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# SJSU Student Chapter Newsletter

# World Usability Day: Dr. Jeremy Kemp Speaks

By Sarah Emmerson

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To celebrate World Usability Day on November 10, 2011, Dr. Jeremy Kemp, SJSU SLIS Lecturer and ASIS&T member, delivered a talk to the Student Chapter on the topic of "How will we define Web 3.0?" Kemp manages the official wiki for educators using the Second Life immersive environment (www.simteach.com), attracts hundreds of participants from around the world to his instructional technology project connecting Moodle and Second Life (www.sloodle.com), and has been teaching online since 1999. At SJSU SLIS, Kemp teaches the following courses: LIBR 251 - Web Usability; LIBR 287 - Seminar in Information Science (various topics); LIBR 250 - Design and Implementation of Instructional Strategies for Information Professionals; and LIBR 246 - Information Technology Tools and Applications, Advanced.

As Kemp summarized, "Library and information science professionals around the world are deep in the midst of implementing user-generated content and social Web applications. But what comes next? Predicting trends, advocating for needed information resources, and smoothing their adoption may be the greatest challenge for library and information professionals moving forward." Kemp's talk explored "a variety of perspectives from those who say they can define Web 3.0." His talk touched "on futurism, forecasting emerging technology trends, and how to promote their appropriate adoption."

As an introduction to the concept of Web 3.0, Kemp examined how to fore-cast emerging trends in Web 3.0 as well as offered possible definitions of Web 3.0. Kemp introduced four methods that are used to forecast Web 3.0: the Delphi method, which elicits technology forecasts from groups of experts; the Trend Analysis method, which includes Moore's Law and Kurzweil's Singularity; the Technium method, which analyzes technology as an organism that is the product of human creations; and the User Acceptance method, a statistical model based on quantitative research. Additionally, Kemp offered five possible definitions of Web 3.0, defining it as an "Internet of Things," "Web Apps," "Mobile Web," "Semantic Web," and "Immersive Web."

Next, focusing on each of the five possible definitions of Web 3.0, Kemp examined Web 3.0 developments that are currently enhancing the usability and usefulness of the Web and emerging technologies.

Addressing Web 3.0 as an "Internet of Things," Kemp spoke about popular smart objects, such as microcontrollers, QR codes, RFID, NFC, and AR. Kemp demonstrated NFC (near field communication) technology via live video by playing a game on three separate cubes placed near one another on a flat surface, in which all three cubes were communicating with one another using NFC. Additionally, Kemp showcased microcontroller technology via live video by displaying microcontroller hardware and explaining how the microcontrollers can receive input from a variety of sensors.

Highlighting the "Web Apps" focus of Web 3.0, Kemp featured projects that his students completed in LIBR 287 - Seminar in Information Science (Topic - iPad: Implications and Applications for New Media), a course he taught in Fall 2010. In this course, students created usable Web apps and eBooks containing their own content or content supplied to them.

Examining "Mobile Web" as a possible definition for Web 3.0, Kemp exhibited mobile apps that can be used for the purpose of RSS publications, ILS integration, and lending. In addition, Kemp discussed examples of mobile apps that offer location-based services.

Discussing Web 3.0 as a "Semantic Web," Kemp explained the concept of cloud-based computing and how, within the cloud, a semantic Web exists in which machines talk to machines. To illustrate this point, Kemp led several brief exercises concerning Web apps that use semantic Web links, developments, and resources.

Emphasizing the "Immersive Web" aspect of Web 3.0, Kemp discussed virtual and augmented realities as well as the advances in communication between virtual environments and the Web.

In conclusion, Kemp offered his own definition of Web 3.0 as involving "small, personal devices that gather sensor data and Internet intelligence to predict our intentions and deliver contextualized information, formatted for us to use together immediately." Kemp reasoned that people's knowledge, expertise, and understanding of Web technology will build Web 3.0. Answering his own question posed in his talk's topic of "How will we define Web 3.0?," Kemp exclaimed "We will make it!"

Sarah Emmerson is the 2011-2012 Chair of the

San Jose State University Student Chapter of ASIS&T

# Real World Applications from a SLIS Student: Grant Management & Fundraising

by Megan Larsen



Lauren Reid discussed her professional experience with Grant Management and Fundraising at the September SJSU ASIS&T Student Chapter meeting as part of the "Sharing an Academic or Professional Ex-

perience" feature. Lauren has been grant writing for the social service sector for over five years and really loves both the research required and making a case for the programs and causes she writes for. Even though Lauren has not personally written a grant for libraries the process is the same whether writing for programs to feed the hungry or writing for programs to fund an afterschool study program for youths at the local public library. The skill of finding and securing grant funding is becoming a necessity for librarians and archivists alike in order to sustain programs and the institutions they work in.

To start, Lauren talked about there being two basic types of grants: public or private. And the way in which you approach the two are different. Public, or government sify, decked, grants (national, city, or county) are very specific and clear about what they want and what they are looking or insequence for. To make the process as fair as possible, grant letters are graded on a point system that makes it very clear on why a particular letter got the grant or didn't get the grant. When writing for public grants, be detailed about hitting all the points and meet all the guidelines requested.

Private funding, on the other hand, is all about cultivating relationships. When writing to obtain funding from pri-

vate grants and trusts you want to meet their guideline but you also want to cater to their mission and values. Lauren advises not to solicit to foundations that do not except solicitations as it could damage an opportunity in the future at building a relationship. Always seek out the most up-to-date requirements of any grant request process by looking at the funder's website or contacting them directly. But most importantly when writing for private funding, contact them directly at some point, either by email or phone, because it is the personal relationship that you build as the grant writer with the grantee that helps the most.

Lauren also went over a few of the many acronyms within the grant writing sector as well as a few of the ways in which to find grants. She touched on how grant writers get to see and sometimes be part of Program Development. Lauren also covered a few fundraising myths. But one of the most important points Lauren said was to diversify, diversify, and diversify. All grants, whether public or private, can change and may not be available to a program or institution at some point. If you don't put all of your eggs in just one basket, the programs and causes you write grants for will have a stronger chance at financial sustainability.

Megan Larsen is the 2011-2012 Webmaster of the San Jose State University Student Chapter of ASIS&T

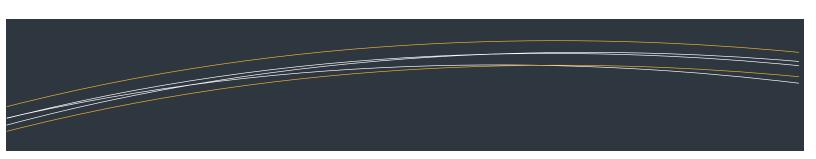
The skill of finding and securing grant funding is becoming a necessity for librarians and archivists alike in order to sustain programs and the institutions they work in.

# ASIS&T Annual Meeting: A View from Within

by Melissa Hunt Glickman

The annual ASIS&T meeting kicked off October 9 in New Orleans, Louisiana. This was my first year attending the event but I know for certain that it will not be my last. The conference was jam-packed with interesting presentations and lively question and answer sessions. I attended as much as possible and made it to many of the SJSU SLIS sponsored events along the way too. This year was especially unique because of the large presence of SJSU SLIS faculty and students. While attending the conference, I also took the opportunity to participate in the student design competition. I was a bit trepid about taking part, but Dr. Hirsch encouraged me to take the risk and I can whole-heartedly say I am glad I did. We were paired off in

groups based on an ice-breaker and then presented with the design problem. From there it was up to each group to decide upon their method and implementation and come up with a creative presentation. I was fortunate to be a part of a spectacular group of individuals and in the end our group won! We were ecstatic with the win but elated with the fact that we won admission to next year's conference. I hope all of you can make it next year because it is going to be another spectacular extravaganza celebrating 75 Years of ASIS&T. The conference will be in Baltimore, Maryland October 26-31, 2012. Mark your calendars now and I will see you all there!!!



# Highlights from the Chapter Assembly Meeting:

Historically, few of the Student Chapters attend this meeting and true to form our chapter and one other were the only student chapters present. Nonetheless the meeting was full of interesting and insightful information pertaining to Student Chapter business. The annual reports, which had become a bit of a long winded self essay, have undergone a revamp. The form was updated and reduced to a single page to make our annual report a more simplified process. The Assembly also took into consideration what other actions they might take to get more of the Student Chapters to submit annual reports. One suggestion floated through the assembly was the submission early on in the school year of a 'potential agenda' for the year. Most felt having this 'potential agenda' would provide the Advisor and the Students with a more solid proposal for the chapter activities and in turn help translate into a portion of their annual report.

Also of notable discussion were our chapter advisors. Apparently in some regions there are advisors who are not fulfilling their responsibilities as advisors and this is inhibiting student chapters from effec-

tively running. As it turns out, after review of the bylaws there is a provision for dismissing Student Chapter Advisors that has not been utilized. Moving forward, advisors will be up for renewal every three years as the bylaws state and those failing to fulfill their duties will no longer be renewed.

The interaction between regional chapters of ASIS&T and student chapters is often little to none. How best to overcome this dilemma? The Assembly is hoping to encourage more of a rapport between the two through open communication and co-hosting events. So be on the look out for ways we can begin to work cooperatively with our Regional Chapter.

Melissa Hunt Glickman is the 2011-2012 Treasurer of the San Jose State University Student Chapter of ASIS&T

Melissa was able to attend the ASIS&T National Meeting through funding from both ASIS&T and SJSU SLIS.

# ASIS&T Annual Meeting: Design Contest

by Lauren Reid

SJSU ASIS&T Treasurer Melissa Hunt-Glickman represented our chapter at ASIS&T National's 2011 Annual Meeting, October 9th-11th. She won the student ASIS&T travel award to attend the meeting and brought back great experiences and tips. At the annual meeting Melissa entered the student design contest, where students were asked to solve a pressing issue through creative designs and problem solving. The contest started with an icebreaker, where students are provided an opportunity to meet other students and form teams, with the single rule being that no more than two members are from the same university. This year's theme was to solve a filter bubble puzzle. A filter bubble is when a merchandizing

website uses a consumer's past purchases or searches to suggest other products. Melissa's team took an unusual approach to the puzzle by focusing on what would happen if consumers were educated about the bubbles and how they can make it useful for their own purposes—essentially "popping" the bubble. The key goal was to create personalized bubbles, much like Google+'s circles, where consumers can control how the bubbles monitor what they buy and what they are interested in purchasing and tracking. The design was highly visual and offered a new level of consumer control that ultimately led to Melissa and team winning the contest!!

# ASIS&T Annual Meeting: Faculty Panel

by Lauren Reid

On October 24th, four SLIS faculty members discussed their impressions and insights from the ASIS&T 2011 Annual Meeting in New Orleans. These faculty members included Dr. Robert Ellett, Mary Ann Harland, Dr. Jeremy Kemp and Dr. Geoffrey Liu. Dr. Liu spoke first about ASIS&T as an organization and gave an overall view of this year's meeting. He explained how the organization started in 1937 as the American Documentation Institute, with a focus in microfilm development to the 1970s when the internet really propelled ASIS&T into information searching trends and libraries. Dr. Lui also gave a fascinating review of the demographics and shifts in ASIS&T membership—with students making up 21% of overall membership. Dr. Ellett specializes in cataloging and this year's was his first ASIS&T annual meeting. He spoke about how this conference was different from varying other professional organization's annual meetings. One of these major differences is how the ASIS&T lectures do not read their papers, but they

expect the audience to have read them prior to attending (often printed in the meeting pamphlet) and provide feedback to the researchers. This allows for greater input from attendees. Ms. Harland has been attending ASIS&T for several years. She discussed how the conference is very diverse and focused on panel discussions. This system has created a culture where attendees are free to move between lectures and panel discussions as well as a wide access to individuals at different stages in their careers and education. Dr. Kemp spoke last about some of the poster presentations. A highlight from Dr. Kemp's lecture was his presentation of Katy Borner's Atlas of Science, as an excellent book that presents many visionary approaches to sharing knowledge and information. Overall this panel discussion presented many helpful tips on how to get the most out of the ASIS&T annual meeting.

Lauren Reid is the 2011-2012 Secretary of the San Jose State University Student Chapter of ASIS&T

# CONTEST ANNOUNCEMENT

By Carletta Woods

On November 13, 2011 the ASIS&T Student chapter announced its first contest of the 2011-12 school year. The contest seeks the best video representing the activities and benefits of being a student chapter member.

The contests invites all student chapter members to participate by submitting a video, no more than 2 minutes in length, that talks about benefits if being a SJSU ASIS&T Student Chapter member. The video submission must be in mpeg4, avi, or wmv formats and received by 11:59pm PST on January 11, 2012.

The winner of the video contest will receive \$50.00 in cash and the winning video will be featured on the SJSU ASIS&T Student Chapter's website and social media sites. The winner will be announced on January 25, 2012.

Carletta Woods is the 2011-2012 Vice Char of the San Jose State University Student Chapter of ASIS&T



As part of World Usability Day this year, which was November 10th, Dr. Jeremy Kemp, who we had enlisted to give a talk to our chapter in conjunction with the event, suggested our chapter also organize and field a team to participate in an online usability scavenger hunt sponsored by CHIFOO, I the Computer-Human Interface Forum of Oregon. The scavenger hunt, which took place over two days on November 9 and 10, consisted of participants looking for good and bad examples of usabilityrelated design in their everyday environment in 15 different categories, taking a picture of the example, and then posting it to a tumblr blog set up by the organizers. Submissions were tracked on a leaderboard on CHIFOO's website, with winners to be determined by judges after the close of the contest.

Our chapter held an organizational meeting on the evening of November 9th for interested participants. Dr. Kemp explained the logistics of the event and went through the categories to familiarize participants with them. He also invited Fellene

Gaylord from CHIFOO to attend the meeting and explain the logistics in more detail to us. Of the 11 people who attended the meeting, 9 volunteered to participate in the scavenger hunt, which was better than we had expected. Since CHIFOO limited the size for teams to 5 people, SLIS ended up having two teams participate in the scavenger hunt. The participants on team SLIS1 were Jeremy Kemp, Frank Florian, Colleen McKnight, and Jessica Wheeler. The participants on team SLIS2 were Sandra Williams, Christina Troup, Dolly Moehrle, Jenn Wood, and Diane Grevalsky-Angiletta.

After the organizational meeting, the teams had their missions to find and post examples of good and bad usability in the environment around them. The next day, November 10th, the hunting began in earnest. In addition to the two SLIS teams, there were 5 other teams that were actively participating in the scavenger hunt. Despite various technical difficulties related to posting images to the blog throughout the day, the SLIS teams rose to the challenge and posted many examples for the contest. The

teams met again in Elluminate after Dr. Kemp's talk on November 10th, after the contest had ended, and reviewed their submissions with each other.

When winners were announced a week later, SLIS1 had won second prize and SLIS2 had won fourth prize. Not too bad for two teams who had missed the first day of the contest and had less than 24 hours to catch up! If you want to see the submissions that were made by each team. check out the leaderboard on on the icon in each category for a team, which will take you to the blog posting with that team's submission in that category. The event overall was a fun and interesting exercise, particularly if you are interested in the areas of usability and user experience design.

Frank Florian is the 2011-2012 Program Director of the San Jose State University Student Chapter of ASIS&T

### **EYE ON IT**

## **Job Openings** Around the US

Investigations Clerk US Coast Guard Mobile, AL

Apply by 12/11

Digital Humanities Post Doctoral position University of Alabama Libraries Tuscaloosa, AL

Apply by 01/4

Library Services Manager: Electronic Services Mohave County Library Mohave County, AZ Apply by 1/17 🔎

Dean, Library and Distant Learning Division Southeast Arkansas College Pine Bluff, AR

Apply by 01/04

Access Management Archivist Arkansas State University Jonesboro, AR Apply by: 01/22

Online Services & Outreach Librarian Berkeley, CA Apply by 01/31

Digital Archivist/Special Collections California State University Long Beach, CA Apply by 01/17

STEM—Web Librarian California State University Hayward, CA

Apply by 01/31

**Director of Product Management ProQuest** Palo Alto, CA Apply 🔎

Data Management Analyst Apple Cupertino, CA

Student Cooperative/Network Processing Office of the Inspector General, USPS Los Angeles, CA Apply by 12/09

Digital Initiatives Librarian California State University Pomona, CA

Apply by 03/02

Archival and Metadata Librarian University of Southern California Los Angeles, CA

Archives & Digital Collections Asst. Lib. California Academy of Sciences San Francisco, CA

# Financial Update by Melissa Hunt Glickman

The little nest egg our chapter is nurturing has grown since our last newsletter thanks to a generous donation on the part of Dr. Kemp and Sarah Emmerson, our Chair. Thank you Dr. Kemp and Sarah, this money will help us to fund a number of fun and exciting things in our chapter.

Please note that should any one else feel the desire to donate to our Student Chapter please do not hesitate to contact me to discuss the details. We welcome any donation, big or small, because in the end it all goes toward sponsoring new and innovative contests and programs for all of us to enjoy.

# EYE ON IT—Job Openings Around the US (cont'd)

SQL Data Analyst/Vendor Management Head of Information & Research Lender Processing Services Pasadena, CA

Digital Infrastructure & Tech. Coord. University of Denver, Penrose Library Denver, CO

Apply by 01/09

Florida International University

Miami, FL Apply by 01/05

Data Officer Planned Parenthood of the Rockies Denver, CO

Apply 🔎

Chief Technology Officer Yale University New Haven, CT

Apply by 12/10



Director of Emerging Technologies The Farmington Libraries Farmington, CT

Apply by 01/31

Systems Librarian Fairfield University Fairfield, CT

Apply by 01/06

Cybersecurity Internship Department of Homeland Security Washington, DC

Apply by 01/30

Knowledge Management L-3 Communications Washington, DC

Apply 🗔

Systems Librarian Georgetown University Washington, DC

Apply A

Electronic Resources Librarian Georgetown University Washington, DC

Records Management Manager Trak Records Washington, DC

Apply 🗔

Associate Arcivist for Digital Initiatives and Records Management American University Washington, DC

Apply 🗔

Administrative Information Specialist Federal Reserve System Washington, DC

Apply by: 12/31

Florida International University Miami, FL

Database and Metadata Management

Lead Developer Florida State University Libraries Tallahassee, FL

Apply by 12/22 🎝

Reference/Electronic Resources Stetson University College of Law Gulfport, FL

Apply 🗔

Knowledge Management Writer Bright House Networks Saint Petersburt, FL **Apply** 

Electronic Services Librarian North Georgia College & State Univ. Dahlonega, GA

Apply by 01/02

Instructional Systems Specialist Dept. of Defense Peachtree City, GA

Apply by 01/06

Director of Library Access Services Savannah College of Art & Design Savannah, GA Apply 🗔

Knowledge Management Advisor

Pearl Harbor HI Apply 🏳

Integrated Library Systems Admin Idaho State University Pocatello, ID

Apply 🗔



Head of Systems Librarian Illinois State University Normal, IL

Apply by 12/15

Technical Specialist Librarian for Library Web Services Chicago State University Chicago, IL

Metadata Analyst Indiana University Libraries Bloomington, IN

Apply by 12/31

Digital Repository Coordinator Iowa State University Ames, IA

Apply by 12/28

Instructional Technologist Kansas State University Vet, Med, Lib. Manhattan, KS

Apply by 01/09

Data Management Analyst Tantus Technologies Baltimore, MD

Apply 🗔

Digital Assets Librarian Oakland University Rochester, MI

Apply by 01/15

Director of Technology Services St. Louis Public Library Kansas City, MO Apply 🗔

Electronic Resources Librarian Montana State University Bozeman, MT

Apply by 12/15

Acquisitions & Technological Discovery Services New Jersey City University Jersey City, NJ

Apply by 12/31

Information Management Officer Dept. of Safety and Security, UN New York City, NY

Apply by 01/01 🎘

NCSU Libraries Fellows, 2012-2014 North Carolina State University Raleigh, NC

Apply by 01/20

Library Network Manager Library Information Network of Clackamas County Clackamas, OR

Apply by 01/03

Web Services Librarian Commonwealth Medical College Scranton, PA

Apply 🛴

Technology Coordinator North Kingstown Free Library North Kingstown, RI Apply by 12/16

Digital Technologies Development Virginia Tech Libraries Blacksburg, VA

Apply by 12/31 👼





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http://slisgroups.sjsu.edu/asistsc

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Visit http://mail.asis.org/mailman/ listinfo/sjsu-student

For more information about the American Society for Information Science and Technology (ASIS&T) at a national level, please visit their website at http://www.asis.org/

# Faculty Prime Time: Dr. Judy Weedman

by Frank Florian



On October 5, 2011, our Student Chapter hosted the second faculty speaker for the semester, Dr. Judy Weedman. Dr. Weedman is a full-time Professor at SLIS and is also an active member of ASIS&T. Dr.

Weedman has taught many courses at SLIS, including LIBR 202 Information Retrieval, LIBR 244 Online Searching, LIBR 247 Vocabulary Design, and LIBR 287 Seminar in Information Science. Within the field of information science, her area of specialization is knowledge production. Dr. Weedman's work has been published in journals of several disciplines, and she regularly presents at conferences such as those of the American Society for Information Science and Technology and the Joint Conference on Digital Libraries.

The topic of Dr. Weedman's talk was her experiences working in various information environments over the course of her career. Starting with what she called her "ignoble beginnings" as a school librarian, she traced her journey from getting her Master's degree at the University of Oregon through a variety of professional positions, and then her eventual decision to pursue a Ph.D. in information science at the University of Michigan and take on the role of educator by becoming part of the faculty at SLIS. Working in several non-traditional library environments along the way, including solo librarian positions

Dec 13

Dec 14

10-11 AM CST

10 AM PST

in special libraries as well as a consultant and information broker in the areas of vocabulary design and online searching, Dr. Weedman had many interesting insights into these work environments, including the necessity for solo librarians to take on the coloration of their organizational environments and the challenge of doing solo librarian work when you are often the only one in the organization who understands exactly what it is you do.

After describing her career in some detail, Dr. Weedman spent considerable time in her talk detailing her particular interests in the areas of indexing, online searching, scholarly communication, socio-technical studies (the interrelationships between the social and the technological), and vocabulary design. She also described several of her areas of current research, including the movement of ideas in organizations, the role of a computer-mediated conference in professional socialization, and the growth of knowledge in digitization projects. At the conclusion of her talk, Dr. Weedman took questions from the audience. If you missed the talk and were unable to attend in person, be sure to check out the recording on the Student Chapter website. If you're interested in information organization and exploring the way in which your library school training might be applied in various information environments, Dr. Weedman's talk is sure to be of interest to you.

### **Upcoming Webinars**

### (always free unless otherwise specified)

Setting up and Configuring a new PC

Sponsored by: O'Reilly Community

Register 🎘

Job Hunting in the 21st Century

Sponsored by: Nebraska Library Comm.

**Dec 12** 9-10 AM PST VIAF Show and Tell Webinar Sponsored by: OCLC

#### Register 🗔

Dec 13 1 PM CST Hooked on Books: New Titles for the Newest Readers Sponsored by: Booklist

### Register 7

Dec 20 2 PM EST Data Visualization for Advocacy Sponsored by: OCLC

Register [7]

#### \_\_\_\_

Dec 28
10-11 AM CST
A Conversation with Sarah Houghton—
Librarian in Black
Spansored by Nebraska Library Comm

Register 7

Sponsored by: Nebraska Library Comm.

Register 🏳

Dec 13 12-1 PM PST

What Will Happen When I'm Gone: Ensuring Knowledge Transfer to Your Successor Sponsored by: Infopeople

#### Register 🏳

Dec 14 3-5 PM EST Let's Get Crazy! Library Programs On and Over the Edge Sponsored by: OCLC

Register 🏳

# Upcoming Chapter Events

Nov 28, 6-7pm PST—Student Workshop – Alternative Careers and Pathways: Course Specializations and Non-MLIS Environments; presented by Toni Rodriguez

Dec 5, 6-7pm PST—Student Workshop – Content Management: Culture and Content, the Struggle for Control; presented by Lorraine Stein

**Spring 2012**—Second Life Mixer and more workshops

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