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Book Reviews--Monographic Musings

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*Column Editor's Note: This issue marks the start of my being the editor of this book review column. I'm taking over from **Deb Vaughn** after fifteen years of coordinating with reviewers, writing book reviews, and offering her thoughts on the many books that came her way. It's a big shoe to fill and I hope I can continue the wonderful job **Deb** has done for **ATG**. I'd like to thank **Katina** and **Tom** for their confidence in me, and I look forward to many years of working with you all.*

*Talk about first time, three of our reviewers for this issue are first-timers. It's always nice to see new reviewers stepping in and providing their own unique perspective. Technology seems to be the underlying focus of the books in this issue. In **The Comparative Guide to WordPress in Libraries**, we get a feel of how libraries can adopt WordPress as a Website and use it in various creative ways. Digitization of print books and building massive digital libraries are among the things that **Using Massive Digital Libraries: A LITA Guide** explores. In **Social Media for Creative Libraries**, we will see practical and creative applications of social media tools for marketing, information sharing, and other innovative uses. With emphasis being placed on the value of libraries and assessment of impact and services, **Say It with Data** totally fits the bill. It is a concise read on how libraries can leverage all the data it collects to advocate for bigger funding and increase in staffing. Finally, an interesting read is the book **Information Now: A Graphic Guide to Student Research** presented in a graphic novel format. It's refreshing to see how a partnership between the authors — two librarians and a cartoonist — are instrumental in bringing a "manga-like" feel for this book with cartoon librarians serving up information literacy to students.*

*I hope you enjoy all the reviews in this issue. Send me an email if you want to be a book reviewer. Until then, happy reading! — **RG***

Goodman, Amanda L. *The Comparative Guide to WordPress in Libraries*. Chicago, IL: ALA TechSource, 2014. 978-1555709686. 240 pages. $65.00.

Reviewed by **Jenna Rinalducci** (Art & Art History Librarian, George Mason University Fenwick Library) <jrinaldu@gmu.edu>

Trying to decide if the open-source software WordPress is a good fit for you library? If so, the LITA publication *The Comparative Guide to WordPress in Libraries* by **Amanda L. Goodman** can help. **Goodman** is the User Experience Librarian at the **Darien Library** in Darien, Connecticut. She brings her experience in using WordPress to redesign the Website of this public library as well as the Library and Information Studies' Website at the **University of North Carolina at Greensboro**. This book guides readers through the process of determining if WordPress is the right choice for their institutions. It provides a short, easy-to-follow overview of the software's applications for libraries and how different kinds of libraries implement the software.

The book is divided into three parts. The first part is an introduction to WordPress and its possible applications. The second section lists the basics of developing a WordPress Website. **Goodman** offers brief descriptions of the various WordPress themes, plugins, and administrative tools. The section on images includes one paragraph on editing, one on image galleries, and one on featured images. The crux of the book is the third section which profiles how different kinds of libraries use WordPress. The case studies **Goodman** presents are useful examples on how different libraries are incorporating WordPress into their Websites or as their Website platforms. This section highlights various types of libraries and library groups: academic libraries, library associations, digital libraries and archives, government and law libraries, public libraries, school library media centers, and special libraries. This diverse group ranges from Scholarly Publishing at **MIT Libraries** to the **State Law Library of Montana** and **Madison Library** Local

History Project. **Goodman** begins each library profile with an overview of the institution and its users and the process of incorporating WordPress. Each profile explains why the institution chose WordPress and how it adapted the software to its needs. These profiles show the advantages and disadvantages of the software and compare the capabilities of the free version versus the hosted version. Although brief, each profile includes an evaluation by the institution of its success using WordPress. The author includes the survey questions sent to participating libraries and provides additional leads for learning about WordPress in the appendices. She lists several resources, including books and Websites, in order to continue exploring the software. **Goodman** also recommends several plugins.

While the condensed nature of the book could be viewed as a positive, it could also be seen as a downside. The book does not provide an in-depth how-to guide for using WordPress. It is a cursory overview of the software, its applications, and its implementations by various libraries. If you need a detailed instruction manual for the software then the book *Teach Yourself VISUALLY WordPress* by **Janet Majure** is a suitable choice. **Goodman** includes this publication in her list of recommended resources.

Overall, *The Comparative Guide to WordPress in Libraries* is an informative introduction to the software that provides insight into real-world applications by a diverse set of libraries. **Goodman** demonstrates that blogging is simply one feature of WordPress. If considering the use of WordPress or if just starting to implement it, this book is a useful complement to instructional manuals. You will not learn all the secrets of WordPress with this book, but you will learn about the many possibilities it offers users.

Weiss, Andrew. *Using Massive Digital Libraries: A LITA Guide*. Chicago, IL: ALA TechSource, 2014. 978-0838912355. 192 pages. $60.00.

Reviewed by **Michelle Polchow** (E-Resources & Collection Development Librarian, George Mason University Libraries) <mpolchow@gmu.edu>

Andrew Weiss, in his book, *Using Massive Digital Libraries: A LITA Guide*, explores the emerging landscape of electronic book collections in very large digital libraries. Placed in the historical context that libraries have undergone several iterations throughout thousands of years, the premise is that the digital library is another array of this age-old institution. However, criteria to define the Massive Digital Library (MDL) requires diverging from library science, straying into disciplines such as computer science, social sciences, and even tangential topics such as copyright law and international information standards, but indeed this is the crux of the situation. At the beginning of the text, it's difficult to foresee where the book is headed, but by the end, it's easy to see how aptly **Weiss** encapsulates the revolution of change as it pertains to the chronicle of the monograph.

One might expect this book to examine all digital formats organized into online libraries, but this is a focused look at the mass digitization of print books. The scanned monograph is an equivalent measure to the print monograph — a well-managed format at which librarians have excelled. **Weiss** leaves his bibliographic contribution by writing about an exceptional mile marker in the history of the book. However, this narrow focus excludes dynamic digital content by which the Internet truly revolutionized the system of information exchange. Resources in digital libraries such as linked text, images, video, and manipulative data fall outside the scope of this book, therefore it seems incomplete as a comprehensive review of all massive digital library initiatives.

Applying the terminology from librarianship, such as size, scope, content, patron need and access, **Weiss** delves into the assessment of select illustrative models including Google Books, HathiTrust, Open Content Alliance, Internet Archive, Europeana, Gallica, Virtual Library of Historical Newspapers, Networked Digital Library of Theses and Disertations, and American Memory — Library of Congress. Although Google Books receives the most rigorous consideration, through the use of a compare and contrast format, this systematic examination effectively transitions into a study regarding the greater complexities that permeate MDLs with complications of copyright, public domain, culture, diversity, metadata, open access, and digital preservation. The resulting analysis of these intertwining issues commendably conveys the complexities involved with MDLs.

The book successfully delivers a resource "*to promote, develop, and aid in the implementation of library and information technology.*" The author offers applications for traditional libraries to integrate MDLs into their communities, assimilate into digital humanities, incorporate through the Google Book API, as well as manipulate using digital tools. As a digital services librarian, **Weiss** is well positioned to ease the professional fears of job obsolescence by pointing out that the economic drain for libraries to continue purchasing all electronic resources is unsustainable. Further, he encourages using MDLs as a new frontier for research in areas such as developments in information exchange standards and content expansion addressing underrepresented collections and cultures. Ultimately, librarians may be able to diminish their fear that abdicates MDLs as the demise to their profession, when they better understand the strengths and weaknesses of these ever growing collections and recognize how to capitalize on their ascent. This is a compact read on the essential paradigm shifts in the way modern society accumulates, produces, and distributes information, and ultimately offers practical ways the library profession can embrace change and use MDLs to enhance learning and ensure access to information.

Bradley, Phil. *Social Media for Creative Libraries*. London, UK: Facet Publishing, 2015. 978-1856047135. 169 pages. $99.95.

Reviewed by **Jason Byrd** (Assistant Head of Teaching & Learning Services and Learning Technologies Librarian, Gateway Library, George Mason University) <jbyrd10@gmu.edu>

Social Media for Creative Libraries is the second edition of **Bradley's** 2007 work *How to Use Web 2.0 in Your Library.* This new edition provides a useful update to **Bradley's** previous work. As the author notes in the preface, the trouble with writing any book, particularly one on this topic, is that it is out of date before it is even printed. The book first defines social media and then discusses practical applications for libraries. The emphasis is on accomplishing tasks, not adopting the latest platforms. However, **Bradley** does not shy away from showcasing popular and interesting tools. Throughout the book, the author provides links to his personal Website, which contains a list of resources he omits in the book due to space limitations. In addition, the companion YouTube playlist is an excellent use of one of the tools he examines in the book.

Early chapters provide an excellent introduction and starting point to social media, including problems with the phrase itself. The author presents brief overviews of concepts such as the cloud, crowd sourcing, and browser-based applications. Chapter 2 is useful for librarians in public services roles, as it describes how one might check authority on social media. This is particularly problematic as increasing numbers of patrons rely on social media outlets as their primary sources of information.

In one of the more helpful sections, **Bradley** provides readers with language and arguments useful in convincing reticent administrators of the value of participating in social media. He notes that just because a library does not participate in social media does not mean its patrons are not discussing the library online. Further, though social media can open the institution to criticism, it also provides a way to address patron complaints in a public forum, demonstrating openness to the community.

Chapters 3-9 discuss how librarians might tackle specific tasks or problems within their institutions using social media tools. **Bradley** outlines traditional library functions, such as creating guides or teaching, and discusses ways in which a variety of tools may assist in accomplishing those tasks. Each chapter concludes with a helpful list of links he mentions within the chapter, providing an easy point of reference for readers interested in exploring these tools further. **Bradley** takes care not to provide step-by-step guides on how to create an account and navigate the tools, but the descriptions of platforms often overshadow the discussions of their usefulness. Nevertheless, the list of tools is incredibly handy for anyone looking for a way to tackle a problem facing their particular library.

Chapter 10 discusses the imperative to establish and follow a social media policy for an institution. While some of the advice may seem like common sense, **Bradley** rightfully notes that things can go awry when library staff using social media gets carried away. The appendix, an amusing addition to this book, demonstrates how these pitfalls occur with real life examples. **Bradley** reports on several "social media disasters," where a corporation or institution badly mishandles an issue on social media. It serves as an excellent reminder that while social media has the potential to connect libraries with our patrons, things can sour quickly if communication is not handled properly.

This book is recommended for librarians of all types but has particular interest for those who are just beginning to explore the use of social media.

Dando, Priscille. *Say it With Data: A Concise Guide to Making Your Case and Getting Results*. Chicago, IL: ALA Editions, 2014. 978-0838911945. 132 pages. $46.00.

Reviewed by **Tracy L. Thompson** (Executive Director, NELLCO Law Library Consortium, Inc.) <tracy.thompson@nellco.org>

As a decision-maker, what is it that makes you say yes? What makes your supervisor say yes? The charming anecdote about the library user whose future was saved when reference librarians found the perfect competitive intelligence resource may tug at the heart strings, but will it loosen the purse strings? As libraries' fiscal resources are increasingly strained, it takes more than just a good story. It takes proof, evidence, facts, and hard data.

In this well-organized, practical blueprint for librarians, **Priscille Dando** shows readers how to get the data we need and present it in the right light in order to advocate successfully and reach our goals. **Dando** lays out a clear, step-by-step approach in six chapters. Her six practical steps are:

1. Analyze your program to determine what it needs.
2. Articulate the desired objective that satisfies these needs.
3. Identify the appropriate audience(s) to help you meet your objective.
4. Determine the evidence that will resonate with your audience and connect to your objective.
5. Collect, analyze, and synthesize data to act as evidence.
6. Package and deliver the data as the core of your message, tailoring the presentation for your target audience(s).

As **Dando** walks us through these steps, she provides specific guidance and real world examples that make the implementation of her approach seem doable. In addition to this roadmap, **Ms. Dando** provides a few brief but valuable detours that are helpful not only for the practice of data gathering but for honing negotiation, communication, and leadership skills as well. She covers things like making a good impression; reasoning techniques; how to conduct a SWOT (strengths, weaknesses, opportunities, threats) analysis; and a quick refresher on mean, median, and mode.

Two chapters discuss methods of measurement. One explores the survey (qualitative), and another examines the focus group (qualitative). For each of these data gathering approaches, readers will learn procedures and methods for deployment, advantages and disadvantages, how

to craft effective questions, and how to analyze the results. The book's final chapter discusses data presentation including data visualization using various charts and graphs, infographics, and PowerPoint presentations. Turning raw data into a compelling visual with immediate impact for the decision maker is the final, and most important step in the influence chain.

The author includes eight useful appendices such as a survey, focus group, and data presentation checklists. She also includes four sample surveys and their respective results to demonstrate how the data might be analyzed for further action. A comprehensive bibliography and index round out the book.

In the preface, the author identifies her audience as "librarians and managers in school and public libraries." I think it can easily serve a much larger audience. It's a good basic primer on gathering and presenting data, offered in a very succinct, accessible, and practical guide. I know it will be on my office reference shelf, and I would highly recommend it to anyone engaged in the art of advocacy and the practice of persuasion.

Upson, Matt, C., **Michael Hall**, and **Kevin Cannon**.
Information Now: A Graphic Guide to Student Research.
Chicago, IL: University of Chicago Press, 2015.
978-0226095691. 128 pages. $17.00.

Reviewed by **Katy Kavanagh Webb** (Assistant Professor/Head of Research and Instructional Services, Joyner Library, East Carolina University) <kavanaghk@ecu.edu>

Information Now: A Graphic Guide to Student Research is a full-length graphic novel outlining information literacy concepts from the authors of the viral Internet sensation *Library of the Living Dead* (*http://tropicodellibro.it/wp-content/uploads/2012/08/Library-of-the-Living-Dead-Online-Edition.pdf*). **Matt Upson** is the director of Library Undergraduate Services at **Oklahoma State**, and **C. Michael Hall** is a freelance illustrator, community college instructor, and librarian in Kansas. **Hall** was working as a student worker in the small library of **McPherson College** in Kansas when **Upson**, the library director, paired his instructional knowledge with **Hall's** creative skills to design

their first comic book. The comic was meant to help students navigate McPherson's physical space and collections. Since then, **Upson** and **Hall** have teamed up to create other community-specific library comics. This is their first project with a broader audience in mind, as well as their first time collaborating with another graphic artist. **Kevin Cannon** is a Minneapolis-based illustrator who works on cartoon cartography projects and illustrated magazine covers. The result is a well-drawn romp through the general information literacy skills needed by college undergraduates to conduct research and framed by the **ACRL** Information Literacy Threshold Concepts.

The book offers a thorough examination of skills needed for undergraduate research led by two unnamed cartoon librarians. The introductory chapter addresses common concerns about the amount of knowledge at the student's fingertips, as well as giving a brief history of information. Chapter 1 delves in to choosing a topic and defines the tools used in libraries to find information, such as the catalog, discovery services, and databases. This chapter also addresses the issue of using Google and Wikipedia in the research process without being too dismissive of a student's natural inclination to use these popular Web-based tools. Chapter 2 instructs the student on the basics of the organization of information using the Dewey Decimal System, Library of Congress call numbers, and metadata. Constructing searches is the topic of Chapter 3, with keyword generation, Boolean operators, wildcards, and breadcrumb searching featured as topics. The rest of the chapters cover journals and databases, searching the open Web, evaluating sources, and using information ethically. At the end of each chapter, there is a section of critical thinking exercises that could be used to lead discussions for a class focused on information literacy or for self-reflection.

Although this is the first time the authors deviate from using a theme such as a zombie attack, Wild West, or monsters, there are still many relevant cultural references in the graphic novel that make it funny and engaging. Reading a graphic novel rather than text draws on a student's imagination and helps with knowledge retention. *Information Now* uses Venn diagrams and comic book renderings of pages found in library databases. The comic book format makes the material fresher and more exciting. However, even if the book relies on drawings to help make meaning and for comic relief, it is still text-heavy on some pages with images all in black and white. The book does a great job of being informative, instructional, and fun without falling victim to the trap of being patronizing or out of touch with today's students. I recommend this book for a semester-long information literacy class, English composition courses, incoming library science students, and librarians who love graphic novels. 🦃

Collecting to the Core — Online Allied Health Resources for the Classroom *and* the Clinic

by **Ann Hallyburton** (Research and Instruction Librarian/Liaison to the Health and Human Sciences, Associate Professor, Hunter Library, Western Carolina University; Allied Health Subject Editor, *Resources for College Libraries: Career Resources*) <ahallyb@wcu.edu>

Column Editor: **Anne Doherty** (*Resources for College Libraries* Project Editor, CHOICE/ACRL) <adoherty@ala-choice.org>

*Column Editor's Note: The "Collecting to the Core" column highlights monographic works that are essential to the academic library within a particular discipline, inspired by the **Resources for College Libraries** bibliography (online at **http://www.rclweb.net**). In each essay, subject specialists introduce and explain the classic titles and topics that continue to remain relevant to the undergraduate curriculum and library collection. Disciplinary trends may shift, but some classics never go out of style. — AD*

Allied health comprises a sizable chunk of the healthcare professions and covers areas including dental assisting; dietetics; medical technology; occupational, physical, and respiratory therapies; radiography; and speech pathology. Allied health professionals undergo highly specialized career training and typically must apply for licensure. As an academic health careers librarian, I care a great deal about the information students in allied health professional programs use in their assignments. However, I worry much more about the information they use (or do not use)

when they become care providers. The practical skills that future practitioners acquire as students carry over to their careers in patient care. The information-seeking skills students learn, together with many of the resources used, should carry over as well. Departing from the standard focus on monographs for this column, this essay features allied health resources available online that are suitable for the classroom and clinical environments.

Websites maintained by the United States government provide some of the most credi-