



To Google or not to Google...? Competing Information Resources for Information Provision

Cambridge 23 November 2004

Sources of Information: An Overview - Karen Blakeman, RBA Information Services

[Setting the scene for the day's discussion on choosing the optimum source of information for specific user needs.](#)

Google and Weblogs: the Whies and Wherefores - Phil Bradley, Internet Consultant

An informed discussion of the latest trends in web searching.

The Reference Library Goes Digital: An Overview of the People's Network -

Susi Woodhouse, Senior Network Adviser, Museums Libraries and Archives Council

From Mess to Magic: How writing for the web makes a difference - Alan Sarsby, Independent Business Consultant, Alan Sarsby Ltd

An 'e-walk in the customers' shoes', this journey leads to a framework demonstrating the differences in writing for the web, with hands-on practice.

The End of Free Text? - Sheila Thomas, Senior Information Scientist, TWI Ltd

Moving into the semantic web with ontologies and case-based reasoning.