

ONLINE CURRENTS

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ARTICLES

Routes to the future: Library trends and prognostications – Paul Bentley

This article takes a look at library trends and prognostications as we check the narrative of library participation in the information revolution during the past decade in the pages of Online Currents since 2000. Drawing frequently on the author’s own history of reporting on the sector, future megatrends and technological developments are considered as contexts for the latest soundings about libraries and the cultural heritage sector and what is needed for their continued survival. Will it involve more of the same or something completely different? 4

Using fair use: The consequences of the inquiry into copyright and the digital economy for librarians and information professionals – Bill Browne

The Australian Law Reform Commission has recommended to the Attorney-General, George Brandis, a number of changes to Australia’s copyright law. If implemented, these reforms will affect (mostly for the better) librarians and information professionals, along with other users and creators of copyright-restricted works. The centrepiece reform is the replacement of existing fair dealing provisions and other exceptions to copyright infringement with a broad “principles-based” fair use defence. The fair use defence would be encompassing and flexible but potentially unclear in scope and reach. This article opens by describing the constitution and findings of the inquiry, details of the reforms and the context in which these reforms would take place. It then describes how they will, if implemented, affect users and creators generally, as well as specific concerns raised and opportunities presented for librarians and information professionals. 13

Information management for sales and marketing – Matt Moore and Kelly Tall

This article provides an overview of information issues in the sales and marketing domain. It begins by outlining three different domains of information: offering, customer and process. It then discusses the tribes that make up the worlds of sales and marketing and outlines their information needs. It offers an overview of the role of technology in sales and marketing, including customer relationship management systems. It ends with some closing comments on the opportunities for information professionals in the sales and marketing domain. 21

Life in a Wi-Fi world – Jon Jermey

Intelligent human activity doesn’t take place solely “in the head”, but is embedded in the world around us, triggered and shaped by interactions with other people, animals and things. Until recently, computerised devices have been denied access to these spontaneous interactions, and their capacities have been correspondingly limited. The growth of cellular phone networks and urban Wi-Fi networks is beginning to make it possible for portable devices to respond to their environments and each other in ways that mirror some aspects of human intelligence. This article looks at some of the ways in which wireless

capabilities may allow portable devices to “participate” in our everyday decision-making and other activities. It also looks at the ways existing wireless networks may have to adapt to cope with the increasing demand for these capabilities.	27
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