**Año 3 Número 82 agosto 2018**



**Contenidos de este número**

1. **Impacto de RDA en los Servicios de Recuperación de Información**

**Conferencia ofrecida por el Maestro Ageo García, Presidente del Consejo Consultivo Latinoamericano para la Cooperación en Catalogación, durante el V Congreso de Bibliotecarios del Sistema Universitario Ana G. Méndez (SUAGM) el 15 de abril de 2016 en San Juan, Puerto Rico.**

[**Impacto de RDA en los servicios de recuperación de la información**](https://www.scribd.com/document/334713276/Impacto-de-RDA-en-los-servicios-de-recuperacion-de-la-informacion#from_embed)**by**[**Balbina Rojas**](https://www.scribd.com/user/12156219/Balbina-Rojas#from_embed)**on Scribd**

**http://decoleccionessuagm.blogspot.com/2016/07/impacto-de-rda-en-los-servicios-de.html**

1. **New Librarian-Authored Book Recounts Pillaging Of Rare Illustrations From University Libraries**

**Filed by**[**Gary Price**](https://www.infodocket.com/author/gprice/)**on June 18, 2018**

**From the**[**University of Illinois News Bureau:**](https://news.illinois.edu/view/6367/662854)

**A new book by a University of Illinois expert on rare-book crimes tells the story of the theft of valuable antique illustrations and the destruction of rare books from the University of Illinois Library.**

[**Travis McDade**](https://law.illinois.edu/faculty-research/faculty-profiles/travis-mcdade/)**, the curator of law rare books at the**[**U. of I. law school**](https://law.illinois.edu/)**, wrote a recently released book about the crime spree. “**[**Torn from Their Bindings: A Story of Art, Science, and the Pillaging of American University Libraries**](https://kansaspress.ku.edu/home/new-notable/978-0-7006-2636-6.html)**” was published by the University Press of Kansas. It is the fourth book by McDade, whose training both as a librarian and a lawyer gives him a unique perspective on rare-book crimes.**

**Robert Kindred ran “the art world equivalent of a chop shop,” McDade wrote, cutting prints from academic libraries across the country during the summer of 1980. He was caught at the University of Illinois and prosecuted for the crime in central Illinois.**

**[Clip]**

**The book also highlights the painstaking work of the U. of I. librarians who sorted through thousands of stolen prints recovered from Kindred’s car and tried to determine what they were and where they might have been stolen.**

**“There’s these two librarians in the police station trying to reverse-engineer what happened. It’s this quiet-but-heroic effort by these guys,” McDade said.**

**[Clip]**

**Since Kindred’s crime spree, many of the books at the University Library that would be susceptible to theft have been moved to the rare-book stacks or to an off-site storage facility, McDade said. Other academic libraries have followed suit, but “across the country there remain really nice books in libraries that are vulnerable,” he said.**

**Read the**[**Complete Article (1025 words)**](https://news.illinois.edu/view/6367/662854)

**https://www.infodocket.com/2018/06/18/new-librarian-authored-book-recounts-pillaging-of-rare-illustrations-from-university-libraries/**

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| **[Minneapolis, MNSeptember 21, 2018](http://mediasource.actonservice.com/acton/ct/10574/s-19e8-1807/Bct/l-00ab/l-00ab%3A2d802/ct1_0/1?sid=TV2%3A7VgJtvCip" \t "_blank)**[**Cherry Hill, NJSeptember 28, 2018**](http://mediasource.actonservice.com/acton/ct/10574/s-19e8-1807/Bct/l-00ab/l-00ab%3A2d802/ct2_0/1?sid=TV2%3A7VgJtvCip) |

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| **Hosted by *Library Journal*in partnership with local libraries and associations, the two newest installments of our library building and design event will bring you the latest trends in library design. Dig deep with architects, librarians, and vendors to explore building anew and renovating or retrofitting spaces both large and small that will engage your community.****Whether you’re in the dreaming and planning stages or further along the design road, you’ll find ideas, information, and inspiration, no matter your budget!** |

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| **Creative Library Concepts** |

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| **Are there any design challenges that your library currently faces?Register before Friday, August 10 to be eligible to have your library featured in a breakout session.** |

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| **"I would HIGHLY recommend attending this event—no matter what level of design phase, they had something for everyone."****– Cynthia P, Library Director, Tavares Public Library** |

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| ***Registration is only open to librarians, library board or foundation members, and the library's city planners/officials.* If you are an architect or vendor and would like to sponsor, please contact Advertising Director Roy Futterman at****rfutterman@mediasourceinc.com****.** |
| **Questions?****Contact us****.Know a colleague who would benefit from attending?Then please**[**forward this email**](http://mediasource.actonservice.com/acton/ct/10574/s-19e8-1807/Bct/l-00ab/l-00ab%3A2d802/ct3_0/1?sid=TV2%3A7VgJtvCip)**.** |

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1. Get It Right: Responding to Social Media Complaints | From the Bell Tower

By [Steven Bell](https://lj.libraryjournal.com/author/sbell/)  Social media platforms serve as a virtual complaint window for angry consumers. Higher ed is no different when community members share concerns and voice anger in online public spaces. Academic librarians need to know how to handle these situations.

Here a quiz:

You just Googled your own library and the reviews are mostly good, except for one that makes some particularly nasty claims about the library and its staff. What do you do?

1. Write to Google Customer Support and ask them to tell you who left the review
2. Follow Google’s online documentation to file a request to remove a review
3. Write a sincere, apologetic note acknowledging poor service but request specifics
4. Respond by telling that know-nothing joker where to go

I took this quiz in real life and I did badly. No, I didn’t try Google Support, by my reaction was far from the best choice. Here’s what I did and why academic librarians should learn more about community communications on social media. My initial reaction was to petition Google to remove the review, for which there is an existing process. The content of the review was disturbing and its validity highly questionable. Emotions got the better of me. That review angered me, and I wanted it gone. To boot, it was over three months old, so it would hardly be missed.

Bad move. So, what do you do? A wiser colleague had the right idea. This is one example of the ways in which the rules governing social media put librarians into new territory. We need to learn how to maneuver in this new space because our choices ultimately impact our relationship with students, faculty, and other community members. Add this to that list of things you never learned in library school.

**RESPONSES MATTER**

When we think of social media in the context of our academic libraries, it is most typically the case that we are broadcasting news and information, textual and visual, about our services and events, along with sharing other relevant content. We also want to know what others are saying about us on social media. My experience is that media messages about our libraries are mostly positive and complimentary, but complaints happen. At worst, the complaints are about the building temperature, a dirty bathroom, or the furniture being too uncomfortable for cozy naps. While it’s worth monitoring, most of it is best left alone, or may be deserving of a minimalist correction of misinformation. For example, when a student tweets that your library stinks because it only has PCs, that’s a good opportunity to respond about the Mac lab on the third floor. What happens when your library is accused of being unwelcoming or treating community members poorly, or as in our case, receives a nasty review? As anyone who has ever registered a consumer complaint via social media knows, responses matter.

**PROBLEM RECOVERY OPPORTUNITY**

In nearly every customer service and user experience study conducted, the results indicate that efficient problem resolution is even more critical than standard service delivery. In a [survey of 1,000 shoppers](https://www.mediapost.com/publications/article/321225/customer-problems-are-really-opportunities-in-disg.html), customers whose problems were effectively resolved spent six percent more at that online business than other customers. On Twitter, [airline and wireless provider companies that responded](https://hbr.org/2018/01/how-customer-service-can-turn-angry-customers-into-loyal-ones) quickly to customer complaints were perceived more positively, were more likely to be recommended, and received more repeat business from those customers. More important, because even the best service providers are unable to resolve every problem, just acknowledging a complaint with a response or expressing empathy with a disgruntled customer yields positive benefits. Simply ignoring complaints or failing to provide fast problem resolution is a surefire way to create negative buzz. Though responding to social media complaints and poor reviews makes for better community relationships, it’s also important to occasionally respond to supporters as well—to let them know their support is appreciated. Knowing how important a social media response is, what’s the best way to do that?

**HOW TO RESPOND**

There’s [no dearth](https://www.salesforce.com/uk/blog/2016/08/8-ways-to-deal-with-negative-social-media-comments.html) of advice on [how to respond](https://www.livechatinc.com/blog/how-to-handle-negative-comments-on-social-media/) to social media negativity. Let’s review my mistakes in handling a response to a negative Google review to learn what not to do:

* I broke the cardinal rule of social media response: **Always Respond**. Even if it’s just to acknowledge the comment or inquiry, it lets community members know the library is paying attention, listening, and wants to improve through engagement in conversation.
* I jumped the gun and went rogue. Bad idea. What I should have done is leave this to the social media experts. There’s a reason our institutions have point people for social media communications—so the job gets done right the first time. If your academic library lacks a social media point person, appoint someone to engage with your college or university social media team.
* I had no idea what the appropriate response should state. Be ready with an organization policy that specifies who will respond and identifies consistent responses. For example, “We’re sorry you had a bad experience. Tell us more so we can improve,” or “Thank you for sharing this problem, which we will report immediately.” Whatever the statement, keep it friendly and personable.
* I treated this bad review as a one-off situation. Granted, this sort of anonymous negative review is unusual for academic libraries—all of our other Google reviews are fine—but it’s important to track media interactions so there’s an ongoing record of what happened and how it was handled.
* I lost my cool. That’s guaranteed to lead to trouble. It’s hard to read a negative comment about your library and resist taking it personally, especially a remark you feel is blatantly wrong. Just as with email communication, avoid the urge to instantly respond. If you must, get that anger out of your system with a note but put it aside for 24 hours. By then you’ll have come to your senses.

While I mostly bungled our library response, one thing I did get right is responding promptly upon discovering the review. The problem is that the review was already three months old when it was discovered. It’s good practice to routinely monitor sites like Google and Yelp, along with other social media, in order to catch comments and reviews, negative and positive, for response in timely fashion.

**A FEW SIMPLE RULES**

Whatever you do on social media, your personal accounts are your business. Keep them separate from your workplace activity. Recent incidents have taught us that controversial faculty comments can spiral out of control, leaving the institution to [manage damage control](https://www.chronicle.com/article/When-Professors-Stir-Outrage/243764). When it comes to your academic library’s social media accounts, following some basic guidelines will contribute to positive, timely interactions with community members. The key is preparation. Know who will respond, how they’ll do it, and what will be said. Appoint someone to actively monitor common review sites. If your library lacks a staff member with the appropriate skills, know who to call for advice at your institution. I learned a few social media lessons the hard way, and now I know how to avoid repeating them. Here’s hoping other academic librarians will learn from my errors so that they get it right when handling social media complaints and negative reviews.

https://lj.libraryjournal.com/2018/07/opinion/steven-bell/get-right-responding-social-media-complaints-bell-tower/

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1. **Northeastern University Library Launches Boston Research Center**

**By Adam Lipkin**

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**Northeastern University Dean of Libraries Dan Cohen**

**Northeastern University (NEU) has launched the Boston Research Center, an addition to its library that will focus on interdisciplinary studies of Boston’s history. Dan Cohen, vice provost for information collaboration and Dean of the Libraries at Northeastern, notes that the Center is a natural outgrowth of Northeastern’s already-extensive collection of Boston-related materials.**

**“We’ve been collecting material from Boston for generations,” Cohen says, noting that Northeastern has the archives of both the *Boston Globe* and the now-defunct alternative paper *The Boston Phoenix*, both Pulitzer-winning publications that offer decades of coverage of the region.**

**The Globe archive also provides NEU with access to over a million printed photos and 5.7 million negatives from photos taken by *Globe* staffers and stringers, according to Cohen. “As our collection grew, we started to think about what we could do with all of these materials.”**

**“We wanted to think about using these materials in a modern, connected way,” Cohen continued, noting that a similar thought process went into the thinking behind the Digital Public Library of America, of which he was the founding executive director. One of the goals of the Boston Research Center is to connect with other nearby institutions like the Boston Public Library and Massachusetts Historical Society with whom Northeastern already has existing relationships.**

**An additional consideration was that Boston itself, according to Cohen, “is one of America’s leading smart cities.” Boston has an open data portal (**[**https://data.boston.gov/**](https://data.boston.gov/)**) that offers a wealth of information about things as minor as sidewalk reconstruction and tree plantings, as well as more traditional information like property assessment and crime statistics.**

**Having access to these materials and a number of NEU’s existing resources was a major part of the impetus to launch the center. The NULab for Texts, Maps, and Networks, the digital humanities and social science center in the library, provides opportunities for data analysis, while the College of Art, Media and Design offers a program in Information Design and Visualization. Other programs offer skills including digital storytelling that can aid the Center as well.**

**Initially, the Center will be prototyping a few pilot projects focusing on specific neighborhoods like Boston’s Mission Hill. Working with data, an extensive collection of oral histories, and archival photographs from the *Globe*, *Phoenix*, and other resources, they are building what Cohen describes as a “360-degree view of a neighborhood as it’s changed over time,” with the ability to look in particular at the impact of immigrants over the decades.**

**A group in the Center is also working with data from one of the earliest historical censuses, dating back to 1676. The Massachusetts Historical Society has cards used to record data about 50,000 residents, including where they lived, their occupations, family relations, and more. “From that, we can build a digital map that forms an incredible one-year-snapshot that you can then follow over time,” Cohen explains. This would allow folks using the map to visualize what happens to specific families and buildings over various periods of time.**

**Other projects include an overarching look at large-scale immigration patterns in Boston, and an examination, using stories recorded in books and other documents, of African-American life in Boston over the decades, going back to the 17th century.**

**All of the projects demonstrate what can be done when a group brings together collections from a wide variety of courses and an equally diverse group of researchers and data-analysis tools.**

**The Boston Research Center will eventually be located  on the fourth floor of Northeastern’s Snell Library, where it will be in proximity to related groups like the Digital Scholarship Group, the library archives, and others, and provide an outpost in the library for groups like NULab. “My vision of a library is as a place that serves more than one discipline at a time,” says Cohen. “It serves everyone and can enable and inculcate a collaborative spirit on campus.”**

**https://lj.libraryjournal.com/2018/07/academic-libraries/northeastern-university-library-launches-boston-research-center/**

1. **Protecting Library Workers’ Discourse around Social Justice | ALA Annual 2018**

**By**[**Lisa Peet**](https://lj.libraryjournal.com/author/lpeet/)**on July 6, 2018**[**Leave a Comment**](https://lj.libraryjournal.com/2018/07/shows-events/ala/protecting-library-workers-discourse-around-social-justice-ala18/#respond)

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**Clockwise from top l.: April Hathcock, Cynthia Orozco, Miriam Sweeney, Stacy Collins, Nicole Cooke**

**As the #metoo movement galvanized support in the face of widespread sexual abuse and harassment across many sectors, research demonstrating pervasive microaggressions inside of higher education and out helped validate many of those who felt marginalized or voiceless. However, the people doing that work, faced with the resultant backlash, often found that their institutions were not ready to back them up. At the 2018 American Library Association (ALA) annual convention in New Orleans, a panel titled “Bullying, Trolling, and Doxxing, Oh My! Protecting our Advocacy and Public Discourse around Diversity and Social Justice” examined that gap.**

**A LACK OF INSTITUTIONAL SUPPORT**

**Nicole Cooke, associate professor and MS/LIS program director at the University of Illinois (UI) at Urbana-Champaign School of Information Sciences (and a 2007 *LJ* Mover & Shaker [M&S]), and Miriam Sweeney, assistant professor at the University of Alabama (UA) School of Library and Information Studies, led off with their experiences after they received an**[**ALA Diversity Research Grant**](http://www.ala.org/tools/research/larks/diversity/recipients)**for their project, “Minority Student Experiences with Racial Microaggressions in the Academic Library.” The grant, which funded research into specific examples of microaggressions directed at racial and ethnic minority students in the context of accessing campus library spaces and services, was announced in late June 2017, and “by July all hell broke loose,” recalled Cooke.**

**A reporter from Campus Reform (CR), a conservative news site focusing on higher education, contacted Cooke and asked her to comment for an article. Aware of the site’s reputation, she declined to respond. The story that appeared on CR’s website was innocuous, but contained what Sweeney termed “lots of messages wrapped in dog whistles, in order to bait groups of readers and get recirculated.” The site feeds directly to a number of alt-right and hate blogs, and those sites’ articles linked out to Cooke and Sweeney’s institutions and ALA, as well as posting Cooke’s work address and her photo, with a typical caption reading, “Paid to Believe in Racism.” For the next two weeks—the typical length of a trolling cycle, Cooke noted—the two received harassing phone calls and emails.**

**The emails Sweeney got, she said, were mostly directed at the project, but Cooke, a black woman, was personally targeted. “The fear is something I can’t quite describe,” recalled Cooke, who locked herself in her house for two weeks. “I didn’t know if anyone was going to show up at my office.”**

**What was equally upsetting, the two said, was the lack of support from their institutions. Cooke’s request that her contact information be taken off the university website took longer to be fulfilled than she expected, and even then it would reappear with an automatic page refresh. When she went to UI’s Office of Diversity, Equity, and Access, it took staff another two weeks to get back to her, asking why she couldn’t just block harassers’ email addresses. They also suggested she go to campus police, who ended up briefly investigating Cooke herself. She also received no support from ALA or any other professional organization to which she belonged, she said.**

**Eventually one administrator at UI took her seriously enough to set up a policy addressing faculty harassment; Cooke isn’t sure how effective it will be, but it will at least take the onus off of the person being targeted.**

**Sweeney, too, was given advice along the lines of “Don’t feed the trolls.” She reached out to her dean, asking what kind of protocols and reporting channels were in place for such a situation. Her case was passed on to the provost’s office, reviewed, and pronounced a low risk assessment.**

**After reaching out to colleagues who had been subject to similar attacks, Sweeney put together a task force to look at UA policies and procedures, which has just begun to scratch the surface, she reported. A UA legal representative sat down with them but explained that the university was the representative’s client, not the task force.**

**COLLEAGUES CAN HELP**

**April Hathcock, scholarly communications librarian at New York University Libraries (and a 2018 *LJ*M&S), was targeted after writing on her blog, *At the Intersection*, about**[**race fatigue**](https://aprilhathcock.wordpress.com/2017/06/27/post-ala-race-fatigue/)**—“the exhaustion of being one of just a few brown faces in the crowd”—she experienced at last year’s ALA annual conference in Chicago. Hathcock writes, speaks, and posts on social media about racial justice, and getting reactions to her work from random people isn’t new to her, she said. But that post, she recalled, “exploded.” Not only was it the subject of a CR article, but students on her own campus picked it up. Hathcock would get approximately five voice mails and ten to 15 emails a day, with abusive messages ranging from “How dare you—you’re such a racist” to comments about her anatomy, threats to her person, and slurs about her origins. People left harassing messages on the library’s online chat reference line, and contacted university and library administration about her.**

**Hathcock worked from home for a few days and then returned to her office, thankful that campus security is strong. When the university did not take initial steps to support her, Hathcock declined to ask for further help. “I was already scared and traumatized,” she said. “I didn’t want to be disappointed on top of that.”**

**Colleagues, however, were a major source of support, Hathcock noted. Coworkers sent upbeat postcards to counter the offensive mail she received, and librarians all over the country reached out in solidarity. A colleague with a background in IT cleaned out her online information, and people would comb through her Twitter feed and faithfully report every bullying tweet to the platform’s administration. Hathcock left Twitter for a while, and took a break from her blog. As Cooke had said earlier, the cycle lasted a few weeks and died down, with a brief resurgence later.**

**Higher level responses from institutions are important, Hathcock said, but there are many ways friends, coworkers, and even supportive strangers can help enormously. “[As targets of harassment] we feel so alone,” she noted. “We feel like there’s a spotlight on us and there’s no one around to support us.”**

**https://lj.libraryjournal.com/2018/07/shows-events/ala/protecting-library-workers-discourse-around-social-justice-ala18/**