

Paul Ayris
Europeana - the View from
LIBER: How Can We
Contribute?

This paper will look at a snapshot of the current state of digitisation in the Information Landscape. It will then look at what LIBER can contribute to that landscape through portal development, funding, identifying and documenting Best Practice, lobbying at a European level, and managing the transition from paper to digital delivery. The paper ends by trying to identify how the user will use the digitised resources which are increasingly being made available by libraries.

Keywords: *digitisation; Europeana; portal development*

David C. Prosser
Current (European)
Developments in Scholarly
Communication

Any paper describing new developments in open access policies and mandates risks being out-of-date almost before it is finished. New policies from governments, research funding bodies, and individual institutions around the world are announced weekly. This paper attempts to describe some of the most recent and important policies and mandates, and puts these policies into the context of wider social pressures on scholarly communication. Finally, the papers attempts to sketch some of the ways in which the library community can react to the changing scholarly communication environment.

Keywords: *management; cultural projects; cooperation; professional associations*

Jean Bernon
For which major purposes do we
want to measure the use of
electronic resources?

A complete overview of the library activity implies a complete and reliable counting of the use of both electronic resources and printed materials. This counting is based on three sets of definitions: document types, use types and user types. There is a common model of definitions for printed materials, but a lot of questions and technical issues remain for electronic resources. In 2006 a French national working group studied these questions. It relied on the COUNTER standard, but found it insufficient and pointed out the need for local tools such as web markers and deep analysis of proxy logs. Within the French national consortium, COUPERIN, a new working group is testing ERMS, SUSHI standard, SHIBBOLETH authentication, along with COUNTER standard, to improve the counting of the electronic resources use. At this stage this counting is insufficient and its improvement can be a European challenge for the next years.

Keywords: *information resources - use studies; library statistics; library use studies - France; COUNTER*

Ricky Erway
Supply and Demand: Special
Collections and Digitisation

As we increasingly share a collective collection of books, it is the special collections that will distinguish our institutions. Yet ironically, special collections run the risk of being marginalised. If they aren't accessible, they aren't used; if they aren't used, they may go away. Neglect can lead to obsolescence.

This article will highlight some of those ideas. They don't all make sense in every situation, but some of them will be applicable for most collections. The second part of the paper provides examples of places where the principles are being put into practice.

Keywords: *digitisation; standard; library quantity; library service*

Adriana Dumitrescu
Open Access to Research Results
and the Open Archives

The rational exploitation of the results of scientific research first depends on the level of access to these results. This principle has determined the appearance in the research communities of the Open Archives movement, with the purpose of promoting a free access to the world scientific literature. The article presents the main marks regarding the origins and evolution of the Open Access and Open Archives movement in the context of scientific communication. It is defined the concept of open archive, and also the type of documents and archives that already exist at a European level. There are

also approached the legal aspects regarding the open archives, the free and open access to the submitted documents, the forbiddance to use them in commercial activities and the respect to author rights. The conclusion presents the main advantages, for researchers, but also for the institution, to publish in an open archive, with reference to the established European objectif regarding the development of a European infrastructure of digitalized deposits.

Keywords: *open archive; open access to scientific information; autoarchive; scientific communication; scientific electronic edition; scientific publishing*

Robert Coravu
Academic Libraries and Open Access to Scientific Information

The article presents the effects of the efforts of promoting the idea of open access for the process of scientific publication and also for politics of supplying access to information in academic libraries.

Keywords: *academic libraries; research; publishers; scientific journals; open access*

Tiberius Ignat
Donald J. Urquhart
Contribution to the Bibliometry Discover and Developments

Donald J. Urquhart has extended the biology probabilistic model, thus playing a main role in the evolution of modern libraries and of the informational science. As a result, his work has brought a major contribution to the scientific

development as a whole but also to the bibliometrics development in particular. Regarding his contribution to the scientific development, Urquhart has been a main supporter of the scientific stream which pointed the fact that the reality is based on a normal error law (or as it is sometimes presented as „law of chaos”), a stream that has also been strongly influenced by the Darwin’s Evolutionism Theory and the study of bibliometric statistics.

Keywords: *bibliometry; statistics; usage; access*

Iuliana Ceară
The Public Library Marketing. Evolution and Implementation of Marketing in Romanian Public Libraries

The library marketing has appeared as a consequence of the specialization of the general marketing, directly related to non profit marketing, services and cultural marketing, bonding them together a diversity of common elements. Its foundation is the knowledge of institution and user as well, constructing a relationship by knowing and studying them profoundly.

The marketing implementation in public library is justified by the relationships between its products and services and the total amount of users, as a confrontation of global offer and a set of diversified requests. Its achievement in Romanian libraries is difficult to advantage because the Romanian specialists’ debates on this matter are a few.

Public libraries are attracted by the new technology, but the financial dramatic changes determine the market economy approach of their products and services, dictating, therefore, the necessity of finding methods and strategies to finance its activity.

Keywords: *marketing; public library; implementation; technological environment; finance; activity measurement*

Marcela Groza
The Virtual Librarian Is Taking the Torch

This paper presents the technical instrumentation which is currently developing and which allows the automation and augmentation of the specific tasks a librarian performs.

Keywords: *digital collections; Web 3.0; automated cataloging; Second Life.*