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A Nation Without School Librarians

Jennifer Hootman



The fact that U.S. schools have been experiencing multiple crises simultaneously over a number of years (e.g., funding, student achievement, school performance) is most likely a familiar yet sad tune to you.

Advocating for our school libraries has become a necessary constant as there is overwhelming evidence that links having a school

library and librarian to overall school performance and individual student achievement. This isn't a news flash either, is it?!

Well, consider adding Shonda Brisco's Google map, "A Nation without School Librarians," to your School Library Advocacy Arsenal. If you haven't seen or heard of this visual, take a moment to check it out at <<http://bit.ly/9YszGD>>.

Brisco, Assistant Professor and Curriculum Materials Librarian at Oklahoma State University, has created a Google map that indicates which communities have made the decision to either cut certified school library positions (blue pushpins) or require a school librarian to manage two or more school libraries in a district (red pushpins). Since Brisco first began this project (March 2010), there have been hundreds of submissions from states all over the country and the site currently has garnered 308,213 views.

Importantly, consider adding any local information you have to Brisco's map. There are some Minnesota schools represented on this map but likely it's not complete. Also, Minnesota's own, Doug Johnson, Director of Media and Technology for the Mankato (MN) Public Schools, has linked Brisco's Google map in one of his posts on *The Blue Skunk Blog* (<<http://doug-johnson.squarespace.com/blue-skunk-blog/2010/5/12/the-map-of-missing-libraries-and-librarians.html>>). The information supplied on her map may lead to future studies regarding the correlation between student achievement and eliminated school librarian positions.

The summer months may afford some time to draw up any necessary battle plans and/or continue to add evidence to your case to advocate. The link between student achievement and overall school performance and the presence of a school librarian and a properly funded library is the link upon which many

advocacy cases are built. An additional angle to consider is the broader role that a school library and librarian may fill.

At the Minnesota Digital Library's 8th Annual Meeting (June 2010), a school librarian made a comment that has stuck with me and made quite an impression. She asked, without a school library and a librarian to staff it, how will our school-aged children come to understand and appreciate libraries in the community? If children don't grow up with an understanding of how to use the school library associated with their school work and for personal enjoyment, how are they supposed to understand the importance and role of the community's public library, the library at a college or university they may attend, all the special libraries that serve the public, or corporate libraries that serve our businesses? These children will one day become tax payers and voters. The reverse can be argued as well - parents and children who have multiple positive experiences in well funded public libraries, for instance, may be more likely to advocate for better funded school libraries and continuing to fund school librarian positions. Library advocacy of *all* library *types* can positively affect the health of *each* library in the community. Everything has to do with everything!

For helpful resources on the issue, check out these articles and much more in the Electronic Library for Minnesota's (ELM) databases!

- *Educator's Reference Complete*

Brannock, Kelly. "Media Center Survivor! Teacher-librarian to Teacher-librarian." *Teacher Librarian* 37.4 (2010): 44+. *Educator's Reference Complete*. Web. 15 June 2010.

Ewbank, Ann. "Beginning a Dialogue About How Teacher-librarians Advocate for the Profession: implications of a National Survey." *Teacher Librarian* 37.3 (2010): 87+. *Educator's Reference Complete*. Web. 15 June 2010.

- *Professional Collection*

Allen, Melissa, and Amy Bradley. "Technology Connection: Portfolios: Justify Your Job as a Library Media Specialist and the Media Budget During Times of Budget Cuts." *Library Media Connection* 28.3 (2009): 48-50. *Professional Development Collection*. EBSCO. Web. 15 June 2010.

Hunter, Marianne, and Sarah Applegate. "Before, During, and After." *Teacher Librarian* 37.2 (2009): 84-85. *Professional Development Collection*. EBSCO. Web. 15 June 2010. ■

Libraries and Mobile Devices

Carla Pfahl



Joe Murphy, Science Librarian, Yale University Science Libraries, wrote a compelling article about the use of mobile devices for research in the current issue of [Online Magazine](#) titled "Using Mobile Devices for Research: Smartphones, Databases, and Libraries," <<http://onlinemag.net/may10/index.shtml>>. Murphy talks about how we are not far away from doing in-depth research from our mobile devices. It is not unusual to hunt for trivial or non-serious answers using mobile technologies. Current query styles in a mobile environment include using Google or Wikipedia for a quick answer, texting a friend or ChaCha, gathering information via a social network such as Facebook or Twitter.

Paving the way for more in-depth research are proprietary database vendors such as EBSCO, Gale Cengage, LexisNexis, IEEE and others. They are creating mobile applications for their databases with easy-to-use search engines designed for information on the go. Some vendors are also providing catalog apps such as Gale Cengage, SirsiDynix, OCLC's WorldCat Mobile, and LibraryThing's Local Books that allow a user to search for a book and find local library holdings for that book based on their smartphone's geolocation. If a library subscribes to SirsiDynix Symphony Management System, with the free BookMyne iPhone application, patrons can even search the library's catalog, access their personal library account to place a hold or renew a book, and check the balance on their account. Opening more access points to information is a good thing but can also be challenging (sometimes even terrifying) for libraries, especially when the gateway is created by an outside source. As well, developments can happen quickly in the mobile environment as applications are created and just as quickly upgrades are installed and

new versions are released.

Mobile applications are not the only way to access databases, catalogs, and other resources. More and more vendors and library websites are designing their websites with the mobile user in mind. While mobile apps are programmed for a specific device, such as iPhone, Android, Blackberry, or another, mobile browsers can reach a larger audience of all mobile users. One example of this is MedlinePlus. While the mobile version (<http://m.medlineplus.gov>) does not offer full access to MEDLINE, MedlinePlus does give access to summaries to “more than 800 diseases, conditions, and wellness topics. It also has health news, an illustrated medical encyclopedia, and information on prescription drugs and over-the-counter medications.”

So what do users want from the information they seek through their mobile device? Users want complete mobile access to search, engage, and export information (such as email, reference manager, and save to a folder options) from within the mobile platform. Where does the role of the librarian fit in with this? Search tools are shaped by the user's experience. Librarians can make an impact with vendors by using the applications and accessing information via the mobile browsers to understand what the patron is accessing and how. Librarians can remind vendors of the need for full access without compromising content. Libraries can also partner with vendors for easier remote access to content that identifies the user as a library patron. Another role librarians can perform is in developing mobile literacy skills and best practices for information access.

Murphy goes on to suggest that libraries take cues from social networking sites such as Foursquare on how we might harness interactivity in a mobile environment. Foursquare is a popular social tool because it links a user's mobile search to local business resources and maps them out. Murphy's argument is that libraries could harness this type of technology by connecting the user's mobile searching with local library resources. Another area for libraries to think about is how they can incorporate social sources, such as Twitter and Facebook, as part of our pool of resources for search tools and as a way to connect with vendors.

Before libraries can begin harnessing interactivity in a mobile environment, they need to be in the mobile environment. There are a few libraries that have developed a mobile app. Most of the libraries have used a 3rd party to help develop their mobile app. One of the most notable vendors in this arena is Boopsie, <http://www.boopsie.com/home/>, which has worked with OCLC for their WorldCat mobile application.

Just doing a search on iTunes for public libraries, I saw apps for San Francisco Public Library (3rd party app that charges \$1.99!), Seattle Public Library, Santa Clara Public Library, and Washington D.C. Public Library (the first library to come out with a mobile app). Harford County Public Library announced their mobile app via YouTube: <http://www.youtube.com/watch?v=ygsjmRgEiaU>. Most of the apps allow users to search the catalog, place holds for items, choose pick up location, and check out upcoming library classes and event. Seattle Public Library also includes access to their podcasts.

Each library app is unique to the library, and it will be helpful to read the reviews for that library if you plan on downloading and using. I found many reviews on iTunes for the various apps; they state that there was a problem with the search function or it didn't allow you to change the pickup location, for example. One comment from a user stated that while the search function of the catalog worked some of the time, they would prefer to use the app over the mobile browser version of the library's website because it was too cumbersome to zoom in and out to navigate their way around the site.

While libraries are just breaking into this ground, it will be helpful to see what libraries have already done, what people are saying about their app, and if they have made any steps to update or improve the app. ■

ELM SPOTLIGHT

Consumer Health Complete

Beth Staats

If you haven't yet used *Consumer Health Complete (CHC)*, you really don't know what you're missing. Every time I do a webinar or instructional session on this database, I am sure to introduce it as the place to go for consumer health information. This EBSCO database offers one-stop shopping for consumer and alternative health information. The interface allows easy searching for the everyday consumer and offers access to health and medical information that the average library patron can easily comprehend. All of the content in *CHC* is HONcode compliant or linked to accredited information. For more information on HONcode visit <<http://www.hon.ch/HONcode/Conduct.html>>.

CHC offers a wide array of health-related information including encyclopedia and reference books, Healthology videos (Healthology is one of the leading producers and distributors of physician-generated health and medical information on the Internet for consumers, patients and health professionals), SmartImage images, Blausen's Human Atlas animations, evidence-based reports (patient fact sheets), and frequently updated drug information.

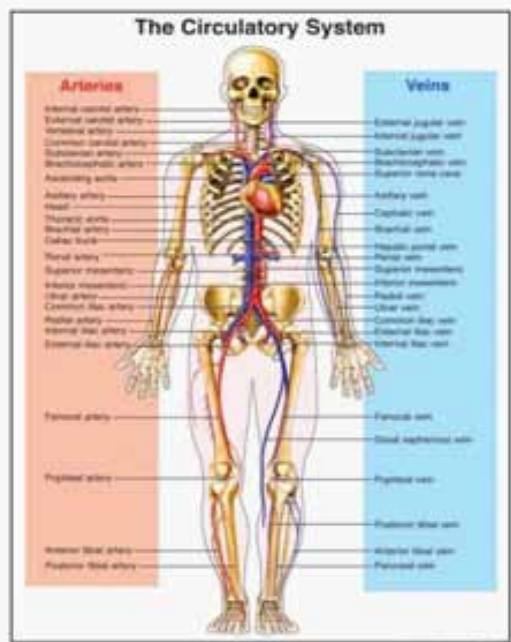
The encyclopedias and reference books include full-text for over 176 titles including several Mayo publications, the AMA Complete Medical Encyclopedia, American College of Physicians Complete Home Medical Guide, the Royal Society of Medicine Health Encyclopedia, and the Prescription for Herbal Healing. *CHC* also includes 250 full-text pamphlets published by organizations like the American Red Cross, FDA, CDC, National Cancer, and the National Institute of Health. There are approximately 6,000 evidence-based reports or patient fact sheets available in *CHC*. Many hospitals provide these materials to their patients.

Lexi-PALS drug information, which includes over 1,000 drug medications, over 100 natural products, and 19 vaccines is included in *CHC* with frequent updates. Also available is the Complete Guide to Prescription & Nonprescription Drugs, which includes over 5,000 brand name drugs and 800 generic names. Along with over 760 consumer health-related full-text magazines and journals, *CHC* includes full text for almost 180 U.S. and

international alternative health magazines and journals like Yoga, Natural Health, Prevention Magazine, Reiki News, and Natural Life. But that's not all. There is full text of 900 evidence-based complementary medicine reports too.

If you're not looking for text or articles in *CHC*, you're in luck because you can also find thousands of images, illustrations, and diagrams, as well as thousands of videos and animations. Blausen's Human Atlas is a collection of 248 medical animations with audio narration. Or maybe you want to take a look at one of the 722 Healthology videos with audio narration that include physician-generated videos on women's health, aging, and more.





The *CHC* interface makes searching for health information a breeze. It offers an alphabetical quick find for easy access to a disease, condition, injury or procedure. It also lists the “top” searches and allows you to browse popular sources by clicking on the book cover. If you aren’t sure what to type into the search box, you can search by pre-defined topics. Search results are organized in the tab-format that we are all becoming accustomed to. The tabs in *CHC* include all results, evidence-based reports, encyclopedias, reference books, fact sheets & pamphlets, news, drug and herbs, alternative sources, images and diagrams, and finally, videos and animations. Now maybe you can see how *CHC* offers one-stop shopping for health-related information.

Thinking about getting Lasik eye surgery? Take an up-close look at the procedure with a brief animated video from [Blausen’s Human Atlas](#). Or watch a 5 minute video on alternatives to laser eye surgery presented by health professionals or another video titled “Is Laser Eye Surgery Right for You?” The options are almost endless. *CHC* provides resources and content covering all areas of health and wellness from mainstream medicine to the many perspectives of complementary, holistic and integrated medicine. ■

Search Engines Revisited

Carla Pfahl

In the January/February 2010 issue of *Online*, <http://onlinemag.net/jan10/index.shtml>, is an interestingly fresh comparison of more frequented search engines today in an article by Cybele Elaine Werts titled “Comparing Search Engines for Quick and Dirty Answers.” Not surprisingly, Google maintains a strong lead over other competitors with 64.6% of searches according to Nielsen’s NetRating, <http://en-us.nielsen.com/rankings/insights/rankings/internet>. Werts’ numbers are from August, 2009. Nielsen now lists an updated ranking from April 2010 which had Google at 65.1%. Nielsen also had the second and third placed providers, Yahoo! and Bing respectively, changing with Yahoo! dropping from 16% to 13.5% and Bing gaining from 10.7% to 12.9%. Rounding out Werts’ comparison are Wolfram Alpha because they have had some press recently and ChaCha because they have changed their searching model and began a more active advertising campaign.

I encourage you to take a look at the article, accessible via ELM’s EBSCO *MasterFILE Premier*, <http://search.ebscohost.com.proxy.elm4you.org/login.aspx?direct=true&db=f5h&AN=48218625&site=ehost-live>, for its breakdown of what each site is and what it is best used for and for the handy comparison chart that lines up all sites side-by-side showing results for the same search. As outlined, each has its usefulness and strengths. For example, Wolfram Alpha is good at answering questions about calculations while ChaCha is good at ready reference and “bar bets” and Bing presents a new style of searching altogether as a “decision engine.” Yahoo! is more well known for being community-based with discussion groups and displaying results with more documents as well as websites and full text of webpages. Google is the most popular with its well known search algorithm that brings back results highly relevant to a search query in a very quick period of time.

Search engines continue to evolve and there is not a one-size-fits-all solution to any query performed. Results will vary depending on the type of information sought. ■

Facebook Facts You Didn't Know

Direct from Online MBA (Where Business Education Meets the Internet) <<http://www.onlinemba.com>>, here are some very interesting facts about Facebook that might surprise you.

- Today, 400 million people log onto their Facebook profile at least once every month; 50 percent are on the site every day.
- Facebook is an international sensation; 70 percent of Facebook users live outside the United States, and the site is available in more than 70 languages.
- Monthly amount of time spent on Facebook: 8.3 billion hours.
- Facebook has become so popular, psychologists identified a new mental health disorder: Facebook addiction disorder.
- Court notices can be served through Facebook in Australia.
- Nearly half of Denmark's population has an active Facebook profile (2,421,380 people out of 5,484,723)
- Women age 55 and up are the fastest growing Facebook demographic in America.
- Total number of active Facebook applications: 550,000+.
- Average number of Facebook friends: 130.
- Number of servers running Facebook's infrastructure: 10,000.

Don't forget that Minitex has a Facebook page with weekly updates about employment opportunities, conferences, photos and more. Let us know what you think and send a message or become a fan of Minitex on Facebook. ■

Minnesota's Veto History Available Online

The Minnesota Legislative Reference Library has posted the Veto Details of Minnesota Governors dating back to 1939: <http://www.leg.state.mn.us/lrl/Vetoes/vetodetails.asp?searchtype=years&veto_years=all>. It is a great database detailing the Bill, Topic, legislative session and if the veto was overridden or not with link to the exact Bill, Chapter, and Companion, overridden or attempted overridden notes, and Governor's message with date. The database is expansive and well thought out giving us a look at and access to Bills in a new way. From the data, Governor Arne Carlson had the most vetoes for a two-term governor since 1939 with 194 vetoes to his record. You can read all the vetoes from Carlson and all the other governors from the Minnesota Legislative Reference Library's link above. ■

MN Digital Library Annual Meeting

Matt Lee

The MN Digital Library capped off another very successful year with their 8th annual meeting on June 10th, held this year at the Minneapolis Institute of Arts. Following an intriguing keynote speech from State Representative Mary Murphy, who stressed the importance of engaging with local government officials to urge funding of important projects, the day divided out into several session themes: Digitizing for Minnesota Reflections, Legal & Policy Issues, and MDL and Other Projects in Minnesota. Brief notes from only three of the numerous sessions within these tracks follow.

MN Digital Library (MDL) Project Updates

Marian Rengel (MDL) offered updates on content and collections added to MN Reflections. Sara Ring (Minitex BATS) provided information on a project that expands access to MN Reflections by moving citations into WorldCat. Keith Ewing (MDL) explained MDL's involvement in a museum collaboration to social tag online content using a scheme called Steve-tagging. Jennifer Hootman and Matt Lee (Minitex Reference) discussed a project that provides online training in the media tool Pachyderm. Eric Celeste (MDL consultant) presented a case for moving photo content to Flickr to increase visibility.

Privacy and Cultural Institutions in a Digital Age

Kristin Eschenfelder, a professor in UW-Madison's library school, presented information on how the law does or does not protect privacy in terms of digitizing content. For guidance on privacy, as that guidance exists in the law, Eschenfelder recommends looking to Federal Tort Law, the Family Education Rights and Privacy Act (FERPA), the Health Insurance Portability and Privacy Act (HIPAA), and the MN Government Data Privacy Act.

Large-Scale Digitization: The University of Minnesota-Google Experience

John Butler, Connie Hendrick, and Suzan Hallgren (U of MN - Twin Cities) discussed the recently begun and long-planned-for process of digitizing one million U of MN Libraries' books via partnership with Google. Without Google's digitizing capability, it would take the U of MN Libraries 1,000 years to digitize this number of books, at an estimated cost of \$60-80 per book. Managing the movement of these books, in a short period of time, is a huge challenge that the U of MN Libraries is tackling planfully. ■

End of My Health Minnesota -> Go Local

Early this spring, the National Library of Medicine announced that it will discontinue the MedlinePlus Go Local initiative beginning in spring and continuing throughout 2010. More details about this decision are available in an NLM Technical Bulletin article (http://www.nlm.nih.gov/pubs/techbull/ma10/ma10_go_local_discontinue.html) from April 2010.

My Health Minnesota - Go Local (<http://medlineplus.gov/minnesota>) will come to an end on July 1, 2010, when the site is decommissioned. The University of Minnesota Health Sciences Libraries and other Go Local partners, including Minitex, will continue to provide quality consumer health resources and outreach even after Go Local ends. Minnesota's Go Local page will be redirected to the Health Sciences Libraries' "Resources for Personal Health" page (<http://www.biomed.lib.umn.edu/guides/personal-health>) for reliable health resources and tools to locate health services in Minnesota. Users may also find MedlinePlus (<http://medlineplus.gov>) and its directories page (<http://www.nlm.nih.gov/medlineplus/directories.html>) useful alternatives to Go Local. In addition, Minnesota residents have a number of electronic health resources available to them on the Electronic Library for Minnesota (ELM) (<http://elm4you.org>).

For more information or assistance with health information needs, please contact the Health Sciences Libraries at medref@umn.edu or 612-626-3260 or use the instant messaging reference service at <http://www.biomed.lib.umn.edu/services/reference/im>. ■

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Minitex
University of Minnesota
15 Andersen Library
222 21st Avenue South
Minneapolis, MN 55455-0439

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REFERENCE NOTES