Human Information Behavior
And
Competences for Digital Libraries

Libraries in the Digital Age – LIDA 2004
Dubrovnik, Croatia 24-27 May and Mljet 28-29 May, 2004

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Human Information Behavior and Digital Libraries and Information Literacy - the Digital Library and Beyond were themes of the sixth Libraries in the Digital Age conference, in Dubrovnik 24-27 May and Mljet 28-29 May, 2004, Croatia.

Tatjana Aparac, University of Osijek, Croatia, co-organizer, opened the conference. Eugene Garfield, founder and chairman emeritus, Institute for Scientific Information, was the Guest of Honor.

Human Information Behavior

Co-organizer Tefko Saracevic, School of Communications, New Brunswick, NJ, began this theme stating there are "no neat answers" to define a digital library, but only a "set of concepts consisting of digital content, access, users, technical infrastructure and networks, and an institutional context which includes policies and cooperation…and it is a global phenomenon." While there is now "more use of libraries than ever before," the digital library is changing that use. He closed by stating, "research in human behavior in the digital library is still in its infancy and funding is inadequate, but such research is necessary for understanding how to build better digital libraries and services."

In expanding on the "global phenomenon," Ching-chih Chen, Simmons College, Boston, MA, discussed in "The promise of international digital library collaboration for

innovative use of invaluable resources," the transition of her early (1986) interactive videodisc *The First Emperor of China* into the *Chinese Memory Net* and the current *Global Memory Net*, under National Science Foundation (NSF) sponsorship. It incorporates innovative retrieval features using images and image metadata and has expanded to include Italian art.

Denise Troll Covey, Carnegie Mellon University Libraries, Pittsburgh, described "The million book project: Removing obstacles to use, satisfaction and success." The project, based on human factors research at Carnegie Mellon Libraries, concluded users are interested in quality of information, convenience, speed of use, remote access to full text and out of print books. In response, Carnegie Mellon, with support from NSF, OCLC and the Internet Archive, began the project to digitize and provide open access to a million books. Links will be provided in library catalogs and eventually Google. Core books are those listed in *Books for College Libraries*. Digitizing is being conducted in India and China. Copyright release is being pursued for out of print items, with 57% of publishers contacted to date authorizing release. The project will be completed in 2007.

In "User behavior in an academic library's digital reference environment: implications for service development," Jo Kibbee, University of Illinois, Urbana-Champaign, discussed who uses the services (institutional affiliates 88 per cent); access (40 per cent by library website); why do they use the service (convenience and the library is too far); what they ask (about the library rather than facts); how they ask (chat or email). Kibbee mentioned the humorous case of a student sitting nearby who asked his questions by chat rather than walking a few steps to her desk! She noted fee based

(expert) research services have "successfully colonized the digital information environment."

In "If not here, where? The library as public learning space in the digital age," Paul Sturges, Loughborough University, UK, examined alternatives to the conventional, "monastic mode of study" typical of most libraries in the digital age. To illustrate the flexibility possible in digital libraries, he drew an analogy to a prisoner in a cell and a student in a room, the main difference being access to a computer and cell phone!

"Barriers to e-learning for health professionals and student: Identifying solutions based on evidence," Graham Walton, Susan Childs and Amanda Hall, Northumbria University, Newcastle upon Tyne, UK, identified digital library barriers within health education as organizational, economic, hardware, software, support, pedagogical, psychological and skills.

Radovan Vrana, University of Zagreb, presented research in "Use of electronic information resources among the Croatian scientists in the field of social sciences in a pre-digital library environment: obstacles and opportunities" as a step in building digital libraries in Croatia.

Jela Steinerova and Jaroslav Susol, Comenius University, Bratislava, Slovenia, presented "Human information behavior: digital library use and evaluation," part of a larger project investigating the interaction of man and the information environment. They modeled average users of Slovak academic and research libraries.

Gorazd Vodeb, National and University Library Ljubljana, Slovenia presented "Information behavior of graduate students: A qualitative user study." Information needs,

searching strategies and information use were studied, applying Dervin's Sense-Making methodology.

Jadranka Stojanovski, Institut Rudjer Boskovic Library, Zagreb, in "Discovering content pattern of the library web site," compared content of five research and academic libraries' Web sites. Many pages lacked library guides, assistance, finding aids, basic information, visitor information and a welcome note.

Information Literacy

In "Information literacy: The digital library and beyond," Sheila Webber, University of Sheffield, Department of Information Studies, UK, presented various definitions of "information literacy." She expanded the concept to include "Lifelong Learning," and quotes from New Zealand (" … as a key set of skills that people will need in the information age") and Australia ("…sustains, and extends lifelong learning through abilities that may use technologies but are ultimately independent of them.") Information literacy, she stated, helps people deal more confidently with the world, gives them a competitive edge in the workplace and fosters creativity.

In continuation of literacy research reported at LIDA in 2002, Gayle Haswell and Susan Heaford, Information Management Research Institute, Northumbria University, UK, update the "UK JUBILEE project" to study barriers to users of electronic services in both Higher Education and Further Education environments.

Computer literacy being provided for Canadian school children was reported by Gwynneth Evans, Media Awareness Network, Ottawa, Canada in "Parenting the net generation: How librarians and the media awareness network are supporting kids and their parents in Canada." This includes awareness to online marketing aimed at children,

how to be safe and responsible online and authenticating online information. An amusing but totally fictitious site on whale watching in the Great Lakes was used to illustrate the latter.

Gary Hall, Library and Learning Center, Dubai Women's College, UAE, in "Use of a blended online course in developing digital library skills in ESL students," discussed how computer based WebCT is combined with classroom instruction. Digital library skills and research techniques were emphasized.

Tuula Haavisto, Helsinki, presented "Mass training in mediacy by libraries? Two Finnish projects by public libraries to raise mediacy skills of citizens." Elderly citizens are taught to use the Internet and cellular phones. In another project, "Ask whatever," library staff answer questions on public radio.

In separate but related papers, Marta Deyrup, Seton Hall University, NJ and Erda Lapp, Ruhr University, Bochum, Germany, compared experiences in information literacy programs for students at the two Universities in "Information competence across the campus: The experience at Seton Hall University, South Orange, N.J., USA and Ruhr University Bochum, Germany." Their collaboration effort was born at LIDA 2002. Deyrup described the Seton Hall comprehensive digital library course, "Information Competence in the age of the internet," and its overwhelming success.

Services

"The role of IMLS in developing competences for the digital age" was presented by Martha Crawley, Federal Institute of Museum and Library Services, Washington, DC. IMLS helps libraries and museums develop and disseminate new digital technologies and

preserve cultural heritage through many means, including digitalization, development of standards, sponsoring conferences, research and demonstrations.

"MERLOT – A digital library of learning objects and the librarians role" was described by Terry L. Weech, Graduate School of Library and Information Science, University of Illinois, Urbana-Champaign. This program collects and shares non-copyrighted refereed teaching-learning material and pedagogy from around the world in 14 scientific, liberal arts and business subjects.

Gordon Dunsire, Centre for Digital Library Research, Strathclyde University, Scotland, presented "Scotland's culture: the pilot cultural portal for Scotland." The portal includes resources from its catalog, from Cooperative Information Retrieval Network for Scotland (CAIRNS) and from the Scottish Collections Network (SCONE). It enables easier access through features such as pre-set searches based on OpenURL software.

Adolf Knoll, National Library of the Czech Republic, Prague, in "Access impact on technology in a digital library," described digitization of endangered and rare library books in the Library since 1992. This focuses on image quality and accompanying metadata.

Martina Dragija Ivanovic, Zadar City Library, and Gorana Tuskan, Rijeka City Library, Croatia, presented "Ask a librarian: Collaborative project of Croatian public libraries: pilot study," which described an online reference service project that began at LIDA 2003 by librarians from 15 Croatian public libraries.

Competencies for Digital Libraries

In "What are core competencies for library leaders in the digital age?" Wanda Dole, Dean of Libraries, Washburn University, Topeka, KA and Jitka Hurych, Northern

Illinois University Libraries, DeKalb, identified relevant studies, notably the seminal 1990 Harvard Business Review article by Prahalad and Hammel ("The core competency of the corporation"), and more recent articles by P.Hernon, A.P. Young and R. R. Powell that identified "attributes" for the next generation of library deans and directors in large academic and public libraries. Ability for "assessment" was the one attribute highlighted in recent studies sponsored by the ARL.

David Bawden, City University London, and Polona Vilar and Vlasta Zabukovec, Ljubljana University, in "Competencies and capacities for the digital library," analyzed formal and continuing education in the UK and Slovenia and how they provide knowledge and skills for the digital library environment. They suggested creation of a national or an international list of digital library courses.

Franjo Pehar, Zadar University, and Srecko Jelusic and Sanjica Faletar, University of Osijek, Croatia, described education for librarians and publishers in the digital environment in "From lead typesetter to Umberto Eco." They compared education in modern publishing in 54 schools from 10 countries and plan to introduce education for publishing and bookselling professions in Croatia.

John Feather, Loughborough University, UK, presented "What happens next? Or how do we provide a curriculum for the age of digital libraries?" He reviewed the competency research and noted that the information profession has historically defined itself through the institution, but that this is no longer the case.

Raymond van Dran, Dean, School of Information Studies, Syracuse University, NY, delivered an invited speech, "Information school movement: Building the future of the information field at the intersection of technology, management, policy and

usability." He discussed four convergent elements in the information field: people, management, technology and policy, and the key element, content.

Guest of Honor: An Afternoon with Eugene Garfield

Eugene Garfield, founder and chairman emeritus, Institute for Scientific Information, and president and founding editor of *The Scientist*, spoke about major information science developments in which he started and participated. He gave a personal perspective and account of the history of his research concepts, ideas and projects, such as information discovery and information recovery, *Contents in Advance* (that became "*Current Contents*"), citation indexing and the "Science Citation Index." He discussed relevant research projects available on the Web site in related topics.

Poster sessions

Twenty posters were presented. Best Poster was awarded for "Log analysis of user behaviour in the Renardus web service," Anders Ardo, Traugott Koch and Koraljka Golub, Lund University, Sweden. Best Student Poster was by Ivana Pazur, Institut Rudjer Boskovic Library, Zagreb, for "Croatian scientific journals and their attitude towards new publishing models."

In closing, Co-organizer Aparac, acknowledge the continuing support of the US Embassy Zagreb for the current and past LIDA conferences, as well as arranging for Croatian librarians to visit libraries in the USA. She also acknowledged support from the European Chapter of the American Society for Information and the British Council, Croatia. She stated that LIDA 2004 had 156 participants, 87 from Croatia and 62 from 22 other countries including 31 students.

Saracevic announced LIDA 2005 will be held in Dubrovnik and Mjlet 30 May – 3 June, with the themes "What can digital libraries do that traditional libraries cannot? Or do in addition? and Building a small digital library and library network."