

CONFERENCE 2010 AND EXHIBITION

12 - 14 April 2010

Edinburgh International Conference Centre

www.uksg.org



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P R O G R A M M E

Monday 12 April

▶ 08.00	Registration , Strathblane Hall
▶ 09.00	Refreshments and exhibition viewing , Cromdale Hall
▶ 10.30	<p>Opening of the Conference, Pentland Auditorium Tony Kidd, <i>Chair, UKSG</i></p> <p>Greetings from NASIG Rick Anderson, President, <i>NASIG</i></p> <p>Presentation of 2010 John Merriman Joint NASIG/UKSG Award</p>
<p>Plenary Session 1 Pentland Auditorium</p> <p>▶ 10.40</p> <p>▶ 11.10</p> <p>▶ 11.40</p>	<p>The technology of information consumption Chair: Tony Kidd <i>University of Glasgow</i></p> <p>Rearchitecting science: a vision for STM in the 21st century Adam Bly <i>Seed Media Group</i></p> <p>Technology and change Richard Wallis <i>Talis</i></p> <p>Computation, communication and the new era of knowledge Conrad Wolfram <i>Wolfram Research</i></p>
▶ 12.10	Lunch, exhibition viewing and reception for solo/first-time delegates , Cromdale Hall
▶ 13.30	Breakout sessions (Group A)
▶ 14.30	Refreshments and exhibition viewing , Cromdale Hall
<p>Plenary Session 2 Pentland Auditorium</p> <p>▶ 15.00</p> <p>▶ 15.30</p> <p>▶ 16.00</p> <p>▶ 16.30 to 17.30</p>	<p>Economics of scholarly information Chair: Hazel Woodward <i>Cranfield University</i></p> <p>Librarians and the terrible fix: economics of the Big Deal Ted Bergstrom <i>University of California Santa Barbara</i></p> <p>Reset – a publisher’s response to the changing economy Marybeth Manning <i>SPIE</i></p> <p>University investments in the library: measuring the return Carol Tenopir <i>University of Tennessee</i></p> <p>Exhibition viewing, Cromdale Hall</p>
▶ 18.00 to 19.00	<p>Reception, Cromdale Hall</p> <p>Free evening – delegates can consult http://www.uksg.org/event/conference10 for dining and networking ideas</p>

Tuesday 13 April

Plenary Session 3 Pentland Auditorium	Rights and licensing Chair: Ed Pentz <i>CrossRef</i>
▶ 09.00	Who owns our work? Dorothea Salo <i>University of Wisconsin</i>
▶ 09.30	New models for monographs – open books Eelco Ferwerda <i>Amsterdam University Press/OAPEN</i>
▶ 10.00	Paved with gold: an institutional case study on supporting open access publishing Jill Russell <i>University of Birmingham</i>
▶ 10.30	UKSG – working for you incorporating the UK Serials Association AGM
▶ 11.00	Refreshments and exhibition viewing , Cromdale Hall
▶ 11.30	Breakout sessions (Group A)
▶ 12.30	Lunch and exhibition viewing , Cromdale Hall
Plenary Session 4 Pentland Auditorium	Researcher behaviour Chair: Charlie Rapple <i>TBI Communications</i>
▶ 13.45	Network ecology and the knowledge economy: why researchers need to get online and social Tony Hirst <i>The Open University</i>
▶ 14.15	Life scientists go online – collaboration, communication and credit Lucy Power <i>Oxford Internet Institute, University of Oxford</i>
▶ 14.45	Refreshments and exhibition viewing , Cromdale Hall
▶ 15.15	Breakout sessions (Group B)
▶ 16.15 to 17.15	Exhibition viewing , Cromdale Hall
19.00	Evening theme: <i>Tartan</i> Venue: Dynamic Earth Reception
20.15	Conference dinner
22.30	Ceilidh
23.30 to 01.00	Disco and bar

P R O G R A M M E

Wednesday 14 April

Plenary Session 5 Pentland Auditorium	Research quality assessment – controversies and challenges Chair: Richard Gedye <i>Oxford University Press</i>
▶ 09.00	The raw and the cooked: bibliometrics and the flight from judgment Hugh Look <i>Rightscom Ltd</i>
▶ 09.15	Research assessment in the humanities and the ERIH project (European Reference Index for the Humanities) Alain Peyraube <i>CNRS</i>
▶ 09.30	PIRUS 2: developing a standard for individual article usage statistics Peter Shepherd <i>COUNTER</i>
▶ 09.45	Citation impact and research evaluation: current trends James Pringle <i>Thomson Reuters</i>
▶ 10.00	Question Time
▶ 10.30	Refreshments and exhibition viewing , Cromdale Hall
▶ 11.00 to 12.00	Breakout sessions (Group B)
Plenary Session 6 Pentland Auditorium	The Light Programme Chair: Incoming Chair, <i>UKSG</i>
▶ 12.15	Stop making sense: human approaches to exploring information Brendan Dawes <i>magneticNorth</i>
▶ 12.45	Improbable research and the Ig Nobel Prizes Marc Abrahams <i>Annals of Improbable Research</i>
▶ 13.15	Close of conference
	Lunch , Strathblane Hall

Breakout Sessions

There will be 28 breakout sessions from which to select, split into two groups.

**The Group A sessions will run concurrently on:
Monday 12 April at 13.30 and Tuesday 13 April at 11.30**

**The Group B sessions will run concurrently on:
Tuesday 13 April at 15.15 and Wednesday 14 April at 11.00**


Delegates will be able to attend a different session for each of the four time slots, and are requested to make their selections from Groups A and B and indicate their preferences on the Delegate Booking Form.

There will be four 'Introductory Level' breakout sessions on offer which should appeal particularly to those fairly new to serials and e-resources. These sessions are marked .

Breakout Sessions

Group A

1. **Link resolvers and the KBART project**

 Sarah Pearson
University of Birmingham

This breakout session will provide a gentle introduction to link resolver technology and its importance to the supply chain in the context of improving linking to e-content. The session will also go on to cover the importance of link resolver knowledge bases and specifically the KBART project in increasing the effectiveness of OpenURL linking. The recommendations of the recently published KBART report will be detailed. There will be plenty of opportunity for questions and discussion.

2. **Making e-books easy (or trying to!): establishing acquisitions procedures at the University of Surrey**

 Laura Smithson
University of Surrey

This session will offer a back-to-basics look at ordering e-books and the processes that need to be set up to ensure supply runs smoothly. How do we identify titles and navigate different purchasing models? How do we 'mark up' orders and submit them to the supplier? When do we download MARC records? What problems do we encounter and how do we troubleshoot them? How do we make reporting and statistics work for us? How do we go about integrating e-books with book acquisitions workflows? This will be a chance to hear about the issues we have tried to tackle at Surrey and for participants to discuss how this compares with their own approaches.

3. **E-books for FE – a digital library for FE colleges**

Anna Vernon
JISC Collections

The Learning Skills Council/JISC-funded e-books for FE project provides every Further Education college in the UK with access to 3000 e-books. As a result FE students have access to a digital library 24 hours a day, seven days a week under unlimited, simultaneous user access, meaning that, unlike the print world, a book will never be out of stock. E-books provide an ideal opportunity to extend the variety of places where your students can learn, but in order to secure your students' attention they need to be signposted and promoted effectively. Anna Vernon will share the results of HE Observatory Project and share tools and examples of library promotion.

Breakout Sessions

Group A

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4. **Communicating licensing terms – breaking the implementation impasse**
 Mark Bide
EDItEUR
- The requirement for libraries to manage licence data in a more organised way was recognised by the Digital Library Federation in the report from its Electronic Resource Management Initiative (ERMI). EDItEUR extended this theme by developing ONIX-PL – an XML format for the communication of licences from publishers to libraries. The JISC RELI project has demonstrated how this format can be used to provide clear and simple advice on usage to library users at the point of use. Those who have seen RELI recognise the potential value that ONIX-PL can unlock. The requirement is established, and the first part of the solution has been developed; however, moving to implementation is proving to be a slow and frustrating process. This workshop will present the benefits of ONIX-PL, explore the barriers to implementation and identify how these can best be removed.
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5. **Working with subscription agents – 2010 and beyond**
 Claire Grace
 Beverley Delaney
The Open University
- The presenters would like to invite attendees from libraries, subscription agents and publishers to participate in a discussion that will explore the issues, expectations and opportunities facing everyone in the supply of scholarly information in an increasingly digital world. What are the key messages that we need each other to hear? How do we see our working relationships developing in the next five years? Challenges? Threats? Opportunities ...? You decide!
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6. **Article-level metrics at the Public Library of Science (PLOS)**
 Peter Binfield
The Public Library of Science
- In an effort to measure the worth of an article (as opposed to the journal in which that article is published), the Public Library of Science is currently providing a range of ‘article-level metrics’ on every published article. At present, the metrics being tracked include scholarly citations, online usage, ratings, comments, social bookmarks, and blog coverage. This session will present the reasoning behind this programme, detail the ways in which it has been implemented and received, and present plans for future developments.
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7. **Society journal publishing in the 21st century**
 Ian Russell
Association of Learned and Professional Society Publishers (ALPSP)
- Society publishing has a history dating back more than 350 years. Collectively, society publishers account for a significant proportion of the world’s journals, but individually most are small with 90% publishing only one journal. The resulting landscape – featuring a ‘long tail’ of small players – brings richness and diversity to the marketplace but also introduces complexity and cost into the supply chain. In an environment of ‘big deals’ and open access, this workshop will examine whether societies have a future role to play in scholarly publishing.
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8. **Threats and opportunities from the semantic web**
 Richard Padley
Semantico
- What part will publishers play in a pure semantic web world, where facts are wholly unbundled, folded and twisted into new forms by autonomous software agents? Can the information economy embrace the vision of free open fact-based computing, where web ‘sites’ are as anachronistic as LP records or printed journals? This talk will examine the current state of publisher platforms and datasources, with an examination of the value added by publishers in the online publishing process. We will examine how the paper publishing conceptual model limits utility for end users, and see how linked open data will revolutionise scientific publishing.

Breakout Sessions

Group A

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9. **Is the party really over?: perceptions of the Big Deal one year on**
Jill Taylor-Roe
Newcastle University
- The year 2009 was memorable. The economic downturn and weakness of the pound against the euro and dollar caused major financial problems for UK academic libraries and, as we struggled to make ends meet, we began to cast a more critical eye over our journal big deals. Survey data suggested that, whilst libraries were making budget savings wherever they could, big deals were not yet a major target. However, looking ahead to 2010, a significant proportion of libraries thought that if big deals remained as currently configured, they would have to be vulnerable as budget cuts continued to bite. This breakout session will explore to what degree librarians' predictions have been fulfilled and will also consider how publishers have responded to the changed financial climate.
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10. **The JISC Usage Statistics Portal**
Ross MacIntyre
The University of Manchester
- This session will describe the prototype JISC Usage Statistics Portal, designed to assist and support libraries in the analysis of NESLi2 usage statistics. It has been developed taking in usage data (COUNTER JR1 and JR1A reports) from five libraries in respect of three NESLi2 publisher deals. A simple database and data processing code have been developed to verify and load the usage data files obtained via institutions. A number of reports have been developed, presented in 'dashboard' style user interface. It has demonstrated that the portal can provide a basic 'one-stop shop' where libraries can go to view and download their own usage reports from NESLi2 publishers, but one with significant scope for further enhancement.
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11. **Librarians' attitudes to digital preservation – what does our survey reveal?**
Presenter to be confirmed
- Oxford University Press are conducting some research into digital preservation – the preservation of electronic scholarly literature with the specific goal of ensuring materials remain accessible to future scholars, researchers and students. In particular we would like to find out what digital preservation means to librarians, who they feel are responsible, and what steps they currently take to ensure digital preservation. This breakout session discusses the results of this survey.
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12. **Maximising use of library resources at the University of Huddersfield**
Sue White
Graham Stone
University of Huddersfield
- Analysis of library usage data has become increasingly important in recent years but how do we count and account for our non-users? This session will look at how, through the analysis of e-resource usage, book loans and gate entry figures, the University of Huddersfield has identified groups exhibiting low/non-usage behaviour. The results have then been linked to student attainment. The session will then look at particular case studies and will discuss the actions put in place to encourage higher usage and the lessons to be learned. It is hoped that this session will be of use to both libraries and information vendors.
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13. **A library for the 21st century – is e-only finally a possibility?**
Monica Crump
Neil O'Brien
NUI Galway
- At NUI Galway a decision has been taken to move as much as possible to e-only journal subscriptions. Any journals that are available as e-only and where the publishers have guaranteed perpetual post-cancellation access to subscribed years will be switching to e-only from January 2010. This breakout session presents the strategic rationale behind this move, the steps undertaken to identify which journal subscriptions could be moved to e-only, the process involved in the changeover, and the success rate of our efforts to go e-only.

P R O G R A M M E

Breakout Sessions

Group A

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14. **Telling Tales: a guided tour of the JISC Digitisation Programme**
Ben Showers
JISC (Joint Information Systems Committee)

14 November 1807: an Edinburgh newssheet tells the tale of a young woman, Jean Alexander, one of two women found murdered in a small west Scottish town. The story moves from the Scottish capital down to London. This “deed of darkness” is then reported five days later in the London Morning Chronicle. The Chronicle narrates the story with gruesome details of the murder: the cord used to strangle the women, the amount stolen, and the suspected perpetrators. Digitised collections from the JISC Digitisation Programme allow these two stories to be brought together and connections to be made where they did not exist before. In this presentation stories that centre on Edinburgh have been chosen from multiple online digitised collections, from images, sound, newspapers and video. ‘Telling Tales’ helps show the connections that can be forged between digital online collections, and how building a critical mass of authoritative online content is making it possible for researchers, teachers and all of us to sustain arguments, elaborate critiques, and tell our own stories.

Breakout Sessions

Group B

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15. **A beginner’s guide to authentication**
II Simon Inger
Simon Inger Consulting Ltd

This is a beginner’s level session on authentication for e-resources. It will discuss the evolution of authentication from passwords to local authentication methods, examine some of the more common pitfalls and failures of each method, and will touch on why available authentication methods may be incompatible with publishers’ licence terms. Delegates are invited to come armed with anonymised examples of authentication problems they face, or to submit them in advance to the session leader at www.sic.ox14.com/uksg2010.htm.

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16. **“Just in case” vs. “Just in time”:
II e-book purchasing models**
Steve Sharp
University of Leeds
Sarah Thompson
University of York

This session will look at the advantages and disadvantages of routine title-by-title purchasing of e-books “just in case”, explore the emerging user-driven “just in time” model, and assess the value of large publisher and aggregator e-book packages in comparison to individual purchases. How do libraries manage each type of purchasing model and decide between them? Using case studies taken from the universities of Leeds and York, and drawing on the experience of some libraries in the United States and Europe, the presenters will demonstrate the range of purchasing options available to libraries and explore emerging trends.

Breakout Sessions

Group B

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17. **SHEDL – the Scottish Higher Education Digital Library**
Liz Stevenson
The University of Edinburgh
Tony Kidd
University of Glasgow
- The SHEDL concept is something new for the UK library community. From 2009 all higher education institutions in Scotland have access to the current journal content of initially three publishers, the American Chemical Society, Cambridge University Press, and Springer. With the strong negotiating support and involvement of JISC Collections, SCURL (the Scottish Confederation of University and Research Libraries) plans to extend this concept further. This session will explore the implications for research and teaching in Scotland, and for library funding within Scotland and potentially elsewhere in the UK; and consider the opportunities for both publishers and user communities offered by this type of universal access.
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18. **Collaborative e-journals project in the NHS East of England**
Lyn Edmonds
Papworth Hospital NHS Foundation Trust
Carolyn Alderson
JISC Collections
- The East of England Health Libraries consortium has been involved in a collaborative e-journals project which began in late 2006 when NHS library managers looked for a different approach to purchasing journals for 28 separate libraries, along with balancing decisions with NHS England's National Library for Health. The workshop will review the original aims and objectives of the project, the difficulties involved and how they were overcome, the role of Content Complete Ltd as negotiator for the group and the outcomes by 2009.
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19. **Anti-acquisitions librarians in the era of economic downsizing**
Dana Walker
University of Georgia Libraries
Jill Emery
The University of Texas Libraries
- Faced with continuing and expected budget shortfalls, Acquisitions Librarians from the University of Texas and the University of Georgia Libraries developed online tools to manage journal cancellations and devised new methods to select and acquire monograph collections. Suffering significant materials budget reductions beginning in 2008, the University of Georgia Libraries found that data for journal usage and cost information was spread across multiple systems. To compile subscription information, publisher package data, usage statistics, aggregator availability and citation data we developed an online interface. Subject selectors now have immediate access to comprehensive, integrated costs and usage data to make informed cancellation decisions. The University of Texas Libraries have begun to explore the use of patron-driven print and electronic book purchasing and pay-per-view article delivery to cut selection and purchasing costs. When patron-driven selection is combined with the outsourcing of end-processing (cataloguing, labelling, etc.) for library materials, the process staffing becomes focused in the acquisitions department. Ways of training staff for these new ventures will be discussed along with proposals for making the shift to patron-driven acquisitions and patron-ready resources.
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20. **Peaceful coexistence? Library-delivered e-textbooks and traditional student purchases: preliminary findings from a JISC Collections study**
Paul Harwood
JISC Collections
- Following on from the well publicised national e-books observatory project, JISC Collections commissioned some further work in this field relating to business models for e-textbooks delivered by university libraries. A general 'landscape' report on e-textbooks was produced by Content Complete Ltd and OnlyConnect Consultancy in April 2009 and it can be found at: <http://www.jiscebooksproject.org/wp-content/e-textbook-phase-1-report-public-version16-4-09.pdf>. This was followed by the commencement of a series of trials in September 2009 involving eight textbook publishers and ten higher education institutions. This briefing session will report on the work leading up to the commencement of the trials and on the findings based on the first six months of activity.

Breakout Sessions

Group B

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21. **Economics of information supply – is free information good enough?**
 Tom Roper
South Thames College
- Library and learning resource centres in further education colleges have, of necessity, made great use of free online material, especially JISC-funded resources. How do librarians add value to these resources? How sustainable is this in a time of public sector spending restraint? What other strategies might FE colleges use to make more content available to teachers and learners? And what lessons can other sectors draw from the FE experience? These and other questions will be tackled in this workshop, with opportunities for delegates to contribute their own experience of using and evaluating free resources.
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22. **E-book readers in a mobile-friendly library**
 Alison Brock
The Open University
- This session will discuss a joint Open University and Cranfield University project to investigate the potential impact of e-book readers within academic libraries. It has been clear for some time that the way users are interacting with content is quickly evolving towards a mobile world, with new technologies such as the Sony Reader and the iPod Touch presenting new opportunities for hosting library content. This project provided several students with these technologies to ascertain how their experiences altered their view of using information in this way.
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23. **I heard it on the grapevine: social bookmarking tools, trends, uses and implications**
 David Smith
CABI
- This workshop will take a tour around the latest developments in social bookmarking, including tools aimed squarely at scholars (such as Zotero and Connotea) and tools that scholars might choose to use (Delicious, Google Wave, even Twitter!). We will look at how companies are using the data from them in interesting ways, and what the future might hold as the tools develop further and we move into what Forrester calls 'The Era of the Social Web'.
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24. **Real challenges in a virtual world**
Presenter to be confirmed
- Following the success of the student-led breakout session at the 2009 conference, UKSG has repeated its invitation for papers from interested undergraduate, postgraduate and research students on UK/Irish Library and Publishing courses. The winning entrant will have the opportunity to give an original and personal 'warts-and-all' perspective on the challenges of information provision in the virtual world. What happens when you go online? Where do you go online to get the information that you need? Do you tweet or blog to find that essential fact? Are you pleased to see a Librarian avatar in Second Life? How do you judge the quality of the information you come across? What hinders your activities in the virtual world? Are webinars and podcasts a useful way to learn? Do you consider social networks to be a legitimate source of information for study? What are the best things online and what are your pet hates?
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25. **The Linking ISSN: new data for new functions**
 Françoise Pellé
ISSN International Centre
- The Linking ISSN (ISSN-L) was defined in the framework of the revision of the ISSN ISO standard and implemented for the first time in 2008. What is ISSN-L? Why was it defined? Which needs and which functions does it serve? Which benefits can be drawn from its use? These are a few questions that will be addressed during the session, which will be a presentation followed by questions and answers.

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26. **“A picture is worth a thousand words”:
using visualisation techniques to get to grips
with your user data**
James Culling
DataSalon Ltd
- Thanks to the march of technology, publishers, librarians and many intermediaries find themselves immersed in a sea of data about user behaviour and activity, including but not limited to web page logs, COUNTER usage reports, subscription records, website registrations, pay-per-view purchases, alert sign-ups, etc. Visualisation techniques can be a powerful aid to getting to grips with all of this data, and to making the right decisions, whatever your role in the serials supply chain. Drawing on real world examples, this session, in the form of a presentation with time for questions and discussion, will explore options and ideas for seeing your user data in a new light.
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27. **Europeana: vision or madness?**
Jill Cousins
EDL Foundation
- Europeana.eu started as a European project in 2007, launched a prototype in November 2008, crashed immediately under huge visitor numbers and lives on to, hopefully, become a sustainable, operational service in 2010. It gives access to the digital objects of more than 1000 of Europe’s cultural institutions such as the Rijksmuseum, the British Library, the Archivos Estatales and the Institut national de l’audiovisuel, and aims to reach over 10 million items by mid 2010. A user can trace the scores and music of Mozart, the paintings of his family and letters to his father, or discover the links between Descartes and Newton or view the rise and fall of the Berlin Wall through its search and browse. It contains the authentic and authorised versions of books, manuscripts, 3D objects, film, video and audio, and allows access via the user’s language. The story so far has been a huge exercise in collaboration, co-ordination and creativity and the challenges of continued user appeal, maintenance and financial sustainability are not small. The session will give a short demonstration of the site, a brief history, its current structure and plans for the future. The Federation of European Publishers is part of the Europeana governance structure so next steps for Europeana will include access to publishers’ books and journals. The fun and failures will be openly discussed together with a view on its future viability and its relevance to publishers.
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28. **The UKSG Usage Factor Project – a progress report**
Richard Gedye
Oxford University Press
- In Stage 1 of this project we established a mood of enthusiasm in the market for the development of a standard usage-based metric which could supplement the established citation-based metrics as a measure of journal utility. We also identified a number of key issues which would need to be addressed before such a metric could command widespread respect and confidence. This year we have been testing whether the concept has the potential to develop sturdy legs by testing out a number of potential metrics using real data from real publishers. Do the results look promising? Come to this session and hear what we have found so far in our data analysis and modelling lab.

UKSG exists to connect the information community and encourage the exchange of ideas on scholarly communication. It is the only organisation spanning the wide range of interests and activities across the scholarly information community of librarians, publishers, intermediaries and technology vendors.

In a dynamic environment, **UKSG** works to:

- facilitate community integration, networking, discussion and exchange of ideas
- improve members' knowledge of the scholarly information sector and support skills development
- stimulate research and collaborative initiatives, encourage innovation and promote standards for good practice
- disseminate news, information and publications, and raise awareness of services that support the scholarly information sector.



For booking forms and further information please refer to www.uksg.org

For delegate bookings please contact Karen Sadler, UKSG Administrator, Davenant House, 5 Upper Close, Wolvercote, Oxford OX2 8PE UK
Tel/Fax: +44 (0)1865 310834 E-mail: karen@uksg.org

For exhibition information please contact Alison Whitehorn, UKSG Business Manager, Hilltop, Heath End, Newbury RG20 0AP UK
Tel: +44 (0)1635 254292 Fax: +44 (0)1635 253826 E-mail: alison@uksg.org

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