BCLA Shelflist

Greetings! Here is another issue of the BCLA electronic newsletter. If you have comments, questions or problems please let us know. lpirlroth@state.pa.us or fholt@alb.edu

Fall Meeting & Workshop

November 3, 2006

The BCLA's fall meeting will be held in a Seminar Room at the Student Center of Alvernia College on Friday, November 3rd at 1 PM.

After a brief business meeting, there will be a workshop on Library 2.0 presented by Carolyn Blatchley of the Cumberland County Library System in Carlyle. She will define Library 2.0 and Web 2.0 and take the mysteries out of the new technologies and services that librarians can now offer. Learn about blogs, wikis, RSS, IM, podcasts, social networking and more. Even with a tight budget, there are many things that can be implemented in our libraries. After the program, there will be a chance to visit the Franco Library at Alvernia.

There is no cost for this meeting and workshop. However, we need to know you are coming. Please RSVP by email, telephone or postal service no later than October 30th to:
Celia Colby
Spring Township Library
78-C Commerce Drive
Wyomissing PA 19610
(610)373-9888
cielsister@yahoo.com or
springtwp@berks.lib.pa.us

Public librarians will receive CE credit for the workshop.

For those that need directions to Alvernia College, go to their website at http://www.alvernia.edu/about/location.htm - the Student Center is Building 19 on the campus map at http://www.alvernia.edu/about/map.htm.

Spring Meeting
BCLA 2006 Spring Meeting and Workshop

Exploring Google and New Search Options – presentation in ppt, pdf, html
Steven Bell, presented
Reported by Jennifer Balas

Google Experience - Age of the User Experience
- Simple vs. complexity/confusion
- If you have to learn it, we have a problem

- Features get used if they provide good user experience
- Don't want to think about how it works

Calvin (Calvin & Hobbes) - Knowledge is paralyzing - "Being a man of action, I can't afford to take that risk."

Preferred Library World Responses to Google - environment of changing searcher behavior
- Options and balance - educate users
- Keep up with competition
- Avoid being anti-Google

Google IQ
- Googol - very large number
- Page rank - retrieval and ordering of results by a popularity measure - harder to manipulate results - can work against a new page
- Find out who links to your page - "link:www.mypage.com"
- Vincent (Vinton?) Cerf - Internet developer/pioneer hired by Google

Googlelization - desire to see traditional interfaces look more like the Google search page
ex. Penn website

RedLightGreen - search refined by LC controlled vocab - gives people what they want - the Google experience

Is federated search a viable solution - metasearch?
Do we contribute to patron "satisficing" (the tendency to select the first option given that can work for the situation rather than the "optimal" solution.)? - help them to understand their options

Google Scholar and Microsoft Academic Search (beta stage)
Integration of scholarly content
- Tackles issues of low quality content
- Link resolver - link article from GoogleScholar to content in library's databases ex. S-F-X
- Critical examination of ranking of articles that come up - It is a commercial tool.
- Drexel Find It @ Drexel and Google Scholar
- Google Migration
- Put Library content where the users are - in Google
- How will this change search behaviors?
- Open World Cat
- "find in a library" [search terms]
- pretty soon Google will add all of OCLC records
- 3 million books vs. 8 billion websites in Google
- User more involved in content - Web 2.0, Library 2.0
- allow user comments/reviews

Google Book Search
Will library databases be next? -

Alternatives to Google
Google, Yahoo, MSN Search, Ask - big four search engines
1.1% of search results common to all four search engines (Google, Yahoo, MSN Search, Ask)
84.9% unique to each search engine

Search comparison tools
- JUX2.com - searches MSN, Yahoo, Google - ranks on each engine - what's missing from Google.
- Dog Pile - MSN, Yahoo, Google - illustrates search results from each - includes commercial sites in top results.
- Ranking Thumbshots - allows for comparison between two engines of user's choice - illustrates ranking positions and whether they are unique.

"100 Search Engines in 100 Days" on About.com

- Exalead - features related terms in left menu - proximity search (16 intervening terms)
- Clusty - clustering search engine
- Ask - Wikipedia comes up first, narrow search, expand search, option in right menu
- merging of Tioma and Jeeves
- Technorati - blog search engine
- Findory - news, blogs, web

Beyond Search Engines
Use social collaboration sites to locate information instead of engines (wisdom of the crowd)
- del.icio.us - web based bookmarking site - "discover favorites" function, list common tags on right menu - tags not controlled vocabulary. - tag cloud.
- Cite U Like - more scholarly in nature, find someone who is doing the same research and see what they are bookmarking.
- H2O Playlist - for books and articles reading list
- furl - Your Personal Web File - bookmarking and saving contents as well as locating contents - saves content, not a link - can still retrieve content even after it is taken off the web. - can export links if it goes away or if it is no longer free - RSS feed for subscribers

Know the Competition - Keeping Up (see handout for links)
- Can't compete if you don't know competitors
- Helps you to differentiate library – added value features
- Position yourself as a Google expert
- Steven Bell's Keeping Up website – free electronic tools
- Make use of Google blogs
- Subscribe to some search engine news reporters – Search Engine Watch – search engine report – monthly newsletter
- Learn how to use RSS and Bloglines
- "How to Get Started in Bloglines in Three Steps"
- Also consider Google Librarian Center

How Do We Survive (and Prosper!)
- Develop expertise – and keep up
- Preach balance – there is a full spectrum of search resources – use them all wisely
- Create user awareness in your community
- Open up eyes and minds with competitive search utilities
- Think competitive and differentiate the library

Spring Meeting Minutes
June 2, 2006
Thun Library, Penn State Berks Campus

Call to Order:
Chris Ritter, BCLA President, called the meeting to order at 12:36 PM at the Thun Library, Penn State Berks Campus with approximately 26 members in attendance.

Approval of Minutes:
Corrections were made to the minutes of the February 17, 2006 Winter Meeting. A motion was made to approve the minutes by Kim Stahler and seconded by Celia Colby. Motion carried. The Secretary will file the approved 2006 Winter Meeting minutes.

Treasurer's Report:
Mindy Peters, Treasurer, submitted the Treasurer's Report. The previous balance was $1,218.25. For this reporting period, income amounted to $925.00 and expenditures amounted to $531.31. The balance as of June 2, 2006 is $1,612.54. It was reported by Mindy Peters that there are 56 total members. The Treasurer's Report is filed with these minutes.

Committee Reports:
Nominating Committee:
The slate for the 2006-2007 year was announced as follows:
President – Fianna Holt
Vice President – Jennifer Balas
Secretary – Celia Colby
Treasurer – Mindy Peters
A motion to accept the officer slate was made by Julie Rinehart and seconded by Celia Colby. All members approved.

Unfinished Business:
None

New Business:
The new officers were welcomed. The old officers were thanked, notably Wendy Schmehl for stepping in as vice-president and Diane Pawling for her efforts as the previous vice-president.
Contact Julie for continuing education credit for the workshops.
According to Wendy Schmehl's paperwork, BCLA's 40th anniversary will fall next April.

Announcements:
None

Adjournment:
The meeting was adjourned at approximately 12:50 PM.

Jennifer Balas
Secretary

Presidential Musings

It was 30 years ago, give or take a few years, when I sat on a panel discussing the future of libraries at a BCLA meeting, representing the scientific and technical libraries who were members. I stated that, by the end of the century, books and journal articles as we know them would be obsolete, print indexes would be totally replaced by search services, and microfilm would no longer be used as a storage media. Libraries would be even more important as we librarians supplied the books and articles in electronic form, searching for the patron in databases. How right and how wrong I was!

I had been following closely the Ohio College Library Center (to become OCLC) and the development of MARC (MAchine Readable Cataloging), mainly to produce the printed catalog cards to use in our libraries. But we would need something separate for our bookless world. And we never even discussed other media, even though our public, academic and school libraries regularly collected vinyl records, cassette tapes, 8, 16 and 32 mm. films, slides and filmstrips.

Books aren't obsolete. Any book that is meant to be read in a linear fashion, such as the latest mystery or an investigation of multiple sclerosis or the poems of Garcia Lorca, will be on our shelves. How can you read a book on the beach or in a car or in the bathtub (but not library books please!) with a laptop? Putting aside the technical issues of book readers and portable computers, who wants to read the latest Danielle Steele on a screen with the eyestrain involved? I certainly do not. Neither do our patrons. Magazines aren't obsolete. I want to browse the latest issue of Time or Jet, holding it in my hands and flipping pages. The reality today is that books and magazines are still a staple of our libraries and are only supplemented by e-books and e-journals.

What is becoming reality is the transfer of traditional reference books to electronic format only. That way a directory can accessed with all the newest members, an encyclopedia have the latest new information, a handbook with the latest statistics, and an index with all the latest issues of a periodical in full text. With the advent of the Web, the publisher can make changes every day or week and our patrons have the latest information. Many new journals have appeared that are in electronic format only and many more either have

ceased publishing paper copies or offer both with one subscription price. (I am ignoring the basic problem which is the overprinting of these sources and the proliferation of paper use in this decade. Our patrons now print everything!) All of these electronic materials offer greater searchability.

This brings me to my next point – we as librarians are not doing the searching. SDC's Orbit and Dialog, along with other services such as Medline, were set up for librarians. The patron asked the question, the librarian did the search. It never occurred to us 30 years ago that end-user searching of our carefully controlled databases would ever occur. And Google wasn't even on the horizon, the ultimate in end-user searching. With the nature of Google and the complexity of databases in general, a librarian is even more important for our patrons. What database should they use? How can they find the exact journal article they need? What is authoritative on the Web and what isn't? And the most important reason of all – many of our patrons do not have access to the quality materials or don't understand how to get to them. We know the resources; both in print and on the web and can play a vital role in the transfer of information.

It is a brave new world. We don't know what is on the horizon but we do know that we must be knowledgeable in our field. Come to the fall meeting of BCLA and learn more about our new world.

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15 minutes of Fame

Sylvia L. Pham

Position: Reference/maps librarian
Where and when born: Newark, New Jersey, 1971
First Job: library page for the Newark Public Library system
Accomplishment I'm proudest of: getting my MLS- first in my family to receive a post-graduate degree.
When I have spare time, my favorite thing to do is: riding roller coasters!
Dream vacation: Hawaii
How I plan to spend my retirement: Long way off for me, but I'd like to travel more.
Favorite TV program: LOST
All-time favorite book: The Lord of the Rings
The habit I cannot break: fidgeting. I'm not one to sit still for long.
The craziest thing I've ever done: visiting an abandoned NJ state mental hospital in the middle of the night- very scary!
Proudest moments of my life: 2 moments: The birth of my two children!
Job I would like to have for one day: Rock star!
People may be surprised to know that I: love to dance. Considered a dance career at one point.
Berks County's Biggest Secret: I just moved to Berks County last November. I'm still waiting to find out!