

Find Your Inspiration

Highlighting Events of the 2015 MAC/MLA Annual Meeting

by Rebecca Landau

The lovely fall foliage welcomed everyone to Asheville, NC for the Middle Atlantic Chapter of MLA (MAC/MLA) 2015 Annual Meeting, Oct 18–25, 2015, “Find your inspiration.”

Approximately 185 librarians attended, including present and former members of the MLA-Phil chapter: Anne Seymour, Lydia Wittman, PJ Grier, David Kruidenier, Rebecca Landau, Robb Mackes.

Highlighting the conference were three speakers: Sam Gosling, Professor of Psychology at the University of Texas at Austin; Tamara Walser, Director of Assessment and Evaluation and Associate Professor of Educational Leadership at the Watson College of Education at the University of North Carolina, Wilmington; and Iltifat Husain, Founder and Editor-in-Chief of iMedicalApps.com. A fourth speaker, Stevo Roksandic, Director of Library Services at Mount Carmel Health System (MCHS), Columbus, Ohio, was the guest lecturer at the hospital librarians lunch.

Snoop Dreams: The Expression of Personality in Everyday Contexts

Sam Gosling opened the conference. For the past ten years he has conducted experiments looking into people’s private and public spaces. By snooping physical and virtual worlds, his team has deduced that a considerable amount of information about a person can be ascertained. In one experiment members of his research team entered student dorm rooms looking at different aspects of the room (neat, cluttered, books, posters, photos, etc.). In another experiment, team members looked at virtual spaces: personal websites, Facebook pages, etc.

Through clues and impressions left by an individual, personality traits are revealed. These can be summarized into what is known as “The Big Five:” Openness to Experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism.

In an interactive part of his talk, Dr. Gosling led attendees in matching lists of favorite songs with five owners (conference attendees) to explore how judgement of others is made.

To learn more about his projects, check the Gosling Lab page. (<http://gosling.psy.utexas.edu/>).

The Role of Valuing in Evaluation

Through examples and discussion, Tamara Walser, co-editor of the book, [Evaluability Assessment: Improving Evaluation Quality and Use](#) (2015), addressed the topic of program evaluation. Her talk centered on two key points (1) Worthwhileness is the Focus (2) Evaluation Questions are Key. Data collection is the methods and instruments used in an evaluation. She stated that the word “worthwhile” means more than outcomes and objectives. One must articulate what worthwhileness means to your program.

Most people do not ask the “Big Picture” question. A “Big Picture” question asks what you really want to know. For testing the taste of a cookie, instead of asking consumers “Did you like the amount of chocolate in the cookie?” or “Is the cookie the right size?” ask “How good is the cookie?” Another example of a big picture question is: “How did the library impact your work?”

In evaluating programs ask participants to rate the usefulness of the program. A word of caution, do not use the phrase “how well” in a question to participants. The phrase, “how well” should only be used by the sponsoring group, (e.g., when looking at participants’ responses).

Tamara Walser concluded her remarks with the topic of surveys. Be sure that questions are relevant to the big picture. Know your audience. Tailor the questionnaire to the group targeted. Keep surveys short.

Inspirational Librarianship: Are you Part of the Team?

Those attending the hospital librarians luncheon were fortunate to hear Stevo Roksandic. His lecture, “Inspirational Librarianship: Are you part of the Team?” was entertaining and informative. Unfortunately it was difficult to take notes and eat lunch. Stevo Roksandic was recognized by *Library Journal* as a 2015 Mover & Shaker Advocate. His unusual story of how he happened to become a librarian is worth reading on the *Library Journal* website.

[\(http://lj.libraryjournal.com/2015/03/people/movers-shakers-2015/stevo-roksandic-movers-shakers-2015-advocates/\)](http://lj.libraryjournal.com/2015/03/people/movers-shakers-2015/stevo-roksandic-movers-shakers-2015-advocates/)

TECH Talk

Ilfat Husain, rounded out the guest speakers with a talk on “How to find and determine “Legit” apps.” He presented criteria (questions / statements) for screening apps.

- When was the app last updated?
- Who is the developer (e.g., medical society, physician, healthcare provider, etc.)? Additionally what other apps has the developer developed?
- Look for more than one image.
- Look for clear and detailed descriptions and images.
- Are there links to a website for trouble shooting?

- Are there links to references when giving clinical recommendations or presenting content? Often developers do not know they should have references.
- Is there a landing page to the developer?

Additionally, Dr. Husain noted not all criteria apply to every app.

Dr. Husain introduced us to FOAM (Fee Open Access Medical Education). FOAM, promotes open sharing and collaboration in the medical community. It originates from the idea that high quality medical education resources should be freely available to those who teach and care for patients. FOAM is independent of platform or media. It uses blogs, podcasts, tweets, online videos, etc. FOAM is not peer reviewed in the traditional sense, nor is it a replacement for traditional textbooks, but should be considered an adjunct. In conversations on Twitter and Google Plus, the hashtag, #FOAMed is used. (<https://twitter.com/hashtag/FOAMed?src=hash>)

Michael D. Cadogan and Christopher Nickson's journal article "*Free Open Access Medical education (FOAM) for the emergency physician*, *Emergency Medicine Australasia* (2014) 26, 76–83 defines, FOAM, details its development, considers its role, and lists blogs, podcasts, websites, twitter accounts. (<http://onlinelibrary.wiley.com/doi/10.1111/1742-6723.12191/full>)

Following Dr. Husain's talk, there were seven panel presentations: 3D Printing; NIH Technology Sandbox; What can Medical Librarians Learn from Vloggers; iPads in Kinesiology Education; Apple Watch; Data Visualization; Infobuttons in EMR Apps. Subsequent to the the panel presentation, tables with each panelist's project were arranged around the room and attendees had time to visit at each table.

Papers and Posters

As with every conference there was a chance to network with colleagues, listen to papers, and view posters. New this year were two vendors presenting during the lightning talks.

PJ Grier presented the paper, "The Role of the Librarian in Achieving Compliance for Meaningful Use Stage 2 Core Measure 5", authored by Deborah Breen; Beverly Murphy; Persko (PJ) L. Grier; Donna Flake (Monday Papers, Track 1). Also he was a member of the team who presented the poster, "Inspiring Hospital Librarians: Supporting GME Programs and Collaborating with Academic Libraries," authored by The Hospital Librarians Program Advisory Committee (HLPAC) of the Southeastern/Atlantic Region (SE/A): Mary Wallace Berry, Jan Haley, Dionne Lyne-Rowan, Mollie Titus, PJ Grier (Poster # 7).

Abstracts of all posters, papers and lightning talks presented at the conference are available under the tab, "schedules" on the MAC/MLA 2015 Annual Meeting webpage.

<http://macmla.libguides.com/macmla2015>

A trial capture of some of the meeting content was created by Andrew Youngkin, audiovisual/Technology Chair for MAC 2015. Papers: Committee's Choice; Papers, Library Services; and MLA Update may be viewed at: https://www.youtube.com/watch?v=b-9n1_5FsfM&list=PLavvnYZJCKO1z84_lfsHAU7cpZ2e50FVa&index