

The International  
Internet Conference  
for Librarians &  
Information  
Professionals



# Internet Librarian International 2004

[www.internet-librarian.com](http://www.internet-librarian.com)

- ▶ **Access, Architecture & Action:**
  - ▶ Strategies for the
  - ▶ New Digital World

**11 – 12 October 2004**

Millennium Gloucester Hotel  
London, UK

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The Electronic Library,  
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# Internet Librarian International 2004

*Welcome to the sixth annual Internet Librarian International—the only conference for information professionals and librarians who are using, developing, and implementing internet, intranet, and web-based strategies in their daily work as information navigators, webmasters, web managers, content evaluators, internet strategists, portal creators, product developers, searchers, library managers, and educators.*

*Back in London for 2004, Internet Librarian International provides a stimulating forum for inquiring delegates and experienced speakers to explore the exciting range of issues and challenges that information professionals face today.*

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**Jean Mulligan**, Manager, Information Today Ltd (UK)

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## Conference Overview

### Location

All conference activities take place in the Millennium Gloucester hotel. The main conference sessions on Monday 11 October and Tuesday 12 October will be held in the Cotswold Suite. The preconference workshops take place in the Ashburn Suite on Sunday 10 October.

### Catering

Coffee breaks will be held in the Courtfield Suite and lunch in The Conservatory. Coffee breaks and lunch are included in the delegate fees.

### Reception

An evening reception will be held on Monday 11 October from 17:00 – 18:00 in The Conservatory. Information Today, Inc. invites all conference delegates and speakers to join us to celebrate our 6th year of the conference, providing further opportunity to network with your colleagues from around the world.

### Sponsor

Internet Librarian International is also sponsored by Information Today, Inc. the publishers of *ONLINE*, *Searcher* and *Computers in Libraries* magazines, offering complete coverage of information and library technology. Internet Librarian International is also sponsored by *The Electronic Library*, and *Emerald Journal*.



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## Opening Keynote Monday 11 October



### The Story of the Cemetery of Books

09:00 – 10:00

**Saad B. Eskander**, Director General, Iraq National Library and Archive (Iraq)

Hear a first-hand report on the devastation and rebuilding of the Iraq National Library

from the recently appointed Director General, Dr. Saad Eskander. A graduate of the London School of Economics and Political Science and fluent in Arabic, Kurdish, and English, Dr. Eskander will describe the Iraq National Library and Archive as it existed before the war and the burning and looting that took place following the fall of Baghdad. Aided by photos, he will show the extent of the damage at the National Library and the National Archive and discuss the reasons and responsibility for what happened. He will outline the respective roles of the CPA (Coalition Provisional Government), the NGOs (non-government operatives and contractors), and the Iraq Ministry of Culture in the rebuilding effort, which will result in the reopening of the National Library and Archive at its old site. Finally, delegates will learn about the new administration and new policies as Dr. Eskander outlines his plans for the future.

## Keynote Tuesday 12 October



### Web Search Engines: A Look Ahead

09:00 – 10:00

**Danny Sullivan**, Editor, SearchEngineWatch.com (UK)

Web search engines and web

resources have become ubiquitous personal and business research tools, and offer countless opportunities and challenges for librarians. Danny Sullivan, the editor of SearchEngineWatch.com, will discuss what's new with search engines, including current and future trends that affect search capabilities and results and offer new research techniques. Learn about the latest Google features, enhancements to Yahoo!, Microsoft's anticipated search-centric operating system, paid placement for content owners and advertisers, and other recent search engine developments—and understand how these trends may affect libraries, information professionals, and their patrons and clients.

## Participate in the Great Debate!!

### ILI Presents: The Internet Librarians' Open Access Forum

Monday 11 October, 15:00 – 17:00

Green roads, gold roads, free roads, toll roads—descriptions of the world's various and sundry open access initiatives tend to be full of colourful metaphors. What is "open access" and what does it have to do with internet librarians? In this special session, you'll have the opportunity to catch up on the topic and then tell us what the issues are from your point of view. Following the session—and a companion event scheduled in November in the United States—*Information Today* will publish the results.

#### What Is Open Access?

A Live Interview with Open Access Advocate, Stevan Harnad

15:00 – 15:30

by Information Today Columnist and International Journalist **Richard Poynder** (UK)

Highly opinionated and often quoted, Stevan Harnad can be observed debating the subject of open access daily on his American Scientist Open Access Forum list, which he has moderated since 1998. Stevan is the Professor of Cognitive Science at Southampton University and Canada Research Chair in Cognitive Science at Université du Québec à Montréal.

#### Open Access, Issues for Libraries

15:30 – 16:30

This panel features experts who have worked with publishers, government agencies, and library associations to define open access issues for their constituents. They explain what their initiatives have entailed and discuss the issues they see as open access challenges and opportunities for libraries.

- **Hugh Look**, Rightscom Ltd (UK)
- **Sally Morris**, Chief Executive, Association of Learned and Professional Society Publishers (ALPSP) (UK)
- **Barry Mahon**, Executive Director, International Council for Scientific and Technical Information (ICSTI) (France)
- **Bruce Royan**, CEO, Concurrent Computing Ltd., on behalf of CILIP, the Chartered Institute of Library and Information Professionals (UK)

**Moderator:** **Richard T. Kaser**, V.P., Content, Information Today, Inc., and former Executive Director, National Federation of Abstracting & Information Services (NFAIS) (USA)

#### Open Discussion with ILI Delegates and Open Access Forum Guests

16:30 – 17:00

**Moderator:** **Marydee Ojala**, Editor, ONLINE Magazine (USA)

*Since the topic is "open access," we are opening the doors to this special forum to anyone who wants to attend. However, full ILI delegates will have the first choice to a limited number of seats, which we predict will be filled fast.*

**GENERAL CONFERENCE — MONDAY 11 OCTOBER**

09:00 – 10:00

▶ *Cotswold Suite* ▶

**WELCOME & OPENING KEYNOTE:**

**The Story of the Cemetery of Books**

*Saad B. Eskander, Director General, Iraq National Library and Archive (Iraq)*

10:00 – 10:30

**COFFEE BREAK & ILI SPONSOR SHOWCASE OPENS** ▶ *Courtfield Suite*

**TRACK A** ▶ *Aston/Burford*  
**INFORMATION LITERACY  
 & E-LEARNING**

10:30 – 11:30

**A101: Developing Information Handling Skills**

- *Selina Lock, University of Leicester (UK)*
- *Rhona Arthur, Scottish Library & Information Council (Scotland)*
- *Aneé Sieberhagan, Nelspruit Satellite Campus, Tshwane University of Technology (South Africa)*

11:45 – 12:30

**A102: Teaching Information Competency**

- *Maria Brahme & Cindy Lundquist, Pepperdine University (USA)*
- *Mary Peterson, Royal Adelaide Hospital/IMVS (Australia)*
- *Myron Schirer-Suter, Gordon College (USA)*

**TRACK B** ▶ *Chalford/Dean*  
**INFORMATION ISSUES**

**B101: Information Issues**

- *Helmi Noman, Internet Strategist (UAE)*
- *Eva Mutongole Wamala, National Environment Management Authority (Uganda)*
- *Irina Trushina, National Library of Russia (Russia)*

**B102: Link Resolver Workshop, Part 1**

- *Donald T. Hawkins, Information Today, Inc. & EBSCO Publishing (USA)*
- *Alice de Jong, Peace Palace Library (The Netherlands)*

12:30 – 13:45

**DELEGATE LUNCHEON** ▶ *The Conservatory*

**TRACK A** ▶ *Aston/Burford*  
**DIGITAL LIBRARIES &  
 ELECTRONIC RESOURCES**

13:45 – 14:30

**A103: Going Digital:  
 Challenges & Rewards**

- *Tamara Pianos, National Library of Science & Technology (Germany)*
- *Terence Huwe, University of California (USA)*

**TRACK B** ▶ *Dean*  
**INFORMATION ISSUES**

**B103: Link Resolver Workshop,  
 Part 2**

- *Harry Samuels, Endeavor Information Systems (UK)*
- *Clive Wright, EBSCO Information Services (UK)*
- *Owen Stephens, University of London (UK)*

**TRACK C** ▶ *Chalford*  
**CYBERCLINICS**

**CC1: Designing Next-Generation  
 Web Sites**

- **CC2: Five Top Sites for Business Information**
- **CC3: Mobile Libraries**
- **CC4: Access & Identity Management**

14:30 – 15:00

**COFFEE BREAK & ILI SPONSOR SHOWCASE** ▶ *Courtfield Suite*

15:00 – 15:45

**A104: Best Practices for Promoting  
 Electronic Resources**

- *Derek Fernandez, Hillingdon Libraries (UK)*
- *Brian Mitchell, JISC (UK)*
- *Jessie Draper, BBC (UK)*

**B104: Open Access Forum**

- *Stevan Harnad, Université du Québec à Montréal (Canada)*
- *Richard Poynder, Journalist (UK)*
- *Sally Morris, Association of Learned and Professional Society Publishers (ALPSP) (UK)*
- *Barry Mahon, International Council for Scientific and Technical Information (ICSTI) (France)*
- *Bruce Royan, Concurrent Computing Ltd (Scotland)*
- *Hugh Look, Rightscom Ltd (UK)*
- *Richard T. Kaser, V.P., Content, Information Today, Inc., and former Executive Director, National Federation of Abstracting & Information Services (NFAIS) (USA)*
- *Marydee Ojala, Editor, ONLINE Magazine (USA)*

**CC5: Integrating Data from  
 Multiple Servers**

- **CC6: E-Books Plus**
- **CC7: Five Easy Tricks for Extreme Searchers**
- **CC8: Exploring Toolbars**

16:00 – 17:00

**A105: Building Repositories &  
 E-Journals Collections**

- *Cokie Anderson, Oklahoma State University (USA)*
- *Ali Abdulla, United Arab Emirates University (UAE)*

**CC9: Burnout in Libraries  
 and Information Centres**

- **CC10: An In-House Quick Search Guide**
- **CC11: New Technologies in Libraries**

17:00 – 18:00

**NETWORKING RECEPTION FOR CONFERENCE DELEGATES** ▶ *The Conservatory*

# At A Glance

11 – 12 October 2004 Millennium Gloucester Hotel • London, UK

## GENERAL CONFERENCE — TUESDAY 12 OCTOBER

▶ Cotswold Suite ▶

### KEYNOTE:

Web Search Engines: A Look Ahead

Danny Sullivan, SearchEngineWatch.com (UK)

09:00 – 10:00

10:00 – 10:30

COFFEE BREAK & ILI SPONSOR SHOWCASE ▶ Courtfield Suite

### TRACK A ▶ Aston/Burford MANAGING CONTENT

10:30 – 11:30

#### A201: Enterprise Search & Findability

- Mikael Thorson, Infosphere AB (Sweden)
- Leonard Will, Willpower Information (UK)

11:45 – 12:30

#### A202: International Intranets & Portals

- Jane McConnell, NetStrategy JMC (France)

12:30 – 13:30

DELEGATE LUNCHEON ▶ The Conservatory

### TRACK A ▶ Aston/Burford WEB SEARCH SKILLS & RESOURCES

13:30 – 14:30

#### A203: People & Their Machines

- Greg Notess, Montana State University (USA)
- Allison Stacey, WebInfoPro Cambridge (UK)

14:30 – 15:00

COFFEE BREAK & ILI SPONSOR SHOWCASE ▶ Courtfield Suite

15:00 – 15:45

#### A204: Specialised Search Skills

- Barbie Keiser, BEK (USA)
- Wouter Mettrop, CWI, Hanneke Smulders, Infomare (The Netherlands), & Paul Nieuwenhuysen, Vrije Universiteit Brussel (Belgium)

16:00 – 17:00

#### A205: Advanced Web Searching

- Randolph Hock, Online Strategies (USA)
- Phil Bradley, Consultant (UK)

### TRACK B ▶ Chalford/Dean OPTIMISING TECHNOLOGY IN LIBRARIES

#### B201: Optimising Technology in Libraries

- Frank Cervone, Northwestern University (USA)
- Brian Kelly, UKOLN (UK)
- Michael Stephens, St. Joseph County Public Library (USA)

#### B202: Optimising Technology in Libraries (continued)

### TRACK B ▶ Chalford/Dean TECHNOLOGY TOOLS & PRACTICES

#### B203: Usability Testing: Learning & Doing

- Elaina Norlin, Institute for Museum and Library Services (USA)
- Lesley Moyo, Penn State University (USA)

#### B204: Digital Library Design

- Roar Storleer, University Library of Trondheim (Norway)
- Andrew Wright, National Information and Library Service (Australia)

#### B205: Federated Searching

- Frank Cervone, Northwestern University (USA)

## PRECONFERENCE WORKSHOPS — SUNDAY 10 OCTOBER

10:00 – 13:00

### W1: Web Search Skills & Strategies

Greg Notess, Montana State University (USA)

### W2: Successful Technology Training

Michael Stephens, St. Joseph County Public Library (USA)

14:00 – 17:00

### W3: International News Research

Randolph Hock, Online Strategies (USA)

### W4: Quality Assurance for Web Sites

Brian Kelly, UKOLN (UK)

Conference At A Glance



## OPENING KEYNOTE

Cotswold Suite

## The Story of the Cemetery of Books

09:00 – 10:00

*Moderator: David Raitt, Conference Co-Chair & Editor, The Electronic Library (The Netherlands)**Saad B. Eskander, Director General, Iraq National Library and Archive (Iraq)*

Hear a first-hand report on the devastation and rebuilding of the Iraq National Library from the recently appointed Director General, Dr. Saad Eskander. A graduate of the London School of Economics and Political Science and fluent in Arabic, Kurdish, and English, Dr. Eskander will describe the Iraq National Library and Archive as it existed before the war and the burning and looting that took place following the fall of Baghdad. Aided by photos, he will show the extent of the damage at the National Library and the National Archive and discuss the reasons and responsibility for what happened. He will outline the respective roles of the CPA (Coalition Provisional Government), the NGOs (non-government operatives and contractors), and the Iraq Ministry of Culture in the rebuilding effort, which will result in the reopening of the National Library and Archive at its old site. Finally, delegates will learn about the new administration and new policies as Dr. Eskander outlines his plans for the future.

## Coffee Break &amp; ILI Sponsor Showcase Opens ▶ Courtfield Suite

10:00 – 10:30

INFORMATION LITERACY  
& E-LEARNING  
TRACK A

Aston/Burford

Learn strategies, tools, and best practices for teaching information skills from colleagues who have hands-on experience. E-learning technology and the web offer special advantages for teaching information literacy and electronic research and resource skills. Case studies and best practices in this track describe information literacy projects in universities in the UK, US, Australia, and South Africa, and for young adults and the general public in Scotland.

*Moderator: Richard Hulser, Senior Manager, Digital Initiatives, Amgen Libraries (USA)*

## Developing Information Handling Skills

A101

10:30 – 11:30

*Selina Lock, Information Librarian (Sciences), University of Leicester (UK)**Rhona Arthur, Assistant Director, Scottish Library & Information Council (Scotland)**Aneé Sieberhagan, Training Librarian, Nelspruit Satellite Campus, Tshwane University of Technology (South Africa)*

Find out how librarians from the UK and Scotland are using e-learning technology to teach information skills and about how the "digital divide" and disparate socio-economic backgrounds in South Africa offer special challenges for information literacy efforts. The Scottish Library and Information Council has developed an online information-handling skills course for young adults and the public, while the University of Leicester has designed an information literacy course using Impatica software and Informs (JISC) within the Blackboard virtual learning environment. The information literacy programme at the Tshwane University of Technology is using a fully equipped electronic resources centre to instruct and empower students from previously disadvantaged groups to fully utilise electronic resources.

## Teaching Information Competency

A102

11:45 – 12:30

*Maria Brahme, Information Services Librarian, Cindy Lundquist, Coordinator, Educational Centres Libraries, Pepperdine University (USA)**Myron Schirer-Suter, Director of Library Services, Gordon College (USA)**Mary Peterson, Deputy, Library & Educational Information Services, Royal Adelaide Hospital/IMVS (Australia)*

Learn how Pepperdine University in California delivers bibliographic instruction synchronously online to students dialing from across the US and around the world. See how IM (ICQ or instant messaging) and private chats are used in conjunction for lively multi-directional conversations between students and faculty. Discover how and why this format levels the interactive playing field and provides for close attention to individual questions. Hear some practical strategies for digital instruction from Mary Peterson of Australia as she shares tips and techniques about how to run hands-on training sessions for teaching adults.

## Delegate Luncheon ▶ The Conservatory

12:30 – 13:45

Join your colleagues and the conference speakers and sponsors for lunch, and enjoy an opportunity to get acquainted with other attendees and discuss the topics you've heard at the morning's sessions.

DIGITAL LIBRARIES &  
ELECTRONIC RESOURCES  
TRACK A

Aston/Burford

Discover how the speakers and sessions in this track are "thinking digital" and joining forces to challenge traditional mind-sets with new information products and strategies.

*Moderator: Richard Hulser, Senior Manager, Digital Initiatives, Amgen Libraries (USA)*

# General Conference — Monday 11 October

## Going Digital: Challenges & Rewards

13:45 – 14:30

*Tamara Pianos, Coordinator, vascoda-office, National Library of Science & Technology (Germany)*

*Terence Huwe, Director of Library & Information Services, Institute of Industrial Relations, University of California, Berkeley (USA)*

"Going digital" offers a wide range of risks, rewards, and challenges, and size is no guarantee as illustrated by the speakers in this session. vascoda is a joint venture of more than 40 German libraries, database providers, and other organisations that have joined forces to provide easy access to academic information. The collaborative effort was a major challenge for vascoda, given Germany's unwieldy federal structure, while Terence Huwe faced different constraints at the University of California. His account of how the university's digital librarians have gained advantages by being a "late adopting institution," will be enlightening and encouraging to internet librarians in developing regions around the globe.

## Coffee Break & ILLI Sponsor Showcase ▶ Courtfield Suite

14:30 – 15:00

## Best Practices for Promoting Electronic Resources

15:00 – 15:45

*Moderator: Tom Jackson, Senior Publisher, Reference & Schools, ProQuest Information & Learning (UK)*

*Panelists:*

*Derek Fernandez, ICT Development Manager, Hillingdon Libraries (UK)*

*Brian Mitchell, Collections Promotion Manager, Joint Information Systems Committee, JISC (UK)*

*Jessie Draper, BBC Information & Archives (UK)*

Join this panel for a lively and interactive discussion of different approaches used to promote electronic resources in libraries of all kinds, including innovative ways of partnering with publishers to increase awareness and usage. Leading practitioners from public, academic, and special libraries will share examples and success stories and examine future trends. Take home some good tips and ideas about how to encourage greater use of the digital resources in your library or information centre.

## Building Repositories and E-Journals Collections

16:00 – 17:00

*Cokie Anderson, Assistant Professor, Oklahoma State University (USA)*

*Ali Abdulla, Head of Public Services, United Arab Emirates University (UAE)*

Many universities are developing institutional digital repositories of the research performed by their faculty and graduate students. One motivating factor is the high cost of scholarly journals and the need to facilitate open access to scholarly communication. Another is the preservation of the materials scholars are producing in digital format. Learn what makes up a repository, why repositories are important to institutions individually and the scholarly community collectively, and what issues and difficulties arise when one is planning and building a repository. Likewise, the cost and complexity of maintaining print journal collections are leading some libraries to undertake a related set of challenges and build a collection of e-journals. Hear how the UAE University Libraries are moving toward an all electronic journal collection.

## INFORMATION ISSUES TRACK B

Chalford/Dean

The cause and effect of rapidly changing technologies and the impact of the internet have deep implications for issues such as open access, internet copyright and intellectual property, and ethics. Join the speakers in this track and other internet librarians to learn and debate about these critical and far-reaching issues.

## Information Issues

10:30 – 11:30

Bits, bytes, and bandwidth cross national boundaries and the pervasive influence of the internet means that many issues related to the use and accessibility of electronic content are similar for librarians and information professionals around the world. Hear three experts discuss global information issues in this thought-provoking session.

## Whose Information Is This & Can I Use It?

*Helmi Noman, Internet Strategist (UAE)*

Who owns what you find on the internet and where did it come from? Is it OK to use? To transfer to and from other web sites? Helmi Noman, an internet strategist, will discuss emerging legal issues surrounding web content development and publishing, web-specific legal controversies including copyright, intellectual property, and the legality of internet fair use as it relates to various online activities, as well as the legal rights and responsibilities every information professional, webmaster, and web site owner should know.

## Access Issues and Initiatives: The Ugandan Experience

*Eva Mutongole Wamala, Librarian, National Environment Management Authority (Uganda)*

The growing availability of information centres, libraries, the internet, and digital technologies is providing an opportunity for promoting open access to information in Uganda. However, the road is filled with potholes due to socio-cultural and legislative issues, and publishers, researchers, and other information providers who are learning to work together. Hear what Uganda has accomplished so far—its successes and failures, what it hopes to do in the future, and what the impact of free access to information has meant to Ugandans.

## Ethical Problems in the Formation of an Information Society

*Irina Trushina, Senior Researcher, National Library of Russia (Russia)*

The World Summit on the Information Society (2003, Geneva) defined the beginnings of a strategy for the formation of a global "information society." However, the reality faces myriad ethical dilemmas and poses a key question: Is it possible to have binding universal codes of conduct as far as ICTs (information communication technologies) are concerned, or should the dialogue be about developing local and regional ethics guidelines? Explore the implications from the perspective of libraries and information professionals.

## Link Resolver Workshop, Part 1

11:45 – 12:30

*Moderator: Donald T. Hawkins, Information Today and EBSCO Publishing (USA)*

*Alice de Jong, Developer, Peace Palace Library (The Netherlands)*

As federated search and metasearch systems become more prevalent, there is an increased need to link from abstracts to

full text documents and from one source to another. The market for link resolver systems that facilitate linking is extremely active, but it is likely that many people aren't fully aware of all the issues that enter into the decision to install such a system. This special double session (B102-B103) will help you understand what you need to know about link resolver technology and products. You will learn what they are, how they work, and who sells them. You can even build your own, as you will learn from Alice de Jong in this session.

### Delegate Luncheon ► *The Conservatory*

12:30 – 13:45

Join your colleagues and the conference speakers and sponsors for lunch, and enjoy an opportunity to get acquainted with other attendees and discuss the topics you've heard at the morning's sessions.

## INFORMATION ISSUES TRACK B

Dean

### Link Resolver Workshop, Part 2

B103

13:45 – 14:30

*Moderator: Donald T. Hawkins, Information Today and EBSCO Publishing (USA)*

*Harry Samuels, Product Manager, Linking & Searching, Endeavor Information Systems (UK)*

*Clive Wright, National Sales Manager, EBSCO Information Services (UK)*

*Owen Stephens, E-Strategy Coordinator, Royal Holloway, University of London (UK)*

In the second part of this double session on link resolvers, hear from two link resolver vendors, LinkSource and Endeavor, and a user who will describe his experiences in installing and maintaining the SFX resolver in his library.

### Coffee Break &

### ILI Sponsor Showcase ► *Courtfield Suite*

14:30 – 15:00

### Open Access Forum for Internet Librarians

B104

15:00 – 17:00

*Moderator: Richard T. Kaser, V.P., Content, Information Today, Inc.(USA)*

Open Access began as an academic discussion and has now become a movement to turn the world's research literature into a global resource accessible to everyone over the internet. Leading research organisations, publishers, and library associations (including IFLA and CILIP) have issued position statements. Last year's World Summit on the Information Society endorsed Open Access as a means of encouraging development around the world. The Open Access agenda has even attracted the interest of politicians, spawning legislation in the U.S. Congress and hearings in the U.K. House of Commons. But what is Open Access all about? And what does it have to do with internet librarians?

*Full details on page 3.*

## ILI Sponsor Showcase & All Breaks



## CYBERCLINICS TRACK C

Chalford

Learn from the practical experiences of your peers in these interactive tutorials, demonstrations, and poster sessions. Drawing on real-life situations, each presenter will share lessons learned and demonstrate problems solved. Innovative projects involving new technologies and new uses for existing technologies characterise these sessions.

### Designing Next-Generation Web Sites

CC1

13:45 – 14:00

*Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University (USA)*

Patron expectations of library web sites have changed significantly. Ease of use and easy-to-find information are a given. Recent research reveals some very interesting things about how people use web sites and what they require in design and services, particularly federated searching, individualised content, and new trends in usability.

### Five Top Sites for Business Information

CC2

13:45 – 14:00

*Marydee Ojala, Editor, ONLINE Magazine (USA)*

The world of business information is ever-expanding. Join *ONLINE Magazine's* business research columnist for her picks of the best web sites to get you started on researching business, commerce, and financial topics.

### Mobile Libraries

CC3

14:15 – 14:30

*Ian Stringer, Support Services Officer, Barnsley Library (UK)*

Mobile libraries present many challenges in their attempts to give socially excluded people access to online facilities. With reference to various solutions around the world, this clinic will demonstrate how to make the best use of the facilities when they are available.

### Access and Identity Management: The Gatekeeper to E-Resources

CC4

14:15 – 14:30

*Lyn Norris, Product Manager, Eduserv Athens (UK)*

Managing a user's identity and access (user rights) to valuable protected e-resources, both internal and external, has become a time-consuming yet important job for Internet librarians and information professionals. User bases constantly change, e-resources vary, and remote users complicate the matter while demanding the exact same experience as on-site users. In this session, learn how to take a planned approach to this challenge, while considering user, technical, and organisational needs and wants. Lyn Norris will also discuss deployable technology and best practice examples.

### Integrating Data from Multiple Servers

CC5

15:00 – 15:15

*Morten Christoffersen, Information Specialist, Novo Nordisk (Denmark)*

What do you do when the library catalogue and reference databases are placed at Unix servers and new corporate rules force you to move to a Windows-based web environment with strict regulated design rules? Learn how Novo Nordisk Library & Information Centre solved this by making the standard

# General Conference – Monday 11 October

systems it had at hand blend Unix-based data and web pages into one Windows-based web site.

## E-Books Plus

CC6

15:00 – 15:15

*Paul Walker, Knovel (UK)*

A new generation of e-books is here. Advances in software and architecture allow e-books to be used as a desktop productivity tool for scientists and engineers as well as a reference source. Knovel combines hundreds of the world's best sci-tech references and databases into a one-stop online resource for finding answers for science and engineering. Content in Knovel has been "knovelised," allowing users to solve and plot equations, turn printed tables into spreadsheets, manipulate digitised graphs, search by chemical structure, and more.

## Five Easy Tricks for Extreme Searchers

CC7

15:30 – 15:45

*Randolph Hock, Online Strategies (USA)*

The author of *The Extreme Searcher's Guide to Web Search Engines* reveals some search secrets that all serious searchers should know about and profit from. These quick and easy techniques can be put to immediate use when you return to your office or library.

## Exploring Toolbars

CC8

15:30 – 15:45

*Greg Notess, Reference Librarian, Montana State University (USA)*

It seems like every search engine has introduced toolbars. How do they enhance your search experience? Which ones are worth adding to your desktop? Should you even bother with them? Greg Notess will review the current state of the art with toolbars and suggest which ones are worth a chunk of your desktop real estate.

## Burnout in Libraries and Information Centres

CC9

16:00 – 16:15

*Hasan Siamian, Afsaneh Shahrabi, Mohammad Vahedi & Jamshid Yazdani Cherati, Mazandaran Medical Sciences University (Iran)*

Some causes of burnout include severe and improper working conditions, poor management, and marital status. A study of librarians at Mazandaran and Babol Medical Sciences libraries in North Iran showed that more than 50 percent suffered from stress. Hear some suggestions for remedying the situation and improving work performance.

## An In-House Quick Search Guide

CC10

16:00 – 16:15

*Anne-Marie Pettersson & Eva Norling, Librarians, Blekinge Institute of Technology (Sweden)*

The Quick Search Guide, a short instructional guide to web searching, developed in-house, provides an effective tool to help students in net-based courses learn how to search the internet. Available in both Swedish and English and using a combination of graphics and text, the guide delivers short, quick answers to the most common search problems and is a shortcut to the library's information resources.

## New Technologies in Libraries

CC11

16:30 – 16:45

*Michael Stephens, Technology Librarian, St. Joseph County Public Library (USA)*

Hot new technologies for libraries need to be carefully evaluated. What is appropriate in one setting may not be in another. Which are the technologies you should be seriously looking at and which may not be of immediate importance to you? How can you tell the difference?

An evening reception will be held on Monday 11 October from 17:00 – 18:00 in The Conservatory.

## CyberClinics At A Glance

Monday 11 October

13:45 – 17:00

13:45 – 14:00	CC1 Designing Next-Generation Web Sites	CC2 Five Top Sites for Business Information
14:15 – 14:30	CC3 Mobile Libraries	CC4 Access and Identity Management
15:00 – 15:15	CC5 Integrating Data from Multiple Servers	CC6 Strategies for Implementing E-Books
15:30 – 15:45	CC7 Five Easy Tricks for Extreme Searchers	CC8 Exploring Toolbars
16:00 – 16:15	CC9 Burnout in Libraries and Information Centres	CC10 An In-House Quick Search Guide
16:30 – 16:45		CC11 New Technologies in Libraries

## KEYNOTE

Cotswold Suite

## Web Search Engines: A Look Ahead

09:00 – 10:00

Moderator: **David Raitt**, Conference Co-Chair & Editor, The Electronic Library (The Netherlands)  
**Danny Sullivan**, Editor, SearchEngineWatch.com (UK)

Web search engines and web resources have become ubiquitous personal and business research tools, and offer countless opportunities and challenges for librarians. Danny Sullivan, the editor of SearchEngineWatch.com, will discuss what's new with search engines, including current and future trends that affect search capabilities and results and offer new research techniques. Learn about the latest Google features, enhancements to Yahoo!, Microsoft's anticipated search-centric operating system, paid placement for content owners and advertisers, and other recent search engine developments—and understand how these trends may affect libraries, information professionals, and their patrons and clients.

## Coffee Break &amp; ILI Sponsor Showcase ▶ Courtfield Suite

10:00 – 10:30

MANAGING CONTENT  
TRACK A

Aston/Burford

Managing internal and external content for maximum findability and effectiveness has become a large part of the job for many internet librarians. Experts in this track discuss site search options, including tools for enhancing search such as taxonomies and thesauri, and how to “think globally” about your intranet or portal.

Moderator: **Jane McConnell**, NetStrategy JMC (France)

## Enterprise Search &amp; Findability

A201

10:30 – 11:30

## Choosing the Perfect Search Engine for Your Organisation

**Mikael Thorson**, Associate Partner, Infosphere AB (Sweden)

Learn how to take a structured approach to selecting a search engine, considering your user needs and technical and organisational requirements. Mikael Thorson will cover topics including how to determine if a search engine is really a search engine, the roles of users, content, and technology in achieving an effective search capability, and the selection and evaluation process for choosing a search engine.

## Enhancing Search: An Update on Taxonomies, Metadata &amp; Thesauri

**Leonard Will**, Information Management Consultant, Willpower Information (UK)

Learn when and how applying metadata based on a taxonomy or other form of controlled vocabulary can make it easier to find information on your intranet or web site. Understand the pros and cons of acquiring a taxonomy or thesaurus or designing your own, and learn the essential do's and don'ts of implementing a taxonomy and how to integrate it with your search engine. Leonard Will shares his years of experience in information management and organisation for museums and libraries archives.

## International Intranets &amp; Portals

A202

11:45 – 12:30

**Jane McConnell**, NetStrategy JMC (France)

In this practical session, learn how to manage problems such as finding the right balance between global guidelines and

local autonomy, how to deal with multi-language interfaces and content, and achieving crucial buy-in from marketing, sales, and technical teams around the world. Get some practical guidelines on how to approach internationalisation issues and hear case studies about best practices, “pain” points, and lessons learned.

## Delegate Luncheon ▶ The Conservatory

12:30 – 13:30

WEB SEARCH SKILLS & RESOURCES  
TRACK A

Aston/Burford

Keep up-to-date with developments in web search engines and with information resources that the search engines overlook. This track covers a wide range of issues related to web searching, especially focusing on new approaches to searching.

Moderator: **Marydee Ojala**, Editor, ONLINE Magazine (USA)

## People &amp; Their Machines

A203

13:30 – 14:30

## The Challenge of Teaching Web Searching

**Greg Notess**, Reference Librarian, Montana State University (USA)

The constant change among web search engines requires an equally constant exploration of a variety of techniques for teaching. This differs from classic bibliographic instruction. Discover how other instructors manage the complexities of teaching web searching and training users to use Google and other search tools within the larger sphere of information literacy.

## Improving Information Retrieval with Client-Side Automation

**Allison Stacey**, Internet Strategist, WebInfoPro Cambridge (UK)

The processing power of the machines used to search the internet generally goes untapped. Harnessing this power to promote efficient retrieval capitalises on the advantages provided by client-side automation. When employed correctly, client-side automation dramatically changes the scope of questions answerable on the web.

# General Conference — Tuesday 12 October

**Coffee Break & ILI Sponsor Showcase** ▶ *Courtfield Suite*  
14:30 – 15:00

## Specialised Search Skills

15:00 – 15:45

### Reputation Monitoring and Competitive Intelligence

*Barbie Keiser, BEK Inc. (USA)*

Reputation monitoring is a new use of search technology that has developed from news clipping services and social networking. Differences among the reputation monitors currently available—in terms of sources, methodology, presentation of results, ability to redistribute results, integration with other tools for further mining and analysis—will be highlighted in this forward-looking session.

### Clustering of Search Engine Results

*Wouter Mettrop, CWI, Hanneke Smulders, Infomare Consultancy (The Netherlands), & Paul Nieuwenhuysen, Vrije Universiteit Brussel (Belgium)*

An investigation of the automated clustering of identical or nearly identical documents by Google shows that pages are clustered even when they differ substantially in meaning. Users can end up relying on information that represents a cluster, but which is not the most appropriate document in the cluster.

## Advanced Web Searching

16:00 – 17:00

### Exploring Shortcuts and Personalisation

*Randolph Hock, Online Strategies (USA)*

Web search engines have been developing shortcuts to help you find airline flight information, do simple arithmetic calculations, track packages, and a host of other things. In addition, personalisation is a hot topic in the search engine world. What value do shortcuts and personalisation have for information professionals? How can you best use these to enhance your searching experience?

### Using Advanced Search Techniques

*Phil Bradley, Consultant (UK)*

The ability to use advanced search techniques is what sets information professionals apart from the millions of casual

searchers. Phil Bradley will explore both the advanced search templates available from major web search engines and search syntaxes that allow for field searching to refine search strategies.

## OPTIMISING TECHNOLOGY IN LIBRARIES TRACK B

Chalford/Dean

This track is a special 2-hour session featuring three technology gurus talking about how to plan for and put new technologies to work in your libraries. Listen in on their high-energy wavelength as they wrap up with a stimulating panel discussion that challenges librarians to expand their horizons and take on new technology projects.

*Moderator: Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University (USA)*

## Optimising Technology in Libraries B201 & B202

10:30 – 12:30

### Libraries, Blogs & RSS

*Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University (USA)*

Weblogs (blogs) are one of the hottest things on the web today, but what relevance do they have to libraries? A lot, according to Frank Cervone. Weblogs can help you learn about developments in any field, but they can also be used to reach out to patrons in new and exciting ways. Listen and learn how new technologies, such as RSS, are used to provide new, exciting services and how they are being deployed in libraries today. You will also learn what blogs are, about blogging software, and how blogs can be used to provide more effective library services.

### Beyond E-Mail! Wikis, Blogs and Social Networking Software

*Brian Kelly, UK Web Focus, UKOLN (UK)*

We know about using the web for publishing, but several recent innovations offer richer and more interactive ways to support communications and collaboration. For young people, communications tools such as instant messaging and mobile phone technologies are widely used and even replacing e-mail. Brian Kelly will discuss new collaborative technologies, such as wikis and blogs, and the emergence



The Electronic Library,  
an Emerald Journal

**The Electronic Library** is a proud sponsor of Internet Librarian International 2004. The journal Editor, Dr David Raitt, is a programme chair and invites speakers and delegates to submit manuscripts for possible publication in this international journal. Devoted to the applications and implications of new technology, library automation, user interfaces, and networks on libraries and information centres, the journal welcomes, in particular, submissions which:

- Comment on existing and developing systems and technologies
- Report first-hand user experience of techniques and applications
- Provide practical information on the application of digital technology; or Analyse underlying trends and their likely effects.

Topics of special interest are:

- Libraries and the web • The digital library - digital resources, digitisation • Electronic books
- Software and hardware development • Web portals and intranets • Content management
- Database applications • User interfaces • The applications and implications of new information technology • Library networking and automation.

To submit a manuscript, please contact Dr Raitt on [david.raitt@esa.int](mailto:david.raitt@esa.int)

# General Conference – Tuesday 12 October

of social networking software. He will describe challenges and strategies for deploying these intriguing, new collaborative tools and show examples of how they are being used in libraries today.

## Technology Planning for Libraries: Avoiding Technolust & Technobust

**Michael Stephens**, *Technology Librarian, St. Joseph County Public Library (USA)*

Deploying new technologies requires effective technology planning. How do we serve our users with innovative technology and still remain within our budgets? Michael Stephens discusses current hot technologies such as RFID, wifi, MP3s, DRM, federated searching and how they might fit into library technology plans. He will cover what to consider when planning new technology initiatives, including: cost, training, ROI, staffing, etc. Technolust (defined as wanting technology for the sake of technology) is a frequent pitfall for technology enthusiasts. Learn how to create a well-written technology plan that serves as a guide to help you avoid technobust!

## Optimising Technology in Libraries (Panel Discussion)

**Frank Cervone**, *Assistant University Librarian for Information Technology, Northwestern University (USA)*

**Brian Kelly**, *UK Web Focus, UKOLN (UK)*

**Michael Stephens**, *Technology Librarian, St. Joseph County Public Library (USA)*

Join the three speakers in this special session for stimulating discussion of where technology for libraries is headed, which new developments they see as best bets for successful projects, and their tips on strategies, deployment, and technical problems.

## Delegate Luncheon ▶ *The Conservatory*

12:30 – 13:30

Join your colleagues and the conference speakers and sponsors for lunch, and enjoy an opportunity to get acquainted with other attendees and discuss the topics you've heard at the conference.

## TECHNOLOGY TOOLS & PRACTICES TRACK B

Chalford/Dean

Usability testing, design tools, strategies, techniques, and other technology tools and practices are part of the modern information professional's toolkit. Providing electronic resources and services means making them available in accessible, easy-to-use, and attractive formats. Hear from info pros in this track about how to harness the latest technology tools and implement best practices for content integration, access, and usability.

*Moderator: Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University (USA)*

## Usability Testing: Learning & Doing

B203

13:30 – 14:30

**Elaina Norlin**, *Senior Program Officer, Institute for Museum and Library Services (USA)*

**Lesley Moyo**, *Head Gateway Libraries, Penn State University Libraries (USA)*

Many libraries have employed usability testing to improve the design of their web sites, but usability testing is more than just a way to make your web site visually pleasing. If it

is done well, usability testing also can improve access to the vital services you pay for and provide to your users. Hear practical information and useful tips on how to conduct usability testing, and learn how to use usability data and improved web design to assess the delivery of information services. See examples of usable and not-so-usable academic library web sites and understand how site organisation affects the user's search experience.

## Coffee Break & ILI Sponsor Showcase ▶ *Courtfield Suite*

14:30 – 15:00

## Digital Library Design

B204

15:00 – 15:45

**Roar Storleer**, *Senior Research Librarian, University Library of Trondheim (Norway)*

**Andrew Wright**, *Electronic Access and Information Services Manager, National Information and Library Service (Australia)*

The new UbiT Web from the University Library of Trondheim in Norway is just about to be launched after an intense, 2-year effort to develop a digital library that has well-organised, structured, and user-friendly pages. Hear how the programmers met the demands of the editorial group and collaborated to build a usable site. Usability, digital design, and virtual resources for vision-impaired clients means unique twists and challenges. Learn about the challenges of building virtual services using audio-based technologies to supplement web-based ones, and see examples of such services from around the globe.

## Federated Searching: The Next Generation of Library Services

B205

16:00 – 17:00

**Frank Cervone**, *Assistant University Librarian for Information Technology, Northwestern University (USA)*

Understand what federated searching and context-sensitive linking are and how they combine to provide integrated access to full-text resources. Using his work at a major U.S. university, Frank Cervone explores the concepts and technologies employed to implement federated search and looks at implementation questions and concerns. In addition, he covers what software is currently available and how various standards, such as OpenURL, OAI, and XML, relate to these new services.

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# Preconference Workshops – Sunday 10 October

Preconference Workshops	10:00 – 13:00	<b>W1</b> <b>Web Search Skills &amp; Strategies</b> <i>Greg Notess, Montana State University (USA)</i>	<b>W2</b> <b>Successful Technology Training</b> <i>Michael Stephens, St. Joseph County Public Library (USA)</i>
	14:00 – 17:00	<b>W3</b> <b>International News Research</b> <i>Randolph Hock, Online Strategies (USA)</i>	<b>W4</b> <b>Quality Assurance for Web Sites</b> <i>Brian Kelly, UKOLN (UK)</i>

## Web Search Skills & Strategies

W1

10:00 – 13:00

*Greg Notess, Reference Librarian, Montana State University (USA)*

Get up-to-date on search strategies, skills, and resources in this course on searching the web. Learn power user tips and tricks and acquire an advanced skill set of search tools for searching the web. Hear what's new with Yahoo!, Google, and the rest of the engines, and find out what you need to know to use them effectively. This in-depth review and analysis of search engine features, functionality, and coverage is conducted by Greg Notess, editor of SearchEngineShowdown, and an internationally known speaker and author who covers the latest developments in web search.

## Successful Technology Training

W2

10:00 – 13:00

*Michael Stephens, St. Joseph County Public Library (USA)*

This energetic, fast-paced workshop teaches how to plan and implement successful technology training that is centered on the user and defined by user needs. Delegates will learn three methods to analyse and define users' technology needs, a "sure fire" test to ensure measurable outcomes and objectives, simplified task analysis for breaking learning down into steps, a toolbox of strategies to make technology learning fun and interesting, and two approaches to demonstrate and reinforce learning. With theory made practical, demonstrations of real-world training and instruction, and in-class practice using these techniques, this workshop is fun and highly interactive.

## International News Research

W3

14:00 – 17:00

*Randolph Hock, Online Strategies (USA)*

Though the quantity of news and news sources has increased dramatically in recent years, finding the exact news that one needs has become significantly more complicated. Along with the more traditional newspapers, news network sites, news wires, and radio and television stations, the searcher is also confronted with a wide variety of new news aggregation sites, RSS feeds, blogs, and various hybrids. This workshop will sort out the options for finding past and current news, address news browsing and searching options, examine the range of extremely valuable, yet free alerting services, and present a variety of techniques and tips. Attendees will come away with a much better understanding of what news content and search options are available and with knowledge that will make news searching much more efficient and effective.

## Quality Assurance for Web Sites

W4

14:00 – 17:00

*Brian Kelly, UK Web Focus, UKOLN (UK)*

As web sites provide increasingly mission-critical services, it is becoming more important to ensure that they are widely available, accessible, and functional—and comply with service level agreements and, perhaps even legal obligations to provide robust services. In this interactive workshop delegates will learn how quality assurance can help provide a framework for the provision of web services. The workshop will demonstrate tools and methodologies for identifying problem areas, identify the requirements, and showcase examples of QA procedures. Delegates will learn 1) the importance of quality assurance procedures; 2) how to implement procedures and tools to support the QA process; 3) how to develop action plans for such procedures in their own organisation.

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