dispute and a lack of agreement about whether database legislation was needed at all. The EU is pressing for other countries to enact legislation similar to its Directive, which contains a reciprocity clause; EU countries would deny protection to foreign nationals or enterprises that have no base of operation in the EU unless their country of origin provides similar database protection for nationals of EU countries. This is referred to as national treatment, and it may compel the United States to enact some form of database protection.

The matter is once again being considered by Congress. Next month’s column will address the current proposal, the Database and Collections of Information Misappropriation Act of 2003.

1 499 U.S. 340 (1991)
Information in digital form is valuable, heterogeneous, and voluminous beyond our experience. Over the next few years, the advent of digital cinema, streaming video and audio over the Internet, and high-definition television will add to the quantity and quality of digital information products available to consumers. Scientists routinely talk in terms of datasets too large to be ported for use at the desktop.

OCLC Library and Information Center’s Five-Year Information Format Trends (March 2003) concludes that the “estimated annual production of materials in ‘Web-ready formats’ (by the year 2007) is projected to be ‘too large to estimate’ by many analysts.” And Rutgers University Professor Michael Lesk, author of Practical Digital Libraries: Books, Bytes, and Bucks (Morgan Kaufmann, 1997), says it is thought that about 100 million books have been published since 1456, when Johann Gutenberg printed his Bible. About 200,000 of them have been digitized and put on public websites; about 1 million are available for sale in digital form, and various digitization projects are ongoing.

But is use of information in digital formats displacing use of other media? Existing studies send a decidedly mixed
message. In a brief released on September 4, 2003, technology analysts at Forrester Research maintain that the Internet "has made inroads into every media genre" between 1998 and 2003, and of them all "print is the victim"—although the effects seem to be felt largely in adult entertainment and business information (http://www.forrester.com/ER/Research/Brief/Excerpt/0,1317,32268,00.html). On the other hand, GladysAnn Wells, who heads the Arizona State Library, Archives and Public Records, says that circulation of library materials has gone up across Arizona as Internet penetration has increased in the state. "Even some bookmobiles have Internet access."

Internet access is a rough proxy for use of digital information. The most recent UCLA Internet report, Surveying the Digital Future (February 2003), a long-range longitudinal project on Internet access and use, finds that access to the Internet has remained stable from 2001 to 2002 but that the average number of hours people spend online is increasing. Television viewing continued to decline among heavy Internet users, but experienced Internet users were also very likely to be intensive users of other media, including books, newspapers, and magazines.3 The April 2003 Pew Internet and American Life report, The Ever-Shifting Internet Population: A New Look at Internet Access and the Digital Divide, agrees that there has been a "flattening" of Internet penetration rates since late 2001, hovering between 57 and 61 percent of American adults age 18 and over. But a research memo also prepared by this well-regarded research group in May 2003 finds that adoption of high-speed Internet access at home increased by 50 percent from March 2002 to March 2003. When the Pew project's investigators looked across media, like the UCLA researchers, they concluded, "Those who read newspapers, watch TV, and use cell phones and other technologies are more likely to use the Internet than those who don't."4

These studies and others suggest that intensive consumers of information will seek out that information in whatever formats and media are available. Broad generalizations about technology displacement or substitution fail to capture the complex processes of media adoption and technology diffusion across different populations, at least for what social scientist Paul Duguid, co-author with John Seely Brown of The Social Life of Information (Harvard Business School Press, 2000), calls "complex communicative artifacts." Indeed, scholarly libraries are witnessing a "dramatic switch from print collections to digital collections," Carol Tenopir of the University of Tennessee, Knoxville, writes in a recently released report from the Council on Library and Information Resources (CLIR), Use and Users of Electronic Library Resources. Yet she also finds differential use of these specialized resources. And a recent national survey of four-year liberal arts colleges and Ph.D.-granting public and private universities describes an information landscape on campus that is highly heterogeneous, composed of faculty and graduate students who are independent, intellectually sophisticated, and willing to employ a wide variety of formats and devices, together with undergraduates who are intellectually relatively naïve.

The CLIR/DLF study
With support from the Andrew W. Mellon Foundation, the Digital Library Federation (DLF), a consortium of libraries and related agencies housed within CLIR, commissioned Otsell, Inc., a content research and advisory service, to conduct a national survey of 3,234 faculty, graduate students, and undergraduates at 392 public and private Ph.D.-granting institutions and four-year liberal arts colleges with a questionnaire developed in consultation with a DLF advisory group. The study sought to characterize the information environment in higher education, primarily for library directors.

Individuals in the sample were classified by status (faculty, faculty/graduate student, graduate student, undergraduate), institution (public, private, liberal arts), and discipline (biological sciences, physical sciences, social sciences, arts and humanities, engineering, business, law, and undecided major). In addition to questions about their background, access to equipment and facilities, and time engaged in conducting research, teaching, advising students, and so on, respondents were asked about their access to and use of 17 information formats: print/hardcopy books; print/hardcopy journals; electronic books; electronic journals; magazines; papers delivered at professional meetings; print abstracts and indexes; online abstracts and indices; online databases, datasets, or data sources; manuscripts; proprietary software; data; photographs, prints, and other visual resources; technical reports; pre-prints; dissertations; and news. The research design differentiated among information used for research, information used for teaching, and information used for coursework, so that the separate roles of faculty in particular as both researchers and teachers might be isolated.

The results, summarized as a series of 659 tables of frequency distributions and cross-tabulations, were published in the fall of 2002. The survey data have been deposited and archived with the Inter-University Consortium for Political and Social Research, and the report is available in print from CLIR as well as on the
Web: Dimensions and use of the scholarly information environment: A Data Set Assembled by the Digital Library Federation and Outsell, Inc. (http://www.diglib.org/pubs/scholinfo/). Some highlights follow:

- The importance of the Internet is obvious: nearly 85 percent of the respondents believed that Internet access had changed the way they used the library, and about 41 percent worked and studied off-campus more than they had in the past.

- Faculty overwhelmingly prefer to access information from their offices, where they employ a variety of devices, equipment, and services: desktop computers, laptops, personal digital assistants, printers, scanners, and, most important, network connections. Undergraduates divide the time they devote to accessing information among the library; their dorm rooms; and labs, classrooms, and other unspecified locations.

- Although respondents believe that access to the Internet is changing the way they use the campus library, the library possesses intellectual authority and credibility: slightly more than 98 percent (98.1 percent) of those surveyed agreed with the statement, "My institution's library contains information from credible and known sources." And when asked what services they would eliminate or change, just over 75 percent (75.1 percent) of the sample responded, "Can't think of anything/nothing."

- Just over three-fourths (75.4 percent) of respondents agreed with the statement, "The Internet provides high-quality information." But just under 46 percent (45.9 percent) of respondents reported using information from the Internet without additional verification. Perhaps more disturbing, over half the undergraduates agreed or strongly agreed with the statement, "The Internet provides information that I use and trust without additional verification." Faculty and graduate students, in contrast, use a number of strategies to vet and evaluate information they discover online.

- The library's website is an important mediator, providing selection and editorial value added. Indeed, faculty and graduate students do not perceive a competition between library-based information and information they find on the Internet through search engines, the library's website, and other tools, but rather take advantage of a variety of tools, strategies, and services.

- Finally, questions concerning use of print versus electronic sources surfaced mixed results. Only about half the respondents (54.7 percent) thought that the medium per se was important. Almost 65 percent of the faculty and graduate students also reported that they relied on print all or most of the time for their research. Well over 90 percent of teachers, whether full faculty or graduate students, relied on print books and print journals for teaching and research, and students relied heavily on print books and journals for their coursework. On the other hand, almost 43 percent (42.8 percent) of all graduate and undergraduate students also claimed that they relied all or most of the time on electronic sources, with the preference for electronic being strongest among the undergraduates.

A relatively small subset of the data, summarized in Tables 1 and 2, has been culled out for books and journals, formats that have concerned librarians for the past decade, and for formats that are closely associated with different disciplines: technical reports and pre-prints for the biological sciences, physical sciences, mathematics and engineering, and dissertations and visual resources, which might be expected to resonate strongly with research in the social sciences and arts and humanities. Responses from the business and law students were not included in this subset; these were generally extremely small samples and typically would have included primarily graduate students.

What can we say? First, print books and journals remain important to faculty and students, and electronic books are not particularly popular with either group. Second, the formats that have had traditionally close affiliations with certain disciplines— for example, technical reports in engineering and computer science and pre-prints in mathematics and physics, which are typically available in electronic format— do appear to be heavily used for research by faculty and graduate students in those disciplines and are relatively infrequently used by their colleagues in the arts and humanities and social sciences.

Respondents in the arts and humanities also showed less interest in electronic journals. This finding may reflect these disciplines' traditional preference for the monograph form as well as simply fewer topical journals. According to Tenopir, of the 15,500 active, online scholarly journals, about 12,000 are classified under science, medicine, technology, or social sciences. Moreover, a study by the Association of Learned and Professional Society Publishers (www.alpsp.org/news/spssummary0603.pdf) shows that more science, technology, and medical journals are online than humanities journals. In short, there may be feedbacks between availability of information and its use, which are colored by traditions of research and publication.

Students, like their teachers, relied heavily on print books and print journals. Electronic journals, which figure fairly significantly among the researchers, appear to be less important to students when conducting their coursework. Tenopir's report for the National Science Foundation's National Science Digital Library, Increasing Effective Student Use of the Scientific Journal Literature,
ProCite 5 delivers the flexible tools you need to design and build special collections at an affordable price. You can store data in 50 pre-defined reference types or create additional ones easily. With access to hundreds of Internet libraries, you can build a database by simply entering a search query. Hundreds of bibliographic styles are ready to put the finishing touch on your reference list presentation—whether it's chronological or grouped by subject headings.

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was released on the Web on April 1, 2003 (http://web.utk.edu/~tenopir/nsf/nsf_report_final_vol_1.pdf), found that scholarly journals were introduced at different points in undergraduates’ careers, depending on a given faculty member’s assignments and preferences, so that students’ familiarity with journals tracked their professors’ approach. The CLIR/DLF study also shows that though only about 38 percent of students reported using technical reports for their coursework, a whopping 65.7 percent of the respondents in engineering used this format, followed by 49.2 percent of the respondents in mathematics/physical sciences and 45.1 percent of the respondents in the biological sciences.

Resonances across disciplines also surfaced. For example, students in arts and humanities and the biological sciences reported using visual resources, which had been thought to figure more importantly in the arts and humanities. A moment’s reflection, though, suggests that observation – whether of images of Renaissance art or cross sections of cells – is essential in both disciplines. Hence visual resources are important to the respective curricula.

**Beyond the Academic Walls**

In general, displacement or substitution arguments, Duguid suggests, are “seductive” but probably not appropriate. So despite the well-known instances of the eight-track tape recorder and other examples of technological obsolescence, we are probably headed for more information complexity rather than less. Thus, the more advanced researchers who responded to the CLIR/DLF survey wanted both the network and the library, digital and analog. Traditions of use within disciplines that are passed down from professor to student (evident in the use of electronic journals, technical reports, and pre-prints), requirements of the evidence (such as the use of visual resources), and availability of relevant information (suggested by the responses of arts and humanities scholars to e-journals) affect academic users’ choices of formats. But like the intensive information consumers in the Pew and UCLA studies, they expect to use a broad variety of resources and media.

It is barely a stretch to imagine the busy, well-wired scholar who accesses electronic resources over the network, either from the library’s website or from the Internet directly, and prints them out to be read and marked up at leisure in a book-lined study. Indeed, the most commonly reported frustration among the faculty in the CLIR/DLF sample was “having enough time.” As Janet P. Palmer and Mark Sandler report in their article “What do faculty want,” published in the January 2003 issue of Library Journal, faculty like e-journals. But “by far the most common theme driving this enthusiasm was convenience” – a finding Tenopir’s research echoes. On the other hand, Palmer and Sandler report, there is currently little enthusiasm for electronic books (as the CLIR/DLF survey also found). One sociologist they interviewed said, “I like the texture of books. I like the being of books. I like the ‘bookness’ of books.” And a demographer commented, “Books are meant to be held and savored.”

But the content that the codex form may historically have embodied is not always the same, and the e-books that seem uninviting to some academics may work well for other content and other users. SLA President Cynthia Hill, who is manager of the SunLibrary and Learning Technology Groups at Sun Microsystems, conducted an internal survey before making a decision about whether to acquire e-books for the company. Despite her misgivings, she found that her users did want e-books as well as e-journals and electronic information on current and developing standards. So she trusted her users and invested in e-books, initially on a small basis. “The results were widely successful.” Her corporate users, who are engineers, scientists, and executives, do not read the e-books “cover-to-cover,” but rather “pull out the relevant information.” Yet she says, “concurrent with that we’ve seen, our circulation statistics of print materials increase.”

Wells counsels attention to the functional aspects of different media. The values of convenience and currency implied by digital can be offset by the values of portability and durability of print and microfilm for some uses. Jennifer Belton, who supervised the integration of librarians and digital information resources into the newswroom of the Washington Post, also retained a small reference collection of print materials. At the same time, Belton points to the word-searchable digital archive of page images of the Post from 1867 to 1997 as an important educational resource that offers students “access to archives of history in the making” and “enlivens their historical pursuits.”

Academics who responded to the CLIR/DLF survey perceived value in the campus library’s editorial judgment on selection even while they embraced digital technologies and sources. Belton also found that putting librarians out on the various desks in the Post’s newswroom enhanced their role. The librarians worked directly with the reporters, who were eager “to get their hands directly on the goods” in the form of electronic information services. Searching the material themselves, with some help from the librarians, meant that the reporters saw details and broad patterns, which they verified and extended through interviews and other traditional journalistic methods. Librarians on the desks did less fact-finding and more investigative work, encouraging them to upgrade their skills and broaden their professional interests.

The Internet itself may also be encouraging interactions with librarians. Mary Dessypris, a reference librarian at the Library of Virginia (LVA), says that they are finding that patrons are using chat capabilities to pose questions from the reading rooms. Nelson Worley, LVA’s director of the Library Development and Networking Division, described one situation in one of the state’s public libraries when a patron posed a question via e-mail and the reference librarian, having learned the patron’s telephone number, called back with the relevant information. The patron was outraged, evidently much preferring the exchange to have taken place entirely through e-mail.

The LVA has digitized and put on the Web its extensive collection of finding aids for genealogical and local history
materials, and patrons do come into the downtown Richmond facility to use the various business and engineering databases of indexes and full-text articles. LVA’s networking consultant, Carol Adams, says digital may, indeed, be replacing print in reference publishing, where currency of the information, convenience, and searchability are key. Hill at Sun and Belton at the Washington Post saw similar values to digital information services and added consistency and efficiency to the list. Both Sun and the Post operate globally, 24/7. According to Hill, access to electronic information services means that the same information can be “local” to users, who may be using anything from a desktop to a handheld. Similarly, Belton says, a reporter “anywhere in the world” could access the same information services as reporters in the Washington headquarters. When it comes to interoperability, cross-searching, and data comparison, Wells says, digital “is superb; it doesn’t get any better than that.”

As these observations suggest, mining the digital medium is more than convenience. Behavior, expectations, and the structure of the underlying information also play a role. Duguid points to law as an example. The highly disciplined corpus of judgments, extracts, synopses,

### Table 1: Formats Used for Research by Faculty and Graduate Students (percentages of respondents)

<table>
<thead>
<tr>
<th></th>
<th>Print</th>
<th>Electronic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>96.6</td>
<td>18.4</td>
</tr>
<tr>
<td>Journals</td>
<td>97.2</td>
<td>74.9</td>
</tr>
</tbody>
</table>

Source: Table 68/Table 61

<table>
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<tr>
<th>Total</th>
<th>Biological Sciences</th>
<th>Math/Physical Sciences</th>
<th>Social Sciences</th>
<th>Arts and Humanities</th>
<th>Engineering</th>
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<tr>
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<td>76.5</td>
<td>84.2</td>
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</tbody>
</table>

Source: Table 68/Table 61

### Table 2: Formats Used for Coursework by Graduate and Undergraduate Students (percentages of respondents)

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<tr>
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<th>Print</th>
<th>Electronic</th>
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</thead>
<tbody>
<tr>
<td>Books</td>
<td>93.3</td>
<td>19.8</td>
</tr>
<tr>
<td>Journals</td>
<td>80.6</td>
<td>59.3</td>
</tr>
</tbody>
</table>

Source: Table 68/Table 61

<table>
<thead>
<tr>
<th>Total</th>
<th>Biological Sciences</th>
<th>Math/Physical Sciences</th>
<th>Social Sciences</th>
<th>Arts and Humanities</th>
<th>Engineering</th>
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<td>17.9</td>
<td>65.7</td>
</tr>
<tr>
<td>21.1</td>
<td>22.0</td>
<td>26.2</td>
<td>23.4</td>
<td>13.6</td>
<td>24.4</td>
</tr>
<tr>
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<td>50.5</td>
<td>57.1</td>
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<td>52.9</td>
</tr>
<tr>
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<td>30.6</td>
<td>29.8</td>
<td>48.8</td>
<td>42.8</td>
<td>34.3</td>
</tr>
</tbody>
</table>

Source: Table 70/Table 317
case headings, and so on lends itself to what he calls a "hypertext" view of the material that pre-existed digital media but, when migrated to the new environment, affords a new form of access that in scale and intensity exceeds anything in print. Thus, nearly all of the legal literature is available through Westlaw or Lexis-Nexis, and those relatively few law practices that are not wired find themselves at a painful disadvantage in court. Yet the structure of these services and their ability to support mining the material reinforce the essentially conservative intellectual structure of the law.

Duguid suggests that the cognitive behavior of a lawyer doing legal research is similar to that of a researcher who uses journals; both seek to "leap in" and discover the relevant material. And it resonates with the behavior that Hill has observed among her e-book readers at Sun who are "looking for the answer to their problem." Monographs and "monograph-like things," which capture a discursive narrative form, do not work the same way and seem better suited to the codex artifact, Duguid says, pointing to a recent experience in a bookstore in Berkeley, California. Browsing there after a film one evening, he found himself in a "roomful of tots sitting cross-legged on the floor, absorbed in Harry Potter, which they had taken off the shelves." With the most recent volume of the five-book series weighing in at 870 pages in the hardback edition (and amplified by a sophisticated, interactive website where visitors can play games), this is quite literally not light reading. Perhaps the children would not have used the formal vocabulary of scholars, but they probably would have agreed with the anonymous demographic that books are, indeed, to be "savored."

Clearly, the motivations and mindset of the "tot" who reads for entertainment are different from those of a seasoned reporter under deadline at the Washington Post, a senior engineer at Sun Microsystems in Santa Clara, a businessperson in downtown Richmond, or faculty and students who turn out a range of works from peer-reviewed articles to blogs. And that is precisely the point. Digital information is increasing in volume and value in contexts from electronic government to higher education to entertainment. But from the users' perspectives, it does not necessarily displace other media in all contexts. As more and more creators find ways to employ digital technologies, users are likely to expect a variety of formats, and an array of new media types will probably occupy different functional niches.

The challenge for librarians in this highly heterogeneous information environment will be to recognize the needs of their immediate contexts and to combine a mix of resources in appropriate formats. Librarians will have to think both locally and globally, and mechanisms for communication and cooperation among libraries will become even more important than they are now, so that what is not held locally can still be found and borrowed. In the course of her career, Wells has seen collection development evolve from policies that encouraged balanced collections "just in case" a patron might want something, to "just-in-time" models predicated on access rather than acquisition, to an emerging framework based on "just because," where librarians ask, "What's right for our place? What do we have to keep?"

Notes

5 Table 66/Table 650. The tables have been released in two formats: 158 of them are available as part of the print report; all 659 tables can be found online. The citations provide both references when the table is available in dual formats.
6 Id.
7 Table 29/Table 54; Table 30/Table 55; Table 31/Table 56.
8 Table 28/Table 601.
9 Table 65/Table 592.
10 Table 28/Table 601.
11 Id.
12 Id., also Table 599.
13 Table 44/Table 603; Table 45/Table 604.
14 Table 43/Table 602.
15 Table 61/Table 579.
16 Table 16/Table 183.
17 Table 69/Table 189.
18 Table 68/Table 61.
19 Table 70/Table 317.
20 Table 23/Table 440.
21 Table 26/Table 629.
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The Law of Unintended Consequences
By Stephen Abram

Rob Norton, former economics editor at *Forune*, says that "the law of unintended consequences, often cited but rarely defined, is that actions of people—and especially of government—always have effects that are unanticipated or 'unintended.' Economists and other social scientists have heeded its power for centuries; for just as long, politicians and popular opinion have largely ignored it."

This law is more easily understood with a metaphor and a story. Many of you will know about the passenger pigeon, which numbered in the billions in the early part of the 19th century and became extinct when the last known representative, Martha, died in captivity on September 1, 1914. The size of passenger pigeon flocks were legendary and often estimated to contain as many as 4 billion birds! It must have been an amazing sight as pigeons darkened the skies. The bird's rapid extinction was primarily us. They were such easy targets that one gunshot could kill a dozen birds. At one time, passenger pigeon hunting competitions were held that required killing a minimum of 30,000 birds to even be close to winning!

Interestingly, Lyme disease, the illness that is spread to thousands of people annually by ticks, is tied to the extinction of the passenger pigeon. As part of their natural cycle, oak trees produce an extra abundance of acorns every few years. Until they were rendered extinct by human beings, these huge flocks of passenger pigeons thrived on these acorns in northeastern forests. This additional acorn production by oak trees toppled the dominos in an ecological chain reaction. Acorns attract the two key animals that are critical to Lyme disease dispersion—white-tailed deer and the white-footed mouse. Both love to eat acorns, and with the vanishing of competition of the passen-
ger pigeons these two animals bred more and provided increasingly hospitable hosts to ticks and their Lyme bacteria. A century later, when folks walk through the woods in the spring they connect with these ticks and become exposed to Lyme disease. If the passenger pigeon had survived to help keep the acorn supply in check, would we still have had a Lyme disease epidemic? A simple player change in the ecology can cause major change down the line.

I think that this ecosystem story clearly illustrates the law of unintended consequences. The extinction of the passenger pigeon has had negative consequences, unthought of in 1900, that we are dealing with one hundred years later. If we keep ourselves aware that there will be a ripple effect of unintended consequences—some good, some bad, and some benign—of the technological changes we are experiencing and executing now, can we plan better to assure ourselves of more positive change?

In the early days of the Web, optimists saw the chance to connect with people worldwide, share experiences, and increase tolerance. In those earliest days, people discussed the democratizing effects of the new technology and the potential for it to reduce class distinctions and open economic opportunity for all. "Everyone can be a publisher!" was their cry. "Information wants to be free!" "On the Internet, no one knows you're a dog," claimed the infamous New Yorker cartoon. These were powerful visions, and many people actively sought to achieve these dreams, and, to some extent, we have progressed in getting there. The world did get smaller—I certainly am not alone in getting regular e-mail from Nigeria, and everyone everywhere around the world seems to want to sell me stuff. I do see evidence of what we now call the digital divide, and I certainly see plenty of haves and have-nots in the knowledge economy.

Is the world safer for democracy as a result of the Web? When U.S. presidential candidates manipulate Google rankings when their innumerable blogs travel from straw poll to primary, is the democratic process enhanced or hindered? When e-mails arrive quickly and cheaply just before an election and "under the radar," can candidates respond fairly and effectively, and is the process truly trusted, open, and transparent? It was certainly interesting to watch some of the purely political uses of the Web and e-mail during the California recall campaign. Even from Canada I was the lucky recipient of numerous voter entreaties! How powerful are the search engine optimizers that ensure good rankings for website information above and beyond the user's search criteria?

The Web promised us a more connected world, and this has certainly happened. I am more connected to my friends, relatives, and colleagues. I am also a lot more connected to hoaxes, viruses, worms, spam, and marketers. I know some research shows that some folks have abandoned the Internet entirely or have severely reduced their interaction with it. While it's a shame that they won't get all of the potential benefits of this marvelous tool, I can hazard, in those moments when I am being more honest with myself, that I admire their courage.

I have been using a key chain USB (Universal Serial Bus) drive lately. It holds a CD's worth of content and is so portable that I can't wait to show it to everyone I meet. Its cool factor is high for me right now. You can get anywhere from 64 megabytes to a gigabyte on a simple "memory stick" in a very affordable price range. I can now easily pack loads of data on the road and save myself from walking on a laptop-till. I can't help but wonder what the unintended consequences of this little device will be. Hmmmm . . . .

So, what's my point? I often say that the information economy is, at its core, a knowledge ecology. Just like the passenger pigeons of their day were integral to keeping the world ecology healthy and on balance, so too is the role we play. This is the key reason our perspectives as librarians are critical to the current debate on the overall initiatives and structure of this new economy. We must comment on copyright. We must address the digital divide. We must understand the unintended consequences of the technologies we introduce to our organizations. We must push quality resources and not just the free content. We must position ourselves, our profession, and our services as essential to healthy knowledge ecologies— which we are. If we don't, who will?

This column contains the personal perspectives of Stephen Abram and does not necessarily represent the opinions or positions of Micromedia ProQuest or SLA. Products are not endorsed or recommended for your personal situation and are shown here as useful ideas or places to investigate or explore. Stephen would love to hear from you at sabram@micromedia.ca.
Introduction

The International Federation of Library Associations and Institutions (IFLA) held its 69th IFLA General Conference and Council in Berlin, Germany, from August 1 to 9, 2003. SLA was an exhibitor at the conference and had great interactions with current and prospective members. Attracting more than 4,500 participants from 133 countries, the conference was a significant and diverse global gathering of people with an interest in libraries and information. More than 1,100 of the delegates were first-timers; there were 495 speakers and presenters, 234 meetings, 197 papers, and 78 poster sessions. The four official languages of the conference, English, German, French, and Spanish, were supplemented by simultaneous translations of most meetings, papers, and presentations.

The conference theme, "Access Point Library: Media-Information-Culture," was symbolized by its logo, based on the Brandenburg Gate in Berlin and reflecting the role of all libraries as gateways to information, knowledge, and culture. While many of the sessions addressed the day-to-day issues facing libraries and information professionals, many others raised global issues such as the restoration of library and information infrastructure in Iraq, the impact of antiterrorism legislation on free access to information, and the global inequity in information access and literacy. The conference passed resolutions urging all governments to actively support the resolution of these issues.

The conference was an excellent forum for sharing views, exchanging ideas, and networking globally. As a non-U.S.
member of SLA, IFLA was a wonderful opportunity to meet with other SLA members and staff, as well as colleagues from around the globe.

The summer was hotter and more humid than normal in Europe. Berlin was no exception; the heat wave was at its peak during the conference. Attendees staying at small hotels complained about their sleep, made difficult by a lack of air conditioning or even fans. However, the warm, sunny days were an asset, making the conference and sightseeing even more enjoyable. Berlin offers pleasantly contrasting architecture, where both modern and restored buildings blend into an urban mosaic of color and form. The city has a thriving nightlife and a liberal attitude toward different lifestyles. Pedestrians fill the main plazas and energetic people pack the nightspots.

Conference Program
Berlin was certainly a great venue for the 2003 IFLA meeting, which this year was renamed "World Library and Information Congress," a title that is catchier and more likely to attract potential participants across the library planet. The program was, in general, structured the same as in previous years. There were keynote speeches by well-known German personalities, such as Klaus G. Saur on "Library and Publishers Partnerships" and Rainer Kuhlen on "Change of Paradigm in Knowledge Management." In addition, there were conference-wide presentations, open sessions, and multiple workshops, including several offsite and satellite (preconference) meetings.

IFLA Shakeups
IFLA is undergoing several changes. The 2004 Conference will be slightly less than a week long: six days instead of nine, as in previous years. The change started in Berlin with a one-day reduction and will continue in Buenos Aires, the next site, with the removal of another day. The program content will be reduced, meaning fewer papers, workshops, satellite meetings, and business meetings. The organizational structure is also undergoing changes that will be carried out through 2007. There will be fewer Sections, and the new governing structure will adapt more readily to potential library association opportunities. Some of these changes have already been introduced: shorter presidential periods and the selection of a president-elect.

The new president, Kay Raseroa, the first African to be elected for this post in IFLA's history, introduced a theme for her two-year term: "Life-Long Literacy," and the subtopics of "Indigenous Information" and "Advocacy." A brainstorming session was organized for all IFLA officers to discuss President Raseroa's theme and subthemes, as well as the recently approved IFLA priorities and the new Social Responsibilities document. All in all, there were too many ideas and concepts to cover in the shortened program times.

Web Proceedings
IFLA conference papers can be downloaded from www.ifla.org. The website is an excellent repository of international documents from the current and previous years.

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conferences. Those interested in participating in the 2004 conference in Buenos Aires can access the different subject Sections on the website. Some Sections do call for papers; if not, get in touch with the chair to inquire about participating in next year’s program.

SLA members who represent the association in the various IFLA Section Standing Committees have submitted the following meeting and event reports.

**Information Literacy Section**

By Jesús Lau
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The Information Literacy Section (INFOLIT), which I chair, has to find an efficient way to provide a relevant program to members next year in the shorter, two-hour program time. The program time for the Open Session was reduced by half an hour, and workshops have been eliminated from the program completely. Workshops used to be a flexible time for Sections to hold another program or a workshop that could last from four hours to a full day. It will be interesting to see how the shorter program time affects members’ opinions. The comment by IFLA officials was that Sections could do more work during the year, such as projects and satellite workshops, to make themselves more visible in the recently expanded number of Sections.

The INFOLIT program consisted of an open session and a workshop. The first had three papers that focused on the topic "The International Information Literacy Certificate: Challenges for the Profession." Speakers had conflicting opinions on the subject; the most convincing argument was that it is difficult to certify/evaluate higher skills, such as research skills, across nations because of a lack of standards in information competencies. The session was jointly organized with the University Libraries Section. The workshop "Using Assessment as a Tool to Improve Teaching and Improve Learning" was excellent and very well attended. Next year, the INFOLIT program will be devoted to "Information Literacy: How to Make It More Meaningful to Life-Long Literacy." The project on International Information Literacy Guidelines will also be presented for discussion. A new project to create a basic training package for information literacy facilitators was submitted to the IFLA Professional Board.

**University Libraries Section**

By Jesús Lau
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This Section, of which I am a member of the standing committee as Special Libraries Association representative, conducted various activities: among them, the discussion...
Epiphanies wanted.

As joyce called them. Wordsworth called them “moments in time.” It's that incredible moment when knowledge and intuition crystallize into a new depth of understanding. And OCLC Digital Collection and Preservation Services helps your library make more of these moments happen for your users—through your digital collections.

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Librarians make the difference.
group sessions on "The Scholar's Portal: An International Perspective" and "Marketing Library Services to Academic Communities; Knowledge Management." Like the rest of the Sections and divisions, it welcomed the new two-year elected members and worked on updating the strategic plan, a requirement for all IFLA units.

The IFLA World Library and Information Congress was a hit. Time was tight for IFLA officers like myself. I attended two Section meetings and two divisional meetings; made a presentation for the ALA @ Your Library Campaign; facilitated a strategic planning session for the Regional Sections of Asia, Africa, Latin America, and the Caribbean; manned the IFLA booth for an hour; made a short presentation on objectives to the Spanish-Speaking Caucus; attended the workshop and chaired the Open Session of my own Section; and attended additional meetings with IFLA staff and other Sections' officers. However, despite all of the work, I enjoyed the social entertainment offered at the end of the day and the opportunity to see the city of Berlin. The capital of reunited Germany has much to offer: a great historical past; multiple first-class museums, parks, and restaurants; and a never-ending nightlife. After the conference, I took eight extra days to tour Berlin and visit Warsaw and the beautiful town of Krakow in Poland.

Statistics and Evaluation Section Standing Committee
By Sue Henczel
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The Statistics and Evaluation Section held a number of events during IFLA. The first of two meetings was held on Saturday, August 2, where the election of officers saw Mike Heaney (UK) voted in as the new Chair. Mike took over this position from Wanda Dole (USA), who had completed her term. Since it was the first meeting of the year, the agenda covered such things as the updating, translating, and printing of the Section brochure and the development of the newsletter. Members and guests reported on their activities related to statistics and evaluation.

The second meeting was held on Friday, August 8, with the primary agenda item being the development of the Strategic Plan for 2003-05 and plans for Section activities at IFLA 2004 in Buenos Aires.

On Sunday, August 3, the start-up meeting of the Quality Issues in Libraries Discussion Group was held. This event was co-sponsored by the Statistics and Evaluation and the Library Theory and Research Sections. Presentations by Chair Sue McKnight (Australia) and Roswitha Poll (Germany) attracted a large audience, lots of questions, and lively discussion.

The Open Program sponsored by the Benchmarking and Performance Measurements: Developing Quality Services at National Libraries Section was held on August 5. Speakers from New Zealand, Germany, Malaysia, and Slovenia presented on a range of topics from benchmarking overviews to practical case studies.

Two satellite meetings were sponsored and supported by the Statistics and Evaluation Section Standing Committee. The Section sponsored a preconference meeting co-sponsored by Northumbria University, "Performance Measurement in Libraries and Information Services: Northumbria 5," which was held in Durham, UK, on July 28-31. A postconference satellite meeting, "Leadership and Risk Taking in Library and Information Management," was held in Vienna, Austria, on August 10-12. This meeting was co-sponsored by the Management and Marketing Section, the Austrian Librarians Association, and the Vienna University Library.

Library and Research Services for Parliaments Section
By Donna Scheeder
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The Library and Research Services for Parliaments Section held a preconference meeting in Prague July 29-30 and a meeting at the IFLA conference in Berlin, August 1-9. In addition to the preconference, which focused on services provided to the parliaments of Eastern Europe, the Section held two business meetings, Research Day and Management Workshop Day, and one open meeting. Topics explored at the management workshops included user education, knowledge management, change management, special collections, and consortia and cooperative acquisitions.

The Bundesrat and the Bundestag jointly hosted the Section for a day of meetings on August 7, which included discussions of the functions of the respective houses of the legislature and the services provided to them. Tours of their historic buildings were also included. The day culminated with a special dinner hosted by the Bundestag, which took place in the elegant dining room at the top of the Reichstag Building. The open meeting explored "The Challenge of Change: The Experience of Three German-Speaking Parliamentary Libraries."

Research Day focused on trends, ideas, and innovations. Papers presented included reports from Australia, the United Kingdom, Canada, the European Union, and Norway on new services under development. Topics included "Managing the Political Environment" and "Building Continuous Innovation."

Meetings of the Standing Committee focused on the new structure of IFLA meetings, which provides only a two-hour meeting time block for each Section. Section members feel strongly that the Section membership is unique in that there is only one parliamentary library from each country and that the conference represents the only opportunity to network with practitioners who have similar environments and service concerns. Section members felt that it will be difficult to justify the expense of attending IFLA if there is only one Section meeting that directly speaks to their needs. The Section voted to actively explore affiliation with another organization that might better serve their needs.
Health and Biosciences Libraries Section
(formerly Biological and Medical Libraries Section)
By Jo Anne Boorkman
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The Health and Biosciences Libraries Section of IFLA joined the Science and Technology Libraries Section to present a program on "Bioinformatics: An Evolution of Two Decades." Three speakers from Germany provided varied perspectives highlighting the problems of extracting quality data from large "libraries" of genetic sequences and properly annotating and validating the results.

Julia Gelfand and Jean Poland from the Science and Technology Section organized a study tour to the Telegrafenberg (GeoForschungsZentrum) in Potsdam for one day of the meeting. The group was given an overview of the institute's work in astronomy and earth sciences, a tour of the old and new libraries, a visit to the Einsteinium observatory, and a lovely walk through the woods.

The day concluded with a tour of Potsdam, with stops at Sans Souci and Schloss Cecilienhof, site of the Potsdam Conference at the end of World War II.

The Health and Biosciences Libraries Section met twice during the conference. Rick Forsman (USA) chaired the first meeting. He reported that IFLA had accepted the Section's recommendation for a name change from Biological and Medical Sciences Section to Health and Biosciences Libraries Section. Section members elected Bruce Madge (UK) Chair and Rowena Cowen (NZ) Secretary/Information Coordinator for 2003-2005.

The Section business meetings focused on revising the Strategic Plan for 2003-2005. Topics included planning for the 2004 IFLA meeting in Buenos Aires, August 22-27, where President Kay Rasero's overall theme is "Libraries: Tools for Education and Development," and the 9th International Congress on Medical Librarianship (ICML 9) to be held in Salvador, Bahia, Brazil, September 20-23, 2005, in conjunction with the 7th Latin American and Caribbean Congress on Health Sciences Information (CRICS 7) (http://www.icml.org). The theme for this meeting is "Commitment to Equity."

Other Section goals for the biennium include encouraging endorsement by the World Health Organization (WHO) and the Pan American Health Organization (PAHO) of the I (ICOLC) International Coalition of Library Consortia's statement of principles for accessible health information within a cost structure that is affordable and that employs fair licensing principles; increasing communication among librarians interested in the health and biosciences; and developing the Section's website on IFLANET (http://www.ifla.org/VII/s28/sbams.htm) to promote meetings, encourage communication among health and biosciences librarians, and provide links to websites that illustrate good practices in teaching health information.
In keeping with the overall theme of the Buenos Aires meeting, the Section’s theme is “Health Information Literacy.” A call for contributed papers that evaluate successful programs under the topic “Channels for Empowering Patients with Health Information” will be forthcoming. Posters under the theme of health information literacy are also encouraged.

Plans for ICML 9/CRICS 7 are being coordinated and hosted by BIREME (The Latin American and Caribbean Center on Health Sciences Information of the Pan American Health Organization)/PAHO/WHO and the IFLA Medical and Biosciences Libraries Section. Look for a call for papers and posters in early 2004.

MLA President Pat Thibodeau attended the first business meeting and announced her plans for a Task Force on Global Relations. Section members Bruce Madge and Michael Homan (MLA representatives to IFLA) have both been appointed to this task force.


With the Section’s focus on improving communications with colleagues in health and biosciences libraries, I will report Section activities and upcoming events throughout the year to the SLA Biomedical and Life Sciences Division’s listserver and in Biofeedback. In turn, anyone with suggestions for the IFLA Health and Biosciences Library Section’s links to websites that illustrate good practices in teaching health information, news, and other information of interest should forward them to me at jaboorkman@ucdavis.edu.

Cataloguing Section
By Dorothy McGarry
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The Cataloguing Section always has a very active program, working largely through Working Groups (WGs) within the Standing Committee. The Standing Committee meets twice at each IFLA Conference, hearing reports from the WGs, discussing its strategic plan and its work plan, and deciding on topics for its program meetings at the following two IFLA conferences.

The program session at this year’s conference consisted of reports from several participants in a meeting of cataloguing rulemakers from Europe and people from some of the national libraries in Europe who will interpret the rules, with a few attendees from the United States. The meeting was held in Frankfurt in late July. Several breakout groups had discussed issues such as personal authors, corporate bodies, uniform titles, and so forth. Reports will be posted on a website prepared by the meeting, and a proposed set of cataloguing principles will also be posted there when it is ready. Other meetings of cataloguing rulemakers are being planned in South America related to IFLA 2004, in Korea related to IFLA 2006, and in South Africa related to IFLA 2007. The Section also participated in the Division of Bibliographic Control’s workshop on “Subject Gateways.”

Among the current working groups’ activities are the following:

The ISBD (International Standard Bibliographic Description) Review Group met twice during the conference. It agreed on some outstanding issues involved in revising several of the ISBDs, including deciding not to use the terminology from the Functional Requirements for Bibliographic Records (FRBR). The ISBD(G) will be out for worldwide review later this year. It is anticipated that the ISBD(ER) revision will also be out later this year, and the ISBD(A), ISBD(CM), and ISBD(NBM) in 2004.

The WGs on Guidelines for OPAC (Online Public Access Catalogues) Displays and on the Use of Metadata Schemes anticipate having documents for Section review later this year, after which they will go out for worldwide review.

A multilingual dictionary for cataloguing terms is being developed. English terms have been input from AACR2 (Anglo-American Cataloguing Rules, 2nd edition) and several ISBDs, and members of the WG will relate those terms to terms in their own languages. This will be useful for reading literature in another language, and also for translating international standards from one language into another.

Anonymous Classics part I (for Europe) should be out later this year. The WG will be reconstituted and attempts made to finish work for other parts of the world.

The FRBR Review Group met to set up a working procedure and formed a number of subgroups. A discussion group and website had already been established, and a bibliography put on the website. Among other activities, the group plans to clarify the FRBR term “expression” by providing examples, prepare a manual for teachers, and attempt to translate FRBR into an object-oriented programming model from the entity-relationship model in which it was prepared.

A previous publication, Names of Persons, will be put on the Web, offering the opportunity for people from various countries to update and revise it.

The divisional group discussing Functional Requirements for Authority Numbering and Records plans to have its latest draft ready soon for review by the three Standing Committees, after which it will be sent for worldwide review.

Gunilla Jonsson (Sweden) was elected Chair, and Judy Kuhagen (USA) was elected Secretary.

The Section puts out a newsletter twice a year; it is avail-
Classification and Indexing Section

By Marcia Lei Zeng
mzeng@kent.edu

At the IFLA 2003 Berlin Conference, SLA member Dorothy McGarry (USA) was one of the several new members of the Standing Committee of the Classification and Indexing Section, while Marica Lei Zeng (USA), also an SLA member, was elected incoming Chair of the Section. The Standing Committee now has 22 members from 15 countries.

The Section had an open program, "Changing Roles of Subject Access Tools," with three papers: "FAST (Faceted Application of Subject Terminology): A Simplified LCSH-Based Vocabulary," by Ed O'Neill and Lois Mai Chan (USA), "SWD/RSWK at the Swiss National Library: Celebrating 5 Years of Indexing and Cooperation," by Patrice Landry (Switzerland), and "UDC implementation: From Library Shelves to a Structured Indexing Language," by Aida Slavic (UK).

The Section also organized a workshop, "Dewey Decimal Classification-Edition 22 in the Global Context." In addition, the Section participated in the workshop "Subject Gateways," organized by the Division of Bibliographic Control, to which this Section belongs. All programs and workshops were well attended and received.

The Section has four WGs this year. The WG on Guidelines for Multilingual Thesauri (chaired by Gerhard Riesthuis, the Netherlands) will distribute its guidelines for comments by the end of 2003. The WG on Subject Access Approaches Used by Digital Collections and Information Directories (chaired by Marcia Zeng, USA) is finishing its work and will distribute its results in the Section newsletter. A new WG has been established (to be chaired by David Miller, United States) to provide a clearinghouse of subject access tools currently available. Another new WG (to be co-chaired by Martin Kunz of Germany and Patrice Landry of Switzerland) will investigate the best practices and guidelines for subject indexing used by national bibliographic agencies. Both new WGs will report their work at the 2005 Oslo conference. For the 2004 Buenos Aires conference, the Section will have a program with the theme of "Implementation and Adaptation of Global Tools for Subject Access to Local Needs." It will include papers from Latin America and the Caribbean, as well as from Europe.
Memory Triggers
By Chris Olson

Sure, "branding" is a hot buzzword, but how does it really work? How does our brain remember what we've seen or heard? How do we recall our experiences? What triggers recognition? Think about it. The answers to these questions hold the keys to successful branding.

Branding Goes to the Dogs
The core concept behind branding can be traced to behavioral psychology and neuroscience. In the late 1800s, Ivan Pavlov rang a bell every time his dogs were fed. After a while the dogs learned to associate the sound of a bell with food, so much so that the dogs would drool at the mere sound of the bell. The discovery became known as Associative Learning. Pavlov's research contributed to our understanding of branding by demonstrating how to use memory recall to build an associative link to a positive memory, and then having the memory recalled on demand.

Ongoing research gleaned from the field of neuropsychology is giving marketing professionals new insights into branding based on brain functions and how memories are formed. In 2000 the Nobel Prize for Physiology or Medicine was awarded to three scientists for their research in the brain and nervous system. Their work provided insights into chemical and electrical brain processes, paving the way for understanding how complex memory images are stored in the brain. The three types of memory storage in the human brain - electrical, chemical and structural - can the success of branding efforts.

Electrical memory is temporary and is referred to as short-term memory. It is limited in its capacity and represents what you are thinking about right now - this very moment. Chemical memory is medium-term memory that can store more data for longer periods of time. Medium-term memory is only as good as the exercise we give it. A long period of inactivity will cause the memory to disappear. Long-term memory, or structural memory, is so deeply imprinted that the memory actually changes the structure of our brain. Even if we don't recall a structural memory for years, it still exists.

Teaching the Old Dog New Tricks
How memory is created and stored in our brains has implications for branding. Because a goal of branding is "top of mind" recall and recognition, successful brands aim to become a medium and, ultimately, a long term memory. Brand messages have to be relevant to targeted audiences and frequent, using multisensory experiences to forge a memory. That's why it's not enough to limit an information service brand to just a logo or to a single visibility campaign.

To make a brand memory, branding has to go beyond the "here and now" of electrical memory, and instead, regularly activate the chemical memory-medium term memory - over an extended period of time with as many different "mental" connections as possible. Seeing the brand. Saying the brand. Hearing the brand. Reading the brand. Experiencing the brand. The multisensory approach creates short-term, electrical memories and with repeated brand exposure converts the short-term into medium-term memory.

Even when the brand is imprinted in the medium memory, branding can not rest. If the memory is left unused for a period of time, it will disappear. This implies that the minute an information service brand rests on its laurels, brand erosion begins. It's the reason why limited-time promotion offers or one-time visibility campaigns are not successful brand-building activities. Both focus on the short-term memory. It takes consistent, long-term brand-building marketing and communications activities to keep the memory alive.

Top Dog
When planning brand strategies for your information service, consider how the strategies will affect the three different forms of memory. You can increase message transfer from the electrical memory to the medium-term, chemical memory by incorporating two important considerations into your branding plans. First, increase the relevancy of the message. Know your target markets and understand what information service features are important to them. Your messages should answer the "So what?" question from the perspective of your customer. Second, increase the frequency of message repetition. Not only repeat messages, but increase the number of times they are repeated. Your messages have to get beyond the electrical memory of the "here and now," and increasing the frequency across different sensory routes will help to store the message in the chemical memory. Examine your brand communications mix. Does it rely on one or two types of message transmissions? Are you maximizing all the sensory avenues to the memories of your target market?

Taking the brain and memory into consideration puts a new perspective on brand strategies designed to build the relationship between an information services brand and customers. Establishing and triggering memories is fundamental to branding. Leverage branding strategies to establish positive memories and associations of your information service, and build brand equity and value.

Contact Chris Olson at BrandTalk@SLA.org
Coming in
January 2004

A new look
coming events

December 2003

Online Information 2003
December 2-4
London, UK
http://www.online-information.co.uk/online/conference.asp

Digital Information Exchange:
Pathways to Build Global Information Society
January 21-23
New Delhi, India
http://www.cenlib.iitm.ac.in/sis2004/index.html

SLA Virtual Seminar
Business and Planning
December 3
Learn from anywhere in the world
http://www.sla.org/virtualseminar

January 2004

Association for Library and
Information Science Education (ALISE)
January 6-9
Philadelphia, PA, USA
http://www.alise.org/conferences/index.shtml

ALA Midwinter
January 9-14
San Diego, CA, USA
www.sla.org/events/midwinter2003/

May 2004

Medical Library Association (MLA)
May 21-26
Washington, DC, USA
http://www.mlanet.org/am/index.html

June 2004

SLA Annual Conference
June 5-10
Nashville, TN
http://www.sla.org/nashville2004

July 2004

97th American Association of
Law Libraries (AALL) Annual Meeting & Conference
July 10-14
Boston, MA, USA
http://www.aallnet.org/events/

April 2004

Joint Spring Conference
April 14-16, 2004
Barren River State Park, KY
http://www.sla.org/calendar
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