



# University Library

# The Resource

Spring Semester 2007

## Extended Weekend Hours for Spring

Looking for a place to study on weekends now that the UC is closed? Come to the Library! With support from Provost Telfer, the Library will be open until 8pm on Fridays and Saturdays. If response is favorable to our new hours, we'll continue them throughout the UC construction period.

## Spring Semester Hours

### University Library

Mon. - Thurs. 7:30am - midnight  
 Fri. 7:30am - 8:00pm  
 Sat. 9:00am - 8:00pm  
 Sun. 1:00pm - midnight

### Reference Desk Hours

Mon. - Thurs. 8:00am - 10:00pm  
 Fri. 8:00am - 5:00pm  
 Sat. 1:00pm - 5:00pm  
 Sun. 1:00pm - 5:00pm & 6:00pm - 10:00pm

### Archives

Special Collections  
 Area Research Center  
 Mon.- Fri. 9:00am - 5:00pm

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## We Go the Distance: Continuous Support for Off-Campus Learners

By Joyce Huang, Library Director

The University has obtained approval from the Higher Learning Commission and UW System to offer three online baccalaureate programs: Business Administration, Liberal Studies, and Political Science. Online programs are expected to expand into other areas rapidly. The University Library must strategize its services and collection development to support distant users despite a flat budget, which in essence cuts the Library's purchasing power 5-6% annually due to inflation.

Distance users depend heavily on electronic resources. On-site users also prefer electronic resources, which allow them the freedom of access any time anywhere. The use of print/microform periodicals has dropped dramatically since 1990s' introduction of fulltext online. An analysis of fiscal 2005 login data from two electronic vendors (Wilson and EbscoHost) that provide usage by IP address shows that 70% of usage came from outside the Library, with 32% from off-campus.

In the fall 2004 Resource I mentioned that, with the endorsement of the University Library Committee, the Library has shifted some funding from book allocation to electronic. Some departments also voluntarily contribute

part of their material allocation to pay for needed databases. This has eased some funding for new directions in collection development.

To strengthen the electronic collection for political science, we have switched the **CQ (Congressional Quarterly) Weekly** subscription from paper to online, and have added the **CQ Electronic Library**, which includes **CQ Researcher**, **Congress**, **Public Affairs**, **Supreme Court**, and **Voting and Elections** collections. CQ Library provides a definitive reference resource for research in American government, politics, history, public policy, and current affairs. It will be useful for Communication, History and current issues research, too.

To strengthen the electronic collection for liberal studies, we have added **JSTOR Arts & Sciences III Collection**. Together with Arts & Sci-

ences I and II collections, it provides access to over 400 core liberal arts journals in the areas of arts, humanities and social sciences. This collection gives complete back runs of each journal, but does not include current issues. There is a gap, typically from 1 to 5 years, between the most recently published issue and the back issues available in JSTOR.

To strengthen the electronic collection for business, we migrated the **MorningStar** subscription from CD-ROM to online, **Standard and Poor's** from print to **NetAdvantage** and added the **Market Research Monitor**. Part of the funding for this comes from the College and/or department allocation.

**Elsevier** is a prestigious but highly expensive science and social science publisher. Re-

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## Library Feeds University!

It's easy to find the newest books on your favorite topics in the Library. To get a feed with brief information about the books sent to your RSS reader, look for the **RSS** on the Recent Acquisitions tab in the Library Catalog. Pick your subject, click on **XML** and subscribe.

## Between the Covers: Tell-All Secrets Behind the Library's Most Checked-Out Books

By Carol Elsen, Reference Librarian & Collection Manager

Have you ever found yourself glancing over someone's shoulder on the plane or bus, hoping to catch a glimpse of what they're reading? If you've ever succumbed to this temptation, you might be curious about the collective reading habits of the UW-W community.

### Most Checked-Out Titles

If *Biomechanics and Medicine in Swimming* (1983) sounds a little dull, be glad you weren't one of the 416 people who checked it out. *Family Math* (1986) doesn't exactly add up either, but it managed to make #2 on the list. After these two sizzlers, the pattern becomes more predictable. Greek culture, the ever-popular English 102 research paper topic, and cross-cultural communication, another time-honored topic, clearly drive the numbers.

Pub. Date	Main Collection Titles	Check-outs
1983	<i>Biomechanics and medicine in swimming</i>	416
1986	<i>Family math</i>	383
1974	<i>American cultural patterns: a cross-cultural perspective</i>	373
1971	<i>Gods and goddesses of ancient Greece</i>	341
1962	<i>Culture and communication; the problem of penetrating national and cultural boundaries</i>	252
1971	<i>Classical mythology</i>	241
1951	<i>Greeks and their gods</i>	224
1977	<i>M.I.S.: a managerial perspective</i>	224
1957	<i>Greek myths</i>	196
1972	<i>Madrigal</i>	193

### More Recent Titles

For 2000-2006 publication dates, academic titles still top the list with Bach, Mozart, and animal behavior outpacing John Grisham's *Brethren*. But fiction does reasonably well. For instance, three Janet Evanovich novels have 17 checkouts each: *Eleven on Top* (2005), *Full Speed* (2003), and *Full Tilt* (2003). Malcolm Gladwell's bestselling *Blink: The Power of Thinking Without Thinking* (2005) has vanished off the shelves 11 times.

Pub. Date	Recent Main Collection Titles	Check-outs
2000	<i>Johann Sebastian Bach: the learned musician</i>	94
2003	<i>Cambridge companion to Mozart</i>	49
2003	<i>Exploring animal behavior in laboratory and field: an hypothesis-testing approach to the development, causation, function, and evolution of animal behavior</i>	49
2003	<i>Mozart's piano concertos</i>	49
2000	<i>SPARK physical education program</i>	29
2001	<i>Fast food nation: the dark side of the all-American meal</i>	23
2000	<i>ADHD: achieving success in school and in life</i>	22
2000	<i>Brethren</i>	22

### Other Collections

The top-circulating music CD features the mellow music of Simon & Garfunkel (*Greatest Hits*, 1985). For recent popular movies, *Hotel Rwanda* (2005, 19 checkouts) and *Motorcycle Diaries* (2005, 16 checkouts) lead the pack. Poetry is the hottest genre in the Juvenile Non-Fiction Collection, headed by Shel Silverstein's *Light in the Attic* (1981). For more recent Juvenile non-fiction titles, *Weird Wisconsin: Your Travel Guide*

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## EndNote® Comes to UW-Whitewater!

By Martha Stephenson, Reference & Instruction Librarian

Starting in December 2006, the Science, Social Sciences, and Arts & Humanities Citation Indices from Web of Science have been integrated with EndNote. This Web-based program has the ability to instantly format reference lists and bibliographies in word processing programs, such as Microsoft Word. It also provides online storage for citations, which is a boon for longer projects.

EndNote can build citations in APA, MLA and Turabian, which are heavily used at UW-Whitewater, as well as myriad other styles.

For more about EndNote, see <http://tinyurl.com/yhatcf>.

### Other Citation Formatters

As a service to faculty, staff & students, the Library has compiled a Citation Formatters guide (<http://library.uww.edu/guides/citations.htm>). The guide lists Library databases that provide formatted citations, as well as free and for fee programs. As with EndNote, these can be used to jump start creating reference lists and bibliographies. As such programs are not infallible, it is advisable to review citations provided by them, instead of accepting them prima facie.

To add your preferred citation generator to the guide, please email the link to me at [stephenm@uww.edu](mailto:stephenm@uww.edu).

## Library Recarpeting Complete

By Kelly Hafermann, Reference & Instruction Librarian

If you haven't been in the Library since finals week, you may notice something a little different on your next visit. We had a few noisy weeks over Winterim while workers installed new carpet on parts of the first and second floors. These areas had floor covering so worn out that it was in dire need of replacement. You will see the enhancements at the New Book Island and McNaughton Collection, and throughout the reference area on the second floor, as well as in the Periodicals Microforms Room downstairs.



## Who's Reading What? Faculty & Staff Picks

By Kyle Naff, Reference & Instruction Librarian

While juggling countless tasks and busy schedules, faculty and staff share their latest good read:

**Thomas Drucker, Mathematical & Computer Sciences**  
*The Math Behind the Music* (2006) by Leon Harkleroad  
QA19 .M87 H37 2006 – Circ Desk Collection

There have been millennia of study of music by mathematicians, but there is still not enough communication between the musicologists and the mathematicians. This book, written by a mathematician/pianist, seeks to remove excuses on both sides by explaining ideas in music and mathematics. In addition to the mathematics behind the music, it also reveals the music behind the mathematics.

**Carol Elsen, Reference & Instruction, Library**  
*1491: New Revelations of the Americas Before Columbus* (2005) by Charles C. Mann

E61 .M266 2005 - Main Collection

When we think of native culture in the Americas (or at least North America) before Columbus, we typically picture small bands of nomadic hunter-gatherers, living in a pristine and untouched landscape. This book will blow away a lot of misconceptions about life in the "New World" before Europeans stumbled on it. This book offers a popular and thoroughly fascinating overview of the newest theories of early cultures throughout the Americas.

**Elena Levy-Navarro, Languages & Literatures**

*No Future: Queer Theory and the Death Drive* (2004)  
by Lee Edelman

HQ76.25 .E34 2004 – Main Collection

This book is illuminating about contemporary culture, especially about the role that the "queer" are made to play. In late American capitalism, we are encouraged, even compelled, to live our lives for a future that never comes, and all our present pleasures are seen as secondary or even obstructive of this good that we must all embrace. The queer are, then, often seen as those who obstruct our cultural progress. Given this cultural situation, Edelman offers ways in which such a representational regime can be resisted; mainly by embracing the queer pleasures of today over the ascetic impulse to look for a future good.

**Linda Reid, Finance & Business Law**

*The Green Flag: A History of Irish Nationalism* (2000)  
by Robert Kee

New edition available through Universal Borrowing

First edition (1972) – DA950 .K43 – Main Collection

I'm currently reading *The Green Flag*, and the author, a well-respected British journalist, covers Irish political history like no one else. If you want to understand Irish Nationalism, then this book is for you.

**Karen Weston, University Archivist, Library**

*The Paladin of Souls* (2003) by Lois McMaster Bujold  
PS3552.U397 P355 2003 – Main Collection

In her engrossing Hugo and Nebula Award-winning novel, Bujold explores love, maturity, and what happens when a god decides to enlist you as one of his avatars. When she sets out on pilgrimage (mostly to escape her over-cautious household), the Dowager-Royina Ista of Chalion doesn't expect to run into a demon-ridden bear, a fat priest having visions, a knight who doesn't know he's really dead, raiders from the Roknari prince-doms, an intelligent man who (if Ista can keep him alive) might be her future, and the Bastard god who wants to teach her to eat demons. The battles and surprises that happen when all these threads come together make for one of the finest, most complex works of high fantasy in recent years.

**Dianne Witte, Head of Technical Processing, Library**  
*A New Earth: Awakening to Your Life's Purpose*  
(2005) by Eckhardt Tolle

BL624 .T635 2005 – Main Collection

I'm only just starting, but finding that he offers great insights into human nature, consciousness, and evolutionary change. The book is very hopeful, thought-provoking and inspiring.



## Friends of the Library Programs & Events

**Flickr Workshop – March 16, 2007 1:30pm–3:00pm**

Flickr lets you share photos with your friends and family, no matter where they are. You can use this free online program to organize your favorite photographs, and show them to the world or just share them with loved ones. This hands-on workshop will cover posting photos, creating albums, leaving notes, designing customized products, and more.

**Open to All**

**Location:** University Library BI Lab

**RSVP optional:** call 262-472-1032 or  
email [refdesk@uw.edu](mailto:refdesk@uw.edu)

*Thank you for  
being a Friend!*

**Library Book Sale – April 16–19, 2007**

Donations are currently being accepted. Contact Doreen at (262)472-5575 for more information.

**Book Sale Hours:**

Mon. April 16: 6:00 pm – 8:00 pm Pre-Sale

Only for UW-W faculty, staff, students & Friends

Tues. April 17 & Weds. April 18: 8:00 am – 8:00 pm

Thurs. April 19: 8:00 am – 4:00 pm

**Location:** University Library Lobby

The Resource is the official newsletter of the University Library at UW-Whitewater.

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## UNIVERSITY LIBRARY

University of Wisconsin—Whitewater  
800 West Main Street  
Whitewater, WI 53190  
<http://library.uww.edu/>

Circulation Desk: (262) 472-5511 [circdesk@uww.edu](mailto:circdesk@uww.edu)  
Reference Desk: (262) 472-1032 [refdesk@uww.edu](mailto:refdesk@uww.edu)  
Periodicals Desk: (262) 472-1545 [serials@uww.edu](mailto:serials@uww.edu)  
Archives: (262) 472-5520 [archives@uww.edu](mailto:archives@uww.edu)

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to Wisconsin's Local Legends and Best Kept Secrets (2005) spends more time off the shelf than on. As for Juvenile Fiction, Judy Blume's *Are You There God? It's Me, Margaret* (1970), heads the list with 33 checkouts.

### That Three-Letter Word

Now take your best guess at the topic that generates lots of "browses", but not so many check-outs. If you guessed "sex," you're right. Five of the top ten browsed books are steamy sex titles: *Understanding Human Sexuality*, *Female Orgasm*, *Sexuality Today*, *Ballad of Sexual Dependency* and *Human Sexuality*. Okay, so they're more academic than steamy – but either way, Library users are reluctant to bring them to the Circulation Desk. A marketer may tell you that sex sells. But apparently when it comes to libraries, sex stays in the stacks!

## Website Redesign

By Patty Fragola, Circulation Coordinator

We are busy working on a new look for the Library's website. We hope to make the site even more user-friendly and informative. In the coming months we'll be experimenting with new designs and new functions. Look for opportunities to share your opinions with us.

## UB Due Dates Extended

Faculty may now borrow books from other UW System libraries for a whole semester.

They will be due at the end of the semester in which they are checked out and can be renewed once or twice, depending on the lending library. Due dates vary among campuses so be sure to check your personal record. Due dates for audio-visual and some other collections have not changed.

## Choice Made Easier: Find New Book Reviews Faster

By Sharon Knight, Serials Librarian

*Choice: Current Reviews for Academic Libraries* has long been a primary source for reviews of academic books, electronic media, and Internet resources. To allow for better access, the Library moved our subscription from print to online last year.

Recently, *ChoiceReviews.online* was expanded and redesigned to be more user-friendly. It is much easier to search and find what you want. In addition to the over 115,000 reviews, bibliographic essays and other features from the print version have been added. *Choice* can be accessed through the Library's list of indexes and databases <http://library.uww.edu/indexes/alpha.htm> or directly at <http://tinyurl.com/2hp2nb>. Try it today!

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cently it offers the "college edition" of ScienceDirect at more reasonable pricing to colleges and universities whose purpose is teaching. Since UW-Whitewater qualifies, we decided to cancel about 42 print titles that are in the ScienceDirect College Edition. With the released funding we are able to initiate subscription to the three **ScienceDirect College Edition** collections that provide access to over 1600 ejournals:

- **Health & Life Sciences Journals Collection** of over 890 peer-reviewed journals.
- **Physical Sciences Journals Collection** of over 600 peer-reviewed journals.
- **Social & Behavioral Sciences Journals Collection** of over 350 peer-reviewed journals.

While the strength of these collections is in the sciences, coverage expands to be highly useful for programs in Communicative Disorders, Occupational and Environmental Safety and Health, Geography, Math and Computer Science, Business/Management/Accounting, Economics, Psychology and Social Sciences.

The Library will be carefully monitoring the use of these collections to see if the use justifies the cost, especially the Physical Sciences collection because we're unsure how heavily the physical sciences collection will be used.

In providing service to distance learners, virtual reference (chat and email) usage has increased 38% over the previous year. Reference staff

are developing online tutorials and guides on how to use various resources. Efforts are being made to work with the D2L administrator to improve integration of Library resources into the D2L course management system. A lot more can still be done.

We welcome suggestions for new electronic collections to consider and better ways to reach our distant users. I would also like to take this opportunity to thank the Academic Affairs staff, especially the College Deans, for minimizing this biennium's budget cut on the Library material budget. Without their strong support, the Library would not have been able to expand its electronic collection.

## Library Staff Updates

By Kyle Naff, Reference & Instruction Librarian

Kelly Hafermann joined the Library in October as the new education reference and instruction librarian. She received her Master's in Library Science last May from UW-Madison. Welcome Kelly!



Katherine Davis, the government documents assistant in the Reference Department, recently completed her Master's in Library Science from UW-Madison in December.

She worked full-time at the Library while commuting to Madison for classes. Congratulations Katherine!

