



School of Information Management

INFO 541: ELECTRONIC PUBLISHING

Trimester Two 2007



Brenda Chawner

Hello and welcome to INFO 541 Electronic Publishing, which will be coordinated by Brenda Chawner. In this course the emphasis is on publishing in electronic formats, in a range of formats.

Brenda is particularly interested in emerging genres for electronic publishing, such as blogs, wikis, and podcasts, but electronic books and journals will also be considered.

In INFO 541, students will learn about different types of electronic publications, the changes to communication patterns as a result of new technologies, changes to publishing processes, the ways that librarians are dealing with new publishing methods, and how users are reacting to all of these.

If you wish to discuss any aspects of the course with me, you can contact me as follows:

- Email:** brenda.chawner@vuw.ac.nz
- Telephone:** (04) 463 5780 (for internal students).
- Freephone:** 0800 11 62 99 (for open learning students or internal students calling from outside Wellington; ask to be transferred, or dial 5780 at the recorded message).
- Fax:** (04) 463 5446
- Room:** Rm 201, Easterfield Building. If I'm not in my room, email me, leave a note, or leave a phone message to arrange a time to see me.

If you have questions or comments about course material and activities, the preferred “channel” is the appropriate Blackboard discussion forum, so that all students can see your message, and participate in any subsequent discussion. The Blackboard discussion forums will be checked for new messages at 11.00 a.m. each workday morning. However, if you prefer to send your message via email (particularly if it is sensitive or involves personal information), you should begin the subject line with [INFO 541]

If you wish to send something by **post**, the address is:

Brenda Chawner

School of Information Management
Victoria University of Wellington
PO Box 600, Wellington

Assignments should *not* be sent to the above address; see the details under ‘Assessment’ below. Non-assignment material being delivered by courier or in person should go to the Administration Office, EA 121, Easterfield Building, Kelburn Campus, Victoria University of Wellington.

Course description

INFO 541 explores the opportunities and issues associated with electronic publishing, including standards, technologies, publishing processes and roles, copyright, and emerging genres such as blogs, wikis and podcasts, with an emphasis on their implications for librarians and information managers.

INFO 541 will cover the following areas:

- The history of electronic publishing;
- Frameworks for analysing developments in electronic publishing;
- The range of materials published in electronic format, including traditional and emerging genres.
- The standards and technologies used for electronic publishing.
- Copyright and contract issues resulting from a move to electronic publishing.
- The ways information technology has changed the publishing process.

- Emerging alternatives to traditional scholarly publications, such as open access journals.
- The implications of electronic publishing for publishers, booksellers, libraries, and readers.

Case studies of selected organisations will be used to illustrate current practices, from both the publisher and library perspectives.

Course objectives

At the end of this course, students will be able to:

1. Discuss key stages in the development of electronic publications to date.
2. Describe different types of electronic publications, and identify the advantages and disadvantages of each type.
3. Identify the technologies and standards used in electronic publishing, for text and other media types, such as images and sound.
4. Discuss the ways information and communications technology has changed the publishing process.
5. Discuss the impact of electronic publications on selection, acquisition, cataloguing, and circulation in libraries.
6. Describe and assess issues in electronic publishing, such as copyright and contract, pricing structures, access and indexing, aggregation, and archiving.

Course materials

The course material for INFO 541 includes a CD-ROM containing readings associated with each of the 12 modules, augmented by material on the Blackboard website for INFO 541, available at

<http://blackboard.vuw.ac.nz>

In this course we will be using a blend of three channels (Blackboard, a blog, and a wiki) for electronic communication, to complement the class sessions. Blackboard is the only 'secure' channel, and its primary use will be for assignment-related questions and comments, and to deliver restricted content, such as audio interviews with librarians.

If you have general questions or comments about course material and activities, my preferred "channel" is the course blog, so that everyone can see your message, and participate in any subsequent discussion. I will check the blog for new messages and comments each workday morning, and will monitor the RSS feeds throughout the day. The wiki is the open course website.

However, if you prefer to send your message via email (particularly if it is sensitive or involves personal information), you should begin the subject line with

[INFO 541]

The study guides for each module include a section giving work to prepare for the weekly session. **You should make sure that you complete the work listed in this section, including any exercises, before the weekly session for that module.**

Reading '[material] to prepare for the weekly session' **before** starting work on the module will help you to use your study time effectively. Each week, discussion will be based on both:

- readings from the material provided;
- introductory material, discussion points, and exercises.

Using or quoting study guides

The study guides used in the LIM programmes have been developed over a period of time. As a result, they are likely to include new material contributed by the coordinator and staff involved in the current offering of the course, as well as material contributed by staff involved in earlier offerings. Every effort has been made by our academic and editorial staff to ensure that all material is correctly attributed and complies with the University's copyright license obligations. If quoting or referring to material written for this course, you should treat it as being contributed anonymously rather than being attributable to the person delivering the particular module in which it appears, unless the authorship is clearly indicated.

Time commitment

You should expect to spend 12.5 hours a week on INFO 541. Please note that the course involves a significant proportion of study time on the Internet.

Since this course is about electronic publishing and its impacts, we will use electronic information extensively. A small number of basic readings will be provided on the course CD-ROM, but I expect you to build your knowledge and experience of electronic publications by finding at least two (electronic) readings each week to supplement them. You can use a variety of resources for this: the Library and Information Science Fulltext and LISA databases are one option, and there is an extensive bibliography on scholarly electronic publishing maintained by Charles W. Bailey, Jr. at:

<http://info.lib.uh.edu/sep/sep.html>

Since the course is conducted as a series of seminars, which I hope you will contribute to, it is important that you have done the background reading before the class session to bring an informed point of view to class discussions. In some sessions I may ask you to talk about a specific topic, or to share your experience in exploring the resources we are discussing with the rest of the group. You should always be prepared for this.

Course schedule

INFO 521 will be held in the second trimester (July-October) of the 2007 academic year. There will be no sessions for two weeks during the mid-trimester break (20 August-2 September).

- **Internal students**
Wellington-based students will have a weekly face-to-face class (1.10–3.00 p.m. on Wednesdays) in the Hunter Building, HU 324. **Please note** that the internal face-to-face classes are dependent on sufficient enrolments in internal mode.
- **Open learning students**
The weekly Internet conference sessions will be held on Wednesdays from 5.00–6.30 p.m.

Schedule

Week	Dates	Topic	Presentation topic
1	9-13 July	Introduction; History of electronic publishing; Frameworks for analysis	
2	16-20 July	Infrastructure: standards and technologies	ONIX; Web standards; RSS
3	23-29 July	Infrastructure: copyright and licensing	Creative Commons licenses; Podsafe music
4	30 July-3 Aug.	The economics of electronic publishing: the costs and who pays?	EPIC; Open Content Alliance; Google Book Search
5	6-10 Aug.	New genres: wikis, blogs, etc.	Podcasts; Content sharing sites: Flickr, YouTube; Mashups; Squidoo
6	13-17 Aug.	Electronic books	Audio e-books; Print on Demand; Blook
7	3-7 Sept.	E-serials; newspapers, magazines, and journals	e-zines; Blog carnivals
8	10-14 Sept.	Access to electronic publications: cataloguing, indexing, aggregators	ERMS; Counter/SUSHI; OpenURL
9	17-21 Sept.	The open access movement	OAIS reference model; OAI-PMH
10	24-28 Sept.	Impact on publishers and booksellers	LOCKSS/CLOCKSS; Portico; JSTOR
11	1-5 Oct.	Impact on libraries	
12	8-12 Oct.	Impact on readers; The future of electronic publishing/publications	

Note: presentation topics will be confirmed at the first class session.

Assessment

None of the LIM courses has a formal final examination. INFO 541 is internally assessed, with three assignments to be completed in order to satisfy the terms requirements. Full details, including explanatory notes and criteria, are available under “Assignments” on Blackboard.

Assignment	Due	Value	Length
1. Presentation on a “hot topic” relating to electronic publishing	Varies	25%	10-15 minute presentation plus handout
2. Evaluation of an electronic publication	20 August	25%	2000 words max.
3. Case study: Proposal for an electronic publication	15 October	50%	2500 words max.

Late assignments

Assignments submitted after the due date will be penalised 5%. Assignments more than one week late will be given a zero grade.

Word count

Each submitted assignment **MUST** contain a word count, easily available from your word-processing program. The word count should appear under your name. (Note: your name should appear only on the back of the last page of the assignment.) The penalty for not including your word count, or going over the word count, will be 5%. Note: Word length does not include bibliographical references, but it does include footnotes, appendices, etc. (in other words, all text counts).

Plagiarism

You should read and take heed of the statement on collaboration and plagiarism on the University website at <http://www.vuw.ac.nz/home/studying/plagiarism.html> and also in the *Administration Handbook*; you *must* acknowledge all sources you use. While you are encouraged to work together while preparing for the weekly sessions, assessed work must be completed individually, and collaboration confined to discussion of general points.

You are expected to present information in your own words, based on your understanding of the background material you read. ***Any assignment which is extensively plagiarised will receive an automatic fail grade.***

Presentation

Details of the LIM Group's assignment policy, including presentation, will be found in the *Administration Handbook*.

Terms

Terms are the minimum course requirements that must be satisfied in order to earn the right to be assessed for a final grade. **Students in INFO 541 are expected to attend all scheduled sessions.** Terms will be granted to students who have:

- attended a minimum of 75% of the scheduled Internet conference or seminar sessions. To be considered in attendance at a Internet conference session, an open learning student must be able to contribute orally to the session using the Internet conferencing software; that is, the student must have a working microphone attached to his or her computer making it possible to respond to questions and to contribute ideas orally.
- completed the three assignments within the allowable time.

Submission

Remember to keep a copy of each assignment you send us, just in case the original goes astray. Assignments should be submitted following the instructions given in the 'Assignments' section on Blackboard.

Online information

In addition to the course material on CD-ROM, you will be required to use the resources for this course which are available in the School's Blackboard online learning environment:

<http://blackboard.vuw.ac.nz/>

Details on how to access Blackboard are in the *Administration Handbook*, but if you have any difficulties logging on please contact the Help Desk, at

its-service@vuw.ac.nz

The Blackboard Web-based learning environment will be supplemented by the **course wiki** and **blogs**, to enable ongoing electronic discussion forums on topics or issues introduced in or out of class.

The wiki is available at:

<http://info541.sim.vuw.ac.nz/wiki/>

The class blog URL is:

<http://info541.sim.vuw.ac.nz/blogs/>

Students are also encouraged to use these virtual spaces for information sharing, and to post questions for electronic and in-class discussion. You should also check the appropriate module Web pages in conjunction with the module readings.

All LIM students will be automatically enrolled in LIM Programmes Information on Blackboard. General announcements and information will be posted here, and students should check this site regularly.

Internet conferencing

Distance sessions are now being conducted via the Internet using the Chatterbox application; in order to participate students will need an Internet-connected PC running Windows XP or Windows 2000, microphone, and headphones/speakers. To connect, go to the Internet conferencing page (and read the “Getting Started” information) at

<https://conferencing.sim.vuw.ac.nz/>

There is also an ‘Internet Conferencing’ button linking to this page in Blackboard.

Some days before your first session, and at least 15 minutes before each subsequent session, you should test your system by going to the Echo Room. Regular classes will be held in the LIS Room; additional Discussion Rooms are available for breakout groups, and as a “waiting room” if a class is proceeding in the main LIS room. Study groups can use the discussion rooms out of regular class times. For further information, follow the help links on the Internet Conferencing page; details, including screen name conventions, are also available on Blackboard under LIM Programmes Information.

LIM Students email list

Mass communication between the school and students is via the email list. It is your responsibility to ensure you are on the email list; subscription is essential. The `lim-students` email discussion list is used to make important announcements and to share news and ideas relating to the LIM programmes. It is vital that all staff and students are subscribed. Please make sure that your current email address is subscribed -- one that you check regularly. It is very important that students remain a member of this list until after graduation as the list is used as a main form of communication of important administration messages (including graduation messages).

Emails are sent to `lim-students` often, so if you have not had contact for a few weeks it is a good idea to check if you are still subscribed. If an email is rejected by your email account, you will automatically be unsubscribed. To subscribe, go to:

<http://lists.vuw.ac.nz/mailman/listinfo/lim-students>

General University information

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1).

The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Statutes and Policies

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hardcopy or under "about Victoria" on the VUW homepage at:

http://www.vuw.ac.nz/home/about_victoria/calendar_intro.html

Information on the following topics is available electronically at:

http://www.vuw.ac.nz/home/studying/downloads/course_outlines_general_information.pdf

- Academic Grievances
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times. Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

<http://www.vuw.ac.nz/home/studying/plagiarism.html>

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.