

Townsville Online

Power searching from the experts: how to make the most of web and online research

When?

Friday 17 January 2003

Where?

GONNA (Gynaecology Obstetrics & NeoNatal Auditorium), 2nd floor, The Townsville Hospital, 100 Angus Smith Drive, Douglas, Townsville.

Who?

Join super searchers Mary Ellen Bates and Chris Sherman in a day-long workshop on searching the web and professional online services, and on adding value to your research. This workshop will provide you with the tools you need to search efficiently and effectively, insight into how search engines are constructed and what their strengths and limitations are, and practical tips and techniques for using any online resource.

You will also learn how to add value to your research results, using specialised tools of the professional online services, developing 'information topography' reports, and raising awareness within your organisation of the specialised skills and resources of the information centre.

Why?

The community expects librarians (and teachers) to be able to advise them how to find information effectively. Librarians need to be experts in using both the free and the 'for fee' web-based electronic information services skilfully and wisely. Increasingly librarians are also being asked to demonstrate how they add value to the enterprises that employ them.

This is a unique opportunity for librarians and teachers working in North Queensland to hone their searching skills with two of the world's leading authorities on how to make the most effective use of the internet for your library patrons or for your students and how to add value to the services you offer.

Who should attend?

Librarians, library technicians, teachers, teacher librarians — anyone who has the responsibility of guiding students, library clients or members of the public on how to use the internet effectively for information gathering.

Who has arranged this?

The Townsville branch of the Information Specialists Group of ALIA has arranged this in association with the national Information Specialists Group and the Steering Committee of *Information Online 2003*.

What will the day cover?

A super searcher's tool kit

Mary Ellen, author of six books about online research, will supply you with a set of tools for evaluating a client's information needs, preparing for online research, and thinking through the research process. She will cover advanced research tips for both the professional online services and the web, focusing on ways to help you search more efficiently.

Search engine mechanics: how search engines work

Peer inside a search engine and what do you see? Chris will look at the various parts of a search engine, explain how search engines build their databases and how they calculate relevance and find results, and will review his choices for the top three search engines for information professionals.

The invisible web: what it is and how it works

Chris, the co-author of *The invisible web* (Information Today, 2001), will explore the invisible, opaque and dark web — what it is, why so much of the information can't be found through search engines, and how researchers and information professionals can tap into the deep resources of the invisible web.

Surfacing your value

A value-added information professional is someone who provides answers, not just information. Mary Ellen will provide you with tools to add value to your research by taking the results of research and analysing, digesting and summarising the results, by developing 'actionable information,' and by moving up the 'deliverable chain.'

To register for these workshop sessions, please complete the registration form at <http://www.alia.org.au/groups/infospec/activities/> and send to Bronia Renison: fax 07 4796 1761 or e-mail: Bronia_Renison@health.qld.gov.au, phone 07 4796 1760. ■

The IFLA internet manifesto workshop

23–24 January 2003, University of Technology, Sydney, Building 10. Presenters: Susanne Seidelin, director IFLA/FAIFE committee and Alex Byrne, chair IFLA/FAIFE committee

On 1 May 2002, the *IFLA Internet Manifesto* was launched. Through it, IFLA asserts that:

- Intellectual freedom is the right of every individual both to hold and express opinions and to seek and receive information; it is the basis of democracy; and it is at the core of library service.
- Freedom of access to information, regardless of medium and frontiers, is a central responsibility of the library and information profession.
- The provision of unhindered access to the internet by libraries and information services supports

communities and individuals to attain freedom, prosperity and development.

- Barriers to the flow of information should be removed, especially those that promote inequality, poverty, and despair.

Participants in the IFLA Internet Manifesto Workshop will interactively explore the challenges of implementing the Manifesto in their own libraries and information services and of promoting its ideals in the wider community. Library directors and managers, information services professionals and library association officers will work together to highlight strategies to ensure that the internet

remains a freely available means of accessing the information we need to live, work and play.

Registration fees: \$180 for IFLA/ALIA members and reciprocal organisations and \$240 for non-ALIA members. This includes dinner and drinks on Thursday 23 January 2003, morning and afternoon teas and lunch on Friday 24 January 2003.

Further information on the Manifesto can be found at: <http://www.ifla.org/III/misc/im-e.htm>

The registration form and further information can be obtained from: enquiry@alia.org.au or telephone Daniella Kiley at ALIA National Office on 02 6215 8298. ■