

MDMLG NEWS

Winter 2009



www.mdmlg.org

Inside This Issue

- 1 President's Message
- 2 General Business Meeting
- 2 Screencasting
- 3 Blogging
- 6 Who Are You on the Job?
- 7 New PubMed Interface
- 8 Member News
- 9 Calendar

President's Message from Gina Hug

The fall and winter holidays are one of my favorite times of the year. Everyone seems to be in a better mood, even with the new PubMed interface. It's also a time of reflection. While we just got going this year, we have accomplished a lot already. We had the opportunity to network with one another and learn about Return on Investment for Libraries with an informative presentation from Judith Field at the October 15 General Business meeting. There were two CE opportunities in November, *Screencasting: Creating Online Tutorials* with Max Anderson and the MLA Webcast, *Cut the Cord: Connecting to Our Mobile Users*. We also have the December 3 General Business meeting on *Making the Invisible Library Visible: Creating Access Points to the Electronic Collection* to look forward to. A big thank you to our MDMLG committee chairs and committee members for bringing us such vital programming.

Wishing everyone a wonderful holiday season!

Gina Hug
MDMLG President



Save the Date for the MDMLG General Business Meeting and Program

The next MDMLG General Business Meeting will be held on Thursday, December 3, 2009 at Providence Hospital. The topic for this meeting will be a panel discussion on "Making the Library Visible: Creating Access Points to the Electronic Collection." Panel members include Debbie Adams of Botsford Hospital, John DuLong of Henry Ford Hospital, Toni Janik from Hotel Dieu Grace Hospital, and Marilyn Kostrzewski of Oakwood Hospital.



When: Thursday, December 3, 2009
11:45am – 3:30pm

Where: Providence Hospital
Medical Office Building – Room 8B
22250 Providence Drive
Southfield, MI

Agenda: 11:45 – 12:15 Registration
12:15 - 1:00 Lunch 'n Learn Presentation by Linda Draper
Topic: Michigan Go Local
1:00 – 1:45 Business Meeting
1:45 – 2:00 Refreshment Break
2:00 – 3:30 Panel Discussion and Q&A



Cost: For lunch - \$5.00 MDMLG member / \$10.50 non-member
Lunch is a soup and sandwich bar

RSVP and payment must be received by November 23, 2009.

Visit the MDMLG website to access the registration form and payment details.

<http://www.mdmlg.org/meeting.htm>

<http://www.mdmlg.org/December%203,%202009%20Meeting%20Announcement.doc>



Screencasting – The Next Generation Tutorial

Screencasting is a video of what's on a computer screen. Often including audio, a screencast is like a podcast with video. Or a screen grab with audio and video. Many YouTube videos are screencasts. The next time someone asks what Web 2.0 is, direct them to the video [The Machine is us/ing us](#) by Michael Wesch. He teaches cultural anthropology at Kansas State University and created this 278 second video to explain concepts like hypertext, tagging, and wikis.

For the visual learner, watching a short video is the preferred way to pick up a new skill, and screencasting is the perfect tool for creating online tutorials. Reading directions is not for everyone, particularly if trying to learn a completely new skill. Anything involving software is often easier to understand if the actions can be seen. The video user has control of the speed and is able to repeat a section or fast forward.

The National Network of Libraries of Medicine/Greater Midwest Region sponsored a hands-on workshop on screencasting on November 3, 2009. Under the guidance of GRM Technology Coordinator Max Anderson, we used Camtasia to create an actual screencast. Max wasn't exaggerating when he warned that a five minute video would take at least 30 minutes to create.

In analyzing what makes an effective library skills video, Max suggested some of the same ideas that apply to any presentation. Good organization, presentation of the topic in an

engaging way, and explanation of the topic in a clear manner, are relevant to any talk. However, when you add video you must also add in the concept of speed. It's easy to quickly click around a screen you're familiar with and lose your audience who may be seeing it for the first time. Creating a tutorial forces the instructor to be aware of mouse movements and avoid useless clicks and over verbalization. It's also important to keep the length of the tutorial short - less than three minutes. Instruction can be broken down into several sections, letting the user select what's necessary for them to learn at the moment. The audio must match the screen movements, which sounds obvious but requires sometimes painstaking editing. Max suggested recording the video first, and then add the audio from a prepared script. During the class we also had the opportunity to experiment with music, fading it in and out, and altering the volume over the end credits. I now have more respect for film awards in editing categories.

The University of Detroit Mercy Libraries revised the Library Portal at the start of the fall semester and handouts were created to help users find their way. This would be a great use for a screencast; possibly inserted into the Blackboard page for every course. Several pages of screenshots could be made into a more user friendly video.

There are a lot of online resources for screencasting, many of which can be found at the GRM website, including Max's [Delicious bookmarks](#). Camtasia is only one of several screencasting software products. Your institution may own [Adobe Captivate](#), or you can try one of the many free programs such as [Jing](#) or the free and open source [CamStudio](#). A microphone/headset can be had for under \$50.

The forum at [Myscreencast.com](#) has many members creating videos for libraries. Screencasting is another way of using technology to increase the number of people we reach and teach. Maybe the redesigned PubMed should be my first project?

[Marilyn Dow](#)

University of Detroit Mercy



A Blogger's Guide to (Relatively Little) Fame and (Avoidable) Misfortune

I recently read Milica Cvetkovic's article "Making Web 2.0 Work" in the October 2009 issue of *Computers in Libraries*. In it, Cvetkovic talks about how libraries and librarians were quick to jump on the Web 2.0 bandwagon, but lack of strategic planning and follow through has often resulted in abandoned or ineffective use of technologies like blogs, wikis, and Facebook pages. I felt like the author was pointing right at me. In May 2009, I created a blog in order to make my library's bi-monthly Sladen Library newsletter available online. The newsletter, originally started in November 2008, had up to that point only been produced in print format and an online PDF. Being an avid blog reader myself, I figured that posting the same articles that appeared in our print newsletter in an online blog would be a great idea. If I like reading blogs, then everyone else must like reading blogs too, right? Well, let's just say it wasn't the first time I found my logic to be flawed. Initial visits to the blog were low and while I

For the visual learner, watching a short video is the preferred way to pick up a new skill, and screencasting is the perfect tool for creating online tutorials.

received compliments that the blog looked nice, I wasn't sure if it was serving a definite purpose.

From that point on, I decided to rethink the Sladen Library News blog. Upon further research I learned that one of the best ways to keep or generate frequent readers is to post often. As a result, I set a new goal to have at least one new post on the blog each week. Because posting can be time-consuming for one person, I invited all the librarians on staff to also become contributors. While I still plan to batch post bi-monthly in co ordinance with our newsletter, the hopes are that weekly posts will help distribute up-to-date news items or library tips on a regular and timely basis. In addition to frequency, relevancy to the intended audience is also a huge factor in a blog's success. Recently we posted about the PubMed redesign and H1N1 flu resources available at the library and online.

While there are many, *many* blogs out there written for librarians by librarians, I was hard-pressed to find local hospital or medical library blogs written for library patrons. I was curious as to what my colleagues were doing with blogs, if they were doing anything, so I posted a request on the MDMLG listserv for blogging librarians to answer a few questions. I received responses from Heidi Schroeder who blogs for the MSU Libraries College of Nursing, and Deborah Adams on behalf of the Botsford Library blog. Here are their responses.

1) How long has your library been blogging?

Heidi – The health sciences group of librarians created the Health Sciences Digital Library (HSDL) Blog in February 2008. We created a Libraries Nursing Blog in December 2008. The general MSU Libraries has been blogging longer than the health sciences group.

Deborah – Since September 2008.

2) Who is the intended audience for your blog?

Heidi – Health Sciences colleges and departments at MSU – students, faculty, and staff. The Nursing Blog's intended audience is the College of Nursing - students, faculty, and staff.

Deborah – All library users – physicians, residents, employees.

3) How has the blog been received? In other words, does the intended audience use it? Do they like it? Do they interact by commenting on posts or subscribing to your RSS feed?

Heidi – There hasn't been much interactions with comments, most have been spam. The usage stats are promising though – most HSDL blog posts have well over 100 views (some even in the 200 and 300s). The nursing blog stats are slightly lower. We also know that some have subscribed using RSS (but not sure of the exact number). I've received some very positive comments from the College of Nursing about the Nursing Blog.

Deborah – The visits indicate that it is read. However, we really don't know if it is read by our users or external visitors. We don't allow comments at this time. They can use our RSS feed or register to receive our blog posts by email.

4) Do you get usage statistics?

Heidi – Yes

Deborah – Yes, we average about 450 visits per month to the blog



5) What service do you use to create and distribute your blog (i.e. Blogger, WordPress, or other)?

Heidi – b2evolution

Deborah – WordPress (customized)

6) How often do you post to the blog? Are there specific staff members with posting rights, or can anyone on the library staff post?

Heidi – We post 2-3 times per month. Right now, I'm the main blogger. One of our other health sciences librarians has posted once.

Deborah – Our librarian, Diane Piskorowski, posts about once a week.

7) If your blog is public, what is the URL?

Heidi – MSU Libraries Health Sciences Digital Library Blog:

<http://blogpublic.lib.msu.edu/index.php?blog=25>

MSU Libraries Nursing Blog: <http://blogpublic.lib.msu.edu/index.php?blog=69>

Deborah – <http://www.botsford.org/library/blog/>

8) Is there anything else you have learned about blogging that you would like to share?

Heidi – I've posted my Meebo chat widget to the nursing blog so users can chat with me if they have any questions about a post.

Deborah – Plan to spend some time setting up the site and learning the program. And then fit time in your schedule to write posts. Make sure the posts are relevant to your users. Diane writes posts about our resources and helpful hints on how to use them. The blog is our library newsletter. ●●●

Considering Heidi and Deborah's comments, I realize that time management, usage, relevancy, and visibility are all common factors bloggers have to consider and prepare to address. In the past few weeks, I've taken extra steps to get a better picture of the Sladen blog users. I installed a free clickcounter from gobblerhosting.com on the bottom of the actual blog to register site visits. I also registered the blog with [Google Analytics](http://GoogleAnalytics) and Feedburner which provide additional usage statistics about blog visitors and the number of readers who subscribe through RSS. All three of these services are free, as is our blog that was created using Blogger, but it's important to remember the time spent developing and writing blog posts is not free.

Visibility and getting the word out that the Sladen blog exists remains one of the most difficult hurdles to overcome. Recently, Sladen's webmaster Valerie Reid created a permanent link to the blog on the library's homepage. Also, when we publish the newsletter every two months, I send a short announcement to the hospital's Public Relations department with a link to the blog. This information is publicized in the HFHS Morning Post, a mass email sent to all HFHS email accounts, with the hope that we may pick up some return visitors.

I am not ready to abandon the Sladen Library News blog just yet, and in some ways I feel it is just getting off the ground. What are your feelings about library blogs and blogging librarians? Do you have any tips for successfully marketing a library blog?

A blog is one way to share up-to-date information quickly and fairly easily without having to modify an entire webpage or learn the ins and outs of html.

Send me your comments at jkrzemi1@hfhs.org and I'll be happy to post the responses to the MDMLG listserv. The Sladen Library News blog can be found online at <http://sladenlibrarynews.blogspot.com>.

Additional Reading:

Bardyn, T.P. (2009). Library blogs: What's most important for success within the enterprise? *Computers in Libraries*, 29(6), 12-16.

Cvetkovic, M. (2009). Making web 2.0 work - From 'librarian habilis' to 'librarian sapiens'. *Computers in Libraries*, 29(9), 14-17.

[JoAnn Krzeminski](#)

Sladen Library – Henry Ford Hospital



Who Are You on The Job?



As I prepare to submit my CV into the job market with my soon-to-be added MLIS degree, I wonder what kinds of jobs I will apply for. I have conducted searches on the usual suspects: [LISjobs.com](#), [www.libraryjobpostings.org](#), and [www.libgig.com](#). While searching these sites and others, it eventually occurred to me that perhaps "librarian" is not necessarily the best job title for my searches. There have been some updates to the title. I have found Information Professional, Information Architect, Information Expert, Information Specialist, and two really eye-catching titles: Cybrarian and Information Broker.

Then I came across the term Informationist. At first glance, it seemed highly likely that this could be a title for someone in the IT field. Not so. I traced this term's first appearance to the 2000 editorial article by Davidoff and Florance¹. A succinct term for a librarian who works in a clinical setting, it is not as bulky as Clinical Knowledge Worker or Clinical Medical Librarian. But I must admit that Informationist offers a rather weak connotation of the clinical aspect. I began to search out more articles about this type of position and was excited to discover that some Informationists are encouraged and/or expected to attend Grand Rounds! What a great way to make oneself visible and try to interact with the various physicians and residents who attend. One also can learn firsthand about unique patient cases or translational research projects, and thus be one or two steps ahead when those requests come in, for example, for endogenous and exogenous remyelination or molecular mechanisms of dystrophinopathies. But the terminology and language that is used can be overwhelming, especially for those with limited to no science background.

So, now I wonder, when applying to a position as an Informationist, how are library science proficiencies and skills weighted against a strong background in clinical or basic science? I am considering this as I also try to concoct some portmanteau of Informationist and Clinical science. Maybe Clinformationist?

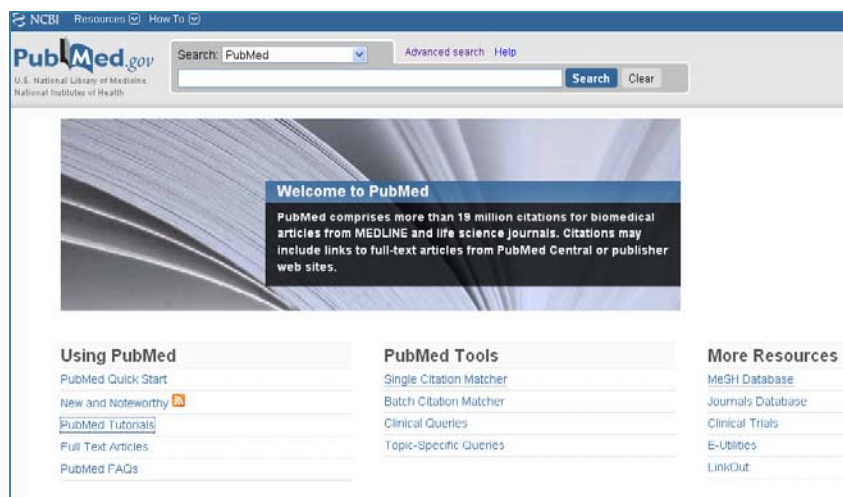
¹ Davidoff F., Florance V. (2000). The informationist: A new health profession? *Annals of Internal Medicine*, 132(12), 996-998.

[Kristen Cleary](#)

Wayne State University MLIS Student

The New PubMed Interface

By now, most medical librarians have hopefully noticed that PubMed has a new look. The new interface, released at the end of October, has generated a lot of buzz – both positive and negative. The aim of this article is not to regurgitate all of the complaints, suggestions, and praise heard over the last several weeks. Instead, it will focus on some, but not all, of the changes as well as additional resources to help you learn more and form your own opinion (if you don't have one already).



New homepage

The new PubMed homepage has an updated look. Some have said it looks cleaner and more current. Others have said there is too much white space. The blue, vertical toolbar from the old PubMed is gone. Features from this toolbar (MeSH Database, Help, Clinical Queries, Single Citation Matcher, etc) have been moved to the center of the page. These features are divided into three categories: Using PubMed, PubMed Tools, and More Resources.

No more Tabs

The Limits, Preview/Index, History, Clipboard, and Details tabs have been removed. Limits can now be found on the Advanced Search page below the search boxes. Activated limits also appear on the right-hand side of the results page. Preview has also been moved to the Advanced Search page. Search history can now be found at the top of the Advanced Search page. Use the Send-To dropdown to send items to the Clipboard. Once citations have been added, users can access the Clipboard from a Clipboard section, which appears on the right-hand side of the results page. Once a citation has been added to the Clipboard, the citation number does not appear in green. Instead, a green "item in clipboard" appears after the citation. Details can be accessed from the search history section (in Advanced Search) two ways: above the search box and in the menu if you click on a search number (ex. #3). For now, Details are also displayed on the right-hand side of the results screen, although in the future, this will only be visible if a user is signed into MyNCBI.

Display Settings

The PubMed redesign eliminated the Brief, Citation, and AbstractPlus display settings. The Abstract display now includes expandable sections for supplemental information

(MeSH, Publication Types, etc). NCBI users can choose to have these sections expanded by default by going to the Preferences section in MyNCBI. Abstract (text) does not display the supplemental information. Change the number of items displayed per page and how you want your citations sorted by going to the Display Settings dropdown.

Send To Changes

The Send to printer option has been removed. PubMed recommends that users rely on the print function in the various browsers. The RSS feature was moved from the Send to section to the search bar at the top of the page.

LinkOut

In the very top blue horizontal toolbar, select Resources, then All Resources, and scroll down to LinkOut. You can also access LinkOut from the PubMed homepage by selecting LinkOut under the More Resources section. LinkOut icons will appear in the Abstract display. See the NLM Technical Bulletin on LinkOut below for more information.

Auto Suggest

As you type search terms into the search box, there is an auto suggest feature. This does NOT suggest MeSH terms – it's based off other users' search terms.

Additional Resources

- [NLM Technical Bulletin, PubMed Redesign](#): General info from NLM about the PubMed Redesign.
- [NLM Technical Bulletin, LinkOut in the PubMed Redesign](#): Info from NLM about LinkOut options in the new PubMed.
- [Here Comes the New PubMed \(University of Manitoba\)](#): Includes a video tutorial that compared the old and new PubMed. Also discusses some of the major changes.
- Krafty Librarian Blog posts: [New PubMed Webinars](#) includes several recorded PubMed webinars; [MeSH Terms and the New PubMed](#) discusses MeSH searching in the old vs. new PubMed and Medline through Ovid; [PubMed Has New Look! \(University of Washington\)](#): Features a "Where has it gone?" table to help guide users familiar with the old interface.
- [PubMed HelpDesk email](#): send suggestions, complaints, kudos, etc to the PubMed redesign team here.

[Heidi Schroeder](#)

Health Sciences Librarian, Michigan State University Libraries

MDMLG Member News

Congratulations to **Cathy Eames** for receiving AHIP certification at the Distinguished level.

Congratulations also go out to **Gayle Williams**. Gayle has been selected to be the new System Director of Library Services at Henry Ford Health System.



Calendar of Events

December 3: MDMLG General Business Meeting

December 25: **MERRY CHRISTMAS**

January 1: **HAPPY NEW YEAR**

March 18: MDMLG Executive Board Meeting



Newsletter Committee 2009-2010

MDMLG News is under direction of the Newsletter Committee and is published four times a year. Please send comments, suggestions, or article ideas to JoAnn Krzeminski at jkrzemi1@hfhs.org. The members of the Committee are:

Kristen Cleary
Marilyn Dow
Heidi Schroeder
JoAnn Krzeminski
(Editor)
Valerie Reid
(Webmaster)

as8284@wayne.edu
dowmk@udmercy.edu
hschroed@mail.lib.msu.edu
jkrzemi1@hfhs.org
vreid1@hfhs.org