

Headlights on Dark Roads

A dark road at night, illuminated by headlights. The road is dark, with white lines marking the lanes. A bright light source, likely a car's headlights, is visible at the end of the road, casting a strong beam of light that illuminates the road ahead. The overall scene is dark and atmospheric.

Professor Derek Law
University of Strathclyde

Tell them what you're going to do.

- The failure of libraries
- Recent reports
 - The CIBER Report
 - Great Expectations
 - OCLC Study of College Student Perceptions in 2006
- Marc Prensky on the Digital World
- A-literacy and the move from a text based to an image based society

- The Brave New World of the information rich
- And the consequence was....



严·禁·嬉·戏

Having Fun Prohibited

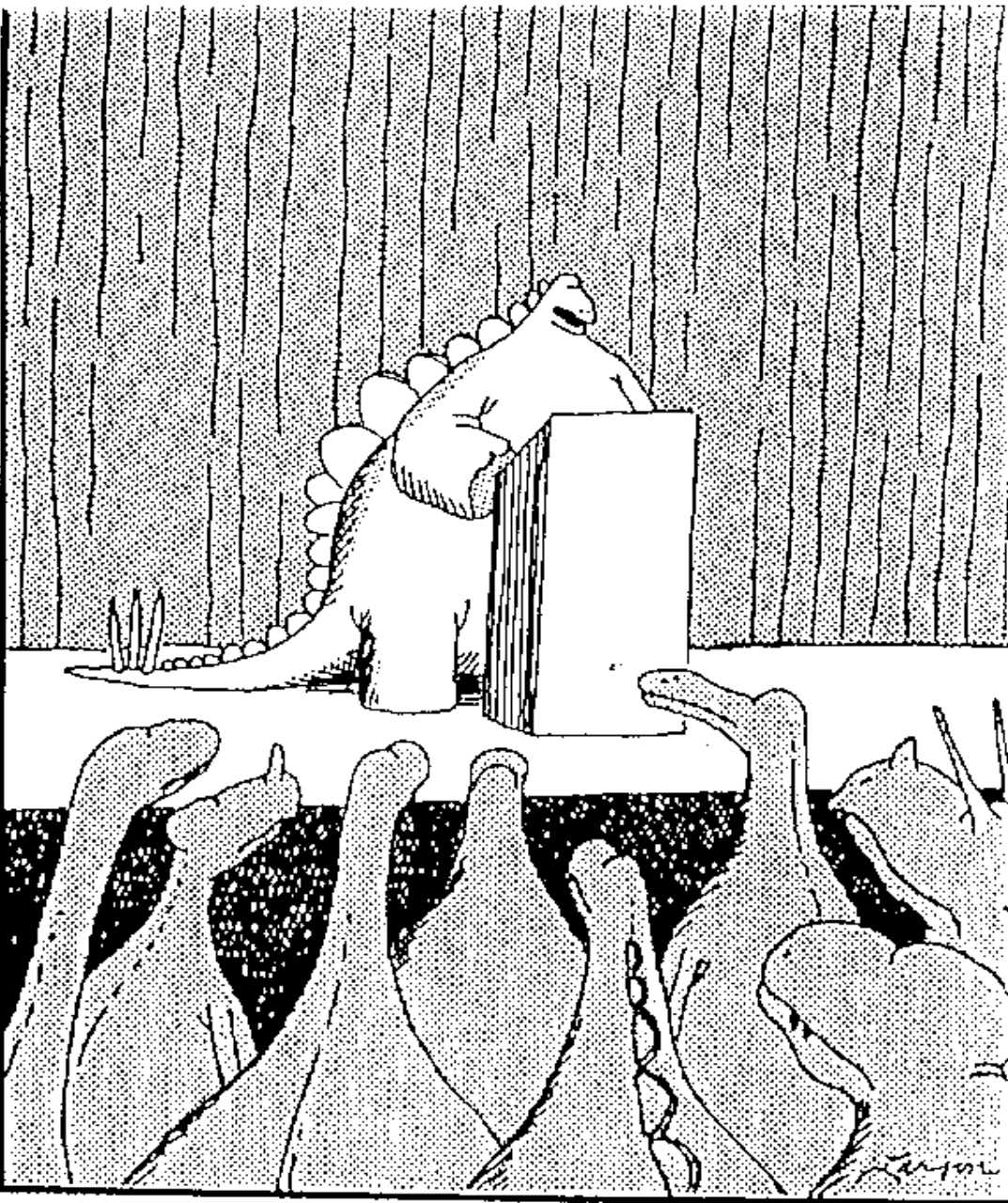
The End of Libraries

"The Librarians and Libraries that do not accept the change will inevitably be victims of the evolution. For the dinosaurs it will indeed be the end.

James Thompson

"We are already very close to the day in which a great science Library could exist in a space Less than 10 feet square

F W Lancaster



"The picture's pretty bleak, gentlemen. ... The world's climates are changing, the mammals are taking over, and we all have a brain about the size of a walnut."

“Although these emerging, digital-age library services may be important, even critical, in the present era, there is no consensus on their significance to the future academic library—or even on whether they should remain as library functions carried out by librarians.

“In addition, at this point, the discussion of the future of the academic library has been limited to librarians **and has not widened, as it should, to involve the larger academic community.**

“Consequently, neither academic librarians nor others in the academy have a crisp notion of where exactly academic libraries fit in the emerging twenty-first-century information panoply...

“Because of the fundamental role that academic libraries have played in the past century, it is tremendously difficult to imagine a college or university without a library.

“Considering the extraordinary pace with which knowledge is moving to the Web, it is equally difficult to imagine what an academic library will be and do in another decade.

“But that is precisely what every college and university should undertake to determine. Given the implications of the outcome, this is not an agenda that librarians can, or should, accomplish alone”.

Campbell, J. *EDUCAUSE Review*, vol. 41, no. 1 (January/February 2006): 16–31

The failure of Librarians

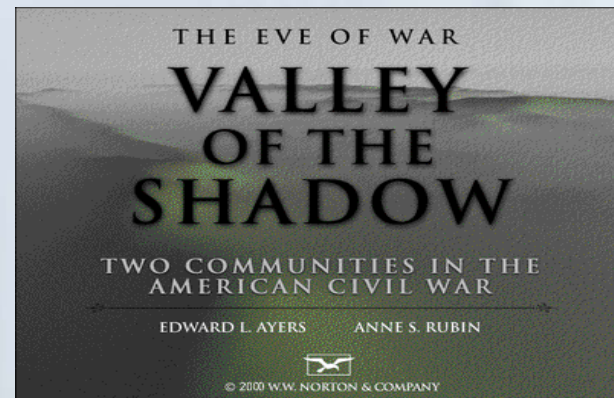
1. Making the technology work too well
2. Lack of underpinning philosophy
3. Rise of the managerial technocrat
4. Complacency
5. Failure to engage with e-resources
 - a) Obsessed with licences
 - b) Digitising oddities

Cabinets of curiosities

C.A.I.N.



Scottish Antarctic Expedition



OCLC Study of College Student Perceptions in 2006

- 89% use search engines to begin a search
- 2% use a library web site
- 93% are satisfied or very satisfied with this
- 84% if librarian assisted
- Search engines fit the student life style
- Library use is diminishing
- "books" are the library brand



Welcome!



MICHIGAN LIBRARY



CybraryCity2

Second Life Library eBooks

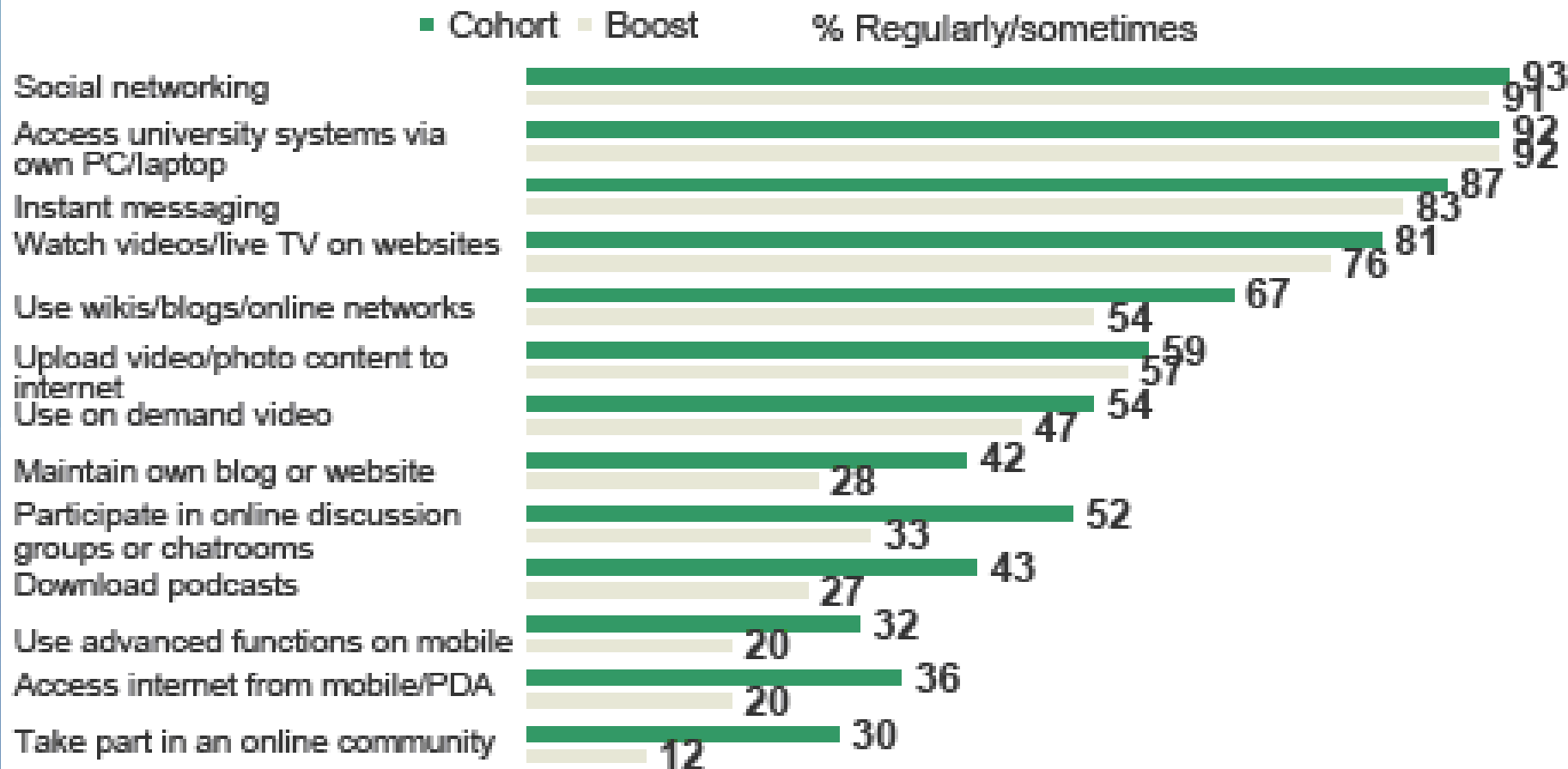


From authority to consensus

- 57% of teenagers create content for the Internet
- 62% of content created by users under age 21 is generated by someone they know
- 73% of students use the internet more than the library

Great expectations: final report

Q2 How often, if at all, do you do the following?



ChildWise Annual Survey 2008

- 40% of 9year olds have internet in their room
- They have six hours of screen time a day, with 1.7 hours online
- "2008 has seen a major boost in intensity"
- Reading for pleasure has declined from 84% to 74% in two years
- They are fluent communicators who don't read and rely on spellcheckers
- They multitask
- They are abandoning print and paper and communicate in a completely different way



information behaviour of
the researcher of the future

11 January 2008



Missing pieces

- The latest CIBER research suggests that e-books will be the next publishing success story
- E-Content and collections

The Dempsey Paradox

- The Internet has reversed information seeking from:
 - Time rich/ information poor
 - Information rich/time poor

Missing pieces

- The latest CIBER research suggests that e-books will be the next publishing success story
- E-Content and collections
- Mobility, mobility, mobility

FREE



Wi-Fi

免费无线上网

Missing pieces

- The latest CIBER research suggests that e-books will be the next publishing success story
- E-Content and collections
- Mobility, mobility, mobility
- Trust metrics



GOOGLE

Missing pieces

- The latest CIBER research suggests that e-books will be the next publishing success story
- E-Content and collections
- Mobility, mobility, mobility
- Trust metrics
- New learning styles (trial and error)
 - Nintendo over logic

Missing pieces

- The latest CIBER research suggests that e-books will be the next publishing success story
- E-Content and collections
- Mobility, mobility, mobility
- Trust metrics
- New learning styles (trial and error)
- Information is ephemeral

Library/Information service challenges

- Information is ephemeral
 - 44% of websites disappear within a year
 - Wikipedia not Britannica will be the norm
 - User not expert created
 - Democratic not authoritative
- We need to manage information and access to it
NOT store it
- EXCEPT, we need to digitise, curate and make available
 - Corporately owned or created content
- Information literacy is a critical skill
 - Cf ECDL

Digital Natives (1)

- Expect research to be easy and feel they can be independent in the process.
- They do not seek help from librarians and only occasionally from professors or peers.
- When they can't find what they need, they give up and assume that the information cannot be found. Students often stop after their initial searches thinking they have completed the research process and fail to choose a particular focus.

Digital Natives (2)

- Access to full text articles seems to have changed students' cognitive behaviour. Instead of having to read through material at the library, they can now download material at their desks. They do not have to take notes or read through them to develop themes and ideas, an activity central to a focused research project. [BECAUSE]
- Electronic articles enable cutting and pasting, almost certainly leading to increased plagiarism – although I suspect that this is done through ignorance more often than malice
- The model is browsing and grazing:
 - Four minutes for an e-article
 - Eight minutes for an e-book

Aliteracy roolz ok?

- Txt msgs r gr8
 - Kidz cant spel
 - Wot z hpng 2 gramr?
 - & they nevr read bks!!!
-
- But itz stil cmunicashun
 - Snot dumming down

Action Man: Available from All Good Bookshops.....

Leonardo da Vinci was the original Renaissance man. He was a master of painting, science, language and the inspiration for Leonardo Di Caprio's name



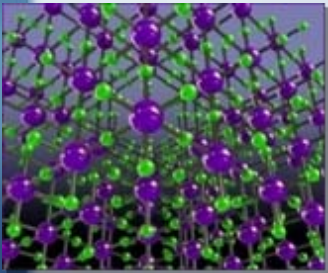
What if. . .

Users have materially changed?

A-literacy is acceptable?

Images replace words?

New cultural reference points





History: legacy or chains

- Without words, without writing and without books there would be no history, there could be no concept of humanity.

- [Hermann Hesse](#)

Swiss (German-born) author (1877 - 1962)

Herman Hesse

This is not an incremental change but a discontinuity

“Today’s students – K through college – represent the first generations to grow up with this new technology. They have spent their entire lives surrounded by and using computers, videogames, digital music players, video cams, cell phones, and all the other toys and tools of the digital age.

Today’s average college grads have spent less than 5,000 hours of their lives reading, but over 10,000 hours playing video games (not to mention 20,000 hours watching TV). Computer games, email, the Internet, cell phones and instant messaging are integral parts of their lives.”

■ *Prensky 2001*

Digital Content

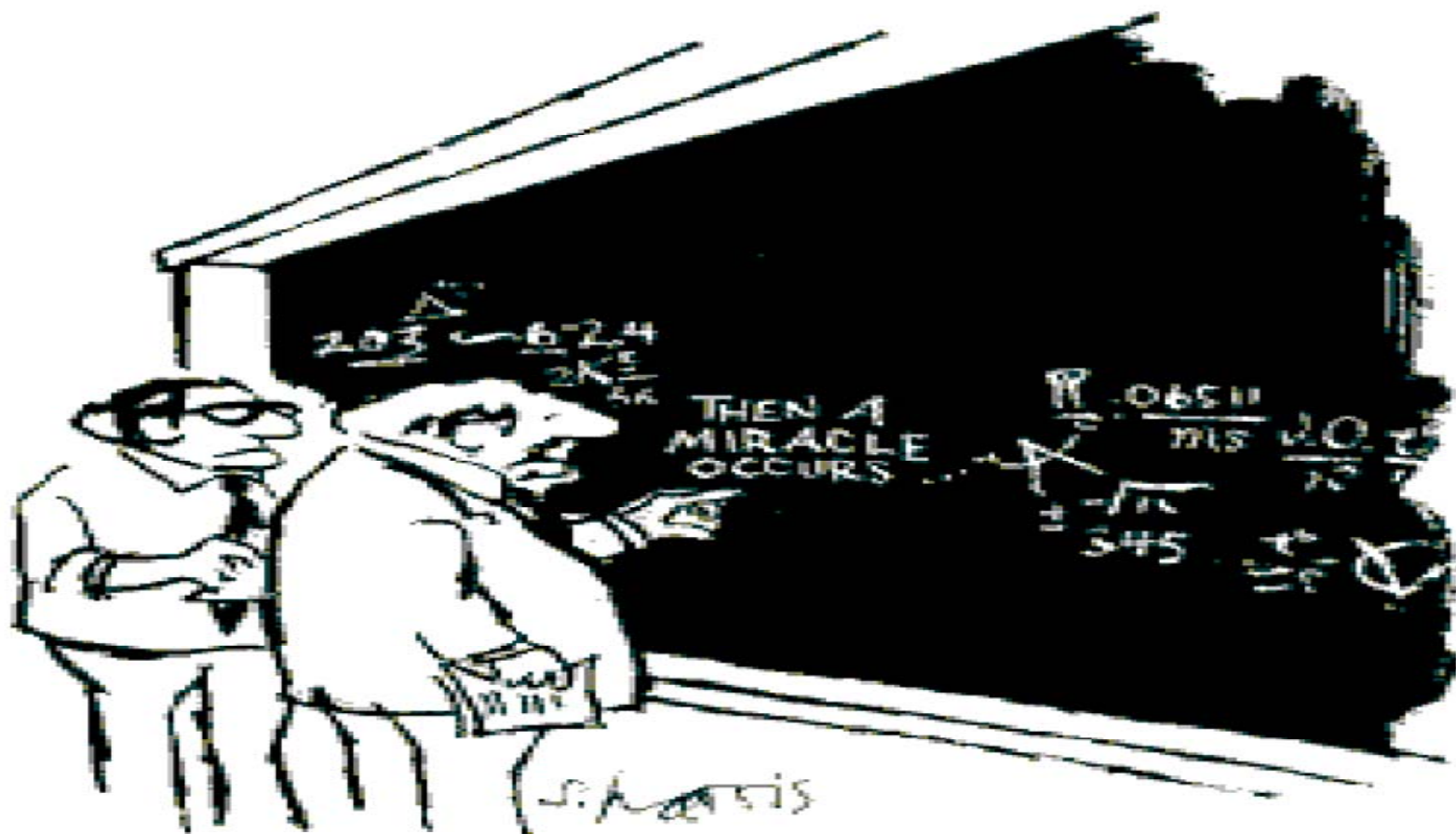
"It seems to me that after the digital "singularity" there are now *two kinds* of content: "Legacy" content (to borrow the computer term for old systems) and "Future" content. **"Legacy" content includes reading, writing, arithmetic, logical thinking, understanding the writings and ideas of the past, etc - all of our "traditional" curriculum.** It is of course still important, but it is from a different era.

Some of it (such as logical thinking) will continue to be important, but some (perhaps like Euclidean geometry) will become less so, as did Latin and Greek.

"Future" content is to a large extent, not surprisingly, digital and technological. But while it includes software, hardware, robotics, nanotechnology, genomics, etc. *it also includes the ethics, politics, sociology, languages and other things that go with them.*"

(Prensky, 2001)

Digital Overlap Strategy

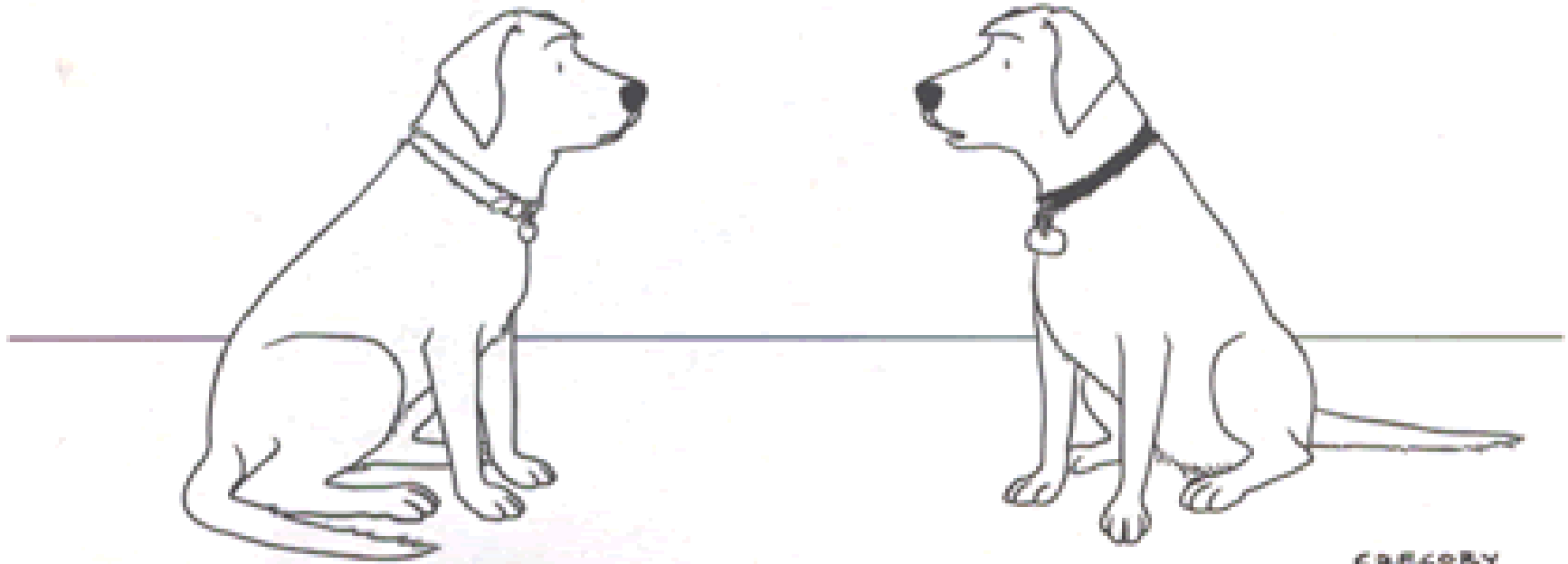


"I think you should be more explicit here in step two."

Traditional Library Activity	Web 2.0 World
Cataloguing	Automated metadata, del.icio.us
Classification	Folksonomies and the semantic web
Acquisitions	e-bay, Paypal, Amazon and Abebooks
Reference	Yahoo Answers and Wikipedia
Preservation	Digital Archives and repositories
User Instruction	Chatrooms
Working space	Bedroom and Starbucks with a laptop
Collections	Youtube, Flickr, Institutional Repositories, Open Access
Professional judgement	The wisdom of crowds

Traditional Library	Web 2.0 World	Library 2.0 World
Cataloguing	Automated metadata, del.icio.us	Metadata
Classification	Folksonomies and the semantic web	Locally provided and relevant folksonomy
Acquisitions	e-bay, Paypal, Amazon and Abebooks	E-archives, e-data <u>trust metrics</u> and quality assurance
Reference	Yahoo Answers and Wikipedia	Branded links to trusted resources
Preservation	Digital Archives and repositories	Institutional repository
User Instruction	Chatrooms	Moderate chatroom
Working space	Bedroom and Starbucks with a laptop	Wired campus and 24-hour workspace
Collections	Youtube, Flickr, Institutional Repositories, Open Access	<u>Aggregation of unique content</u> with other libraries
Professional judgement	The wisdom of crowds	<u>Teaching retrieval skills</u>

Web 2.0: A Research Agenda



GREGORY

"I had my own blog for a while, but I decided to go back to just pointless, incessant barking."



Collaborative research

- Blue Obelisk
- Open Wetware
- nanoHUB
- High resolution remote artefacts
- Pooled research
- Sermo
- Open Communities
 - Innocentive
- Nature Precedings

Main Page



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Crisanti Lab



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Christophides Lab

Media Spotlight



See video of Chris Sunridge from [PLoS ONE](#) give OpenWetWare's Seminar Series on Open Science.

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What's New

- 3/9: Wiki Chat
You can now [chat](#) on the wikil
- 2/7: OpenWetWare data dumps
[Download](#) full backup of OpenWetWare.
- 1/18: Steering committee meeting
Call in or [add items to the agenda](#).
- 12/22: OpenWetWare welcomes its [2000th](#) contributor!
- 12/17: OpenWetWare mailing lists
[Join one](#) or [send email](#).

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- Nano 101 / Nano 501
Introductory tutorials
- Nanocurriculum
Curriculum on Nanotechnology
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What would you like to be able to purchase with your points in the new nanoHUB store?
- Donations
Contribute your financial support

Events

September

Announcements

No Announcements

What's New on nanoHUB

RTD Tool (in Tools, September 05, 2008)



myExperiment makes it really easy to **find, use and share scientific workflows** and other **files**, and to build **communities**.

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 - Send **Messages**
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 - Build your **Profile and Reputation**

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2008

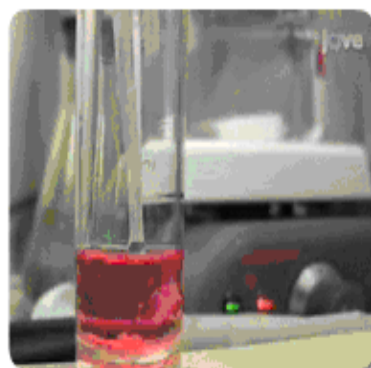
- Issue 20: October
- Issue 19: September
- Issue 18: August

11/05/2008

Primary Dissociated Midbrain Dopamine Cell Cultures from Rodent Neonates

Lauren E. Frank, Angela D. Caldera-Siu, Emmanuel H. Pothos

Department of Pharmacology and Experimental Therapeutics, Tufts University School of Medicine



Primary dissociated midbrain dopamine cell cultures allow for the study of presynaptic characteristics of dopamine neurons. They can be used to monitor real-time dopamine release kinetics and protein/mRNA levels of regulators of dopamine exocytosis. Here, we show you how to generate these cultures from rodent neonates.

[View Protocol >>](#)

11/03/2008

Single Molecule Methods for Monitoring Changes in Bilayer Elastic Properties

Helgi Ingolfsson, Ruchi Kapoor, Shemille A. Collingwood, Olaf Sparre Andersen

Department of Physiology and Biophysics, Weill Cornell Medical College



Membrane protein function is regulated by the cell membrane lipid composition. This video-article details how to form a patch using bilayer patch electrodes, as

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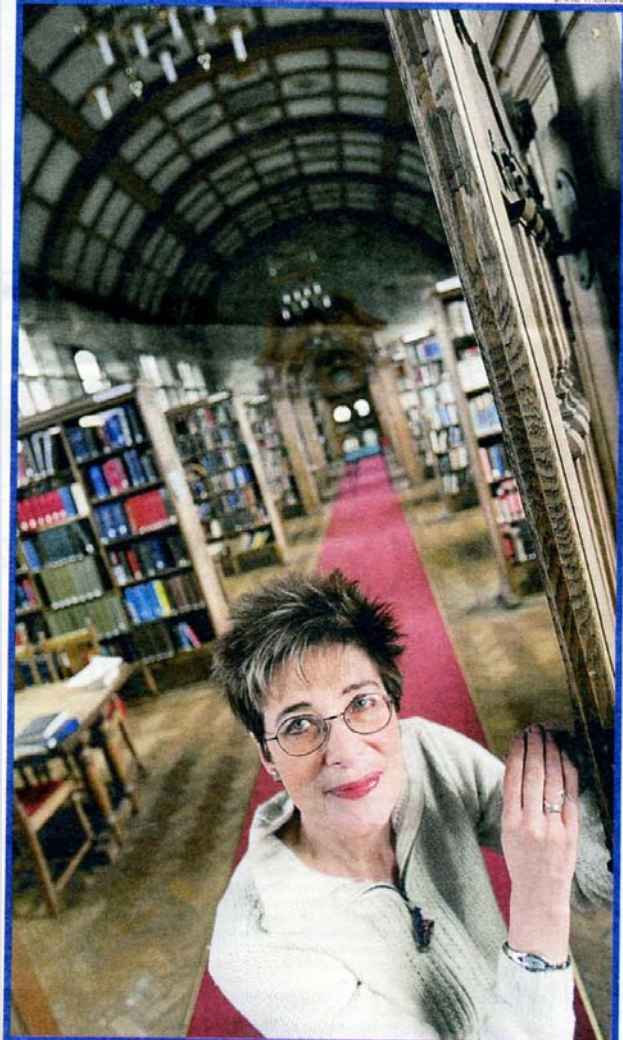
- 04/09/2008
Resource Article: The RosetteSep[®] Kit from STEMCELL Technologies
- 09/17/2008
Sigma公司的以酪蛋白为底物泛蛋白酶活性检测方法

Editor's Picks

- 08/27/2008
Isolation of Early Hematopoietic Stem Cells from Murine Yolk

Outsourcing libraries?

- Why do we need librarians when it's all on the web?
- What are our USPs?



What if. . .

The logo for Google Book Search BETA. The word "Google" is in its signature multi-colored font (blue, red, yellow, blue, green, red). Below it, "Book Search" is written in green, and "BETA" is in a smaller, grey font to the right.

Google™
Book Search BETA

You can find 35,000,000 books
through the Google 6 and the
Open Content Alliance?

Google Print BETA Library Project

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Library Project

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Existing Publishers
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What is the Library Project?

Google Print makes offline information searchable. As part of this project, we're now working to index the book collections of several major research libraries and make this content searchable through Google Print alongside books provided by publishers through our [Publisher Program](#).

What is the goal of Google Print for Libraries?

This project's aim is simple: make it easier to find relevant books. We hope to guide more users to books – specifically books they might not be able to find any other way – all while carefully respecting authors' and publishers' copyrights. Our ultimate goal is to work with publishers and libraries to create a comprehensive, searchable, virtual card catalog of all books in all languages that helps users discover new books and publishers find new readers.

What will library books in Google look like?

If you are in the United States and you search for [Books and Culture](#) by Hamilton Wright Mabie, for instance, you'll be able to page through as much of it as you like, because its 1896 copyright means it's now in the public domain in the United States. These public domain books look very similar to publisher-submitted books except you will be able to click through all the pages of the book.

A book such as the 1924 [True Stories of Pioneer Life](#) by Mary C. Moulton, on the other hand, may still be in copyright in the United States, and we treat it as such. So, when you preview it on Google Print, you'll only see snippets of text directly around your search term. This snippet view is designed to help users find the book in their search results and make a decision about whether to go find a physical copy of the book with just bibliographic information and a few short sentences around their search query.

See what Google Print pages look like on our [Google Print Screenshots](#) page.

Book Pages



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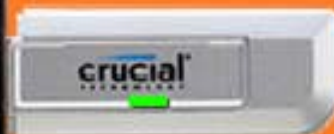
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Google Exploring Online Book Rentals

By Ed Oswald, BetaNews

November 14, 2005, 12:30 PM

Search giant Google is reportedly investigating methods where its users could rent online copies of books for one week, indicating that the company is continuing to flesh out ways to make its Google [Print service](#) more attractive to publishers.

According to the [Wall Street Journal](#), a publisher contacted by Google has said users would not be able to download or print the books, although those features may be added later. Google has proposed that the fee be ten percent of the book's list price, although the publisher indicated that pricing was too low.

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Book publishers can promote their books for free with Google Print.
print.google.com/publisher

Google's online book service has been the target of much criticism from both authors and publishers. In September, the Authors Guild took the company to court over what it called "massive copyright

Headlines

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College life, powered by Google



You spend your life dealing with information. A lot of it is academic, a lot more is personal, it all matters, and you can probably use better tools for handling it effectively. On this page, we'd like to introduce you to a few of them.



Google Scholar

We can't write 20 double-spaced pages for you, but we can get you started. Google Scholar helps you find and search academic papers, abstracts and other authoritative sources – all with the speed and accuracy of Google search. [Try it now](#)



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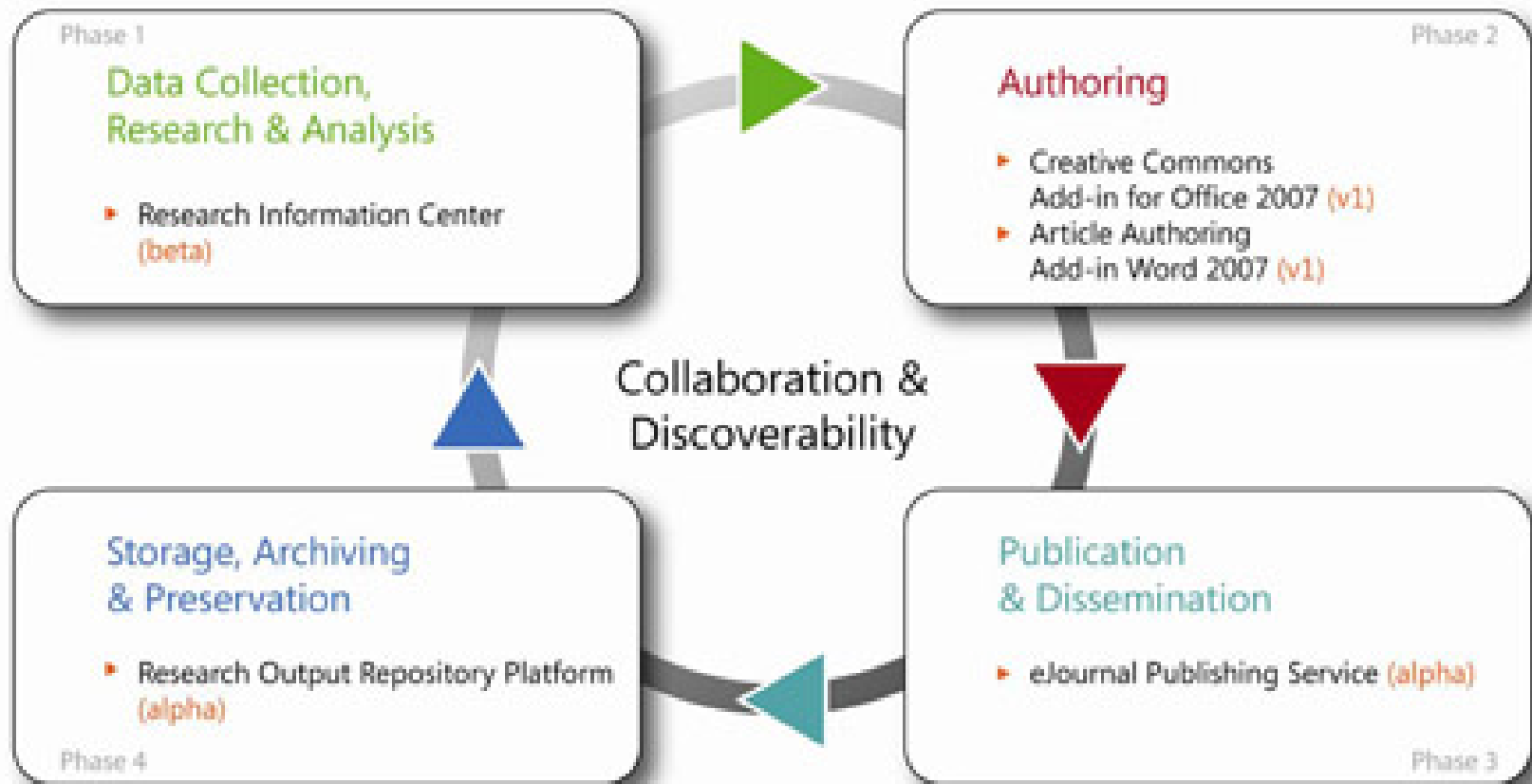
Enter a product [[hawaiian shirt](#)] into the Google search box to get relevant info, such as price, and links at the top of your search results, which are linked to merchants who participate in [Froogle](#).

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Microsoft's View

The Scholarly Communication Life Cycle



Great Expectations

The future is already here, it's just not evenly distributed yet.



Headlights on Dark Roads

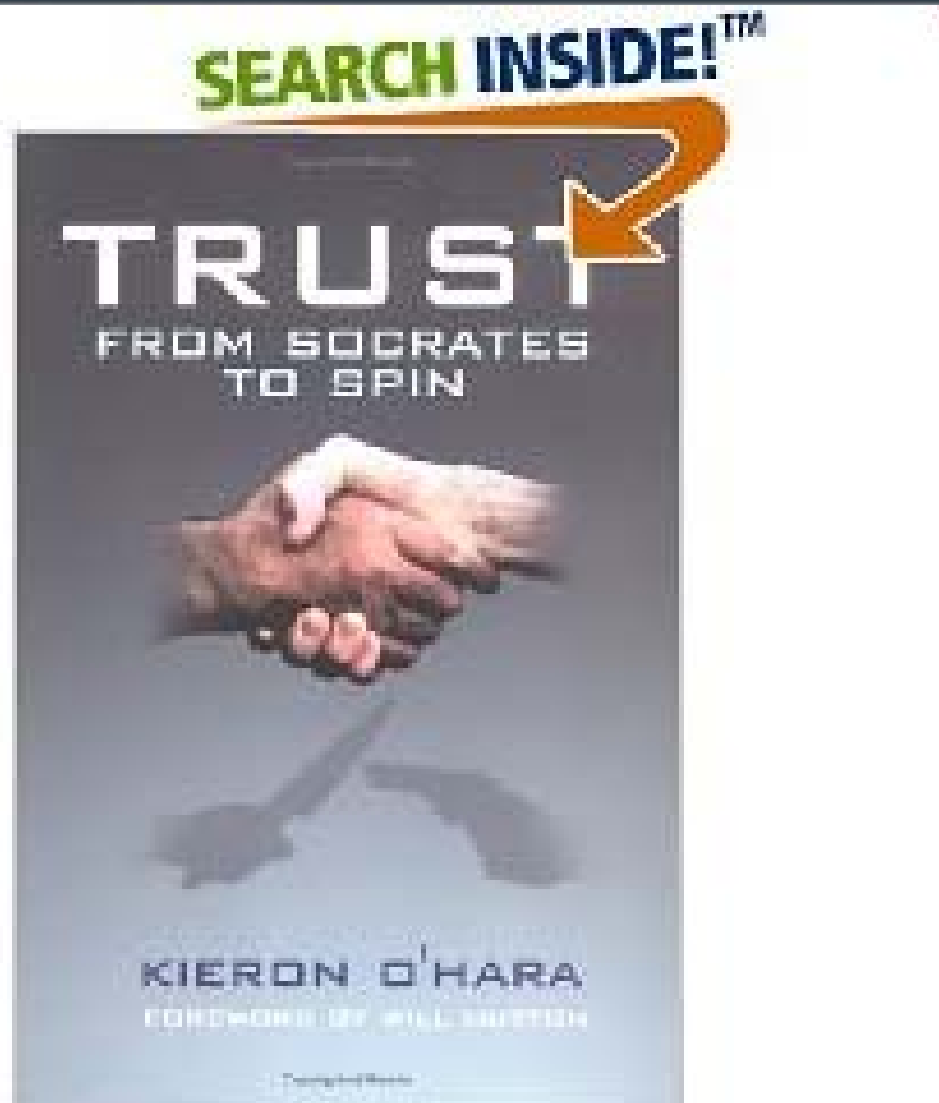
“For once I want to be the car crash
Not always just the traffic jam
Hit me hard enough to wake me
And lead me wild to your dark roads”

Snow Patrol: Eyes Open



"Never, ever, think outside the box."

Trust Metrics



David Mattison

“I think a wiki is highly appropriate for scholarly communication if all the scholars trust one another and are collaborating on a text ..., and security and rollback mechanisms are in place.”

>>>

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Main Page

Welcome to the Ohio University Libraries Biz Wiki

The Biz Wiki is a collection of business information resources available through [Ohio University Libraries](#) . It is designed to assist business researchers in finding the best resources for their projects or topics. The Biz Wiki contains links to reference books, databases, websites, and other sources. Nearly all of the resources will only be available to current members of the Ohio University community, as many of the resources are subscription databases or local reference resources. To learn more about the Biz Wiki, visit the [Biz Wiki:About](#) page.

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MediaWiki

Marshall McLuhan

“Hot media are ... low in participation,

Cool media are high in participation or completion by the audience.”

Understanding Media: The Extensions of Man.

(New York: McGraw-Hill, 1964), 23.



Lifelong Learning

picture
picture
picture

Law's Second Law

User Friendly Systems Aren't



"It's very user-friendly, once it gets to know you."

The philosophy of Liberty

Is based on the principle of

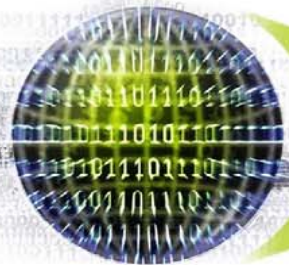
Self-Ownership



Reasons to Care - The Digital Data Paradigm Shift

2010 New Digital Data
($\frac{1}{4}$ Created, $\frac{3}{4}$ Replicated)

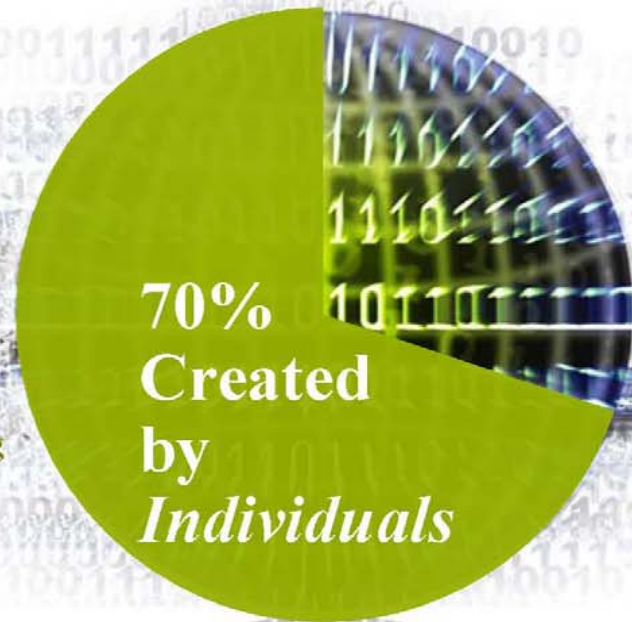
2006 New Digital Data
(Created, Captured, Replicated)



6X Growth

Emerging Economies growing
30-40% faster than mature
Economies

161 Exabytes



**95%
Unstructured**

988 Exabytes

Enterprises responsible for 85% of this new data
(Security, privacy, reliability, compliance)

Digital footprint

Personal Digital Footprint Calculator

[INFORMATION](#)[SPONSORSHIP](#)[PRIVACY STATEMENT](#)[WHITEPAPER](#)

E-Mail and Computer Usage

0% complete

How many e-mail messages do you send a week?
(If you don't have email, put in 0.)

What is your average number of recipients per message?

What percentage of your e-mails have attachments?

Of the attachments, what percentage are:
(Must add to 100%.)

Photos

Video clips

MP3s or iTunes songs

PowerPoint files

Other or Don't Know

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The Distributed Data Curation Center (D2C2), managed by the Purdue University Libraries ...



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The Distributed Data Curation Center

The Distributed Data Curation Center (D2C2), managed by the Purdue University Libraries, investigates and pursues innovative solutions for curation issues of organizing, facilitating access to, archiving for and preserving research data and data sets in complex environments. Current D2C2 outcomes include interaction with the DIR which serves as a platform for investigation of data curation issues and development of applications to determine controlled access for data and to help solve data archiving and preservation problems that arise in several research domains, such as agriculture and energy. [more...](#)



Funding Opportunitites (NSF)

Protein Data Bank Management

(NSF 08-507) November 7, 2007

The goal of this solicitation is to ensure the continuing, highest possible quality of management for the central, U.S. component of the Protein Data Bank ...

Current Projects

Ingest, Preservation and Access for Water Quality Datasets in an Institutional Repository

Center for the Environment @ Discovery Park-Purdue
Marianne Bracke(Sen. Pers.); Michael Witt(PI); Sylvie Brouder (co-PI)

Investigating Data Curation Profiles Across Multiple Research Disciplines

Institute of Museum and Library Services
Scott Brandt(PI); Michael Witt(co-PI); Jake Carlson(co-PI)

Metasearch Technologies for the NSDL Distributed Community

National Science Foundation
Paul Bracke(PI)

Development of an OAI-PMH Interface for nanoHUB.org

Network for Computational Nanotechnology
Michael Witt(PI)

Sun STK 5800 Storage System

Sun Microsystems
Michael Witt(PI)

Recent Proposals

Enabling end-to-end geospatial data modeling workflows via INPort: The Isotope Networks Portal

National Science Foundation
Christopher Miller(co-PI); Tonglin Zhang(co-PI);

Trusted repositories: the five Maori tests

- **Receive the information with accuracy**
- **Store the information with integrity beyond doubt**
- **Retrieve the information without amendment**
- **Apply appropriate judgement in the use of the information**
- **Pass the information on appropriately**

The Good Old Days.....



Issues in content management

- Total cost of ownership
 - Buildings don't count?
- Growing difficulty of identifying content
- Open Access
- COUNTER and metrics
- Digital Asset Management by us
- Federated Searching
- The long tail
 - Aggregating resources

Options for libraries

- **Building e-Research collections and contributing to a virtual research environment of born digital material**
- **Importance of kite marking, quality assurance, trust metrics and relevance ranking**
- **Managing institutional born digital assets and making content available**
- **Value added content**
- **Training [Law's Second Law]**
- **And always be prepared to read the signs on dark roads.....**

Expect the Unexpected



Table Mountain National Park

Warning
Please look under
your vehicles
for penguins



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