

Indexing the National Geographic

NATIONAL Geographic's Anne Marie Houppert has spoken about her role in bringing the society's iconic collection into libraries through a new interactive tool.

Anne Marie is product manager for virtual products at the National Geographic Society and is partly responsible for helping to deliver Cengage Learning's new National Geographic Virtual Library. The new resource spans the National Geographic 125 year history with an archive featuring magazines, books, maps and children's publications. The interactive resource includes every edition of the iconic journal since issue one was published in 1888. The archive runs up to the present day with an embargo of only two issues.

Anne Marie joined the society in 1995 as indexing manager and it was her work that helped bring the collection's index and references into the digital age – providing the basis for the virtual library's search and discoverability functions.

Anne Marie, who is also a reference librarian at the society, manages the indexing and metadata for the journal

and said: 'Indexing at the society goes way back – to the 1890s. The society was founded in 1888 and indexing has been carried out informally since the magazine was published.

'The society was founded by 33 men who were pretty much all scientists and they were very attuned to the fact that their scientific data needed organising for retrieval. You don't publish anything for a long time before realising you have to track what you are publishing so that you don't publish the same thing again.'

When Anne Marie started at the society, around half of the data collected for indexing and referencing was held in an online catalogue. Some one million card records – bibliographic and detailed references for feature articles – were also held in the physical catalogue. These are all now digital and were passed on to Cengage Learning's parent company Gale to help produce the virtual library.

National Geographic uses its own subject headings for classifications which do not correspond to Library of Congress



or Dewey systems, so this has had to be incorporated into Gale's system. It also features National Geographic's own taxonomy to ensure effective search in the virtual library.

The virtual library has a number of features that will help students and researchers. These include Boolean search of the entire archive, the ability to narrow search fields and also tools to help data mining with term frequency tools. A term-cluster tool has also been included, which along with related search results, can be used by students to delve deeper into the content.

● <http://bit.ly/17ljLA2>

Digital inclusion health hubs launched

DIGITAL hubs to give people the skills they need to access online health information are being created in libraries and community centres.

Funds have been made available for an initial 35 of the 'digital health hubs', with the money coming from the Online Centres Foundation and NHS England. The first 25 of the hubs are being hosted in existing UK online centres, which include libraries, schools, pubs and community centres. The 10 others will be opening in July at locations in or near traditional health venues such as GP surgeries and hospitals.

Helen Milner, Chief Executive of Online Centres Foundation, told e-Government Bulletin that the initiative was designed to help those who traditionally find it hard to access online information. She said: 'We know that people who are likely to experience health inequalities are also those that are most likely to be offline, so the partnership between the two organisations seemed

like something that could have a huge impact on helping people to improve their health and access the services they need in the local community.'

First time internet users will be guided through the process by trained staff and offered help to work through the NHS Choices website. Helen added: 'By being online, people can find the information they need to do things like lose weight, eat more healthily or exercise more.

'They can also find out about what's available in their local area, so they can make the right decisions for them. This programme aims to support people to



improve their computer and internet skills, which will have a huge knock-on effect on their health and their lives.'