

# the *Chronicle*

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Philadelphia Regional Chapter  
Medical Library Association, Inc.  
Volume 23, Number 3, Fall 2005

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## **From the Chapter Continuing Education Committee: “Quality Filtering: Principles of Evidence-Based Medicine”**

By Sharon Easterby-Gannett

[seg@christianacare.org](mailto:seg@christianacare.org)

and

Ellen Justice

[ejjustice@christianacare.org](mailto:ejjustice@christianacare.org)

The Continuing Education Committee of the Philadelphia Regional Chapter of MLA hosted “Quality Filtering: Principles of Evidence-Based Medicine” on Thursday, October 6<sup>th</sup> at A.I. duPont Hospital for Children in Wilmington, Delaware. This well-attended workshop was taught by three colleagues, Rebecca Jerome, Sandi Martin and Pauline Todd, from the Annette and Irwin Eskin Biomedical Library at Vanderbilt University Medical Center in Nashville, Tennessee. This was the largest class that the instructors had ever taught. Thirty-eight people registered, with some participants coming from as far away as Virginia, Maryland and New Jersey.

Concepts in evidence-based medicine were covered, including detailed descriptions of clinical research studies, using the PICO method to ask well-built questions, and how to develop one’s own medical knowledge base. The instructors also highlighted the next level of providing evidence-based information to clinicians by discussing how to select and summarize appropriate articles.

This hands-on workshop became very lively when M&Ms® were used in a demonstration of the varying study designs and potential flaws. Many M&M® participants “dropped out” of populations and into attendees’ mouths well before the clinical trials were finished, making follow-up a nightmare! §



Instructors: Sandi Martin, Pauline Todd and Rebecca Jerome

**MLA 2007 Annual Meeting, Philadelphia -  
“Information Revolution: Change is in the Air”  
(PLEASE VOLUNTEER)**

It's time to get started! The 2007 Annual Meeting will be held in Philadelphia May 18-23. Participation by Chapter members is key to the success of the meeting. As co-chairs of the Local Assistance Committee, we invite you to volunteer to serve on one or several of the seven subcommittees described below. Although it may seem early to call for volunteers, we've already heard from some members eager to serve. We want to hear from everyone who is willing to contribute skill, energy, and enthusiasm to the local assistance efforts.

The MLA Annual Meeting Planning Guide notes: "the planning should be an enjoyable experience . . . a unique opportunity to work closely with colleagues . . . to strengthen both the association and the profession itself." It is also a wonderful opportunity to celebrate our city and its environs, our institutions and libraries. Please join us by volunteering to serve.

Here are the descriptions of the committees that need volunteers:

**Publicity/Promotion Subcommittee**

- Promotes attendance at the annual meeting
- Plans presentation & distributes promotional items at the 2006 annual meeting in Phoenix
- Provides promotional articles for MLA publications and informative messages for relevant listservs
- Develops lists of potential local exhibitors & local media
- Obtains brochures concerning the host city

**Restaurant Guide Subcommittee**

- Prepares copy for the annual meeting restaurant guide

**Library Tours and Sightseeing Subcommittee**

- Prepares *Guide to Local Libraries*
- May coordinate and recommend library tours and post-conference study tours
- Investigates options for pre- and post-conference sightseeing tours

**Social Events Subcommittee**

- Prepares general suggestions for social events such as the Welcome and Farewell

**Facilities Assistance Subcommittee**

- Identifies and schedules volunteers to assist the activities listed below:
  - preparing annual meeting packets
  - staffing the member resource room/placement service
  - staffing the Hospitality Booth

### **Annual Meeting Newsletter Editors Subcommittee**

-Creates daily newsletter of the Annual Meeting

### **Hospitality Information Booth Subcommittee**

-Coordinates with Facilities Assistance Subcommittee to identify hospitality booth volunteers

-Manages booth setup and volunteers at the booth

-Booth provides conference program facts and changes, available conference services, emergency services, metropolitan transportation, restaurant suggestions, dine-arounds, entertainment information, religious service information, guide to libraries, and other information

### **I volunteer to serve on the following subcommittee[s]:**

**any subcommittee**

**Publicity/Promotion**

**Restaurant Guide** (Sorry! No research funds available)

**Library Tours & Sightseeing**

**Social Events**

**Facilities Assistance**

**Annual Meeting Newsletter Editors**

**Hospitality Information Booth**

Please email us if you are willing to volunteer.

**Thank you! §**

2007 NPC Local Assistance Committee Co-Chairs:

Etheldra Templeton: [EtheldraT@pcom.edu](mailto:EtheldraT@pcom.edu)

Anne Seymour: [seymoura@mail.med.upenn.edu](mailto:seymoura@mail.med.upenn.edu)

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## **From the Chair**

### **A Successful CE Program**

On October 6, 2005 the CE Committee planned a very successful program entitled “Quality Filtering: Principles of Evidence-Based Medicine,” at AI duPont Hospital for Children in Wilmington, Delaware. Three colleagues from the Eskind Biomedical Library at Vanderbilt University Medical Center taught the day-long course. Thirty-nine Philadelphia Regional Chapter MLA members attended, along with MLA members from the MAC chapter. Thanks to Co-CE Chairs, Sharon Easterby-Gannett and Ellen Justice, and Lynne Joshi, for their tremendous work on planning this popular CE program.

## **Patient Safety MLA CE Webcast**

If you have not registered for the next MLA CE webcast you can still contact me if you plan to attend. If you cannot attend on November 16, 2005, you can still register as an individual and have access to on-demand video of the original webcast for 30 additional days. [http://www.mlanet.org/education/distance\\_ed/patient\\_safety/index.html#1](http://www.mlanet.org/education/distance_ed/patient_safety/index.html#1)

## **Deadline for Posters/Papers for MLA Phoenix**

November 7<sup>th</sup> is the deadline to submit a poster or paper for the MLA national conference scheduled for May 19-24<sup>th</sup> in Phoenix, Arizona. In the past Philadelphia Regional Chapter MLA members have presented on numerous topics and I'm sure this year will be no different. Don't forget to submit! <http://www.mlanet.org/am/am2006/index.html>

## **MLA Mentor Database**

I recommend that members add their names to the MLA mentor database. This database helps individuals interested in medical librarianship get in touch with a friendly medical librarian to help answer questions regarding medical librarianship and how to become a medical librarian. Currently five Chapter members have added their profiles. [http://www.mlanet.org/mentor/mentor\\_add.php](http://www.mlanet.org/mentor/mentor_add.php)

## **Call for Volunteers**

Anne Seymour and Etheldra Templeton are co-chairing the planning committee for the MLA 2007 Annual Meeting scheduled in Philadelphia. The theme will be "Information Revolution: Change is in the Air" and Anne has posted a call for volunteers. This is a wonderful opportunity to work with members of the Chapter and you may even have some fun! Let's help Anne and Etheldra plan a great MLA conference in the "next great city": <http://www.nationalgeographic.com/traveler/features/philly0510/philly.html> Volunteer by contacting Anne ([seymoura@mail.med.upenn.edu](mailto:seymoura@mail.med.upenn.edu)) or Etheldra ([etheldrat@pcom.edu](mailto:etheldrat@pcom.edu)).

## **Call for Volunteer for By-Laws Committee Chair**

The local Chapter is still in need of a By-Laws Committee Chair. This person will identify areas of the bylaws in need of change or revision. If you are interested in participating on the Board as Chair of this committee, let me know.

## **Katrina Donation**

Our Chapter has donated \$250 to MLA's Medical Library Disaster Relief Fund. Here is a scanned image of the letter from Carla J. Funk, Executive Director:

October 10, 2005

Daniel Kipnis, Chair  
Philadelphia Regional Chapter  
Scott Memorial Library  
Thomas Jefferson University  
1020 Walnut Street  
Philadelphia, PA 19107

Dear Daniel:

The Board of Directors joins me in thanking the Philadelphia Regional Chapter for its \$250.00 donation to MLA's Medical Library Disaster Relief Fund. Your support will help the medical libraries impacted by Hurricane Katrina to get back on their feet and remind our members in the afflicted regions of the generosity and kindness of the medical library community.

Sincerely,



Carla J. Funk, CAE  
Executive Director

CJF/mml

The original copy of the letter will reside in the archives.

### **Congratulations to Linda Katz**

Congratulations to one of our own. The MLA Board of Directors appointed Linda M. G. Katz, AHIP, editor of the MLA News at its September 9 meeting in Chicago, succeeding current MLA News Editor Beverly Murphy, AHIP, whose term ends with the December 2005 issue. Katz is the Associate Director at Drexel University Health Sciences Libraries (formerly MCP Hahnemann University Libraries) in Philadelphia, PA. She is a current MLA member and member of MLA's Philadelphia Regional Chapter, where she is editor of the Chapter's newsletter, the *Chronicle*. In April 2003, she received the Chapter

Achievement Award for her significant contributions to the chapter and the field of librarianship. Katz has published numerous book reviews in journals. She was co-chair of the MLA '98 Hospitality Committee in Philadelphia.

If you have ideas for future programs or you just have a question, let me know.

Have a great New Year, and please watch for our December 1<sup>st</sup> dinner roundtable event at Buca diBeppo, an e-journals program in the spring and another MLA webcast or teleconference in March (topic tba) and, of course, the Chapter annual dinner. §

Dan Kipnis  
Chair, 2005-2006  
Philadelphia Regional Chapter MLA  
[dan.kipnis@jefferson.edu](mailto:dan.kipnis@jefferson.edu)

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### From the Editor

As our Chapter Chair, Dan Kipnis, so kindly notes in his piece in this issue, I have been selected to be the Editor of *MLA News*, beginning in January 2006. I am honored to have been chosen, and excited to have been presented with a new and exciting challenge at this point in my career as a librarian. *MLA News* is published eleven times annually, in both online and print editions. The good news is that MLA has a significant infrastructure in place to do much of the work in preparing the issues. So, I hope that I will be able to continue editing the *Chronicle* with a little --make that a lot-- of help from the Chapter Communication Committee, the Board, and Chapter members, who are always generous in their contributions to the newsletter.

That said, if any of you would like to become more involved in producing/editing the *Chronicle*, please let me know. I have had a long tenure as Editor of the *Chronicle*, and would be willing to let someone else have the pleasure of filling this very rewarding position after a transitional period.

Thanks to everyone who contributed to this issue of the *Chronicle*, and a special “thank you” to Joan McKenzie and Gina Kaiser who so graciously agreed to be profiled in “Meet Your Fellow Chapter Members.”

Best wishes from the *Chronicle* staff for a happy and peaceful holiday season.

Linda M.G. Katz  
[lk32@drexel.edu](mailto:lk32@drexel.edu)

## **From the Program Committee Chair**

There is one new member of the Program Committee, Jackie Knuckle. Jackie is the Director of the Medical Library at Chestnut Hill Health System, Philadelphia. I am seeking at least one more committee member to assist with the planning of our upcoming programs. If you are interested, please contact me either by phone (215-503-5203) or e-mail ([bradley.long@jefferson.edu](mailto:bradley.long@jefferson.edu)).

On December 1<sup>st</sup> from 6:00 PM to 8:00 PM, we will be holding a Roundtable Dinner at Buca diBeppo, located at 258 S. 15<sup>th</sup> St. in Philadelphia. It will be an Italian dinner served family style. The four topics for the roundtable discussions are:

- RSS Feeds, Wikis, and Blogs
- e-Resource Management
- Patient Care and EBM
- Consumer Health

The cost for attending the program is \$30 for MLA members, \$35 for non-members, and \$25 for students, retirees, and those in between jobs. Brochures are currently being mailed out, in addition to being available on the Chapter website. If anyone is interested in being a moderator for one of these topics, feel free to contact me.

Preliminary planning has begun with SLA for a joint program on e-journal management. The program will most likely be held sometime in late February or early March. More details will be available at a later date.

Finally, preliminary planning for the Annual Dinner has begun. The current focus is on venue selection. Therefore, a date has yet to be determined.

Brad Long  
Program Committee Chair,  
2005-2006  
[bradley.long@jefferson.edu](mailto:bradley.long@jefferson.edu)

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## **From the Chapter Council Chair**

The Chapter Council Sharing Roundtable survey is over and I am happy to report we had 267 responses-- a very encouraging number! We are currently in the midst of analyzing the data and selecting the topics for the 2006 Annual Meeting. Please look in the next *Chronicle* for the final roundtable topics. We are still looking for facilitators and recorders for the tables; if you are interested, please contact me at [mcedrone@mail.med.upenn.edu](mailto:mcedrone@mail.med.upenn.edu).

At the recent fall Board of Directors meeting, the Nominating Committee

submitted the slate for the 2006/2007 election. This will be conducted online again this year and is scheduled for November 9 through Dec. 16. Results should be available before the holidays. The slate consists of:

- President-elect: Mark Funk; Logan Ludwig
- Board of Directors: Elizabeth Irish; T. Scott Plutchak; Connie Poole; Linda Walton
- Nominating Committee: Nancy Allee; Peg Allen; Marcus Banks; Janis Brown; Karen Butter; Janet Cowan; Diana Cunningham; Rosalind Dudden; Gale Dutcher; Janet Fisher; Sandra Franklin; Gary Freiburger; Terry Ann Jankowski; Janice Kelly; Teresa Knott; Jett McCann; Linda Milgrom; Mary Fran Prottzman

Also from the fall meeting are the points of progress on the 2005-2006 priorities:

- There is a possibility of a teleconference on Open Access this spring.
- MLA has an open-ended agreement with ARL to provide member access to Web-based instruction developed by each organization.
- The health literacy poster is available on MLANET and may be distributed.
- The final set of toolbox cards will go out soon. Will discontinue for now, may be continued at some future time.
- We need to develop the CORE database and acquire more member-generated content.
- MLA will co-sponsor a program on health literacy with the ALA Literacy Committee at the 2006 ALA Annual Meeting.
- Continue to improve MLANET, including the redesign of the Education Clearinghouse to make it more user-friendly.
- Plan to publicize the newly-revised hospital library standards and the work done with INANE.
- Continue to promote health information literacy and the medical librarian's role in patient safety.

Melanie Cedrone  
[mcedrone@mail.med.upenn.edu](mailto:mcedrone@mail.med.upenn.edu)

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## Member & Library News

**M. Sandra Wood**, Librarian, Reference and Database Services, George T. Harrell Library, Hershey Medical Center, is Editor of the *Journal of Electronic Resources in Medical Libraries*, published by Haworth Press; **Deborah Lovett**, Librarian, Educational Services, also at Hershey, is a Column Editor for "PDAs @ The Library"; **Virginia Lingle**, Interim Director/Librarian, Cataloging and Serials, at Hershey as well, edits the "eJournals Forum."

**Eric Delozier**, Electronic Services Librarian at Penn State Harrisburg, has received MLA approval of six contact hours for “Linux for Librarians.” This hands-on workshop introduces Linux, a Unix-like operating system and open source application software, with a particular emphasis on its deployment as a desktop platform for libraries.

The Board of Directors of the Medical Library Association has chosen **Linda M.G. Katz**, Associate Director, Drexel University Health Sciences Libraries, to be the Editor of *MLA News*. *MLA News* is published eleven times annually by the Association in both print and online versions. Her first issue as Editor will be January 2006.

#### **Staff Changes:**

**Patricia Hartmannsgruber** joined the staff of the Delaware Academy of Medicine-Lewis B. Flinn Library in July. She is assigned to Delaware Consumer Health Services-Kent County Library Program, and her main work location will be the Dover Public Library in Dover. She was previously a cataloger for GoLocal, a National Library of Medicine initiative to link its MedlinePlus consumer health database with resources available to the public in the state of Indiana. The Academy recently received an NLM award to complete a similar effort for Delaware residents.

**Patricia Insetta-Rath** became Senior Librarian for Product Administration and Search at QVC, West Chester, PA, on August 22. She had been Global Onsite Business Manager, Global Library Services, Infotrieve, Inc., in Springhouse, PA.

Effective December 22, **Lora L. Thompson** will be the Associate Director/Education and Information Services, at Dartmouth Biomedical Libraries, Hanover, NH. She will provide leadership and direction for a team of biomedical librarians engaged in services to the health and life sciences communities of Dartmouth College, Dartmouth Medical School and Dartmouth-Hitchcock Medical Center. She comes to Dartmouth from Easton Hospital, Easton, PA, where she is Director of Library Services.

**Anita Chiodo** in the new Access Services Librarian at Drexel University Health Sciences Libraries, Hahnemann Library. She was most recently Account Manager, Library Services, Heritage Microfilm, Inc./Newspaper Archive.com in Cedar Rapids, IA. A recipient of a master’s degree in 2004 from Drexel’s College of Library and Information Science, she worked at Drexel’s Hagerty Library in Information Services.

Linda M.G. Katz  
[lk32@drexel.edu](mailto:lk32@drexel.edu)

## Meet Your Fellow Chapter Members:

### Profile #1: Gina Kaiser

**Present Professional Position:** I am currently Coordinator of Technical Services, J.W. England Library, as well as an Assistant Professor in the Department of Information Science at the University of the Sciences in Philadelphia, where I have worked for eight years. My responsibilities include Acquisitions, Serials, Cataloging, System Manager for the Voyager System, and participation in Teaching, Reference, Collection Development, and Student Advising.

**Past Professional Experience:** Prior to that, I was a Librarian at the Philadelphia Museum of Art for 12 years where I could make use of my undergraduate degree in Art History as well as my knowledge of foreign languages.

**What do you find most interesting about your work?** I like working with the students and seeing their progress over the time they are here.

**What qualities or traits do you find most helpful in your work?** The traits I find most helpful are attention to detail, a sense of humor, and perseverance

**What do you enjoy doing "for fun"?** Prior to being a librarian I had a career as a professional chef and baker, and I continue to enjoy cooking and baking at home – to me it is relaxing. I also read a lot of contemporary fiction.

**Is there anything about you that others might be surprised to know?** I am a lapsed flute player (hopefully to be practicing again soon). Over the years I have played and performed duets with another flute, with guitar, and with piano, as well as in a woodwind quintet and in a concert band.

**Why would you encourage members to become actively involved in the Philadelphia Regional Chapter?** It is a good way to network, because somewhere down the line it will be helpful to consult with others who have had to deal with similar issues.

### Profile #2: Joan McKenzie

**Present Professional Position:** Coordinator for Technical Services, College of Physicians of Philadelphia

**Past Professional Experience:** I began at the College in 1970 as Head of the Regional Photocopy Services Department, and have been here ever since. When I received my Library Science degree from Drexel in 1973, I moved into the position of Cataloger, and remained there for many years. In 1994, I became head of the Technical Services Department. I am still the primary cataloger, and, coming full circle, I am also responsible for interlibrary loan borrowing.

**What do you find most interesting about your work?** I love cataloging. Recently, I have been particularly fascinated by some of the items in the Robert L. Sadoff Library of Forensic Psychiatry and Legal Medicine. There are reports of trials from the eighteenth and nineteenth centuries citing the insanity defense, many of which are not represented in OCLC. It is a pleasure to add these titles to our holdings, and to make them available to other libraries. I am also enjoying using Docline and OCLC's Resource Sharing to obtain books and journal articles that the College of Physicians of Philadelphia does not own. Referrals are certainly much easier than they were 35 years ago. I remember searching through several typed or printed holdings lists in order to locate an obscure journal.

**What qualities or traits do you find most helpful in your work?** Attention to detail and willingness to hunt for information are important. Familiarity with computers and the Internet help a lot. We can do so much more than we could years ago. I was recently asked how we cataloged before OCLC -- and I had to stop and think about it.

**What do you enjoy doing "for fun"?** I read a LOT of novels - mystery, science fiction, romance, etc. When I can tear myself away from the books, I like to do different kinds of needlework. I recently completed a quilt for my new grandniece. I used to sing in my church choir before it was disbanded due to insufficient membership, but I still enjoying singing with a larger group that puts on two concerts a year.

**Is there anything about you that others might be surprised to know?** No, I don't think I'm a very surprising person. Most people probably would NOT be surprised to know that my four cats rule the household. Unfortunately, they refuse to do any of the work.

**Why would you encourage members to become actively involved in the Philadelphia Regional Chapter?** It's a wonderful way to get to know people, and to learn what's happening in other libraries and in the Chapter. I have met many wonderful people since becoming Archives Chair in 1994. I wish I had joined the Chapter and become involved thirty-some years ago, but at that time it seems that meetings were always held on Thursday evenings, which was a bad time for me. We now try to hold meetings, programs and CE courses at a variety of times and locations. One of the best ways to ensure that the "what, when and where" of the Chapter's activities meet your needs is to join in the planning.

Edited by Linda M.G. Katz  
[lk32@drexel.edu](mailto:lk32@drexel.edu)

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## **Academy of Health Information Professionals Roster for Philadelphia Regional Chapter, MLA**

Editor's Note: Congratulations to all of the individuals listed below and to the Philadelphia Regional Chapter for excellent representation in AHIP! Thanks to Esther

Dell, Chapter AHIP Liaison, for supplying this information. For assistance with AHIP questions and/or portfolio preparations, contact her at [eyd1@psu.edu](mailto:eyd1@psu.edu) or 717-531-8633.

Albert, Karen M. (D)  
Asbury, Edith M.(D)  
Babish, Jo-Ann (D)  
Brazin, Lillian (D)  
Burstein, Karen (M)  
Capitani, Cheryl A. (S)  
Chastain-Warheit, Christine (D)  
Chayes, Marion C. (D)  
Chopra, Swaran L. (M)  
Clinton, Janet C. (D)  
Coldsmith, Elizabeth E. (S)  
Cuddy, Theresa M. (M)  
Deaven, Barbara E. (M)  
Dell, EstherY. (D)  
Delozier, Eric P. (D)  
Easterby-Gannett, Sharon (S)  
Garfield, Eugene (D)  
Grier, P.L. (P)  
Gross, Valerie A. (M)  
Hardy, Lenore K. (D)  
Henry, Barbara J. (D)  
Iobst, Barbara J. (M)  
Katz, Linda M.G. (D)  
King, Cynthia (M)  
Kirby, Martha Z. (S)  
Lingle, Virginia A. (D)  
Long, Nina P. (S)  
Marchok, Catherine W. (M)  
Robishaw, Susan M. (D)  
Rose, Dianne Elizabeth (D)  
Roth, Britain G. (D)  
Taylor, Rosemarie Kazda (D)  
Taylor, Mark-Allen (D)  
Thompson, Lora L. (S)  
Warner, Elizabeth R. (D)  
Wolf, Diane G. (D)  
Wood, M.Sandra (D)  
Zglinicki, Ann Marie F. (D)

M= member

S= senior member

P= provisional member

D= distinguished member

For information on AHIP levels: <http://www.mlanet.org/academy/summ.html> §

## **Development Report**

In the second week of October a letter was sent to possible donors to seek their support for our 2005-2006 programs and Continuing Education courses.

This year we are instituting a tiered system for measuring support. The categories are as follows:

Platinum	\$750 or above
Gold	\$500-\$749
Silver	\$300-\$499
Bronze	Up to \$299

As of October 31st, we have already received pledges from four vendors, one as yet to be disclosed amount, and one each at the Bronze, Gold, and Platinum levels!!!

If you have suggestions for possible donors, please don't hesitate to send them on to me.  
§

Gina Kaiser  
Development Coordinator  
[g.kaiser@usip.edu](mailto:g.kaiser@usip.edu)

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## **Membership Update**

It's the slow time of the year for membership issues. We currently have 120 members and are looking at ways to market our Chapter to newly-minted librarians and library science students. A bright and colorful Chapter brochure is in the works and should be ready for release early next year. §

Gary Childs  
Membership Chair  
[Gary.Childs@drexel.edu](mailto:Gary.Childs@drexel.edu)

## TechnoHumanist Corner

If Obi-Wan Kenobi were a librarian, speaking to his young Padawan (librarian in training), Luke Skywalker, he would probably say, “Luke, I sense a great disturbance in the Force.” That great disturbance in the Force (cyberspace) comes from bookmarks. Before the Web, we felt information overload from printed matter. Now that the Web is an integral part of our information world, we bookmark where we find our information. The number of bookmarks we have created has increased to the point that some of us are on the verge of drowning in them.

Has this happened to you? You are at home working on a web presentation for work when you realize that the web addresses of those 10-15 great sites you were going to review are bookmarked on your office computer. Since the web addresses are not on your home computer, with great frustration you Google the sites all over again. Or, a colleague asks you to suggest two or three good medical statistics sites and you say, “Sure, give me a minute.” You look at your bookmark list, which could probably stretch from here to Kansas, and 15 minutes later, you’re still looking for those sites. Or better yet, you’re organized; you’re on top of things. Your bookmarks are in neatly labeled folders. The folders have folders within folders within folders, etc. Your bookmarks have become an electronic version of the Russian Babushka Dolls. No matter how organized we are, we still have problems keeping track of and finding the bookmarks we readily need.

If you identify with or have experienced any of these situations, then let me say two words that will alleviate some of these problems – Social Bookmarking.

Social Bookmarking or Tagging, as it is sometimes called, helps re-direct us to some of the original goals of the World Wide Web. One of those goals was collaboration between individuals regardless of their geographical location. Things would be posted and people could comment on them. You could serendipitously find a valuable piece of information. The exchange of information and ideas in turn fosters a sense of community. That was the social aspect of the Web. Bookmarks locate information, which is important to an individual. The importance of the information may be the result of your personal or professional interests. Social Bookmarking allows us to share our bookmarks with others who do not have access to the browsers on our computers.

How does Social Bookmarking work? The first thing to do is subscribe to an online bookmarking service such as Del.icio.us, Yahoo’s My Web, or Nature Publishing Group’s Connotea. Since Social Bookmarking is a fairly new movement and entrepreneurs are seeking to generate more interest, many online services, such as the ones just mentioned, are free. Social Bookmarking requires that you have access to a server. Your bookmarks will reside on a server rather than on your computer. When you save your bookmarks to the server, you “tag” the bookmarks with keywords you have created. For example, you can tag a site that has good LOS hospital statistics for the Philadelphia area as *Hospital—Stats—LOS—Phila. Area*. This is preferable to opening your browser’s list of bookmarks and looking into the Statistics folder, which has a sub-

folder, Hospitals, then clicking on the bookmarks in the sub-folder until you find the site with the Philadelphia-area LOS statistics.

One of the benefits of having your bookmarks reside in one central place is that they can be accessed from anywhere in the world via computer. Also, if you get a new computer or your computer suddenly dies, those valuable bookmarks will not disappear or have to be transferred to a new computer. They are safe from harm. Having the bookmarks on the server does not prevent you from also listing them in your browser.

Another benefit is that in addition to the URL, many services will allow you to save a copy or partial copy of the web page. This is a good thing. As we all know, on the Web, pages move, are taken down or changed. If any of these situations should occur, you still have a copy of the page with the information you needed.

A third advantage of Social Bookmarking is that you can discover new resources you did not know existed. Since bookmarks lists are posted on a server, members of your service can do a keyword search to retrieve other bookmarks on a topic of their interest. Once a retrieval set is accessed, bookmarks can be viewed and copied. Keywords can also be changed. The original bookmark cannot be altered because it belongs to another member. You can only make changes to items in your account. For instance, if you search the online service's bookmarks for the keyword *evidence-based medicine* and find a bookmark tagged *evidence-based medicine – teaching*, you can copy the bookmark and change its keywords to *ebm—tutorial* because it's really a tutorial rather than ebm teaching resources.

Social Bookmarking promotes collaboration and a sense of community. Since people are searching specific keywords, they probably share the same topical interests. This can create communities of users around a specific topic. Also, by being able to view other people's bookmarks, you can develop a new awareness of how others see a topic.

You may be saying to yourself, "I see the advantages of Social Bookmarking, but what are its limitations?" One limitation is its age. This is a very young movement-- less than four years old. Therefore, its tools are constantly evolving. In other words, tools will be upgraded to make them more flexible and user-friendly. Also, new bookmarking services will come and go, so you need to choose wisely. Second, a bookmarking service is only as good as its members. For instance, if your service community consists of mostly programmers, you may not get see too many medically-related bookmarks to explore. In this case, I would consider finding another service. Another problem might be the tagging. There is no standardization on tag terms to use. This means that when it comes to searching the bookmarks in their service, people who require uniformity of terms may find searching a frustrating experience. Remember, one of the goals of this movement is to tailor the organization of your bookmarks to meet your needs. Finally, there is the universal web problem of spam. Tags will be spammed. Fortunately, it's such a big problem on the Web that as soon as an organization gets spammed, it quickly musters its resources to fight it. The bookmarking services will do the same thing.

In my opinion, Social Bookmarking is an idea whose time has come. Its application will alter the information landscape and the manner in which we organize web information. Try this new phenomenon. To learn more about Social Bookmarking, visit these sites:

## **General**

Free Bookmark Managers (<http://www.lights.com/pickalink/bookmarks/>)

Social Bookmarking from Wikipedia ([http://en.wikipedia.org/wiki/Social\\_bookmarking](http://en.wikipedia.org/wiki/Social_bookmarking))

Social Bookmarking Tool Comparison  
(<http://www.consultantcommons.org/book/print/239>)

Social Bookmarking Tools (I): A General Review, by Tony Hammond, Timo Hannay, Ben Lund, and Joanna Scott from the Nature Publishing Group  
(<http://www.dlib.org/dlib/april05/hammond/04hammond.html>)

Tools for Finding Things Again, by Darlene Fichter. *Online* 28(5): 52-56, Sept. 2004.

## **Specific Tools**

CiteULike (<http://www.citeulike.org/>) “free service to help academics to share, store, and organise the academic papers they are reading” on the web.

Connotea (<http://www.connotea.org/>) “a free online reference management service for scientists created by Nature Publishing Group.”

Del.icio.us (<http://del.icio.us/>)

Flickr (<http://flickr.com/>) for photos.

Until next time, as Obi-Wan would say, “We need to restore the balance to the Force. May the Force be with you!” *Happy Holidays Everyone!* §

Carlos Rodriguez  
[rodrigue@pobox.upenn.edu](mailto:rodrigue@pobox.upenn.edu)

## Calendar

### **PALINET Workshops**

**Location:** PALINET, 3000 Market St., Suite 200, Philadelphia, PA

**Registration & Information:** (215) 382-7031 or fax (215) 382-0022 or

<http://www.palinet.org/>

Also see website for other Pennsylvania, Delaware, and New Jersey locations.

### **Workshops at the Philadelphia site:**

**Nov. 16:** What's eating our collection: an IPM approach to fabric pests.

**Nov. 18:** Web 2.0: Current realities and a look to the future.

**Nov. 22:** OCLC Cataloging basics for new users of Connexion Browser.

**Nov. 30:** Dreamweaver: beyond the basics.

**Dec. 1:** Marketing as if your library depended on it.

**Dec. 9:** Care of photographic materials. Firework's Introduction - Creating & editing graphics.

### **Online Distance Learning**

**Dec. 5: Pulling the Curtain: Emerging Library Technologies for Library Managers, Part 1:** Making Sense of Web-based Information Distribution, including: (1) Feed Me: the Basics of RSS-like Technology; (2) Blogs: Everyperson's Printing Press; (3) Wiki & Web-based Collaboration; (4) Podcasting & Vodcasting: Broadcasting Web-style.

**Dec. 12: Part 2:** Making Sense of Hot Technologies, including: (1) RFID: to Tag or Not to Tag; (2) Getting Vocal on the 'Net: Skype & VoIP; (3) Getting in Touch Millennium Style: Instant Messaging & Text Messaging; (4) Web-conferencing: Online meetings Simplified.

**Registration:**<http://www.palinet.org/services/edprogram/catalog/wsdesc.asp?WSID=226>

### **DIALOG Workshops**

**Location:** 1735 Market St., Phila., PA 19103

**Registration & Information:** (800) 334-2564 or

[http://training.dialog.com/sem\\_info/calendar/penn.html](http://training.dialog.com/sem_info/calendar/penn.html)

**Nov. 7:** Introduction to Dialog for pharmaceutical searches.

**Nov. 21 & Dec. 14:** Basic skills review for classic Dialog searchers.

**Dec. 5:** DialogLinks5: Patent searching shortcuts.

### **November 12**

#### **Scientific Publishing: What does the Future Hold?**

**Sponsor:** Lehigh University Chapter, Sigma XI & Lehigh University Library & Technology Series

**Location:** Sinclair Auditorium, Lehigh University, Bethlehem, PA

**Information:** <mailto:scipub@lehigh.edu> or

<http://www.lehigh.edu/~insigxi/archives/2005-2006/fall/FallConference.html>

**Registration:** <http://www.lehigh.edu/~insigxi/archives/2005-2006/fall/SciPubReg.html>

**November 14-15**

**Back to the Future: PALINET Libraries at 70 & beyond; Annual Conference & Vendor Fair, 2005.**

**Sponsor:** PALINET

**Location:** Wyndham Philadelphia at Franklin Plaza

**Information & Registration:** <http://www.palinet.org/>

**November 16**

**Keeping Patients Safe: Roles for Information Professionals [Webcast]**

**Sponsor:** Philadelphia Regional Chapter/MLA

**\*\*approved for 3.5 MLA CE credits\*\***

**Location:** Thomas Jefferson University, Room 107, Bluemle Auditorium  
233 South 10<sup>th</sup> St., Philadelphia, PA

**Information:** (215) 503-2825 or [dan.kipnis@jefferson.edu](mailto:dan.kipnis@jefferson.edu)

**Registration:** <http://www.mlaphil.org/CEPatientSafety.pdf>

**November 30**

**Competitive Technical Intelligence**

**Sponsor:** SCIP, Phila./Delaware Valley Chapter

**Location:** Arkema Group, 900 First Ave., King of Prussia, PA

**Information & Registration:** (215) 419-7000 or

<https://s08.123signup.com/servlet/SignUp?P=185700&PG=1857182300?www>

**December 6**

**PubMed Training**

**Location:** New York Academy of Medicine

**Information:** (800) 338-7657, #2 or <http://nnlm.gov/mar/online/agenda.html> - Pub

**Registration:** <http://nnlm.gov/mar/online/request.html>

**December 7**

**NLM Gateway & ClinicalTrials.gov**

**Location:** New York Academy of Medicine

**Information:** (800) 338-7657, #2 or <http://nnlm.gov/mar/online/agenda.html> - Gateway

**Registration:** <http://nnlm.gov/mar/online/request.html>

**December 7**

**Technopolooza: Getting in Sync with Expert Googling, Clinical Portals, Open URLs, Blogging and More! [MLA CE credits pending]**

**Sponsor:** HSLANJ

**Location:** New Jersey Hospital Association Conference Center  
760 Alexander Road  
Princeton, NJ 08543

**Non-member price:** \$125.00

**Information:** Robb Mackes (908) 851-7234 or <mailto:rmackes@sbhcs.com> or  
<http://www.hslanj.org/Technopolooza.pdf>

**Registration:** <http://www.hslanj.org/Technopolooza.pdf>

**December 8****Resource Sharing Meeting****Sponsor:** NN/LM Middle Atlantic Region**Location:** Thomas Jefferson University, Philadelphia, PA**Information will be forthcoming:** <http://nnlm.gov/mar>**December 9****Open Access Publishing: Trend or Transformation?****Sponsor:** ACRL/Delaware Valley Chapter**Location:** Gregg Conference Center at The American College, Bryn Mawr, PA**Non-ACRL/DVC member price:** \$60.00**Information:** <http://www.acrl-dvc.org/programs/fall05reg.pdf>**January 20-25****ALA Midwinter Meeting****Sponsor:** ALA**Location:** Henry B Gonzalez Convention Center, San Antonio, TX**Information:** <http://www.ala.org/ala/eventsandconferencesb/midwinter/2006/home.htm>**Registration:** <http://www.ala.org/ala/eventsandconferencesb/midwinter/2006/registration.htm>**March 21-25****11<sup>th</sup> National Conference: Public Library Association****Sponsor:** PLA**Location:** Hynes Convention Center, Boston, MA**Information:** <http://www.placonference.org/index.cfm>**Registration:** [http://www.placonference.org/registration\\_form.cfm](http://www.placonference.org/registration_form.cfm)**March 22-24****Managing Digital: Innovations, Initiatives & Insights [21<sup>st</sup> Annual] Computers in Libraries****Sponsor:** Information Today, Inc.**Location:** Hilton Washington, 1919 Connecticut Ave NW, Washington, DC**Information & Registration:** <http://www.infotoday.com/CIL2006/>**Virtual Learning Opportunities**

Special Libraries Association:

<http://www.sla.org/content/learn/learnmore/distance/2005virtsem/index.cfm>**Ongoing Workshops**

Health Sciences Libraries Consortium [HSLC]

**Location:** 3600 Market St., Suite 550, Philadelphia, PA**Member price:** \$75.00; non-members \$100.00**Information:** (215) 222-1532 or [http://www.hslc.org/classes\\_intro.html](http://www.hslc.org/classes_intro.html)**Registration:** <http://www.hslc.org/register.html>

Compiled by Janet Clinton  
[jclinton@mercyhealth.org](mailto:jclinton@mercyhealth.org)

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## **Treasurer's Report**

The Philadelphia Regional Chapter/MLA Citizen bank account, as of October 31, 2005, has a balance of \$17,089.76, with all transactions recorded in a Quicken database.

Funds invested in the PA Treasury currently total \$5025.78. §

Stephanie Ferretti  
2004-2006 Treasurer  
[StephanieFe@pcom.edu](mailto:StephanieFe@pcom.edu)

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ARE STRONGLY ENCOURAGED.  
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**The next deadline is March 15, 2006**