

# ASIAN CHAPTER NEWS



Official Newsletter of the Asian Chapter of the Special Libraries Association

Vol.2, Issue 3

<http://www.sla.org/chapter/cas/>

Jul-Sep 2005

## CONTENTS

A Message from the President

1

Usage and value of weblogs

3

Internet as a Tool for  
Library Operations

5

The National Library of Singapore

8

Conference, Seminar, etc.

9

Filipino Newbie at the  
Annual Conference

10

Appendix

12

### Editorial Team:

Dr. Tamal Kumar Guha,  
IIT Guwahati

Mr. Scott Davidson,  
IXIS Asset Mngmt Asia Singapore



## A Message from the President *Jane Macoustra*



Welcome to the third edition of the newsletter. I was expecting to be writing an out-going President's message to you at this time; however, I was asked to take the Presidency for another term. I view this as a chance to really make things happen for this Chapter. Your Board for 2005 –2006 is a very proactive one and you will see some really good changes in the coming year.

We have recently opened a bank account for the Asian Chapter, which will assist us in organising events, receiving sponsorship and expanding the membership. We have also applied for and received ISSN numbers for the hard copy and electronic version of this newsletter.

This year, we would like to see some more of you become active within the Chapter. If you would like to write for the newsletter, please contact the Editor at [caseditors@gmail.com](mailto:caseditors@gmail.com). We would like to feature your working day in the newsletter, if you would write an article for it. This will give you exposure in your professional right among your peers and highlight the diversity of careers pursued by the Information Professional in Asia.

It is the Board's intention to expand our membership. This will include recruiting students who are studying Information Science/Librarianship as they will be interested to see how we all work within our disciplines.

We need to hear from you, our members, because we want to discover what you really want to see happen. It is your views that are important. We would like you to tell us what topics you would like covered in the newsletter and

what training we can offer that would be useful to you. What events can we organise in your country?

We are going to set up discussion lists and find other ways to maintain our contact with you on a regular basis.

We have developed a new web site for the Chapter which is now available at <http://www.sla.org/chapter/cas/>.

Finally, the Board is actively looking for sponsorship for the Chapter, the newsletter and for other Chapter activities. I am pleased to report that we have already received support from a number of generous sponsors and wish to personally thank all of the sponsors who have backed us so far, including IHS, Taylor & Francis, and Global Reports. If you are interested in sponsoring the Chapter, please contact any of the Chapter Officers.

We hope you enjoy this issue.

**All the members of the Chapter are requested to update their e-mail and postal addresses.**

# Taylor & Francis Journals Online

<http://journalsonline.tandf.co.uk>



## A Publishing Tradition for the 21st Century

T&F publishes many leading journals in a variety of disciplines. 52% of journals published are social science and humanities titles and 48% of journals are in science, technology and medicine. The subject areas are listed below:

- Agricultural & Biological Science
- Arts & Humanities
- Business & Management
- Chemistry
- Computer Science
- Earth & Planetary Science
- Economics & Econometrics
- Education
- Energy & Power
- Engineering & Technology
- Environmental Science
- Geography
- Health Science
- Life Science
- Materials Science
- Mathematics
- Neuroscience
- Physics & Astronomy
- Psychology
- Social Sciences

For a full list of journals in your subject area please visit: [www.tandf.co.uk/journals/sublist.asp](http://www.tandf.co.uk/journals/sublist.asp)

## By subscribing to Taylor & Francis Group Journals Online your institution will benefit from

- Access to over 1000 peer reviewed journals and 350,000 articles online
- Sophisticated searching capabilities
- Active reference linking via CrossRef initiative and CrossRef Search Pilot
- Articles and issues available ahead of print with PreView
- Alerting services (SARA) by journal or keyword
- Access to an Admin Site to manage users and update authentication details <http://admin.metapress.com>
- Downloadable COUNTER compliant usage statistics and OpenURLs
- Dedicated in-house Online Customer Service available at [online@tandf.co.uk](mailto:online@tandf.co.uk)
- Choice of service provider: Metapress, IngentaConnect, SwetsWise, EBSCOhost EJS, OCLC ECO and CERNET.

## LibSite – The Essential Guide for your Library

[www.tandf.co.uk/libsite](http://www.tandf.co.uk/libsite)

LibSite has been specifically developed to enable you to manage your collection more effectively. Use LibSite to:

- Access our Administrator User Guide
- View bibliographic changes, including merged titles and frequency increases
- Link to Customer Services for claims, sample copies or back issue orders
- Download marketing resources for your users
- Sign up for our quarterly Librarians' Newsletter

## Contact Information

For further details on pricing and licensing options available please contact your local representative:

### India

Dr T. Temjen - Sales & Marketing Manager

Email: [t.temjen@tandfindia.com](mailto:t.temjen@tandfindia.com)

Taylor & Francis Group, Routledge India Liaison Office, 512 Mercantile House,  
15 Kasturba Gandhi Marg, New Delhi, 110 001

Tel: 0091 11 2371 2131 Fax: 0091 11 2371 2132

### Asia Pacific

Ang, Eng Guan - Sales Manager

Email: [eng.guan@tandf.com.sg](mailto:eng.guan@tandf.com.sg)

240 MacPherson Road, #08-01 Pines Industrial Building, Singapore, 348574

Tel: +65 6741 5166

## Online Access Queries or Technical Assistance

Online Customer Services [online@tandf.co.uk](mailto:online@tandf.co.uk).



**Taylor & Francis Group**

A Division of T&F informa plc

## Analysis of the Usage and Value of Weblogs as a Source of Business News and Information

Blogging has become the latest trend on the Internet. Weblogs (blogs) don't just impact the mainstream media and private Internet users but also business to the point that it can no longer be ignored by organizations. Well known companies like Microsoft, Sun Microsystems and Google use them internally as a knowledge-sharing and communication tool as well as externally to express their point of view to the public.

Weblogs play an important role, especially for information professionals and knowledge managers. It is their responsibility to inform their internal clients of the latest trends and news that is relevant to their organization.

A weblog is characterized as a frequent, chronological publication of personal thoughts and Web links. Most weblogs are part of a community that has permanent links to each other and to late-breaking news. Information spreads very fast in most cases even before it reaches the mainstream media. This fact makes weblogs an essential and unique source of finding late-breaking news and discovering the newest trends that are discussed in blog communities.

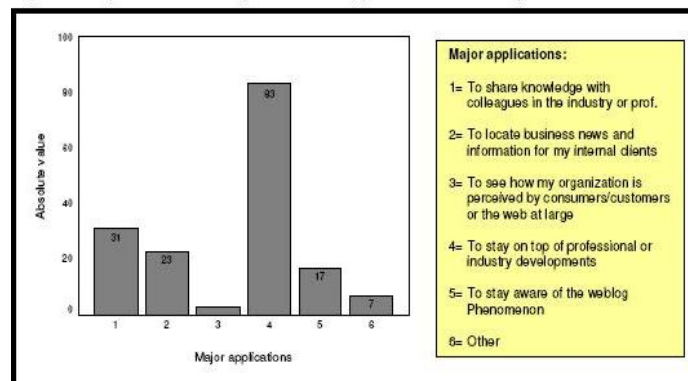
Weblogs don't just respond to news and information, their authors also publish their own thoughts and knowledge about specific topics that allows the reader to get different viewpoints. Through commenting, linking and track back, bloggers are able to share their knowledge with each other and develop new ideas.

Many companies and their employees started blogging to build trust and increase their relationships with their clients and to represent their company in a more personal way to the public. The information on company blogs allows knowledge workers to receive insights on their competitor companies, which can't be found elsewhere on the Web.

This article is based on a web survey, where information professionals and knowledge managers from all over the world were asked about their usage and value of blogs as a source of business news and information. The results of the survey show that 40.2% (or 167 people) out of 415 participants, already use blogs as such a source. Information professionals and knowledge managers as blog users are mainly from North America. Figure 1

demonstrates that the major application in using weblogs as a source of business news and information is to stay on top of industry and profession developments and to share knowledge with colleagues in their industry.

Figure 1: Major business and professional applications for weblogs



The survey results also show that knowledge workers mainly read weblogs specific to their profession. The most popular weblogs are ResourceShelf, LISNews.com, ResearchBuzz, Library Stuff, Shifted Librarian and Librarian.net. They all link to each other and have built a community of interest.

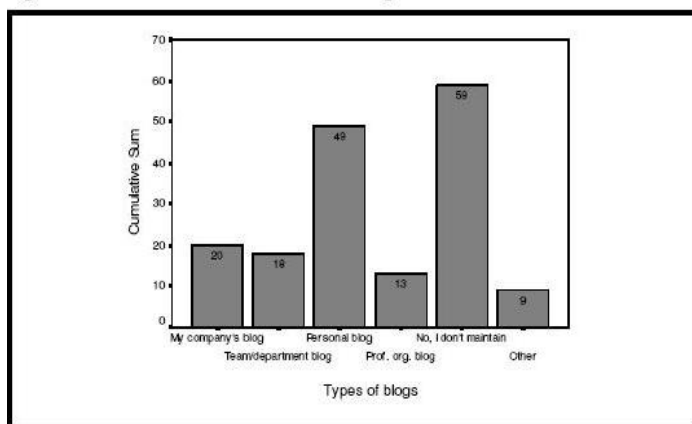
Knowledge workers manage the usage of blogs mainly by checking them directly and a lot of them also read them through RSS feeds via news reader but rarely through search engines.

Most of the respondents believe in the reliability of weblogs. 47.7% out of 153 respondents think weblogs are 'somewhat important' and 43.1% believe they are 'very reliable'. This shows a high acceptance of blogs as a source of business news and information. Weblogs improve knowledge workers' work habits because with blogs they find information that they can't find elsewhere on the Web and they keep them more up to date on professional developments than other sources. However the majority don't see the advantage of saving time through reading weblogs.

A large number of knowledge workers who participated also maintain or contribute to a personal weblog, or to a company's, team/department or professional organization's weblog, which shows that most knowledge workers are not just using them as source of business news and information but also as knowledge-sharing and communication tools.



Figure 2: Maintenance and contribution of weblogs



However, not many of them incorporate RSS feeds or Atoms in their blogs. Effective usage of these tools could be improved.

The minority see the importance of blog content for reputation management. 9% of 152 respondents say blogs are 'extremely important' for reputation management and 18% say they are 'somewhat important'. However blogs are an important source to discover trends and changes in business before it is too late to influence the outcome. By maintaining their own blog, knowledge workers could also improve their company's reputation or branding.

In conclusion, it can be said that in regards to the survey results weblogs already hold value for information professionals and knowledge managers. However blogging is still in its infancy, a lot of knowledge workers still don't use them for a variety of unknown reasons. Based on the explosion of blogs over the past few years one would suspect that the blog phenomenon would continue to increase in the future.

Weblogs have become an essential source of business news and information, which should be monitored. Weblogs keep knowledge workers current with what people are thinking, writing and linking to behind the actual news. Weblogs can have a considerable personal bias and hence are a useful starting point to obtain more information. However, weblogs should not be seen as a main source of business news. The information provided through blogs balances the information published in the mainstream press with independent and biased viewpoints of what the world says about business and trends. As a knowledge-sharing and communication tool a blog can be part of the overall communication channel between colleagues, partners, customers, suppliers and others in the industry to support its strategic goals and reputation.

Nevertheless the growth of blogging can also create the threat of information overload because the existence of too many blogs can cause one to lose track of what's being offered. Knowledge workers have to be aware of this threat and find ways to work around it. It's important to verify the relevant sources first, before trusting them. Tools like RSS feeds or news readers help to manage the growth of blogs.

If blogging is to successfully increase in the future and not fizzle out, information providers will have to find ways to incorporate blog content into their service or they will miss out essential information. Search engines will also need to expand their features.

Blogging certainly has a role to play in terms of culture, communication and the future of technology. However, for now, blogging is still too young to evaluate whether the trend will continue long term.

*(For the questionnaire details please refer to Appendix – I)*

**Julia Habermann**

**About the Author:** Julia Habermann (julia.habermann@gmx.de) was born in and grew up in Germany. She has successfully finished her studies in Information Science and Economics at the University of Applied Science Cologne. This report is a summary of her thesis "Analysis of the usage and value of weblogs as a source of business news and information for information professionals and knowledge managers" that she wrote in cooperation with a global information provider in Australia. Julia is now looking for a job in Europe in the area of knowledge management or marketing in an international company.



### SLA - Asian Chapter is looking for Assistant Webmaster

Candidate should have understanding of HTML, JavaScript and DHTML

#### Role of Assistant Webmaster:

- Regular update of the SLA Asian Chapter site.
- Regular update and upkeep of the mailing-list in concurrence with the Webmaster.
- Identify and implement new technology to keep the website contemporary.
- To work towards network infrastructure improvement.

All those members of the Asian Chapter who are interested in volunteering for the same should send in their responses to:

[pyjoshi@kanbay.com](mailto:pyjoshi@kanbay.com) by 15th Sept.'05.

## Internet As A Tool For Library Operations, Services and Management: Part-I

**Abstract:** This study explains the usefulness of the Internet for librarians in performing various library operations including collection development, classification, cataloguing, circulation and interlibrary loan, reference services, library automation, and library management with examples of some quality web resources for each operation.

**Introduction:** Most librarians and information professionals today turn to the Internet for providing reference and research services. The other major use of the Internet in libraries is for communication purposes and for delivering information to patrons. With the available printed traditional library tools, a technical services librarian can use the Internet for advanced, innovative and quick technical processing of library materials. Acquisitions librarians may use it in the selection of library materials. A library manager uses it in decision-making, library management and administration. Reference and research librarians are highly dependent upon the Internet to respond to ready and long-range types of reference questions in nearly all kinds of libraries.

The purpose of this study is to locate the different areas of a library in which a librarian can use the Internet for current, authoritative, innovative and timely information.

The Internet can be used in the following traditional library operations, functions and services:

- a) Acquisitions, Serials Control & Collection Development
- b) Cataloguing
- c) Classification
- d) Circulation and Interlibrary Loan
- e) Reference and Research Services
- f) Management and Administration
- g) Library Automation and Web Page Management

**A) Acquisitions:** The Internet can be used as a selection tool for printed as well as non-printed materials. Also, it is a good verification tool for the price and availability of materials. Some academic and professional institutions do compile value added lists of books, serials, and other non-printed materials on a regular basis in nearly all major disciplines. Electronic newsletters and E-mail alert services are vital tools for updating librarians on new arrivals in the publishing market. The book reviews published on various web sites help library managers to evaluate and select books for the library.

A librarian can find directories of publishers and vendors on the Internet. Many traditional vendors have moved their businesses on to the Internet to facilitate online ordering. Web sites are the major tools of marketing and business of such vendors.

Below are some examples of web sites that might be used by the acquisitions staff for their routine jobs and functions:

1) **Amazon.com** <http://www.amazon.com> Amazon is one of the biggest commercial stores of books, magazines, videos, CD-ROMs, DVDs, software, and much more. Its search feature for the book collection provides different access points to locate the desired book(s). Search by author, title, subject, publisher, and ISBN are available in its simple search page. If required, one can refine the search by format, reader age, language, and the publication date. In the result list, most of the items are available with brief bibliographic data, price, and reviews. At Amazon's web site, there is an option to add selected items in the shopping cart for placing online orders.

Magazines, newspapers, and newsletters are searchable by title, subject, publisher, and ISSN in the magazine subscriptions area of Amazon.com. Also, options to get electronic bargains, and used books are considered useful aspects of this bookstore.

2) **AcqWeb** <http://acqweb.library.vanderbilt.edu/> AcqWeb is a sister publication of ACQNET and the gathering place for librarians and other professionals interested in acquisitions and collection development. AcqWeb began in 1994, and continues to grow as the Web grows.

The parent body of AcqWeb (i.e. ACQNET) is a managed or edited listserv, which is a global platform for acquisitions librarians and others interested in acquisitions work to exchange information, ideas, and to find solutions to common problems. Any librarian or person interested in acquisitions and collection development can subscribe to its electronic listserv just by sending an e-mail to the editor of ACQNET. Details for the subscription are available at [http://acqweb.library.vanderbilt.edu/sub\\_acqnet.html](http://acqweb.library.vanderbilt.edu/sub_acqnet.html)

The AcqWeb starts with an organized and hyper linked table of contents covering verification tools and resources, directories of publishers and vendors, associations and organizations, and web news for acquisition and collection development professionals.

As AcqWeb is designed and maintained by qualified professionals, librarians will find it quite user friendly, current, authoritative and useful. At AcqWeb, by following the link of 'Donation Programs for Books and Journals,' one can reach <http://ublib.buffalo.edu/libraries/units/hsl/donationpro>

[grams.html](http://www.uvm.edu/~bmaclenn/backexch.html) where three libraries from Pakistan have submitted their requests for the donation of books and journals. Serial back issues and exchange services are accessible via <http://www.uvm.edu/~bmaclenn/backexch.html>

3) **ALA Booklist Home Page** <http://www.ala.org/booklist/index.html>  
For more than 90 years, *Booklist* has been the librarian's leading choice for reviews of the latest books and (more recently) electronic media. Every year it reviews nearly 4,000 books for adults, more than 2,500 titles for children, more than 500 reference books and electronic reference tools, and 1,000 audiovisual materials. It also publishes a wide variety of feature articles including author interviews, bibliographies, book-related essays by well-known writers, and a selection of columns. This web site is designed to provide additional services and points of access for acquisitions librarians.

At the ALA website, there are a few WebPages which provide valuable information regarding book donation programs around the world. Some of them are:

- [Book Donation Programs](#)
- [The World Library Partnership- Donor Organizations](#)
- [Directory of Book Donation Organizations](#)

**B) Cataloguing:** There is a growing trend among users (i.e. students and faculties) of academic libraries to consult online catalogues to locate their required materials. The leadership and personnel of corporate bodies, research centres, and other institutions expect their librarians to provide them desktop or web-based access to their library catalogues. This has created a great challenge for librarians to not only catalogue and automate the materials, but also to make the library collection available through the library's homepage. Libraries in developed countries are rapidly moving their catalogues on to the Internet. Hruska goes a step further and suggests, "Library OPACs (Online Public Access Catalogues) should include bibliographic records for all the materials libraries collect for their users. If libraries determine that certain Internet resources or online serials should be gathered for the benefit of their users, these should also be included in the libraries' OPACs."

The Internet helps a cataloguer in cataloguing the library collection. A cataloguer, with the help of traditional cataloguing tools, (i.e. Anglo American Cataloguing Rules, Lists of Subject Headings, and Cutter Table etc.) and some selected Internet resources can perform quicker and higher quality cataloguing of his/her library collection. Moreover, a number of guidelines about cataloguing of the

electronic and Internet resources are available free on the Internet.

Below are some of the websites that help the cataloguers in organizing the library collection:

1) **Cataloguer's Toolbox** <http://staff.library.mun.ca/staff/toolbox/>  
Cataloguer's Toolbox is a homepage for the Bibliographic Control Services of the Queen Elizabeth II Library at Memorial University of Newfoundland. Through this homepage, one can access cataloguing tools, including policies and procedures, as well as resources from other Internet hosts around the world, including the Library of Congress, National Library of Canada, OCLC, and more.

This website provides access to significant cataloguing tools. These cataloguing tools are further organized by activity, format and subject. The web links to authority work, catalogue maintenance, cutting, language handling, MARC record manipulation, and subject analysis are available under the "Cataloguing tools by activity" area. Cataloguing tools by format" helps in the cataloguing of archival materials, books, cartographic materials, electronic journals, music, rare books, remote electronic resources, serials, and visual materials. "Cataloguing tools by subjects," assists in the cataloguing of the collections in Art, Law and Medicine. This website is also associated with a list of cataloguing related electronic serials, newsgroups and archives for the professional development of cataloguers.

2) **Cataloguer's Reference Shelf:** <http://www.tlclivers.com/tlc/crs/crs0000.htm>  
The Library Corporation (TLC) is a commercial solution provider for libraries around the world. However, it also provides free access to selected cataloguing manuals and resources. TLC's Cataloguer's Reference Shelf contains a list of full text manuals to assist cataloguers in cataloguing the variety of materials found in all types of libraries.

This comprehensive web link provides access to *MARC code lists* for countries, geographic areas, and languages plus the *MARC formats* for bibliographic, authority, classification, community information and holdings data.

Full text *reference manuals* to assist in the cataloguing of moving image materials, loose-leaf publications, serial publications, rare books, maps, and graphic materials supplement this website. This website also contains the LC cutter tables and principles and structure of LC subject headings.

3) **Library of Congress Online Catalogue** <http://catalog.loc.gov/>  
The Library of Congress Online Catalogue is a



database of approximately 12 million records representing books, serials, manuscripts, computer files, cartographic materials, sound recordings, music and visual materials in the Library of Congress collection. The online catalogue also provides references, notes, circulation status, and information about the materials still in the acquisitions stage.

A cataloguer can use the Library of Congress Online Catalogue to locate the bibliographic data of an item to be catalogued. It helps in designating the Library of Congress Subject Heading for an item. It also provides the physical description, DDC number and the other essential information of each item that are required to fill the eight basic areas of a catalogue card. Two other online catalogues at this website help to locate the items among the photographs and audio collection available at the Library of Congress.

The other feature of the Library of Congress Online Catalogue is the availability of an 'Authority File' through a separate service at <http://authorities.loc.gov/>. It facilitates the searching and browsing of approximately 265,000 subject authority records, 5.3 million name authority records, 350,000 series and uniform title authority records and 340,000 name/title authority records.

A cataloguer can access over 300 library online catalogues and databases at <http://www.loc.gov/z3950/>. It covers the online catalogues of public, academic, special and national libraries.

**C) Classification:** For a comprehensive study of the role of classification schemes in Internet resource description and discovery, please visit the website: [http://www.ukoln.ac.uk/metadata/desire/classification/class\\_tc.htm](http://www.ukoln.ac.uk/metadata/desire/classification/class_tc.htm)

Following are a few useful websites for the classification of library materials:

1) **Cyber Dewey:** <http://www.anthus.com/CyberDewey/CyberDewey.html>  
This is an individual effort and provides comprehensive access up to the three summaries of the Dewey Decimal Classification (DDC) system. The Cyber DDC is comprised of 10 Classes (Generalities, Philosophy, Religion, Social Science, Language, Natural Science, Technology, Art, Literature, and History). Each class is further subdivided into ten Divisions, and each Division into ten Sections. The main page of Cyber Dewey displays the one hundred Divisions, each of which is displayed on a sub-page. The numbers in parentheses show the number of links in each Division.

2) **LC Classification Outline:** <http://lcweb.loc.gov/catdir/cpso/lcco/lcco.html>  
This website is a presentation by the Cataloguing Policy and Support Office of the Library of Congress. It consists of a list with letters and titles of the main classes of the Library of Congress Classification. By clicking on any class, one can view an outline of its subclasses.

There are two other websites that help library users to understand the Library of Congress Classification scheme. One is designed by the Honolulu Community College Library in Hawaii, United States <http://www.hcc.hawaii.edu/education/hcc/library/calln.o.html>, whereas the other is by the York University Libraries of Canada <http://www.info.library.yorku.ca/yorkline/lc/howto.html>

3) **DDC Tips** <http://www.oclc.org/dewey/updates/tips/default.htm>  
This is an excellent problem solving website for those librarians who are actively involved in the classification of complex library materials. Dewey classification tips provide classification suggestions of interest to many libraries. The tips at this web page are arranged by subject and by the Dewey number. It also maintains a list of recent changes in the Dewey Decimal Classification system.

**D) Circulation and Interlibrary Loan:** Librarians can use the Internet to facilitate circulation and interlibrary loans in a number of ways. Now people can reserve books, AV materials, CDs or DVDs, and other library items via the Internet. The circulation staff can use the Internet to locate different circulation systems, electronic reserve systems, and the circulation software packages or modules.

Below are the some websites for the use of circulation staff and other library personnel for circulation, interlibrary loan and the related operations:

1) **Circulation and ILL** <http://www.itcompany.com/infoetrieve/circill.htm>  
The popular portal "Internet Library for Librarians" is designed for the circulation staff of the all kinds of libraries. It covers circulation systems, bar-coding documents, document delivery services, electronic reserves systems, shipping and postage information, software, and also librarians' e-mail lists. Some sample departmental circulation and ILL policies are included as well.

2) **Interlibrary Loan** <http://www.stthomas.edu/libraries/osf/depts/ill/resource.htm>  
This web page is designed and maintained by the University of St. Thomas in Minneapolis, Minnesota in the United States. A lot of information is gathered at this web page for the use of interlibrary loan staff. One can find ILL software & systems, ILL web pages & forms, ILL booklists, ILL surveys &

statistics, ILL journals, ILL codes & guidelines, ILL standards and much more. It is a good resource for the professional development of circulation and ILL staff.

3) **Electronic Reserve** [http://www.mville.edu/Administration/staff/Jeff\\_Rosedale/](http://www.mville.edu/Administration/staff/Jeff_Rosedale/)

This page has been established as a resource for designers of electronic reserves services. This e-document has different sections including scanning & reformatting, E-reserve vendors & products, E-reserve news, E-reserve courses, and E-reserve copyright issues etc.

**Yaqub Ali**  
and

**Muhammad Umar Farooq**

#### **About the Authors:**

Yaqub Ali is the chief librarian at the International Islamic University Islamabad (IIUI), Pakistan. He is the author of four books and five articles on Library and Information Sciences. He is also a fellow of the Salzburg Seminar on "Libraries in the 21<sup>st</sup> Century," October 23-30, 2004. He can be reached at: [yaqubali@yahoo.com](mailto:yaqubali@yahoo.com)

Muhammad Umar Farooq is reference specialist at the Information Resource Center (IRC), U.S. Embassy, Islamabad, Pakistan. He is also a member of the Twinning Project of the SLA Minnesota Chapter. He can be reached at: [umarmuhammad@hotmail.com](mailto:umarmuhammad@hotmail.com)

**Editors' Note:** This article is being published in two parts. Part-II will appear in the next edition of the newsletter and include a complete list of references.

### **Snippets**

**What is RSS?** RDF Site Summary or Rich Site Summary (sometimes referred to as Really Simple Syndication) is a set of XML communication standards created by Netscape. RSS allows a web developer to share the content on his/her site. RSS repackages the web content as a list of data items, to which you can subscribe from a directory of RSS publishers. RSS content usually includes news stories, headlines, content from discussion lists, or corporate announcements and is primarily used by news websites and weblogs. RSS "feeds" can be read with a web browser or special RSS reader called a content aggregator. Source: [www.lscce.edu/library/guides/liit.htm](http://www.lscce.edu/library/guides/liit.htm)

**RSS Compendium** <http://allrss.com/> This web site gives you information on everything you ever wanted to know about RSS feeds and how to use them for the benefit of your organization.

**China Business Guide** funded and run by the Chinese Ministry of Commerce is a great source for what you are looking for. The Web site is known as [China Commodity Net](http://ccn.mofcom.gov.cn/cbg/index_en.html) [http://ccn.mofcom.gov.cn/cbg/index\\_en.html](http://ccn.mofcom.gov.cn/cbg/index_en.html) and is free: 650000+ Chinese companies and 2200000+ products are included in the database and searchable by keywords - pay attention to the "by" categories.

## **The National Library of Singapore Reopens**



The National Library of Singapore re-opened on 22 July 2005, heralding the arrival of a new knowledge icon in the heart of Singapore's civic, cultural and arts district.

Located at 100 Victoria Street and with a gross floor area of over 58,000 sq m spread over 16 floors, the National Library strives to be the premier knowledge hub for scholars, professionals, researchers and students in Singapore and the region.

Five times larger than the previous facility at Stamford Road, which closed last year, the National Library comprises the Lee Kong Chian Reference Library, with its core focus on Singapore and Southeast Asian Collections, and the Central Lending Library, which offers a strong Fiction collection and award winning materials in all the four official languages. In all, the total start-up collection has more than 630,000 items.

The crown jewel of the new National Library is the reference library. Named the Lee Kong Chian Reference Library (LKCR), it is dedicated to the memory of the late Dr Lee Kong Chian, founder of the Lee Foundation. A donation of \$60 million has enabled it to house an impressive range of collections including the Social Science, Humanities, Science and Technology Collections, the Arts and Business Collections, the Chinese, Malay and Tamil Collections, the Asian Children's Collection, the



Donors' Collections, the Singapore and Southeast Asian Collections and a Rare Materials Collection.

The Singapore and Southeast Asian Collections, which are the core collections of the LKCRL, comprise over 170,000 items which consist of microfilms, maps, audio-visuals, ephemera and more. There are also works inherited from predecessor libraries such as the Raffles Library. Such items, which were under the closed collections in the old National Library, will now be openly available for public use.

Complementing the Lee Kong Chian Reference Library is the Central Lending Library (CLL). It focuses on visual, creative and literary arts, as well as business and management, to support the thriving businesses, art schools and groups, and residents in the area. The Central Lending Library also caters to a broad user group of children, the youth and adults, with its extensive collection of mainstream materials and award winning literature in all of Singapore's four official languages.

Additional facilities for public use include gardens, a café, the National Arts Council's Drama Centre for public shows and performances, and programme zones throughout the National Library for library activities and exhibitions. This includes an open Plaza on the ground level, which promises to be a hive of activity for the community. This Plaza will be accessible to the public 24 hours a day. Located on the 16<sup>th</sup> floor is a rooftop enclosed space for library programmes and corporate functions called 'The Pod'.

The re-opening of the National Library also marks a renewed push to propel library resources into the digital age with the launch of the NLB Digital Library at [www.nlb.gov.sg](http://www.nlb.gov.sg). It offers users unprecedented online access to library information and resources such as digitised materials and knowledge databases, positioning Singapore's National Library among the leading libraries in information provision.

The National Library was awarded the Green Mark Platinum Award in 2005 by the Building and Construction Authority of Singapore (BCA) in recognition of the building's high standard of environmental friendliness.

For more information, please visit [www.nlb.gov.sg](http://www.nlb.gov.sg) or call the Library at (65) 6332 3255.

## ● Conferences, Seminar etc.

### **National Library Conference 2005 – Celebrating Knowledge**

In conjunction with the official opening of the new National Library of Singapore in November this year, the National Library Board of Singapore is organizing a 2-day international conference on 14 and 15 November.

Aptly named "Celebrating Knowledge", this upcoming conference is part of a series of programmes lined up to celebrate the grand inauguration of a new national knowledge and learning icon in Singapore.

Key industry players from across the globe will engage and share with participants on a wide array of pertinent issues on digital content, library architecture, the evolving digital culture, the new professionalism, and business collaborations.

Keynote speakers include Paul Saffo, Director and Roy Amara Fellow, Institute of the Future and Michael Keller, University Librarian and Director of Academic Information Resources, Stanford University.

Other international speakers include Olaf Janssen of the European Library, Jan Fullerton of the National Library of Australia, Dr Zhan Furai of the National Library of China, Prof Howard Besser of NYU's Tisch School of the Arts, Dr Susan Whitfield of the British Library and Doug Johnson of Mankato Area Public Schools.

The conference (14–15 November) will be held at the Hotel Inter-Continental, while the Gala Dinner (13 November) will be held at CHIJMES Hall. Prof Tommy Koh, Ambassador-At-Large, will be delivering a dinner speech.

Sign up by 30 September for the conference to enjoy an early bird discount. Discounts also apply for group bookings.

**Visit [www.nlb.gov.sg/conference2005](http://www.nlb.gov.sg/conference2005) for more information or contact:** Ms Christine Khoo, Event Manager, Singex Exhibitions Pte Ltd, DID: +65 6587 7125, TEL: +65 6587 7133, Email: [christine@singex.com.sg](mailto:christine@singex.com.sg)

### **Call for Papers: Asia Pacific Conference on Library and Information Education and Practice**

#### ***Preparing Information Professionals for Leadership in the New Age:***

The Division of Information Studies, School of Communication & Information, Nanyang Technological University in Singapore in collaboration with the Department of Information Science, Faculty of Computer Science and Information Technology, University of Malaya as well as the Nanyang Technological University Library will be sponsoring an important international conference in Singapore from 4-7 April 2006.

The conference will address the following questions:

- Is there a uniquely Asia-Pacific perspective of library and information science?
- What are the challenges facing librarians and information professionals in the Asia-Pacific region?
- How are library schools preparing LIS professionals for leadership roles?
- What research is needed to support the LIS profession?
- How can practice, research and education be integrated to deliver high-quality information services?

The organizers are inviting educators, researchers and library and information professionals to submit 500-1000 word proposals by September 15 for papers to be presented at the conference on the three broad themes of LIS education, LIS practice and LIS research. Papers accepted for presentation will be published in conference proceedings and other selected journals. For a detailed list of proposed paper topics, submission information, and other conference related details, please visit the conference website at <http://www.ntu.edu.sg/sci/A-LIEP/>.



## Filipino Newbie at SLA's Annual Conference

I finished my master's degree in library and information science *and* got my license to practice just last year. And so, I was not expecting much when I applied for an International Travel Award—sponsored by ISI Emerging Markets and administered by SLA's Business and Finance Division—so that I could attend SLA's Annual Conference in Toronto, Canada, last June 5-8. Well, this newcomer to the profession, with minimal library experience, received the award.

**Getting there:** My first concern after being informed that I had been given the award was whether I could get a visa to Canada in time to attend the conference. I had heard stories that visas were difficult to obtain, especially for people from developing countries. It's a good thing I had already previously visited the United States and Canada. After a week or so, I got my Canadian visa.

The next problem was money—I wasn't going to get it until after I arrived in Canada. And that's where my credit card came in handy. I paid for SLA membership, conference registration and my airline ticket using my credit card. (Tip: Becoming a virtual member of SLA and *then* paying the conference fee comes out cheaper than registering as a non-member.) I had to ask the card company to increase my credit limit, but it was worth it.

However, that wasn't all. The award was just enough to cover the cost of getting there (i.e., airfare, travel tax, visa application). How was I going to pay off the charges to my card for membership and registration? Well, some good Samaritans came to my rescue and gave me enough dollars so that I could leave for Toronto without worrying about being deep in debt when I came back. It was also good that I had relatives in Toronto because there was no way I could have afforded to stay at a hotel.

Lessons learned? Having relatives, good Samaritans, credit cards and previous travel experience are important when applying for travel awards. But I also wish that those giving awards would consider the difficulties that librarians from developing countries might encounter, such as getting a visa in time or not having enough cash (or a credit card) to make advance payments.

**Proudly Filipino:** I never thought wearing a barong tagalog could accomplish what online queries could not. But that's how I found other Filipinos at the conference. Or rather, *they* found me.

Grace Villamora, of Brightsearch Research in

Chicago, followed me when I left a session because she was also looking for Filipinos. She told me that I should meet Jose Escarilla, who works at GE in Connecticut. Well, he found me, too! Ramon Curva, a corporate information specialist at Cravath, Swaine & Moore in New York, one of the most distinguished law firms in the US, also approached me after the awarding.

Lily McGovern, from the National Defense University in Washington, D.C, commented on my barong while I was looking at the exhibits and, since she doesn't look like a Filipina, I had to ask her how she knew about what I was wearing. It turns out that she's half-Filipino and had visited Manila before. Then Widharto, an Indonesian who obtained his MLS in the Philippines and works at the Information Resource Unit at the Southeast Asian Regional Centre for Tropical Biology (SEAMEO BIOTROP) in Indonesia, surprised me by greeting me in Tagalog.

There's also Cynthia Kutka, of the University of Denver, who left a comment at the SLA Conference Blog after seeing a photo of me wearing my barong. And, of course, Michelle Amores, of Agilent Technologies in San Jose, California, and Marubeth Ortega, from the Canada Revenue Agency in Toronto—the only Filipinos who replied to my email queries—just recognized me right away when they saw me.

**General sessions:** The speakers at the General Sessions were:

- Don Tapscott, the speaker and author of *The Naked Corporation*, who spoke about the librarian's role in today's should-be-transparent corporations. Memorable quotes: "The problem with librarians is they think they're in the library business" and "If you're gonna be naked, you better be buff."
- Bill Buxton, technology designer (my term), started by quoting Melvin Kranzberg ("Technology is neither good nor bad; nor is it neutral") and proceeded to illustrate how technology, if not designed properly, will most likely be bad.
- Gary Hamel, author of *Leading the Revolution*, spoke about change and how we're all becoming more ignorant *faster*. He emphasized the need for innovation and challenged the librarians present to "Move from being custodians of information to catalysts for renewal."

**More sessions:** There were so many interesting sessions that I had to plan carefully. The following were the ones that I finally decided to attend:

- "Making a Business Case for the Information Center: Key Strategies for Business and Financial Libraries" (Lesley Robinson) was a four-hour continuing

education course that lived up to the promise of its title.

- “Top 10 Tips” showed me what ten news librarians are doing to make their work easier to manage and, incidentally, prove the importance of the work they do.
- “Gary Price—the newest and the best from the one who knows” and “60 Tips in 90 Minutes” (Mary Ellen Bates) were both about how to maximize the use of search engines, but, to use an analogy, he was Yahoo!, and she was Google.
- In “Blogging/RSS’ing the Librarian Way,” Marie Kaddell spoke about trends in blogging and RSS, while Catherine Lavalley-Welch focused on the use of blogs for professional development.

**Networking:** What I really liked about SLA was the fact that I felt so welcome. Whether I was asking at listservs or reading online tips about attending the annual conference, the most common advice I received was to just talk to everyone because SLA members are very friendly. And that I should bring lots of calling cards.

“SLA First-Timers and Fellows Connect” was a good way to meet other first-timers *and* more experienced conference-goers, including the SLA leadership. A bingo game was played where first-timers had to get the signatures of members who, for example, had previously been SLA president, owned a dog, or was a twin. I even found myself signing for “My flight to Toronto exceeded 4 hours” and “I speak at least two languages.” And because I was one of the first to finish, I actually won a t-shirt!

I ended up giving away most of the cards that I brought at the Business & Finance (B&F) Division’s “Annual Business Meeting & Awards Lunch,” the “Centers of Excellence Awards,” and its open houses on different nights; the “Networking Breakfast” of the Military Librarians Division; the informal gathering of bloggers at C’Est What, a local bar; and even while having lunch, waiting for a session to start or just walking around the conference center.

**Other events:** Other notable events that I attended were:

- The “Career Guidance and Mentoring Breakfast,” where Mandy Baldrige, the speaker, and my fellow attendees gave me an idea of the demand (or lack thereof) for information professionals.
- “Career Connection” allowed me to seek guidance from Marshall Brown, a professional career coach, during a 30-minute, one-on-one session.

- The Click University launch—“an online learning community for the benefit of SLA members”—provided a preview of the initiative that will make it possible for members to attend seminars and continuing education sessions without having to pay for airfare, hotel rooms and conference fees.

The exhibits were very interesting. Of those that I visited, those interested in developments in Asia would probably be most interested in ISI Emerging Markets, which was the only one of the research companies that I visited that had information on the smaller, developing countries in Asia, like Kyrgyzstan, and even Islamic financial data.

I also visited the Thomas Fisher Rare Book Library after the annual conference and saw a small “book” (read: rock) with hieroglyphics, examples of incunabula and illuminated books, and centuries-old, anatomically-correct medical books that had flaps to show what was inside.

**Looking forward:** The SLA 2005 Annual Conference was the first library conference I attended *anywhere*, and I found it memorable, educational and personally fulfilling. And since I actually won a certificate for free registration for next year’s conference in Baltimore, and a couple about to get married has volunteered to let me sleep on their couch, all I need now is the money for my plane fare...

I have since emailed quite a few of the people I met at the conference. One of them asked why I don’t seem to be interested in joining other associations. My reply was that the names of other associations seem to discourage—probably without meaning to—Asians like me, while SLA seems to be very open to diversity.

**About the Author:** *Vernon R. Totanes is a licensed librarian from the Philippines (No. 1 in the 2004 exam). He has a master’s degree in library and information science from the University of the Philippines, and a bachelor’s degree in management engineering from the Ateneo de Manila University. He is also a freelance book producer and the owner of “Filipino Librarian” (<http://filipinolibrarian.blogspot.com/>), a weblog devoted to the Philippines, Filipiniana, Philippine libraries and Filipino librarians. He found out about the International Travel Award, which made his trip to the SLA conference possible, from Sharon Henry, who is a member of the Asian Chapter of SLA and the Chief Librarian at the Asian Development Bank. Prior to obtaining his master’s degree, Von was a total quality officer at one of the largest banks in the Philippines. Von is currently seeking a position as a reference librarian or a communications or marketing specialist at a library or information center that wishes to promote its services online. His email address is [von.totanes@gmail.com](mailto:von.totanes@gmail.com).*



## APPENDIX – I

### Web survey about the usage and value of weblogs as a source of business news and information

The web survey undertaken by Julia Habermann includes 15 questions plus the option of feedback and was available on the Internet between October and November 2004 through the following link: <http://www.surveymonkey.com/s.asp?u=30335625681>

#### Demographic

1. Please enter where you are located
2. What title best describes your line of work?
3. If you are interested in receiving the results of this survey and receiving a copy of my final thesis, please enter your email address (optional). Your email address will NOT be used for any other purpose and will be deleted after I have sent you a copy of my thesis.

#### Usage of weblogs

4. Do you use weblogs (blogs) as a source of business news and information? If NO – Please click NEXT below. If YES – Please continue with the following questions.
5. What are your major business or professional applications for weblogs?
6. Which weblogs do you use the most for business/professional applications?
7. How often do you monitor your favourite weblogs?
8. How do you manage the usage of weblogs as a source of business news and information?

#### Value of weblogs

9. How would you rate the information you derive from weblogs?
10. How would you rate the value of weblogs for you to make business decisions?
11. How have weblogs impacted your work and changed your work habits?

#### Implementation of weblogs

12. Choose the types of weblogs that you either maintain or contribute?
13. What was the main reason to create or maintain one of these weblogs?
14. Does one of these weblogs incorporate RSS feeds or Atoms?

#### Company reputation

15. How would you rate the importance of weblogs for tracking your company's reputation and brand's reputation?

#### General feedback

Web survey results :415 people from all over the world participated in this survey.

**Editors' Note:** Due to technical reasons the article on 'Virtual referencing: how and why'- by Tamal Kumar Guha could not be published in this issue.

*SLA assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the SLA. Acceptance of an advertisement does not imply endorsement of the product by the SLA.*