The "Lucian Blaga" University of Sibiu

The LBUS Library

and

University of Bayreuth Library , Germany
Evangelical Academy Transylvania,
Romance Studies Department, Faculty of Letters and Arts, LBUS
Computer Science and Electrical and Electronics Engineering Department, Engineering Faculty, LBUS
VISMA Sibiu

The 8TH INTERNATIONAL CONFERENCE in ROMANIA

on

Information Science and Information Literacy

CONFERENCE ABSTRACTS & PROGRAM

April 6th - 7th 2017
Sibiu, Romania

Rector of the University

Prof.univ.dr.ing. Ioan BONDREA

Honorary President of the Conference

Prof.univ.dr.ing. Constantin OPREAN

University "Lucian Blaga" of Sibiu

Foreword

The 8th International Conference in Romania on Information Science and Information Literacy, Sibiu 2017, 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:
The „Lucian Blaga" University of Sibiu / Central Library
together with
University of Bayreuth Library, Germany
Evangelical Academy Transylvania,
VISMA*.*

Guests:

Vera BUTZ, University of Bayreuth Library (Bavaria), Germany

Anna TARASOVA, Key Account Manager, Ex Libris-Sales EMEA

Dipl.Biol. **Ralf BRUGBAUER**, *University of Bayreuth Library (Bavaria), Germany*

TOPICS AND FOCUS

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

Main Theme:
<p align="center">"The Libraries & Information Science"</p>

Actual Subjects:

Open Science in the Libraries
 - Open Access Publication
 - Research Data Management
 - Information Science / Open Access
 - Worldcat

Libraries & Information Science
 - Cloud technology and Infrastructure
 - New strategies of cataloguing
 - Creating and sharing better information systems

Social Media and Library
 - New challenges in promoting Information Literacy
 - Teaching Libraries
 - Applications of Social Media
 - The library - a social space.

Scientific committee:

- Prof.univ.dr.ing. Ioan BONDREA, *Rector of the "Lucian Blaga" University of Sibiu*
- Prof.univ.dr.ing. Constantin OPREAN, Honorary President of the conference
- Prof.dr. Werner SCHAAL - University Philipps Marburg, Germany
- Conf.univ.dr. Andrei TERIAN, *"Lucian Blaga" University of Sibiu*
- Prof.univ.dr. Daniel VOLOVICI, *"Lucian Blaga" University of Sibiu, Computer Science and Automatic Control Department (CSAC)*
- Conf.dr. Dragoş VARGA, *"Lucian Blaga" University of Sibiu*
- Dipl.Biol. Ralf BRUGBAUER, *University of Bayreuth Library (Bavaria), Germany*
- Lect.univ.dr. Cristina ALBU, *University of Bucharest, Romania*
- Conf.dr.ing. Macarie BREAZU, *"Lucian Blaga" University of Sibiu, CSAC*
- Conf.univ.dr. Eva-Nicoleta BURDUŞEL, *"Lucian Blaga" University of Sibiu*
- Conf.univ.dr. Ioana Narcisa CREŢU, *"Lucian Blaga" University of Sibiu*
- S.l.dr.ing. Radu CREŢULESCU, *"Lucian Blaga" University of Sibiu, CSAC*
- Dr. Olimpia CURTA, *Central University Library, Cluj-Napoca, Romania*
- Dr. Eva-Maria DICKHAUT, *University Philipps Marburg, Germany*
- Prof.univ.dr. Agnes ERICH, *Library of the "Valahia" University of Targovişte*
- Lect.univ.dr. Constantin ITTU, *Library of the "Lucian Blaga" University of Sibiu*
- Dr. Gudrun-Liane ITTU, *Library of the "Lucian Blaga" University of Sibiu*
- Prof.univ.dr. Octavia-Luciana MADGE, *University of Bucharest, Romania*
- Conf.dr.ing. Daniel MORARIU, *"Lucian Blaga" University of Sibiu, CSAC*
- Roger PÂRVU, *Project coordinator, Evangelische Akademie Siebenburger, Romania*
- S.l.dr.ing. Antoniu PITIC, *"Lucian Blaga" University of Sibiu, Computer Science Dept.*
- Prof.univ.dr. Dana SIMIAN - *Lucian Blaga University of Sibiu, Sciences Faculty*
- Lect.univ.dr. Rodica VOLOVICI, *Library of the "Lucian Blaga" University of Sibiu*
- Dr. Andrea WOLFF-WöLK, *University Philipps Marburg - Library, Germany.*

Organizing Committee:

- Lect.dr. Rodica VOLOVICI, *Conference Coordinator, Library of the "Lucian Blaga" University of Sibiu, România*
- Prof.univ.dr. Daniel VOLOVICI, *Scientific Coordinator, LBUS, Computer Science and Automatic Control Department*
- Sorin ROTARIU, *Manager VISMA Sibiu*
- Roger PÂRVU, *Project coordinator, Evangelische Akademie Siebenbürgen*
- Ioan-Irinel VIŞA, *IT coordinator, Library of the LBUS*
- Elena MĂRGINEAN, *Library of the LBUS*
- Camelia VOLOSCIUC, *Library of the LBUS*
- Cristina PARVU, *Library of the LBUS*
- Liliana OPRESCU, *Library of the LBUS*
- Riana BUCSA, *LBUS Library*
- Radu PAŞTIU, *IT staff, Library of the LBUS*.

The 8th International Conference in Romania on
Information Science and Information Literacy
April 6th – 7th, 2017, Sibiu

Program of the Conference

Thursday, April 6th - **Evangelical Academy Transylvania, Livezii str., no.55, Sibiu**

8[30] - 9[30] Welcome the participants, Registration & Coffee

9[30] **Official Opening of Plenary Session**

Welcoming speech of the "Lucian Blaga" University of Sibiu and Evangelical Academy Transylvania representatives.

9[40] -10[30] **Keynote presentation**
Vera BUTZ, Universitätsbibliothek Bayreuth –
"Between theoretical frameworks and practice: Information literacy at Bayreuth University Library"

10[30]11[15] **Workshop I.**
Cristina Ioana ROIU (Romanian Academy Library, Bucharest)
1. From Bikes and Jumping Jacks to digital games - explore the Europe's Art History in Europeana's way
2. Engaging local communities with their cultural heritage - recent case studies

11[15]11[30] Coffee break

11[30]-13 **Paper presentations**
Octavia-Luciana MADGE - Recent Developments in the Information Behaviour of Library Users in Romania
Cristina ALBU - Specific aspects of user satisfaction in the university library
Doina OSTAFE - Next Step for Romanian Libraries Automation
Eva-Nicoleta BURDUSEL - How does one read a book nowadays?
Kiss László - #CicloBiblio2017 - Library and reading promotion campaign

13-14[30] Lunch break

Paper presentations

14³⁰-17 **Daniel VOLOVICI** – Fake News and Manipulation: Factors in the War for controlling what We Believe to Be True

Dana SIMIAN, Mihai STANCU, Ralf FABIAN - Approaches for automate pattern recognition in digital libraries

Claudia CÎRCIOROABĂ, Mihai STANCU, Daniel I. MORARIU, Daniel VOLOVICI - Part of Speech Tagging in Romanian Texts

Daniel I. MORARIU, Radu G. CREŢULESCU, Macarie BREAZU - The WEKA MultilayerPerceptron Classifier

Workshop II:
1. **Prof.univ Dr. Ioana Narcisa CREŢU, Assist.univ.drd. Cristina PÂRVU** - Re-thinking library spaces - Group working areas and their impact on library users

2. **LBUS Library Team -** Open debate theme: #AllezLitterature – Europeana campaign for promoting the cultural heritage of Europe – proposals for opening new collections

17 **Book release: Liliana OPRESCU – "**Gazeta Telegraful Român: o valoroasă moștenire informațională"

19 **Dinner**

Friday, April 7ᵗʰ

9³⁰-11³⁰ **Paper presentations**
Anna TARASOVA (Key Account Manager, Ex Libris-Sales EMEA) - Library at a heart of teaching and learning
Gudrun-Liane ITTU - Education first: in old German books …
Constantin ITTU - Traditional means of transportation …
Constantin ITTU, Iuliana GOVOREANU- Barlaam and Josaphat: Intentio Operis, Intentio Lectoris
Rodica VOLOVICI, Elena Marginean, Liliana Oprescu, Ioan Visa - Integrating controlled vocabulary in the institutional Digital Repository LBUS – Letters and Arts, III SiD Students – Reserved Titles

11³⁰-12 *Conclusions of 2017 Conference. Preparation of the next 2018 Conference. Closing.*

Table of Contents

Section I: Keynote speaker & Workshops

Section II: Libraries & Information Science

Section I : Keynote speaker & WORKSHOPS

Between theoretical frameworks and practice:
Information literacy at Bayreuth University Library

Vera BUTZ

(Universitätsbibliothek Bayreuth , Department of African Studies, General Linguistics, and Literary Studies)

Information literacy regarding target groups (students, Ph.D. students, pupils) and how they comply with the new German reference frame for information literacy
Vera Butz is a referent in the Department of African Studies, General Linguistics, and Literary Studies at Universitätsbibliothek Bayreuth, she has competencies in English, Ethnology, Classical Philology, Art, Media and Theater Sciences. She is the coordinator of Teaching Library Program and of Digitization activities..

Library at a heart of teaching and learning

Anna TARASOVA

(Key Account Manager, Ex Libris-Sales EMEA)

ExLibris :
- Solutions for: Resource Management + Discovery & Delivery + Mobile Campus ;
- National Libraries & Memory Institutions + Academic & Research Libraries + Researchers & Students ;
>3,500 Institutions using **Ex Libris Cloud** ; **>850** Employees Globally ; **> 40** National Libraries ; **>3200** Institutions using Primo and Summon ;
>820 Alma Institutions worldwide
- **Help libraries extend their reach on campus and become even more strategic and mission critical**
- "Our library strategy calls on us to enable *flexible* and *seamless access to services*, *resources* and *learning opportunities*,
at *any time* in *any location* and through *any device*.
This means we have to *deliver integrated data* and *systems* that *improve processes* relevant to the *student* and *staff* journey."
To help us to meet these goals we wanted also to make *resources* more *available* and *discoverable, to increase their use*, and to facilitate *collaboration between library staff* and *teaching colleagues*."
 Jim Huntingford, head of library services at Abertay University, UK

From Bikes and Jumping Jacks to digital games – explore the Europe's Art History in Europeana's way

Cristina ROIU

(Europeana Network Adviser, Romanian Academy Library, Bucharest)

"Europeana is Europe" s Digital Library, Museum and Archive !
== Europe's Platform for Cultural Heritage
- Almost 54 million digitised cultural items
- 4.000 cultural institutions contributors

Europeana's Campaigns : helping the Large public getting to know, understand and engage with its' common cultural heritage.

Europeana 280-Art from 28 Countries of Europe :
• Campaign ran from April to December 2016
• 146 participating institutions
• 347 artworks from all 28 EU countries plus Norway
• 155 with open licenses
• All of good quality

Europeana 280- Goals:
1. Engage people in Europe's rich artistic history
2. Encourage the open sharing of higher quality pieces from Europe's memory institutions
3. Demonstrate our shared European culture
4. Increase buy-in from EU states on the benefits of joint ownership of Europeana
5. Create and Promote the new channel from Europeana
6. Support the launch of Europeana Art website in innovative ways

Europeana Art History channel :
E 280 has brought together a collection of more than 300 awe-inspiring paintings, drawings, photographs, posters, illustrations, sculptures and other objects which together tell a story of how Europe's art heritage has developed down the centuries.

(text from presentation)

Section II: Libraries & Information Science

Recent Developments in the Information Behaviour of Library Users in Romania

Octavia-Luciana MADGE

Associate Professor, PhD, University of Bucharest, Faculty of Letters, Department of Information and Documentation Sciences, octavialucianamadge@yahoo.com

In the information society the evolution of services provided by academic libraries has kept up with the new features of the higher education system, and followed the changes and needs recorded at its level and in the process of teaching, learning and assessment, but also the adjustment to the new practices of users in the process of information search and retrieval. Diversification of the information services and of the format in which they are supplied by libraries is closely connected to the new technologies and applications that enable fast communication. In Romania, the information needs and user behaviour have been analysed in recent years in a series of researches which investigated issues related primarily to the impact of new technologies and the access to electronic information resources, the results indicating similar practices to those from other countries but also completely different aspects in terms of the information behaviour. This paper presents aspects regarding the information behaviour of library users from Romania and the changes it has known in recent years, starting from the results of a research conducted at the level of several libraries from different university centres in Romania.

Keywords: information behaviour, library users, academic libraries, developments, Romania

Fake News and Manipulation: Factors in the War for Controlling what We Believe to Be True

Prof.dr.ing. Daniel VOLOVICI

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

In the past the need of information was satisfied in the libraries. Thus, the librarians, the creators of the text and the experienced users of the libraries was in the best position to manipulate the information. To prepare the users against information manipulation implies teaching and learning Information Literacy. In the present days and probably at a

higher rate in the future because easy and instant access to almost any information, real or fake, the risk of misinformation is so high that could change the voting intention. The problems go up to more and more complex situations because is now very easy to create and distribute stories that can be presented as real but that are fake. The readers must learn how to analyze what they read and we must work to provide tools to help finding the truth where it is. In the present paper we realize a state of the art of the problems in present in the lights of the situations revelated of the 2016 events and elections.

Keywords: information manipulation, fake news, social risks.

Specific aspects of user satisfaction in the university library

Cristina ALBU

Conf.univ.dr., Library Manager, University „Politehnica" of Bucharest

Criteria of service provision: INTANGIBILITY, INSEPARABILITY, UN-STOCKABILITY, VARIABILITY, USER-LIBRARIAN INTERACTION.

Services. Their role and importance
- intangibility: services through their very nature are intangible
- inseparability: the overlapping of services production and consumption in time
- un-stockability: services cannot be stored for later use
- variability: the service cannot be repeated identically

Users' expectations in a university library:
- Responsiveness: promptness of response to user requests (including response to complaints);
- Courtesy: library staff attitudes towards the user;
- Understanding: the extent to which the librarian understands user requirements;
- Degree of understanding: the ability to provide the same quality service every time;
- Communication: quality of information provided to the user;
- Competence: knowledge resulting from service;
- Tangible service features: the state of the natural resources used in providing the service (buildings, equipment, etc.);
- Credibility: confidence in the services offered by the library
- User's physical safety or the security of storing user related information;
- Access: user's ease in personally or electronically addressing library contacts
Conclusions:
The analysis of users' satisfaction is the basis for finding procedures of continuously improving service quality. One approach needed to ensure continuous improvement of user satisfaction is the use of the "Conceptual Model of Service Quality".

The degree of user satisfaction can be measured by different methods. Example: SERVQUAL questionnaires.

The Quality management system should take into account the issue of human resources commitment in:

- creating an appropriate environment;

- considering human relations as an essential part of service quality (user-person in direct contact with the user);

- recognizing the importance to be given to the user's perception of the image, culture and achievements of the library;

- developing the qualification and capability of library employees;

- motivating employees.

Keywords: users feedback, quality services, university library

The WEKA MultilayerPerceptron Classifier

Radu G. CRETULESCU, Daniel I. MORARIU, Macarie BREAZU
"Lucian Blaga" University of Sibiu, Engineering Faculty,
Computer Science, Electrical and Electronics Engineering Department

Document classification is a must when dealing with large collection of documents. WEKA, and especiallyWeka Knowledge Flow Environment, is a state-of-the-art tool for developing classification applications, even with no programming abilities.We continue our WEKA project presented in a previous paper but change the classification step, now using the MultilayerPerceptron Classifier.The used dataset is one based on documents from the Reuters Corpusand vector space model representation, the number of features being reduced by using the InformationGainmethod.The theoretical bases for MultilayerPerceptron neural networks are presented, both for the architecture and for the backpropagation learning algorithm.In order to evaluate the performance of the MultilayerPerceptron Classifier experiments were done, first with the default network architecture. Results are presented and prove valuable, but for a large number of features the performances decrease. In order to improve the obtained results we test different fine-tuned architectures by changing the number of neurons in the hidden layer. Therefore, the Weka MultilayerPerceptron Classifier is a classifier that deservesattention, but mainly when time requirements are not important at all.

Keywords: Document classification, WEKA framework, MultilayerPerceptron Classifier

Part of Speech Tagging in Romanian Texts

Claudia CÎRCIOROABĂ, Mihai STANCU*, Daniel I. MORARIU, Daniel VOLOVICI

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

* "Lucian Blaga" University of Sibiu, The Faculty of Economics

Identifying parts of speech (PoS) represents the process by which grammar tags containing their corresponding PoS are attached automatic to every word within a sentence. Since no word acts as just one single PoS—their syntactic value depending on the context they are used in—identifying parts of speech is not a trivial matter. For the purpose of this paper we have taken into account two tagging methods, based on Naïve Bayes' classifierprobabilities and the occurring context of the word for which the PoS must be identified. We have called these methods Backward Naïve Bayes and Forward Naïve Bayes. For Romanian we have taken into account seven different PoS: noun, verb, adjective, adverb, article, preposition plus the „and others" category. From conducted experiments we have observed that identifying the PoS for a word based on the PoS for the previous word produces better results in all respects. We have studied each PoS separately and have concluded that there also are more easily identifiable PoS in Romanian as well: article, preposition, noun, verb; meanwhile the adjective and adverb are more problematic in identifying the PoS.

Approaches for automate pattern recognition in digital libraries

Prof.dr. Dana SIMIAN, Stancu Mihai, Ralf Fabian

University „Lucian Blaga" of Sibiu, Faculty of Science

Items from digital libraries are usually marked using binary patterns or other kind of markers that can be reduced to binary patterns. The goal is to allow performing different tasks like author identification, classification using various criteria, identification of content modifications. Alteration of binary patters used as markers can occur due to information transmission or different transformations applied to the digital content. The purpose of this article is to present and analyze two approaches for automate recognition of altered binary patterns. Practical results are reported for the case of invisible watermarks.

„Education first": in old German books:
Rudolph Heinrich Zobel, Über die Erziehung der Frauenzimmer (About the Education of Girls), Berlin, G. A. Lange, 1773 and Friedrich Philipp Wilmsen, Der deutsche Kinderfreund (German Children's Friend, Berlin (first edition 1801)

Gudrun-Liane ITTU
Dr., Librarian, LBUS Library

The 18th century put reason and knowledge in the foreground. One of the premises of achieving these goals was child rearing and education. The first influential book in the field was J. J. Rousseau's (1712-1778) Emile (1762), whose theory of child centered education was taken over or referred to critically by a lot of authors, among whom the German Rudolf Wilhelm Zobel. The sole copy of this book preserved in the Brukenthal Library in Sibiu belonged to the personal library of Baron Samuel von Brukenthal (1721-1803), who was highly interested in education. The book can be also read online, being digitized by the State and University Library of Dresden.

Unlike Rousseau, whose Emile referred to the education of children of both sexes, Zobel's book has only the education of female subjects in mind. He writes 34 letters to a lady, mother of 4 children, 3 girls and a boy, and in each of it discusses a particular aspect of education. Most of his ideas are very modern being applicable also nowadays. They do not address only to the upper class, but can be followed also in bourgeois families or even in those of craftsmen. His main thesis is child centered education. Zobel starts from the premise that girls have to be educated differently from boys because: a/ they are both – from the physical and psychological point of view – more delicate, characteristics educators have to bear in mind and b/they have to be prepared to play different social roles. While sons must embrace a career, daughters must be trained for the role of wives, mothers and especially for that of manager of the house (not necessary housewife). For Zobel the duties of house manager seemed very important and, consequently, he recommended that no matter of social class, girls must acquire manual skills like cooking, washing, ironing etc. The conclusion of the book is the following: the sexes are complementary, women's role in the couple is very important, as a well educated wife can contribute to the wealth and prestige of her family and, at the contrary, can destroy its reputation.

Friedrich Philipp Wilmsen's (1770-1831), Der deutsche Kinderfreund (German Children's Friend) was a bestseller during the 19th century which knew hundreds of editions and reprints. The first copy I have seen belonged to the personal library of the metropolitan Andrei Şaguna (1808-1873) The cover page and the first 12 pages of the book were lacking, so I had to do a lot of research to identify the author and the title of the work. Thanks to the internet I found out all these data. Wilmsen, an important pedagogue, realized that the schoolbooks of his time were boring, and, consequently, he decided to

write something interesting. He really succeeded, as the Kinderfreund knew more than 200 editions and reprints and was also used in German schools from abroad. The book was even translated in the Romanian principalities. Until now I have identified 2 German copies in the Brukenthal library, both being published in Sibiu (one of them in 1828) and comprising also a chapter about Transylvania, one copy in the Pedagogical Library in Bucharest (also published in Sibiu in 1828) and a German copy in the University Library in Jassy (published in Berlin, in 1848). The Brukenthal Library also holds a copy in Romanian, written in Cyrillic (published in Bucharest in 1848), while the University Library Cluj holds two Romanian copies, the one printed in Bucharest, in 1850, and the other in Jassy, in 1856. both written in transitional alphabet. All the Romanian copies are bearing the title Prietenul tinerimii, o carte de cetire pentru şcoalele populare.

Both books I dealt with are very interesting, being worth even nowadays to be read.

Barlaam and Josaphat: Intentio Operis, Intentio Lectoris
(Varlaam și Ioasaf: intentio operis, intentio lectoris -romanian title)

Constantin ITTU*, Iuliana GOVOREANU**
*Dr., Librarians, ULBS Library, **Theological Library

The study aims at dealing with the story of Buddha, which had become known to the Europeans. Despite the fact that the teaching of Buddha reached Europe in a attenuated form, his life and the ascetic ideal which it symbolized were a positive force in the spiritual life of Christendom. In this respect, this is one of the fluctuations of history for which Christianity and Buddhism can both feel grateful. For the Legend of Barlaam and Josaphat demonstrates powerfully the intimate connections between these two traditions to the extent that they both pursue the spiritual life and the ascetic ideal.

Traditional means of transportation: from traditional to digital literacy
Constantin ITTU
Dr., Librarian, ULBS Library

This study is dealing with a project entitled traditional means of transportation – from the preservation of the heritaje to its promotion; digitization between necessity and chalange, which aims at the valorization of the cultural heritage regarding the means of transportation used in Sibiu. The project has been initiated by "Lucian Blaga" University

of Sibiu, carried out through the University Library during the month of April – November 2016, being co-financed by the Local Council and City Hall through The Cultural Agenda 2016. With the reference to the Sibiu municipality, we had in view the valorization of transportation, that is, of one of the four pillars of civilization: the nourishment, the house, the clothing and the transportation.

Keywords: cultural heritage, digital preservation, means of transportation.

Re-thinking library spaces - Group working areas and their impact on library users

Ioana-Narcisa CREŢU*, Cristina PÂRVU**

Lucian Blaga" University of Sibiu, *Prof.univ.dr. at Faculty for Social Sciences and Humanities; **Assist.univ.drd. at Faculty of Letters and Arts, Information and Documentation Science Department

Re-thinking library spaces is about Communication?

Communication:
People Communicate with each other in a number of ways that depend upon the Message and its context in which it is being sent.
Choice of communication channel and your style of communicating also affects communication.
So, there are variety of types of communication.

Forms of Communication:
People communicate with each other in a number of ways that depend upon the message and its context in which it is being sent. Choice of communication channel and your style of communicating also affects communication. So, there are variety of types of communication.

What about the message?
So in order to deliver the right message, you must put yourself on the other side of the table and think from your receiver's point of view. Would he understand the message? how it would sound on the other side of the table?

Integrating controlled vocabulary in the institutional Digital Repository. Study case: Digital Collections of the LBUS Library

Rodica VOLOVICI, Elena Mărginean, Liliana OPRESCU, Ioan Vişa

The Library of the "Lucian Blaga" University of Sibiu

Through institutional digital repositories, universities offer open access to the scientific publications, courses or old and rare documentary resources. These printed documents have been digitized, described, indexed and cataloged in dedicated systems.

To facilitate the search and especially to make it efficient and accurate, digital resources must be described and classified as fully and rigorously chosen keywords, accurately.

The archived information is indexed by keywords.

The information contained in the digital archives become relevant and are thus discovered by careful indexing by well-chosen keywords.

In this paper we present the Library collective experience in building the Digital Collections of the Library LBUS, various gathered over the years in the dedicated system - DSpace.

Keywords: information retrieval, controlled vocabulary, indexing, digital repository.

Engaging local communities with their cultural heritage - recent case studies

Cristina ROIU

(Europeana Network Adviser, Romanian Academy Library, Bucharest)

The objective of the Europeana thematic campaigns:
- is to focus on the communications that support Europeana,
- highlight the nature of content and availability for reuse, and
- work towards improved quality of data.

2017 Campaigns:
- Words and text are in the spotlight
- focus on online campaign on social media,
- collecting high quality text from libraries and archives and focusing on different types of existing content.

This has lead to a creation of the **#AllezLiterature** campaign under the #AlllezCulture umbrella.

#AllezLiterature – 4 phases:
1) genres - letters and diaries from the WWI,
2) poetry,
3) books, and
4) is not defined yet - the group has been contacting libraries and archives and asking them to propose ideas.

External milestones:
- Valentine's Day (launched on 14 th February) - this one had a great response with 30 articles published in 10 languages, a doubled number of subscribers, and a hashtag being used widely.
- Love stories from WWI
- International Book Day - (will be launched on 23 rd April)

Poetry of all kinds can be used, the institutions can propose ideas under different genres and share them across Europe on social media

Europeana content will be used but we are open to new sources as long as there is no license-related issue, including fresh sources of poetry written by European citizens.

Thematic campaign: all about words:
2018 = Migration: European year of Cultural Heritage
2017 = Words and Text**Keywords**: digital collection, publishing, opening policy.

.