

# CONFERENCE 2008 AND EXHIBITION

7-9 April 2008

Riviera International Conference Centre, Torquay

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## PROGRAMME

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# P R O G R A M M E

## Monday 7 April

▶ 08.00	<b>Registration</b> , Riviera Centre Entrance Hall
▶ 10.00	<b>Refreshments and exhibition viewing</b> , Arena
▶ 10.30	<b>Opening of the Conference</b> , Forum Paul Harwood, <i>Chair, UKSG</i>  Greetings from NASIG Char Simser, <i>President, NASIG</i>
<b>Plenary Session 1</b> Forum	<b>Chair:</b> Paul Harwood <i>Content Complete Ltd</i>
▶ 10.40	<b>The digital supply chain – impacts, effects, opportunities and challenges of the rapidly changing landscape in multi-format e-content delivery</b> James Gray <i>Ingram Digital Group</i>
▶ 11.10	<b>The deficiency of peer review</b> Muir Gray <i>NHS National Knowledge Service</i>
▶ 11.40	<b>Is sustainability really what we're after?: balancing mission, innovation and entrepreneurship in a fast-moving world</b> Kevin M Guthrie <i>Ithaka</i>
▶ 12.10	<b>Lunch, first-timers' reception and exhibition viewing</b> , Arena
▶ 13.30	<b>Breakout sessions</b> (Group A) Riviera Centre/Toorak Hotel/Victoria Hotel
▶ 14.30	<b>Refreshments and exhibition viewing</b> , Arena
<b>Plenary Session 2</b> Forum	<b>Chair:</b> Nancy Buckley <i>Burgundy Information Services Ltd</i>
▶ 15.00	<b>Publishing and communication of Chinese scholarly journals: a survey of authors, readers and publishers and an OA archives initiative to facilitate access to Chinese journals</b> Ruoxi Li <i>Chongqing Normal University</i>
▶ 15.30	<b>Research information services in enterprises: a case study of General Electric</b> Ananda T Byrappa <i>General Electric</i>
▶ 16.00 to 17.30	<b>Exhibition viewing and product presentations</b> , Arena <b>Presentation Theatre Chairs:</b> 1) Bev Acreman, <i>Taylor &amp; Francis</i> 2) Graham Stone, <i>The University of Bolton</i>
▶ 18.00	Evening theme: <i>Around The World</i> <b>Reception</b> , Arena
▶ 19.00	<b>Buffet dinner</b> , Forum
▶ 21.00	<b>Quiz</b> , Forum and <b>bar</b> , Rosetor
▶ 22.30 to 01.00	<b>Disco and bar</b> , Forum and Rosetor

# Tuesday 8 April

Plenary Session 3 Forum	<b>Chair:</b> Richard Gedye <i>Oxford Journals</i>
▶ 09.00	<b>The MESUR Project: in search of usage-based impact metrics</b> Herbert Van de Sompel <i>Los Alamos National Laboratory, Research Library</i>
▶ 09.30	<b>The information-seeking behaviour of the virtual scholar: from use to users</b> David Nicholas <i>University College London</i>
▶ 10.00	<b>The use and abuse of usage measures</b> Ian Bannerman <i>Taylor &amp; Francis</i>
▶ 10.30	<b>UK Serials Association AGM, Forum</b>
▶ 11.00	<b>Refreshments and exhibition viewing, Arena</b>
▶ 11.30	<b>Breakout sessions (Group A)</b> Riviera Centre/Toorak Hotel/Victoria Hotel
▶ 12.30	<b>Lunch and exhibition viewing, Arena</b>
Plenary Session 4 Forum	<b>Chair:</b> Hazel Woodward <i>Cranfield University</i>
▶ 13.45	<b>Mass digitisation of historical records for access and preservation</b> Dan Jones <i>The National Archives</i>
▶ 14.15	<b>Large-scale digitisation: the £22 million JISC programme and the role of libraries</b> Jean Sykes <i>London School of Economics and Political Science</i>
▶ 14.45	<b>Refreshments and exhibition viewing, Arena</b>
▶ 15.15	<b>Breakout sessions (Group B)</b> Riviera Centre/Toorak Hotel/Victoria Hotel
▶ 16.15 to 17.45	<b>Exhibition viewing and product presentations, Arena</b> <b>Presentation Theatre Chairs:</b> 1) Helen Cooke, <i>SAGE Publications Ltd</i> 2) Ross MacIntyre, <i>Mimas, The University of Manchester</i>
▶ 19.00	Evening theme: <b>Mostly Red</b> <b>Cocktail reception, Rosetor</b>
▶ 20.15	<b>Conference dinner, Forum</b>
▶ 22.15	<b>Band - Joey The Lips, Forum and bar, Rosetor</b>
▶ 23.45 to 01.00	<b>Disco and bar, Forum and Rosetor</b>

# P R O G R A M M E

## Wednesday 9 April

<b>Plenary Session 5</b> Forum	<b>Chair:</b> Debbie Dore <i>Swets Information Services</i>
▶ 09.00	<b>Web 3.0: how to help users stop reading the web and get on with their work</b> Geoffrey Bilder <i>CrossRef</i>
▶ 09.30	<b>Semantic open data in scientific publications</b> Peter Murray-Rust <i>University of Cambridge</i>
▶ 10.00	<b>Dealing with disruptive innovation</b> Richard Withey, Digital Media Consultant
▶ 10.30	<b>Refreshments and exhibition viewing</b> , Arena
▶ 11.00 to 12.00	<b>Breakout sessions</b> (Group B) Riviera Centre/Toorak Hotel/Victoria Hotel
<b>Plenary Session 6</b> Forum	<b>Chair:</b> Incoming Chair, <i>UKSG</i>
▶ 12.15	<b>Feels free</b> Jim Griffin <i>OneHouse LLC</i>
▶ 12.45	<b>Close of conference and lunch</b> , Rosetor

# Breakout Sessions

This year there will be 31 breakout sessions from which to select, split into two groups.

**The Group A sessions will run concurrently on:  
Monday 7 April at 13.30 and Tuesday 8 April at 11.30**

**The Group B sessions will run concurrently on:  
Tuesday 8 April at 15.15 and Wednesday 9 April at 11.00**

Delegates will be able to attend a different session for each of the four time slots, and are requested to make their selections from Groups A and B and indicate their preferences on the Delegate Booking Form ([www.uksg.org](http://www.uksg.org)).

This year there will again be four 'Introductory Level' breakout sessions on offer which should appeal particularly to those fairly new to the serials industry. These sessions are marked **IL**

## Breakout Sessions

## Group A

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|---|---|
| <p>1. <b>IL</b> <b>Searching</b><br/>Tamar Sadeh<br/><i>Ex Libris</i></p>   | <p>This presentation will introduce the major factors that determine the success of a search process: the searcher's expectations and expertise, the quality and scope of the data searched, the search engine, and the search interface. Drawing on the differences between searches for scholarly materials and general quests for information, this session will address the ways in which users form queries and identify the relevant results. Technological infrastructures for federated searching and metasearching will be discussed, as well as the various ways in which search applications present results and enable users to process them. Search-related features such as faceted browsing, clustering, and visualisation of results will be explained with examples.</p> |
| <p>2. <b>IL</b> <b>Adapting workflows to acquisitions of e-resources</b><br/>Karin Grönvall and Therese Dahlberg<br/><i>Karolinska Institutet, University Library</i></p> | <p>Over the last few years the main focus of Acquisition Departments in libraries has changed from buying printed material to administering e-resources. For the Karolinska Institutet University Library this has been and still is a major challenge. An analysis showed that a complete redesign of the work process was needed. So far, this redesign has resulted in a lucidity that enables a greater flexibility with the department and a common goal to work towards. Through internal competence development and deliberate interaction the skills needed to administrate e-resources are spread and the work process is continuously improved.</p>   |
| <p>3. <b>LOCKSS and OpenLOCKSS: a UK journal preservation experience</b><br/>Adam Rusbridge and William J Nixon<br/><i>University of Glasgow</i></p>                      | <p>The Lots Of Copies Keep Stuff Safe (LOCKSS) approach enables libraries to actively participate in the long-term preservation of digital resources. The JISC-funded UK LOCKSS Pilot Programme investigated the practical issues of running LOCKSS in the UK environment, and the OpenLOCKSS project investigated the issues that arise from identifying, negotiating, and releasing UK-relevant open access journal content. This session will describe the structure, findings and recommendations of both projects, highlighting ways in which we expect the UK community to move forward.</p>  |

# P R O G R A M M E

## Breakout Sessions

## Group A

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4. **Why journals change publishers**  
Mark Ware  
*Mark Ware Consulting*
- Why do journals create problems for librarians by moving between publishers? Contrary to some views, it's rarely primarily because of the money, at least in the presenter's experience of working with society journals. In fact, it's more often about securing the long-term success of the journal, by finding a publisher partner with a good understanding of society journal needs, a strong service orientation, and an ability to plan strategically for each individual journal on the basis of evidence.
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5. **Document supply in the digital world**  
Joachim Schöpfel and Jacqueline Gillet  
*INIST-CNRS*  
Mike McGrath  
Editor, *Interlending & Document Supply*
- Based on evidence (empirical data, inquiries, case studies), this workshop will provide deep insight into the evolution of document supply from traditional print copy delivery to a modern service of resource discovery and secure electronic supply. Four topics will be presented: the changing needs of customers from the public and corporate sector, the use of new technologies in the front- and back-office by major document suppliers (The British Library, Infotrieve, FIZ Karlsruhe, INIST), resource sharing and networking on the national and international level, and the negotiation of copyright agreements with publishers ('level playing field'). The aim of the workshop is to confront empirical findings with the experiences, needs and opinions of the participants from the library and publisher sectors.
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6. **Journal selection at the title level in the age of the big deal**  
Jill Taylor-Roe  
*Newcastle University*
- Whilst libraries have significantly increased their journal holdings through 'big deal' agreements, in many instances the demand for new journals is still expressed at the individual title level. How do libraries reconcile a purchasing model at the macro level with a recommendation model at the micro level? Is the ability to acquire individual titles from small, specialist publishers being compromised by the level of resource devoted to supporting big deals? This workshop will seek to explore whether the dominant purchasing models are creating tensions in the selection process and will discuss what libraries and publishers can do to help resolve them.
- 
7. **JISC National E-books Observatory Project: progress and findings**  
Caren Milloy  
*JISC Collections*
- The JISC National E-books Observatory Project has been running for over a year with 36 e-books (selected to meet the needs of HE taught course students) freely available to all UK HE institutions. The project aims, through the Deep Log Analysis study, to gather a national evidence base of qualitative and quantitative data. This data will provide authoritative information to inform future decisions on business, licensing and promotion models that are appropriate and meet the needs of universities as well as the e-book market. With the Deep Log Analysis now in its fourth month this session will provide information professionals, publishers and e-book aggregators with an update on progress and the findings so far. Delegates will be invited to share their thoughts and opinions of the findings in an open discussion.
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8. **The changing face of library automation and open source solutions and trends**  
Ken Chad  
*Ken Chad Consulting*
- The mission statement of one of the largest and most profitable software companies in the world ('to organise the world's information and make it universally accessible and useful') defines it clearly as a 'library' business. Can our library systems evolve to compete, survive and thrive in the new global information landscape? Yochai Benkler, Professor of Law at Yale Law School, views Open Source as one of the key aspects of the new 'Networked Information Economy'. What role will it have in the new library automation landscape?

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9. **Expanding access to serials and other holdings through Faceted Browse**  
James Mouw  
*The University of Chicago Library*
- In the spring of 2007 the University of Chicago Library contracted with Medialab of Amsterdam to create a new faceted browse front end to its catalogue, finding aids, web content, e-serial holdings and proprietary vendor databases. This session will describe the decision-making process, will review project goals and desired outcomes and will demonstrate the functionality as it currently stands. Also discussed will be marketing/publicity and initial patron reactions to the use of this product in a large academic library.
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10. **Making services mobile**  
Stuart Smith  
*Mimas, The University of Manchester*
- The presenter has been considering the development of services for mobile devices such as phones, PDAs, UMPC, etc. for Mimas. In this presentation he will consider the issues that have to be considered when bringing existing services or developing new ones that will be available on these ubiquitous devices.
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11. **How to make your IR effective as a publishing platform for grey literature**  
Toby Green  
*OECD Publishing*
- When the world is awash with more and more informal (grey) literature but readers still only have 24 hours in a day, will a Post-and-Hope-Google-Finds-It strategy work? Discuss. To help the discussion, delegates will discover the practical lessons learned by OECD in publishing its own grey literature and will be challenged to consider IRs from both the author's and the reader's perspective. (Since the lessons learned should be applicable to all IRs, discussions about the merits of different IR platforms and technologies are happily off limits.)
- 
12. **The Usage Factor: how can we enhance the relevance of usage as an indicator of relative value?**  
Richard Gedye  
*Oxford Journals*
- With COUNTER now entering into its sixth year, robust and reliable online journal usage statistics have become increasingly available. Encouraged by this, the UK Serials Group commissioned some research into whether it might now be timely to develop a measure of usage that would allow more valid comparisons to be made at the global level between journals of different sizes. The final report from this research was published last year and the UKSG has accepted its recommendation that there is sufficient enthusiasm for the idea of developing a journal 'Usage Factor' to justify investigations into the practicality of developing a credible measure. In this session Richard Gedye will:
- summarise the perceived benefits of developing a new standard Usage Factor metric
  - outline how the Usage Factor concept has been taken forward since last year, looking at what progress has been made in identifying robust and reliable measures that might form the basis for one or more new usage-based metrics of journal utility
  - examine the issues that still remain to be addressed and the longer-term testing that will need to be conducted before any measure can be said to be reliable and meaningful enough to become genuinely useful.

## Breakout Sessions

## Group A

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13. **Agents, publishers and added value: how do libraries view the performance of subscription agents and journal publishers?**  
 Rick Anderson  
*University of Utah*  
 Jill Emery  
*The University of Texas at Austin*
- In late 2006 and early 2007, a group of librarians surveyed their colleagues' satisfaction with services provided by publishers and subscription agents, focusing on services intended to support libraries in management of 'Big Deal' journal packages. Survey questions addressed such issues as customer service, subscription list reconciliation and management, renewal/invoice processing, provision of administrative reports and metadata, electronic access, and resolution of access problems, and were designed to compare satisfaction with performance by each entity. The results were interesting and in some cases quite surprising.
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14. **Managing research outputs – embedding repositories into the institutional research process**  
 Bill Hubbard  
*SHERPA, University of Nottingham*
- In the UK we have passed beyond the first stage of repository adoption, with a significant number of institutional repositories now gathering content. While much remains to be done in getting complete coverage within all HEIs, the first wave of establishment is becoming embedded within institutional processes. How are these repositories developing beyond their original conception, with different content and usage? How are institutions responding to the opportunities and challenges that are arising, from funder mandates, publishers' options and the needs of information management? This session will offer an interactive opportunity to examine these issues, opportunities and emergent best practice.
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15. **Innovative Knowledge Exchange activities in licensing and access management**  
 Bo Öhrström  
*Denmark's Electronic Research Library (DEFF)*
- This briefing session will cover a multinational licensing tender and the initiatives following a national licensing workshop under the framework of the Knowledge Exchange partnership. The purpose of the tender was to determine whether, by working together, the Knowledge Exchange partners can leverage greater economies of scale and promote greater transparency in licence agreements. At the same time, Knowledge Exchange hopes to stimulate the market to offer new content packages to support education and research and to promote innovative business models.
- Publishers bound by national licence agreements that have user bases in more than one country currently have to sign up to different federation policies and agreements for each country. This has presented a potential barrier to any publisher joining multiple identity management federations. On behalf of the Knowledge Exchange, JISC commissioned a study looking at the potential similarities and differences between nine different countries' federation policies and agreements to see whether it is feasible to form a template agreement to be used in more than one country. This session will outline the findings of the study and future plans.
- This session will give participants the opportunity to learn more about these latest developments in international licensing and federated identity management policy. The Knowledge Exchange partner organisations are:
- Denmark's Electronic Research Library (DEFF), Denmark
  - German Research Foundation (DFG), Germany
  - Joint Information Systems Committee (JISC), United Kingdom
  - SURF Foundation (SURF), The Netherlands



## Breakout Sessions

## Group A

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16. **The OAI Object Re-Use & Exchange Interoperability Framework**  
Herbert Van de Sompel  
*Los Alamos National Laboratory,  
Research Library*
- Object Re-Use & Exchange (ORE) is a new interoperability effort by the Open Archives Initiative that previously published the widely used Protocol for Metadata Harvesting. The ORE effort was launched in response to a significant challenge that has emerged in eScholarship. In contrast to the paper publications of traditional scholarship, or even their digital counterparts, the artefacts of digital scholarship are complex aggregations composed of multiple resources with varying media types, semantics types, network locations, and intra- and inter-relationships. The future scholarly communication infrastructure requires standardised approaches to identify, describe, and exchange these new types of scholarly objects. The breakout session will introduce the problem domain addressed by the ORE effort, and will outline the proposed interoperability solution as described in the ORE Specifications.

## Breakout Sessions

## Group B

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17. **II Developing an e-book collection: a toolkit for libraries**  
Kate Price  
*University of Surrey*
- This briefing session aims to give those new to electronic books a number of useful starting points, including an overview of the e-books currently available, an introduction to the different purchase models in use, and pointers on collection management issues such as licensing, cataloguing, and keeping on top of frequent changes. Those attending the session will be able to take away a number of handouts for later reference.
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18. **II Getting (slightly) technical – an introduction to linking**  
Ross MacIntyre  
*Mimas, The University of Manchester*
- A gentle introduction to the technology behind linking on the web and some other key standards and initiatives. Starting with 'how the web works' in a diagram you can fit on a beer mat, and then links, evolving from *static*, via *proprietary* to *predictable* and *persistent*, ending up with *standardised*. Relevant standards (DOI and OpenURL) will be covered, but illustrated by real-life examples. There will be mention of CrossRef, OAI, COUNTER and ERM too. The session is aimed at the technical novice.
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19. **Licensing or partnerships – exploring evolving provider models and relationships in e-resources**  
Judy Luther  
*Informed Strategies LLC*  
David Parkes  
*Staffordshire University*
- The current process of licensing does not scale well for many smaller web-based products and new models are emerging. For example, the National Information Standards Organization (NISO) has supported development of a new initiative, the Shared E-Resources Understanding (SERU) <http://www.niso.org/committees/SERU/> which offers both the publisher and the library the option of bypassing the written contract when both feel comfortable without the need for a signed licence. How does it affect publishers? What does it mean for libraries? Could this work in the UK? When and how might this approach be applied? Participants will be asked to adopt librarian, publisher and end user roles to think this through from each other's perspective.

# P R O G R A M M E

## Breakout Sessions

## Group B

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20. **SUSHI: a beginner's guide to NISO's Standardized Usage Statistics Harvesting Initiative**  
Oliver Pesch  
*EBSCO Information Services*
- With the growing importance of online information comes the need for accurate measurement of its usage – and, associated with the distributed nature of the content being accessed, is the need for simple ways of gathering the usage data. This session will examine two standards efforts: the COUNTER guidelines, which enable content providers to supply consistent, credible and comparable usage data; and SUSHI, which automates the retrieval of that usage data. Attendees of this session will come away with an appreciation of how these standards work together and the benefits they bring to both publishers and libraries.
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21. **The ticTOCs Project: transforming current awareness**  
Terry Bucknell  
*The University of Liverpool*  
Roddy MacLeod  
*Heriot-Watt University*
- This session will describe the JISC-funded ticTOCs Project, and the potential of journal RSS feeds for journal tables of contents. The presenters will describe why standards are important in this area and the progress that the project has achieved towards best practice and standardisation. The session will include a demonstration of the basic ticTOCs service and will provide delegates with an opportunity to rank proposed service enhancements.
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22. **Knowing your users: research you can do**  
Judi Briden  
*University of Rochester, River Campus Libraries*
- How can libraries really know their users? Learn about ethnographic methods that librarians at the University of Rochester in New York used to better understand their undergraduates. How do students really work on research papers? What do they do all day? Do students understand when a librarian can help? Led by an anthropologist, the River Campus Libraries conducted research to answer these and other questions. Find out what they learned and how you can conduct similar research in your own institution.
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23. **KBART: improving the supply of data to link resolvers and knowledge bases**  
Charlie Rapple  
*Publishing Technology*
- For publishers, librarians or intermediaries who have never quite understood the methodology or value of OpenURL and link resolvers: this session will provide an entry-level explanation of these core technologies, followed by a report on the progress of a UKSG-sponsored project to improve the data supplied to knowledge bases, which are key to the efficacy of the OpenURL process. Delegates will be encouraged to pipe up with questions and suggestions, and to share examples from their own experience.
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24. **Moving towards mass digitisation**  
Ronald Milne  
*British Library*
- Drawing on his experience at the Bodleian and now at the British Library, the presenter will share his first-hand impressions of 'boutique' and mass digitisation programmes, such as those being undertaken by Google and Microsoft. What are the strategic challenges and practicalities of undertaking a mass digitisation programme? What might the digitisation and indexing of millions of works mean for university researchers and the intellectually curious more generally? What do such programmes mean for the organisations we work for? These and other themes will be explored in the presentation and in discussion.
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25. **The UK Research Reserve: Phase 1 outcomes and future development**  
Nicola Wright  
*Imperial College London*
- The UKRR is a collaborative, co-ordinated and sustainable approach to securing the long-term retention, storage and access to low-use printed research collections. The session will report on the development of the prototype UKRR and will give details of the future development of the scheme.

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| 26.   | <p><b>UKSG Project Transfer</b><br/>Ed Pentz<br/><i>CrossRef</i></p>   | <p>This session will give an update on the progress of Project Transfer since its launch in April 2006. The workshop will discuss the Transfer Code of Conduct and subsequent monitoring and compliance of the Code, as well as the possible affiliation of the project with CrossRef. See <a href="http://www.projecttransfer.org">www.projecttransfer.org</a> for more details.</p>   |
| <hr/> |  |   |
| 27.   | <p><b>HINARI/AGORA/OARE: an overview of three journal access programmes</b><br/>Steve Glover<br/><i>Christie Hospital NHS Foundation Trust</i><br/>Gracian Chimwaza<br/><i>ITOCA – Information Training &amp; Outreach Centre for Africa</i></p> | <p>This session will cover an overview of journal access programmes HINARI, AGORA and OARE. Launched in January 2001, HINARI gives free or low-cost access to over 3,700 biomedical journals to eligible countries with a GNI per capita of US\$3000 or less. AGORA followed HINARI and covers information in the agricultural sciences. OARE was launched in 2006 and covers the environmental sciences. Over 2,500 institutes from 113 of the world's least developed countries have now registered for access.</p>   |
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| 28.   | <p><b>Library catalogue metadata basics for publishers</b><br/>Steven Shadle<br/><i>University of Washington Libraries</i></p>   | <p>Studies have shown that the inclusion of e-serial records in the library catalogue dramatically increases e-serial usage and thus publishers and librarians have a vested interest in the creation of library catalogue records for these resources. This briefing session will provide an overview of serial record metadata that is used in library catalogues including background information on ISSN and serial title changes. Strategies and standards will be discussed that can assist publishers in assuring that library catalogue records are created for their publications and that the record metadata contained in these records is complete and accurate.</p>  |
| <hr/> |  |   |
| 29.   | <p><b>Improving the customer experience</b><br/>Lesley Crawshaw<br/><i>University of Hertfordshire</i></p>   | <p>Problems in the communication chain between publishers and librarians and how to improve them have been a focus of discussion for many years at UKSG workshops and beyond. Whilst many publishers now provide a wealth of information for librarians including newsletters, librarian sites, etc., librarians continue to struggle to keep up to date with not only the volume of changes taking place with their licensed content, but also the volume of information which threatens to overwhelm their inbox. This workshop will look at improvements publishers could make to their customer services, communications and websites as well as inviting publishers to consider whether their information could be customised for each institution/organisation.</p> |
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| 30.   | <p><b>Implementing Library Learning 2.0 at your library</b><br/>Robin Hastings and Bobbi L Newman<br/><i>Missouri River Regional Library</i></p>   | <p>Get an overview of Missouri River Regional Library's Learning Library 2.0 programme from those who know it best. The programme was begun to encourage staff to experiment and learn about the new and emerging technologies that are reshaping the context of information on the internet today. Find out how the programme was set up, the staff response to learning about Web 2.0 technologies, and where the library's staff instruction platform is going from here.</p>  |
| <hr/> |  |   |
| 31.   | <p><b>Identifiers: not only ... but also</b><br/>Leigh Dodds<br/><i>Ingenta, a division of Publishing Technology</i></p>   | <p>As far as the web is concerned, if something doesn't have an identifier then it doesn't exist. Well, nearly... This session will introduce the basic identifier schemes currently in use on the web and in publishing, and the growing need to expand the assignment of identifiers into new areas: for people, places, institutions, and data sets. Starting with a basic technology introduction, this talk will also highlight some potential impacts of assigning identifiers to new kinds of 'content', and explore the possibilities for changing scholarly communication and streamlining the publishing business.</p>  |

The **UK Serials Group (UKSG)** exists to encourage the exchange of ideas on printed and electronic serials and the process of scholarly communication.

In a dynamic environment, the UKSG works to:

- promote discussion and the free flow of information on serials matters and associated technology
- develop links between all parties in the serials information chain.
- encourage professional awareness, stimulate research and provide a programme of training and education.

The UKSG is a registered charity and a company limited by guarantee. It is the only organisation spanning the wide range of interest and activity between serials producers and readers.



For booking forms and further information please refer to [www.uksg.org](http://www.uksg.org)

For delegate bookings, please contact Karen Sadler, UKSG Administrator, 15a Stile Road, Headington, Oxford OX3 8AG UK  
Tel: +44 (0) 1865 744279 Fax: +44 (0) 1865 742164 E-mail: [karen@uksg.org](mailto:karen@uksg.org)

For exhibition bookings, please contact Alison Whitehorn, UKSG Business Manager, Hilltop, Heath End, Newbury RG20 0AP UK  
Tel: +44(0)1635 254292 Fax: +44(0)1635 253826 E-mail: [alison@uksg.org](mailto:alison@uksg.org)

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