

**Año 2 Número 54 diciembre 2017**

**Contenidos de este número**

# 1 Bibliometrics: Clarivate Analytics Releases 2017 Highly Cited Researchers List

Filed by [Gary Price](http://www.infodocket.com/author/gprice/) on November 15, 2017

From [Clarivate:](http://news.clarivate.com/2017-11-15-Clarivate-Analytics-names-the-worlds-most-impactful-scientific-researchers-with-the-release-of-the-2017-Highly-Cited-Researchers-List)

Clarivate Analytics today released its publication of its annual [Highly Cited Researchers list.](http://news.clarivate.com/2017-11-15-Clarivate-Analytics-names-the-worlds-most-impactful-scientific-researchers-with-the-release-of-the-2017-Highly-Cited-Researchers-List)

The citation analysis identifies the most frequently cited researchers as determined by the extent to which their papers have supported, influenced, inspired and challenged other researchers around the globe. It identifies authors who have consistently won peer approval from international researchers in the form of high citation counts.

[Clip]

Key findings show:

* More than 3,300 Highly Cited Researchers in 21 fields of the sciences and social sciences. 130,000 papers aligned to 900 institutions were selected this year.
* The USA fields the highest number of authors, at 1,644, a 12% increase on the 2016 listing. The UK ranks second with almost 344 entries.
* China is gaining fast, in third place, with the highest increase of any nation, showing a 41% jump to 249 authors.
* Several authors -147 in fact – are credited for Highly Cited Papers in more than one field of research.  Twenty authors appear in three fields.
* Finland (25%) & Singapore (21%), whilst their respective overall totals of authors listed are <30, also posted notable percentage increases since 2016.
* In terms of notable institutions on the list:
1. Harvard University, USA tops the institutional table with 109 entries, followed by,
2. Stanford University, USA  has 64
3. Germany’s Max Planck Society, lists 47 authors
4. The Chinese Academy of Science boasts 44 entries

The two-part study also spotlights a ranking of Hot Papers that quickly accumulate a high number of citations soon after publication. The list of emerging research trends features 21 researchers who, since 2014, have each published at least 14 Hot Papers, according to citations tallied as of December 2016.

Michael Grätzel of the Ecole Polytechnique Fédérale de Lausanne (EPFL), Switzerland and Henry J. Snaith of Oxford University, UK share the top spot with 29 Hot Papers for multiple fields of research.

[Clip]

The [methodology](https://clarivate.com/hcr/methodology/) that determines the who’s who of researchers draws on the data and analysis performed by bibliometric experts from Clarivate Analytics.  It uses [Essential Science Indicators](https://clarivate.com/products/essential-science-indicators/), a unique compilation of science performance metrics and trend data based on scholarly paper publication counts and citation data from the [Web of Science](https://clarivate.com/products/web-of-science/), the premier web-based environment of scientific and scholarly research literature totaling over 33,000 journals.

The 2017 Highly Cited Researchers list can be seen in its entirety at <https://clarivate.com/hcr/>.

Read the [2017 Highly Cited Researchers report](https://clarivate.com/hcr/worlds-influential-scientific-minds/), featuring the Hottest Papers and the researchers behind them.

Direct to [Complete HCR Announcement](http://news.clarivate.com/2017-11-15-Clarivate-Analytics-names-the-worlds-most-impactful-scientific-researchers-with-the-release-of-the-2017-Highly-Cited-Researchers-List)

**About Gary Price**

Gary Price (gprice@mediasourceinc.com) is a librarian, writer, consultant, and frequent conference speaker based in the Washington D.C. metro area. Before launching INFOdocket, Price and Shirl Kennedy were the founders and senior editors at ResourceShelf and DocuTicker for 10 years. From 2006-2009 he was Director of Online Information Services at Ask.com, and is currently a contributing editor at Search Engine Land.

**http://www.infodocket.com/2017/11/15/citation-analysis-clarivate-analytics-releases-2017-highly-cited-researchers-list/**

# 2. U.S. Copyright Office Publishes New Interim Rule re: Recordation of Copyright

Filed by [Gary Price](http://www.infodocket.com/author/gprice/) on November 13, 2017

From the U.S. Copyright Office:

Today, the U.S. Copyright Office [published an interim rule amending](https://www.gpo.gov/fdsys/pkg/FR-2017-11-13/pdf/2017-24527.pdf) its regulations concerning the recordation of transfers of copyright ownership, notices of termination, and other documents pertaining to copyright.

On May 18, 2017, the Office issued an NPRM proposing amendments to the Office’s recordation regulations designed to update them in anticipation of development of a new electronic recordation system. The NPRM also noted that at least some aspects of the proposal could be implemented prior to the rollout of the new system.

This interim rule adopts a number of the proposed improvements to the extent practicable under the current paper-based recordation system. The Office intends to replace the interim rule with a final rule once the new online system is publicly released. While the rule makes many changes and clarifications, the general mechanics of recordation remain essentially the same.

One of the more notable amendments is that electronically signed documents can now be recorded, expanding the universe of recordable documents. Additionally, a document cover sheet containing various certifications and indexing information is now required, which should aid remitters in confirming their submissions are complete and compliant, and should also benefit the Office by making the examination process more efficient.

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**http://www.infodocket.com/2017/11/13/u-s-copyright-office-publishes-new-interim-rule-re-recordation-of-copyright/**

# 3. University of Texas at Austin: Fine Arts Community Debates Future of Fine Arts Library

Filed by [Gary Price](http://www.infodocket.com/author/gprice/) on November 12, 2017

From [The Daily Texan:](https://www.dailytexanonline.com/2017/11/09/fine-arts-community-debates-future-of-fine-arts-library)

Almost 100 students voiced opposition to the removal of fine arts books and collection materials at the UT Fine Arts Library, FAL, town hall Thursday.

The town hall was prompted by concerns about changes to the FAL, which has relocated more than 75,000 books, music scores and library materials over the past year.

Douglas Dempster, dean of the College of Fine Arts, explained the college needs more space for innovation and programs in a four-page letter in October. At the town hall, students continued to strongly oppose changes to the FAL in the E. William Doty Fine Arts Building.

[Clip]

Students and faculty like Mary Ellen Poole, the director of the Butler School of Music, worry that moving more music scores and materials from the Fine Arts Library to off-campus storage facilities will hinder student learning by exploration.

“As addicted as we have become to the process of Googling something, the physicality of standing next to things you did not know you would discover is critical,” Poole said at the town hall. “The issue of discovery is paramount for our students.”

Read the [Complete Article](https://www.dailytexanonline.com/2017/11/09/fine-arts-community-debates-future-of-fine-arts-library)

See Also: [Future of the Fine Arts Library (via UT Libraries)](https://www.lib.utexas.edu/fal/announcements/future-fine-arts-library)

See Also: [Fine Arts Library FAQ](https://finearts.utexas.edu/falfaq)

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**http://www.infodocket.com/2017/11/12/university-of-texas-at-austin-fine-arts-community-debates-future-of-fine-arts-library/**

# 4. Reference: Data: The College Board Releases 2017 Trends in Higher Education Reports

Filed by [Gary Price](http://www.infodocket.com/author/gprice/) on November 11, 2017

From [The College Board:](https://www.collegeboard.org/releases/2017/students-families-pay-more-out-of-pocket)

The College Board’s [2017 Trends in Higher Education](https://trends.collegeboard.org/) reports — Trends in Student Aid and Trends in College Pricing—show continuing moderate annual increases in published tuition and fee prices, ranging from 2.9% to 3.6% across the public and private nonprofit sectors of higher education. In 2017-18, the average published tuition and fee prices are $3,570, $9,970, and $34,740 at public two-year, public four-year, and private nonprofit four-year sectors, respectively.

For the past five years, Trends in College Pricing has reported one-year price increases of about 3% each year in the public four-year sector (before adjusting for inflation)—a steep decline from the one-year price increases of between 6% and 13% during the decade from 2001-02 to 2011-12. Patterns in the public two-year and private nonprofit four-year sectors are similar but less pronounced.

In 2017-18, full-time students in the public and private nonprofit four-year sectors receive an estimated average of $5,830 and $20,210, respectively, in grant aid and tax benefits, covering nearly 60% of tuition and fees in each sector. On average, grant aid and tax benefits cover tuition and fees for full-time students at public two-year colleges. However, net prices in all three sectors continued to rise between 2016-17 and 2017-18, even after adjusting for inflation. While the average net prices in 2017-18 remain lower than they were in 2007-08 at public two-year and private nonprofit four-year institutions, net prices have risen in all three sectors each year since 2011-12, as the growth in grant aid slowed relative to the growth in tuition and fees.

[Clip]

**Key College Pricing Findings**

* Average published tuition and fees for full-time **in-state students at public four-year colleges and universities** increased by 3.1% before adjusting for inflation, from $9,670 in 2016-17 to $9,970 in 2017-18.
* In 2014-15, at public four-year institutions, federal aid recipients (including those who received only federal loans) with incomes $30,000 and below paid no tuition on average, and had $2,700 of grant aid to put toward an estimated $14,520 in non-tuition expenses, leaving $11,820 for them to cover out of other resources.
* Average published tuition and fees for full-time **out-of-state students at public four-year colleges and universities** increased by 3.2% before adjusting for inflation, from $24,820 in 2016-17 to $25,620 in 2017-18.
* Average published in-district tuition and fees at **public two-year colleges**increased by 2.9% before adjusting for inflation, from $3,470 in 2016-17 to $3,570 in 2017-18.
* In 2017-18, full-time students at public two-year colleges receive an average of about $3,900 in grant aid and federal education tax credits and deductions—$330 more than required to cover tuition and fees. On average, after grant aid, they must cover about $8,070 in living expenses.
* In 2017-18, average published in-district tuition and fees for full-time students at public two-year institutions range from $1,430 in California and $1,760 in New Mexico to $6,840 in New Hampshire and $7,980 in Vermont. Average tuition and fees for in-state students at public four-year institutions range from $5,220 in Wyoming and $6,360 in Florida to $16,040 in Vermont and $16,070 in New Hampshire.
* Average published tuition and fees at **private nonprofit four-year institutions**increased by 3.6% before adjusting for inflation, from $33,520 in 2016-17 to $34,740 in 2017-18.
* The increase in average grant aid and tax benefits for full-time students at private nonprofit institutions was large enough to lower average net tuition and fees by $740 (in 2017 dollars) between 2007-08 and 2017-18, but most of the increase in aid came during the first half of the decade.
* Between 2007-08 and 2017-18, average tuition and fees increased by $870 (in 2017 dollars) at public two-year colleges, $2,690 at public four-year institutions, and $7,220 in the private nonprofit four-year sector. 3 2017 Trends in Higher Education
* Between 2005-06 and 2010-11, total state and local funding rose by 2%, from $75.6 billion (in 2015 dollars) to $77.3 billion. At the same time, enrollment increased by 19%, generating a 14% decline in per-student funding over these five years. Between 2010-11 and 2015-16, total funding fell by 2%. Combined with a 5% decline in enrollment, this generated a 3% increase in per-student funding over these five years.
* Between 2004-05 and 2014-15, per-student revenue at public four-year institutions from tuition and fees and federal, state, and local governments increased by $720 (3%) in 2014 dollars. Net tuition revenue increased by $3,000, while revenue from government sources declined by $2,280.
* Tuition and fees constitute 39% of the total budget for in-state students living on campus at public fouryear colleges and universities and 20% of the budget for public two-year college students who pay for off-campus housing.

**Key Student Aid Findings**

* In 2016-17, undergraduates received an average of $14,400 per FTE student in financial aid, including $8,440 in grants from all sources, $4,620 in federal loans, $1,280 in education tax credits and deductions, and $60 in Federal Work-Study.
* Grant aid per FTE undergraduate student increased by $1,020 (14%) in 2016 dollars between 2011-12 and 2016-17, after increasing by $2,180 (42%) over the preceding five years.
* Total Pell Grant expenditures increased from $15.2 billion (in 2016 dollars) in 2006-07 to $35.8 billion in 2011-12, but declined to $26.6 billion by 2016-17. The number of Pell Grant recipients declined in 2016-17 for the fifth consecutive year, but the 7.1 million recipients represented a 38% increase from 5.2 million a decade earlier.
* Colleges and universities increased their aid by 32%, from $44.4 billion (in 2016 dollars) in 2011-12 to $58.7 billion in 2016-17. Over these five years, federal grant aid declined by 15%, and grant aid from states and from employers and other private sources rose by less than 10%.
* Annual education borrowing fell (in inflation-adjusted dollars) in 2016-17 for the sixth consecutive year. Federal education loans per FTE undergraduate student followed the same pattern, but the average amount borrowed by graduate students increased for the second year in a row—to $17,710, almost four times as high as the $4,620 in federal loans per undergraduate student.
* Undergraduate students and parents borrowed 2% more (after adjusting for inflation) in 2016-17 than in 2006-07, but 18% less than in 2011-12. Graduate students borrowed 31% more in 2016-17 than in 2006-07, but 3% less than in 2011-12.
* Total federal loans per FTE undergraduate student increased by 36% ($1,470) between 2006-07 and 2011-12, but declined by 17% ($970) between 2011-12 and 2016-17. • In 2015-16, the 60% of bachelor’s degree recipients from public and private nonprofit institutions who borrowed graduated with an average of $28,400 in debt. 4 2017 Trends in Higher Education
* Sixty percent of federal student loan borrowers entering repayment in 2010-11 and 2011-12 after earning a degree or certificate and 34% of noncompleters had paid down at least $1 of loan principal after three years. Repayment rates ranged from 23% for independent students in the for-profit sector to 68% for dependent students in the private nonprofit sector.
* In 2017, 50% of the outstanding federal education loan debt is held by the 12% of borrowers owing $60,000 or more; 57% percent of borrowers with outstanding federal education loan debt owe less than $20,000.
* The share of the savings from education tax credits and deductions going to households with adjusted gross income (AGI) below $25,000 rose from 15% in 2004 to 24% in 2014. The share going to those with AGI over $100,000 rose from 0% to 24%.

Read the [Complete Summary](https://www.collegeboard.org/releases/2017/students-families-pay-more-out-of-pocket)

**http://www.infodocket.com/2017/11/11/rfnew-data-the-college-board-releases-2017-trends-in-higher-education-reports/**

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* **Latin American History** - [Machu Picchu](http://mediasource.actonservice.com/acton/ct/10574/s-156e-1711/Bct/l-00ab/l-00ab%3A22523/ct14_0/1?sid=TV2%3AiVv9NXHvG)
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* **Politics** - [Gender and Political Behavior](http://mediasource.actonservice.com/acton/ct/10574/s-156e-1711/Bct/l-00ab/l-00ab%3A22523/ct16_0/1?sid=TV2%3AiVv9NXHvG" \t "_blank)
* ***Encyclopedia of Social Work*** - [School Safety, Victimization, and Bullying](http://mediasource.actonservice.com/acton/ct/10574/s-156e-1711/Bct/l-00ab/l-00ab%3A22523/ct17_0/1?sid=TV2%3AiVv9NXHvG)
* ***Oxford Classical Dictionary*** - [Cleisthenes (2), Athenian politician](http://mediasource.actonservice.com/acton/ct/10574/s-156e-1711/Bct/l-00ab/l-00ab%3A22523/ct18_0/1?sid=TV2%3AiVv9NXHvG)

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# SJSU-Led Team Explores Blockchain in Libraries

By [Matt Enis](http://lj.libraryjournal.com/author/menis/) on November 28, 2017 [Leave a Comment](http://lj.libraryjournal.com/2017/11/technology/sjsu-led-team-explores-blockchain-in-libraries/#respond)

A group led by San José State University iSchool (SJSU) Director Sandra Hirsh and SJSU lecturer Susan Alman is exploring how the library field could use blockchain, the open source, secure distributed database system originally developed to validate and record Bitcoin cryptocurrency transactions. Funded with a recent $100,000 grant from the Institute of Museum and Library Services (IMLS), SJSU is planning an online [Library 2.0 conference](http://www.library20.com/page/blockchain) on the topic on June 7, 2018, and a [Blockchain National Forum](https://ischoolblogs.sjsu.edu/blockchains/national-forum/) gathering library leaders, blockchain innovators, and urban planners for mid-2018. This month, the project also launched [Blockchains for the Information Profession](https://ischoolblogs.sjsu.edu/blockchains/blog/), a new website that will serve as a landing spot for ideas, conversation, and education on the topic, as well as information about the upcoming conference and forum.

“We’re bringing together people who know about blockchain technology, who know about urban planning, who know about technology in libraries, and anybody who has lots of ideas, to have a discussion [about whether] blockchain can be used within our profession, and if so, how? And what will be our priorities?” Alman explained.

At the most fundamental level, a blockchain is a ledger with transaction and ownership information—who has what, and who gave what to whom. When this information involves assets such as money or property, consensus regarding the accuracy of the data is obviously crucial, as is the need for security to prevent tampering.

Blockchain ensures consensus and security via distributed peer-to-peer networks. To use Bitcoin as an example, when a user makes a transaction, a request is broadcast to a network of computers and specialized machines (popularly known as Bitcoin miners). Those computers then validate the transaction and update any affected accounts. Batches of these validated transactions then are encoded into an encrypted “block,” which also includes data linking it to the prior block, forming a chain of current and historical data stored in redundant copies on nodes throughout the network. The decentralized process and the transparency of the data to users throughout the network make tampering virtually impossible.

In a 2015 editorial titled “[The Trust Machine](https://www.economist.com/news/leaders/21677198-technology-behind-bitcoin-could-transform-how-economy-works-trust-machine),” The Economist praised blockchain as a technology that “lets people who have no particular confidence in each other collaborate without having to go through a neutral central authority,” and riffed on the technology’s potential beyond Bitcoin, noting that it could be used to make “cheap, tamper-proof public databases” for land registries or works of art, or to implement business rules, such as transactions that require the endorsement of two or more parties. More recently, [PC Magazine](https://www.pcmag.com/article/351486/blockchain-the-invisible-technology-thats-changing-the-wor) this summer noted that blockchain “has applications across every kind of digital record and transaction, and we’re already beginning to see major industries leaning into the shift.”

As industries, businesses, and government organizations consider ways to use this technology, libraries should be ready to join the conversation, Alman said. She noted that the city of Dubai, UAE, in March announced a partnership with IBM and ConsenSys to oversee [the migration of all of the city’s government processes](https://www.wsj.com/articles/dubai-aims-to-be-a-city-built-on-blockchain-1493086080)—including tourism, health authority, and police agencies—to blockchain systems. Similarly, Alman said that the Illinois Department of Innovation and Technology this year launched the [Illinois Blockchain Initiative](https://illinoisblockchain.tech/), which has been exploring the use of blockchain for validating academic credentials, registering health providers, securing vital records, and more. Familiarity with the technology will be important for libraries if these types of municipal and state projects proliferate.

“I think libraries need a seat at the table,” Alman said.

Potential usage scenarios for libraries are listed on the new website “to get the conversation started.” These include:

* A permissionless, distributed metadata system that libraries could access for free—a “blockchain OCLC” as the site describes it.
* A blockchain-driven digital rights management (DRM) system to verify ownership of digital assets. Potentially, this could help libraries in the ongoing effort to define and secure digital first sale rights. It could also enable libraries to host peer-to-peer digital sharing networks.
* Creating a protocol to support community-based collections and borrowing. This type of system could keep track of the ownership and lending status of items shared throughout a community, from tools to cars to expertise.
* Working with the open-source [InterPlanetary File System](https://ipfs.io/) (IPFS) peer-to-peer hypermedia protocol across a network of libraries.
* Partnering with museums, universities, government agencies, and other organizations to share MARC records, authority control, and user-generated content using a blockchain framework.
* Developing a “badging” system that uses blockchain to record and authenticate skills that patrons or staff acquire via training programs.

Questions regarding network infrastructure may be addressed as well. Bitcoin’s blockchain is maintained by a network of thousands of computers, and individual owners of these machines are paid in Bitcoin for the use of their computing power and electricity. So, there is a financial incentive for participating in the network. However, municipal projects and library projects won’t have this advantage. And while library blockchain projects are unlikely to approach the scale of a global cryptocurrency, creating a distributed network needed to maintain any blockchain project may require ongoing commitments from several institutions.

Alman said that the goal of this initiative is to generate discussion and produce a set of recommendations regarding the viability and potential application of the technology within the library field. She encouraged anyone who is interested to check out the [site](https://ischoolblogs.sjsu.edu/blockchains/), register for the online conference, submit presentation proposals, or contribute to the conversation via the site’s [blog](https://ischoolblogs.sjsu.edu/blockchains/blog/).

The site includes a curated selection of links to articles and abstracts regarding blockchain technology, and is designed “for somebody who doesn’t know anything at all about blockchain, but is interested,” as well as people with an advanced knowledge of the topic. “Anybody is welcome to come and explore,” Alman said.

In addition to principal investigators Hirsh and Alman, IMLS advisory committee members for the project include Miguel Figueroa, executive director, ALA Center for the Future of Libraries; Jason Griffey, fellow, Berkman Klein Center for Internet and Society at Harvard University; Ryan Hess, library services manager, Digital Initiatives, Palo Alto City Library, CA; Amy Garmer, director, Dialogue on Public Libraries for The Aspen Institute; Christinger Tomer, associate professor, School of Computing and Information, University of Pittsburgh; Nadar Afzalan, chair of the Technology Division for the American Planning Association; and Alessandro Voto, regional director for ConSensys West. SJSU iSchool technology support Bob Lucore worked with iSchool students Christina Cornejo and Stacey Johnson to design the new site.

**About Matt Enis**

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# National Library Partnership Tackles Health Literacy Gap

By Jennifer A. Dixon on November 28, 2017 [Leave a Comment](http://lj.libraryjournal.com/2017/11/public-services/national-library-partnership-tackles-health-literacy-gap/#respond)

More than 90 million Americans have low health literacy, hindering their ability to take control of and address their own health needs, according to a 2004 study by the Health and Medicine Division of the National Academies of Sciences, Engineering, and Medicine. The Public Library Association (PLA) and its parent organization the American Library Association (ALA), together with the National Network of Libraries of Medicine (NNLM), are working to expand the extent to which libraries—among the most trusted of community institutions—can address this issue.

PLA Deputy Director Scott G. Allen noted that health literacy is a key topic for public libraries, as the majority of consumers struggle to make sense of the health information they encounter each day, and health information on the Internet and in media can be “misleading or downright false.” He explained, “Consumers need help understanding what’s relevant to their health, what’s legitimate, and how marketing and sensational headlines might be drawing attention away from valid research findings.” Health illiteracy can be incredibly costly, with uninformed individuals more likely to make unnecessary emergency room visits and less likely to adopt healthy behaviors.

Public libraries already work extensively to disseminate health information. In 2016, PLA held a focus group looking at health information programming with public librarians from six diverse libraries. From just this small sample, PLA learned about 30 different health-related initiatives at their libraries, including reference services, education programs, health fairs, exercise classes, equipment loans, partnerships with local healthcare providers, and more. Now, new programs created by PLA, ALA, and NNLM aim to take such programming even further.

**CREATIVE COLLABORATION**

PLA and NNLM recently announced a “Promoting Healthy Communities” partnership, which will develop medical information to be used by public libraries working with general audiences. In January 2017, representatives of the Greater Midwest Region (GMR) of NNLM contacted PLA and started exploring a partnership to bring National Library of Medicine resources more directly to public libraries and their patrons. The joint initiative is funded by the GMR office but is a collaboration among members from the eight NNLM regions across the United States, and will work with public libraries across the country.

The program, running from September 2017 through April 2018, addresses low health literacy from many different angles, including a website, podcasts, webinars, conferences, and tailored trainings for public library staff seeking to expand their skills and knowledge in this area. These are the work of an advisory group of NNLM representatives and public librarians dedicated to creating useful health-related materials. They have already held a webinar and started developing other communication channels, including for the ALA 2018 Midwinter Meeting and the PLA 2018 Conference.

Lydia Collins, consumer health coordinator with NNLM, encouraged public libraries to recognize the health literacy resources available to them through NNLM. She said, “Public libraries need to tap into their regional medical library offices. There is so much expertise” across the nation, and “we’re here to support them and to give them ideas and connect them to tools and resources so they can do outreach in their communities.” NNLM also offers free training that targets the health literacy issues that concern public libraries, and its approach to outreach is flexible in order to react to feedback from participants about what they need most. She described the NNLM approach as meant to “motivate and inspire” libraries to make the best possible use of available tools.

According to Allen, the team hopes this project will “increase knowledge and confidence among public librarians to address consumer health information needs and enable public libraries to execute quality health information programming and training. We also plan to identify strategies to share information on what public libraries are doing and resources to continue this much-needed work.” He said that there has already been “overwhelming” interest in the project, and it is apparent that the collaboration is meeting a critical need.

**TOOLS TO TRANSFORM**

In addition, ALA has worked with NNLM to create a “[Health Literacy Toolkit](http://www.ilovelibraries.org/librariestransform/health-literacy-toolkit-intro),” part of its “Libraries Transform” initiative. This Toolkit empowers library staff with methods and multilingual resources to communicate with patrons about health issues like nutrition, healthy aging, and chronic diseases. The Toolkit also highlights the value of staff members’ skills in identifying reliable free online information about healthcare and insurance concerns.

Posted on the Libraries Transform campaign website, the Toolkit offers key messages to guide discussions on health as well as suggestions for program ideas and downloadable materials like bookmarks and social media graphics. Since it launched in October 2017, there have been approximately 1,600 downloads and approximately 350 views of the program’s introductory webinar. In addition, the American Medical Association and the American Heart Association have highlighted the campaign materials on their social media feeds.

The Health Literacy Toolkit launched in October, Health Literacy Month, but its impact is meant to extend far beyond, inspiring libraries to use the Toolkit materials as a jumping off point. According to Jeff Julian, Director of the ALA Public Awareness Office, “We are excited to see what librarians and libraries will do with the tools. The beauty of the Libraries Transform campaign is the work that the libraries do with it once they start using it.”

Representatives from NNLM emphasized the importance of tailoring health literacy communications for individual communities. According to Amanda Wilson, head of the National Network Coordinating Office, the organization’s work aims to “let the community dictate what health needs are the priority, so we can bring our resources to bear. Needs vary so much” from one location to another. In brainstorming approaches to health literacy outreach, NNLM has found it useful to connect with public libraries to harness their skillsets and experience, whether that means focusing on child wellbeing or programming for elderly patrons.

These collaborative projects are making inroads on the lack of health literacy among the public. As Allen summarized the value of this work, “increasing access to quality health information and encouraging greater health literacy also speaks to the public library’s goals of equity and social responsibility. We know the lack of computer and Internet access increases disparities in literacy and access to health information. Public libraries can play a significant role in narrowing the digital divide by connecting the underserved with critical health information.”

**About Lisa Peet**

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