

# MDMLG NEWS

Fall 2006



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*My vision includes a dynamic site where members can easily contribute content and discuss issues.*

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## President's Corner by: Alexia Estabrook

When I sat down this summer to write my goals and objectives as MDMLG President the first question I asked myself was, "What are MDMLG's strengths?" The first thought to cross my mind was collaboration and networking. The second thought to cross my mind was professional development. I wrote my vision and goals based on these strengths:

*MDMLG has gone through many changes over the past few years. Thinking about what we have done well in the past, my vision for MDMLG is to focus on and build on our strengths of collaboration and networking and to create a mechanism for knowledge transfer.*

Last December's program on Library Advocacy was one of the most talked about programs and generated a lot of buzz outside our association. MHSLA is incorporating the theme into one of the round table discussions being offered at the Fall Conference. As MDMLG president I would like to continue building on this topic. I am going to encourage the Professional Development Committee to offer at least one CE course a year on an area that will help librarians develop skills and knowledge to advocate. I would like to build on MDMLG's [Library Advocacy web page](#) and create a center of collaboration for library advocacy. My vision includes a dynamic site where members can easily contribute content and discuss issues. Lastly, I plan to look into soliciting librarians who are willing to act as mentors, consultants, or resources to other librarians who find themselves in the situation of needing to advocate for their departments, subordinates, or jobs.

Recently there was a very animated discussion on MLA's Hospital Library Section listserv regarding MLA programming and how it does or does not fit the needs of hospital librarians. For those of you who are not members of the listserv, excellent summaries of the discussion along with thoughtful commentary can be found on the following blogs at the [Krafty Librarian](#) and [Musings of a Medical Librarian Maven](#). I agree that some MLA programming is not relevant to hospital librarians. I also agree that one way to change that is to get involved in MLA by either volunteering for MLA's [Continuing Education Committee](#) or submitting a poster or paper for an MLA conference.

Understanding that there are reasons other than content that keep us from attending MLA, I believe that state and local associations should lead the effort in continuing education. MDMLG has always done an excellent job of offering quality CE's at a low cost. In addition, starting

with the September General Business Meeting, association members who attend the meetings will be entered in a drawing to attend an MDMLG-sponsored CE course for free. You must be present to enter!

In addition to CE courses and programming I hope to gather information on other avenues of continuing education and professional development. There are a variety of blogs, both devoted to the medical librarian and librarianship in general, that are worth daily reads. Sites such as [WebJunction](#), [OPAL](#) and the [SirsiDynix Institute](#) offer online courses, webinars and podcasts, many of which are free. The resources are many; finding them may not be so easy. MDMLG will come to the rescue by working on gathering and disseminating the information to you.

I am very excited to be your President this year and have the pleasure of working with a talented group on the MDMLG board. I have an open door policy, please feel free to call, email, or corner me at a business meeting with any ideas, concerns or questions you have. I am always open to new ideas and opinions. I encourage everyone to attend the September general business meeting titled "[Stay Aware with Current Technology Pearls: Wikis, Blogs, RSS and Podcasting](#)". This program is intended to be an introduction to what is being called "Web 2.0" or the second generation of the World Wide Web. This program will tie in nicely with MLA's [Emerging Technologies webcast](#). MDMLG will offer a site to view this webcast; details will follow when available. I look forward to seeing everyone on September 7<sup>th</sup>.



## September General Business Meeting

### "Stay Aware with Current Technology Pearls: Wikis, Blogs, RSS and Podcasting"

Do you want to promote your services and deliver the ever changing information to your patrons? Do you want to stay abreast of new technologies in our profession? Do you want to facilitate your communications among our colleagues and between your patrons? Join us for a fascinating panel discussion on the use of current and emerging technologies to improve your library services.

**When:** Sept. 7, 2006

**Time:** 12:00 p.m. – 4:00 p.m.

**Where:** University of Michigan–Dearborn / Dearborn, MI

**Speaker:** Gillian Mayman, Informationist, Public Health Library & Informatics, U of M  
Patricia Anderson, Dentistry Library, University of Michigan  
Alexia Estabrook, Information Services Librarian, Providence Hospital

**Location:** [Fairlane Center](#) (see MDMLG [website](#) for detailed directions)

<b>Agenda:</b>	Noon – 1:00 p.m.	Registration & Communication
	1:00 – 2:00 p.m.	Business Meeting
	2:00 – 2:15 p.m.	Break
	2:15 – 3:30 p.m.	Panel Presentation & Discussion
	3:30 – 4:00 p.m.	Questions & Answers

**Cost:** Free



Important  
DATE!

## What Is A Wiki?

A wiki (wick-ee or WEE-kee) is a website that allows users to delete, add or in some way edit the content using a simple browser. Wiki has been around since 1995 and the name is derived from the Hawaiian word “wiki-wiki” which means “hurry-quick”.

Wiki allows for content to be updated frequently or totally replaced. Accuracy is not guaranteed any more than it is for any internet site. Anyone can edit content on a wiki, often with no user registration required.

Websites such as [www.ipodlinux.org](http://www.ipodlinux.org) and [www.wikipedia.org](http://www.wikipedia.org) are two prime examples of large, popular websites which utilize wiki technology. The opportunity to collaborate when working on a joint project, and to contribute to web resources are appealing features of this technology. Web pages may be edited and created easily. Changes appear instantly, which can create problems. Abuse of the system may occur due to the inherent openness of the wiki, however there are means to avoid vandalism. Banning certain IP addresses from editing or locking pages are two examples.

For further information check out the following websites:

[www.wiki.org](http://www.wiki.org)  
[www.wikipedia.org](http://www.wikipedia.org)  
<http://phpwiki.sourceforge.net>

by: Patty Scholl  
St. Joseph Mercy Oakland



## From Punched Cards to Podcasting: Technology in Libraries

Libraries have a long history of technological innovation. From MEDLARS in the 1960's to wikis, podcasting, and RSS feeds today, libraries have not only adapted but also led the way in incorporating new technologies. What follows is a brief history of some technological milestones in libraries.

In the 1950's and early 1960's, library automation involved the use of punched cards, unit record machines, card sorters, and batch processing. In 1964, the National Library of Medicine (NLM) rolled out MEDLARS (Medical Literature Analysis and Retrieval System) which is a historic achievement in library technology. In the early 1970's, the advent of information utilities such as OCLC (Online Computer Library Center) and MEDLINE forever changed how librarians do their job. OCLC radically changed how cataloging was performed. It centralized cataloging and allowed for increased standardization and efficiency, but also led to a decrease in staff since many cataloging functions could now be performed by computer. In reference, prior to MEDLARS, literature searches were conducted by hand. Librarians also read journals, identifying and disseminating relevant articles to their patrons. In October 1971, MEDLINE (“MEDLARS Online”) was initiated to provide online access to a subset of references in the MEDLARS database. This drastically decreased the time it took to do a literature search and allowed the librarian

to sift through far more information than could possibly be accomplished by hand. In 1976, BRS (Bibliographic Retrieval Systems) was founded and offered fee based access to online databases.

The 1980s saw the transition from mainframe to personal computing and more interest in end-users wanting to do their own searching. In response, libraries began to offer end-user training. During the 1980's NLM introduced Grateful Med. Grateful Med was a PC based front end to MEDLARS and was designed for end-users rather than library professionals. This was in keeping with NLM's goal of making biomedical information as easily accessible as possible. Also in the 1980's, NLM introduced DOCLINE and IAIMS (Integrated Advanced Information Management Systems), both of which continue today.

During the 1990's and 2000's, library technology experienced a shift towards the networked environment. Although the Internet, a network of networks, was created before the 1990's, it wasn't until then that the Internet came into more general use and as a result, made information more accessible to end-users. Some highlights from the 1990's include NLM's web site [www.nlm.nih.gov](http://www.nlm.nih.gov) appearing in 1993. In 1997, web based access to MEDLINE became available free of charge and in 1998 MedlinePlus was created to provide access to consumer health information. Today, PubMed gets millions of hits per day. More and more journals provide full-text content. Technology has also impacted the Evidence Based Medicine movement. Without computer technology, it would be quite difficult to thoroughly search for randomized controlled trials in the medical literature or to manage an international organization such as the Cochrane Collaboration.

In today's environment, libraries may be experiencing declines in mediated services and incredible increases in end-user activity. But it is important to remember that human networks form the basis of electronic networks and that libraries have enduring values. Libraries are service organizations and a place for teaching and learning. Libraries provide access to knowledge, both print and electronic. Libraries offer quiet space for study, a workplace for staff, and access to computers. Libraries will continue to change and adapt as technology has more and more to offer.

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Weise, Frieda. “Being there: the library as place,” Journal of the Medical Library Association, 92(1) January 2004: 6-13.

by: [Gina Hug](#)  
Sladen Library, Henry Ford Hospital



## Super Searcher Techniques: CE Course Re-cap

I was among those able to attend Bryan Vogh’s NN/LM sponsored Super Searcher course in July. I learned about a lot of resources that I had never seen before, and I was asked during the course of the class to really think about why I choose to search different topics in different ways. Particularly insightful to me, I learned that I have fallen into some searching patterns without really considering other options. Judging from the murmurs of the class, I wasn’t alone in that revelation. Brian Vogh discussed some reasons why Google isn’t always the premier choice for web searching. He offered some suggestions for alternative searching choices and showed the attendees some of the interfaces of the future.

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*Sometimes the very thing that is needed is a layer or two down, but invisible to the searcher due to the structure of the page.*

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We all use Google. At the moment, for good or bad, it covers the most information available to the average person on the web. The question arises however when we try to make it all things for everyone. It really can’t be. Most isn’t always best. Although Google does a good job for most needs, patrons challenge us with more difficult questions. If a patron could just plug what he thinks is the right term into Google and locate the correct material, he would do just that. We get the questions that patrons can’t answer easily. Librarians have to think about best choices for information and evaluate them accordingly.

Google does many things well. It’s huge and does a decent job at interpreting what we intend by a search - accounting for misspelling and “fuzzy” searches. Its ability to rank pages may not be the most unbiased or useful, but it serves its purpose the majority of the time. The issues that prove more problematic are its use of stop words, its inability to support real Boolean searching, and that it returns results that don’t use all of the terms searched. Google doesn’t index every page within a set of pages or entire site. There are ways to search Google that can increase the accuracy of the results. Check out the [Google Cheat Sheet](#) in order to make the best use of Google’s innate structure.

Another issue at stake (which Google is working hard to correct) is the content of the “invisible” web. The invisible web contains those items sitting behind a firewall or other password protected content, pages in unreadable format (though recent PDF’s are usually searchable), pages only generated by a search on a specific server, or dynamically generated pages. Sometimes the very thing that is needed is a layer or two down, but invisible to the searcher due to the structure of the page. Many web designers are using the more sophisticated XHTML markup language to index pages and those tags are more easily found and read by web browsers. It takes more time, but it also allows

for a more specialized search.

The real question is could Google really cover all of the material available? The answer may be “no”. Copyright and legal ownership issues abound. Secure firewalls exist for a reason. Library catalogs want to control their user base (or have to due to software restrictions). Is there really a place for Google inside those walls? It’s a sure bet that Google wants to be there. It’s trying to create a searchable body of knowledge that defies those typical constraints. Google is also trying its hand at a more specialized academic database called [Google Scholar](#) in order to create this architecture and ally itself with academia.

Microsoft, not about to be outdone, has created [Windows Live Academic Search](#). It’s a free search tool that works on your browser. It too was designed to have a scholarly bent akin to Google Scholar. It focuses primarily on computer science, electrical engineering, and physics. Windows Live Academic Search only went live a few months ago but it has generated quite a bit of interest, as it’s likely to form part of the next Internet Explorer incarnation.

There are other databases to use to search the web. Some multi-database searches like [Dogpile](#), will perform the same search over a multitude of databases, hopefully generating the best results across several systems. There are times when a more specialized database will do the job - MEDLINE, TOXLINE, GPO Access, etc. It’s entirely context dependent. There are also other types of information sources that are searchable beyond web pages. You can search podcasts, blogs/RSS feeds, streaming media, and news aggregators. There is a link within the Super Searcher page at the end of this article to the course outline that lists these items.

There are even sites which are punching the boundaries of structure and linking. In the class, we looked at and discussed a few sites that attempt to re-visualize the structure of the Web. They return results as linked visual maps (or attempt other recognizable visual structure). The theory is that many of us are visual learners, and this sort of structure is easily understood and absorbed. You move through the map structure by clicking on links, but they are listed in an organized hierarchical manner. Examples of this are [Grokker](#) and [Kartoo](#). The OS Vista developers proposed this sort of structure in order to rethink the Windows environment. Developers are trying to create more intuitive structures for searching.

All in all Google does a pretty good job, but it could be better. They are working on it. It just isn’t always the right choice, and it may have some possible competition ahead. Only time will tell. In the meantime, we’ve got to be prepared to use it to its best advantage as well as all of the other resources at our hands.

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[Super Searcher Course Outline](#)

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by: [Juliet Mullenmeister](#)  
St. Joseph's Healthcare



## Get To Know Diane Gardner, Recipient of the 2006 MDMLG Scholarship

Meet Diane Gardner, the recipient of the 2006 MDMLG scholarship. Diane is a MLIS candidate from Wayne State University. She learned about the scholarship in one of Lynda Baker's Health Sciences Librarianship classes. Diane applied for the scholarship online and the rest is history.

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*Diane intends to graduate after the Spring/Summer term of 2007.*

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In addition to being an MLIS candidate, Diane holds an Associate Degree in medical secretarial from Baker College and a Bachelor of Arts in Journalism from the University of Michigan – Flint. While in high school, Diane enjoyed writing for her school newspaper and yearbook so she considered a career in journalism. However, the instability of employment as a journalist drove Diane to first obtain her Associates Degree in a field with a better employment outlook. Then, while working full time as a medical secretary, Diane pursued her degree in journalism. Her move into librarianship occurred after she saw a posting for a position in the Medical Library at McLaren Regional Medical Center. Diane has worked at McLaren for the past nine years, seven of which have been in the Medical Library. Presently, Diane is employed as a Library Technician. Among other things, her responsibilities include managing the Interlibrary Loans, maintaining materials on library supported journal club websites, and computer lab troubleshooting. She began her post-graduate schooling upon the urging of her library manager Lea Ann McGaugh.

Diane intends to graduate after the Spring/Summer term of 2007. After graduation, her plans include remaining in the medical librarianship field. Diane prefers to remain at McLaren, but she stated that she is willing to relocate if needed. She hopes to direct a health sciences library sometime in the future.

When not working, Diane pursues her other interests, archiving and dogs. Diane has taken several extra credits in Archiving to fulfill a personal interest in the subject. She also participates in dog-training clubs. Her companion is an eleven-year old miniature schnauzer named Peppy. She is able to utilize her journalism training within the dog clubs as well. Diane has been the editor of several newsletters for the training clubs. One of her favorite parts of her involvement with the dog training clubs, and librarianship for that matter, is promoting the organizations to new and potential members. Diane feels that promotion is an important undertaking because it assists in information exchange. New and potential members are able to get information about the organization, have their questions answered, and get involved in the organization more quickly.

by: [Jill Turner](#)  
Botsford General Hospital

# ANNOUNCEMENTS

Congratulations to **Toni Janik**, Director of the Medical Library at Hotel Dieu Grace Hospital in Windsor and **Nandita Mani**, Senior Information Resource Specialist at the Sladen Library, Henry Ford Hospital for receiving AHIP membership at the Provisional level!



## **Nominations Now Being Accepted for the 2008 Janet Doe Lecturer**

Application Deadline: November 1, 2006

The Janet Doe Lecturer is an individual chosen annually by MLA for his/her unique perspective on the history or philosophy of medical librarianship. The person selected this year will speak at the Association's 2008 Annual Meeting in Chicago, IL. The lecture is subsequently published in JMLA. The Lecturer receives a \$250 honorarium, travel expenses to the site of the Annual Meeting, hotel expenses for 1 night, per diem for 1 day and a certificate. A nomination form and further information is available at: <http://www.mlanet.org/awards>. Please send nominations to Lisa Fried, Medical Library Association, Professional Development Department, 65 East Wacker Place, Suite 1900, Chicago, Illinois 60601-7298 to arrive by November 1, 2006.



## **MHSLSA STATE UNIVERSITY - 2006!**

The 2006 MHSLSA Annual Education Conference is fast approaching! The Mid-Michigan Health Sciences Libraries welcome you to Lansing, Michigan at the Kellogg Center on the beautiful campus of Michigan State University, October 18-20, 2006. Registration forms and other information are available at <http://www.mhsla.org>.

Unlike other universities, attendance at MHSLSA State U., will not break the bank or force you to take out a student loan. In fact, it is not often that you encounter the range of benefits and quality programming that one finds at any MHSLSA conference. This year is no different. Attendees will be able to acquire up to 12 credits of MLA CE credits, learn the most recent

news and updates regarding the GMR, PubMed and Go Local, participate in roundtable discussions, visit with vendor-partners, learn what colleagues are doing via poster presentations and finally, but not least, enjoy the wit and charm of M.J. Tooley, immediate past president of MLA at the closing keynote.

And as we all know, college life is not all books and study. There will be plenty of time to socialize and catch up with old friends or make new ones. Food may also be a bit different than those college days. No dorm food at this conference! Enjoy gourmet dining whether it is at the Welcome Reception or the Special Event. This year's special event has a pronounced Michigan theme as all attendees will be able to enjoy a specially catered meal at the [Michigan Historical Center](#) followed by a self-guided tour of the museum and entertainment by the Michigan Troubadour, Neil Woodward (<http://neilwoodward.com/>). Hope all of you can make it!

Mike Simmons - MHSLSA '06 Local Arrangements Chair.



## CALL FOR VOLUNTEERS!

### Midwest Chapter / MLA 2008 Needs You!

In October 2008 MDMLG will partner with MHSLA to play host to the annual conference of the Midwest Chapter of the Medical Library Association. Local conference planners have already started the ball rolling with the selection of a theme "***Vital Signs: Keeping You and Your Library Vibrant and Healthy***", the dates **October 17-20, 2008**, and the site **Detroit Marriott Troy** <http://marriott.com/property/propertypage/DTTTT> .

Our subcommittees are also gearing up, but we need you to help MDMLG live up to our reputation as planners extraordinaire! If you are interested in joining in the fun, please contact one of the co-chairs listed below.

Thanks,  
Sandra I. Martin, Conference Co-chair / Local Arrangements

Co-chairs:

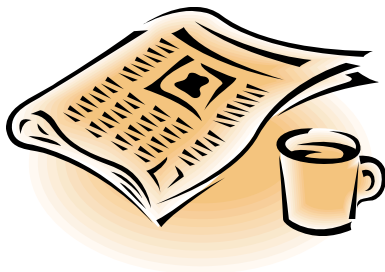
Conference Coordinator: Ellen O'Donnell [ellen.odonnell@stjohn.org](mailto:ellen.odonnell@stjohn.org)

Local Arrangements: Sandra Martin [smartin@med.wayne.edu](mailto:smartin@med.wayne.edu)



### Registration Open for the 2006 Midwest Chapter of the Medical Library Association Annual Conference

Experience a Southern Exposure at this year's conference which will be held in Louisville, Kentucky October 7-11. Please visit the conference [website](#) for additional registration and program information.



### Newsletter Committee 2006-2007

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@sladen.hfhs.org](mailto:jkrzemi1@sladen.hfhs.org). The members of the Committee are:

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