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Published online: 16 Sep 2014.


To link to this article: http://dx.doi.org/10.1080/1941126X.2014.939053
could have been developed further by providing a more thorough overview of both open
source and proprietary cloud-based ILSs.

While *Making the Most of the Cloud* covers a broad spectrum of library services, the
treatment of each is fairly shallow, with chapter lengths ranging from 4 to 8 pages. The
book is indexed, but there are almost no references for further reading or research; the only
references are a short list of four citations relating to security issues in the cloud. As there is
a growing body of both monographic and journal literature on the topic of cloud computing,
a bibliography or list of references for further reading would have been welcome. In spite of
these shortcomings, *Making the Most of the Cloud* is a useful introduction to the cloud-based
services that are available for libraries.

Rebecca L. Mugridge
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Graham Pryor, Sarah Jones, and Angus White (Eds.). 2014. *Delivering Research Data

I have to admit from the outset that when I was invited to review *Delivering Research
Data Management Services: Fundamentals of Good Practice* by Pryor, Jones, and White,
I was concerned that I may not be able to write a useful review for librarians looking for a
source that would help them in the implementation of research data management (RDM)
services. My concerns, however, were allayed after reading the first chapter of the book. I
realized that this book was one that librarians can learn from, use, and adapt. Despite being
written primarily for an international audience, the book is presented in a straightforward
and scholarly matter without the overuse of jargon.

The book addresses the pathways to creating and designing sustainable RDM ser-
vices using the case studies approach, which offers valuable information and practical ad-
vice for establishing and delivering data management services. This edited work contains
10 chapters and addresses several key topics that include the various options and ap-
proaches to implementing RDM services and the spectrum of roles, responsibilities, and
competencies needed by librarians charged with data services duties.

The first three chapters of the book are written by the lead editor of the volume,
Graham Pryor. In the opening chapter, “A Patchwork of Change,” the author provides an
overview of the emerging field of data management services while discussing the issue of
the proliferation of data and the changing nature of the research landscape. The chapter
also includes advice on how to create a strategy to implement the RDM plan and how to
create business and operational plans, policies, as well as capital and revenue budget plans
for maintaining long-term investment and expenditures for covering the cost of annual
activation necessary for the development and delivery of RDM services. The chapter ends
with a useful list of web resources that will assist would-be data services librarians in the
creation, establishment, and growth of a successful RDM services program. In the second
chapter, “Options and Approaches to RDM Services Provision,” Pryor addresses the issue
of why it is important for research-intensive universities to give serious thought to the
development of RDM support and how the importance of such services can be presented
to decisionmakers. In the third chapter, “Who’s Doing Data?” Pryor addresses in detail the
variety of roles, responsibilities, and competencies needed by the RDM team members.

The fourth chapter is written by Angus White and entitled “A Pathway to Sustainable
Research Data Services.” In this chapter, White describes the phases involved in developing
and establishing RDM services and the RDM development cycle, which includes six
developmental phases: the envision, initiate, discover, design, implement, and evaluate
processes. The fifth chapter, “The Range and Components of RDM Infrastructure and
Services,” written by Sarah Jones, describes the range and infrastructure and services that
institutions may wish to develop to support RDM. Each of the first five chapters is lucidly
written and covers important issues related to establishing RDM services.

The final five chapters of the book are the case studies from three universities and
two data archiving organizations based in England who have recently implemented data
management services. For a strictly American academic audience, the first case study
written by G. Sayeed Choudhury from Johns Hopkins University is the most relevant case
study for librarians seeking to implement RDM services in an American academic library.
All in all, the book lives up to its claim of being a “groundbreaking guide that will lead
researchers, institutions and policymakers through the processes needed to set up and run
effective institutional research data management services.”

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Beth C. Thomsett-Scott (Ed.). 2014. Marketing With Social Media: A LITA Guide. Chicago,

Libraries across the country are using social media venues to engage their constituencies by
opening dialogs on a variety of subjects and promoting library services and events. Success-
ful social media initiatives require planning, ongoing commitment, and regular assessment.
Unlike the Social Media Survival Guide (2011) and The Social Media Bible (2012), which
target businesses embarking on social media promotion campaigns, Marketing With Social
Media (2014) is directed to librarians in the early stages of online promotional strategy
development.

The volume, edited by Beth Thomsett-Scott, provides readers with step-by-step in-
structions for creating a library presence on several social media platforms, including
Facebook, Twitter, Pinterest, Foursquare, and Google+. Development of blogs, wikis and
video-sharing sites as promotional tools are also outlined. In addition, best practices and
case studies of highly successful social media outreach campaigns by libraries are featured
throughout the book.

Social media is about forming relationships with people in an online environment—
virtual engagement. In the early days of social media, some libraries could not resist the
allure of “free” promotion and created sites/pages on a host of venues without considering
the time and effort required to develop and cultivate online engagement. Today, however,
libraries understand the need to focus limited resources where they will make the most
impact.