ULBS

Universitatea "Lucian Blaga" din Sibiu

The "Lucian Blaga" University of Sibiu, Romania

The LBUS Library

and

Evangelische Akademie Siebenbürgen
Academia Evangelică Transilvania
Erdélyi Evangélikus Akadémia

LAND KÄRNTEN

The FIFTH INTERNATIONAL CONFERENCE in ROMANIA

on

Information Science and Information Literacy

CONFERENCE ABSTRACTS

April 1st - 3th 2014

Sibiu, Romania

The "Lucian Blaga" University of Sibiu, Romania

The LBUS Library

and

Land Kärnter - Austria
Evangelische Akademie Siebenbürgen

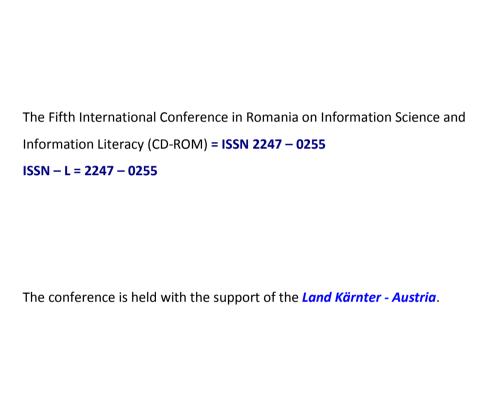**The FIFTH INTERNATIONAL CONFERENCE in ROMANIA**

on

Information Science and Information Literacy

CONFERENCE ABSTRACTS

April 1st - 3th 2014
Sibiu, Romania

The Fifth International Conference in Romania on Information Science and Information Literacy (CD-ROM) **= ISSN 2247 – 0255**

ISSN – L = 2247 – 0255

Rector of the University

Prof.univ.dr.ing. Ioan BONDREA

Honorary President of the conference

Prof.univ.dr.ing. Constantin OPREAN

President of the Academic Senate of the University "Lucian Blaga" of Sibiu

---

Foreword

*The **Fifth International Conference in Romania on Information Science and Information Literacy**, Sibiu 2014, stands for a major event that gives the specialists in Librarianship and Information Science the great opportunity to meet in a friendly and proficient atmosphere.*

The Conference is organized by the:
Central Library of the „Lucian Blaga" University of Sibiu
togheter with
***Land Kärnter – Austria** and*
***Evangelische Akademie Siebenbürgen**.*

Guests:

Conf.Dr. **Simona Maria ANTONESCU** (University of Bucharest, Faculty of Letters)

Zoltan VADNAI &
Krisztina CSERBA (Ex-Libris Budapest)

TOPICS AND FOCUS

The main goal of this conference is to present and discuss the new trends in the following areas:

Information literacy and Education
- *Modern approach in information literacy*
- *Changes of reading and writing in information literacy age*
- *Ethical use of information and plagiarism*
- *Scientometrics*

- *Teaching information literacy and*
- *Developing the skills of the information literacy practitioner*
- *Lifelong learning and e-learning based on information literacy*
- *Reviewing the fundamentals of education and curriculum redesign*

Information science and technologies
- *Information theory and Information retrieval*
- *Measuring the performance of document classification*
- *Data mining strategies for digital libraries*
- *Hypermedia in digital libraries*
- *Image processing for digital libraries*
- *Media conversion and digitization tools*
- *Interfaces: design and ergonomics*
- *Knowledge management.*

The Future of Libraries
- *Libraries in digital age*
- *Digitization and the digital libraries*
- *Research libraries*
- *Quality evaluation of digital and classical libraries*
- *Data storage and databases*

Social Media and Library
- *New Social Media and Libraries*
- *The library - a social space*
- *The library is my Google*
- *The library and the management of projects*
- *The library - my space of freedom*
- *The P.R. and the library*

Scientific committee :

- Prof.univ.dr.ing. Constantin OPREAN, *President of the Academic Senate of the "Lucian Blaga" University of Sibiu, România*
- Prof.univ.dr.ing. Ioan BONDREA, *Rector of the "Lucian Blaga" University of Sibiu*
- Prof.univ.dr. Doina BANCIU, *ICI-National Institute for Research and Development in Informatics, Bucharest, Romania*
- Albert K. BOEKHORST, *Visiting Professor Dept. Information Science University of Pretoria, South-Afrika*
- Dipl.Biol. Ralf BRUGBAUER, *University of Bayreuth Library (Bavaria), Germany*
- Lecturer Mäntykangas Arja*, doctorate candidate at the University of Sibiu*
- *Keynote Speaker ,*
- Lect.univ.dr. Cristina ALBU, *University of Bucharest, Romania*
- Conf.univ.dr. Eva-Nicoleta BURDUŞEL, *"Lucian Blaga" University of Sibiu*
- Conf.univ.dr. Ioana Narcisa CRETU, *"Lucian Blaga" University of Sibiu, Socio-Human Faculty, România*
- Dr. Olimpia CURTA*, Central University Library, Cluj-Napoca, Romania*
- Conf.univ.dr. Agnes ERICH*, Library of the "Valahia" University of Targovişte*
- Conf.univ.dr. Octavia-Luciana MADGE, *University of Bucharest, Romania*
- Dr. Doina OSTAFE, President of the ABR's University Libraries Division, Romania
- Lect.univ.dr. Maura GIURA*, "Lucian Blaga" University of Sibiu, Letters and Arts Faculty, Romania*
- Dr. Constantin ITTU, *Brukenthal National Museum Sibiu, Library of the Museum*
- Prof.univ.dr. Dana SIMIAN - *Lucian Blaga University of Sibiu, Sciences Faculty*
- Prof.univ.dr. Daniel VOLOVICI, *"Lucian Blaga" University of Sibiu, Computer Science and Automatic Control Department (CSAC), Romania*
- Conf.univ.dr.ing. Macarie BREAZU, *"Lucian Blaga" University of Sibiu, Computer and Electrical Engineering Department, România*
- Conf.dr.ing. Daniel MORARIU, *"Lucian Blaga" University of Sibiu, CSAC, România*
- S.l.dr.ing. Radu CRETULESCU, *"Lucian Blaga" University of Sibiu, CSAC, Romania*
- Dr. Stefania KIFOR, *Library of the "Lucian Blaga" University of Sibiu*
- Roger PARVU*, Project coordinator, Evangelische Akademie Siebenburger, Romania*
- Conf.dr. Dragos VARGA*, "Lucian Blaga" University of Sibiu, Letters and Arts Faculty, Romania*
- Dr. Rodica VOLOVICI*, Library of the "Lucian Blaga" University, Sibiu*

Organizing Committee :

- Dr. Rodica VOLOVICI, *Conference Coordinator, Library of the "Lucian Blaga" University of Sibiu, România*
- Roger PÂRVU*, Project coordinator, Evangelische Akademie Siebenburgen*
- Prof.univ.dr. Daniel VOLOVICI, *Scientific Coordinator, LBUS, Computer Science and Automatic Control Department*
- Ioan-Irinel VIŞA, *IT coordinator, Library of the LBUS*
- Elena MĂRGINEAN, *Library of the LBUS*
- Camelia VOLOSCIUC, *Library of the LBUS*
- Mihaela MANOLESCU, *Library of the LBUS*
- Stana MOŢOC, *Library of the LBUS*
- Radu PAŞTIU, *IT staff, Library of the LBUS*.

The Fifth International Conference in Romania on

Information Science and Information Literacy

April 1st – 3th, 2014, Sibiu

Program of the Conference

Tuesday, April 1st

8^{30}-10   Welcome the participants, Registration
Evangelische Akademie Siebenburgen, Livezii str., no.55, Sibiu

10 -11   **Official Opening of Plenary Session**
Welcoming speech of the "Lucian Blaga" University of Sibiu representatives
Dr. **Rodica VOLOVICI**,   Director of the LBUSibiu Library, Romania
Roger PÂRVU, Programme Coordinator at the "Evangelische Akademie Siebenburgen"

Keynote speaker
Conf.Dr. **Simona Maria ANTONESCU** (University of Bucharest, Faculty of Letters, Department of Information and Documentation Sciences) - *The Ethical Dilemma of Libraries*

11-11^{30} Coffee break

11^{30}-13^{30} **Communications Session -** *Chairman:* **Ioana MOISIL**

Cristina Ioana ROIU (Romanian Academy Library) - *The European Culture of Remembrance and Europeana 1914-1918 or The Great War between digital sources and family memories*

Maria BOŞTENARU ("Ion Mincu" University of Architecture and Urbanism) - *History in poetry – the 19th century. Multilingual corpus and connection of archive material*

Cristina ALBU, **Carmen PREDESCU** (Central Library of Politehnica University Bucharest) - *Cooperation between*

academic libraries in the digital age

Denis VINCEK (Osnovna škola Ante Kovačića, Zlatar, Croatia) - *Non-verbal literacy as a part of information literacy: Using emoticons in Facebook communication by seventh and eighth grade students*

Lenuta URSACHI, Prof.dr.ing. Elena SCUTELNICU ("Dunarea de Jos" University of Galati) - *Video tutorials developed to support the learning process*

Anett Kansanen, MSc; **Arja Mäntykangas**, MA (University lecturer, doctorate candidate in Management at the university "Lugian Blaga", Sibiu, Romania) - *The Challenge of Organizing future libraries - a Swedish case with reflections*

13³⁰-15   Lunch break

15-18   **Workshop (Hall A)**

Doina OSTAFE (ABR vice-president) - *The Way to Next Generation Library Systems*

15-18

Mihai MARCU, Robert BODNAR (BCU Cluj) - *Remote access to databases subscribed by EDS portal*

Liliana OPRESCU (Student, Anul III, Biblioteconomie şi Ştiinţa Informării) - *„Bocetele"*

Workshop (Hall B)

Conf.dr. Ioana Narcisa CREŢU, Cristina PÂRVU (Lucian Blaga University of Sibiu, Faculty of Social and Human Sciences) - *The Urban Library – Unconventional public relations strategies*

19   Festive Dinner

10 -11³⁰   **Communications Session :**

Mariuca STANCIU (The Library of the Romanian Academy) -
"Byzantion" - A National Project for A Virtual Iconographic Canon

Conf.dr.ing. **Cristina ALBU**, Dr.ing. **Adriana CRISTIAN** (
University Politehnica of Bucharest, Central Library) -
*Contributions to Enhancing Effectiveness in Retrieving on-shelf
Publications at the University Library*

Doina OSTAFE, Zoltan VADNAI (ABR vice-president, Ex-Libris
Budapest) - *Digital Asset Management in Academic Library
Environment*

Ivona OLARIU ("M. Eminescu" Central University Library)- *The
National Consortium – from access to information and
documentation electronic scientific resources to specific services
for the development of research and innovation system in
Romania*

Constantin ITTU (Brukenthal National Museum), **Rodica
VOLOVICI** & others (Library of the LBUS) - *Digitization for the
Europeana Cloud of a calendar from the Brukenthal Library
collection: "Neu und Alter Siebenburgischer Provinzialkalender"
(1797-1891)*

Octavia-Luciana MADGE (University of Bucharest, Faculty of
Letters) - *Knowledge Management in the Romanian Academic
Libraries. The Directors' perspective*

11³⁰-12

Coffee break

12 -13³⁰   **Communications Session :**

Gabriela COSTEA (Transilvania University of Brasov) -
Conceptual models in cataloguing : FRBR

Dr. **Rodica VOLOVICI**, Ioan Visa, Elena Marginean, Camelia
Volosciuc, Mihaela Manolescu, Stana Motoc (The Library of the
Lucian Blaga University of Sibiu) - *Historical Past versus the
"Smart" Present of Sibiu pictured in the Digital Library of the LBUS*

Prof.dr. Dana SIMIAN, Bota Florentin (Lucian Blaga University
of Sibiu, Faculty of Sciences) – *Virtual Learning games, possible
future items in e-libraries*

Radu CRETULESCU - Reserved title

Maura GIURA & others (Lucian Blaga University of Sibiu, Faculty of Letters and Arts) - *Design library activity centered on the theory of multiple intelligences*

Radu CREŢULESCU, Daniel MORARIU, Macarie BREAZU ("Lucian Blaga" University of Sibiu, Romania, Engineering Faculty, Sibiu) - *An Introduction to Clustering*

13^{30}-15   Lunch break

15-18   **University Libraries Division**

Doina Ostafe, ABR Vice-president

18^{30} **Optional visit to LBUS Library**

Thursday, April 3

10-11   ***Conclusions of 2014 Conference. Preparation of the next 2015 Conference. Closing of the Conference***

11^{30} **Cultural trip**

Table of Contents

Section I: Information Literacy (IL), Education

Section II: Information science and technologies

Section III: The Future of Libraries; Social Media

Cristina Nicoleta ALBU,
Carmen PREDESCU
Cooperation between academic libraries in the digital age

Anett Kansanen,
Arja Mäntykangas
The Challenge of Organizing future libraries - a Swedish case with reflections

Cristina Ioana ROIU
The European Culture of Remembrance and Europeana 1914-1918 or The Great War between digital sources and family memories

Dana SIMIAN,
Florentin BOTA
Virtual learning games, possible future items in e-libraries

Constantin ITTU,
Rodica VOLOVICI,
& others
Digitization for the European Cloud of a calendar from the Brukenthal Library collection: "Neu und Alter Siebenburgischer Provinzialkalender" din Sibiu (1797-1891)

Maria BOŞTENARU
History in poetry – the 19th century. Multilingual corpus and connection of archive materia

Ioana-Narcisa CREŢU,
Cristina PÂRVU
The Urban Library – Unconventional public relations strategies

The Ethical Dilemma of Libraries

Simona Maria ANTONESCU

University of Bucharest, Faculty of Letters,
Department of Information and Documentation Sciences

The article starts from the premises that we are now facing a major information paradigm shift, with strong moral implications, following the role that libraries should play in this context. As we are currently going through a major information paradigm shift, one that could ultimately result in the change of the way in which people define themselves as humanity. According to this article, any definition of humanity was based on an oppositional structure: we versus them. All the changes that have been made during the latest centuries have led to the broadening of the definition of a human being. We should be aware that paradigm shifts are never smooth. Those who hold the power (actual and/or symbolic) in the current old paradigm will try to preserve it, either by strongly emphasizing their position, or by weakening the position of their opponent. The problem is that paradigms have their own development, they are not the product of a single individual or of a group of individuals and their change is determined by the material change of the society. The notion of copyright is analyzed as a model of power discourse, which opposes change. The aim of this paper is to try to determine where the libraries stand in this opposition between change and the preservation of the status-quo. We have tried to analyze the behavior of the libraries starting from the differences between the definitions of the terms "ethical dilemma" and "ethical conflict". What is their vision and how do they operate in the social field? Our answer is that, for now, libraries are trying to ignore the informational paradigm shift and to position themselves outside this conflict. There are two reasons to consider this attitude inadequate. The first one is the practical one, namely that at the time of a social paradigm change, old institutions are either destroyed or disappear as a matter of course. Libraries might disappear, their place being taken by structures more appropriate to the new information paradigm. This phenomenon is neither bad nor good in itself, what is really important is not to allow their disappearance or the reduction of their social role to determine the loss of something more important than their own existence. This leads us to the second argument, namely that, over time, libraries have been the expression of a certain position in relation to knowledge and information. Keeping a "neutral" position or one of negotiation with the power authoritative discourse is no possible without the loss of identity. Libraries must choose.

Keywords: ethical dilemma, ethical conflict, libraries, freedom of information, the informational paradigm, copyright, power discourse

Section I : INFORMATION LITERACY, EDUCATION

Non-verbal literacy as a part of information literacy: Using emoticons in Facebook communication by seventh and eighth grade students

Denis VINCEK

Osnovna škola Ante Kovačića (Elementary school), Zlatar, Croatia

The proliferation of means of mass communication and new communication channels, such as Facebook, has helped spread the perception of literacy in which the non-verbal elements have become an important factor of the communication. The emoticons have, thus, become an inevitable part of Facebook communication as they can be used to better express emotions, thoughts, and attitudes of the interlocutors for whom the message is intended. The study conducted among the seventh-grade and eighth-grade students of the Ante Kovačić Elementary school in Zlatar, Croatia and the Franjo Horvat Kiš Elementary school in Lobor, Croatia in June 2013 showed that the participants who access Facebook on a daily basis and spend more time on this social network use emoticons in interpersonal and mass communication more often, think that emoticons help them put together a more precise message, and that they help the interlocutor understand the message better. Only the proper use of non-verbal elements in communication prevents the miscommunication and misunderstanding between the interlocutors, which is why mastering non-verbal literacy becomes a crucial factor for acquiring information literacy on individual level. Thus, when dealing with the concepts of modern information literacy, library literacy, media literacy, network literacy, computer literacy, and digital literacy, non-verbal literacy also represents a particularly important factor.

Keywords: non-verbal literacy, information literacy, emoticons, Facebook, seventh-grade and eighth-grade students, Croatia

Video tutorials developed to support the learning process

Lenuţa URSACHI, Elena SCUTELNICU
"Dunărea de Jos" University of Galaţi

Internet offers a wide variety of interactive tools used in the learning process or for studying specific concepts. Social media space, such as slideshare or YouTube websites, may be considered a possible and useful learning environment, by promoting various product and research results through tutorials or video presentations. The YouTube website hosts numerous „how to" video tutorials, focussed on many and various topics. This website is one of the most visited social media channels, as well as a convenient and easy way for sharing information and knowledge from different areas. In order to publish learning materials, by developing video tutorials, it is necessary to understand and to know the implementation methodology. The article briefly describes the procedure applied by "Dunarea de Jos" University Library of Galati for developing video tutorials which are beneficial and useful for a greater understanding of the reference management. Plagiarism is undoubtedly the main concern of the researchers who intend to publish the own investigation results. Nowadays, plagiarism is considered by all scientific journals to be a serious breach of scientific ethics. Usually, the editors of journals reserve the right to use plagiarism detection software on the manuscripts submitted for evaluation. On the other hand, specific software programs have been developed the last years, to easily facilitate the citation process within the research papers, projects, investigations reports etc. There are many citation management tools, useful in downloading of citations from various websites and databases, which electronically store and efficiently organize the citations and format the citations within the content of the manuscript and the references section. For instance, Zotero and Mendeley are free online programs and appropriate choices for the process of citing and creating of bibliographies. "Dunarea de Jos" University Library of Galati developed and uploaded on the slideshare platform two presentations related to their application. Besides, several free screen recording programs have been carefully studied, in order to improve the knowledge on the reference management and to increase the attractiveness of the digital tools created.

Keywords: academic library; video tutorials; screen recording software; reference management tools; information literacy

Knowledge Management in the Romanian Academic Libraries.
The Directors' perspective

Octavia-Luciana MADGE

Conf.univ.dr., University of Bucharest, Faculty of Letters,
Library and Information Science Department

The digital age advances and each of its stages brings along new developments in the information exchange organizations. Libraries, as the oldest repositories of knowledge, must adapt quickly to the users' needs and manage knowledge in a variety of formats and types of organizations of the networked society. Based on the encouraging results of the first study on knowledge management (KM) in Romanian libraries conducted in 2004 among specialists of large Romanian libraries, in 2013 we conducted another study in order to assess the stage of the actual implementation of KM in these institutions and the related benefits registered over the past years. This study is part of a larger research focusing on the transformation of the Romanian academic libraries into learning organizations and it was conducted through interviews with directors of academic libraries and heads of library branches of Romania. The interviews were conducted by e-mail using a structured and open-ended questionnaire. Unfortunately, the results of this recent study are not encouraging and do not show a remarkable progress, as we had expected, concerning the understanding of the KM process and the need for its implementation in the Romanian academic libraries, but rather a step backwards and a total lack of interest in this process.

Keywords: knowledge management, academic libraries, library directors, Romania

Section II: Information Sciences and Technologies

Contributions to Enhancing Effectiveness in Retrieving on-shelf Publications at the University Library

Cristina ALBU, Adriana CRISTIAN

Lect.univ.dr., University Politehnica of Bucharest, Central Library

In rooms with free access shelves, publications are made available for consultation. A user might need a specific publication (book, magazine, etc.) placed in a room with free access shelves. She/he has the library registration number but she/he is unaware of the specific location of the publication. The retrieval of documents placed in rooms with free access shelves can be done quickly by using specific computer systems. These reduce the retrieval time of documents placed on free access shelves. In order to identify such publications, the relevant data should be coded. The coding may be done by using the flow-chart format. Thus, each code becomes a carrier for the information required by document storage. This paper will present a case study on ensuring the Computer Assisted retrieval of books at the Central Library (Reference Room) from the University Politehnica of Bucharest, using a specific programm.

Keywords: coding, retrieval, user, university library, flow-chart, efficiency

An Introduction to Clustering

Radu CRETULESCU, Daniel MORARIU, Macarie BREAZU

"Lucian Blaga" University of Sibiu, Engineering Faculty,
Computer and Electrical Engineering Department

Clustering is an important process in machine learning used for grouping unlabeled data based on their contents in order to extract knowledge. In the mining process, clustering and cluster analysis can be used as stand-alone application for data distribution analysis, in order to observe certain characteristics of each cluster (group). In this paper we are presenting some fundamental concepts, some clustering algorithms and their requirements. In the last section we will discuss the external and internal techniques for clustering validation.

Keywords: unsupervised leaning, clustering, cluster validation

Historical Past versus "Smart" Present of Sibiu pictured in the Digital Library of the LBUS

Rodica VOLOVICI, Ioan Vişa, Camelia VOLOSCIUC, Elena MARGINEAN, Stana MOTOC, Mihaela MANOLESCU

The Library of the Lucian Blaga University of Sibiu

Although it has a rich history behind, Sibiu wants itself young (always young since 1191*) and tries to be interesting and attractive in tourism, by promoting every year a renewed logo: if 2012 was the Baroque year, 2013 was the Smart year.

The LBUS Library participated with its own project, the Digital Library Sibiu - Smart , which tried by a thorrough bibliographic documentation of the collections of books and periodicals, to gather the most relevant, past and present information of a great cultural or historical value, which could shape and develop, as digital collections, the cultural profile of the city, in a past-present comparison.

This management information exercise is described in the present paper.

Keywords: information management, digital library, cultural history, tourism promotion.

Conceptual models in cataloguing : FRBR

Gabriela COSTEA

Transilvania University of Brasov

The evolution of the information technologies brought changes not only for the material world of the information carriers but also for the way we communicate the information and , moreover, for the way we think and organize it. For the bibliographic universe, the model used in the databases' design domain took the shape of a set of three conceptual models that underlies the current cataloguing code: FRBR, FRAD and FRSAD. Of these, the paper presents the first - FRBR, making a review of the basics using graphical representations.

Keywords: information science, cataloguing, conceptual model

Section III: The FUTURE of LIBRARIES ; SOCIAL MEDIA

Cooperation between academic libraries in the digital age

Cristina ALBU, Carmen PREDESCU

Lect.univ.dr., University Politehnica of Bucharest, Central Library

Article starts from the consideration according to which the cooperation is the future of the academic libraries in the digital age. It shows modern trends of interlibrary cooperation in this stage, and influence of IT in the creation, use and sharing of resources. Also, the paper presents an overview of BC/UPB experience in this issue.

Keywords: cooperation, consortium, resource sharing

The Challenge of Organizing future libraries - a Swedish case with reflections

Anett Kansanen*, MSc; Arja Mäntykangas**

*Business Coach at Learntoday3C, Business Developer the Business Incubator for Start-Ups in Borås

**Lecturer in Library and Information Science at the University of Borås, Sweden.
A doctoral candidate in management at the "Lucian Blaga" University of Sibiu

This paper came up from a question on how the future libraries and especially the organization, are affected by the digitizing of information, e-books and research as well as the more and more sophisticated tools to be connected to the internet. Based on some general questions we focused on the following areas; visitors, management, organization, business model and traditional books vs. e-books. We also looked into some Swedish cases to see how the development has affected the libraries up until today.

Keywords: future libraries, management, organization, culture, Sweden

The European Culture of Remembrance and Europeana 1914-1918 project or "The Great War" between digital sources and family memories

Cristina Ioana ROIU

Romanian Academy Library
Coordinator of the Europeana 1914-1918

A lot of of projects and activities have been developed in Europe to mark the Centenary of the Outbreak of the First World War.

Among them a special role is played by the Europeana 1914-1918 project which managed to succesfully engage people all over Europe in (re)building their own collective and personal war archive.

An archive which can be seen as "a communicative, digital memory ", a comprehensive digital infrastructure which encourages audiences to use the stored data not only as a material basis for historical reconstruction, but also as a medium of a European culture of remembrance.

European GLAM institutions have actively participated in this project, which emphasises one of the new roles they have to play in the 21-st century: as „a Center" of the community, orientated towards its' main interests and activities.

Keywords : Commemoration , digital collections, engaging community

Virtual learning games, possible future items in e-libraries

Dana SIMIAN, Florentin BOTA

Lucian Blaga University of Sibiu, Science Faculty
Research Center on Informatics and Information Technologies

Nowadays libraries became more than a collection of hard copy or virtual resources. Computer science's new technologies bring the libraries closer to the readers and endow them with increasingly more features. The aim of this paper is to bring attention to virtual learning games as possible new items in the current library. In this article we consider the case of academic libraries. That is why we do not address here the virtual learning games for kids, even if they also could have the same importance in a library section dedicated to children. We are interested in introducing a type of virtual learning games capable to stimulate somebody to read and learn more in order to complete the game. We present the design and implementation details of such a game acting in the field of Informatics and Information Technologies. The game takes the advantage of the modern game engine capabilities and embeds learning puzzles in the story line. A help system provides the player with useful references to be read in order to find the right

answer. The game analysis reveals that it can engage the player in a multiple references study. It is therefore suitable to find this kind of virtual games in the library where all references are available.

Keywords: learning games, e-library

Digitization for the Europeana Cloud of a calendar from the Brukenthal Library collection: "Neu und Alter Siebenburgischer Provinzialkalender" (1797-1891)

Constantin ITTU*, R.M. VOLOVICI & others**
*Brukenthal National Museum Sibiu, **LBUS Library

The aim of this paper is to deal about a digitized calendar from the Brukenthal Library collection, a calendar wich was printed continuously for almost a century in Sibiu. Despite the fact that it was written in German, the periodical was published both for the German minority, and for the Romanians, which represented the main population in Sibiu. The editors were Transylvanian Germans – three generations of the same family, Barth, as well as von Closius, the son in law of the last Barth family member –, but they were specialists in publishing Romanian books. For this reason, there were able to offer informations which were regarded as being useful either for the native and for the non-native German speakers, namely Romanians.

The above mentioned situation represents only one aspect of the problem: that of a provincial multicultural society. The other aspect, that of a Central European multicultural society, is represented by the content of the calendar itself. In this respect, in Neu und Alt Siebenbürgischer Provinzialkalender one can find information not only from Transilvania – in other words, from a province –, but also from the capital, Vienna, as well as from different parts of the former Habsburg Empire – generally known, in German, as die Donau Dynastie ('The Danube Dynasty') – and, beginning with 1867, the year of a major political shift in the Central Europe, from Austro–Hungary.

Keywords: Europeana Cloud, digital library, multicultural societies, Brukenthal, calendar, Transilvania.

History in poetry – the 19th century.
Multilingual corpus and connection of archive material

Maria BOSTENARU

"Ion Mincu" University of Architecture and Urbanism

This paper presents the digitalisation of poetry manuscript from the 19th century. The manuscript features, apart of poetry, which is an autobiography of a peasant, popular songs connected to the events, among which the most notable is the 1848 revolution. The digitalisation was made for both print publication (for classical libraries) as well as for media publication (e-book), and this should make possible analysis work on it. Connections to Hungarian institutions have been built up to facilitate this.

Keywords: 1848, popular poetry, popular songs, drawings

The Urban Library – Unconventional public relations strategies

Ioana-Narcisa CREŢU, Cristina PâRVU

Lucian Blaga" University of Sibiu, Faculty for Social Sciences and Humanities

The purpose of this paper is to present new types of public relations strategies and how they can be developed in order to reveal public interest. Unconventional public relations strategies regarding libraries must include concepts, methods and campaigns used to re-think and market public services. After a theoretical introduction regarding unconventional methods in PR, the paper presents how public relations changed the concept of the library and which are the methods of encouraging reading by taking books outside the physical limits of a library space. Innovation, imagination can be used in order to develop knowledge and to become more literate.

Keywords: public relations, urban library