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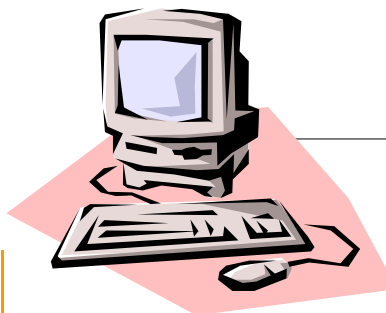
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NOTES FROM THE UNDERGROUND

Volume 6, Number 9

March 15, 2007



Notes From the Underground is the newsletter of the GGU Law Library, distributed electronically to your email box.

LAW LIBRARY REGULAR HOURS

Monday-Thursday
7:30 a.m. to 10:30 p.m.

Friday
7:30 a.m. to 9:00 p.m.

Saturday
10:00 a.m. to 7:00 p.m.

Sunday
10:00 a.m. to 10:30 p.m.

STUDY ANNEX HOURS

62 First Street, 5th Floor

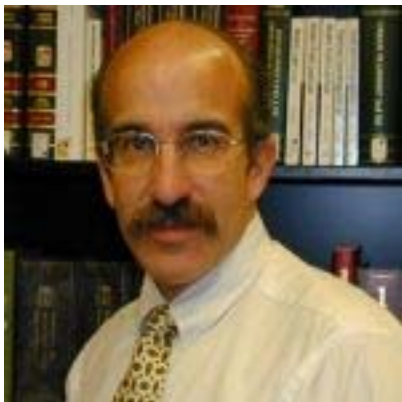
Monday-Friday
8:30 a.m. to 6:00 p.m.

Comments or questions about our newsletter?
Email Janet Fischer at jfischer@ggu.edu

NEW LAW LIBRARY DIRECTOR ANNOUNCED

Golden Gate University Law Library is pleased to announce that after a national search for a library director, Michael Daw, our current interim co-director has been appointed by the law school as the new Director, effective July 1, 2007.

Before serving as interim co-director, Mike formerly served as Head of Reference at Golden Gate Law Library



from 2003 to 2006 and as Reference Librarian from 1995 to 2003. Before joining Golden Gate, Mike practiced Real Estate and Tax Law from 1978 to 1993. He holds an MLIS from San Jose State University and JD a degree from Valparaiso University and is a member of the State Bar of both California and Ohio.

-Mohamed Nasralla

BROWN BAG IT!

To assist both new and returning students in navigating the Law Library's web site, catalog and databases (which are full of really neat stuff), we are offering the following workshops during the semester. Our goal is to help you utilize all the tools we make available to you for legal research.

All workshops will be held at noon and will last approximately 45 minutes. We will be in classroom 3216 which will allow you to follow along on your laptop, eat lunch during the presentation, or both. Signup sheets will be posted on the glass wall across from Maryanne Gerber's office on the Plaza Level. Please sign up so we can be sure to have adequate space for all who wish to attend. You may sign up for any or all workshops as your schedule permits. **PROFESSORS ALSO WELCOME!**

March 13 & 27: Law on TV: Research issues from "Law & Order" using *Hein Online* and *Legal-Trac*

April 10: *LLMC Digital* database

April 17: *United Nations Treaty Collection* database

SPRING RECESS

Spring recess runs from March 14—23. The Law Library is open regular hours during that week.



A federal depository library since 1979!

“WHY DO YOU NEED SPACE FOR ALL THOSE BOOKS WHEN EVERYTHING IS ONLINE?”

The following article sums it up nicely.

July 18, 2005

Recall ability: Web content versus print content

By [Gerry McGovern](#)

People are extremely task-focused on the Web. That means they are much less open to content that is not directly related to the task at hand.

I've just read a very interesting study entitled "Memory for advertising and information content: Comparing the printed page to the computer screen." A key finding of the study is that, "print is consistently better for recall than screen ... The central theme to emerge from this study is that individuals have a better ability to recall after viewing materials in print rather than on screen."

This is not surprising. Various studies have found that it can be 20-30 percent more difficult to read from a screen than it is from print. The Web has thus become a very functional place. People get on the Web, not to vacation, but to find cheap flights and hotels for their vacation.

"Brand-name recall was substantially lower for screen respondents," according to the study. Again, this is not surprising. Google has built a major business by selling advertising that relates directly to what people are searching for. There is not a single banner ad on Google, not a single graphic trying to enhance brand recognition. Google knows its audience. It knows what works and doesn't work on the Web.

"Information content viewed on a screen is nearly as likely to be remembered correctly as the same content in print form," the study finds. By "information content" the study means content that is genuinely useful to the reader; content that supports the task at hand.

The study goes on to state that, "It seems entirely reasonable to believe that the Internet will do a good job disseminating time-dependent or other important factual information about products and services."

The Web is not a great place to win hearts and minds. It is not a great place to convince people to do something they did not come to the Web already intending to do. Traditional marketing techniques, such as brand name repetition and the use of images to communicate brand attributes, don't work as well on the Web.

What works well on the Web is a useful website that wastes no time and gets straight to the point. Vague, meaningless marketing fluff such as "solve tomorrow's challenges, today" are either ignored or else annoy. They just get in the way of people who want to do things.

The Web is changing the nature of memory and recall. The Web is becoming an extension of our memory. We no longer need to remember as much when we have search engines that can 'remember' for us.

That changes the nature of communication. Instead of drilling a message home, hoping that it will stick in memory, communicators now need to be ready to be found when people search. Web communication becomes more about responding to the information needs of people, rather than seeking to influence and shape those needs.

(continued →)

LAW LIBRARY



www.ggu.edu/lawlibrary

(Recall ability: Web content versus print content, continued)

The Web is about empowered information consumers who know what they want, or at least know that they want to find out more. Do you know what your customers want when they come to your website?

"Memory for advertising and information content: Comparing the printed page to the computer screen", Psychology & Marketing (August 2005)
www.interscience.wiley.com

(You are welcome to republish this article once you place the following text and link at the end of the article:

[Gerry McGovern provides website content management solutions](#))

So, what does that all mean for the study of law? Let's look at the statement, "print is consistently better for recall than screen." The printed page is also easier on the eyes (reflected light) than a screen (projected light). That's why when we need a copy of a case, we find it online then PRINT IT OUT. Rarely does a student read a long case on the computer screen. It's hard on your eyes, and it's harder to remember what you read. But whether the case is printed, photocopied, or read from a case book, students consistently prefer all of those options to reading it on the screen.

Researchers who rely solely on information they find on the Internet or in a database are at a disadvantage. Such researchers may think "everything is online," but their options are actually very limited. Such researchers lose by not taking advantage of the resources available in the library stacks, many of which have not been digitized.

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So, we encourage you to expand your horizons. Become adept at print research as well as online. Online research is important and has its place, but it's not the whole story. Researching in a book just might win your case someday.

FACULTY PUBLICATIONS

The growing list of full-time faculty publications is found at
www.ggu.edu/lawlibrary/specialcollections/facultypubs

HIGHLIGHTS OF NEW TITLES

Lists of new titles in the law library may always be found online at
www.ggu.edu/lawlibrary/new/newacquisitions.



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 SPRING BREAK!**