1. Change to ArticleLinker at RU Library

Starting on January 19, 2010, the Rutgers University Library System implemented a change to the ArticleLinker (“Search for Article” icon and resulting screen when the icon is clicked) on its website. The “Search for Article” icon will be replaced with a “Get it @ R” icon starting with the EBSCO databases. This change will be implemented in other databases gradually after contact is made with the relevant vendors. This was done in response to comments collected from the Ethnographic Research Project, which prompted the Database Interface Group (DIG) at Rutgers to investigate and experiment with changes to make article searches clearer and more effective. Below is a screenshot of a database search results screen with the new icon:
2. Bringing Data Back from the Grave: Bridging the Generation Gap Among Software Applications

Libraries and information technology become more interdependent every day. However, as technology moves rapidly into the future, libraries risk older information becoming inaccessible. At the Center of Alcohol Studies Library of Rutgers University, the library found itself in possession of outdated, dysfunctional computer software that had been uninstalled from our systems years ago. Unfortunately, it held significant archival data from the library’s Alcohol History Collection, a unique body of rare alcoholism-related literature from as early as the 17th century. Retrieving lost data involved identifying computers and software formerly used to manage data. Data backups were restored and outmoded software was once again initiated, allowing us to export the data back from the grave.

Retrieving the lost data involved reestablishing the same network paths by which the original software once functioned on our systems. Computers needed to be identified that were once used to run this software before it was removed from the systems. Files from the data backup would then be restored, some copied to the network location while others would be placed into their original file folders on the individual computers that once held the data. Once the systems were successfully mimicking the original network and local file structure of the deceased machinery, the outmoded software could once again be initiated, and the data could be exported back from the grave.

While it is up to each library to decide how and when to update their hardware and software, there are serious risks to not maintaining regular update schedules. Different generations of software often cannot communicate with each other. Technology is constantly changing – our goal is to provide the end user with usable data. As we embark on the 21st century, we believe that consistently updated systems will continue to make sharing and access across both the internet and library networks possible.

3. Library and Journal Set Up Facebook and Twitter Pages

During the last quarter of 2009 the Center of Alcohol Studies Library and Journal of Studies on Alcohol and Drugs established a Facebook page and Twitter Feed for the Journal. The Journal uses Facebook to make announcements about new issues, media coverage and press releases. This information is rebroadcast through Twitter. We hope to start producing podcasts sometime this year. The content of the podcasts may include audio versions of article abstracts found in the Journal. If you use Facebook or Twitter please follow and contribute to the Journal’s pages.

LINKS

Twitter: http://twitter.com/JSADJournal
The Journal’s Facebook Page and Twitter Feed are linked on the JSAD Website.

The CAS Information Services page has links to the Journal’s Facebook Page and Twitter Feed.

The Journal’s Facebook Page and Twitter Feed.
4. 2010 Vale Conference Welcomes CAS Library

The Virtual Academic Library Environment: New Jersey, a consortium for academic librarians, held their annual conference, The Future is Now: Meeting the Needs of Our Users, on Friday, January 8, 2010 in the Busch Campus Student Center. This year’s conference included a presentation from CAS Librarians Judit Ward, Molly Stewart and James Cox. The presentation, entitled Stocking Your Bibliometric Toolkit, was a chance for us to share our citation analysis research and provide more visibility. Using the Center of Alcohol Studies and the Journal of Studies on Alcohol and Drugs as examples, the presentation focused on the use and availability of bibliometric tools within an academic setting. Paul Candon, managing editor of the Journal of Studies on Alcohol and Drugs, was also available for questions.

The presentation is available online on the VALE web site at:  
http://www.valenj.org/vale/breakoutsection/g-stocking-your-bibliometric-toolkit

5. Web 2.0 Expo in New York City

Web 2.0 conferences have been held every year since 2004, and they attract large companies and technology experts just as much as small, emerging firms offering innovative solutions.

In 2009 the conference focused on social media applications in business. The motto this year, ‘The Power of Less’ refers to diminishing resources, but also to the fact that ‘constraints drive creativity’. As mentioned regarding the paradox of power, ‘sometimes the best way to gain power is to give it away.’ It’s also the ‘power of data to inform our decisions and to focus us on what matters.’

The following titles represent outstanding topics (and the trend in styles of presentation titles in the field).

Bootstrap Usability: Enhancing Your Product on a Shoestring Budget  
Darwinism on the Web: Surviving and Thriving in a Web 2.0 World  
How To Be A Failure...All The Way To Bank!  
Murder As A Way to Win  
Less of the Internet: Making Sense of Non-users, Ex-users and Intermittent Users  
Simple is Hard  

What is Web 2.0?

Web 2.0 considers the web as a collaborative platform. According to Wikipedia (a Web 2.0 application itself), it is ‘commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the World Wide Web. Examples of Web 2.0 include web-based communities, hosted services, web applications, social-networking sites, video-sharing sites, wikis, blogs, mashups, and folksonomies’. 

Doing More with Less by Design; Culture + Creativity + Collaboration + Community = Commerce

Web 2.0 features interactive, participatory applications on the Web, where user-created content is the source of dynamic web sites. Lightweight programming, syndication, and remixability result in value created by simply assembling existing components. User-enhanced applications are made possible by the practice of ‘perpetual beta’, i.e., releasing a prototype for users to test before the official release of the fully tested product and maintaining this version for an extended or even indefinite period of time.

The 2009 conference had abundant business oriented how-to presentations on Web 2.0 applications in a work environment, including new applications such as Google Wave. Typical titles included:

- Social Media Protocols: What You Need to Know BEFORE Your Team Starts Posting, Tweeting and Commenting
- Web 2.0 Goes to Work: How Two Media Companies Implemented Business Social Software
- Effective Twitter for Business

Using a popular tool, social tagging, to describe content, here are the most frequent components in the tag cloud:

- User, community

These tags relate to presentations advising us to listen to our audience and develop strategies accordingly. Click on the titles to see the abstract or presentation.

- Letting the Inmates Run the Asylum: LOLs, FAILs and User-Driven Content
- Digital Ethnography: New Ways of Knowing Ourselves and Our Culture
- Innovative Analytics: Quantifying the Business Value of Relationships on the Social Web
- The Whuffie Factor: The 5 Keys for Maxing Social Capital and Winning with Online Communities
Content, context, connectivity, continuity – related to the previous tags, social capital is focused in the context of substantial and meaningful content.

We’ve Done All This Research: Now What?
Content First: Why Content Strategy Will Save the Web
What’s a Friend Worth? - Knowing Your Social Capital

Searching - presentations showed techniques and tricks for search engine optimization (SEO).

Search as Strategy: Connecting with Customers in the Age of Google
Social Media – Secret Weapon for SEO

BTW, I have never seen so many acronyms and abbreviations under the same roof, and I do not mean the usual text messaging-type LOL, OMG, and RTFM. The conference offered BoF sessions (Birds of a Feather), and presentation titles also had more: SEO, UX, SOA, UGC, VC, RIA, ROI, some of which may look familiar from chatrooms, others from business. In case you get stuck:

http://www.webopedia.com/quick_ref/textmessageabbreviations.asp

Some random presentation titles I also liked:
Hug Your Servers Goodbye
From Podcast to Print: Sneaking Into Publishing Through The Basement Window
The Low Hanging Fruit: 5 Web 2.0 Things You Can Do Today to Boost Your Business

The New York Web 2.0 Expo was all over in the social media, of course. One could read the blogs, become a fan of the Web 2.0 group on Facebook or LinkedIn, follow the events on Twitter, or tweet from the booth (and get candy for doing so from SweatTweet). Many of the presentations are available on file-sharing sites, including powerpoints and videos. For more, please visit the conference web site at: www.web2expo.com. The Related Content page lists books and white papers on Web 2.0 applications, among them books on how to use Twitter and Facebook, and several other social web applications advertised as support to realize the power of less.

What did I learn (other than having to work on skills to express myself in 140 characters at a time)?

- Social media applications seem to stick.
- Original content is still important.
- ‘Good content builds authority.’
- The user is still in focus.
- Keep content valuable.

My favorite: Do what you do best and link to the rest.

All in all, (key)words, (key)words, (key)words.
Recommended reading

Tim O'Reilly: What is Web 2.0?

Excerpt from Web 2.0 Principles and Best Practices, Fall 2006, An O'Reilly Radar Report by John Musser with Tim O'Reilly and the O'Reilly Radar Team.

Official web site of Web 2.0 New York Expo.
http://www.web2expo.com/webexny2009

Social Networking Guide: Principles
http://oregon.gov/DAS/EISPD/EGOV/BOARD/social_networking_guide/guiding_principles.shtml

6. Request for book purchase proposals

Rutgers University Libraries have finished the evaluation and selection of book vendors and agreed with Coutts Information Services to supply books: http://www.couttsinfo.com/. The first orders have been placed to test the new system. The CAS Library is looking forward to your recommendations. Apologies for the delay in purchases.

7. CAS Run/Walk @RU Big Chill 5K

A small but very enthusiastic team of CAS staff & friends/family participated in a 5K (a little bit over 3 miles) running/walking event on December 12, 2009 in the freezing cold, together with other 5,000 people on the College Avenue Campus.

![Big Chill 09](image)

We hope you can join these exercise addicts next year and help come up with a name to put on the team T-shirt. For the ideas we have had so far, please contact the team.

The team reserves the right not to share photos taken before, during, and more importantly, after the race with non-participating CAS members 😊.

*This issue was edited by Laura Panos*