



this month, by practice area:



Evaluating Skills:
How good are your
researchers?
Developing a skills
matrix for greater
transparency



Statistics Analysis:
Can You Really
Believe the Figures?



Managing and
Preparing Contracts:
The Key to
Successful Negotiation



PR and Promotion:
Spotlight on academic
digital special collections
online



Plus: Editorial commentary,
FUMSI Focus, and more

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The FUMSI Magazine is published 12 times per year; new content is added to the online FUMSI article database regularly. Database articles are free to browse and read and may be forwarded to colleagues, saved or printed.

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Publisher's Note

To improve the usability of FUMSI, we have shortened many long URLs with DigBig, a free utility that creates persistent links (<http://www.digbig.com>). When you click a DigBig URL, or paste it into your browser, you will be directed to the original URL.

Introducing FUMSI

Upcoming Themes

[provisional]

Find

- Prospect Research
- Due Diligence Research
- Grey Literature on the Web

Use

- Introduction to Widgets
- Latest Data Visualisation Tools
- Mashups for Every Business

Manage

- Federated Search for Your Organisation
- Ethical Acquisitions
- What You Need to Know About Online Copyright
- Digitising Your Collection

Share

- Case Studies in Social Media for Business
- Just-In-Time Learning
- Business Blog: Make Your Investment Worthwhile
- Successful Meetings in Virtual World

FUMSI Magazine

- **Information on People:** Finding people, do's and don'ts for using personal information, CRM, communicating with diverse groups
- **Web 2.0 and Your Work:** Practical views on next-generation approaches to Find, Use, Manage and Share work

*"I love the FUMSI moniker ...
it both encompasses and
transcends my entire career!"*

FUMSI: For Those Who Know Info ...

Information has never been more important for business success. Every worker has an information role to play, and organisations must support their constant improvement of information skills in order to compete.

FUMSI addresses these needs by providing practical, useful resources to help workers Find, Use, Manage and Share Information – individually and in effective collaborative teams.

FUMSI Offers ...

- **Monthly FUMSI Magazine:** User-submitted articles and tips in each of the four practice areas, pulled together with editorial insight from FUMSI Contributing Editors
- **FUMSI Folios:** Compilation of contributions for each practice area over a four-month period, along with additional resources and editorial comment (one for each practice area, three times per year)
- **FUMSI Reports and Tool Kits:** Hands-on PDF workbooks and resources for improving information skills and completing information-related projects
- **FUMSI Article Database:** Online collection of FUMSI articles, searchable by practice area and/or keyword.



FUMSI Is For ...



FUMSI serves a wide range of information professionals in a variety of industry sectors. They include researchers, marketers, analysts, writers, government and law librarians, consultants and students.

What do they all have in common? Information is a critical part of their work.

For senior managers, and information champions, FUMSI provides special value. By integrating all four practice areas, FUMSI:

- Improves cross-practice understanding
- Facilitates collaboration
- Enhances information skills at all levels of an organisation
- Increases the value of information in an organisation
- Pushes information work to the strategic level

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Introduction from our Editor

By Sara Waddington, Senior Managing Editor, FUMSI

In today's digital environments, where trends point towards the increasing personalization of information and the delivery of data that can work in multiple contexts and systems, information is becoming a commodity – valued for insight, aggregation and access. In this issue of FUMSI, we examine a range of topics including evaluation techniques for assessing researchers' skills, statistics analysis, contract preparation and PR/promotion.

Don't forget that even more articles, tips, reports and tool kits can be found on the FUMSI website at <http://www.fumsi.com/>.

Don't forget that even more articles, tips, reports and tool kits can be found on the FUMSI website at <http://www.fumsi.com>. Handy portal pages organise the most recent content by practice:

- **Find:** <http://www.fumsi.com/find>
- **Use:** <http://www.fumsi.com/use>
- **Manage:** <http://www.fumsi.com/manage>
- **Share:** <http://www.fumsi.com/share>

Initial response to the [FUMSI](#) website and the launch issue of FUMSI magazine has been extremely encouraging. Many of you are downloading articles from the database and licensing content as well as contacting us with offers to author content in the magazine. We are delighted with your feedback – please keep it coming!

FUMSI's online reader survey can be found at <http://digbig.com/4wgjs> - please let us have your ideas and suggestions for articles, tips and themes for future issues. If you wish to offer an article, hint or practical tip to FUMSI readers, please see our [writers' guidelines](#). Our thanks also to [FUMSI's sponsors](#), whose support and partnership is deeply appreciated; their sponsorship helps us offer access and interaction to much of our content free on the web.

FUMSI's comprehensive [article database](#) offers you the facility to download and save content, print it or forward articles to friends as well as license these features to use in your own publications or websites. Our [reports and tool kits](#) give valuable insight and step-by-step instruction in various areas to help with FUMSI-related skill development and projects. Don't miss the new reports that we will be introducing shortly on Social Media and Asia-Pacific Research.

If you find FUMSI useful, consider subscribing. In addition to the monthly magazine, subscribers get the FUMSI Folios each month – a special PDF report collecting the most recent articles in a single practice area (starting in March 2008 with the FUMSI Folio: Find), as well as 50% discounts off of reports and re-use licenses. FUMSI subscribers also enjoy special benefits on other Free Pint Limited offerings such as discounts on back-issue purchases of [VIP Magazine](#) and discounts on [Jinfo](#) job listings. ■

About the Editor



Sara Waddington spent several years as editor of Shephard's Unmanned Vehicles magazine and handbook, as well as drawing up conference and seminar programmes and conceiving/launching Shephard's www.uvonline.com/ news service. She then joined Jane's Information Group as managing editor for naval (defence) and maritime publications. She now supplies editorial and consultancy services to clients (writing, launching and conceiving a number of editorial products in different industries).



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Favourite Resources to Find, Use, Manage and Share Information

Brought to you by our Contributing Editors

This month's Focus is on Non-Text Related Content:

Online resources to help you Find, Use, Manage and Share information about non-text related content

Find

Audio search is far from perfect, and it can be frustrating when the files you find have poor audio quality, aren't playable or are clips rather than a full-length songs.

Skreemr, at <http://www.skreemr.com>, not only checks to make sure the MP3 files which they index are working, its AudioRank scoring system places better quality files at the top of your results.

Use

Clip art is frequently regarded with contempt but, if you avoid cartoony subjects, use imagery metaphorically (instead of literally) and stick to a limited range of design styles and colour palettes it can be an effective way of enhancing or signposting presentations, reports or web sites.

Microsoft Office Online offers over 150,000 images, or you can explore <http://www.clip-art.com> for links to many more.

Manage

BubblePly <http://www.skreemr.com> is a video annotation tool which is great for both serious and fun annotations. It allows users to annotate any online video with comments and links.

Share

Kuler <http://kuler.adobe.com> from Adobe Labs is one of the most engrossing social networks formed around something that seems like little more than a collection of paint chips.

In essence, it's a platform for designers to create and share colour combinations but, at its heart, it's a network that creates a visceral response simply and elegantly.

Looking for more online resources? For a daily update, visit [ResourceShelf](#), the online collection of high-quality free web-based resources. Or subscribe to the [FreePint Newsletter](#) for a twice-monthly offering of My Favourite Tipples, submitted by readers around the world.

This Month in Find

By Marcy Phelps, Contributing Editor: Find
marcy.phelps@fumsi.com

We all like to think that we're good at what we do. But, if your clients are like mine, after reading the results of your research they rarely exclaim, 'My, you're a great researcher!' Yes, they keep coming back, but when you're trying to advance your career, manage a team of researchers or just make sure your clients' requests match your skills, we probably need a better way. What does really it take to be a good researcher? How do we rate our skills? And, once we've done all that, what's next?

About the Editor



Marcy Phelps is the founder and president of Denver-based [Phelps Research](#), which offers business and market research and research training services.

She started the company in 2000 after obtaining a master's degree in library and information services from the University of Denver. Marcy is a member of, and has served on, the Board of Directors of the [Association of Independent Information Professionals](#). She is also a member of the Special Libraries Association and the Business Marketing Association (Colorado Chapter Board of Directors, 2006–2008).

In this month's Find article, Anja Thygesen takes us through the process of developing a skills matrix, a tool for quantifying and measuring the attributes of a good researcher. But, as Anja points out, an assessment is just part of the process. Once you know where you stand, what next? How does this position you for your or your organisation's goals? And how do we get from here to there?

That's where professional development comes in, and I hope FUMSI becomes one of your many sources of information for sharpening your skills and reaching your goals. At FUMSI, the emphasis is on practical, and we're constantly updating our database with new articles full of tips that you can put into practice right away. And we've included tools for e-mailing, printing, saving and sharing these articles. Each month, be sure to scan the FUMSIFocus section, a collection of websites that have been selected by the contributing editors. Also, in the coming months, we'll be adding to our collection of FUMSI Reports, covering some interesting new topics.

As we all know, and what is clear in the examples in Anja's article, a good researcher does more than just find information. So, please take some time to read the articles in all the practice areas. For example, researchers continuously evaluate our sources and the data they contain so that our clients can make their decisions based on solid information. After reading Chris Murphy's Use feature article, 'Statistics: Can you Really Believe the Figures?' you'll come away with a handy list of what to consider when you're finding statistics. Another excellent addition to your professional development collection is Mark Jewell's two-part article in the Manage area, since many of us are responsible for negotiating contracts for the premium databases we use every day.

'Find' is also the subject of the first FUMSIFolio, due to be published in March for magazine subscribers and available as a stand-alone report for purchase. FUMSI Folios are PDF reports compiling articles and discussion, plus related resources, for a single practice area. Other practice areas will follow.

At FUMSI, the emphasis is on practical, and we're constantly updating our database with new articles full of tips that you can put into practice right away.

Please stay in touch. Let us know what topics you'd like us to cover, and how we can make it easier for you to find the information you need. We have a number of ways for you to contact us. You can take a minute to complete our online survey at <http://digbig.com/4wgjs>. In the 'About FUMSI' area of our website, you'll also find a suggestion box for your comments or you can always email me at marcy.phelps@fumsi.com.

Enjoy this issue of FUMSI! ■

find

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know the questions to ask and where to ask them

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Evaluating Researchers – Developing a Skills Matrix

By Anja Thygesen

We probably all have an idea of what a good researcher is capable of doing and what kind of skills that person possesses. We also know when we provide good quality and what kind of skills we use when doing this – or do we?

About the Author



Anja Thygesen is research manager with the Danish management consulting company Quartz Strategy Consultants. She and her team of researchers provide consultants as well as external clients. She has eight years experience in business research in management consulting. Anja has formerly held positions in information research and knowledge management in A.T. Kearney. She holds master degrees in economics and in communication and is a member of AIIP. You can reach her at act@quartz.dk.

I decided to define the skills in a matrix and describe the company values against a number of key areas.

Although we have a small team of researchers in our organization, I have been asked several times to benchmark, evaluate and recommend how these individuals perform and how they should grow and develop. This challenges us with defining what a good researcher is and what the career path for a good researcher should be.

To help us with this process, I decided to define the skills in a matrix and describe the company values against a number of key areas. I did not follow these steps but, after evaluating the process, it became clear to me how the process could be optimized.

Decide on the standards

The first step in the process is to discuss which parameters you want to use to evaluate your team.

The first step in the process is to discuss which parameters you want to use to evaluate your team. This is where you define one axis of your skills matrix. The aspect is highly dependent on your organization and its values. In this step, you can ask a number of questions:

- What are the core values of your organization?
- Based on these values, which terms can you use to characterize good quality in your organization?

In our organization we use our 5E framework (excellence, edge, empathy, energise and entrepreneurship) in everything we do. These are the values of our entire organization and they are also operationally manageable. We used these terms to define the x-axis of the matrix to help us define 'what is a good researcher'.

Select key skill areas

When you select the key skill areas, you need to consider all the different areas in which your staff is involved.

When you select the key skill areas, you need to consider all the different areas in which your staff is involved. Although your team may be doing mostly research, there is still considerable work that makes daily research possible, such as setting up the infrastructure, maintaining contacts, sharing knowledge and identifying relevant sources. There may also be aspects of internal marketing of your team and general participation in the life of the organization. These components may also be worth including when you list the skill areas of each position.

The areas can vary from position to position. A researcher will probably be expected to do less value-added research than a senior researcher and you may consider specifying this in your list of skills. When setting up key skill areas, you may consider:

- What kind of services does your team offer?
- What are the most valued characteristics of your current services?
- What additional skills do your customers request?

In our case, we decided to include external (request-related) and internal areas. The next step was to define what we actually do and what else we should be doing. In this process, we had several team discussions about what was relevant and how our services could be segmented. This was rated against what similar research units do in other organizations, and discussed with our internal customers. The list of services defined the y-axis on our skills matrix (See Figure 1).

Researcher	Entrepreneurship	Energise	Empathy	Edge	Excellence
Research					
Methodology					
Final deliveries					
Internal projects					
Practice support					
Knowledge management					
Identification of sources					

Figure 1: Example of the frame for the skills matrix of a researcher

Decide on the current and future career path

The third step in the process is to define different career paths. Defining a skills matrix is a process of taking a step back and looking at the ideal situation with the current staff and current organization. This involves looking at possibilities and making your ideal scenario explicit.

The third step in the process is to define different career paths. Defining a skills matrix is a process of taking a step back and looking at the ideal situation with the current staff and current organization.

The difficulty in this is to balance dream and reality. You may have a vision of a career path with a high degree of specialization, but is the rest of the organization ready to use a highly specialized researcher? If not, you may have to consider an alternative career path and adjust it according to the rest of your organization.

- When deciding on the career path you can ask these questions:
- How do you define the current career path in your team?
- What is the strategy of the entire organization and how does your current career path match this?
- What kind of career path do you want for your staff on a 2-3 year horizon?

In our case, the first version of our skills matrix was based on a three-step career path: researcher to senior researcher to manager. We are still working on an additional step, but realized during the process that the pure industry specialist position of which we were thinking is less realistic in our three-year timeframe, as our organization will continue to request services from generalists with some degree of specialization and not industry specialists. However, we do see a need for an additional step in our career path, which could be a combination of an industry and knowledge specialist.

Define each field in the matrix

This is the long and difficult process wherein each of the fields is to be defined and rated against the different steps in your career path. The process of filling this in takes a lot of consideration and you may find it hard to find anything to say about the different aspects of undertaking a certain task. However, this does help you ensure that the final matrix is as complete as possible.

You also need to keep the different career paths in mind while filling this in. Is there a difference in what you are expecting from a more senior level as regards quality, communication or other aspects you have defined? This should be very clearly described in each of the relevant fields of the matrix.

You may choose to fill this in together with your team. This can be a good way of getting buy-in from your team and makes the process a creative way of discussing what services your team is delivering and what is expected. However, you should be aware that this can be time-consuming.

In our case, I had help from a colleague who is not part of our team but has a good understanding of the work we do. By discussing a first draft with her, I was able to uncover aspects that I took for given but which were not sufficiently described in the matrix. Once I had a final draft, this was presented to the team at a workshop.

The skills matrix may be used as a job description and a way of defining when a researcher is qualified to be promoted.

Decide what it takes to be promoted

Prospect research might involve something as simple as finding an address or telephone number or as complex as estimating a person's wealth or personal connections. Yet whatever the motive, the key to being a good prospect researcher is tenacity. You have to be dogged in dealing with the vast amounts of information overload as well as the large array of products and resources available with which to search.

The skills matrix may be used as a job description and a way of defining when a researcher is qualified to be promoted. There may be some aspects of the matrix that are more crucial than others before a promotion is possible. To ensure transparency in your career system, these should be discussed, clearly defined and communicated. An easy and visually good way to do this is to highlight the most critical skills in the matrix.

An alternative way of constructing the matrix is to merge all the aspects of quality and use the other fields in the matrix to define the steps in each position (e.g. a new researcher has these characteristics, an experienced researcher these and a researcher ready to make the next move has these characteristics). In this way the matrix becomes a tool for positioning and promotion but loses the level of detail which can be useful during an evaluation process of the individual.

Researcher	New Researcher	Experienced researcher	Experienced researcher ready for next step
Research			
Methodology			
Final deliveries			
Internal projects			
Practice support			
Knowledge management			
Identification of sources			

Figure 2: An alternative model for the skills matrix

Ensure buy-in with your team and in the organization

To ensure that this tool is used, you should make it the framework for your annual or bi-annual evaluations, use it when you discuss development plans with each of your team members and even use it when you discuss the overall priorities of the entire team.

If you develop and implement this skills matrix you will ensure that your team members are aware of the requirements for promotion, and you are able to communicate key deliverables to both customers and management.

Implementing the skills matrix and understanding the need for the tool can be difficult in some organisations. But in general it is a good idea to communicate it, as it gives your customers an idea of what to expect from an individual team member. Your team members may welcome the transparency it provides.

To ensure that this tool is used, you should make it the framework for your annual or bi-annual evaluations, use it when you discuss development plans with each of your team members and even use it when you discuss the overall priorities of the entire team. Be ready to make changes and evaluate the tool regularly to ensure that it is a picture of what each individual of your team can be expected to provide. This is the best way of keeping this tool alive and useful.

All in all, making a skills matrix is a long and time consuming process. But if you take the time and involve your team it can be a useful way of getting a clear picture of your team members' profiles, what to expect from them, and their potential career path. It also communicates to your team their main priorities and what is expected of them. If you develop and implement this skills matrix you will ensure that your team members are aware of the requirements for promotion, and you are able to communicate key deliverables to both customers and management. ■

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Other FUMSI stories and links related to this month's Find feature:

- [Doing Research in a Foreign Language Market: Tips and Techniques](#)
- [Have a beta-test mind - just do it!: An interview with the British Library and SLA](#)
- [CI: Collaborative Intelligence](#)
- [Charting a New Course: The Future of Information Work](#)
- [Methodology Mixer: Professional and Business Development for the Independent Worker](#)
- [The Leaving Employee: Knowledge Management for Surviving and Thriving](#)

Related resources– Free Pint Limited resources related to practice area

Current Jinfo Jobs in the Find practice area:

The following Jinfo jobs have been posted this month in the Find category. Search more jobs at Jinfo, and sign up to receive the free weekly [Jinfo Jobs Update](#).



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Recruiter: Sue Hill Recruitment and Services Limited
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Country: United Kingdom

Information Assistant

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Country: United Kingdom

Evening Researcher

An Investment Bank urgently requires an Evening Researcher for a period of 4 to 6 months. Candida...
Recruiter: TFPL
Country: United Kingdom

Librarian (EU Information)

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

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Country: United Kingdom

Evening Researcher

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Information Researcher

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Country: United Kingdom

Researcher

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Information Researcher

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Junior Researcher

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Information Services Coordinator

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CONTRACTA law firm based in the south west requires an Information Service ...
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Information Assistant

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Information Assistant

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Investment Banking Researcher

Newly created vacancy for experienced financial sector Researcher to join an established team
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Country: United Kingdom

Assistant Information Professional - Legal

To provide support to a number of Information Professionals and, when required, assistance with enquiries and projects.
Recruiter: Glen Recruitment
Country: United Kingdom

Senior Researcher - CONSUMER/ RETAIL

Research support to bankers with regard to strategic business issues relating to the Consumer / Retail sector.
Recruiter: Glen Recruitment
Country: United Kingdom

Information Assistant

To work at secretarial support level in the Information Department of expanding Central London consultancy.
Recruiter: Glen Recruitment
Country: United Kingdom

Information Technology Librarian

Zayed University, Dubai, United Arab Emirates is seeking an Information Technology Librarian to join in July 2008.
Recruiter: Zayed University
Country: United Arab Emirates

Business Researcher - SWEDISH SPEAKING

To support clients in Scandinavia area and work for busy Central London consultancy
 Recruiter: Glen Recruitment
 Country: United Kingdom

Business Researcher - TURKISH SPEAKING

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 Country: United Kingdom

Evening Researchers (2) - 3 - 11 p.m. or 7.30 - 12

To work from 3 p.m. until 11 p.m. or 7.30 - 12 midnight for Investment Banks
 Recruiter: Glen Recruitment
 Country: United Kingdom

Research Associates (6) - Executive Search

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 Recruiter: Glen Recruitment
 Country: United Kingdom

Legal Librarian (Business/ EU Information)

To work for top Law Practice and take responsibility for the provision of EU and business information research support
 Recruiter: Glen Recruitment
 Country: United Kingdom

Senior Research Associates - Exec. Search

To work for prestigious Executive Search organisation on behalf of clients in the CONSUMER BANKING and INSURANCE sectors
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 Country: United Kingdom

Information Research Associate

A global investment bank is seeking to recruit an Information Research Associate to join a centralis ...
 Recruiter: TFPL
 Country: United Kingdom

Part time Library Assistant

Recruiter: Sue Hill Recruitment and Services Limited
 Country: United Kingdom

Information Researcher

Recruiter: Sue Hill Recruitment and Services Limited
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Assistant Librarian

Recruiter: Sue Hill Recruitment and Services Limited
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Assistant Librarian

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Assistant Librarian

An international law firm is urgently looking to recruit an Assistant Librarian for an initial 6 month ...
 Recruiter: TFPL
 Country: United Kingdom

Research Librarian

Represent the Information Resource Center (IRC) in CEB's London office.
 Recruiter:
 Country: United Kingdom

Information Assistant

Recruiter: Sue Hill Recruitment and Services Limited
 Country: United Kingdom

Stand Alone Researcher - Strategy Consultants

Researcher for varied information projects to work full time (or 4 days p.w.) for niche Central London Strategy Consultancy.
 Recruiter: Glen Recruitment
 Country: United Kingdom

Senior Researcher - SPANISH MOTHER TONGUE

Long term contract Senior Researcher with Spanish language skills to work in the legal field in Central London.
 Recruiter: Glen Recruitment
 Country: United Kingdom

Information Assistant

Enthusiastic Information Assistant required to work as part of a legal information and knowledge services team.
 Recruiter: Weekes Gray Recruitment
 Country: United Kingdom

Researcher

Recruiter: Sue Hill Recruitment and Services Limited
 Country: United Kingdom

Are you seeing talented professionals who can find information? Post your opportunity to Jinfo and reach a targeted group of job seekers. Add the Find category to your listing, and your job will appear on the FUMSI website with Find-related content and in the Find section of the FUMSI Magazine. Visit <http://www.jinfo.com/recruit> to get started today.

FreePint Events in the Find practice area:

The following events have been added to the [FreePint Events database](#) in the Find category. Search more events at FreePint, and sign up to receive the free twice-monthly [FreePint Newsletter](#) for more updates.



Premium Listings

These events are hosted by our partner organisations and/or advertisers:

Linking Information Services to Compelling Business Events

Date: 13 March 2008

One of the ways Information Professionals can add value to their organization is to identify the underlying business need driving a research request. This helps Information Professionals move the request up the value chain and add depth to their information services.

Organiser: Thomson Scientific

Location: New York, USA

Link to FreePint Events listing: <http://www.freepint.com/go/e1016>

Free Listings

Taking the Plunge 2008: Art Librarianship as a Career Option

Organiser: ARLISUK & Ireland

Location: London, UK

Date: 1 March 2008

Link to FreePint events listing: <http://www.freepint.com/go/e1019>

Bloomsbury Conference

Organiser: CLSIG & EUSIDIC

Location: London, UK

Date: 30 March - 1 April 2008

Link to FreePint events listing: <http://www.freepint.com/go/e1020>

Business Information on the Internet

Organiser: UKeIG

Location: London, UK

Date: 2 April 2008

Link to FreePint events listing: <http://www.freepint.com/go/e967>

Searching the Internet: Google and Beyond

Organiser: UKeiG

Location: Liverpool, UK

Date: 16 May 2008

Link to FreePint events listing: <http://www.freepint.com/go/e966>

7th European Conference on Research Methodology for Business and Management Studies

Organiser: Academic-conferences International

Location: Regent's College, London, UK

Date: 19 - 20 June 2008

Link to FreePint Events listing: <http://www.freepint.com/go/e984>

Do you know of an event, workshop or training programme for individuals who **find information**? Add a free listing to the FreePint Events database and reach our global audience of information practitioners. Ask about partnership programmes and upgrade options for better coverage. Visit <http://www.freepint.com/events> for more information.

Index to URLs in this section

The following URLs are cited in the Find section of this month's FUMSI Magazine. We collect them here for easy reference:

FreePint Limited links cited in the Find section:

- Doing Research in a Foreign Language Market: Tips and Techniques: <http://web.fumsi.com/go/af/2507>
- Have a beta-test mind - just do it!: An interview with the British Library and SLA: <http://web.fumsi.com/go/article/use/2661>
- CI: Collaborative Intelligence: <http://web.fumsi.com/go/article/share/2497>
- Charting a New Course: The Future of Information Work: <http://web.fumsi.com/go/article/manage/2509>
- Methodology Mixer: Professional and Business Development for the Independent Worker: <http://web.fumsi.com/go/article/manage/2607>
- The Leaving Employee: Knowledge Management for Surviving and Thriving: <http://web.fumsi.com/go/article/manage/2662>

- FUMSI Find articles online: <http://web.fumsi.com/go/article/find/>
- FUMSI Writers Guidelines: <http://www.onopoly.com/author/fumsi/>
- FUMSI Reader Survey: <http://digbig.com/4wgjs>
- FUMSI Suggestion Box: <http://www.fumsi.com/contact/suggestionbox/>
- FreePint Events database: <http://www.freepint.com/events/>
- Jinfo Jobs: <http://www.jinfo.com/>

This Month in Use

By Tim Buckley Owen, Contributing Editor: Use
tim.buckleyowen@fumsi.com

If you can measure it, you can manage it – so it's not surprising that information users' need for numeric data is huge. Just see how many postings at the [FreePint Bar](#) are requests for advice on where to find statistics, and how many of the answers from expert FreePinters can lead you to unexpected and sometimes rich sources of data.

About The Editor:



Tim is an independent information industry commentator. Tim set up the London Research Centre's business information service. Meanwhile he also edited the City Information Group's newsletter CIGlet, wrote regularly for Information World Review and for the Market Research Society's Research magazine, and edited Business Information Review. Later he became head of policy & communications at the Library & Information Commission and finally head of membership, marketing & media at CILIP: the Chartered Institute of Library & Information Professionals. Tim went fully independent in 2006. Tim can be reached at tim.buckleyowen@fumsi.com.

But for information professionals, the added skill these days lies in presenting that data in ways that are useful to their users – as the hundreds of FreePint Bar postings about how to use Microsoft Excel testify.

Obviously business information providers continue to plug gaps in their coverage. Emerging markets is one area that springs to mind and, in fact, a new [FUMSI report](#) due shortly will be looking specifically at Asia-Pacific research, part of a series of reports on [how to do research in particular regions](#).

But vendors also recognise that they have to provide special facilities that help people to analyse their information – try Pam Foster's report on adding value and creating customised applications, from the fully searchable [FUMSI article database](#), for examples of some of the things they've been doing. And, more recently, LexisNexis has launched a new service called [Statistical Datasets](#), enabling researchers to build their own statistical tables from over 100 licensed and public domain sources.

Of course, there's always the risk of accidentally misleading users by attempting to match incompatible datasets. In this month's Use article, Chris Murphy, an independent information professional and Fellow of the Royal Statistical Society, offers one horrendous example of a project abandoned and large sums of money lost through an elementary measuring error.

Anticipating and avoiding inadvertent errors is why Anja Thygesen rates methodology so highly in her Find article on evaluating researchers, and why the first of Mark Jewell's Manage contributions emphasizes how important it is to do your due diligence when negotiating with vendors. Knowing from experience where the danger points lie, and avoiding mistakes as a result, is the mark of the true professional.

And true professionals are what we need to be – because there are plenty of amateurs out there who don't believe we have any value to add any more.

And true professionals are what we need to be – because there are plenty of amateurs out there who don't believe we have any value to add any more. A new report from the Centre for Information Behaviour and the Evaluation of Research (CIBER) at University College, London, shows the cavalier way that members of the Net Generation can sometimes treat information once they've found it.

According to [Information Behaviour of the Researcher of the Future](#), they are the 'cut and paste' generation, putting information to use with little consideration for its relevance or accuracy. These are the people you may well be employing in a few years, and there's a risk that their uncritical information habits could seriously damage your reputation.

Or is that just scaremongering? Do let us have your views, and tell us about your own experience. There's a feedback form at <http://digbig.com/4wgjs> where you can tell us what you think of FUMSI Magazine and what you'd like to see in it – or you can contact me directly at tim.buckleyowen@fumsi.com. ■

use

Combine and analyse data to build understanding, give advice, make decisions and manage risk



These are our USE sponsors for February 2008.

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Able2act.com - Access to biographies, corporate profiles and more:

<http://www.able2act.com>

Free online search and analytics via Silobreaker Ltd.

<http://www.silobreaker.com>

Library + Information Show 2008



Now in its 19th year, the Library + information Show (LiS) is the event where the library and information community comes together.

LiS caters for all sectors of the library profession, bringing them together to share key industry developments, the latest technology, exchange ideas and debate current issues. The event features suppliers of books, library management systems, security & self-service systems, AV equipment and special needs services, amongst others. Learn more and register at

<http://www.lishow.co.uk>

infonortics

Search Engine Meeting

This annual meeting, now in its 13th year, provides a forum and point-of-reference for all those interested in the domain of Search and Retrieval. The Meeting draws together those with a professional interest in search engines - such as search engine designers and developers - and those interested in applying search engines in their own professional environments. The Search Engine Meeting provides an annual point of reference as to what is happening in this fast-moving and exciting field.

Learn more and register at

<http://www.infonortics.com/searchengines/index.html>

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Regular monthly packages start at GBP 595. Learn more at

<http://www.onopoly.com/sponsor/fumsi/>

Statistics: Can You Really Believe the Figures?

Hard, objective, accurate, definitive, precise numbers are beguilingly appealing. Yet in reality numbers are often subjective, vague, provisional and need to be qualified – they can even be downright misleading. So a few key danger zones are highlighted here and some elementary precautions suggested. They may seem ‘self-evident’. However, a vast number of examples could be quoted to show that simple errors often trip up even sophisticated research.

About The Author:



Chris is a director of business consultancy Ravensbourne Research Ltd. (ravensbourneresearch@tiscali.co.uk) and a Fellow of the Royal Statistical Society. After working for the Department of Trade & Industry, he took a post as a researcher at the London Business School. Chris was subsequently head of research with a firm of conference producers before taking up his present post in 1989. Since then he has been involved in a wide range of research, advisory and investment activities and is one of the editorial team on Jordan Publishing's flagship encyclopaedia "International Corporate Procedures". His own book, "Competitive Intelligence: Gathering, Analysing and Using It", was published by Gower in 2005.

Data coverage and treatment

Many statistical series exclude certain items, are based on sample surveys rather than comprehensive direct data and incorporate adjustments to cope with raw data deficiencies (such as non-replies to questionnaires) or background conditions (like seasonal adjustments).

Geographical coverage can also be problematic. For instance, some National Statistics datasets cover the whole United Kingdom (Great Britain plus Northern Ireland), others are for Great Britain and some are just for England and Wales. The creation of a Scottish government has been accompanied by an increasing divergence between what statistics are collected north of the border and their comparability with those for England and Wales.

It is also easy to confuse statistics confined to the European Union with those covering the narrower euro zone or the wider European Economic Area or, broadest of all, the continent of Europe as a whole.

Action point: Users of statistics must undertake the tedious but essential chore of reading footnotes and explanatory material to understand their extent, definitions adopted, sources of the data reproduced and ways in which it has been adjusted.

Which units are being used?

The units of measurement used can be a major pitfall in making calculations and taking decisions based upon them. Are the units Imperial ones (miles, pounds, gallons and so forth) or SI (metric) measures like kilometres, tonnes and litres? The following examples highlight problems caused by confusion about units of measurement:

- Astonishing though it may sound, the loss of the US Mars Climate Orbiter space probe in 1999 was largely due to one design team working in Imperial units and another in metric. The failure to translate the measurements correctly ended up costing the American taxpayer some \$125 million.

- To add to the scope for confusion, the US Imperial Gallon is smaller than the British version. This led to a visiting private pilot who did not realise this having to make an emergency landing when he ran out of fuel.
- Once we start dealing with less familiar systems of measurement, the risk increases. There are at least six ways of calculating the 'tonnage' of a vessel and several of these are not based, as one might expect, on its actual weight.

Action point: To handle such difficulties I recommend the "Economist Desk Companion: How to Measure, Convert, Calculate and Define Practically Anything", which costs about £4 on Amazon or is available in public reference libraries.

Even when we are confident of the underlying measurement system employed, we still have to be careful. It is common practice to simplify long runs of figures and make them easier to understand and communicate by rounding them up or down to a shorter set of digits. 177 may signify the absolute value of 'one hundred and seventy seven', but it can often mean 177,000 or even 177 million.

Action point: Always check to see if the underlying numbers have been simplified.

Comparing like for like

Another potential statistical elephant trap is combining data from sources that do not compile it on the same basis. Failing to do so can have a dramatic impact.

In one case, using non-comparable data actually affected national economic policy. A UK government white paper released in early 1976 stated that public expenditure took over 60% of national income and was alarmingly high against other industrialised economies. In fact, when the data was later recalculated on a mutually comparable basis the figure was reduced to a far less frightening 46%. Unfortunately, the damage was already done. Sterling slid on foreign exchange markets, the UK had to beg for a loan from the International Monetary Fund and accept humiliating and painful budgetary cuts as a condition for receiving a bailout that was subsequently shown to have been unnecessary.

Such episodes have encouraged the development of 'comparing lemons with lemons' – and not oranges or bananas – in the statistics produced by international statistical offices like the United Nations, OECD or European Union and used in the databases and publications of national statistical services.

Action point: Users of statistics always have to confirm that the data is comparable before employing it. They also must be aware that much quantitative data is estimated rather than absolutely accurate and thus prone to a certain 'plus or minus' margin of error.

Corporate financial statements, which are often treated as wholly objective documents, are actually a mixture of facts, subjective judgements and regulatory conventions. For instance, since 2005, every company quoted on a European Union stock exchange has been obliged to produce accounts that conform to International Financial Reporting Standards (IFRS) and these have also been adopted in some non-European countries. It is thus possible to make legitimate comparisons between Australian, British, French, German or Indian listed companies. However, this:

- usually is not the case for pre-2005 data;
- does not apply to the far more numerous privately-held companies;
- is not valid for trying to make comparisons with companies based in major economies such as the United States, Canada and Japan. They use their own national accounting standards (although there are plans to harmonise the American one with IFRS) and very different figures for key items like profits or assets will be generated than under the IFRS rules.

Action point: If source data is not guaranteed as comparable, it either has to be adjusted by the researcher to make it so (which may not be feasible) or they should be forthright in admitting its limitations and warn against placing too much reliance upon it.

And finally – a feeling for numbers

1. Reduce data entry errors
 - Do a rough mental calculation beforehand – does the worked-out result surprise? It might then be additionally interesting – or just plain wrong.
 - Perform the calculation in reverse – you should be left with zero. If not, another check is needed.
 - Use Excel's 'Audit' tool to see what cells your result includes – it is easy to miss some when arriving at a final total.
2. Follow calculation best practice – do not simplify numbers and then do workings out with them – perform calculations with full precision first and only simplify the results at the end.
3. Apply source criticism
 - What is the status of the source?
 - Beware of bias – which particular interests or lines of argument may they be trying to advance?
 - Is the data internally consistent? If not, the material is suspect.
 - Do other sources confirm or refute it?
4. Never just depend on summary numbers – glance over the raw data. That 'average' can mask huge deviations from the typical; or two similar rates of growth may result from either smooth, steady gains or jerky, erratic steps forward.
5. Forget the prestige of apparently exact numbers – are they believable? Always remember it is the researcher's contextual background knowledge that turns a set of otherwise meaningless numbers into useable data. ■

Permanent link to this article online:

<http://web.fumsi.com/go/article/use/2672>

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Other FUMSI stories and links related to this month's Use feature:

- [Business Information Trends: Adding Value and Creating Customised Applications](#)
- [What They Say and Do: Practical Tips for Harvesting Reliable User Feedback for Planning](#)
- [1997-2007: A Decade of Find, Use, Manage, Share](#)

Related resources– Free Pint Limited resources related to practice area

Current Jinfo Jobs in the Use practice area:

The following Jinfo jobs have been posted this month in the Use category. Search more jobs at Jinfo, and sign up to receive the free weekly [Jinfo Jobs Update](#).



Business Researcher

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Global Knowledge Analyst

This Surrey based Market Leader in B2B food and support services requires a Global Knowledge Analyst ...
Recruiter: TFPL
Country: United Kingdom

Regional Sales Manager

Recruiter: Sue Hill Recruitment and Services Limited

Strategic Marketing Manager

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Knowledge Developer

A Knowledge Developer is required to join this dynamic city centre Law Firm. Responsibilities will include ...
Recruiter: TFPL
Country: United Kingdom

Recruitment Consultant

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Sector Specialist/ Trainer - Investment Banking

To provide in-depth research support to bankers with regard to strategic business issues relating to the Financial Services sector
Recruiter: Glen Recruitment
Country: United Kingdom

European Business Development Manager

Recruiter: Sue Hill Recruitment and Services Limited
Country: Germany

Industry Research Manager

A new role has evolved for an Industry Research Manager for this leading Consulting firm. This role ...
Recruiter: TFPL
Country: United Kingdom

Sales Manager

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Sales Executive

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Information Analyst

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Business Quality Manager

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Business Researcher - Executive Search

One to three years research experience required including strong telephone research skills
Recruiter: Glen Recruitment
Country: United Kingdom

Head of Knowledge Management

An international insurance seeks a temporary Head of Knowledge Management for a 9 month contract starting ...
Recruiter: TFPL
Country: United Kingdom

Head of Knowledge Management - Maternity Leave

Senior level strategic role to work for global organisation based in the City and able to commence in mid - end of March 2008
Recruiter: Glen Recruitment
Country: United Kingdom

Global Knowledge Analyst - WEYBRIDGE, Surrey

Knowledge Management Specialist for global organisation based in prestigious new offices near Weybridge, Surrey.
Recruiter: Glen Recruitment
Country: United Kingdom

Telecoms Sector M & A Research Analyst

To be the Specialist for the Telecommunications Sector in an expanding Corporate Finance environment of global organisation.
Recruiter: Glen Recruitment
Country: United Kingdom

Knowledge Manager

A Knowledge Manager is required to work for this leading global insurance organisation. Working ...
Recruiter: TFPL
Country: United Kingdom

Financial Services Sector Specialist

To work at senior level to support consultants for niche global financial division of business consultancy

Recruiter: Glen Recruitment
Country: United Kingdom

Sector Analyst (Consumer Services)

To work as "thought partner" to top consultants in niche Central London Consultancy in the CONSUMER SERVICES sector

Recruiter: Glen Recruitment
Country: United Kingdom

Temp. Research/ Analysts(2) - Financial Services

Initial six month contracts for Researcher to specialise in the Financial Services and Private Equity sectors

Recruiter: Glen Recruitment
Country: United Kingdom

Information Specialist- Investment Banking

To work as part of a team, providing a research service to all departments of the Bank + overseas offices

Recruiter: Glen Recruitment
Country: United Kingdom

Researcher Analyst - FULL TIME or PART TIME

Provide research and analysis support relating to (1) FINANCIAL INSTITUTIONS (2) COMPETITIVE INTELLIGENCE.

Recruiter: Glen Recruitment
Country: United Kingdom

Knowledge Manager - AMSTERDAM

To work for well established Global Business Consultancy and be based in their Amsterdam offices.

Recruiter: Glen Recruitment
Country: Netherlands

Marketing Information Specialist

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Analyst

A leading global consultancy requires an analyst to join the markets insights team in London. As par ...

Recruiter: TFPL
Country: United Kingdom

Business Quality/Knowledge Manager

The purpose of this role will be to assist the Head of Quality in delivering the Quality objectives of this leading law firm

Recruiter: Weekes Gray Recruitment
Country: United Kingdom

Knowledge Management Project Officer

Knowledge Management Project Officer required on a permanent basis.

Recruiter: Weekes Gray Recruitment
Country: United Kingdom

Business Researcher - PRIVATE EQUITY

Researcher ideally with 2 - 3 years relevant experience to work for expanding and successful Private Equity organisation.

Recruiter: Glen Recruitment
Country: United Kingdom

Legal Knowledge Management Executive

To work for top Law Practice and provide general support for the delivery of Knowledge Management services

Recruiter: Glen Recruitment
Country: United Kingdom

Research Executive

Join Freshfields Bruckhaus Deringer as a Research Executive supporting our business development through research and analysis.

Recruiter:
Country: United Kingdom

Practice Development Executive

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Know How Assistant

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Business Information Researcher

A global Investment Bank require a researcher to join the London office. The role will collaborate c ...

Recruiter: TFPL
Country: United Kingdom

Senior Quant Researcher

Extensive exp. in: conducting quantitative research; questionnaire design; Data analysis; Advanced level proposal & report writing.

Recruiter:
Country: United Kingdom

Information Officer

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Senior Knowledge Manager

Newly created role intended to introduce disciplined management into the knowledge capture activities

Recruiter: Glen Recruitment
Country: United Kingdom

Strategic Researcher - Legal / Business

To work in the Strategic Business Development team of top Law Practice.

Recruiter: Glen Recruitment
Country: United Kingdom

Account Manager

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Knowledge Co-ordinator

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Senior Healthcare Researcher

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Senior Researchers(3) - IMMEDIATE START

Contract Researchers with relevant experience for Management Consultancy + 2 Investment Banks
Recruiter: Glen Recruitment
Country: United Kingdom

Business Information / Librarian - 6 months

Initial 6 month contract for Central London office of niche Management consultancy.
Recruiter: Glen Recruitment
Country: United Kingdom

Senior Information Officer

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Research Executive

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Information Professional - Fund Management

Newly created vacancy to work in prestigious Central London offices alongside existing Research Manager.
Recruiter: Glen Recruitment
Country: United Kingdom

2 X Research Executives

2 X Research executives required to support an investment services team.
Recruiter: Weekes Gray Recruitment
Country: United Kingdom

Information Officer

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Project Manager

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Research and Knowledge Manager

Work in a cutting-edge chambers, implementing and managing a research and library facility for our practitioners.
Recruiter: Doughty Street Chambers
Country: United Kingdom

Information Specialist

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Research Executive

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Are you seeing talented professionals who can **use information**? Post your opportunity to Jinfo and reach a targeted group of job seekers. Add the Use category to your listing, and your job will appear on the FUMSI website with Use-related content and in the Use section of the FUMSI Magazine. Visit <http://www.jinfo.com/recruit> to get started today.

FreePint Events in the Use practice area

The following events have been added to the [FreePint Events database](#) in the Use category. Search more events at FreePint, and sign up to receive the free twice-monthly [FreePint Newsletter](#) for more updates.



Premium Listings

These events are hosted by our partner organisations and/or advertisers:

Linking Information Services to Compelling Business Events

Organiser: Thomson Scientific
Location: New York, USA
Date: 13 March 2008

One of the ways Information Professionals can add value to their organization is to identify the underlying business need driving a research request. This helps Information Professionals move the request up the value chain and add depth to their information services.

Link to FreePint Events listing: <http://www.freepint.com/go/e1016>

Search Engine Meeting

Organiser: Infonortics
Location: Boston, USA
Date: 28-29 April 2008

This annual meeting, now in its 13th year, provides a forum and point-of-reference for all those interested in the domain of Search and Retrieval. The Meeting draws together those with a professional interest in search engines - such as search engine designers and developers - and those interested in applying search engines in their own professional environments. Search is at the heart of information retrieval; and the Search Engine Meeting provides an annual point of reference as to what is happening in this fast-moving and exciting field.

Some theme areas of particular interest for the 2008 Meeting are:

- Search personalization, recommendation engines, collaborative filtering
- Search in rich media and the audio, image and video, and mobile environments
- Vertical search, social search
- Web analytics and sentiment extraction
- Research and breakthroughs in the area of search, classification, and automated indexing
- New tools, beta applications, novel applications (product descriptions)
- Visualization tools
- Data and text mining tools.

Link to FreePint Events listing: <http://www.freepint.com/go/e989>

Free Listings

Web 2.0 and Beyond: Applying Social and Collaborative Tools to Business Problems

Organiser: UNICOM Seminars

Location: London, UK

Date: 5-6 March 2008

Link to FreePint events listing: <http://www.freepint.com/go/e991>

ASIDIC Spring 2008 Meeting

Organiser: ASIDIC

Location: Las Vegas, Nevada, USA

Date: 16-18 March 2008

Link to FreePint events listing: <http://www.freepint.com/go/e994>

Bloomsbury Conference

Organiser: CLSIG & EUSIDIC

Location: London, UK

Date: 30 March - 1 April 2008

Link to FreePint events listing: <http://www.freepint.com/go/e1020>

Information Professionals Adding Value

Organiser: Association of UK Media Librarians

Location: Manchester, UK

Date: 18-20 April 2008

Link to FreePint events listing: <http://www.freepint.com/go/e995>

ICI-04 CI Secondary Research

Organiser: Institute for Competitive Intelligence

Location: London, UK

Date: 18-19 June 2008

Link to FreePint events listing: <http://www.freepint.com/go/e998>

Competitive Intelligence Basics Workshop

Organiser: Institute for Competitive Intelligence

Location: Manston, USA

Date: 25 - 26 August 2008

Link to FreePint events listing: <http://www.freepint.com/go/e999>

Do you know of an event, workshop or training programme for individuals who **use information**? Add a free listing to the FreePint Events database and reach our global audience of information practitioners. Ask about partnership programmes and upgrade options for better coverage. Visit <http://www.freepint.com/events> for more information.

Index to URLs in this section

The following URLs are cited in the Use section of this month's FUMSI Magazine. We collect them here for easy reference:

- Information Behaviour of the Researcher of the Future:
<http://www.bl.uk/news/pdf/googlegen.pdf>
- LexisNexis Statistical Datasets:
<http://www.lexisnexis.com/about/releases/1030.asp>

FreePint Limited links cited in the Use section:

- FreePint Bar: <http://www.freepint.com/bar/>
- FUMSI Feedback Form: <http://digbig.com/4wgjs>
- Business Information Trends: Adding Value and Creating Customised Applications: <http://web.fumsi.com/go/article/use/2542>
- What They Say and Do: Practical Tips for Harvesting Reliable User Feedback for Planning: <http://web.fumsi.com/go/article/use/2541>
- 1997-2007: A Decade of Find, Use, Manage, Share:
<http://web.fumsi.com/go/article/use/2612>
- FUMSI Use articles online: <http://web.fumsi.com/go/article/use/>
- FreePint Events database: <http://www.freepint.com/events/>
- Jinfo Jobs: <http://www.jinfo.com/>

This Month in Manage

Karen Loasby, Contributing Editor: Manage
karen.loasby@fumsi.com

In 'Manage' this month, Mark Jewell tackles the first of two articles about vendor management and effective contract negotiation. Vendor management is a key part of managing your information sources. Done well, it can save you money and make your business more effective. In the first article, Mark looks at preparation and will follow this (on the FUMSI database) with a second article on negotiation, contracts and vendor management.

About the Editor



Karen is Information Architecture Team Leader in the BBC's Future Media & Technology department managing a team of 16 information architects. She graduated with a first class honours degree in Communications from the University of Leeds and received an MSc in Information Science from City University. Karen has worked as a graduate trainee for the Guardian, a researcher for Learn.co.uk, a production assistant for Guardian Unlimited and joined the BBC in 2001. She is a regular presenter at information architecture conferences. She writes about information architecture and creativity at <http://www.iaplay.com>. Karen can be reached at karen.loasby@fumsi.com.

Also in the magazine this month, Erica Wine of Digital Capture Solutions looks at ways of promoting digital special collections and Chris Murphy asks 'Statistics: Can You Really Believe the Figures?'. The Manage area has been created with all types of information managers in mind but there's certain to be content of interest in the other FUMSI areas too. After all, most of us are multi-talented and range across the areas, so please don't feel boxed in.

Rights management is a perennial issue for information managers and 2008 has begun with more debates about copyright abuses on the web, from legal actions against file-sharing site Pirate Bay through to writers refusing to participate in an online archive for the National Library of Wales.

Rights management is a perennial issue for information managers and 2008 has begun with more debates about copyright abuses on the web, from legal actions against file-sharing site Pirate Bay through to writers refusing to participate in an online archive for the National Library of Wales. The lengthy strike by the Writers Guild of America over payments for DVD and online sales has certainly brought the rights of authors to the fore, just in time for the awards season.

Naturally, if you want to reuse articles from the FUMSI site in any of your own publications then we have provided the functionality to make this your easiest licensing task ever. Just click on 'license' from the article you are interested in and follow the step-by-step instructions.

From our analytics, it is clear that the FUMSI readers are taking advantage of the tools that help you to do the things we are all about: find, use, manage and share. You've been sharing and storing articles for later. We hope that means you like them! In the Manage area of the website are links to previous Manage articles including our review of the past decade '[1997-2007: A Decade of Find, Use, Manage, Share](#)'. It is worth a read if you didn't get a chance in December. There are also links to our FUMSI reports on [Information Auditing](#) and [Product Evaluation](#). You can read a description of the reports and view a sample. If you are a FUMSI subscriber and decide to buy a report, then you can get a brilliant 50% off.

As well as the FUMSI magazine we will be publishing FUMSI Folios for magazine subscribers. These are PDF reports compiling articles and discussion, plus related resources, for each practice area. First up is the 'Find' Folio in March but there will be a Manage Folio later in the year. We'd love to hear your feedback on the FUMSI magazine and there is an online survey at <http://digbig.com/4wgjs> where you can let us know exactly what you think. ■

manage

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Managing Successful Vendor Contracts: Part 1 - Preparation

By Mark Jewell

Successful contract and vendor management cuts costs, improves business performance and enhances vendor-client relationships. It wins the respect of others inside and outside your organisation and improves your professional standing. In short, it helps you do a better job. The skills apply to individual purchases as well as your largest information contracts and can also be applied to other areas of your professional and personal life. Use them next time you negotiate an employment contract – I recognise candidates who do and it often costs us money.

About the Author



Mark Jewell is currently Director, Global Offshoring within Lehman Brothers Corporate Services Division. He was previously director of Business Information Services and responsible for the creation and management of the firm's non-real time data programme.

Over two articles I am going to look the four components of success: preparation, negotiation, contracts and vendor management.

Preparation is an essential prerequisite to effective negotiation. Negotiation is a fundamental part of business and something we frequently do in our personal lives. Without the basic skills we are going to cover, you risk being out-manoeuvred, overcharged or simply not getting the best deal.

A contract is a consequence of successful negotiation but, after the excitement of reaching a deal, the small print often gets overlooked.

A contract is a consequence of successful negotiation but, after the excitement of reaching a deal, the small print often gets overlooked. You need to know what to look for; it's not exciting, but it's better than finding yourself stuck with an automatic renewal clause or a hefty price increase.

Vendor management is the fourth component - setting expectations, preparing for the next renewal and building a constructive relationship. Both parties want an agreement which supplies the services you need at an acceptable price for the vendor and, if you are both serious and realistic, you ought to be able to agree a deal. Vendor management is not about getting one over the vendor, boosting your ego at their expense or winning or losing. It's not a zero sum game.

Preparation

So why take trouble over preparation? The vendor will have researched you and your company, talked to colleagues and peers and will try to establish the size of the opportunity and the best approach for a sale. You will need to be able to respond. You can't negotiate without similar information to support your position.

Give yourself plenty of time. You should know when a renewal is due and be ready when the call comes to fix a meeting. Being well prepared will boost your confidence, you'll feel in control, negotiate better because you feel better and gain a psychological advantage. Here are five of the areas you should think about.

- Know your market. Information professionals must be aware of new products, ownership changes, or enhancements that might affect contracts or service mix. You should know which products and services are worth looking at; you will be attending professional meetings and industry events and using them to gather intelligence. You'll be talking to your peers and friends in the industry, as well as your customers.
- Know what's important to you. Is it price, data quality, depth of coverage, timeliness or something else, and which is most important? Do your clients agree? Make sure you ask them. What can you afford, and what is the value of a product to you? If it's not a core product for you then its value may be much less, e.g. different parts of banks have a different view about the value of real-time news. Investment bankers value it less than traders, the core market, but it can be useful and that can be a tough position to sell to the vendor. Value can be tricky to establish but breaking down total expense to cost per access, per user, unit of data downloaded or similar can give a better sense of the real cost.
- Know what you want to buy. Do you want to buy Factiva or Nexis? Possibly neither, you want access to company and industry news, and those vendors may or may not be the right ones. Think about what you need then think about products that might do that for you. It might not be the obvious ones.
- Know your vendor. What drives them? Some are very sales-orientated; others want to develop long term relationships. Company cultures may drive objectives and methods and should affect how you should negotiate. You might want performance guarantees from a sales-driven organisation that you might not need from a partnership-driven firm. Do your due diligence. Talk to your peers about them - vendors talk about you, after all. See if your experience is common - we've all had a vendor tell us that none of its other clients are reporting the same problem only to find they all do when you check with your peers.
- Be aware of mergers, they can affect contract terms, management change may affect product development and declining profits lead to a squeeze on overheads costs such as help desks.
- Know your company. Look for synergies - who else in the company uses the same vendor? How much does your firm spend overall on them, can you get a better discount on an aggregated spend basis and have you already agreed master contract terms? Does another division have an alternative product you could share instead of buying additional services?

Be aware of mergers, they can affect contract terms, management change may affect product development and declining profits lead to a squeeze on overheads costs such as help desks

The preparation for reviewing a vendor's service will be easier if you structure and organise the information

Structuring and organising your review

The preparation for reviewing a vendor's service will be easier if you structure and organise the information. The two basic tools commonly used to do this are a request for proposal (RFP), and a product comparison and analysis template.

An RFP sets out what you want to achieve. It's useful for complex products or services where there are a number of potential vendors or where some development may be required. It describes what you want and the process of writing it can be useful in clarifying your thoughts about what is essential and what is nice to have. An RFP helps the vendor to judge whether they can provide what you need, and levels the playing field - each has the same information about your requirements. If you need to know more, read the entry in [Wikipedia](#) and use its links to sites that explain in detail how to craft one.

Finding time to compare products can be difficult. Testing them requires more than using them on existing projects. You need to be systematic, compare each service equally and document your findings for use after the trial has ended. This is important if different people are looking at different products or sections. Create a template covering issues such as content, format, functionality, support/help, updates, price, speed and all the factors you think are useful to you, and work through it. That means you don't have to do it all at once; several people can participate and, like an RFP, you get a consistent 'apples to apples' approach. The FUMSI report on [product evaluation](#) covers this in much more detail and is a worthwhile investment.

This seems like a lot of work but much of it should be done routinely as part of your job, and a consequence of having the right processes in place to manage your business effectively. In my next article, I'll look at how the preparation helps with negotiation, contracts and vendor management. ■

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Other FUMSI stories and links related to this month's Manage feature:

- [Product Evaluations: Completing a Needs Assessment](#)
- [Business Information Trends: Locking Down and Opening Up Content](#)

manage related resources

Related resources– Free Pint Limited resources related to practice area

Current Jinfo Jobs in the Manage practice area

The following Jinfo jobs have been posted this month in the Manage category. Search more jobs at Jinfo, and sign up to receive the free weekly [Jinfo Jobs Update](#).



Manager Information Service

A leading professional services firm require an Information Manager to join the Bromley office. The ...

Recruiter: TFPL

Country: United Kingdom

Manager - Content and Information Architecture

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

Information Officer

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

Senior Information Manager

An Information Manager is required on an ongoing basis. The employer operates one of the UK's busiest ...

Recruiter: TFPL

Country: United Kingdom

Records Manager

A well known charity is currently seeking to recruit a Records Manager to be based at their London office ...

Recruiter: TFPL

Country: United Kingdom

Records Manager

10 MONTH CONTRACT An educational organisation requires a Records Manager to start work as soon as possible ...

Recruiter: TFPL

Country: United Kingdom

Systems Coordinator

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

Librarian

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

European Records and Information Manager

A global professional services firm is currently seeking to recruit a European Records and Information Manager ...

Recruiter: TFPL

Country: United Kingdom

XML Editor

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

Records Manager

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

Records Manager

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

Information Officer

A law firm is looking for a temporary Information Officer for a fixed term of 1 year to cover a maternity leave ...

Recruiter: TFPL

Country: United Kingdom

Business Partnership Manager

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

UK Records and Information Coordinator

A professional services organisation is currently seeking to recruit a Records Coordinator to manage ...

Recruiter: TFPL

Country: United Kingdom

UK Records and Information Coordinator

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

Database Administrator

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

Cataloguer

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

Information Manager

Recruiter: Sue Hill Recruitment and Services Limited

Country: United Kingdom

Knowledge Manager

To work for global organisation and support new knowledge management initiatives

Recruiter: Glen Recruitment

Country: United Kingdom

Assistant Librarian

Recruiter: SueHill Recruitment and Services Limited
Country: United Kingdom

Information Officer

Recruiter: SueHill Recruitment and Services Limited
Country: United Kingdom

Senior Records Management Coordinator

Responsible for the day-to-day management and implementation of the Records Management Programme across UK offices.
Recruiter: Glen Recruitment
Country: United Kingdom

Information Manager - Executive Search

Stand Alone vacancy for dynamic, expanding, well-established Executive Search firm
Recruiter: Glen Recruitment
Country: United Kingdom

Knowledge Co-ordinator - READING or BIRMINGHAM

This role is to support business units and make sure they have the right knowledge infrastructure
Recruiter: Glen Recruitment
Country: United Kingdom

Information Officer

A leading law firm require an information officer to join the London office. Duties will include:- ...
Recruiter: TFPL
Country: United Kingdom

Archival Cataloguer

Recruiter: SueHill Recruitment and Services Limited
Country: Bermuda

Information System Manager

Support a regional developing country hospital to strengthen data & information management, to improve service planning.
Recruiter: VSO
Country: Indonesia

Reading Development Manager

Recruiter: SueHill Recruitment and Services Limited
Country: United Kingdom

Senior Operations Co-ordinator

Recruiter: SueHill Recruitment and Services Limited
Country: United Kingdom

Junior Operations Co-ordinator

Recruiter: SueHill Recruitment and Services Limited
Country: United Kingdom

Junior Project Manager

Recruiter: SueHill Recruitment and Services Limited
Country: United Kingdom

Assistant Librarian

Recruiter: SueHill Recruitment and Services Limited
Country: United Kingdom

Cataloguer

Recruiter: SueHill Recruitment and Services Limited
Country: United Kingdom

Senior Archivist

To be responsible for Central London Archive to ensure that documents are securely stored
Recruiter: Glen Recruitment
Country: United Kingdom

Archives Assistant

Recruiter: SueHill Recruitment and Services Limited
Country: United Kingdom

Records Manager

This prestigious organisation is currently seeking to recruit a Records Manager to join an exist ...
Recruiter: TFPL
Country: United Kingdom

Records Manager

To assist the Director of Records Management and work for a prestigious public sector organisation in Central London
Recruiter: Glen Recruitment
Country: United Kingdom

Knowledge Management Assistant

Newly created vacancy to assist in implementing new Knowledge Management initiatives for professional body in Central London.
Recruiter: Glen Recruitment
Country: United Kingdom

Information Officer

Recruiter: SueHill Recruitment and Services Limited
Country: United Kingdom

Information Managers(2)- READING

To work in the publishing area and assist with building and exploiting core infrastructural reference databases
Recruiter: Glen Recruitment
Country: United Kingdom

National Records Manager

Managing a national team responsible for providing records management services/implementation
Recruiter: Weekes Gray Recruitment
Country: United Kingdom

Records Manager

Be Records Manager at this prestigious organisation, working on paper RM processes and preparing for a move to EDRMS
Recruiter: SueHill Recruitment and Services Limited
Country: United Kingdom

Archives Assistant

An academic organisation seeks a temporary Archives Assistant to start immediately for approximately
Recruiter: TFPL
Country: United Kingdom

Intranet Administrator

A Government funded body is looking for a temporary Intranet Administrator for one month initially. ...
Recruiter: TFPL
Country: United Kingdom

Records Officer

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

National Library Service Manager

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Information Officer

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Assistant Archivist

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Information Officer

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Research/ Information Manager - KENT

To manage a team in the financial sector and be based in offices in BROMLEY in Kent.
Recruiter: Glen Recruitment
Country: United Kingdom

Temporary Information Officer

Information Officer required to work as part of an Information and Knowledge Services team covering a maternity leave post.
Recruiter: Weekes Gray Recruitment
Country: United Kingdom

Intranet Content Migrator - 3 months

Immediate 3 month contract to work for global consultancy based in Central London.
Recruiter: Glen Recruitment
Country: United Kingdom

Library / Information Cataloguer

Responsible for cataloguing and indexing materials including digital resources, books and journal articles
Recruiter: Glen Recruitment
Country: United Kingdom

Records Management Assistant

A law firm is currently seeking to recruit a Records Management Assistant based at their central London ...
Recruiter: TFPL
Country: United Kingdom

Information Manager

A leading online media organisation requires an Information Manager to join the analysis and information ...
Recruiter: TFPL
Country: United Kingdom

Records Manager

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Knowledge Manager

Recruiter: Sue Hill Recruitment and Services Limited
Country:

Learning Resource Centre Manager

School Librarian required immediately on a short term basis to work in a West London Academy during term time only.
Recruiter: Weekes Gray Recruitment
Country: United Kingdom

Are you seeing talented professionals who can **manage information**? Post your opportunity to Jinfo and reach a targeted group of job seekers. Add the Manage category to your listing, and your job will appear on the FUMSI website with Manage-related content and in the Manage section of the FUMSI Magazine. Visit <http://www.jinfo.com/recruit> to get started today.

FreePint Events in the Manage practice area

The following events have been added to the [FreePint Events database](#) in the Manage category. Search more events at FreePint, and sign up to receive the free twice-monthly [FreePint Newsletter](#) for more updates.

The logo for FreePint, featuring the word "FreePint" in a blue, sans-serif font with a registered trademark symbol (®) to the upper right of the "t".

Premium Listings

These events are hosted by our partner organisations and/or advertisers:

Changing to survive: Breaking professional boundaries

Organiser: NGLIS

Location: Church House Conference Centre, Dean's Yard,
Westminster, London SW1P3NZ

Date: 26 February 2008

The Civil Service is going through a radical programme of change and this is having a major impact on the Government information management specialist sector. The key challenge for information management specialists within the public sector is to demonstrate how our skills and expertise can make a significant contribution to delivering and embedding change to our customers.

The 2008 conference sets out to:

- Explain the context and drivers of change within the public sector and its particular impact on the Information Management profession;
- Explore the wide range of opportunities for those within the sector that embrace change and the risk and consequences of rejecting change;
- Show-case positive journeys that individuals and teams profession across the public sector have made through change in delivering value to their organisations;
- Look at some future trends and developments in technology that will radically alter the way in which information is managed and captured.

Link to FreePint Events listing: <http://www.freepint.com/go/e992>

Free Listings

Intellectual Property in a Digital Environment

Organiser: Ark Group

Location: London, UK

Date: 12 March 2008

Link to FreePint events listing: <http://www.freepint.com/go/e1007>

Image Management – New Directions

Organiser: UKeiG

Location: Oxford, UK

Date: 13 March 2008

Link to FreePint events listing: <http://www.freepint.com/go/e965>

Developing Best Practice for information and data quality management

Organiser: Ark Group

Location: London, UK

Date: 31 March – 1 April 2008

Link to FreePint events listing: <http://www.freepint.com/go/e1008>

Information Professionals Adding Value

Organiser: Association of UK Media Librarians (AUKML)

Location: Manchester, UK

Date: 18 – 20 April 2008

Link to FreePint events listing: <http://www.freepint.com/go/e995>

RMS Conference 2008 – Records Management: The State of the Art

Organiser: Benchmark Communications

Location: Edinburgh, UK

Date: 20-22 April 2008

Link to FreePint events listing: <http://www.freepint.com/go/e1002>

Executive Briefing – Digital Copyright: Enabling Access

Organiser: CILIP

Location: London, UK

Date: 29 May 2008

Link to FreePint events listing: <http://www.freepint.com/go/e1018>

Do you know of an event, workshop or training programme for individuals who **manage information**? Add a free listing to the FreePint Events database and reach our global audience of information practitioners. Ask about partnership programmes and upgrade options for better coverage. Visit <http://www.freepint.com/events> for more information.

Index to URLs in this section

The following URLs are cited in the Manage section of this month's FUMSI Magazine. We collect them here for easy reference:

- Wikipedia: <http://www.wikipedia.org>

FreePint Limited links cited in Manage section:

- Product Evaluations: Completing a Needs Assessment: <http://web.fumsi.com/go/article/use/2491>
- Business Information Trends: Locking Down and Opening Up Content: <http://web.fumsi.com/go/article/manage/2482>
- FUMSI report on Product Evaluation: <http://web.fumsi.com/go/report/manage/978>
- FreePint Events database: <http://www.freepint.com/events/>
- FUMSI Manage articles online: <http://web.fumsi.com/go/article/manage/>
- FUMSI Online Reader Survey: <http://digbig.com/4wgjs>
- Jinfo Jobs: <http://www.jinfo.com/>

This month in Share

By Monique Cuvelier, Contributing Editor (Share)
monique.cuvelier@freepint.com

My first trip to the British Library was more like visiting a museum than any library I'd ever seen. It was full of exhibitions, artifacts and a jaw-droppingly impressive collection of books. I saw pages from Blake's notebook, writings from Jane Austen and gilded folios from centuries ago. Now, sitting at my computer several thousand miles away from the British Library, I can relive my first trip by clicking through digital pages.

The British Library has a remarkable digitisation programme. It's working with Microsoft to make 19th century books available for viewing online.

The British Library has a remarkable digitisation programme. It's working with Microsoft to make 19th century books available for viewing online. It already launched the 19th Century British Library Newspaper Website in October 2007 with a million pages of content, which should expand to 3,000,000 pages by the end of 2008. And it helps other publishers to digitise archival material from their journals collections with its Publisher Digitisation Service.

Digitisation initiatives are booming. One interesting project is [Open Library](#), still small, but with the promise of growing larger. It's a bit like the British Library meets [Wikipedia](#). Digitisation of public and special collections is opening up a world of previously little-known material to the public and academics alike.

While projects like these are growing increasingly more popular, many universities are lagging. But, as our contributor Erica Wine points out, not every university is aware of its collections or understands how to make that digitally available. Even if a university has the wherewithal to digitise its collections, it may not have the funds or structure in place to promote the works. Wine points out the issues and possible solutions for opening up important collections to the masses.

FUMSI has its own reserve of special collections, which you can visit via the article database in [Share](#). You'll see articles that have to do with sharing information that we've run over the last decade. You can see articles for free, which you can read, forward, print (for individual use) and save. The initial response to our database has been great, and we'd like to encourage you to keep using the features and let us know how else you'd like to use them. Giving feedback is easy with the online survey <http://digbig.com/4wgjs>.

Of course, we're always wondering how we're doing and if you have ideas for other articles. Please let us know how we're doing and maybe we'll see your next article in these digital pages.

Monique Cuvelier ■

About the Editor



Monique Cuvelier serves as editor of the [FreePint Newsletter](#) and Contributing Editor (Share) for [FUMSI](#). Monique has been a professional editor

and writer for more than 17 years. She has covered business and technology, focusing on new technologies and the way people share information, since the mid-1990s. Her work has appeared in many top international publications, including *Wired News* and *The Western Mail* in Wales. She has been a long-time contributor to *FreePint* and has helped steer content through her role as editor of the *FreePint* newsletter and *Jinfo*. Monique can be reached at <http://www.fumsi.com>.

share

Communicate information through different media,
train and educate, and reach audiences



These are our SHARE sponsors for February 2008.

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Willco

Willco enables publishers to manage web-based communities, distribute e-newsletters, and publish controlled-access documents through a single, scalable, powerful system.

The Willco Modules system integrates into your own web site, creating a reliable and seamless end-user experience. At the same time, the feature-rich administrative functions enable you to control access, publication dates, mailings and subscriptions.

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Online Digital Special Collections in English Universities: Promoting Awareness

By Erica Wine, MSc

Cultural institutions in the UK are repositories of a wealth of historical material. The scholarly importance of such resources is at the basis of the numerous digitisation projects aimed at widening their access worldwide. The lack of national policies has left those institutions alone in engaging in dissemination activities and in raising awareness of their own online material.

About the Author



Erica Wine works at Digital Capture Solutions, the digitisation service of the Library and Learning Resources at the Birmingham City University in Birmingham, UK. She conducted the research promotion of online digital special collections in the Higher Education Institutions in England as a partial fulfillment of the requirement for the Degree of Master of Science.

Of particular interest to the author are the digital special collections hosted in the English Universities. The main activities of these institutions differ from others, such as museums, archives and public libraries, as they do not have the main institutional duties of preserving and the exploiting of their holdings. This article highlights related issues and suggests some of the possible measures to effectively promote and disseminate universities' online digital special collections.

Picture the scenario

You work for a University in England and you are a curator of a special collection that has been digitised. You would be in a very rare and lucky situation if the whole world knew about it, and if your institution was not just proud of its treasures, but fully supportive of any initiative to promote and exploit them. This article is for those who are not in such a position. Let's take a step back.

What are special collections?

Special collections are those groups of archives or library materials (usually sharing a subject area) distinguished from the general stock for their physical form, content or depth of subject coverage.

What has a university got to do with it?

At times, a special collection may be strongly linked to a particular University, which may become the natural home of the collection. Special collections therefore are donated or purchased by a home institution, which endeavours to preserve them. Once the institution has a special collection, its value in part depends on its accessibility: it is of little use unless the public knows about it. Digitisation is important as the conversion of the collections into digital format aids both preservation and access. Furthermore, digital special collections may constitute an important point of contact with wider cultural initiatives if appropriately exploited and promoted and may raise the profile of the home institution through the achievement of recognition in a regional, national or international context.

Digitisation takes a great role in promoting cultural awareness and in creating new educational opportunities.

What's the problem?

Broadly, the home institutions do not realize all the positive aspects of having collections online, even when copyright is not a concern. This is because there are several issues involved:

- Collection issues- there is a lack of a common definition of what really constitutes a special collection (not topic-grouped up-to-date stock such as market reports, European documentation etc.). Several institutions extend the definition of digital collection to electronic journals, digital libraries and really anything that is in digital form and available online (photographs of recent events etc.).
- Promotional issues— generally promotional activities fall within the responsibilities of the curators, who are not expert in communication and marketing strategies.
- Institutional issues- indisputably, dissemination and promotion relies on the institution's organisational culture and on the attitudes of the curator. It would be a logical approach for an institution's marketing department to exploit online special collections for targeting national and international audiences. It is a fact that the majority of online digital special collections share the domain of their home institution; however the majority of universities lack a genuine interest in their own collections and fail to include them constantly in a wider agenda. Such a failure constitutes a great loss of opportunities to the institution's prestige. It also highlights both the disjointed reality of the English universities and their inability to fully exploit the funds made available for the digitisation of special collections.
- Staffing issues— although the curatorial duty of the majority of the collections is the task of information professionals, there is an overwhelming lack of staff dedicated solely to the online special collections. The need for successfully targeted promotional campaigns to ensure their most effective dissemination is even more apparent.

So what to do next?

Let's see what curators could do to enhance promotion and awareness of their online digital collections. It is important to point out that home institutions present different scenarios, realities and financial backing.

Making promotion important

Ensure maximum exploitation of material (involvement of the project teams, university departments, especially marketing and funding bodies)

- Create an exhibition in institutions' reception rooms
- Create lists and recommendations
- Work closely with press and publication offices (they have constant need of images, stories and information on the institutions)
- Send notices and full articles to a range of publications, especially subject specific

Gaining more 'power' within own institution

Join forces to create an institutional policy for promotion of collections

Bring together all the institution's online collections

Strive to improve the 'image' of the collections

Involve as many departments as possible

Opportunities

Widen awareness and use of the collection at historical anniversaries and events

- Timely launch of promotional activities
- Work closely with press and publication offices (they have constant need of images, stories and information on the institutions)
- Make use of other campaigns and programmes
- Attend relevant conferences
- Exhibit in a location where there are external visitors, especially fund-raising events
- Organise open evening

Maximise collaboration and retrieval (online tool)

Maximise interoperability by using protocols and standards

Involve as many departments as possible

Raising awareness

Broaden external awareness

...with other bodies

- Create ties with other educational organisations, so that their sites could have links to collection (BBC, museums, city councils education authorities, etc.)
- Attend related conferences
- Deposit details and links with external online sites
- Research subject area of the collection (e.g. subject gateways, bibliographies, pathfinders)

...with information professionals

- Participate in discussion lists and blogs
- Provide leaflets, bookmarks and hand-outs to have ready for visitors and to send out to related organizations
- Attend related conferences

Contextual and promotional information

Create features and services to increase appeal

- Re-mount exhibition virtually on web pages
- Provide leaflets, bookmarks and hand-outs to have ready for visitors and to send out to related organisations
- Make the following available online: statements, contact, table content, catalogue, help, future developments, further reading, background to collection, frequently asked questions
- Make use of other campaigns and programmes
- Include 'What's new' and 'image of the week/month'
- Provide links to other resources and websites
- Provide information on promotional events—e.g. conferences, show case services such as copying, shopping, research opportunities;
- Include publications for free download or purchase—newsletters, RSS feeds, blogs, special support material (teacher/school/etc.)
- Advertise the institution's activities: invite people to see originals

Reach targeted audiences

International audiences*

- Utilise Web 2.0 applications (e.g. RSSfeed and blogs)
- Send notices and full articles to a range of international publications
- Send electronic newsletters
- Set up email distribution and discussion lists
- Adhere to national international and initiative (e.g. UNESCO)**
- Provide foreign language support
- Attend relevant international conferences

National audiences

- As above
- Utilise national broadcasts
- Contact national press

Regional and local audiences

- As above
- Organise related lectures, forum, etc.
- Utilise local broadcast
- Contact local press
- Provide leaflets, posters and general publications
- * Organise a programme of talks to interested targeted groups

New Audiences

- Create ad hoc online resources (e.g. exhibitions, children/ teacher activities, etc.)***
- * Work closely with press and publication offices (they have constant need of images, stories and information on the institutions)

* Although most collections were deemed to be appealing to international audiences, not many appear on worldwide online search tools (databases, search engines, subject gateways, etc).

** The overwhelming lack of adherence to the widest spectrum of initiatives at national and international level (e.g. databases and portals) is a missed opportunity. See appendix for a list of national and international initiatives.

*** For example, the failure to target children constitutes a loss of opportunities for the dissemination of the collections through reaching schools or parents. Understandably, such an aspect has financial and planning implications and could suffer a lack of interest or expertise. However, explorative and entertaining features for children or just cooperation with the other educational websites (e.g. BBC and Grid of Learning) could become part of an outreach programme for the universities.

For more information about digital collections, see any of the following recommended resources and collections:

- [A2A \[Access to Archive\]](#)
- [AAD \[Access to archival databases\]](#)
- [AHDS \[Art and Humanities Data Services\]](#)
- [AHRC \[Art and Humanities Research Council\]](#)
- [Aim25](#)
- [AMARC](#)
- [ArchiveGrid](#)
- [Archives Hub](#)
- [Britain in print](#)
- [British Pathe Film Archive](#)
- [Cecilia](#)
- [Community archives](#)
- [Cornucopia](#)
- [DIAMM \[Digital Image Archive of Medieval Music\]](#)
- [EEBO \[Early English Books Online\]](#)
- [European Archive](#)
- [Google Library Project](#)
- [ICA \[International Council on Archives\]](#)
- [Intute](#)
- [MALVINE \[Manuscripts and Letters via Integrated Network in Europe\]](#)
- [MICHAEL](#)
- [National Archives](#)
- [UNESCO \[United Nations Educational, Scientific and Cultural Organization\] archives portal](#)

The strategies suggested are just some of the ways that cultural institutions can intelligently 'spread the message' and increase visitor access to their collections. Without implementing these processes or procedures, it will be very difficult for institutions to promote or broaden the appeal of their special collections. It will also limit the accessibility of their collections to new audiences and the creation of further educational opportunities.

Ultimately, this will impact the 'survivability' of their collections in the long term.

Permanent link to this article online:

<http://web.fumsi.com/go/article/share/2692>

Use the above link to email copies of this article to colleagues, print or save copies, or arrange for reuse licences.

Other FUMSI stories and links related to this month's Share feature:

- [1997-2007: A Decade of Find, Use, Manage, Share](#)
- [Digital Repositories in UK universities and colleges](#)
- [What They Say and Do: Practical Tips for Harvesting Reliable User Feedback for Planning](#)

Related resources– Free Pint Limited resources related to practice area

Current Jinfo Jobs in the Share practice area

The following Jinfo jobs have been posted this month in the Share category. Search more jobs at Jinfo, and sign up to receive the free weekly [Jinfo Jobs Update](#).



Faculty Information Consultant

A HE establishment is currently seeking to recruit an Information Consultant to service the Learning ...
Recruiter: TFPL
Country: United Kingdom

Knowledge Integrator

A leading International Pharmaceuticals company are seeking a Knowledge Integrator to join the Globa ...
Recruiter: TFPL
Country: United Kingdom

Web Administration Assistant

An international insurance company seeks a temporary Web/ Administrative Assistant for a 9 months co ...
Recruiter: TFPL
Country: United Kingdom

Technical Editor

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Web Project Assistant

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Senior Editor

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Intranet / Web. Administrator - Maternity Leave

To work in K.M. department of City Financial client and ideally commence Maternity leave contract in early March 2008.
Recruiter: Glen Recruitment
Country: United Kingdom

Web Editor / Administrator

A Scientific institute is urgently looking to recruit a Web editor/administrator for approx 3 months ...
Recruiter: TFPL
Country: United Kingdom

Part Time Outreach Librarian

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Middle East & Africa Defence Editor

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Knowledge Facilitator

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Web Project Manager

A media organisation seeks a temporary Web Manager starting in mid February for 6 months. the rol ...
Recruiter: TFPL
Country: United Kingdom

Head of Learning Resources

Recruiter: Sue Hill Recruitment and Services Limited
Country: United Kingdom

Head of Learning Resources

An academic institution is looking for a temporary Head of Learning Resources from mid March until t ...
Recruiter: TFPL
Country: United Kingdom

Editorial / Library Assistant - READING

To work at junior level in a publishing environment and would suit someone beginning a career as an information Specialist.
Recruiter: Glen Recruitment
Country: United Kingdom

Are you seeing talented professionals who can **Share information**? Post your opportunity to Jinfo and reach a targeted group of job seekers. Add the Share category to your listing, and your job will appear on the FUMSI website with Share-related content and in the Share section of the FUMSI Magazine. Visit <http://www.jinfo.com/recruit> to get started today.

FreePint Events in the Share practice area

The following events have been added to the [FreePint Events database](#) in the Share category. Search more events at FreePint, and sign up to receive the free twice-monthly [FreePint Newsletter](#) for more updates.



Premium Listings

These events are hosted by our partner organisations and/or advertisers:

Packaging, Promoting and Persuading Webinar

Organiser: Thomson Scientific
Location: Amsterdam, Netherlands
Date: 28 February 2008

This session discusses the business competencies necessary for marketing yourself and the information centre. Outcomes are a clearer understanding of the three Ps of marketing and the basics of a marketing plan.

Link to FreePint Events listing: <http://www.freepint.com/go/e1015>

Managing Up: Partnering with Stakeholders to Achieve Results Webinar

Organiser: Thomson Scientific
Location: London, UK
Date: 15 May 2008

This workshop focuses on techniques for building the credibility and relationships necessary to inspire productive change. It offers tips on communicating effectively with anyone who might affect the success of your work projects, by identifying and working with specific influencing or relationship building tactics and styles. In short, we look at how we “manage up” to achieve the results that we want for our service.

Link to FreePint Events listing: <http://www.freepint.com/go/e1017>

Free Listings

Information Sharing in the Public Sector

Organiser: Ark Group
Location: London, UK
Date: 26 – 27 February 2008

Link to FreePint events listing: <http://www.freepint.com/go/e1004>

Taking the Plunge 2008: Art Librarianship as a Career Option

Organiser: ARLISUK & Ireland
Location: London, UK
Date: 1 March 2008

Link to FreePint events listing: <http://www.freepint.com/go/e1019>

Web 2.0 and Beyond: Applying Social and Collaborative Tools to Business Problems

Organiser: UNICOM Seminars

Location: London, UK

Date: 5-6 March 2008

Link to FreePint events listing: <http://www.freepint.com/go/e991>

Re-Designing, Refreshing and Improving Your Intranet

Organiser: Ark Group

Location: London, UK

Date: 11-12 March 2008

Link to FreePint events listing: <http://www.freepint.com/go/e1006>

ASIDIC Spring Meeting

Organiser: ASIDIC

Location: Las Vegas, USA

Date: 16-18 March 2008

Link to FreePint events listing: <http://www.freepint.com/go/e994>

Information Professionals Adding Value

Organiser: Association of UK Media Librarians

Location: Manchester, UK

Date: 18-20 April 2008

Link to FreePint events listing: <http://www.freepint.com/go/e995>

Do you know of an event, workshop or training programme for individuals who **share information**? Add a free listing to the FreePint Events database and reach our global audience of information practitioners. Ask about partnership programmes and upgrade options for better coverage. Visit <http://www.freepint.com/events> for more information.

Index to URLs in this section

The following URLs are cited in the Share section of this month's FUMSI Magazine. We collect them here for easy reference:

- A2A [Access to Archive]: <http://www.a2a.org.uk/>
- AAD [Access to archival Databases]: <http://aad.archives.gov/aad/>
- AHDS [Art and Humanities Data Services]: <http://ahds.ac.uk/>
- AHRC [Art and Humanities Research Council]: <http://www.ahrc.ac.uk/>
- Aim25: <http://www.aim25.ac.uk/>
- AMARC: <http://www.manuscripts.org.uk/amarc/>
- ArchiveGrid: <http://www.archivegrid.org/web/index.jsp>
- Archives Hub: <http://www.archiveshub.ac.uk/>
- Britain in print: <http://www.britaininprint.net/>
- British Pathe Film Archive: <http://www.britishpathe.com/>
- Cecilia: <http://www.cecilia-uk.org/>
- Community archives: <http://www.communityarchives.org.uk/>
- Cornucopia: <http://www.cornucopia.org.uk/>
- DIAMM [Digital Image Archive of Medieval Music]: <http://www.diamm.ac.uk/>
- EEBO [Early English Books Online]: <http://eebo.chadwyck.com/home>
- European Archive: <http://www.europarchive.org/>
- Google Library Project: <http://books.google.com/googleprint/library.html>
- ICA [International Council on Archives]: <http://www.ica.org/>
- Intute: <http://www.intute.ac.uk/artsandhumanities/about.html>
- MALVINE [Manuscripts and Letters via Integrated Network in Europe]: <http://www.malvine.org/>
- MICHAEL: <http://www.michael-culture.org/en/home>
- National Archives: <http://www.nationalarchives.gov.uk/>
- Online Library Catalogues: <http://www.freepint.com/issues/060203.htm#tips>
- Open Library: <http://www.openlibrary.org/>
- UNESCO [United Nations Educational, Scientific and Cultural Organization] archives portal: http://www.unesco.org/cgi-bin/webworld/portal_archives/cgi/page.cgi?d=1

FreePint Limited links cited in Share section:

- 1997-2007: A Decade of Find, Use, Manage, Share: <http://web.fumsi.com/go/article/share/2614>
- Digital Repositories in UK universities and colleges: <http://web.fumsi.com/go/article/manage/2572>
- What They Say and Do: Practical Tips for Harvesting Reliable User Feedback for Planning: <http://web.fumsi.com/go/article/use/2541>
- FreePint Events database: <http://www.freepint.com/events/>
- FUMSI Share articles online: <http://web.fumsi.com/go/article/share/>
- FUMSI Reader Online Survey: <http://digbig.com/4wgjs>
- FUMSI Share article database: <http://web.fumsi.com/go/article/share/>
- Jinfo Jobs: <http://www.jinfo.com/>
- Resource Shelf posting on Special Collections: http://www.freepint.com/resourceshelf/2005_02_01_resourceshelf_archive.html



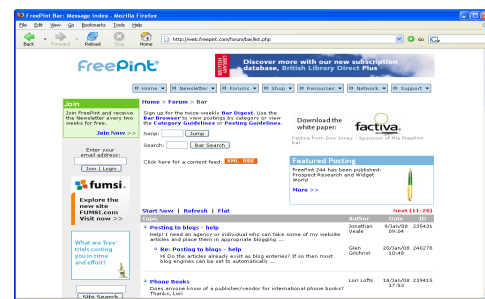
elsewhere in free pint limited

The [FreePint Bar](#) is where you can get free help with your tricky questions on how to Find, Use, Manage and Share Information.

Help with study for information-related courses is available at the [FreePint Student Bar](#).

Subscribe to the [twice-weekly email digests](#).

The FreePint Bar is generously sponsored by Factiva, from Dow Jones.



The FreePint Bar is abuzz with a range of research projects, ranging from finding criminal records to finding alternatives to The Big Three. Read summaries below, and then [join in the discussion](#).

- One Bar member is currently researching Acceptable Use Policies in school libraries and public libraries as part of her dissertation, but is not finding a great deal of information or current research about AUPs. Can you recommend any valuable resources regarding AUPs? Reply to this message at <http://web.freepint.com/forum/bar/read.php?i=168314&start=0#REPLY>
- Where can you find a free 'BusinessProposal' template, possibly to use as a guide for writing a proposal to open a new department within a company. Send us your thoughts at <http://web.freepint.com/forum/bar/read.php?i=250836&start=0#REPLY>
- Another 'Pinter is looking for a sector taxonomy to be used in a CRM at an outplacement company. The taxonomy needs to be small enough to encourage users to use the system (SIC codes are too large) yet in-depth enough to be used for knowledge management (50 codes would be a maximum). Can you help with tips for creating or purchasing a taxonomy that might fit the bill? Reply at <http://web.freepint.com/forum/bar/read.php?i=249788&start=0#REPLY>
- One Bar member would like to know the hourly rate to employ an external business information researcher (freelance or consultant) in the UK – help him out at <http://web.freepint.com/forum/bar/read.php?i=241949&start=0#REPLY>
- One 'Pinter is looking for recommendations, as part of his training and development, for a short course on designing an electronic newsletter. There are plenty of courses available but he would like a FreePint Bar recommendation from fellow 'Pinters. Please send some pointers on <http://web.freepint.com/forum/bar/read.php?i=242038&start=0#REPLY>

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Dow Jones Factiva pinpoints business information precisely.

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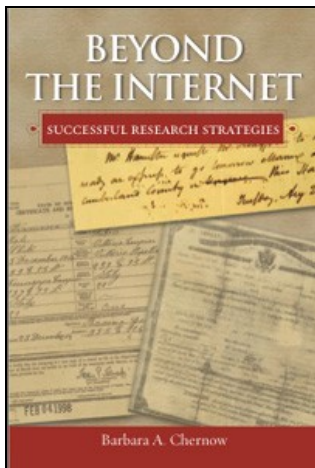


Recently reviewed by FreePint users:

Beyond the Internet: Successful Research Strategies

Written by Barbara A. Chernow
Reviewed by Deborah A. Liptak

Beyond the Internet: Successful Research Strategies by Barbara A. Chernow is to the study of the research process what *The Elements of Style* by William Strunk, Jr. (Strunk, William. *Elements of Style*. Ithaca, NY: 1918) is to the study of grammar and composition. Both are classic reference books that condense the essence of their respective discipline while not diluting the essential principles.



Chernow, Barbara A.

Beyond the Internet: Successful Research Strategies.

Lanham, MD: Berman Press, 27
September 2007. Collation:
150p.
Binding: Hardcover
ISBN: 9781598881738
Price: US\$19.95

While researching the American founding fathers, Dr. Chernow wished she could ask some of the figures in history to fill in the gaps in their stories. While discussing the research process, Dr. Chernow intertwines tales of her historical research, and shares warm and very personal stories with the reader about many of the famous researchers, archivists and librarians she has befriended over the years.

The Internet is a valuable research tool, but it is only one of the tool students and researchers should consult. *Beyond the Internet* presents research strategies necessary to delve into an in-depth study on any subject. In an entertaining manner, Dr. Chernow educates and enlightens the reader with stories of traditional research material. These stories personalize the research process and are of special interest to historians. In addition, she provides strategic tips on how to use these information tools.

Beyond the Internet covers sources that range from libraries, archives, card catalogues, classification systems and browsing other books in the genre, to letters, diaries, government records and personal interviews. All these sources add depth and breadth to the overview presented online.

Undoubtedly the rise of the internet has challenged research methods. She agrees that the internet is invaluable in pointing the researcher toward the appropriate scholarly collections available only in archives, libraries and private collations. She discusses the obvious limitations of the internet, such as the fact that not all in depth research materials can be found here, especially older historical material. The time and expense involved to digitize and preserve older documents and books has prohibited many institutions from providing direct access. Commercial databases are prohibitively expensive. According to Dr. Chernow, the internet is like a fast food meal, while traditional research is a gourmet feast.

About the Reviewer

Deborah A. Liptak, MLIS, deb@debsinfo2go.us is the president of info2go, an independent research business that connects people with information. info2go provides a "Reference Librarian for Rent" service to individuals and small businesses, which occasionally need research and answers to specific questions and do not employ a corporate librarian or researcher. info2go specializes in locating and delivering government documents, public records, and primary research beyond what is available on Google Books, WorldCat, or FirstSearch. Deb publishes *Need to Know* by info2go, a [monthly newsletter](#) and [RSS feed](#).

According to Dr. Chernow, the internet is like a fast food meal, while traditional research is a gourmet feast.

This book was a joy to read. It is an important purchase for public, school, academic, and special libraries who wish to add a book on traditional research to the collection. Teachers and researchers will benefit from the lessons learned, and it is a basic information literacy textbook for high school and college students.

Permanent link to this article online:

<http://web.fumsi.com/go/article/find/2693>

Use the above link to email copies of this article to colleagues, print or save copies, or arrange for reuse licenses.

Purchase this book now

Read customer comments and buy this book at Amazon.co.uk or Amazon.com.

Propose an information-related book or resource for review today. Send details to editor@freepint.com.

Featured in last month's issue of VIP (detailed table of contents):



In Scope: Surveying the Industry Landscape

- Social networking for business 'hyped up
- Compliance – gearing up a notch
- Dialog vs. Google
- Spirit of Information Sharing
- Silos primed for demolition
- Will the WSJ really be free?
- No access, no use
- Public information in local context

Insight : Opinions and Perspective

- Have a beta test mind – just do it! Tim Buckley Owen interviews Lynne Brindley and Janice Lachance

Insider: Summary of discussion and insider's guide to resources

- Resource of the week: Finding People (via The Virtual Chase) by Shirl Kennedy
- Prospect Research: Finally Coming of Age, by Matt Ide

Tap the Wire – Industry News

- Hemscott businesses bought by Morningstar
- Financial Times extends partnership with Reuters and also purchases Money-Media
- Gruner + Jahr to be single owner of Financial Times Deutschland?
- Hybrid model seems likely option for the WSJ
- Moody's acquires UK's Financial Projections
- Regulatory update on Thomson and Reuters
- Developing markets look to internet technologies for creating growth
- Google to move into customized magazine publishing?
- Time to nominate stars of the profession?

Tap the Wire – New Products

- ISI Emerging Markets launches India-specific economic database
- New Year begins with raft of announcements from LexisNexis
- New MNI product presents credit market data in concise format
- Three major information companies added to Company Portfolio series

Tap the Wire – Product Update

- ProQuest research now offers both print and televised news mediums
- More M&A data added to Alacra Store
- EDI enhances service with shareholders circulars

Purchase this issue online at <http://web.vivavip.com/go/vip/50>,
or [request a sample issue](#).

Upcoming reviews in VIP (provisional):

- Feb 2008** EIU Financial Data and QIN, Chinese information from Bureau van Dijk Electronic Publishing (now published and available at <http://web.vivavip.com/go/vip/51>)
- Mar 2008** Market research gateway services
- Apr 2008** Datamonitor and Mintel

Off the Shelf: Great Collections in ResourceShelf

ResourceShelf is where dedicated librarians and researchers share the results of their directed (and occasionally quirky) web searches for resources and information. ResourceShelf is updated daily by an editorial team headed by Gary Price and Shirl Kennedy. Add ResourceShelf to your own reference collection.



Intellectual Property

From copyright, IPR and patent issues to media law, our intellectual property section highlights the latest updates:

<http://www.resourceshelf.com/category/search-news/intellectual-property/>

Technology and Internet

Mapping top news stories, improved web search, online safety and internet marketing – just a few of the briefings available on this topic:

<http://www.resourceshelf.com/category/search-news/technology-news/>

Web 2.0

Working with the Facebook generation, new directions for libraries and social networking: <http://www.resourceshelf.com/category/web-20/>

Databases, directories and guides

New health data, online legal guides, digital heritage initiative, books and authors – browse through some of the latest new resources:

<http://www.resourceshelf.com/category/source-file/resources/databases/>

Visit [ResourceShelf](http://www.resourceshelf.com) for daily updates of our hand-picked selection of free Web-based resources, including multimedia, real time resources, lists and rankings, Web 2.0 technologies and more; [subscribe](#) to the free weekly newsletter.

On the Ticker: Best of DocuTicker

DocuTicker offers a hand-picked selection of resources, reports and publications from government agencies, NGOs, think tanks and other public interest organizations. Visit daily for the latest updates, or subscribe to our RSS feed. DocuTicker also publishes a free weekly e-mail newsletter highlighting recent posts.

The logo for DocuTicker, featuring the word "docuticker" in a lowercase, sans-serif font. The "d" and "t" are in a dark red color, while the "o", "c", "u", "i", "k", "e", and "r" are in a lighter red color. The logo is enclosed in a thin, rounded rectangular border.

Documents in the news

A quick search on the term "documents in the news" unveils some interesting reports such as the Annual Threat Assessment from the US Director of National Intelligence for the SS Con Intelligence and the Employment Situation, January 2008. <http://www.docuticker.com/?cat=66>

International Issues

This large category offers new reports on regions such as Canada, Africa, Russia and India as well as highlighting trends and change drivers in the European commerce sector: <http://www.docuticker.com/?cat=3>

Business and economics

Student loans, teaching salaries, the Economic Growth Act of 2008, venture capital and trading activity are highlighted in this section: <http://www.docuticker.com/?cat=2>

Intellectual property protection

Deep changes in the ways that people create ideas, goods, and wealth are reshaping the global economy. These changes make innovation—the creation of new goods and services—the centre of economic activity. A new report explores the critical role of intellectual property protection (IPR) in a global information economy and argues that the extent to which countries protect intellectual property will determine how well they perform in the new economic environment. <http://www.docuticker.com/?p=19261>

Visit [DocuTicker](#) for daily updates of free full-text reports published by government agencies, NGOs, and other public interest organisations; [subscribe](#) to the free weekly newsletter.



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- **Fresh Perspective:** Commentary reflecting a global industry, from a UK perspective

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Recent Features

Geographic focus on products for research in:

- Asia-Pacific
- Middle East/Africa
- Latin America

In-depth product reviews:

- D&B Company Documents
- 10-K Wizard
- Northern Light
- Brandwatch
- Emerald Management First
- Islamic Financial Information Service
- Nooz.com
- EIU World Investment Services
- my icc
- Company Watch
- Rightsphere
- Euromonitor's Countries & Consumers

Comparative Reviews:

Factiva, LexisNexis and Thomson Business Intelligence

"VIP is an invaluable resource for keeping abreast of developments in the information world. Their in-depth product reviews are particularly helpful in staying current with the competitive landscape in which Global Reports operates, and provide another source of intelligence for understanding customer needs. Definitely on my must-read list."

Director of
Business
Development,
United States

appendix

URL index for issue

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- Aim25: <http://www.aim25.ac.uk/>
- AMARC: <http://www.manuscripts.org.uk/amarc/>
- ArchiveGrid: <http://www.archivegrid.org/web/index.jsp>
- Archives Hub: <http://www.archiveshub.ac.uk/>
- Association of Independent Information Professionals: <http://www.aiip.org>
- Britain in print: <http://www.britaininprint.net/>
- British Pathe Film Archive: <http://www.britishpathe.com/>
- BubblePly: <http://www.bubbleply.com/>
- Cecilia: <http://www.cecilia-uk.org/>
- Clip-art.com: <http://www.clip-art.com/>
- Community archives: <http://www.communityarchives.org.uk/>
- Cornucopia: <http://www.cornucopia.org.uk/>
- DIAMM [Digital Image Archive of Medieval Music]: <http://www.diamm.ac.uk/>
- EEBO [Early English Books Online]: <http://eebo.chadwyck.com/home>
- European Archive: <http://www.europarchive.org/>
- Google Library Project: <http://books.google.com/googleprint/library.html>
- ICA [International Council on Archives]: <http://www.ica.org/>
- Information Behaviour of the Researcher of the Future: <http://www.bl.uk/news/pdf/googlegen.pdf>
- Kuler: <http://kuler.adobe.com/>
- LexisNexis Statistical Datasets: <http://www.lexisnexis.com/about/releases/1030.asp>
- Intute: <http://www.intute.ac.uk/artsandhumanities/about.html>
- MALVINE [Manuscripts and Letters via Integrated Network in Europe]: <http://www.malvine.org/>
- MICHAEL: <http://www.michael-culture.org/en/home>
- National Archives: <http://www.nationalarchives.gov.uk/>

- Online Library Catalogues: <http://www.freepint.com/issues/060203.htm#tips>
- Open Library: <http://www.openlibrary.org/>
- Phelps Research: <http://www.phelpsresearch.com>
- Skreemr: <http://www.skreemr.com/>
- UNESCO[United Nations Educational, Scientific and Cultural Organization] archives portal:
http://www.unesco.org/cgi-bin/webworld/portal_archives/cgi/page.cgi?d=1
- Wikipedia: <http://www.wikipedia.org>

Free Pint Limited URLscited in this issue:**FUMSI Resources:**

- 1997-2007: A Decade of Find, Use, Manage, Share: <http://web.fumsi.com/go/article/use/2612>
- All tied up? Escaping the Tangle of Red Tape: <http://web.fumsi.com/go/article/manage/2520>
- Beyond Online: In-Depth Report from SLA: <http://web.fumsi.com/go/article/use/2499>
- Calling in the Specialists: Enhancing Your Services with Subcontractors: <http://web.fumsi.com/go/article/share/2504>
- Can I have a little service here? Being a great customer and getting what you need from vendors: <http://web.fumsi.com/go/article/share/2567>
- Charting a New Course: The Future of Information Work: <http://web.fumsi.com/go/am/2509>
- Digital Repositories in UK universities and colleges: <http://web.fumsi.com/go/article/manage/2572>
- FUMSI Find articles online: <http://web.fumsi.com/go/article/find/>
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- Global Collaborative Search: Watch This Space: <http://web.fumsi.com/go/af/2606>
- Have a beta-test mind - just do it!: An interview with the British Library and SLA: <http://web.fumsi.com/go/article/use/2661>
- Methodology Mixer: Professional and Business Development for the Independent Worker: <http://web.fumsi.com/go/article/manage/2607>
- Social Tools for Business Use: Messages from a Web 2.0 Conference: <http://web.fumsi.com/go/au/2506>
- SLA Special Report: Your Wish Was Our Command: <http://web.fumsi.com/go/article/use/2500>
- The Leaving Employee: Knowledge Management for Surviving and Thriving: <http://web.fumsi.com/go/article/manage/2662>
- What They Say and Do: Practical Tips for Harvesting Reliable User Feedback for Planning: <http://web.fumsi.com/go/article/use/2541>

Other Free Pint Limited Links:

- DocuTicker: <http://www.docuticker.com/>
- FreePint Bar: <http://www.freepint.com/bar/>
- FreePint Events database: <http://www.freepint.com/events/>
- FreePint Newsletter subscription: <http://www.freepint.com/subs/>
- FreePint Student Bar: <http://www.freepint.com/student/>
- Jinfo Jobs: <http://www.jinfo.com/>
- ResourceShelf: <http://www.resourceshelf.com/>
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- Writer's Guidelines: <http://www.onopoly.com/author/guidelines/>

final thoughts

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Thanks for reading.

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