



BayNet

Bay Area Library and Information Network

Late Fall 2011

President's Message

By Debbie Abilock
Co-founder, Noodle Tools, Inc.

One of the unique benefits of membership in BayNet is an opportunity to work “beyond the silos” of our own type of library. During the last few months BayNet librarians from school, academic, public and special libraries have collaborated to provide a rich series of events and initiatives of interest to our diverse membership.

Internet Librarian, Monterey

Many of us took advantage of BayNet's discounted rate to attend Internet Librarian and network with librarians from the US and Canada. There were many compelling presentations some by BayNet members, including one by Jaye Lapachet, Manager of Library Services at Coblentz, Patch, Duffy & Bass LLP. Another highlight was John Sealy Brown's keynote on why new dispositions are needed to enable new learning

and socially-constructed understanding. See slides here: <http://www.infotoday.com/il2011/Presentations.asp>

Speakers and Tours

BayNet members attended a wonderful evening in mid-October on the many facets of authority presented by Roberta Shaffer, the Law Librarian of Congress at UC Hastings College of Law organized by Mark Estes, Library Director of Alameda County Law Library and Linda Weir Public Services Librarian, at Hastings. Tamera LeBeau, Assistant Library Director of Livermore Public Library described Roberta Shaffer's presentation as “timely.” She added, “Her discussion of issues of authority was relevant not only to law librarians but to those of us working in public and academic libraries – a thoughtful and engaging presentation!” We were toured and dined at Google early in November

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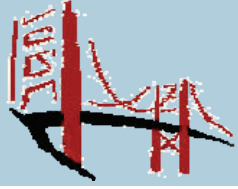
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and treated to a presentation on sensemaking by Google's Senior Research Scientist, Search Quality & User Happiness, Dan Russell, who recently co-edited a special issue of *Human-Computer Interaction Journal* (April, 2011) on "Sensemaking".

Support for Career Changes and Job-Seekers

In response to member requests, BayNet has rolled out our "Networking" pages <http://www.baynetlibs.org/resources/networking/> developed by Mildred Arencibia, Digital Archivist & Cataloger, Marin County Free Library with the help of Amy Rogers, BayNet Webmaster. These popular pages provide Bay Area information professionals with the knowledge and tools they need to be successful in their careers and job search. Pages include general information on communicating effectively to build your "brand" and target specific institutions or fields of interest. There are lists of professional groups, subdivided by specialty, local and online workshops, library news and notable resources in library and information science. In addition to offering current job listings <http://www.baynetlibs.org/jobs/current-job-listings/>, BayNet has begun a multi-year Mentoring and Apprenticeship initiative. Contact the Chair, Margot Hanson, Web Services Librarian at Golden Gate University Library (mhanson@ggu.edu) to find out more about becoming a mentor or applying for a mentorship.

Upcoming Events

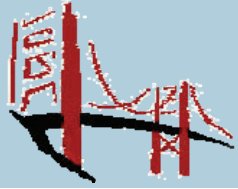
In February 2012 we will tour the Stanford Health Library and hear a lively panel of librarians, library directors, and volunteer coordinators discuss the logistics and ethics of using volunteers in libraries, thanks to the continuing work of the Tours Committee, Michelle Howard, librarian at KMD Architects, Jerry Dear, Librarian/Information Strategist at San Francisco Public Library and Katherine Becvar, Adjunct Reference Librarian at the College of San Mateo.

Looking forward to our annual meeting in May our speaker's area of expertise is Media Studies and Environmental Studies. More information will be available shortly from Nicole Greenland, Librarian for Systems Administration & Faculty Technology Development at Paul J. Cushing Library, Holy Names University.

Hot Tip

For those of you who have read to the end of my message....

We are planning an exclusive corporate library tour with a dynamic librarian that will *only* be available to current members. If you haven't renewed, consider doing so now. Then subscribe to our listserv, blog, or follow us on Twitter @baynetlibs to get tipped off when we announce that registration is open for this exceptional event.♦



The Networked Librarian with Lee Rainie

By Katie Melville
Librarian, Livermore Public Library

BayNet's Annual Meeting in May featured Lee Rainie of the Pew Internet Project. Lee is the director of the Pew Research Center's Internet & American Life Project <http://www.pewinternet.org/Experts/Lee-Rainie.aspx> and previously was the managing editor for *U.S. News and World Report*.

Lee was introduced by Karen Schneider, now of Holy Names College and previously with the Librarians Index to the Internet. Karen's remarks were a lively start to an informative and compelling presentation. She used numerous databases, search engines and different keyword combinations to find out more about Rainie before introducing him. My personal favorite was a Google search on "Lee Rainie plus zombie", which retrieved 226 thousand entries. Lee's first name is actually Harrison, a search tip which will help to locate his books in library catalogs and from Amazon as well as other online sellers. When Lee took the podium he prevailed upon the audience not to "tweckle" him during his presentation. "Tweckle" is a new word which translates to "heckle on Twitter". Lee explains that "My staff follows me on Twitter and I will never hear the end of it."

There is a new social operating system developing in our society as social networks become more influential and are differently composed. Social networks

create their own content and, consequently, network participants view their community differently.

This new era of mobile conductivity and almost ubiquitous wireless technology has created rapid changes in libraries.

Lee told us that librarians are ideally suited to this environment because they know how to solve problems, find resources and connect. These are skills which are needed more than ever as we are living in the midst of a stunning cultural and economic transformation.

Lee described this era as the Fifth Estate. Remembering back in French history, there were Three Estates; the clergy, nobility and the peasants. In the 19th century, the British and other developing countries talked about the 4th Estate as mass media and publishing: newspapers, pamphlets and books.

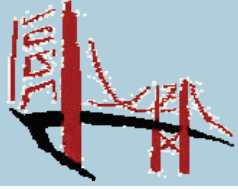
Reporters' information was checked and edited, and publication was controlled – as it was expensive to publish. Lee argues that today's Fifth Estate is a "free for all" because it is easy and cheap to publish either facts or misinformation on blogs, web pages, Facebook and Twitter. The market adoption of mobile devices to work, play and communicate is a major shift in the way that people live and work. Lee outlined the factors that make up this revolution:

Revolution #1: Internet & Broadband

Revolution #2: Wireless

Revolution #3: Social Networking

Mobile devices and new media have impacted culture - and not just youth.



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The fastest growing social networking demographic are individuals over 50. There are new norms in families, as parents ask their children to “Friend” them on Facebook, in order to know what they are doing. Ordinary folks create content and share with others. If we don’t find what we want online it is possible and very easy to set up a group and collaborate with other like minded people that we may never meet face to face. One in four adults are using apps, engaging with their devices and getting information instantly rather than “browsing the web.” The challenge for libraries is not only collection development but also helping their patrons deal with the information overload they face. But patrons are no longer coming to us. We must go out to patrons, market, recruit, exchange and collaborate.

Lee Rainie has much more to say to librarians and, fortunately, with the help of the tech team at San Francisco Public Library, BayNet has given us the complete video of his talk <<http://www.baynetlibs.org/2011/05/06/event-free-lee-raine-pew-research-center-internet-american-life-project-may-6/>>

On a personal note, I want to thank BayNet. Not only do you give us a good time, you let us know where our industry is going. Can you believe the price? Free! What is the benefit? Phenomenal! I remember the speakers and lectures from BayNet’s annual meetings long after the event. It might take me years to come up to speed with the ideas and content discussed, but I do remember and I am impressed. A few years ago, one of my library instructors Deb Hunt, former BayNet

President and current member, remarked that we have to “run as fast as we can to attempt to keep up with technology.” As we are poised to enter this networked, mobile world, Lee Rainie echoes that sentiment: “Be not afraid, approach with creativity.”♦

Save the Date!

Stanford Health Library Tour *and*
Panel Discussion on Library Volunteers

Join BayNet/NCNMLG to tour the South Branch of the Stanford Health Library followed by a reception and an informative program on use of volunteers in public, school, special and academic libraries.

Date:

Wednesday, February 1, 2012

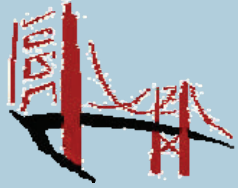
Location:

Stanford Health Library, South Palo Alto Branch,
Oshman Family
Jewish Community Center
3921 Fabian Way, Room G106
Palo Alto, CA

Program:

5:00-5:30 pm Library Heath Tour
5:30-6:00 pm Networking Reception
6:00-7:30 pm Program

Come for all or only part of the program. Seating is limited and pre-registration is required.



Look for registration information soon at:
<http://www.baynetlibs.org>

Directions see the Stanford Health Library web site. http://healthlibrary.stanford.edu/about/sopa_directions.html

The event is free to BayNet& NCNMLG members.

\$5 for all others, payment (cash or check only) will be taken at the door.

Open Position: BayNet Newsletter Editor

BayNet is looking for a new Newsletter editor! The current Newsletter Editor, Debra Sampson, is stepping down from the position after 3 years of service. The BayNet Executive Board is also interested in seeing the Newsletter be published in a Web Publishing format. This is a great opportunity for someone to take over the position and revamp the newsletter in their own style! BayNet has a dynamic member base and there is ample opportunity to expand the Newsletter with more articles, professional tips and tricks, and your other fabulous ideas! Please contact the BayNet Board President, Debbie Abilock, [dabilock \[at\] gmail \[dot\] com](mailto:dabilock@gmail.com), if you are interested in writing and publishing, especially Web publishing! ♦

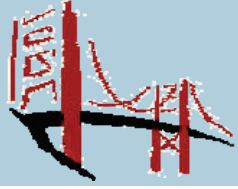
Book Reviews on Recent Titles for Library Job Seekers

By Jonathan Leff, MLIS

How to Stay Afloat in the Academic Library Job Pool. Teresa Y. Neely, ed., Forward by Camila Alire. 2011. Chicago: American Library Association.

A Librarian's Guide to an Uncertain Job Market. Jeanette Woodward. 2011. Chicago: American Library Association.

The ALA has recently released two new books aimed at guiding people at all stages of the library profession through the seemingly nebulous and oftentimes emotionally fraught world of the library job hunt especially in these tough economic times. I found these books valuable as they are geared specifically towards the library world, and clearly lay out what a person needs to do to not only get a library job, but also how to prepare for the possibility of losing a job they may already hold. I read Woodward's book first, and recommend it as a good place to start, as it provides information for both newbies and seasoned professionals. She begins with an overview of the challenges faced by the profession due to the current economic crisis and changing trends in librarianship in the 21st Century. She addresses not only people looking to enter the field who are trying to figure out what their prospects are and where they should direct their energies, but also those who are looking for a change, and those who are wondering if the job they hold may be at stake – and what to



do about it if is. She recommends taking stock of your present situation, developing an action plan for a possible layoff, and weighing the pros and cons of early retirement. Woodward also outlines the dos and don'ts of the job hunt, and emphasizes the importance of sticking to tried and tested rules for conducting the job search.

Neely's book, as the title indicates, is geared to those looking to enter the world of academic librarianship, and is compiled of insights from current and former librarians at the University of New Mexico's University Libraries. It begins with an assessment of the current state of academic librarianship, and each subsequent chapter guides the reader through all the dos and don'ts of the different stages of the job search and lets job seekers know what to expect as well as the factors that influence search committees' decision-making. The first chapter details the state of the field, the positions that pay the highest salaries, and the likelihood of newly minted library school graduates with no academic library experience finding an academic library job (not very likely). It also discusses the inconsistent wording of some job ads, and the confusion it causes to applicants. Subsequent chapters include tips on how to read a job ad, when *not* to apply for a job, the importance of taking the locale of your potential new job into consideration (it is actually placed near the top of the list of things to consider), and tips and tricks for surviving every stage of the interview process, especially when it seems daunting and you want to give up.

Overall, it contains a wealth of information from those who have been through the experience.

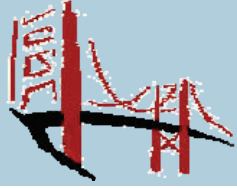
The key message I got from both books is if you prepare for the challenge as much as possible, you'll increase your chances of coming out on top. I highly recommend both books, and actually wish I had had them a year ago as I was approaching my last semester of library school. I will certainly be using them in the future. ♦

Jonathan Leff is a recent graduate of San Jose State University's School of Library and Information Science. He is interested in many areas of the library profession, and enjoys providing users with information that enriches their everyday lives.

Save the Date!

CCLI, the California Conference on Library Instruction is planning to hold its annual day-long workshop in Sacramento on the tentative date of April 27, 2012. The topic will be Embedded Librarianship. This is always an informative as well as affordable Conference. We look forward to seeing you in the spring! For more information visit:

<http://cclibinstruction.org/>



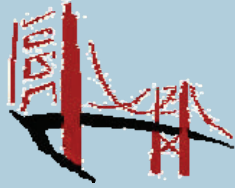
“Who’s to Judge: Authority by Algorithm and Other 21st Century Challenges to the Law” : The BayNet Evening with Roberta Shaffer, the Law Librarian of Congress

By Beth Gemellaro
Reference Librarian, UC Hasting College
of Law Library

[Roberta Shaffer](#) began her discussion of how authority is implemented in today’s technological society at the October 11 BayNet meeting at UC Hastings College of the Law by stating what authority we have as librarians and how it is derived. She began by stating that our authority as librarians comes from our relationship with our customers (or patrons). We are keepers of authority but we work to give it away to others so they can use it themselves. But our authority has changed because authority is now determined by algorithm. Where does such authority originate? Ms. Shaffer gave several examples: authority can come from the absence of competition; authority can come from access; authority can come from apathy, we are on the sidelines if we are not engaged; authority can come from advocacy; authority can be by assembly or compiled material. The last example she gave was authority can come from anybody! She referred to a New Yorker cartoon that was captioned “on the internet nobody knows you’re a dog.” She then went into detail about how different generations perceive authority. Generation G – for the G.I. Bill - experienced a time of strong government, businesses and other organizations. Authority came from the top and

Generation G did not generally question authority. The Boomers questioned authority and wanted change. Generation X grew up in a time of major changes in the world and in family life. They may not have a strong relationship to authority. Generation Y questions authority but unlike the Boomers they want to understand it more than change it. Teens (Generation Z or “Zen Gen”) now are used to working in groups and they get their authority from being in a group. Teens are also skilled social media users. Their authority and information come from many sources sometimes at the same time.

As library customers’ search for information has changed, the Library of Congress is working to change its information architecture. Now there is no direct connection between different types and sources of material at the Library. But, they are working to find and connect information “across silos”. Authority will come by aggregation rather than assembly. An illustration Ms. Schaffer gave of this point is if someone were searching the book catalog for material on Mozart, they would only find what is cataloged there. The user may not retrieve scores, pictures, audio files or other material contained in LC databases outside the catalog. As a final note, Ms. Shaffer spoke about the Law Library of



Congress foreign law specialists. They are foreign-trained attorneys who provide research assistance and analysis for the Library's foreign law collection. She said the Library wants foreign-trained attorneys as subject specialists because they believe a lawyer who has studied and worked in that particular jurisdiction has a better understanding of how the legal system functions in that country. The Law Library is currently recruiting for attorneys from Canada, Pakistan, and central Asian countries including Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan.

Members of the audience had several questions for Ms. Shaffer about what type of patrons use the Law Library of Congress and how members of the media use the legal materials held there. Another question was about the Library's decision to make a Twitter archive. The Library decided to archive tweets because they may be used for social trend analysis and other research. She said tweets are similar to diaries, letters and other personal information held in the collection.

The BayNet members who attended had ample opportunity to speak with Ms. Shaffer before the presentation. BayNet has posted the full video of her discussion on the BayNet website: <http://www.baynetlibs.org/2011/10/24/video-of-talk-by-roberta-shaffer-the-law-librarian-of-congress-on-oct-11/>

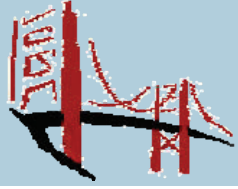
Her presentation was not only about authority; she also gave some interesting background information about the Library of Congress. ♦

A Sense-ible Visit to Google HQ

By Katherine Becvar
Adjunct Reference Librarian
College of San Mateo

Recently, the Google search education team hosted a tour and talk of Google's headquarters in Mountain View. During the tour we were given a presentation by Daniel Russell, Senior Research Scientist, Search Quality & User Happiness. I found myself listening to Dan's presentation with two distinct responses -- first was "ooh! look at that great trick he just did," which comes from watching someone with an obvious facility with the depth and breadth of the Google toolkit. But I also got the sense that what Dan really wanted to share with us was a deeper message -- inquiring after the means by which people pull meaning out of an overabundance of data. Perhaps it's not surprising that this is a question which interests researchers at Google, given that a typical criticism of Google is that it gives you too much -- users simply get buried in an avalanche of search results. As the information universe proliferates with petabytes of data at our fingertips, clearly this problem is not going away.

The main message I took away from Dan's talk was thinking about how crucial the representation can be for making sense of a big mess of data. Being myself a fan of Edward Tufte's works (such as *The Visual Display of Quantitative Information*), during Dan's talk I immediately thought of Tufte's thesis about how essential



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having an effective representation can be for making sense of simple trends emerging from seemingly-complex data. To illustrate what the process of sensemaking might look like, Russell gave the example of a series of numbers (80, 50, 40, 90, 70, 60, 30, 20) followed by the question “where does the number 10 fit?” He showed us the process of going through several mathematical iterations using a spreadsheet while attempting to find the pattern. The “aha!” moment came when the numbers were written as words instead of digits: eighty, fifty, forty, ninety, seventy, sixty, thirty, twenty. One quickly sees that the list of numbers is in alphabetical order, and “ten” fits between “sixty” and “thirty.” To make sense of the problem, you have to change the representation.

So what is the librarian’s place in this? Russell seemed to be advocating that librarians and information professionals move from a delivery role -- “Here’s the good stuff you asked for” -- to a help-you-with-analysis role -- “Here’s a lot of good stuff arranged in a way that will make sense to you.” He asserts that we can do this now because of the great tools in our (Google) toolkit. Russell made the point that now that it’s possible, patrons might come to expect that we’re going to deliver it. The process of sensemaking, according to Russell, follows this cycle: search, collection, curation, representation, analysis. With our current skill set, most librarians are adept at the first three, and we pass what we find on to our users. But perhaps we are less skilled at the representation and analysis part of the

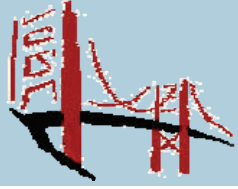
process, particularly when it comes to the kinds of complex and deep datasets which are increasingly going online (for example, searchable full texts of books). I think I agree that librarians can work to gain more familiarity with the tools that let them provide patrons not just with hundreds of results and a morass of information, but we can also provide the basic tools of analysis - setting them on the path towards making sense of the information that we deliver. I know I was inspired to try taking my reference interviews to the next level -- going beyond simple delivery towards crafting representations that help our patrons make sense of the depth and breadth of the resources that we work with every day.

A short list of the “ooh”-inspiring tools:

- Google Goggles - real-world visual queries of notable architecture (and more?)
- Needlebase - scraping and extracting data for analysis
- BigQuery - analyzing data tables with billions of rows
- Google Insights for Search - what people searched for and what they found (though not necessarily whether they found what they were looking for)
- A list of the currently working [Google Search Operators](#)

Dan Russell’s blog (with a weekly search challenge on Wednesdays):

<http://searchresearch1.blogspot.com/>



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Editor's Note

Welcome to the Late Fall 2011 BayNet Newsletter! The Newsletter is free to all BayNet members. This will be the last Newsletter produced by Debra Sampson. Per the "Open Position: Newsletter Editor" announcement in this publication BayNet is looking for a new Newsletter Editor. Please contact the BayNet board if you are interested in writing and publishing, especially Web publishing! If you have an article you would like to submit for publication in a future newsletter or a topic you would like to see covered please contact the BayNet Executive Board until a new Newsletter Editor is appointed. All article submissions must receive approval from the editor/board and are subject to editing. Articles previously published usually will not be accepted for publication. Submitting authors retain all rights to their articles and know that the full contents of the BayNet Newsletter will be published online at the BayNet website.

Membership is open to any library, librarian, and supporters of libraries in the Bay Area. For further information, visit our website at www.baynetlibs.org or contact the Membership Chair:

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