Against the Grain

February 2013

Profile-Chris Banks

identifies and extracts targeted information to semantically enrich content with domain-specific metadata. Luxid enables professional publishers to efficiently package and deliver relevant information to their audience, and helps enterprises to intelligently archive, manage, analyze, discover, and share increasing volumes of information. Founded in 2000, **TEMIS** operates in the United States, Canada, UK, France, and Germany, and is represented worldwide through its network of certified partners. *http://www.temis.com*

Endnotes

1. A 2011 study among scientific journals publishers by Publishing Research Consortium revealed that 46% of respondents were currently applying these technologies to their content.

2. The reader should take care that many approaches exist, and some offer only a subset of the capabilities listed here.

3. Such structured knowledge could be found in proprietary assets such as a knowledge base, or through openly available linked data repositories (The following link can be used as a starting point for more information on this topic: *http://en.wikipedia.org/wiki/Linked_Data*).

4. In recent years the term "mash up" (both a verb and a noun) has been used in a slightly larger sense to designate such content aggregation tactic by the technical community. Topic Pages and Microsites can be considered examples of mashups.

5. This participates in the beneficial effects of the Long Tail as popularized by **Chris Anderson** in his seminal *Wired* article (*http://www.wired.com/wired/archive/12.10/tail.html*) and subsequent book.

6. Or through profiling, for example, by statistically analyzing individual end-user's content of interest.

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against the grain
people profile

Chris Banks

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BORN AND LIVED: Born in London. Lived in London, Belfast, London, Aberdeen.

EARLY LIFE: Shaped (positively) by living in Belfast and benefitting from the very supportive schooling there. My career owes everything to that.

PROFESSIONAL CAREER AND ACTIVITIES: Two music degrees. Worked at **English National Opera** and the **British Library** (20+ years) before moving to Aberdeen.

FAMILY: One very supportive husband who doesn't mind that I live and work over 550 miles from home. And one cat who likes a choice of laps (and therefore welcomes when there is more than one in London).

IN MY SPARE TIME: I enjoy singing.

FAVORITE BOOKS: Well-written ones

PET PEEVES: Procrastination; inefficiency; intolerance.

PHILOSOPHY: Life is special and to be treasured. Each day could be my last, and I want to make a positive difference.

MOST MEMORABLE CAREER ACHIEVEMENT: Working with a wonderful team to achieve a wonderful new library in Aberdeen.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: That we will still be full of positive ideas as to how to make a positive difference to those studying, researching, and visiting our new library (and that we'll have won a few prizes on the way).

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: The relationship between publishers, libraries, and LMS suppliers will fundamentally change over the next five years. Our goal is to continue to ensure that the academic endeavour reaches the widest audience and makes the biggest and most relevant impact. Our role as curator/custodian will evolve to fully embrace the born digital. We will share more services and, if sense can prevail, will not be penalized for doing so. Libraries will continue to be responsive to these new environments but will remain relevant.

Spaces and Clouds: The Library as Destination and Launch Pad

by **Chris Banks** (University Librarian and Director, Library Special Collections and Museums, University of Aberdeen) <c.banks@abdn.ac.uk>

Abstract

This article considers both the physical and online spaces that together comprise the university library and study environment for many of today's students. It looks at some of the evidence which can be used to inform decision-making in terms of space optimization, eliminating barriers to online access, maximizing collection development budgets both in terms of targeting acquisitions and ensuring that collections are discoverable, and using process improvement techniques in order to maximise staff effectiveness.

University Investments

In the last four years the **University of Aberdeen** has invested over £57m in a new University Library, a Special Collections Centre, a Conservation Centre, and a new museum (King's Museum). Further investment has seen the introduction of a single resource discovery layer which searches all locally-held and subscribed resources in all formats. Finally, there has also been substantial evidence-based investment in online resources, including journal backfiles and eBooks. Over 80% of the current collection development budget is spent on electronic resources.

Evidence-based Investment in Online Resources and Tools

The evidence base for the targeted acquisition of journal backfiles included the publisher's own record of click-through attempts from discovered titles to full text. Using this evidence, together with an unfunded priority list of backfiles prepared by academics resulted in significant additional use of the newly-subscribed content. Furthermore, the addition of bibliographic records for the eBook content to the library's own catalogue resulted in