



Harvard University, Cambridge, Massachusetts

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# Library Lantern

The Librarians' newsletter from Taylor & Francis



Dear Librarian,

On behalf of the entire Taylor & Francis Library Marketing team, we would like to wish you and yours a prosperous New Year. We are gearing up for 2014, but have one more issue of the Library Lantern in store for you before we say “farewell,” “adios,” and “au revoir” to 2013. This issue will reflect on the closing quarter of 2013 including: our interactive library roadshows – coming soon to a library or venue near you in 2014, a snapshot of how the Regional Surveys of the World are kept current, meeting the COUNTER4 reporting standard, the big social media migration to @LibraryLantern, and much more.

So grab a drink, sit back, relax, and of course, happy reading of the December issue of the Library Lantern.

Best wishes,

Taylor & Francis Library Marketing team

## Table of Contents

- Taylor & Francis Makes Pit Stop in Boston and New Delhi for Interactive Roadshows Pages 2-3
- Taylor & Francis Heads to “the South” for Presentations, Meetings, and a South Asia Archive Lunch & Learn Event Page 4
- Where to Find Us Page 5
- Taylor & Francis Attends UKSG Forum Page 6
- Social Media Migration to @LibraryLantern Page 6
- Capturing the World: An Inside Look at the Europa Regional Surveys Page 7
- New Open Access Publisher Aims to Build More Connected Communities Page 8
- Taylor & Francis Adheres to the COUNTER4 Standard Page 8
- Get In Contact with Us Page 9



## Taylor & Francis Makes Pit Stop in Boston and New Delhi for Interactive Roadshows!

Taylor & Francis recently hosted two library workshops in Boston and New Delhi. The purpose of each event was to engage with librarians and further understand what is going on at academic, special, and government libraries in a more intimate setting than the traditional library conferences and tradeshow which Taylor & Francis exhibits at.

Our first pit stop was Boston, Massachusetts, at the Boston Marriott Copley Place in late September 2013. Global Library Communications Manager, Laura Horton, and Associate Library Marketing Manager, Elyse Profera, co-hosted the event along with the Americas Sales Director, Meg Walker, and Sales Manager, Beth Mullen. Guests from surrounding Boston area libraries attended including librarians from: Harvard University, Framingham State University, New England Conservatory, and the Franklin W. Olin College of Engineering, to name just a few.

The Boston Roadshow showcased an array of topics including an introduction to our comprehensive content packages, a live demonstration of our newest product: the South Asia Archive, a presentation on our White Paper: *Facilitating Access to Free Online Content – Challenges & Opportunities for the Library Community*, a group activity, and an interactive experience with Taylor & Francis Online.

One attendee at our Boston Roadshow remarked, "Taylor & Francis staff worked well as a team, and were very helpful and accommodating in every way."

Our goal with the Boston Roadshow was to deliver meaningful and informative information to the Boston library community while establishing greater awareness of our products, services, and initiatives. This is just one of the many ways we work with the libraries and will be increasing our roadshow pit stops for next year.

Our next stop was across the world for the first ever New Delhi, India Digital Road Show - **Unravelling the New Age Library**, hosted at Magnolia Hall, India Habitat Centre. More than 100 librarians joined Taylor & Francis for the day. The theme of the roadshow, *Unravelling the New Age Library: Looking to the Future* was appropriately conveyed through various activities, presentations and discussions. The guests were introduced to key trends prevalent in scholarly communication today including: exploring the benefits and impact of using YouTube to promote research, re-establishing how TFO enables users to access content quickly and effectively, and also understanding the importance of historical digital archives. Guests of honour were: Mr. Yogendra Singh, University Librarian, IIT Roorkee and Dr. Ramesh C. Gaur, University Librarian, Jawaharlal Nehru University. ▶



## A highlight from the day included breakout sessions on the latest trends in the digital world:

- The importance of information literacy at institutions
- The challenges and opportunities of free online resources
- Social impact versus impact by Citation
- The evolution of accessing research (from print to mobile devices) and its impact on academia
- How an author can influence research trends and how this can positively impact on their institution

An attendee from the India event gave the following testimonial:

“I am very happy that I came to this event. It was very different because there was 75% learning and engagement. The publisher was not trying to sell, rather they wanted to interact with us, listen to us and engage with us.”

Interested in checking out all of the Roadshow presentations? View slides from the Boston Workshop [here](#) and slides from the India Roadshow [here](#). Will your 2014 conference travel and expense budget be tightened for 2014? Not to worry – we'll bring the conversation to you! Our global library marketing and sales folks will be traveling to major cities across the world in 2014 for a few more library roadshows, and we hope to see you there. Stay tuned for more details as the cities will be released in 2014, v1 issue of the Library Lantern!



## Both Roadshows showcased some of the latest features to Taylor & Francis Online including:

- **“Article Views” feature:** Gives data on the number of views on the platform that have been achieved since Taylor & Francis Online went live in June 2011. This feature will clearly gain higher relevancy as time goes by.
- **“Users also read” feature:** Displayed at article level, this includes the top five articles most frequently read by users who have read the same article you are viewing in a scroll bar feature on the right side of the page.
- **Direct linking:** Those who are signed in to Taylor & Francis Online will now go straight into the full-text HTML version of an article from the Table of Contents and Search Results pages, reducing the number of clicks to reach content.
- **Improved PDF Metadata:** PDFs now contain full advanced metadata, plus bookmarks and internal links to make them easier to read and navigate.
- And much more.





Interested in what other library venues aside from the Charleston Conference you can find Taylor & Francis Group in 2014? Read on to our next feature, Where to Find Us!

## Taylor & Francis Heads to “the South” for Presentations, Meetings, and a South Asia Archive Lunch & Learn Event

Taylor & Francis Group recently traveled to the Southern United States to visit Charleston, South Carolina, for the 33rd Annual Charleston Conference, Issues in Book and Serial Acquisition, “Too Much is Not Enough!” This was a busy Conference filled with customer meetings, a South Asia Archive Lunch & Learn Event, a lightning round presentation on author rights for the T&F Library & Information Science Journals, and a presentation co-authored by the George Washington University.

This was the first year T&F sponsored the Conference t-shirts which touted our platform Taylor & Francis Online, and were a nice touch to the plethora of handy items Conference attendees received upon registration. Along with the t-shirts, the T&F team raffled off a \$100 USD gift card to Poogan’s Porch, a famous low-country Charleston restaurant to the lucky winner, Agnes Muriuki of Fort Valley State University in Fort Valley, GA.

The specific research objectives of our library-vendor presentation, *Meeting User Needs & Expectations: One Library’s Quest for Discovery* and soon-to-be published Conference Proceedings paper co-authored by the George Washington University Library were: to further understand how and why libraries are making changes to their user interfaces and cataloguing systems, to identify the ways librarians conduct research to understand their end-users needs, and to determine how publishers can help with discover in the library.

Take a look at the presentation slides [here](#) and the full **library survey and report** which helped shape the presentation.

On to the South Asia Archive Lunch & Learn event hosted at the Charleston Renaissance which introduced the Archive with a live demonstration and breakout session to showcase the depth and breadth of the digital resource, the South Asia Archive. The South Asia Archive spans more than 5 million pages of rare primary and secondary sources which span the Indian sub-continent, providing quick, seamless access to an unparalleled collection of research documents, many of which were previously inaccessible. Attendees of the event included librarians from Duke University, the University of Illinois Urbana-Champaign, and the University of Toronto Mississauga, to name a few.

## Where to Find Us

T&F is ready to exhibit! Check out the list of Conferences you can find us at in 2014:

**ALA Midwinter Meeting 2014**  
Philadelphia, PA

**Ontario Library Association  
Super Conference**  
Toronto, ONT

**FCCN Conference 2014**  
Évora, Portugal

**Academic and Special  
Libraries Conference 2014**  
Dublin, Ireland

**SCELC Vendor Day**  
California

**North Carolina Serials  
Conference**  
Chapel Hill, NC

**Bibliothekartag (German  
Libraries Day) 2014**  
Bremen, Germany

**ER&L Conference**  
Austin, TX

**Kentucky Joint Spring  
Conference**  
Carrollton, Kentucky

**UKSG Annual Conference  
2014**  
Harrogate, England

**SLA - Arabian Gulf Chapter  
Annual Meeting 2014**  
Doha, Qatar

**CARL Conference**  
San Jose, CA

**Timberline Acquisitions  
Institute**  
Timberline Lodge, OR

**ACRL New England  
Conference**  
Worcester, MA

**NASIG 2014 Conference**  
Fort Worth, TX

**INFO Conference 2014**  
Tel Aviv, Israel

**SLA 2014  
Annual Conference**  
Vancouver, B.C.

**SUNYLA 2014**  
Buffalo, NY

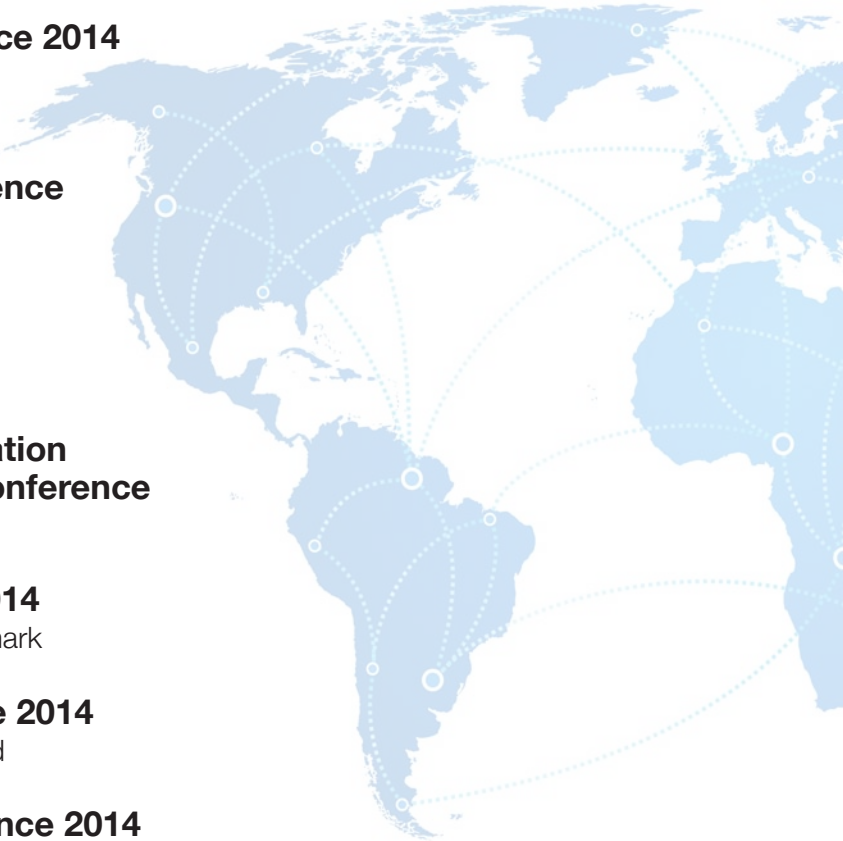
**ALA American  
Library Association  
2014 Annual Conference**  
Las Vegas, NV

**DEFF Online 2014**  
Copenhagen, Denmark

**BIS Conference 2014**  
Lugano, Switzerland

**ODOK Conference 2014**  
Zell Am See, Austria

**Charleston Annual  
Conference 2014**  
Charleston, SC



## Taylor & Francis Attends UKSG Forum

New in 2013, the UKSG event took place on the 15th November in Cavendish Square, London. Providing a new forum for lightning talks, meetings and exhibitions, the day's sessions focused on **library discovery technologies**, with librarians and publishers attending from across the UK and Ireland to participate in what quickly established itself as a must-attend event for 2014.

T&F exhibited alongside all of the major discovery providers in Cavendish Square, and we relished the opportunity to talk to our customers and network with our peers in a more intimate environment to confer about a crucial aspect of library and information science.

For more background, please be sure to **click here**.

Our library team live-tweeted from the sessions on the day – to see what we had to say, **click here**. We're also on hand at **library@tandf.co.uk** if you'd like to chat to us regarding what discovery technologies we offer or participate in.

Finally – if you missed out on the coveted T&F Online freebies we had at our stand at the event, do get in touch with **Sam MacIntosh on the library marketing team**, and we'll get some on their way to you as soon as we can!



## Social Media Migration to @LibraryLantern

The Taylor & Francis Library Marketing team is pleased to announce the merger of our three Library social media accounts into one. Beginning January 1st, 2014, the Twitter account @TandFRef and Facebook account RoutledgeReference, will be absorbed into the Twitter account @LibraryLantern, which will become the single social media voice for all things Library and Reference from T&F.

The historically Books-themed content posted to @TandFRef and RoutledgeReference, will now appear alongside the traditionally Journals-themed content posted to @LibraryLantern. Our goal is to make the Library Lantern brand synonymous with quality and expansive coverage, and to give our followers one direct line of communication with the T&F Library Team. Followers of the Library Lantern can look forward to updates regarding both our Books and Journals content, as well as contests, promotions, and news items from the academic and corporate library communities at large.



Anyone currently following either @TandFRef or RoutledgeReference should make the switch to @LibraryLantern before the end of the year. Those already following the Library Lantern can look forward to more comprehensive postings, and a few more people to share your thoughts and updates with!

Thanks to everyone who follows Taylor & Francis online!

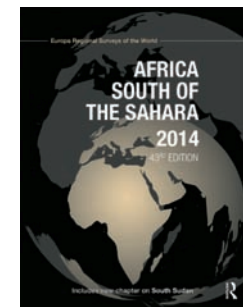
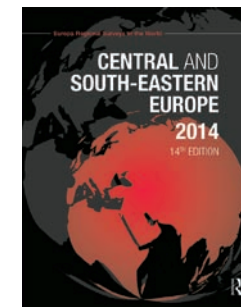


## Capturing the World: An Inside Look at the Europa Regional Surveys

With the new edition of each of the nine **Regional Surveys of the World** now available, we asked one of our Europa editors to talk us through the process of keeping the Regional Surveys up-to-date.

For more than eighty years since its first publication, the Europa World Year Book has been the premier source of contemporary political and socio-economic analysis for library reference shelves, offering latest analytical, statistical and directory information for over 250 countries and territories.

The nine Regional Surveys complement the Europa World Year Book, in print and online, by offering a chance to 'dig down' further into a particular region. As well as the up-to-date and accurate directory and statistical information, the Editor of each Survey also commissions experts, usually academics, to provide an in-depth analysis of the political history and economic situation of each country or territory in the region. These articles, as well as being objective and authoritative, also provide color and background. All the economic essays are supported by our scrupulously updated statistical surveys and revised on an ongoing basis.



We pride ourselves on all our information being accurate and as up-to-date as possible, be it the results of the Zimbabwean general election or the name of the Lieutenant-Governor in Bonaire. This means we contact every organization or body that appears in a Regional Survey, to ensure our information is correct and current, and we check and cross-check multiple news sources daily to corroborate and update our data.

In addition, the Surveys explore recent and emerging longer-term regional developments, providing context and an opportunity to learn more about trends or issues particular to the area. For instance, the new edition of **South America, Central America and the Caribbean** includes an article reassessing the 'war on drugs' in Latin America, examining its lack of success thus far and the recent re-evaluation of anti-narcotics strategies.

The Editors are constantly looking to commission experts able to write knowledgeably and engagingly

on their particular subject. The Surveys give the reader a greater degree of color and analysis of a region, while still providing reliable directory and statistical information. A dedicated research team also compiles and updates a section on international organizations active in the region, both large and small, and, where relevant, a specialized Statistics Editor oversees an examination of regional-specific commodities.

Every word in the Survey is read, edited, proofread and then checked again before it is typeset or uploaded to the website, to ensure each volume is worthy of the Europa name. And of course, while all this is going on, the team is constantly checking for ministerial changes, or election results, or notable appointments and resignations in the diplomatic, finance, trade and industry, press, publishing or religious spheres that can be included in our fortnightly updates to Europa World Online.



## New Open Access Publisher Aims to Build More Connected Communities

Cogent OA – an innovative new Open Access publisher is backed by the Taylor & Francis Group – a major global publisher with over 200 years experience.

Cogent OA brings a new impetus to Open Access publishing – building on established processes that the research community values, but adding new ideas to create more connected content and communities. “Open Access is well established in many disciplines now,” states Bryan Vickery, Director at Cogent OA, “and the debate is really accelerating open access in the Social Sciences and Humanities.”

Cogent OA will publish original research in diverse fields by creating a suite of publications, launching late 2013. Initial titles include:

- Cogent Behavioral Science
- Cogent Biology
- Cogent Engineering
- Cogent Education
- Cogent Arts & Humanities
- Cogent Medicine.

## Taylor & Francis Adheres to the COUNTER4 Standard

Taylor & Francis is pleased to announce we are currently working towards meeting the COUNTER4 standard. The need to provide data to our customers in a format that they want is the cornerstone of reporting best practice, one that T&F adheres to via the COUNTER code of conduct.

The latest version of this standard, COUNTER4, is planned for release on December 31, 2013 and T&F has now upgraded Taylor & Francis Online to the latest standard. This ensures that the usage reports from Taylor & Francis Online will not differ from those provided by other publishers.

The benefits of having a common standard for usage reporting are many and with COUNTER reports librarians are able to compare usage statistics from different vendors, derive useful metrics such as cost-per-use, and make better-informed purchasing decisions. We are pleased to see the standard grow and change, such as including data on the number of record views and results clicked within databases and on publisher platforms, to take into account the changing needs and demands of librarians. For a full list of changes in the new COUNTER4 standard please visit: <http://www.projectcounter.org/r4/COPR4.pdf>.



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