Blogging in the Library

by John Chenault, Reference Kornhauser Library

Last year Merriam-Webster named “blog” the number one word of the year based on the number of “hits” it received in its online dictionary. What is a blog? Dave Winer, a noted authority on blogs and blogging, offers this succinct definition: “A weblog is a hierarchy of text, images, media objects and data, arranged chronologically, that can be viewed in an HTML browser” (Winer, 2003). While Winer claims the first weblog was the first website built by Tim Berners-Lee at CERN (the European Organization for Nuclear Research), others in the field consider Mosaic’s 1993 “What’s New” page to be the first blog (see Yahoo!: http://ask.yahoo.com/ask/20021115.html). In any event, the term “weblog” (for which “blog” is an abbreviation) dates from 1997. It was coined by Jorn Barger, and appeared as “Robot Wisdom Weblog,” a feature of his Robot Wisdom website (http://www.robotwisdom.com/). When Winer and Barger began blogging in the late nineties, only a handful of blogs existed. With the advent of free blog-creation programs like “blogger” in 1999, the number of blogs grew exponentially. Currently, Technorati, a weblog and RSS search engine, covers over two million weblogs and 400 million links.

The technology used to create and manage blogs falls into two basic categories: off-site software, and on-site software. Both require the use of computer servers
and databases. Off-site weblog tools are web-based applications that live on somebody else’s server. With off-site tools, bloggers have no need to worry about installation or maintenance: the blogger opens an account with an existing service, chooses a template, or designs a template that meets his or her functional and aesthetic needs. Popular off-site blogging tools include Live Journal, Radio Userland, and Blogger. Some tools are available to users free of charge. On-site weblog software is for individuals who run their own servers. Knowledge of Apache or IIS, or some other form of computer server application software, is essential. Popular on-site blogging tools include Blosxom, Manila, and Moveable Type.

Blogging tools make online publishing easy and affordable. The use of built-in templates helps blog writers and editors focus on creating, producing and managing content rather than the technical issues related to web page design and display. While a somewhat labor-intensive process to update on a daily basis, blogs can be kept simple and user friendly in operation and maintenance. And despite the variety of journalistic styles and the vast array of personal and professional commentaries being published in the blogosphere, weblogs as a general rule share the following characteristics:

- a series of postings of self-contained topical items
- postings generally presented in reverse chronological order
- an informal editorial style
- a practice of providing regular updates
- support for reader feedback and comments
- links to data, articles or media that support content and commentaries
- date headers, time stamps and permalinks for each content item
- author(s) name(s) included

RSS, which is an acronym for Rich Site Summary, also has emerged as a powerful new tool in the blogosphere. RSS provides its users with the ability to syndicate and distribute web site content. The content of an RSS feed can include news feeds, news stories, headlines, updates, excerpts from discussion forums, listings of events, and institutional or corporate information. RSS feeds can be customized to summarize specific web sites or to distribute new materials and updates whenever new content is added to a particular site.

Blogs already are fixtures in the lives of many librarians and in some libraries. Steven M. Cohen (http://www.librarystuff.net/), and Jenny Levine (http://www.theshiftedlibrarian.com/) are two notable librarians who blog. These technology enthusiasts found weblogs to be excellent tools for networking and building communities of interest. Subject-specific weblogs can bring specialists together to share information about new developments in a particular library function like cataloging or a discipline like medical informatics. Having a presence on the web also can enhance a librarian’s career prospects by creating opportunities to publish in journals, present papers at conferences, or become a widely-known and respected authority in the field.

Among academic libraries, Harvard Law School, Georgia State University and Penn State University have been leaders in using weblogs to support library and information services. For libraries of all types, blogging can automate and streamline the submission and presentation of news and other information on their home pages. In a 2003 article for Computers in Libraries, Doug Goans and Teri Vogel describe how they automated the library’s HTML news pages at Georgia State University. The weblog they created with in-house technical support eliminated the need for a library newsletter, and allowed them to post content at any time from any location with a web connection. Its content also is archived, searchable and tagged with categories that allow browsing (Goans & Vogel, 2003). These features
help their patrons stay current with library activities and make the most effective use of web-based library information services.

Knowledge Management (KM) also has emerged as a promising trend in the creation of library blogs. Simply defined, KM constitutes “the effort within an organization to share knowledge and help the organization achieve its mission” (Angeles, 2003). With vast knowledge assets and a mission to provide information services to diverse communities of learners and users, libraries are uniquely positioned to develop blogs that support research development or that simply annotate and distribute bibliographies of relevant literature for students, faculty and specialists. As Angeles puts it, “If knowledge isn’t findable and usable, it’s just more useless data in the organization’s ether” (Angeles, 2003). Of course, the concept of KM goes well beyond basic information retrieval models. It demands collaborative efforts from teams of specialists who can capture and share knowledge across diverse technologies and learning environments by using tools that are transparent, simple to use, and yet highly efficient and productive. Blogs exemplify the kind of decentralized communication model that can create and sustain such dynamic communities or “information ecologies.” With these promising features and the rapid development and use of RSS technology in the blogosphere, blogging has the potential to revolutionize the way librarians and libraries serve the needs and appetites of patrons and staff for most kinds of web-based news and information.

References


On October 4 the Ali Institute for Peace and Conflict Resolution staff held a most successful event in the Ekstrom Library to discuss their activities, goals and planned move to the Ekstrom Library.

The Administrative Coordinating Committee (ACC) met on October 12 and discussed various issues related to the Libraries’ Electronic Information Policy, development activities, collection development, the interlibrary loan policy and the new wing construction. It was announced that the two library faculty vacancies, the Music Librarian and the Digital Librarian, can now be filled and two search committees have been appointed. A draft version of the Libraries’ 2005-2008 strategic plan was distributed.

The latest information about the new wing construction is that the building will be substantially finished by December 1 and we hope that the furnishings and other details will be completed during December. The grand opening ceremony is planned for February 20, 2006. Bin loading in the robotic retrieval system began October 17 and was completed by October 28. The bin loading was a cooperative venture among library faculty, staff and students. Everyone worked very hard and enjoyed the project, displaying upbeat attitudes and many smiles.

The Kentucky Virtual Library Committee met on October 21. It was a very useful meeting as Allen Lind, the new Council on Postsecondary Education representative with responsibility for KYVL, attended the entire meeting. The group held a good discussion related to the proposed CPE budget request.

The Two-Millionth Volume celebration is planned for November 16 at 3:30 pm in Ekstrom Library. Invitations have been sent.

— Hannelore Rader, Dean, University Libraries
Art Library

Rembrandt Comes to the Art Library
Collector Steven Block has donated part of his art collection to the Fine Arts Department. One of the works, by Rembrandt, now graces the Art Library. Stop by to see this 1636 etching called “Christ before Pilate.”

Ekstrom Library

Robotic Retrieval System (RRS) – Phase One “Bins-to-Rack”
The bins that are now housed in the RRS structure began arriving early Monday morning, October 17. The bins hold books and other materials that will be automatically retrieved from the RRS. The total load consisted of 17 semi-trailer trucks with a total of 7,052 bins. The last bin was loaded into the structure at 2:20 p.m. on Saturday October 29, 2005.

Loading the bins required an extraordinary amount of coordination among the delivery truck drivers, HK Systems engineers, members of the J-Town Construction crew, student supervisors and student assistants. Dave Loeffler was our pivot-man who pulled many of the pieces together. He had expert help from Alice-Abbott Moore, student supervisor/schedule coordinator; and Bob Knecht, J-Town Construction site supervisor. Everyone involved was enthusiastic, flexible and kept a good sense of humor throughout the entire process. Many thanks for an excellent effort!

Special thanks go to:
♦ Trish Blair, Media & Current Periodicals; Margo Smith, Technical Services; Gail Gilbert, Art Library; and Carol Kraemer and Martha Parry, Stacks Maintenance who provided students, assisted with student schedule coordination and lifted bins onto the carriage.
♦ Jami Allen, Circulation Department and Mildred Franks, Reference Department, for provided students.
♦ Mark Miller and Ken Laufenberg, HK engineers, tracked bins, received and loaded, and performed untold engineering feats.
♦ Kevin, Mark, Carl, Tom, Tim, and Jason, J-Town Construction crew, unloaded 408 ten-foot-tall pallets of bins from the delivery trucks, unloaded most of the pallets, and lifted and carried bins.
♦ Student assistants from Stacks Maintenance, Reference, Circulation, Media & Current Periodicals, and Government Documents who “wrangled” unloaded bins close to the carriage, lifted bins onto the carriage, and placed dividers into the bins:

| Jackie Allen | Sam Culbertson | Ved Madishetty |
| Felicia Ashford | Karla Curry | Crystal Mozee |
| Mayra Barcenas | Tiffany Evans | Mary Nalley |
| Justy Barnett | Jill Gerals | Alicia Napier |
| John Beechem | Mohammad Ghifardi | Jean-Claude Nsabimana |
| Michael Black | Kam Gandham | Pavel Ovechkin |
| Dustin Bell | Sushruth Godugunuari | Hoa Pham |
| Carol Brown | Marina Gorokhova | Matt Reeves |
| Cori Bryan | Rhonda Johnson | Aisha Rhodes |
| Megan Buchanan | Louis Jones | Kami Schneider |
| Sean Craig | Eric Kennedy | Gideon Scott |
| Michael Shearer | Angela Slaughter | Zach Smith |
| Yen Tran | Christy Walden | Nick Sweat |
| Curtina Williams | Sushruth Godugunuari | Michael Worful |
| Michael Worful | Yen Tran | Deyi Xiao |

November, 2005  ♦  Page 4
Office of the Dean

Personnel News
Carol Kraemer has accepted the position of Library Assistant, Media & Current Periodicals effective November 11, 2005. Carol will report to Margo Smith.

Special Collections

New Grant for Digitizing and Metadata
The University Libraries was notified on October 3 that it has received a grant which will provide online access to major archival holdings in Photographic Archives, Rare Books, University Archives, and the Digital Dissertations Project. The grant project will consolidate both already existing and newly digitized items and their records in a single system. It will provide access to those resources via the World Wide Web and the University Libraries’ OPAC.

The grant was prepared by James C. Anderson, Judith Niles, Carrie Daniels and Susan Knoer, with assistance from Tyler Goldberg and Michael Purcell. The grant is funded by the Institute of Museum and Library Services (IMLS) and the Library Service and Technology Act (LSTA) through the Kentucky Department for Libraries and Archives.

The grant will purchase a license for OCLC’s CONTENTdm digital asset management software and a suitable hardware platform for the software and web server. The initial CONTENTdm license will allow up to 50,000 digital items to be placed on the system.

The Libraries will purchase the hardware and software this fall, and will begin to mount digital content on the system following OLT’s move into the new library addition. Initial content will include still pictures, audio oral history interviews and digital dissertations.

Technical Services

Electronic Theses and Dissertations
Thanks to the hard work of Sarah Frankel, Allen Ashman, and Tyler Goldberg there are now over 100 electronic theses and dissertations uploaded to the UofL Libraries ETD site http://etd.louisville.edu/.

Angela Ren: Proud Mother of a Ballerina
In December this year, my ten-year-old daughter Sheila will perform as Clara in the Louisville Ballet’s holiday treat, The Nutcracker. As her mom, I am very proud of Sheila who has worked so hard to make this happen. While she’s now been busy rehearsing with Louisville Ballet stars for this Tchaikovsky classic, we’ve been anxiously looking
forward to seeing the performance. Imagine how beautiful it is to watch your own daughter as Clara who goes on a spectacular adventure with her dreamed Nutcracker Prince through the Land of Snow and Kingdom of Sweets! I hope you folks will share the happiness with us and enjoy the performance during the holiday season. The following is the schedule of Sheila’s performances in *The Nutcracker*:

- Saturday, 10 December 7:30 pm
- Friday, 16 December 7:30 pm
- Saturday, 17 December 1:30 pm (*Clara’s Tea Party* at 11:00 am)
- Tuesday, 20 December 7:30 pm
- Thursday, 22 December 7:30 pm

Call Kentucky Center for the Arts for tickets information.

**Kersey Library**

*Exhibit*

Jan Kulkarni, Steve Whiteside and the student assistants installed the exhibit “2005 Nobel Prize Winners in Chemistry & Physics” on the first floor of the Kersey Library lobby area. The exhibit will remain open until December 15, 2005. The exhibit includes pictures of the winners and materials on their research.

**November Birthdays**

Our very own Steve Whiteside will be celebrating his birthday in November. Kersey Library would like to extend birthday wishes to the rest of you celebrating your very special day this month.

**Law Library**

On Monday, November 7 at noon in Room 175 of the Brandeis School of Law, the law school’s Diversity Committee will present its second program of the semester dealing with race and class issues raised by Hurricane Katrina. “Katrina and the Cross-Currents of Environmental Injustice” will feature a panel including Prof. Tony Arnold, Chair of the Center for Environmental Law; Leslie Barras, Associate Director of River Fields; and, Arnita Gadson, Environmental Justice Coordinator of UofL’s Institute for the Environment and Sustainable Development.

A light lunch from “Expressions of You” Coffeehouse and Cafe (18th and Muhammad Ali) will be available at 11:45am in the hall outside Room 175. Law Library members of the Diversity Committee (Nancy Baker, Robin Harris, and Miriam Williams) invite you to join us! All Diversity Committee programs are free and open to all. For more information, please contact Robin at 852-6083 or robin.harris@louisville.edu

---

**DARE TO SAY THANK YOU!**

“I want to thank all the faculty and staff who participated in the UofL Cares Campaign. I especially want to thank Sarah Frankel, Rachel Hodge, Erea Marshall, Diane Nichols, and Bob Roehm for their help and contributions. We could not have had a successful campaign without them.” — Karen Nalley

“BIG PROJECT - A GREAT BIG THANK YOU to all the staff and students who participated in loading 7052 bins into the RRS racks! It’s amazing and extremely gratifying to see how eager everyone has been to take part in this labor intensive project. Great cooperation, positive attitudes, smiling faces, you were all terrific! A special thanks to Alice Abbott-Moore, Trish Blair, Carol Kramer, Martha Parry, Margo Smith and Dave Loeffler for the coordination and supervision of the student SWAT team. Fantastic work!” — Diane Nichols

---

November, 2005  ☉  Page 6
Gratitude Equals Attitude

Ever have those points in your life where things are going rough, going too slow for your expectations, or just not going? When you feel as if you are just slogging through waist-deep mud over and over?

I have to say that the past half year has been such a time for me. Life threw me several curveballs — my husband losing his job, a family member having health problems, and other life stuff. I have to say that after a few months I was feeling awfully weary with how some things were going in my life. My attitude wasn’t the best.

Then something amazing happened…

Being a child of an architect and a sister of a contractor, I not only like, but I feel at home with construction projects. My blood courses during the times of construction and renovation. I remember the LL35 move and renovation over three years ago. A couple of months after my dear friend Diane died, the project began which gave me back some pep in my step.

Funny how things are brought into one’s life…and into my life has came the Robotic Retrieval System (RRS). I am grateful to Diane Nichols and Margo Smith for choosing me to work on the RRS. What wonderful people I get to work for! I am so grateful for Dave Loeffler, with his amazing gifts of physical endurance and his ability to work with people, and his mind for details. I have been so fortunate in the past working with Dave during book sales and the LL35 renovation that I knew things would be a-okay during the construction of the new wing and the RRS.

I am grateful to Trish Blair, Carol Kraemer, and Martha Parry for co-supervising the RRS bin loading workers. What a treat witness them in action and work with them! (See pages 4-5 for lists of names and more pictures.)

I am grateful for the all of the workers who helped load the 7052 bins into the RRS: we could not have achieved this feat with out them! Their energy, humor and strength have been priceless! What a wondrous thing to witness: construction workers, faculty, staff, and students working side by side getting it done.

Truly a gift I have been given here — an experience I will cherish for many years to come.

My gratitude to all these fine folks.

Alice with Dave Loeffler and Carol Kraemer on the RRS project.
When you’re visiting the Galleries in Schneider Hall, plan to stop by the Art Library to see more artwork. Drawings, prints, watercolors and sculpture are interspersed throughout the 80,000 volume collection. Highlights include a collage by nationally known artist Alma Lesch and several works by UofL faculty, past and present.

Ekstrom Library
Lobby
Kentucky Quilts: Images of Quilts from the Collection of the Kentucky Historical Society
October 31-November 30

Special Collections:
Photographic Archives
There Is No Beauty Without Perception
Photography looks at the other arts. Photographers and artists featured include several whose papers and works are in the University Libraries: Alma Lesch (Bridwell), Lou Block (Bridwell and Photographic Archives), and Stern Bramson (Photographic Archives).
November 7, 2005- January 13, 2006

Rare Books
Message from Manaharva “Save Your Rainforest”
Life work of Jan Carew
Reception: Readings by Jan Carew and friends, November 29, 5:00-6:00 pm
November 7 – December 7, 2005

Kersey Library
2005 Nobel Prize Winners in Chemistry and Physics
November 1 - December 15, 2005

Music Library
First Floor
Karel Husa - Works of the New Music Festival Guest Composer
Through November 2005