JURO - Journal Usage Report Online

With flourishing e-journal publishing and the skyrocketing price increase in journal subscriptions, it has become critical for Library administration, collection development and reference staff to have a better understanding of how the subscribed resources are being used.

The Library needs to have the ability to continuously review and measure the content and usage of the journal collection. How to provide concrete data to explain that certain journals should be cancelled due to high subscription cost and low usage? How to justify shifting our collection focus from traditional research topics to emerging research areas? How to decide what printed journals we still need to keep as they are still being consulted very heavily by our users?

JURO is an assessment tool developed by the Library's Systems staff to address these specific requirements. It is capable of importing usage statistics supplied by content providers in a uniform format known as COUNTER (Counting Online Usage of Networked Electronic Resources), importing actual print usage data collected by the Library in three separate journal usage studies - 1995, 2000 and 2005, importing web access log statistics as well as seamlessly extracting relevant data from the Library Catalog's bibliographic, check-in, holding and order records to assist users, to perform collection analysis and to make renewal and cancellation decisions.

Next time you receive the departmental journal list from the Library for review, take a close look at the comprehensive usage data, subject disciplines and the subscription costs. You may be able to suggest the Library to beef up our collection in certain areas or cancel journals that are no longer in frequent use by faculty and students.

For more information about JURO, please view Mr. K. T. Lam's presentation JURO: Creating the Journal Usage Report Online System, available at (http://hdl.handle.net/1783.1/2430).
COLLECTION SPOTLIGHT: Hot New Resources

SciFinder Scholar

After a lengthy delay due to budget constraint, the Library will finally be upgrading the *Chemical Abstracts* subscription from CD-ROM (1987-) to the networked *SciFinder Scholar*. This new database includes records from all issues of *Chemical Abstracts* dating back to 1907 (v.1) and the entire *Medline* (1950-) collection, as well as information on 27 million organic and inorganic substances, 57 million nucleic acid and protein sequences, 9 million single- and multi-step reactions, 200,000 inventoried or regulated chemicals, and so on. Flexible searching and sophisticated linking capabilities including author, research topic, molecular formula, CAS Registry Number, chemical name or structure, reaction, etc. are available. Using a plugin, search results can be linked to free web resources or fulltext documents subscribed to by the Library.

SourceOECD

*SourceOECD* ([http://library.ust.hk/cgi/db/org.pl?sourceoecd](http://library.ust.hk/cgi/db/org.pl?sourceoecd)) provides full-text access to a whole range of books, periodicals, working papers and statistics published by the Organisation for Economic Co-operation and Development since 1997. The organisation is best known for its regular reports on the economies of its 30 member countries such as *Main Economic Indicators* and *OECD Economic Outlook*. Apart from economics, it also publishes widely in diverse areas: employment, environment and sustainable development, science and information technology, social issues/migration/health, to name a few. Statistical information includes indicators for industry and services, world energy statistics and balances, competitiveness, etc. The database supports browsing and full-text keyword searching. Statistics can be downloaded in several formats including Excel.

INTERNET: RSS - What is it, and why should you care?

The Library and CELT recently offered a joint workshop on new technologies to assist you in better locating and organizing the most relevant bits in the flood of information available on the Internet. These technologies revolved around a fairly recent standard called "RSS".

'RSS' generally stands for "Really Simple Syndication" and is an Internet standard which can help you keep better track of the ever-increasing volume of information in your areas of interest. It is an XML-based format for content distribution.

An RSS "feed" is simply a frequently updated text file on a Web server, containing references to a list of items. Each item usually consists of a title, description, and a URL link. You can view an RSS feed directly with most browsers, but this is not useful. Instead, you provide the feed's URL to a feed "aggregator", which keeps track of it and presents the information in a more usable format.
Aggregators can be online Web-based systems, like BlogLines (http://www.bloglines.com/), or desktop programs which you install, such as NetNewsWire (http://www.ranchero.com/netnewswire/) for the Mac and Newsgator (http://www.newsgator.com/) for Windows.

RSS feeds are available from News services, personal and corporate "WebLogs" and audio "Podcasts", Web search engines, music sites, and an increasing number of e-journals. Examples could be breaking economic news from Taiwan, new writings on the Web tagged with the keywords 'neurobiology' or 'artificial intelligence', the table of contents of the newest issue of 'Physical Review Letters', newly published patent applications, or even a list of new books in the HKUST Library (from http://library.ust.hk/res/newbooks/).

Using an aggregator, you can enter the feeds for all the information sources which interest you, and the aggregator program will periodically check to see if the feed has been updated with new information, and present those entries to you for possible exploration. You do not have to keep going back to each of the sites - you just have to check the aggregator. This will save you a LOT of time!

For more information on RSS, take a look at Fagan Finder's "Explanation of RSS, How You Can Use It, and Finding RSS Feeds" (http://www.faganfinder.com/search/rss.shtml), as well as "RSS: The Next Killer App for Education" (http://technologysource.org/article/rss/). The RSS introduction at (http://library.ucsc.edu/science/rss.html) might also be helpful.

Do take a look, and start your explorations now. RSS is already here on campus, and it will be growing by leaps and bounds - especially with ITSC's rumored upcoming rollout of Weblog software for HKUST academics.

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**OUR WEB: Class Registration Online**

Registration for library workshops has been automated. At the beginning of the Spring semester, we launched a new online registration system for workshops organized by the Library (http://library.ust.hk/ce/). Next time you receive an email notice of a Library workshop, you will find a hyperlink redirecting you to this new system which provides a quick and easy way to register for the library class you wish to attend.

Here are some of the features of the new system:

- Secure login for authentication
- User self-registration, 24 hours per day
- View the quota and places left for each library class, so students can sign up for an alternative class if a particular session is full
- Immediate confirmation email to users upon successful registration
• Automatic email reminder to registrants two days before the class
• Ability to view your class schedule, and cancel your own registration

If you have any suggestions for ways to improve this system, please send your comments to lbsystem@ust.hk.

Library Assessment Workshops Well Received

The Library has been engaged in efforts to assess its activities and contributions to teaching, learning and research at the University, including recent studies on the learning outcomes of library classes. To enhance library staff’s understanding of the new trends and developments regarding library assessment, especially outcome and impact measures, three half-day library assessment sessions were held from November 30 to December 2. These workshops were conducted by two library assessment experts, Dr. William Nelson of Augusta State University and Dr. Robert Fernekes of Georgia Southern University.

Open also to some of the library staff at the other UGC-funded academic libraries, the session on Nov 30 focused on library assessment using the Association of College and Research Libraries (ACRL) Standards for Libraries in higher education. The topics on December 1 and 2 were "Outcome-Based Assessments within the Context of Academic Libraries" and "Developing a Sustainable Library Assessment Program" respectively. All these sessions were very well received by the attendees.

For more information on these workshops, please visit http://library.ust.hk/info/other/dec2005/.

MEDIA: Stanford Executive Briefings

Once a month, Stanford University hosts the "Stanford Breakfast Briefings" at their faculty club. They invite distinguished speakers from the business, technology and academic communities to address Stanford staff, students and alumni about current topics in business and management. HKUST students, staff and faculty can enjoy these presentations in their own time with the Stanford Executive Briefings video series.

Michael Ray discusses Creativity in business (Media HD53 .R39 1998) describing how to release creativity in your personal environment and outlines the challenges to unlocking creativity.

Charles O'Reililly gives a presentation based on his book, Hidden value: How great companies achieve great results with ordinary people (Media HD70.U5 0692 2001). In
it, he challenges the conventional wisdom that companies must chase and acquire top talent in order to remain successful.

Hau LEE explains in *Supply chain management in the Internet age* (Media HF5548.32 .L44 2001) that to truly benefit from the Internet, companies involved in supply chain management need to go beyond mere substitution or increases in scale and identify opportunities for structural changes to their supply chain.

Professors from outside Stanford are also featured, for example David B. Yoffie, professor of International Business Administration at the Harvard Business School (and a director of Intel Corporation) uses the metaphor of martial arts to explain how to use the three core principles of movement, balance, and leverage to succeed against larger stronger business rivals in *Judo Strategy* (Media HD30.28 .Y64 2003).

Scott McNeal of Sun Systems presents *The changing landscape in technology* (Media HC79.155 M37 2001), in which he explains that a company's success will be determined by its ability to collect, manage, and use customer transaction data.

Jeanne Jackson, former CEO of Walmart.com and Banana Republic, discusses how brand value generates cash and drives the market; when to execute first and then advertise; and why brands are no longer just the marketing department's concern in *Building retail brands to drive value* (Media HD69.B7 J33 2002)

To find this series, simply do a title search for *Stanford Executive Briefings* in the Library Online Catalog.

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**HKALL Statistics**

This new interlibrary borrowing service picked up its popularity quickly since its launch. Only 397 books were borrowed in September and the number almost doubled in October to 770. By the end of December, a total of 2,453 books were borrowed by UST and 1,677 were supplied to other UGC libraries.

Students accounted for 66% of the borrowing and the rest were from faculty and staff. Over 29,300 books have circulated among all eight UGC libraries from September to December.

HKALL is a UGC-funded project which allows unmediated interlibrary borrowing among UGC libraries. More information can be found at [http://library.ust.hk/serv/hkall.html](http://library.ust.hk/serv/hkall.html)
50,000 e-Books Now Available

Spearheaded by City University of Hong Kong and Feng Chia University of Taiwan, the Super eBook Consortium was officially launched in December. It includes 48 academic libraries – 6 in Hong Kong and 42 in Taiwan.

This collaborative venture in collection development and acquisition of monographs, the first of its kind in Hong Kong and Taiwan, allows each of the 48 participants to immediately enhance its collection by adding 50,000 e-books.

To some members, including HKUST, this is the first time they could afford to bring a wide spectrum of academic and professional e-books by renowned publishers in the subject areas of humanities, social sciences, business, science and engineering to the desktop of their users.

Other benefits of getting these items electronically include the saving of physical storage space, alleviating staff time in processing and maintaining the physical collection and paying as low as HK$7.5 vs HK$400 per item.

SYSTEMS UPDATE: The Shared Resource Pool

The HKUST Library believes strongly in the benefits of open source software. We also consider it important that sites which develop non-commercial software tools which might prove useful to other Libraries make their works available to the larger Community.

So late last year we introduced a "Shared Resource Pool" containing software which the HKUST Library has developed or modified - now available for download because we think it helpful to other institutions (http://library.ust.hk/software/).

Available packages in the Resource Pool include the Pinyin Conversion Project, University Archives EAD XSLT, Room Booking System, Library Catalog Print2Mail Project and JURO.

The most substantial software package developed is the recently-released Journal Usage Report Online (JURO). This software is designed to acquire electronic resource usage statistics from vendors, and allow online querying and generation of usage reports from that data.

JURO consolidates efforts by different Library units; meets a clearly defined need not yet handled by available software; permits much more accurate analysis for Collection Development and Acquisitions efforts; and is semi-integrated with the Library Catalog.
All software in the *Pool* is freely available for downloading by any interested parties. Open source codes are provided wherever possible.

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**INFORMATION SERVICES: Information Literacy Credit Course**

GNED 008 *Eureka! Information Skills for Life Long Learning* is a new general education course offered by the Library this semester. The course is open to all undergraduates and aims to help develop their ability to search for, find, access and use information efficiently, effectively and wisely in their academic work at university as well as in their professional lives after graduation. It will cover both generally applicable skills and specific subject-based tools through in-class hands-on practice, short homework exercises and a final project.

Students will be introduced to different types of information and their nature; principles of database searching; evaluation of information sources; and citation as well as key databases and sources in different subject areas: business and finance, socioeconomic data, geographical information, language and linguistics, science and engineering, medical and health and legal and civic information.

Upon completion of the course, students are expected to be able to know how to start in different research environments, use major research tools, choose appropriate tools to find materials for different tasks quickly, create search strategies effectively and efficiently to find the information they need, determine if the resources found are appropriate to their tasks and create citations and acknowledge resources used.

The skills learned as well as the benefits gained by the students in this course will certainly last beyond their graduation by helping them to become competitive individuals to meet the challenges of an ever-changing environment.

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