



Library Info Alert



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Library Info Alert focuses on recent developments in the field of library science and information management in the United States. *Library Info Alert* contains summaries of recent articles from leading library-related periodicals and recommended Internet sites. Our goal is to help the growing number of Greek librarians to maintain their libraries as centers for information and lifelong learning in the electronic environment of the 21st century.

1. Be the Bridge: Librarians can span the gap between students and their instructors

By Monty L McAdoo
(*American Libraries*, December 2009, pg. 38)

"There are many bridges in Libraryland: Books are a bridge connecting people and information; librarians connect people and books. Class assignments can serve as natural bridges between the content of a class and true learning. The type and nature of this particular bridge depends on the class and the expectations of the instructor. A "find a fact" assignment, for example, might require students to provide answers to a set of questions related to a class discussion. Term or research papers, on the other hand, require in-depth analysis of a specific topic." *Monty L. McAdoo is instructional services librarian at the Baron-Forness Library at Edinboro University of Pennsylvania in Edinboro.*

2. Dealing with Comments on your Website

By Michael Porte David Lee King
(*Public Libraries*, November/December 2009, pg. 23)

[...] you had to locate the website author's e-mail address (if it was listed somewhere on the website), and then you could write to that person (and hope you got an answer) . Whether the comment is on a website /blog, Twitter account, Facebook page, profile, or elsewhere, we've got to be on our toes. Because

sometimes, comments and responses can get very interesting, very quickly with all these new Web tools.

*Michael Porter is Communications Manager at Webjunction.org.
David Lee King is Digital Branch and Services Manager, Topeka & Shawnee County (Kans.) Public Library.*

3. On the Way

By Richard Oppenheim
(*Searcher*, November/December 2009, pg. 10)

"The big providers - Microsoft, [Google], Yahoo!, Apple, and Amazon - are all preparing to take you on a ride connected to their server farms. There will be virtual libraries of every kind of content - books, newspapers, magazines, reference materials, maps, photos, videos, audio, public information, and personal content stored for private use. Movies, old TV shows, new TV shows, and all sorts of commercial content are accessible today from such services as Netflix and Hulu.com. There will be lots more." *Richard Oppenheim blends business experience, technology skills, and writing competence with a passion to help others succeed.*

4. bing or bust: Can Microsoft Cure 'Search Overload Syndrome'?

By Benjamin E Johnson
(*Computers in Libraries*, November/December 2009, pg. 37)
According to the Internet Advertising Bureau, online advertising revenues totaled \$23.4 billion in 2008, and the bulk of that money was spent on

advertisements tied to internet search engine results pages. [...] only 25% of queries are successful; more often than not, searchers are forced to refine their search terms, backtrack to a search results page from a dead-end hit, or just give up.

Benjamin E. Johnson is a reference associate at the University of Nebraska-Omaha.

5. The Impact of Facebook on Our Students

By Doug Fodeman and Marje Monroe (*Teacher Librarian*, June 2009, pg. 36) Demonize or extol its admissions and alumni-network virtues, the use of Facebook in our schools is likely to elicit strong opinions. One thing is for certain, the use of Facebook repeatedly comes up in discussions about Internet safety, age-appropriate exposure, and student online behavior. Though many schools have different policies for using or accessing Facebook, we share many of the same concerns.

Doug Fodeman is co-director of ChildrenOnline.org and director of technology at Brookwood School, Manchester, MA. Marje Monroe is co-director of ChildrenOnline.org.

6. Web 2.0, Library 2.0, Library User 2.0, Librarian 2.0: Innovative Services for Sustainable Libraries

By Cheryl Peltier-Davis (*Computer in Libraries*, Nov/Dec 2009, pg. 29)

"Since its widespread public adoption in the 1990s, the internet has inextricably woven itself into every facet of human existence, influencing and in some ways reshaping every aspect of modern life - our communication patterns, the way we seek information, the way we think, and, in some instances, the way we act. [...] my professional life as associate cataloging librarian at Nova Southeastern University's (NSU) Alvin Sherman Library revolves around it."

Cheryl Peltier-Davis (peltierd@nova.edu) is associate cataloging librarian at the Alvin Sherman Library at the Nova Southeastern University in Florida. She is responsible for original cataloging of electronic and print resources. Her

research interests include emerging technologies in libraries, core competencies for librarians, digitizing library collections, and information management and retrieval.

7. Five Immutable Canons of Copyright

By K. Matthew Dames

(*Information Today*, November 2009, Vol. 26, Issue 10, pg. 17)

For better or worse, copyright law is as important to the average person as it ever has been. But it is not any easier to learn or figure out. Despite the complicated statutory scheme that contains the US' copyright law and much of the erroneous information that passes as interpretation of it, there are some concepts that retain their consistency year after year. These concepts provide creators and users of copyrighted works a level of certainty in a field that currently tends to be vague and obtuse. Here are five top copyright rules to remember: 1. Copyright is ubiquitous. 2. The Copyright Act features more exceptions than rights. 3. Copyright is a divergence from the public domain. 4. The purpose of copyright is to encourage learning. 5. Contracts change everything. *K. Matthew Dames is executive editor of the online publication Copycense.*

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