



# Internet

Librarian  
International 2003



The International  
Internet Conference  
for Librarians and  
Information Professionals

25-27 March 2003

National Exhibition Centre (NEC) • Birmingham, UK

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Co-located with: Total Library Solutions 

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Internet  
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# Internet Librarian International 2003

Welcome to the fifth 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. The conference provides a stimulating forum for experienced speakers and inquiring delegates to explore the exciting range of issues and challenges that face information professionals today. The brand-new, co-located Total Library Solutions Exhibition adds the opportunity to view the best products and services and identify tools, technology, content, and infrastructure solutions.

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**Nancy Garman**, Director of Conference Program Planning, Information Today, Inc., USA

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## Conference Overview

### Location

All conference sessions take place at the Concourse Suite 1 and 2 and Suite 19 of the National Exhibition Centre (NEC) in Birmingham on Tuesday 25 March to Thursday 27 March. All preconference workshops take place at The Gallery Suite in Rooms 16, 17 and 18 of the National Exhibition Centre on Monday 24 March. The co-located Total Library Solutions (TLS) exhibition takes place in Hall 10 of the NEC on Wednesday and Thursday 26 and 27 March.

### Catering

There are numerous catering points situated around the NEC. On Wednesday 26 and Thursday 27 March, delegates can purchase refreshments within the TLS exhibition in Hall 10, right opposite the conference rooms. Free morning coffee is provided, courtesy of *Information Today* and *The Electronic Library*, on Wednesday and Thursday within the TLS exhibition hall.

### Total Library Solutions Exhibition

Co-located with Internet Librarian International is the new Total Library Solutions exhibition running from 26 - 27 March in Hall 10, right opposite the conference rooms. Internet Librarian International delegates benefit from unlimited access to TLS. Meet up to 70 exhibitors showcasing hundreds of the best library solutions; benefit from the free education programme including independent breakfast briefings and masterclasses with topics specially designed for librarians from the school, public, academic and special library sectors. In addition, there will be up to 40 vendor seminars demonstrating real-life solutions to your library challenges.

### Reception

An evening reception will be held on Wednesday 26 March from 17:30 – 19:00 in the TLS exhibition halls. Information Today, Inc. invites all conference delegates and speakers to join us to celebrate our 5th year of the conference, providing further opportunity to network with your information colleagues from around the world.

### Communities of Interest

Meet new friends and join your international colleagues to discuss topics of interest and brainstorm on solutions to common problems. These casual networking discussion groups will convene at the close of the formal Tuesday conference program. Enjoy a drink, great networking, and stimulating discussions on a range of topics, including:

#### Adding Digital Resources to Your Library

Facilitator: **Richard Hulser**, Infotrieve, USA

#### Changing Roles for Info Pros

Facilitator: **Tim Owen**, CILIP, UK

#### Information Literacy

Facilitators: **Marydee Ojala**, Information Today, Inc., USA, and **Sheila Webber**, University of Sheffield, UK

#### Web Design & Technology

Facilitators: **Darlene Fichater**, University of Saskatchewan, Canada, and **Frank Cervone**, Northwestern University, USA

#### Web Searching

Facilitator: **William Hann**, Free Pint, UK

### Sponsor

Internet Librarian International is sponsored by Information Today, Inc., the publisher of *ONLINE*, *Searcher*, and *Computers in Libraries* magazines, offering complete coverage of information and library technology.



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## KEYNOTE

## Concourse Suite

Moderator: *David Raitt*, Conference Co-Chair & Editor, The Electronic Library, The Netherlands

## The Future of Search Technology

09:00 – 10:00

*John M. Lervik*, CEO & Co-Founder, Fast Search & Transfer, Oslo, Norway

Look into the future of the Internet, search-and-retrieval technology, and the world of electronic information with John Lervik, an Internet visionary and successful entrepreneur. John Lervik founded Fast Search & Transfer, one of the best-known Web search engine companies, in Oslo, Norway, in 1997 with a vision for offering fast and efficient search and real-time filtering technology solutions. AllTheWeb is Fast's well-known public search engine, and Fast search technology also powers search solutions at some of the world's best-known companies and ISPs, including Freeserve.com, Reuters, IBM, and Reed Elsevier. Web search engines have changed the way librarians and information professionals do their jobs. A recent informal survey showed that search engines, not traditional online services, are the starting point of choice for most librarians. In this thought-provoking keynote, John Lervik offers a tantalising glimpse of new developments in the world of Web search technology.

## Coffee Break

10:00 – 10:30

SURVIVAL SKILLS FOR  
INTERNET LIBRARIANS  
TRACK A

## Concourse Suite 1

In a rapidly changing environment—where Web pages come and go, contents of Web sites change overnight, and popularity is considered a valid measure of excellence—the job of the librarian becomes increasingly complex. Become a more proficient researcher by grasping the new realities facing librarians, students, and researchers. From the expert searchers in this track, learn strategies, techniques, and tips that will help you survive and thrive in today's Web world.

Moderated by *Marydee Ojala*, Editor, ONLINE, USA

## Getting Better Search Results

A101

10:30 – 11:15

*Alison Stacey*, Cambridge Regional College, UK  
*Phil Bradley*, Internet Consultant, UK

Search engines are widely used to find information on the Internet, but it's no secret that many searches aren't as effective as they should be. Technical misconceptions, inappropriate search term choices, and inaccurate spellings contribute to poor search results. Drawing on results of a recent study, Alison Stacey identifies some problem areas in search engine usage, suggests strategies to improve searches, and offers objective measures to assess individual searches. Looking at how to get good searches from a different perspective, Phil Bradley stresses not only search strategies, but how to evaluate results.

## Expanding Your Research Toolkit

A102

11:30 – 12:30

*Mary Ellen Bates*, Bates Information Services, USA

Every researcher has a set of favorite tools. Good searchers know that each tool needs to be used in the right way for the right search. As the saying goes, if all you have is a hammer, everything looks like a nail. Internet researchers have many tools at hand, but sometimes they miss the best choice. And sometimes the right tool isn't really an Internet tool at all. The basics of research—finding answers—can be overlooked if you focus solely on tools and technology.

## Lunch Break

12:30 – 14:00

## Finding Books and News on the Web

A103

14:00 – 14:45

*Paul Nieuwenhuysen*, Professor, Vrije Universiteit Brussel, Belgium  
*Peter Chapman*, Information Consultant, UK

Today the Internet offers many options for finding books and news. How to discover books on a particular subject or by a particular author? How to find a complete bibliographic description? Should you look at bookseller databases, national bibliographies, or shopbots? Paul Nieuwenhuysen's analysis will help you answer these book-sourcing questions. Newspapers, particularly obscure regional ones or those from countries other than your own, present a different set of challenges. And electronic news archives may vary greatly from their print counterparts, depending on how they're digitised. Learn from Peter Chapman how to spot these differences and how to effectively tap into the gold mine of news on the Web.

## Google Busting for Fun and Profit

A104

15:00 – 15:45

*Chris Sherman*, SearchWise, USA  
*Gary Price*, Library Research and Internet Consulting, USA

The most popular search engine on the planet is Google. There's no argument that it has a large database, provides search support for a variety of formats, and returns sometimes surprisingly relevant results. But Google is not the only search engine in the world. There are many others; some are highly specialised, some are general. Chris Sherman and Gary Price, authors of *The Invisible Web*, explore strengths and weaknesses of the "other" search engines, offering practical suggestions about when to choose a Google alternative.

## Google Busting for Fun and Profit

(Continued)

A105

16:00 – 17:00

*Chris Sherman*, SearchWise, USA  
*Gary Price*, Library Research and Internet Consulting, USA

# General Conference — Tuesday 25 March

## WEB DESIGN & DEVELOPMENT TRACK B

Concourse Suite 2

Expertise in organising and managing information has led librarians into new roles as Web designers and developers, empowering them to offer new services to their users. In this track, you will learn how to tweak your site design to attract visibility from the search engines, how to maintain your Web site quality, how to use new tools for site design, and how to ensure that your site is accessible to all your users.

*Moderated by Darlene Fichter, University of Saskatchewan, Canada & Frank Cervone, Northwestern University, USA*

### Search-Friendly Web Design

B101

10:30 – 11:15

*Sandy Schlosser, New Media Project Manager, Consumer Reports Magazine, USA*

Can everyone find your site? If it is not showing up among the top 30 results in major search engines, you may have the best site in the world, but you're not reaching your target audience. This session explores ways to tweak your site design to increase your visibility within major search engines. Learn the critical importance of keyword selection, metatags, link text, and other Web design elements that may affect search engine ranking, as well as the importance of reciprocal linking.

### Web Site Quality & Longevity

B102

11:30 – 12:30

#### QA for Web Sites

*Edmund Bremner, Institute for Learning & Research Technology, University of Bristol, UK, & Marieke Guy, UKOLN, UK*

#### Surviving the End of Your Web Project

*Michael Davis, Electronic Library Projects & Systems Officer, University of Cranfield, UK*

Does your site play well with others? Can you maintain it after initial launch excitement is over? Does it age well? Will it last? Learn how quality assurance procedures affect Web site designs. Become aware of the importance of standards in developing interoperable digital library services—and understand some of the difficulties in their implementation. However, even the most well-designed site doesn't guarantee continued usefulness. Ensuring the content of a Web resource remains up-to-date is a crucial, but often overlooked, necessity. Find out how to create a content-rich Web site that requires minimum attention once it is completed.

### Lunch Break

12:30 – 14:00

## COMMUNITIES OF INTEREST

The Gallery Suite

Tuesday 25 March

17:15 – 18:15

Enjoy a drink, great networking, and stimulating discussions on a range of topics, including:

Adding Digital Resources to Your Library	Information Literacy
Web Design & Technology	Web Searching
Changing Roles for Info Pros	

### Tools for Web Designers

B103

14:00 – 14:45

#### Optimizing Web Sites for Search Engines

*Chris Sherman, Searchwise, Inc., USA*

#### Vlink: An OpenURL Resolver

*Stefaan Renard & Gerrit Alewaeters, Vrije Universiteit Brussel, Belgium*

It's not enough just to design a great site and hope searchers will beat a path to your virtual door. It's crucial to apply search engine optimization (SEO) techniques to assure that your content has a fighting chance of being found. Learn the basics of SEO from Chris Sherman and understand the clearly-delineated differences between legitimate, ethical techniques and the shady tactics used by spammers to trick the engines. Similarly, links are part of the magic of the Internet. Get an inside look at how Vlink, a link-server based on OpenURL works to guide users to relevant information sources using context-sensitive linking, based on experience at the Vrije Universiteit Brussel.

### Strategies for Designing Accessible Web Sites

B104

15:00 – 15:45

*Carol Carter, Web Design Consultant, Jamaica, West Indies*

*Jenny Craven, Research Fellow, Centre for Research in Library & Automation Management (CERLIM), Manchester Metropolitan University, UK*

Can everyone access your site, even if they are visually or otherwise physically challenged? It is becoming essential for Web designers and developers to create sites for the changing demography of Internet users, such as persons with disabilities and seniors. Designing accessible Web sites allows users to obtain and use Web content globally. It also gives users the flexibility to present and interact with Web pages according to their needs and preferences. Discover the main benefits of Web accessibility and learn Carol Carter's five strategies for designing effective Web sites accessible by everyone. Jenny Craven shares findings from the Non-Visual Access to the Digital Library project (NoVA), which explored user behaviour in digital environments with particular reference to people who are blind or visually impaired.

### Web Site Accessibility: Too Difficult to Implement?

B105

16:00 – 17:00

*Neil Witt, University of Plymouth, UK*

*Brian Kelly, UKOLN, UK*

*David Sloan, University of Dundee, UK*

It is often difficult to raise concern about Web site accessibility without appearing to be "politically incorrect." In this provocative panel discussion, Lawrie Phipps of the TechDis service argues that Web site accessibility can, and should, be implemented. Brian Kelly, UKOLN, counters that although accessibility is desirable, organisations cannot sign a blank cheque for ensuring widespread accessibility, and that there is a need for more open debate on what can and what can't be achieved. David Sloan, University of Dundee, suggests that one should not address the accessibility of a Web site without also addressing its usability. Learn about some of the realities needing to be faced to ensure Web sites comply with accessibility guidelines and hear which approaches are being taken within the UK higher education community.

INTERNET LIBRARIAN WORLD FORUM  
TRACK C

Suite 19

Travel to the four corners of the globe in this track, which is packed with librarians from around the world showing how they are using the Internet to share cultures, expand horizons, and offer better services to their patrons. The speakers in this track have put the Internet to work in their countries in imaginative and exciting ways, often leading by example to implement innovative solutions and services. The Internet is universal—learn how your colleagues have turned challenges into opportunities, and take back some of their creative solutions to apply in your own library.

Moderated by **Mary Peterson**, Royal Adelaide Hospital, Australia

## The Collaboration of Cultures

C101

10:30 – 11:15

**Susan Yoder**, Director, Integrated Information Services, Research Libraries Group, USA

For researchers around the world, accessing primary sources of cultural heritage is an emerging area of importance. No matter what the language or culture, such materials are often unique and difficult (or impossible) to access or view directly. Susan Yoder describes RLG's efforts to bring together a critical mass of highly disparate sources of digitised material from a wide array of contributors, whose needs, desires, and obligations varied widely, both with respect to the content and to the populations they served. From Susan's hard-won experience, you'll learn how to pinpoint issues that often become problematic in cultural heritage projects, and how to find solutions.

## The Power of Resource-Sharing

C102

11:30 – 12:30

## RDN Subject Portals Project

**Ruth Martin**, Subject Portals Project Manager, UKOLN, UK

## Archives Hub

**Amanda Hill**, Archives Hub Manager, University of Manchester, & **Sarah Stark**, A2A Central Team, Public Record Office, UK

Imagine combining the resources of more than 60 British educational and research organisations—or providing descriptive access to thousands of British archives collections. Collaborative resource-sharing and the enabling technology of the Internet have turned these projects into realities. The Subject Portals Project has developed a single interface that, along with a powerful search toolkit, enables users to search through more than 50,000 resources and retrieve seamless links to relevant material, often in full text. A British national Archive Network is not yet a reality, but various pieces are falling into place. Get inspired by these collaborative projects, and come away with an understanding of the power of resource-sharing on any scale.

## Lunch Break

12:30 – 14:00

## Libraries as Catalysts for Cultural Development

C103

14:00 – 14:45

## Scottish Cultural Portal

**Elaine Fulton**, Assistant Director, Scottish Library and Information Council, UK

## The COINE Project

**Zoe Clarke**, CERLIM, Manchester Metropolitan University, & **Michelle Kelly**, Armitage Museum, UK

## The People's Network

**Susi Woodhouse** & **David Potts**, Resource: The Council for Museums, Archives & Libraries, UK

The language or culture may vary, but the Internet has enabled libraries to become catalysts for cultural development. A cultural portal in Scotland, a local heritage digitisation effort, and a public library's effort to go 24/7 are innovative but doable ideas that can be replicated in countries around the world. Hear about the policies and practical know-how—as well as the pitfalls—that went into the development and implementation of these projects. Ask questions and get nuts-and-bolts information and advice from these experienced project leaders.

## The Global Internet

C104

15:00 – 15:45

**Irina Trushina**, Senior Researcher, National Library of Russia, Russia  
**Gil Feiler**, Begin-Sadat Center for Strategic Studies, Bar Ilan University, Israel

Distance learning? Library ethic codes? Technical difficulties? Sound familiar? Whatever the country, no matter the language, Internet librarians around the world share common interests and concerns. Join these international librarians and find out how their interests intersect with yours, learn what they are doing to solve problems, and hear about their projects, hopes, and dreams.

The Next Generation:  
Internet Services & Projects for Children

C105

16:00 – 17:00

## Ask Olivia

**Berit Lærkes**, Gentofte Central Library, Denmark

## A Guide for Writing Exercises

**Marianne Christensen** & **Susanne Kierkegaard**, Copenhagen Central Library, Denmark

## Internet Use in Taiwanese Schools

**Feng-Hsiung Hou**, Nanya Institute of Technology, Taiwan

Today's children are the Internet generation. Internet-based projects for children offer a glimpse of the developing potential as this generation comes of age in a fully electronic, networked world. The writing exercise guide done by the Copenhagen Central Library and the Ask Olivia answering service for children, developed by three cooperating Danish libraries and Danmarks Radio, are two exciting examples. And Feng-Hsiung (Danny) Hou's research on the relationship between Internet use and organisational characteristics of Taiwanese school libraries offers lessons learned that may be applicable in other settings.

# General Conference — Wednesday 26 March

## KEYNOTE

Concourse Suite

Moderator: *Nancy Garman, Conference Co-Chair, Information Today, Inc., USA*

### The British Library's Digital Future

09:00 – 10:00

*Richard Boulderstone, Director of e-Strategy, British Library, UK*

The British Library is creating a digital future for its collections and services as it embarks on a major effort to extend access to its world-class resources. Using electronic media and services to provide public access, opening up collections, creating productive partnerships, and developing new enterprises are central to the Library's development of a digital library programme. Digitisation of many of the Library's collections and archiving of materials that are "born digital" are high priorities. As the director of e-Strategy, Dr. Richard Boulderstone is the driving force behind the Library's initiatives to use Internet technologies to make its collection available to the widest possible audience, leading the way into the 21st century.

## Coffee Break—Sponsored by *The Electronic Library Journal*

10:00 – 10:30

## PRACTICAL WEB SEARCHING TRACK A

Concourse Suite 1

Many Internet searchers, even librarians and information professionals, are self-taught, relying on advice from colleagues, personal experience, and articles, books, and newsletters. In this track, hear firsthand from information professionals who share their practical tips and advice, stressing hands-on, useful information you can take home and put to work immediately.

Moderated by *Tim Owen, CILIP, UK*

### Grass-Roots Knowledge-Sharing: Market Intelligence

A201

10:30 – 11:15

*Derek Fetzer, Owens Corning, Brussels, Belgium*

*Helen Clegg, RR Donnelly, UK*

IT solutions alone will never ensure the success of a market intelligence effort. Effective market intelligence management requires employee involvement from all levels and the creation of an underlying environment that supports knowledge-sharing behaviours. According to Derek Fetzer from Owens Corning, the process should engage the entire organisation—from scientists to sales people, marketing, and customer service. And for a complete market intelligence function, external information cannot be ignored. Helen Clegg describes the RR Donnelly approach to market intelligence from this perspective.

### Search Engine Overlap

A202

11:30 – 12:30

*Ran Hock, Online Strategies, USA*

Why do you need to use more than one search engine? Taking a case-study approach to search engine overlap at the level of individual searches, Ran Hock, author of *The Extreme Searcher's Guide to Search Engines*, analyses how many and what kinds of unique pages are covered by multiple engines, the relative importance of the additional information, the issue of duplicates, and why metasearch sites are not the way to go.

### Lunch Break

12:30 – 14:00

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

### Value for Money: You Mean I Have to Pay?

A203

14:00 – 14:45

*Marydee Ojala, Editor, ONLINE Magazine, USA*

Most information professionals have never subscribed to the myth of free information on the Internet. However, management often thinks that getting something for nothing is a superb idea—and sometimes it is. In this session, Marydee Ojala investigates some of the reasons to pay—or not to pay—for information and explores whether free sites sometimes offer better information than fee-based services. Search examples illustrate decision points for when to use a fee-based or free source.

### Crossfile Searching Revisited

A204

15:00 – 15:45

*Ben Soares, EDINA Data Library, Edinburgh University, UK*

*Karen Blakeman, RBA Information Services, UK*

Xgrain, developed at Edinburgh University, is a tool for "shallow" cross-searching a group of A&I databases. Designed as a simple portal to the journals literature, Xgrain will have its own interface and will also be available for integration into subject-based and institutional portals. In the workplace, crossfile searching continues to be a key function as evidenced by the experiences of long-time business researcher Karen Blakeman.

## COFFEE BREAK

Sponsored by  
*The Electronic Library Journal*

10:00 – 10:30

*The Electronic Library*—the international journal for the application of technology in information environments—is delighted to sponsor this coffee break and invites all Internet Librarian International delegates to join us for coffee and to meet the journal's editor, David Raitt in the TLS exhibition hall. Free copies of *The Electronic Library* will be available during the coffee break.

# General Conference — Wednesday 26 March

## Coffee Break

15:45 – 16:15

## Cool Tools for Web Searching

16:15 – 17:00

*Gary Price, Library Research and Internet Consulting, USA*

Pack your search toolbox with great free or cheap Web resources and tools. Learn the secrets of successful Web searching as taught by Gary Price, a well-known searcher, author, and Web resource specialist. Gary's review of the newest and best resources, tools, and strategies, all from a practical, hands-on viewpoint, will give you dozens of new ideas to take home to your keyboard.

A205

## WEB STANDARDS & TECHNOLOGY TRACK B

Concourse Suite 2

Major changes are underway just below the surface of the Web. New formats, such as xHTML and XML, are beginning to replace the old, familiar HTML. What do these changes mean? What are the differences in these mark-up options? Do you need to learn new authoring skills? Interoperability is desirable, and the low cost of Web services holds the potential for stretching libraries' meager resources. Open source software and blogging software also offer the opportunity to expand your library's reach without breaking your budget. Join the knowledgeable experts in this track to quickly get up to speed on these crucial developments.

Moderated by *Frank Cervone, Northwestern University, USA*

## HTML Is Dead!

10:30 – 11:15

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

We are now all familiar with HTML. But awareness of new formats such as XML and related technologies is not so widespread. Brian Kelly describes the original Web architecture, which had limitations, but was successful due to its simplicity. He will explain why he claims that HTML is dead and tell how XML killed it. Also, hear about related formats and jargon such as CSS, SVG and SMIL—and XSLT, which is reviving HTML in a new format known as xHTML.

B201

## Web Services: Next-Generation Interoperability for Libraries

11:30 – 12:30

*Joaquim Carvalho, University of Coimbra, & Maria Inês Cordeiro, Art Library, Calouste Gulbenkian Foundation, Portugal*

Web services are a new technology for sharing information and services among different information systems. The primary novelty and advantage of Web services are the speed and low-cost of implementation—major factors for many libraries. Providing bibliographic systems with Web services capabilities can expand dramatically the dissemination and reusability of bibliographic data. In this session, explore Web services and their potential for disclosing "hidden Web" database resources while creating interoperability between library systems.

B202

## Lunch Break

12:30 – 14:00

## Authoring Web Sites in xHTML

14:00 – 14:45

*Darlene Fichter, Data Librarian, University of Saskatchewan, Canada*

What is xHTML and why should you use it? What are the major differences between HTML and xHTML? Learn about software packages that let you author in xHTML. Find out about tools that help you convert existing sites and xHTML validators. Take home a list of useful resource sites that will help you get started using xHTML.

B203

## Open Source Software for Libraries

15:00 – 15:45

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

More and more libraries are turning to open source solutions to help deliver core library services. What is open source software and what is the philosophy behind it? Find out what all the excitement is about, how your library can find and use open source software, and how your staff might contribute to an open source project.

B204

## Coffee Break

15:45 – 16:15

## Blogging

16:15 – 17:00

*Darlene Fichter, Data Librarian, University of Saskatchewan, Canada*

Blogging software is morphing from use for personal journals into content management systems and collaborative communities. When you decide to set up a blog, you have dozens of choices. Does your blog need to be remotely hosted or installed locally? What features and services matter? Get up to speed with blogging software basics. Discover exciting additions and innovative features. And learn how your library can find and use these highly personal, but often informative, resources as reference tools, as well.

B205



## DIGITAL LIBRARIES & ELECTRONIC RESOURCES TRACK C

Suite 19

Digital libraries, virtual reference services, and electronic resources have combined to create a truly global information environment. What are the new rules and tools for making the most of these resources? How do you put e-journals, e-books, and digital libraries of text, images, and audio to work in your library? The speakers in this track share their visions—and their hard-won experience in the new digital information world.

Moderated by **Alison McNab**, University of Nottingham, UK

### Digitisation Collaboration: Ways of Working Together

C201

10:30 – 11:15

**Cokie Anderson**, Oklahoma State University, USA

Digitisation projects require four elements: materials, equipment (computers, scanners, software), personnel with expertise in digitisation, and funding. Most institutions must look outside their walls for one or more elements. But through collaboration, institutions can share the burden. One organisation may “hire” another to digitise its materials; several institutions may perform different parts of the process; or a number of institutions may band together to form a “digital coalition.” Explore the challenges and opportunities presented by collaboration, as well as how to find potential partners and ways to initiate collaborative projects.

### Acquiring and Managing E-Journals

C202

11:30 – 12:30

**Tony Kidd**, Head of Serials/Document Delivery, Glasgow University, UK  
**Peter Shepherd**, Project Director, COUNTER Project, UK

If you buy the e-journal, can you cancel the print subscription? Do you have rights to the backfiles? For which publishers? Who can access the e-journals? How do you track usage and digital rights? These and a host of other questions besiege librarians who embark on e-journal collection management projects. Tony Kidd has hands-on experience managing e-journals and shares his advice and expertise on these and other burning questions. Peter Shepherd of the COUNTER (Counting Online Usage of Networked Electronic Resources) brings a different perspective, describing a collaborative effort by the publishers to measure usage of online information resources and to make Web logs and files accessible to subscriber organisations.

### Lunch Break

12:30 – 14:00

### Improving Access to Digital Resources

C203

14:00 – 14:45

**Ruth Jenkins**, Assistant Director, Information Services Division of Learning & Research Support, University of Birmingham  
**Zsuzsanna Toszegi**, Managing Director, &  
**Andras Kora**, Head of the Library Division, John von Neumann Digital Library & Multimedia Centre, Hungary

When the Nobel Prize in Literature was awarded to the Hungarian writer Imre Kertész in October 2002, the John von Neumann Digital Library began to create e-book versions of his works the very next day. The Digital Literary Academy plays a major role in providing electronic access to the complete

works of the major Hungarian authors. Hear about the Digital Library's strategies, new document formats—and the effects and side effects of its instant popularity. At the University of Birmingham, the eJournals Directory offers access to electronic journals via TDNet, and the eResources Directory provides Web-based access to CD-ROMs, online databases, and major Web sites. Ruth Jenkins discusses how the services were chosen and implemented, as well as how the university is planning to integrate them with the library management system, student portal, and virtual learning environment.

### E-Books: Do They Belong in Libraries?

C204

15:00 – 15:45

**Penny Garrod**, Public Library Networking Focus, UKOLN, UK  
**Louise Edwards**, Collection Manager, Joint Information Systems Committee (JISC), UK

Are e-books still worth adding to library e-collections or has the collapse of the dot-com market and the economic downturn dealt them a fatal blow? Hear examples of libraries around the world where e-books have been acquired and incorporated into services. Ask questions such as which audiences or users gain the most benefit from e-books and why; are novels suitable for the e-book format; and what impact will emerging and converged technologies have on e-books. Are e-books a valid format for higher education and academic environments? Who is doing what with e-books in university libraries? Join these two knowledgeable speakers to discuss examples and debate the pros and cons of this controversial topic.

### Coffee Break

15:45 – 16:15

### Rich Media on the Internet: Technology, Implementation, & Distribution

C205

16:15 – 17:00

**Brad Eden**, Head, Bibliographic & Metadata Services, University of Nevada, Las Vegas, USA  
**Richard Paterson**, Head of Knowledge, British Film Institute, UK  
**Susanne Buus-Pedersen**, Music Librarian, Copenhagen Public Library, Denmark

Project Netmus (music), the British Film Institute (film and television), and a digital gallery at the University of Nevada, Las Vegas (UNLV) are real-life illustrations of how digital repositories can be incorporated into Web projects. The British Film Institute is very close to launching a project called “screenonline,” containing up to 1,000 hours of British film. Two large Danish libraries have cooperated to allow patrons to download music files from Netmus, and the libraries' attention to rights management issues is of special interest. Streaming audio and video are part of the latest update to UNLV's digital gallery project, along with a radical redesign. Hear lessons learned from three project leaders who are really putting rich media on the Internet today.

## EVENING RECEPTION

Wednesday 26 March

17:30 – 19:00

Information Today, Inc. invites all delegates and speakers to celebrate Internet Librarian International's 5th year at our Evening Reception taking place in the TLS exhibition hall.

(Hall 10—opposite the conference rooms' entrance)

## KEYNOTE

Concourse Suite

Moderator: *David Raitt, Conference Co-Chair, & Editor, The Electronic Library, The Netherlands***Do Internet Librarians Need Maps of Cyberspace?**

09:00 – 10:00

*Martin Dodge, Centre for Advanced Spatial Analysis, University College, UK*

Does cyberspace have a geography? Do librarians need maps of cyberspace? What do we know about the nature, shape, size, distribution, and geography of the Internet, the World Wide Web, and cyberspace? Cybermaps help us visualise and comprehend the new digital landscape. Like maps of the real world, cybermaps are navigation tools for the new information landscapes, as well as objects of aesthetic interest. Some cybermaps may look familiar, using the cartographic conventions of real-world maps, but many are abstract representations of electronic spaces. In this thought-provoking keynote, Dr. Martin Dodge, one of the leading authorities on the geography of the Internet, explores information mapping and what it means for librarians.

## Coffee Break

10:00 – 10:30

NEW TRENDS & TECHNOLOGIES  
TRACK A

Concourse Suite 1

Keeping up with the pace of change is a challenge for most librarians and information professionals. Get up to speed with the latest developments in this stimulating one-day crash course on new trends and technologies. Whether it's PDAs in the reference room, network security, or the nuts and bolts of information management, the speakers in this track are sure to open your mind and expand your horizons.

Moderated by *Richard Hulser, Infotrieve, USA***Leadership in the Internet Age**

A301

10:30 – 11:30

*Richard Hulser, Infotrieve, USA*

Leading a library or information service in the Internet age is definitely a challenge with all the new strategies, skills, and technologies swirling around. We hear the cry from senior management, "It's all on the Internet, and it's free." So how do those of us leading our enterprise strategies with respect to the Internet, intranets, and the virtual world demonstrate the impact of our key competencies on our organisations and gain support to further our organisation's goals and strategies? This session deals with key leadership strategies for the Internet age—a must for all Internet librarians.

**Unstructured Information Management**

A302

11:45 – 12:30

*Mikael Thorson, Partner, Infosphere AB, Stockholm, Sweden*

There is data, data everywhere, but is it organised in any structured way? Mikael Thorson suggests a major problem facing information professionals and content managers is not only finding information, but making sense of huge volumes of data. Explore the new realm of Unstructured Information Management (UIM) and its potential for changing day-to-day research and information management.

## Lunch Break

12:30 – 14:00

**Increasing Content Velocity**

A303

14:00 – 14:45

*Ramana Rao, Chief Technology Officer & Senior Vice President, Inxight Software, USA*

According to Ramana Rao, basic content, including e-mail and electronic documents, is probably the single most ineffectively utilised asset in modern large organisations and businesses. In this session, Rao describes new opportunities for integrating traditional library and information science practices and new technologies for structuring and accessing these important, but fundamental digital assets.

**Network Security in Libraries**

A304

15:00 – 15:45

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

What actually happens when a computer network is attacked? With the large investment that libraries have in electronic resources, it is important that librarians understand the threats, vulnerabilities, and legal issues related to computer hacking and network attacks. In this session, Frank Cervone shows how to keep up with these dynamic vulnerabilities and how to protect your library's resources. Learn what a "computer hack" is, how to evaluate the various types of software and hardware that provide protection, and how to identify sources of potential exposure and develop a plan to close those exposures.

## Coffee Break

15:45 – 16:15

**Wireless Devices in Libraries**

A305

16:15-17:00

*Mary Peterson, Deputy Librarian, Royal Adelaide Hospital, Institute of Medical & Veterinary Science, Australia*

Do PDAs belong in libraries? Can you envision reference librarians roaming the stacks or reference room equipped with headsets and hand-held devices that enable them to access the library catalogue or the Internet to answer on-the-

# General Conference — Thursday 27 March

spot reference questions? Integrating library resources into a hand-held information environment opens endless possibilities and presents many technical challenges. Hear how one Australian library is adapting and embracing wireless applications. Learn how to evaluate the types of PDAs that are available and discover what information sources might be appropriate for them.

## INTRANETS & PORTALS TRACK B Concourse Suite 2

This one-day track focuses on strategies and case studies of librarians who are responsible for creating usable intranets and portals within their organisations. Organising and managing internal and external content are critical functions today. Experts in this track discuss the features, functionality, software selection, and tools for intranet builders.

*Moderated by Darlene Fichter, University of Saskatchewan, Canada*

### Intranets & Portals: Managing the Expectations

B301

10:30 – 11:30

*Martin White, Managing Director, Intranet Focus, Ltd., UK*

“Our intranet doesn’t meet business objectives, so we’ll integrate it into a portal.” This session discusses whether the intranet-to-portal strategy makes sense—considering information content, information technology, and intranet/portal governance issues. Learn the strengths and weaknesses of current generation portal technology, and hear a perspective on future technology directions such as web services.

### Selecting a Content Management System

B302

11:45 – 12:30

*Chris Meaney, Managing Director, Harvard Consultancy Services Ltd., UK*

What should a content management system deliver to be useful and practical for libraries? This session examines issues such as appropriate operating platforms, levels of interoperability, cross-domain potential, the Web interface (from a functional as well as a sustainability perspective), appropriate support levels, and value. The tendering process will also be examined and backed up with relevant case studies. Delegates will learn what they need to match their information and service aspirations against the software marketplace. A carefully selected content management system will save a library time and money in the medium to long term.

## TLS EXHIBITION

Don’t forget your delegate badge gives you unlimited access to Total Library Solutions exhibition, taking place on Wednesday and Thursday only in Hall 10—right opposite the conference rooms.

## Lunch Break

12:30 – 14:00

### Intranet Showcase

B303

14:00 – 14:45

*Eileen Hume, Knowsley Metropolitan Borough Council UK, and Nicola Ball, Kirkby Library, UK*

*Jens Bang Petersen & Peter Jensen, Gentofte Bibliotekerne, Denmark*

See two intranets at work in libraries in this learn-by-example session. Eileen Hume and Nicola Ball show an innovative intranet site at the Knowsley schools. Their case study explores the methodology and the technical problems they encountered in creating a small-scale intranet. A second case study, Musikbibliotek.dk, is a site designed to include all the splendours and knowledge of the Danish music libraries. One part of the site is an ambitious intranet intended solely for librarians. The intranet is intended to be the primary tool for Danish music librarians in all aspects of their daily work, with guidelines for selecting material, reference, exchange of experiences, and knowledge management.

### The Role of the Information & Knowledge Audit in Corporate Intranet Design

B304

15:00 – 15:45

*Ann Hylton, Kekma Ltd, UK*

Most medium and large companies have in place or are building corporate intranets. This session describes the pivotal role of an information and knowledge audit in the planning and design of the corporate intranet. Without such an audit, an intranet cannot properly serve its function as a prime information and knowledge conduit, since it would lack evidence-based information and knowledge of the most appropriate content, format, and interface suitable for targeted end-users.

## Coffee Break

15:45 – 16:15

### The Subject Portals Project: Features & Functionality

B305

16:15 – 17:00

*Richard Young, University of Birmingham, UK, & Malcolm Moffat, Herriot Watt University, Edinburgh, UK*  
*Francisco Pinto & Michael Fraser, Humbul Humanities Hub, University of Oxford, UK*

The Subject Portals Project (SPP) is developing services offering one-step, authenticated cross-searching of bibliographic databases. What additional functionality might higher education users want from portal services? Which services and functions are important to end-users? Are they interested in community-building tools? Based on a series of surveys, the JISC-funded Subject Portals Project presents findings about end-user wish lists of features and functionalities. Behind-the-scenes account management has a crucial role within the SPP since users have to be authenticated via multiple authentication mechanisms and scenarios that allow access for remote users. Learn how SPP has dealt with authenticating users, and take home some ideas about desirable portal features based on the surveys described by Richard Young and Malcolm Moffat.

## INFORMATION LITERACY TRACK C

Suite 19

Tomorrow's world citizens must not just be literate, but "information-literate." The need for information literacy—understanding how to find, analyse, and evaluate information, often on the Internet—crosses all geographic and economic boundaries. In this stimulating track, hear how today's librarians and information professionals are accepting the challenge and implementing information literacy programmes around the world.

Moderated by *Sheila Webber, University of Sheffield, UK*

### Information Literacy: Today and Tomorrow C301

10:30 – 11:30

*Sheila Webber, University of Sheffield, UK*

The field of teaching information literacy has been growing steadily, spreading to different parts of the world and to different education, business, and economic sectors. Initiatives in knowledge management, lifelong learning, and distance learning and a rapidly growing, information-savvy world population have stimulated demand. Sheila Webber launches this forward-thinking track with a snapshot of key developments and alternative viewpoints in the field.

### Information Literacy Challenges & Opportunities C302

11:45 – 12:30

*Margaret Markland, Centre for Research in Library and Information Management (CERLIM), Manchester Metropolitan University, UK*  
*Diane Clark, Northern Alberta Institute of Technology, Canada*

The rapid growth of electronic resources has increased the need for information literacy programmes and distance education programmes have added special demands. Developing online courses (and a virtual library) at a distance is even more complex. Training users in a cross-cultural environment and techniques for developing online courses require special sensitivity to cultural differences, according to Diane Clark's experience in a collaborative project. Facing a different challenge, Margaret Markland describes how lecturers in UK colleges and universities are unilaterally selecting and presenting dynamic links to online information resources for their students. She discusses some of the difficulties and how library and information professionals can support the teaching community.

### Lunch Break

12:30 – 14:00

### Teaching Tools & Techniques C303

14:00 – 14:45

*Alexander Sussman, University of Sydney, Australia*  
*Portia Diaz-Martin, Indiana University of Pennsylvania, USA*  
*Basil Martin, Clarion University, USA*

FLASH is a software development tool that can be very useful for librarians who need to develop online information literacy tutorials, because it can incorporate interactive interfaces and support multimedia. Hear one librarian's experience with using FLASH to develop information literacy tutorials. Its costs, advantages, and disadvantages will be discussed. On the other end of the spectrum of teaching tools, learn about course management software and the nuts and bolts of how to use WebCT to support an information literacy programme.

### Teaching the Internet C304

15:00 – 15:45

*George Geddes, University of Strathclyde, UK*  
*Karen Blakeman, RBA Information Services, UK*  
*Andrew Madden, University of Sheffield, UK*  
*Sheila Webber, University of Sheffield, UK*

Teaching end-users how to search the Internet has become an important function for many librarians. What skills should be taught? At what level? Should you teach skills and strategies or how to use specific resources? Hands-on or using demos? The speakers in this two-part session explore and debate approaches on how to teach the Internet. Sheila Webber suggests that students have failed to "get it" from traditional ways of teaching in a university environment. Karen Blakeman teaches business and non-academic users, who need to acquire different skills and who also bring a different mind-set to their efforts to become information-literate. According to Andrew Madden's experiences, teaching the Internet to younger schoolchildren requires yet another approach, and at the opposite end of the spectrum George Geddes has taught a 10-week, 30-hour, credit-bearing course on "Exploring the Internet" for adult learners. In this thought-provoking, interactive panel session, you'll have the opportunity to add your own ideas to the discussion and come away with ideas that work for you.

### Coffee Break

15:45 – 16:15

### Teaching the Internet (continued) C305

16:15 – 17:00

## About Birmingham and the National Exhibition Centre (NEC)

### BIRMINGHAM

Billed as the UK's second city, Birmingham offers some of the UK's top tourist attractions. As well as a thriving business community, the region offers a range of fascinating museums, art galleries, gardens, historic castles and houses, zoos and parks and the city hosts the famous Jewellery Quarter, where hundreds of individual shops produce over one third of the UK's jewellery.

Birmingham is close to Shakespeare's birthplace, Stratford-upon-Avon, home of the world-renowned Royal Shakespeare theatre company, as well as 1000 year old Warwick Castle.

For further details of what's on in Birmingham during your stay, visit the city's official web site [www.birmingham.org.uk/](http://www.birmingham.org.uk/).

### THE NATIONAL EXHIBITION CENTRE

The National Exhibition Centre (NEC) is Europe's busiest exhibition centre, hosting over 180 exhibitions each year. Up to 4,000,000 people visit the centre each year. With 20 halls totalling 190,000 square metres the NEC is also the biggest exhibition centre in Britain and seventh largest in Europe.

The NEC has been voted best exhibition venue management for four years and is complemented by extensive conference facilities and award-winning catering including restaurants, cafes and bars.

## Preconference Workshops — Monday 24 March

All Preconference workshops take place at *The Gallery Suite in Rooms 16, 17, and 18.*

### WebSearch Academy

10:00 – 17:00

W1

FULL DAY

Moderator: **Marydee Ojala**, Editor, ONLINE, USA

Lecturers: **Mary Ellen Bates**, Bates Information Services, USA

**Phil Bradley**, Independent Consultant & Author, USA

**Ran Hock**, Principal, Online Strategies, USA

**Gary Price**, Library Research and Internet Consulting, USA

**Chris Sherman**, Searchwise, Inc., USA

Join the experts in Web searching for a day-long session to learn the latest developments in search engine capabilities. Polish your skills and gain insights into the overall search process, with the added pleasure of being able to query these luminaries face to face. Our presenters literally wrote the books about Web searching. They are authors, searchers, and veterans of the online information environment. Familiar with different search systems, conversant with real-life search challenges, and willing to share their knowledge with others, the WebSearch Academy speakers are the best in the business. Participants should have basic experience with Web searching, but even those who have been searching the Internet for years will learn new insights, tricks, sources, and techniques to take back to the office.

Academy topics include:

- Search engine mechanics: how search engines really work
- Searching the invisible Web
- Practical tips and tricks for Web searching
- Advanced decision points for choosing Web search engines
- Browsers, directories, engines, metasearches
- Power searching relevant to Internet librarians
- Ask the experts

The day will end with each lecturer describing a favourite site, source, or technique. Join us for a stimulating day with these world-renowned expert Web searchers.

### Standards Primer for Digital Libraries

10:00 – 13:00

W3

**Darlene Fichter**, Data Librarian, University of Saskatchewan, Canada

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

This half-day workshop brings you up to speed with the new formats and terminology for digital library projects. It focuses on

the practical applications of TEI, EAD, RDF, xHTML, Dublin Core, METS, MODS, and OAI. Find out what each standard is and isn't and how each relates to the digital library environment. Learn about XML markup, DTDs, schemas, namespaces, and stylesheets. Find out how libraries are working together to build interoperable digital library collections. You will learn to recognise the names of different standards that are being used in the digital library environment and will understand the syntax and rules for encoding them. This workshop will enhance your understanding of the digital library environment and the challenges and opportunities for interoperability.

### Online Library Instruction Using WebCT

14:00 – 17:00

W4

**Portia Diaz-Martin**, Assistant Professor/Electronic Services Librarian, Indiana University of Pennsylvania, USA

**Basil Martin**, Assistant Professor & Coordinator of Bibliographic Instruction, Carlson Library, Clarion University, USA

Students are working and learning in a world that is increasingly saturated with information. The development of course management software such as WebCT has made virtual learning a reality. As instruction librarians, it is apparent that the academic success of students depends on the librarian's approach to methods in teaching students and faculty how to access, navigate, and evaluate the sea of information available to them. This workshop will address issues in providing library instruction through WebCT and show demos for promoting virtual library resources and services to faculty and students.

### Managing Web Development Projects

14:00 – 17:00

W5

**Darlene Fichter**, Data Librarian, University of Saskatchewan, Canada

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

Leading a project is a challenging task. Many of us do not have formal project management training and have picked up techniques wherever we could. This workshop discusses how to plan and carry out your project. Learn about the art and technique of setting clear project requirements, defining critical paths, selecting development methodology, leading diverse project teams, creating project documentation, and enabling reporting and communication.

# Future Conference Dates

Mark your calendars with the dates of these upcoming conferences



May 6–8, 2003 • New York, NY



November 3–5, 2003 • Monterey, CA



March 10–12, 2004 • Washington, DC

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