



## College & Research Libraries News

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*news*

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## Cordis Focus

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# CORDIS

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- Una red europea crea un marco a largo plazo para la investigación sobre biodiversidad, *página 18*
- Proclamados los primeros ganadores del premio Inventor Europeo del Año, *página 21*



**Schenkel subraya la importancia de una ciencia sólida para la elaboración de políticas**

*«Ciencia sólida para la elaboración de políticas», este será el nuevo lema de la Dirección General del Centro Común de Investigación (DG CCI). Su Director General, el Dr. Roland Schenkel, explicó este enfoque en el contexto del ciclo integral de las políticas públicas de la UE, destacando que la DG CCI era indispensable como ente interno de investigación imparcial, flexible y orientado por el cliente.*

Creada por el Tratado Euratom en 1957, la DG CCI está a punto de celebrar su 50º aniversario. Esta Dirección General de la Comisión Europea comprende actualmente a 2 650 científicos y personal de apoyo distribuidos en siete institutos en cinco Estados miembros: Bélgica, Alemania, España, Italia y los Países Bajos. Su función radica en proporcionar a otras DG e instituciones europeas, como el Consejo o el Parlamento, la investigación que necesitan para la elaboración de políticas en áreas tales como la seguridad alimentaria, productos químicos y salud, medio ambiente y desarrollo sostenible, seguridad nuclear, prospectiva tecnológica, medidas y materiales de referencia, seguridad pública y lucha contra el fraude.



*«Es importante destacar que no somos una DG que formula políticas», puntualizó Schenkel. «Nuestra asistencia abarca el ciclo completo de las políticas públicas de*

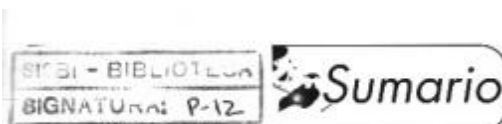
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## El Profesional de la Información

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## Reference Librarian

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### New Directions in Reference



The Reference Librarian  
Number 93

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*Explores virtual reference as a new career opportunity for librarians. Asks if this is a good, long career path, or if it will career virtual reference librarians off into the slough of despond. The skills needed for the traditional reference librarian are compared to those needed by the virtual reference librarian; the challenges and advantages of working virtual versus traditional reference are identified; the types of questions and resources used in providing virtual reference service are discussed; and the types of interaction with the patrons are explored. The skills needed to manage and evaluate virtual reference services are also articulated.*

**KEYWORDS.** Virtual reference, career opportunities, skills transfer, cooperative reference, commercial reference, working from home, reference interview



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### Evolving Reference, Changing Culture: The Dr. Martin Luther King, Jr. Library and Reference Challenges Ahead 23 *Harry Meserve*

*Analyzes the new Dr. Martin Luther King, Jr. Library in San Jose, California in terms of the experience in developing new ideas and confronting new problems in reference service. Argues that developing a merged public-university reference service encounters important problems that are similar to the challenges that face reference services everywhere in the 21st century. Introduces the problem of how a merged public-academic reference service must develop a new reference culture in order to succeed. Links the development of the reference culture to the ideas of Life Long Learning and Information Literacy.*

**KEYWORDS.** Merged public-academic libraries, merged reference service, new model library, reference culture, future of reference, economics of scale, budget constraints, library politics, Life Long Learning, Information Literacy

### Current Issues in Music Reference 43 *Michael Duffy IV*

*The climate of change in music reference represents a challenge to librarians. The three issues in the library literature that probably have the greatest impact on music reference service and are the subject of this paper are changes in users, sources, and modes of access to sources. These three issues are certainly related, as users need to use sources, and they need to know how to access them in order to use them. Reference librarians are called upon to mediate this process. Music library collections have their own peculiarities, however. Because they contain a wider variety of materials than many other kinds of library collections, reference librarians for music collections must be aware of the format, content, and intended uses of these materials, as well as the research patterns of their patrons. In the recent past, as cultural norms have changed with the paradigm of Western culture, users have wanted to use music libraries in new ways, and librarians are challenged to accommodate them. The musical genres used and requested by today's library patrons are different than they once were, both for listening and for academic study. Musical reference sources are being issued in electronic formats, and this represents a challenge for some users. The expanded use of interlibrary loan and electronic access to materials represents new opportunities and challenges. Music librarians are being called upon to provide services to patrons they may never see.*

**KEYWORDS.** Music libraries, music reference, reference sources, user demands, changes in user populations, changes in access

### A Primer on Copyright Law and the DMCA 59 *Byron Anderson*

*Presents the basics of modern copyright law and ways in which the 1998 Digital Millennium Copyright Act (DMCA) changed the law. Focuses on the DMCA's prohi-*



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*tion of circumvention and file sharing and how this has impacted libraries. Discusses efforts to re-establish a copyright balance between creators, publishers and consumers, especially through proposed legislation and the open access movement. The impact of the DMCA on libraries is weighed, and calls for librarians to be more vigilant in opposing efforts to legalize digital rights management software.*

**KEYWORDS.** Copyright law, copyright legislation, Digital Millennium Copyright Act, circumvention, file sharing, open access journals, digital rights management software

### IMPACT OF TECHNOLOGY

#### Self-Service Interlibrary Loan: A Primer for Reference Staff 73 *Roberta Burk*

*Technology is rapidly moving libraries toward a self-service interlibrary loan model. Patrons currently request books and articles through OCLC's unmediated ILL Direct Request service, and interlibrary loan management software enables users to request, track, and renew borrowed materials unassisted online. In addition, products such as SFX and Serials Solutions further expand unmediated requesting. Peer-to-peer resource sharing defined by the ISO ILL Protocol and direct consortial borrowing, which has become possible following the recently approved NCIP standard, encourage and support the widespread development of self-service interlibrary loan. As borrowing from other collections becomes an almost effortless process for library users, reference librarians must find ways to encourage patron use of local collections, as well as familiarize themselves with the mechanics of unmediated interlibrary loan to better assist patrons in their use of evolving interlibrary loan technology.*

**KEYWORDS.** Academic libraries, unmediated interlibrary loan, NCIP (NISO Circulation Interchange Protocol), OCLC DirectRequest, direct consortial borrowing, interlibrary loan management software, ILL technology

#### From Novelty to Necessity: Impact of the PDA Experience 83 on Medical Libraries *Peg Burnette* *Jo Dorsch*

*Handheld computers are quickly becoming a ubiquitous tool in medicine. Factors that have spurred the rapid adoption of this technology in medicine include convenience and ease of use, mobility, and the enormous library of medical applications now available. Health sciences libraries in both hospitals and academic medical centers are actively promoting and supporting PDAs as a natural extension of their services. Medical libraries have quickly adopted this technology to deliver medical information in a non-traditional way. This paper discusses approaches being used to incorporate PDAs into library services and examines the impact of those approaches on the medical reference librarian.*

**KEYWORDS.** Personal Digital Assistant (PDA), handheld computing, handheld products, wireless access, medical reference, medical libraries, library services





## Reference Librarian

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### E-Mail Reference Evaluation: Using the Results of a Satisfaction Survey

99

*Leanne M. VandeCreek*

*E-mail reference has been utilized as a reference tool in academic libraries since the early 1980s. Today it is one of the most common media for providing digital reference service. An important aspect of providing any service is evaluating users' satisfaction levels with that service. Users of the Ask-A-Librarian e-mail reference service at a large academic library over a ten-month period voluntarily completed a seven item web-based questionnaire. The results indicated that the majority of respondents were satisfied with Ask-A-Librarian overall. This paper discusses how the library used the survey results to improve the existing service, and to implement a new one-chat reference. Reference service providers should not only ask users for feedback on existing services, but also should include them in the planning and design phase of new services. In doing so, they demonstrate their commitment to providing adequate and appropriate services to their patron community, and ultimately can save their institutions time and expense.*

**KEYWORDS.** Academic libraries, Ask-A-Librarian e-mail reference, chat reference, digital reference service, evaluation, surveys, user feedback, user satisfaction, user involvement, user consultation

### ISSUES IN LIBRARY SERVICES

#### How the GPO Got Its Groove Back: Government Printing Office and Government Information on the Internet

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*Kathy Hathaway*

*In the last decade, the Government Printing Office has dealt with two major problems of this revolution. First, GPO has had to master the various aspects of the electronic age. Second, they have had to deal with the "under-the-gun" mentality of a government totally enamored of the "apparent" efficiency and accuracy of electronic information. GPO's struggle with these problems has been neither easy nor comfortable. From top to bottom in the government documents world nearly everyone has some degree of apprehension, misgiving, or outright suspicion concerning the future of the accessibility of government information. Despite these difficulties GPO has made important strides toward implementing the apparatus of electronic information, while at the same time striving to ensure the quality and coherency of the end product available to the nation's citizens.*

**KEYWORDS.** Government Printing Office, government information, electronic products, dissemination of information on the Internet, archiving, preservation, Federal Documents Depository Program, Persistent Uniform Resource Locator, documents librarians



## Reference Librarian

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### Golden Rule Reference: Face-to-Face and Virtual 129 *Chad E. Buckley*

*Reference service in all types of libraries could be improved if librarians actively adopted the mindset of the Golden Rule. The Rule is expressed in some form in many world religions and instructs us to treat others how we would like to be treated. This approach has applicability not only in face-to-face reference transactions, but also in virtual reference. The empathetic reference librarian should be alert to both verbal and non-verbal clues that can indicate how a patron would like to be treated.*

**KEYWORDS.** Golden Rule, reference service, patron treatment, reference transactions, virtual reference

### Reference Services in Rural Libraries 137 *Amanda E. Standerfer*

*The information age has changed libraries of all types and sizes in ways that no one could have predicted. For a rural library, though, changes have been fast and furious and have made a dramatic impact on the very nature of the library and the services the library offers. Rural libraries went from a gathering place for community activities to fully wired information centers in a matter of a few years. The article addresses what these changes mean for reference services—one of the most basic functions of a public library. While people are consuming more information than ever, will the rural library be able to keep up with this demand even with the Internet? The article explores reference services in rural public libraries, using examples from libraries in central and northern Illinois, giving consideration to the nature of reference services, how they have changed over time, and how this compares to small libraries in a metropolitan setting.*

**KEYWORDS.** Rural public libraries, small public libraries, reference services, electronic resources, issues and trends, staff training, future of reference



## Universidades

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