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November 2009 - Issue 16

A Member Perspective.....

**The CLSIG CPD Seminar Web 2.0
- the truth behind the hype**

Thursday 17 September
Hammonds LLP, 7 Devonshire Square,
London EC2M 4YH

So I decided to go to my first seminar from CLSIG on a subject I was particularly interested in, as besides Facebook and blogs, I did not know much about it at all. I went along to hear two well-thought out presentations on the subject - given by Karen Blakeman (Freelance Information Consultant), electronic information guru with excellent slides and images, and one given by Phil Duffy (Information Manager, Hammonds) who



provided a very interesting talk debunking the myths of the uses and abuses of Web 2.0.

After an enjoyable and tasty reception and the opportunity to network and meet fellow professionals beforehand at Hammonds, Phil started the talk by asking people if anyone had internet enabled on their phones and asked them not to tweet during the talk. A good beginning. Then he went on to talk about the origins of what has come to be known as Web 2.0, detailing early Usenet groups such as alt.barney and their current incarnations. He stressed that the term Web 2.0 is mainly marketing hype, that there is often information overload with social networking applications, websites and a problem with creativity. Phil cited blogging systems like

WordPress and said that there was not a lot of creative control over this, only control over content, not design or layout.

Online collaboration is often fragmented, structured creativity. It is also important, especially within this current economic climate to consider whether there is money in the application. He cited the example of Friends Reunited, which was chargeable and became free - and did not develop.

There was a rundown of the top ten applications including: [You Tube](#), [Flickr](#), [SurveyMonkey.com](#), [GoneTooSoon.org](#). Phil commented that most of these are hype, but there are a "few gems", for example moonpig.com which is an excellent method of creating greeting cards.

After Phil Duffy had finished, Karen Blakeman gave her lecture. She defined what she thought were the positive aspects of Web 2.0 - the serendipity of it, and the current awareness of such applications of blogs - including promoting expertise, and spoke of the drawbacks - the fact that certain types of documents like [GoogleDocs](#) are not confidential. She gave a few examples of applications such as [Bloglines](#) and [Netvibes](#). She said it's about deploying collaboration effectively for example using wikis, and is useful for competitive intelligence, but also said that email discussion lists like [BUSLIB-L](#) were still extremely effective.



The questions posed after the session ended, were very interesting, and informative.

All in all, this was a thoroughly enjoyable evening, which was entertaining as well as educating. Since

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People

New Committee Members

Christopher Mullan, Deputy Website Editor

Is the Intranet Content Co-ordinator for Baker Tilly, and is also studying part-time for a Masters in Information Science at City University. His professional interests include maximising the usefulness of search logs for intranet content management and innovation without a budget. When not working or studying, he enjoys swimming, sailing and a bit of park frisbee.



Angela Battistini - Editorial Assistant

Angela is a business researcher at



Freshfields Bruckhaus Deringer with several years experience in the corporate sector working in research and information roles. Her interest lies in getting under the skin of any research she is doing and finding that hard to find information.

Suzanna Rickeard - Editorial Assistant

Suzanna Rickeard is an information professional at Lawrence Graham LLP. Her role encompasses a mixture of legal and business research, training, current awareness development and resource maintenance. She loves enjoying mountain sports in her spare time.



CILIP AGM update - CILIP Fees

The AGM was held on the 15th October, at SOAS. The vote on the proposed membership fees was as follows: 115 for, 66 against, 3 abstentions. Did you vote? (Governance Unit, **B&G eNews - News Update 16th October 2009**)



* HOLLYWOOD LIBRARIAN SCREENING *

Missed this the first time round? Couldn't make the showing? Want a chance to see it again?

We are looking into screening the legendary 'The Hollywood Librarian: a look at librarians through film', described as the first film that looks at the treatment of librarians in film and so much more. Let us know via events@clsig.org.uk if you would be interested in seeing the film and, depending on the response, we will see what we can do. All would be welcome, whatever the sector, non-members too. We are planning on having light refreshments and charging a modest fee to cover costs.

More details about the film: <http://www.hollywoodlibrarian.com/>



CLSIG News is published bi-monthly electronically. Back issues are available on www.clsig.org.uk

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Newly-formed UK Library and Information Science Research Coalition makes its first appointment

Congratulations to Dr Hazel Hall. She has been appointed to provide strategic leadership to the newly established Library and Information Science Research Coalition. The LIS Research Coalition was established on 2nd March 2009, and its main task is to facilitate a co-ordinated and strategic approach to LIS research across the UK. For more information take a look at their website: <http://lisresearch.org/news/>



Did You Know?

The report "Access by UK small and medium sized enterprises to professional and academic information", by Mark Ware Consulting Ltd for the Publishing Research Consortium is now available from: (<http://www.publishingresearch.net/documents/SMEAccessResearchReport.pdf>)

This report relates to small companies, most of which will not have their own library or information service, but will also be of interest to commercial libraries. For more in-depth discussion see Carl Clayton's (Director, SINTO) blog: <http://sintoblog.blogspot.com/2009/09/access-by-uk-smes-to-journal-articles.html>



CLSIG News is published 6 times a year: January, March, May, July, September, November

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the lecture, I have started working in e-learning and can use the knowledge I gained at the seminar.



Sara Weintraub
Temporary e-Learning Administrative Assistant,
Roehampton University

Web 2.0 Seminar Feedback

We received 27 responses from the feedback. Below are noted some of the comments received:

1. Interesting discussion, in the guise of a debate/argument, which was really about some features of Web 2.0/information collaboration
2. More practical tips on use of different Web 2.0 applications
3. I had to leave early due to family commitments so I missed the end of Karen's talk, apologies for having to do this. The networking opportunity beforehand was very much appreciated. I personally was looking to see how I could apply the web technologies in my law firm and did not come away with a strong sense of anything practical I could do, and found myself slightly overwhelmed by the hugeness of the topic, rather than the manageability of it! Having said that, the enthusiasm of the speakers for their topic was evident and this really added colour.
4. Great balance of speakers, found the seminar really helpful - as usual for CLSIG events!
5. Much didn't have relevance to CLS sector. Advantages for self-employed and as professional development tool clear, but more examples from libraries would have been good - perhaps asked the audience for some?
6. An interesting debate.
7. All in all, a good evening out. Nice to see some familiar faces as well.
8. The seminar was very good. I enjoyed hearing both sides of the web 2.0 debate - and that it shouldn't really be called web 2.0!
9. Karen Blakeman in particular was a very good speaker providing lots of useful information and sites.
10. I was disappointed not to receive a certificate for continuing professional development and a feedback form. There were good networking possibilities.
11. I think the Professional Development Club has been an excellent innovation, and have found all that I have attended good value.

This session was so well received that we are running it again next year in Birmingham. If you would like to attend please contact the Events Team for more information: events@clsig.org.uk

Thanks

Many thanks to those of you who provided feedback on the Web 2.0 seminar, we received a good response rate and lots of valuable comments. Your feedback is invaluable in making sure we are meeting members' expectations and also to highlight areas where we can improve and topics we can cover in future events.

First of all, we were delighted that so many of you enjoyed the debate and found it excellent value for money. It was so well received we are looking at holding a repeat outside of London as suggested by our members. Despite marketed as a debate there was also lots of useful information and examples of

how web 2.0 applications can be used in Karen's presentation - this is still available on her blog.

"...the enthusiasm of the speakers for their topic was evident and this really added colour"

"I think the Professional Development Club has been an excellent innovation, and have found all that I have attended good value"

"Great balance of speakers - found the seminar really helpful, as usual for CLSIG events"

"Karen Blakeman in particular was a very good speaker providing lots of useful information and

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sites"

It was positive to see many new faces and non-members as well as existing members. Of those who provided feedback 44% were not CLSIG members and another 44% had not been to a CLSIG event before. It was great to hear that attendees enjoyed the nibbles and the opportunity for networking before the debate began. We have an exciting programme of events coming up in 2010 so hopefully CLSIG will continue to attract new members and put on enjoyable events relevant to you and the profession.

"..a good evening out. Nice to see some familiar faces as well"

"Looking forward to attending the next CLSIG marketing topic in November"

We received many new ideas for events from copyright and negotiating contacts to a speed networking event. Many of your ideas will be included in CLSIG's events calendar for 2010. Look out for further details to be advertised soon in the CLSIG newsletter.

Lastly, we are pleased to inform you that based on feedback received from members we shall now be issuing certificates of attendance to those attending CLSIG events, starting with Marketing Matters in November.

**Angela Battistini
 CLSIG Committee**

**Internet Librarian International
 - Short Report**

The ILI is now in its 11th year, and this year over 200 delegates attended. A quick glance down the delegate list shows that it is truly international as every continent was represented.

The programme content was varied, however I was able to find talks of interest to fill most of the my 'time slots'. There were three 'tracks' running consecutively each day - A: Digital Libraries (Libraries of the Future); B: Innovative Projects (Search) and C: eCollections, eBooks, eContent, Information Literacy (Collaboration and Community). Each day starting with a keynote.

Cory Doctorow, billed himself as a technology activist, journalist, and science fiction author, his Keynote was entitled *Copyright, Copyleft, Privacy. Librarians and Freedom*, his quirky but entertaining presentation style on privacy rights and access brought the topic alive, helped along by a number of insightful and at times funny anecdotes.

For example, he discussed the use of the telephone and that how increased personal control had sacrificed quality networks for how we wanted our phones to look, and that this attitude is also reflected in the Internet, and how it used and how legislation is trying to cripple the network by curtailing use! He went on to point out that a harmonised set of rights does not exist, so countries use the Internet in their own way.

However, he suggests that copying won't necessarily get harder, but copyright law will reify the process. Everything is controlled by copyright. But just because copyright law exists don't expect people to honour it. Networking has lowered the cost of finding things - the Internet is a powerful thing. For some organisations loss of Internet access could mean the death of them.

Cory also touched on ACTA - Anti-Counterfeiting

Trade Agreement a policy created to legislate secret copyright, Amazon and it's farcical eBook withdrawal incident, DRM (Digital Rights Management), intellectual property rights. Cory predicts that access will fall to one side and we will lose access to our information communities if we're not careful.



Cory Doctorow - 1st Keynote speaker

To finish off he pointed out, that libraries/ librarians must therefore get involved in these discussion as we are custodians of information. Through our associations, effecting change in policies at a local level by working with MPs and MEPs.

The "Internet Librarians Have Your Say", breakout sessions on the second day were very interesting, covering topics e.g.: use of Web 2.0 tools, Relationship between the information professional and vendors, linking resources, content sharing, eResources, Google searching, and open access etc

Other programme topics included:

Digital libraries: Usability, Portals, Copyright	Libraries of the future: Open Source, Virtual Libraries
Innovative projects: NextGen Catalogues, Collaborative Platforms, Open Standards	Collaboration and Community: Taxonomies, Blogs, Microblogs and Social Networks
ECollections, eBooks, EContent: Digitising Content, Google Book Search	Information Discovery and Search: Social, Customised Search, Internet Resources
Information Literacy: Info Literacy Meets Web 2.0	

This was a well organised and interesting conference. I'll definitely try too attend again next year.

**Alison Thorne
 CLSIG News Editor**

Fee v Free? A Risky Business From a Law Librarian Viewpoint

In this article Suzanna Rickeard outlines a few key issues her fellow colleagues face when using fee and free information.

In the Information Resources department we undertake numerous legal and business research enquiries from the lawyers. A number of these are complex and require hours of investigation where we will use all authoritative resources available to us to answer the query. These resources vary between online, CD and hardcopy resources and the majority are 'paid for'. From the firm's viewpoint we need to use authoritative resources for research as using inaccurate information, when advising clients, will place the firm at risk of negligence claims.

There is a risk with using free online information since it is not being continually reviewed for factual accuracy. Conversely, we feel that we can depend on a resource that we have paid for as we have spent time assessing the value of the service compared with similar free services and we feel that it fulfils the following criteria:

- the service provides invaluable assistance or is unique in what it provides
- it is accurate, authoritative, up-to-date and has added value
- it can save time when completing complex research tasks - a particularly valuable aspect in a demanding legal environment!

In addition, by entering into a contract with the service, they have agreed to continue to provide a service at the demonstrated high standard. If we feel the level of this standard drops then the discontinuation of the subscription is a high possibility and their credibility as a provider is at risk.

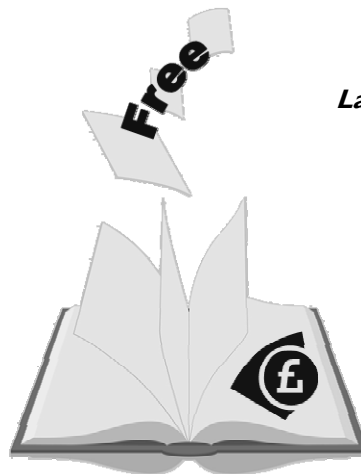
Admittedly, we do use online free information, but we are careful and assess the information for factuality. Free information can be especially helpful when you need a 'lead' or a 'clue' for the research you are undertaking or if you need to gather content from a range of viewpoints. For example, we are often required to investigate small foreign companies and require accurate information on the company structure and their financial status. Typically, we have no access to the country's official company registry which can provide this but we do have access to third party company report suppliers who are able to accurately investigate the companies on our behalf. However, we do need to provide them with as

much information as possible about the location and nature of the company and using local online business directories can assist us. If the information we provide is inaccurate then this is flagged-up in the report process.

We also try and advise our users on how to identify and use the right resource for a task, encourage them to critically assess any information and remind them why we have 'paid for' services. We explain the potential risk to the firm by using inaccurate information, plus the notion that the client expects and is paying for accurate legal advice.

One example we use when demonstrating the potential risk of inaccurate free online information is Wikipedia. A few years ago a Law Society librarian, brought to the attention of a legal library email forum (Lis-Law, www.jiscmail.ac.uk/cgi-bin/webadmin?A0=lis-law), some misleading information written on a Wikipedia page concerning Inheritance Tax thresholds, i.e. the amount of money that is 'tax free' on receiving an inheritance. The information was eventually changed some months later but anyone using the inaccurate information was at risk of making a misinformed decision. This is a good example of the problematic issue that webpages can change or disappear overtime, which in-turn indicates that there is no accurate way to reference pages for future use, unless you are able to contact the publisher for further information. Pages that are never deleted pose another problem, if they do not have a production or a 'best before' date how can you assess their current-ness?

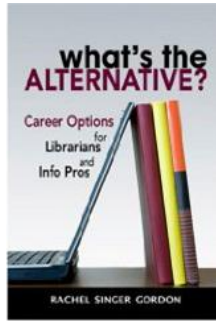
It certainly is a risky and challenging business analysing the accuracy of information, whether it is from a 'fee' or 'free' resource. However, some further suggestions we tell are users, which can help them with the task, is to never limit your searching to one resource, utilise ALL resources available, critically compare your results and ask the Information Resources team for advice!



**Suzanna Rickeard
Lawrence Graham LLP**

What's the Alternative? Career Options for Librarians and Info Pros

Author: Rachel Singer Gordon
Paperback: 288 pages
Publisher: Information Today
ISBN-10: 1573873330
ISBN-13: 978-1573873338
Cost: from £23.00 (Amazon)



Rachel Singer Gordon in her book *What's the Alternative? Career Options for Librarians and Info Pros*, outlines what we as information professionals should already know. The LIS profession can be a very rewarding career choice, particularly if you've 'buffed up' on your transferable skills! Yes, 'times they are a 'changing', gone are the days when a job was for life. Information professionals have to be willing to change and be versatile to survive. Rachel offers in a concise and easy to read way an overview of non-traditional career paths. This book is particularly suited for new LIS graduates and mid-level professionals. But it doesn't hurt for all of us to have a rethink about where we want to be professionally.

This handy book over eleven chapters and annexes covers a variety of career options, ranging from alternative careers within the information profession to 'non-traditional' roles which run alongside traditional information work, through to working in IT and working for yourself. Accompanying this book is a handy website which contains the links to all the websites mentioned in the book (Appendix C and D). This link is at the end of this article.

Chapter 1: Making the Leap, is the most general of all the chapters, and in it Rachel discusses the reasons for librarians leaving traditional librarianship and considers what steps and plans need to be contemplated to produce a "productive career path".

So how do you go about making it all happen in an organisation which serves libraries and librarians? Chapter 2, shows the way.

What about e.g. bookshops, publishing, education, museums and archives to name a few? Chapter 3 covers such organisations which are similar in setup to libraries. Working in these organisations means you haven't strayed too far away from traditional library roles. These opportunities are great for those who want to digress, but ever so slightly.

Chapter 4: tackles the big one - going it alone. Rachel outlines some of the common ways in which this can be done by creating 'multiple profit centres', i.e. pursuing a number of income streams simultaneously. You could be freelancing, doing contract work, writing, book reviewing or working

part-time while pursuing another income stream. This is a good route to take, as you can 'try before you buy', i.e. find out what suits you before going all in.

The remaining chapters look at:

- Chapter 5: Looks in more depth about how to build up your business as a self employed person.
- Chapter 6: non-traditional roles and non-traditional institutions e.g. CI, Records Information Management, KM, Information Architecture.
- Chapter 7: How about something completely different. Using other skills such as languages, writing, developing hobbies, personal interests become a private detective!
- Chapter 8: Many Information professionals have to work hand-in-hand with IT to develop LIS programs, so how about doing it yourself? Penny Bailey, CLSIG Chair took this route.
- Chapter 9: Non-traditional roles in traditional institutions, including blending traditional and less overtly technological skills, e.g. marketing.
- Chapter 10: Back into the Fold. Keep you options open, you never know you may need to move back into LIS.
- Chapter 11: Discusses the future of LIS education, selecting a good course and continuing education.

Not only do you benefit from Rachel's wisdom, but each chapter includes resource lists to help readers learn more about particular professions. Also the basis for this book sprung from an alternative careers survey posted by Rachel in her blog *The Liminal Librarian* in 2007 (Annex B - questions). Survey contributors' personal insights are posted in 'sidebars' within each chapter. They also give tips and other helpful pointers.

This book doesn't answer all the questions about sidestepping into a new career or about going it alone. It just gets you started. You'll have to do a lot of work on your own. Do take into consideration when reading this book that the author and the contributors are North American but don't let that put you off reading this book. The crux of Rachel's message is that Information Professionals and Librarians should keep their career options open, through careful planning and action. Keep your education up-to-date, and keep your skills finely honed. In this current economic climate no-one knows what tomorrow holds. This is a challenging read, that will steer you into action.

What's the Alternative? Career Options for Librarians and Info Pros: [Links](http://www.lisjobs.com/altcareers/sites.htm)
<http://www.lisjobs.com/altcareers/sites.htm>

Rachel can be contacted at: rachel@lisjobs.com

Alison Thorne
CLSIG News Editor

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CLSIG Tour of the Royal Courts of Justice
Tuesday, 15 December 2009

Meet at the Reception in Main Hall, Royal Courts of Justice at 13.30. The tour starts at 14.00 and takes approx 2 hours.

Costs: £8 per person to book in the States cheques for £8 payable to "British Group" to Irena Valouchova:

Irena Valouchova, Denton Wilde Sapte LLP One Fleet Place London EC4M 7WS UK
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**Now fully booked!
Wish you were going?
Email the Events Team to be added to the next list.**



Web 2.0 Seminar

6.30pm, 18th January 2010
Hammonds LLP, Rutland House,
148 Edmund Street, Birmingham

Members: £10, Non-Members: £15
Refreshments will be provided.

For further details
please contact the
CLSIG Events Team:
events@clsig.org.uk



**2010
CLSIG Events
- tbc**

- January - Web 2.0 - Hammonds LLP, Birmingham
- February - Networking evening event
- March - AGM and negotiating contracts
- April - Writing for the Web
- May - Graduate Trainee Day
- June or July - Copyright
- July or June - Middle Temple library tour
- September - Running Events / Training the Trainer
- October or November - Supreme Court Tour
- December - Online 2010

Fancy your own copy of this book?



Just send in a 500+ word article for the January 2010 newsletter. It will need to cover a currently topical subject matter, that will appeal to the CLSIG readership.

The CLSIG committee will decide on the winning article.

CLSIG News January copy deadline: 4th January 2010

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