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Book Reviews--Monographic Musings

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Book Reviews — Monographic Musings

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Column Editor's Note: *What I like about being a book review editor is that I get to see new and upcoming titles sent my way as soon as they come out. In the LIS field, I'm seeing that scholarship is really thriving. It excites me to see all these new books that our librarian colleagues have been writing. They not only inform and educate, but they inspire us to become better professionals and allow us to rethink the way we do business in libraries. For this issue, we have a variety of titles that I'm sure will be of interest to you all. We have new reviewers coming on board (except **Corey**) so that's always exciting. We have two books written by public librarians that are relevant for academic librarians as well. One is the book **Marketing Moxie for Librarians** which gives us new ideas and techniques for promoting our collections, services, and brand. The book **A Year of Programs for Millennials and More**, provides us with ideas for programming that we can adopt to increase student engagement with the library. Assessment of programs and services including metrics and using data to make decisions are the common themes in the books **Assessing Service Quality: Satisfying the Expectations of Library Customers** and **Library Analytics and Metrics: Using Data to Drive Decisions and Services**. For those of you interested in bibliometrics, take a look at **Scholarly Metrics Under a Microscope**. Finally, if you're wondering what an indexer does or why we even need them at all, check out **The Accidental Indexer**.*

*Thanks to all our new book reviewers and as always, let me know if you'd like to be one. There's a free book waiting for you. Happy reading! — **RG***

Watson-Lakamp, Paula. *Marketing Moxie for Librarians: Fresh Ideas, Proven Techniques, and Innovative Approaches*. Santa Barbara, CA: Libraries Unlimited, 2015. 9781610698931. 120 pages. $50.00.

Reviewed by **Ashley Fast Bailey** (Senior Collection Development Manager, YBP Library Services) <abailey@ybp.com>

Marketing the library can be an overwhelming topic to think about. What marketing resources are the best to use? What are best practices for marketing programs or the library's mission? Where to even start? The landscape of marketing the library is constantly evolving, and deciding which channels to use and how to use them can be a very scary path to navigate. This is where this book comes to the rescue. **Watson-Lakamp**, Communications Director for the **Poudre River Public Library District**, takes her extensive experience in marketing, social media, and brand management and provides practical and easy-to-follow guidelines in *Marketing Moxie for Librarians: Fresh Ideas, Proven Techniques, and Innovative Approaches*. This book serves as a road map in navigating the various paths a library can take to manage and implement marketing strategies.

Watson-Lakamp begins with marketing basics. Addressing library branding, she outlines how libraries should address their mission in relation to its marketing strategy. By conducting a communications audit and framing the library's goals with a marketing plan, a library can effectively connect with its community. In addition, coming up with consistent branding is key. She goes on to write that a library needs to define who assists in the marketing plan and how you can get buy-in from all the staff. By emphasizing successful marketing starts with the staff, she outlines practical ways that a communications manager or librarian in charge of marketing can gain input and buy-in from all in the library.

The core of this book illustrates and gives practical ways to implement a library marketing plan and social media strategies. **Watson-Lakamp** encourages "non-library" type marketing to grab the attention of the library community and shows how to segment and address various groups within your community. To keep track and on top of all the different social media avenues, the library should take advantage of a social media calendar. Aside from the traditional marketing strategies, she outlines a variety of useful and practical marketing options that go beyond these models. Marketing should travel farther than the four walls of the library, and being able to reach your community is a key part of social media engagement.

It seems every six months something new and exciting comes to the marketplace, or one of the current social media channels makes a major change. Keeping track of this can make one's head spin. **Watson-Lakamp** lays out ways to put metrics on a library's social media and suggests ways to make the most of a social media outlet. This includes the library's social media policies and internal social media guidelines. Her moxie tips and tricks throughout the book provide valuable insight for best practices.

The book wraps up with ways to go beyond social marketing to advertise the library. Advocacy and funding for library programs also fall under the umbrella of library marketing so the author summarizes ways to take advantage of these for non-profits. **Watson-Lakamp** rounds out the book with different tools to keep in your marketing toolbox and reminds us that the library should be using marketing and social media to tell a story.

Whether you work in an academic, public, or special library, using marketing tools to reach your community is an important way to spread the word about the mission of the library. **Watson-Lakamp** does a great job of giving practical ways that a library can brand and market itself as a vital part of the community. This book is easy to read, clear, and concise and builds upon basic concepts of marketing that librarians can follow to take their library's marketing strategy to the next level.

Alessio, Amy J., **Katie LaMantia**, and **Emily Vinci**. *A Year of Programs for Millennials and More.* Chicago, IL: ALA Editions, 2015. 9780838913321. 216 pages. $49.00.

Reviewed by **Emma Olmstead-Rumsey** (Resource Sharing Specialist, Lansing Community College Library, and Library Assistant, Capital Area District Library) <olmstee1@lcc.edu>

A Year of Programs for Millennials and More is a cookbook for library programs. After a short introduction and overview of the characteristics and needs of the target populations (patrons from their late teens through their forties), the bulk of this book is devoted to recipe-like outlines for one-time programs and recurring clubs. The description of each program includes the same sections: prep time, program length, ideal number of attendees, suggested age range, materials list, setup, variations, and marketing tips. The programs are organized chronologically, with four or five programs suggested for each calendar month. While the index is almost too detailed to be useful, the descriptive program titles and manageable size of the book make it easy to navigate using just the table of contents.

While this book is clearly intended for public libraries (**Alessio**, **LaMantia**, and **Vinci** are all librarians at the **Schaumburg Township District Library** in the Chicago metro area), it has some significant advantages for the academic setting. The fairly detailed, easy-to-use style makes this volume valuable to librarians who may have less experience with non-instructional programming or may not have the time to invest in developing their own programs from scratch. In addition, the consistent and intuitive formatting makes it easy to dip into the book and evaluate a potential program without reading the introduction or having to spend time figuring out how the program outline is organized.

Of course, not every program in this book will be relevant to academic libraries, but many are, or could be easily adapted for the college setting. Several, such as the "Green Party," "Virtual College Tours" (for
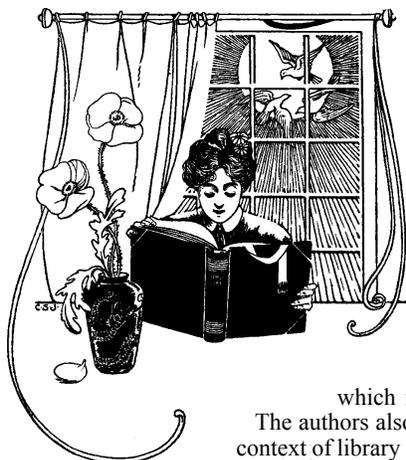
community and two-year colleges), and "Service Club," tie in nicely with common college-wide initiatives. Some of the more relaxed programs, such as "DIY Holiday Gifts," "Hot Drink Mixology," and "Recipe Swap" would be good for drawing college students into the library, especially near the beginning and end of the semester. Although the target age range of the programs does extend through the forties, the vast majority are appropriate for people from their late teens to mid-twenties, the traditional age group of college and university students.

Unfortunately, in their efforts to stick to a format that is accessible and concise, the authors leave out some vital information. For instance, the materials lists don't specify quantities. While sometimes these can be inferred, this is more often not case — for a scrapbooking program for 25 patrons, you would probably like to have 25 pairs of scissors available, but how much cardstock or how many stickers are patrons likely to go through in two hours? Similarly, many of the outlined programs instruct you to hire an outside presenter without providing information on how to do so or what you can expect it would cost, which might be challenging if you are interested in some of the more esoteric programs such as "Seed Bomb and Terrarium DIY" or "Shark Week Celebration." Lastly, an estimated per-person cost for each program would have been helpful in this budget-conscious era. The authors tested all of the programs at their own library but the reader may find herself wishing that the authors pass on a little more from their own experiences.

While *A Year of Programs* has its drawbacks, it is still a solid text for anyone looking to expand his or her library's non-instructional program offerings with a minimal investment of time and effort.

Hernon, Peter, **Ellen Altman** and **Robert E. Dugan**. *Assessing Service Quality: Satisfying the Expectations of Library Customers, 3rd Edition*. Chicago, IL: American Library Association, 2015. 9780838913086. 232 pages. $75.00 (ALA members $67.50).

Reviewed by **Corey Seeman** (Director, Kresge Library Services, Ross School of Business, University of Michigan, Ann Arbor) <cseeman@umich.edu>

Library and Information Educators **Peter Hernon** and **Ellen Altman** have been joined in the 3rd edition of this work by Library Administrator **Robert E. Dugan** in updating their *Assessing Service Quality*, first published in 1998. By bringing in a dean of libraries who is naturally concerned about assessing quality of the services provided by the library, this valuable tool has become even more so. Its value is not only as a monograph, one that you might read from cover to cover, but also as a reference work that you might use as needed. Given these two very valuable aspects of the work, this should be on the bookshelf (virtual or real) of all library directors.

The role of library services and their evaluation is increasingly important in a time when information attainment is becoming more self-service. We have seen a great transformation over the past 30 years where the very nature of the library to public interaction has changed. Before the proliferation of electronic resources that were licensed or freely available, the library received many relatively simple questions that required reference works. This has all but evaporated, leaving many libraries to find that the traditional reference service has dropped dramatically over time. Add to that the fact that physical item circulations are trending down and traditional services provided in libraries are no longer used nor needed as they once were. That has led many libraries, especially in the academic communities, to move into new

service areas including information literacy, makerspaces, information commons, data management, scholarly communications, coordinated student assistance, embedded librarians, etc. With this move into new aspects of services for libraries, having meaningful assessment programs is critical. This is especially true when we adopt successful programs and services from other libraries without fully grasping if these are even needed. This "franchise" mode of implementing new services may provide new models but it may also provide libraries with services that we can discontinue. So measuring the success of our library services is critical, which is why this book is so useful!

Of particular note in the book is the long section titled "Measuring and Evaluating the Components of High-Quality Service" which goes into how numbers may be used to assess services provided by the library. This provides good examples, using **Dugan's** library (the **University of West Florida**) as the case study. What is particularly useful, later on in the book, are sections exploring how numbers can be used and used effectively. The sample surveys correspond to sections that showcase what the metrics tell us and how the numbers can be used. In particular are sections that showcase how the results of the surveys can be used to improve library services which is the goal of library administrations everywhere. The authors also do a great job of placing this work in the broader context of library assessment models from LibQUAL+ and LibStat to provide directors with a strong foundation for putting the results to use.

While numbers can tell a story, the authors follow that chapter with one titled "What Can Go Wrong with Numbers?" that focuses on the possibility that the numbers do not tell the whole story. This leads to useful sections about different ways to assess services through other methods such as surveys, comments, complaints, etc. This section also includes valuable sample forms that will make collecting this information useful for the library.

The authors have produced a very well organized work that is both easy to read and use as a reference tool. Of particular note and value are the sample assessment forms that are available throughout the work. These tools provide the library director (and others) with sample tools to apply the lessons of the book to their operation. Also of note are a very rich set of references and additional readings, from both library and management literature, that can lead the reader to more content. At the risk of ending on a cliche, if a library director can purchase one book on assessment this year, I think that **Hernon**, **Altman**, and **Dugan's** book is the one to buy!

Showers, Ben, ed. *Library Analytics and Metrics: Using Data to Drive Decisions and Services*. London: Facet Publishing, 2015. 978-1856049658. 176 pages. $95.00

Reviewed by **Don Todaro** (Director of Reference/Research and Collections Management, Library of Michigan) <todarod@michigan.gov>

If big data is wearing you down, **Ben Shower's** readable guide to this rapidly evolving field, *Library Analytics and Metrics: Using Data to Drive Decisions and Services,* may help. While the emphasis is squarely on libraries as the title suggests, the book also extends to a number of cultural heritage institutions (CHIs) including museums, archives, and galleries. The work covers the variety of ways data, both big and small (i.e., institutional-level data), is being used in CHIs today, and points to possible future developments. The look ahead may not be surprising in a study like this since **Showers** has worked as the Head of Scholarly Library Futures at **Jisc** and is currently a Digital Transformation Manager at the Cabinet Office, both in England.

The opening chapter defines "library analytics" as the analysis of library data to find meaningful trends while metrics are simply the units of measurement, or the target for an activity, outcome, product,

etc. Library analytics are often linked to "learning analytics," the effort to understand factors contributing to student success and ways to help those who may be struggling. Through the capture and analysis of large sets of student data, we can identify patterns and trends and utilize them to promote or avoid certain outcomes. Schools want to improve retention and completion rates, and deliver student services that are more effective and efficient. By creating narratives backed by data and leading in the gathering and analysis of data, libraries can better demonstrate their value to the institution and show greater impact on campus administrators and other groups.

The book consists mainly of actual case studies in data collection and analysis, with twenty-six contributors writing/co-writing twelve case studies illustrating the process of library data collection and analysis. Emphasis is placed throughout the volume on the need to carefully design the data gathering as well as the analysis phases of projects. It is important that we ask the right questions at the outset and not simply measure that which is easiest. We need to focus on the purpose of our data gathering and measure what we value. Among the topics in the book's main chapters are: data-driven collection management; use of data to show the impact and value of the library in student success; use of qualitative research to enhance user experience; and, web and social media metrics. Perhaps the most important topic is covered in chapter 7 which looks at privacy and the ethical and legal considerations surrounding data use. Each chapter begins with a 4-5 page overview to provide context and background for the case studies, and ends with a conclusion, guide to further reading, and online resources.

As the editor himself indicates, *Library Analytics and Metrics* barely scratches the surface on how libraries, mainly academic ones, are using the data they are gathering. Similarly, this review can only suggest the range of topics that are covered in the case studies, which include such things as the gamification of library services, student use of library space, development of analytics services, toolkits for academic libraries, and "Website impact." Overall, the volume nicely balances introductory overviews of analytics in a given area of librarianship with practical, real-world applications that show the ways librarians and other cultural heritage workers are gathering and analyzing data. Many are now sharing and combining their data across larger networks, whether campus, consortial or regionally collected data, so-called big data. This fascinating study should inspire new projects and stimulate further reading on this and related topics, such as data visualization.

Cronin, Blaise and Cassidy R. Sugimoto (Eds.). ***Scholarly Metrics Under the Microscope: From Citation Analysis to Academic Auditing***. Medford, NJ: Information Today, Inc., 2015. 9781573874991. 976 pages. $149.50. $119.60 for ASIST members.

Reviewed by **Adrian K. Ho** (Director of Digital Scholarship, University of Kentucky Libraries) <adrian.ho@uky.edu>

Scholarly Metrics Under the Microscope is a compilation of 55 classic articles that address different aspects of bibliometrics, which have been commonly utilized in research evaluation and the promotion and tenure process in higher education. **Cronin** and **Sugimoto**, both faculty members at **Indiana University Bloomington**, note in the introduction that this book is meant to raise awareness of the "theoretical, conceptual, methodological, and ethical" concerns about scholarly metrics and "also encourage greater procedural caution among relevant constituencies" (4). The selected articles, published in the years since the 1950s, are sourced mainly from scholarly journals, but some are extracted from other publications (e.g., *The Economist* and *The Chronicle of Higher Education*) and even a blog. The authors range from information scientists to scholars in natural and social sciences.

The first of the 55 articles, written by **Eugene Garfield**, comes after the editors' introduction and provides the historical backdrop of citation indexing and its uses. The remaining articles are categorized into six sections, each of which begins with an illuminating lead-in by the editors to provide the intellectual context. The sections discuss:

1. The theoretical underpinnings of various forms of bibliometrics such as citation analysis, Webometrics, and altmetrics.
2. The validity issues about citation analysis and metrics, especially the Science Citation Index and the journal impact factor.
3. Problems about the data sources for different bibliometric tools, e.g., Web of Science, Google Books, Google Scholar, altmetrics, etc.
4. Issues with the *h*-index, the journal impact factor, and the Crown Indicator, which are quantitative measures for evaluating individual researchers, scholarly journals, and research groups respectively.
5. Concerns that surface as national governments apply bibliometrics to evaluate research performance in the process of reviewing and setting science policies.
6. The politico-economic environment in which the "culture of metricization" has given rise to systemic effects on researchers and academia (755).

The editors wrap up the volume with an enlightening epilogue and explain how "descriptive bibliometrics" can benefit scholars and higher education (936). They also recommend how bibliometrics should be implemented if they are adopted in the exercise of national or institutional research evaluation.

This title will be of much interest to both students and scholars specializing in bibliometrics and research evaluation. While it only delves into some of the scholarly metrics currently in use, readers can still get a sense of the issues with other bibliometric approaches. **Cronin** and **Sugimoto** reiterate that questions about validity, reliability, and transparency seem to be a recurrent thread that runs through the examinations of bibliometrics. The editors also note that there are plenty of papers on this topic published over the years. It would have been more beneficial to the bibliometric community if there were an open online appendix to this book with annotations about relevant and noteworthy writings.

Librarians, higher education administrators, research funding agencies, and government officials responsible for research policies will also find this publication useful. Institutional leaders, faculty members, and graduate students may not be aware of this title or may find the articles overwhelming. Librarians can view it as an opportunity and take the lead to inform and educate them about scholarly metrics by presenting the essence of this compilation in a user-centered manner. This kind of service will likely be welcomed, given that evaluation of research performance and scholarly impact has become the norm in higher education. **Cronin** and **Sugimoto**, in an attempt to encourage and support cautious use of bibliometrics, offer possible action items in the epilogue for librarians and information scientists to consider and pursue.

This book is a valuable resource for academic and special libraries because of its appeal to the parties involved in the research lifecycle. It provides readers with the necessary know-how to become discerning users of scholarly metrics.

Badgett, Nan. *The Accidental Indexer*. Medford, NJ: Information Today, Inc., 2015. 9781573875141. 222 pages. $39.50.

Reviewed by **Mary Jo Zeter** (Latin American and Caribbean Studies Bibliographer, Michigan State University Libraries) <zeter@msu.edu>

Few readers pause to consider the effort involved in the creation of the back-of-the-book indexes upon which they routinely rely, be it for a cookbook or a scholarly tome. However, readers of **Nan Badgett's** new book *The Accidental Indexer* will surely be among those who do.

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In her very practical and informative book, **Badgett** shares insights gained over many years of experience as a professional indexer. *The Accidental Indexer* is not about indexing techniques or theory, but rather provides an overview of the profession. It serves both as an introduction to the world of indexing and a complete getting-started guide for readers contemplating careers as freelance indexers. **Badgett** advises and informs her readers based on her own experiences, but throughout the text also presents the findings of an informal survey of indexers and editors which she conducted. Appendices provide sample business documents and index quality guidelines, while the book's companion website (*accidentalindexer.com*) gathers together links to the numerous online resources which the author cites or recommends for further reading.

Badgett's first chapter answers the fundamental questions, "What is an index and what does an indexer do?" and more importantly, "Can't a computer do that?" She points out that while a computer can generate a concordance and even apply keywords to content, a true index requires the application of human intelligence needed to analyze text for meaning. A well-prepared index, for example, has sub-entries under main headings, rather than the long lists of unanalyzed page references that might be generated by a computer. Sub-entries also reflect nuances of meaning that cannot be gleaned in an automated process. Nor can computers add synonyms, and thus the multiple points of entry, or "see-references," offered in a quality index. Even the search function in eBooks does not render obsolete a well-prepared index, and **Badgett** convincingly recounts the common eBook reader experience of slogging through a large, undifferentiated retrieval set with her own examples.

Subsequent chapters describe the career paths taken by indexers as well as **Badgett's** own story, and discuss different types of indexing, including back-of-the-book, periodical, database, and eBook. The author reiterates the difference between an analyzed index and online search tools and between book and periodical or database indexes, and discusses the types of books most frequently indexed. She then offers those considering careers as professional indexers a frank discussion of important considerations, with a measured dose of deadpan humor. For example, one section of chapter 4, "So You Want to Be an Indexer," is entitled "A Lonely and Anonymous Profession." Yet even as she highlights some of the more salient challenges of being an indexer, **Badgett** offers helpful suggestions and sound advice for dealing with deadlines and "other stressors." A checklist of the qualities of successful indexers will resonate with many librarians; indeed, slightly more than 30 percent of indexers surveyed by **Badgett** had a background in information science or librarianship, echoing a 2009 **American Society for Indexing** salary survey which found that 29 percent of those surveyed held a degree in library science.

The remaining chapters provide nuts-and-bolts advice to the would-be indexer. **Badgett** covers the gamut of getting-started basics, from training opportunities and setting up an office to marketing and client relations. One chapter offers stress management tips and suggestions for maintaining a healthy work-life balance, a balancing act that can be especially difficult for the self-employed. The final chapter of the book outlines a plan of action with specific goals and the key elements of a business plan. *The Accidental Indexer* is an indispensable guide for aspiring indexers and highly recommended for anyone remotely curious about this little-known career option. 🦃