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Chaos-Standard Identifiers in the Electronic Environment

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Standard Identifiers in the Electronic Environment Further Developments

by **Albert Simmonds** (Director, ISBN —US Agency, R.R. Bowker)

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In the last issue of *ATG* we discussed the fact that publishers are at a crucial stage in the development of their electronic publishing strategy and that it is important for strong product identifiers to be developed for this environment. This point was discussed in detail at the May 50th anniversary meeting of ISO's Technical Committee 46 (Information and Documentation) (May 9-16) in London. Part of this discussion centered on the points raised in the last issue of *ATG* (v.9#3, June, 1996, p.78-79). The immediate outcome of the discussion is that one important focus point in the near future for one of Technical Committee (TC) 46's Subcommittees (SC 9) will be identifiers for electronic data. The next meeting on this topic will take place September 23-24 in Toronto. In this meeting Working Group 1 of TC 46's Subcommittee 9 will discuss

the development of the **International Standard Audiovisual Number (ISAN)**. *ATG* readers who are interested in this topic will want to monitor the subcommittee's ISAN Web page <<http://www.nlc-bnc.ca/iso/tc46sc9/isan.htm>>. In addition, other pages of this site can be monitored for important information on other relevant standards issues.

On June 18 another important meeting was convened by **NISO**, the National Information Standards Organization. At an earlier meeting of NISO's Standards Development Committee the topic of international standard digital identifiers had been raised, and it was determined that a meeting of representatives from many sectors of the publishing industry should be held to continue this discussion. This meeting was held in Washington on June 18. NISO is in the process of preparing a re-

port on this meeting which will no doubt be of great interest to the readers of *ATG*.

An event to look forward to is the upcoming annual conference of **IFLA** (August 31-September 5 in Copenhagen). On September 4 **EDItEUR** (the international standardization group on electronic data interchange for books and serials) is sponsoring a conference workshop on "EDI and Beyond". The topic of product identifiers in electronic publishing will be included in this workshop. (The Canadian Library site noted above also contains a page for IFLA: <<http://www.nlc-bnc.ca/ifla>>).

At the **Frankfurt Book Fair** the topic of the **Digital Object Identifier (DOI)** will be widely aired. If you plan to attend the Fair, you might want to access the DOI site <<http://www.doi.org>> for further information on the October 15 DOI proto-

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A group of community volunteers in Beaufort County, S.C. — less than half with children in the schools — responded to an invitation from the county school district's superintendent and formed a community foundation, the **Beaufort County SchoolBook Foundation**, to help offset the costs of putting laptops in the hands of the students. The foundation subsidizes laptop leases for students who receive free and reduced lunches. **Jane Jude**, foundation president says that "portability allows students to introduce technology into their homes where it might not otherwise be accessible. This program helps to close the gap between the technology haves and have-nots. The laptop benefits both the students and their families."

Changes in Teaching and Learning

Personal learning tools, such as laptops, change the way that students learn, transforming teachers' roles and increasing parental involvement in their children's education. "Report on the Effectiveness of Technology in Schools," a 1995-96 study by the **Software Publishers Association** concluded that introducing technology into the learning environment makes learning more student-centered, encourages coop-

erative learning and stimulates increased teacher/student interaction.

Charlie Clark, Headmaster at Cincinnati Country Day School sees kids coming together in ways that didn't exist before. Kids from different social groups with different interests suddenly have something to discuss.

In Snohomish School District, where fifth and sixth grade classrooms in seven of the district's elementary schools participate in the laptop program, teachers and administrators report that their students have discovered a new excitement for learning. **Mike Hyland** has taught fifth grade at Snohomish's Riverview Elementary School for eight years. Since the laptop program began, his math and science students beg him to teach "just one more thing" at the end of each day. **Kimberlee Spaetig**, a fifth grade teacher at Dutch Hill Elementary School says, "The kids light up when they use the laptops to learn. The laptops make learning relevant and the students know it." **Kathy Klock**, executive director of curriculum, instruction and assessment, says "Our parents and students work together on the laptop, teaching each other. At parent-teacher conferences, the question of how laptops will be used in future grades always comes up."

Teacher Training

Teacher training plays a vital role in successful integration of the laptops into instruction at all 52 schools that have implemented the pilot program. Teachers receive their laptops before the students and most receive intensive training on the hardware and software. Then they work together and with curriculum specialists to integrate the laptop into their schools' already existing curriculum. Professional development of teachers is an ongoing process. In Snohomish, the teachers in laptop classrooms meet monthly to share ideas and strategies.

For more information about "anytime anywhere learning" using laptops, send e-mail to <clc@microsoft.com>. Microsoft's support of "anytime anywhere learning" is part of continuing efforts to help create a global "Connected Learning Community" in which all students and educators have access to technology and information online to support learning today and for a lifetime. For its ongoing work in the education community, Microsoft received the **1996 EdNet Pioneer Award** for its significant contribution to the advancement of educational technology.

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type demonstration. Readers are again reminded that a videotape showing how the DOI system works can be obtained from the Washington office of the **Association of American Publishers** (1718 Connecticut Ave, Suite 700, Washington, D.C. 2009-1148: \$15 in NTSC format and \$20 in SECAM and PAL formats). DOI/electronic product identifiers will also be taken up at the Frankfurt meetings of the **International Association of Scientific, Technical and Medical Publishers** and the **International Distribution Specialists** (both on October 14).

In summary, it seems fair to say that issues about identifiers in the electronic environment have become one of the most widely aired topics in the industry in recent months. Further discussion will take place at the annual meeting of the **International ISBN Advisory Panel** so that a consensus can be reached on guidelines for using ISBN for electronic documents. Also, NISO's BICI (Book Item and Content Identifier) committee is now active. We can look forward to interesting developments from both of these sources as we continue our discussion of product identifiers in the electronic environment.

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