

global historical context, drawing out not only the developments but also the setbacks (such as responding to World War II while still grappling with the accumulation of records from World War I). The book does this particularly well, outlining the significance and ongoing impact of historical developments in archiving, bringing the research and discourses right into the present.

One of the greatest strengths of Gilliland's book is that it successfully targets two different groups of archivists – 'budding' archivists, such as those making their way through the author's classes in graduate programs, and working archivists dealing with rapid technological changes. Nevertheless, the technical points in some of the later chapters do become rather difficult to follow for those who are not already well acquainted with at least some of the concepts. The number of acronyms, concepts, key figures and American institutes referred to steadily increases; when MARC AMC, EAD, APPM, SAA, ISAAR (CPF), CUSTARD, RAD, DACS, ISAD (G) and ICA appeared in the same paragraph it was easy to become disorientated. However, the reader should not become too lost as the book is well set out and broken down for ease of use, with topic boxes at the beginning of each chapter and notes. It is also easy to return to topics of interest, which you will probably find yourself doing – at times there are extensive (and quite relevant) endnotes which can be difficult to juggle when reading the first time through. This approach also accommodates the two different types of readers – the book can be read cover to cover to glean a general historical overview (especially useful for those who do not yet work in the field), or particular sections can be read to provide professionals with details on specific areas of archival work. I would recommend this book to anyone involved in the archival profession.

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David Stuart, *Web Metrics for Library and Information Professionals*, Facet Publishing, London, 2014. 208 pp. ISBN 978 1 866048 74 3. AUD\$92.50.

In the introduction to *Web Metrics for Library and Information Professionals*, author David Stuart quotes the sociologist William Cameron, who is reputed to have said of numerical analysis that 'not everything that can be counted counts, and not everything that counts can be counted'. What you make of the saying depends on your attitude towards the use and abuse of numbers. For the numbers-averse, it amounts to an admonition – avoid them if you can. For the more quantitatively inclined, for whom data analysis is a practical tool and source of insight, the message is more an exhortation to get the numbers right.

As Stuart explains, web metrics can be thought of as the quantitative measurement of the creation and use of web content. Getting the numbers right with web metrics, has become important as online services have migrated comprehensively to the Web and the fortunes of companies and organisations depend on securing and maintaining competitive advantage on the Web. But to take the case of website evaluation, the days

of measuring website effectiveness in terms of simple measures such as hits are long gone. Sorting the chaff from the hay can be anything but simple, as anyone who has ever examined a Google Analytics report will know.

Stuart's *Web Metrics for Library and Information Professionals* has been written to assist library and information science (LIS) professionals to develop a correct understanding of the nature and role of web metrics in Internet information services. In his introduction, Stuart argues the case for the importance of web metrics as part of the LIS professional's skill set, both to improve online information services and to demonstrate service impact. It has also been written to assist LIS professionals venturing into the field of web metrics without much prior learning, to get it right.

So will Stuart's work help or hinder the LIS professional in the quest to understand web metrics? There are both strengths and weaknesses to this book. To make the LIS reader comfortable, Stuart begins with an introduction that places web metrics in the context of information science metrics, working from familiar to newer ground. Clearly, the reading audience he has in mind consists of LIS professional newbies to the space with *little or no prior learning* in the domain. However, if you come to the book *with prior learning*, with the aim of developing useful knowledge and skill in evaluation with tools such as Google Analytics, then this may not be the book for you. As Stuart admits in the middle of the work (not the beginning, as might have been expected), his book does not have as its primary focus Google Analytics and log analysis. Prepare to be disappointed if you are looking for in-depth discussion and case study of bounce rates or user flows and their implications for site and page effectiveness. As Stuart points out, there are other books that will be more helpful on these topics.

The book is, however, much stronger as an introduction to the kinds of metrics that exist, dimensions of Internet information literacy (search engines, crawlers, the Semantic Web), and external metrics and tools for measuring web impact. The respective roles played by Alexa, Google Trends or Google's Page Rank are all explained in an accessible manner. There is also a useful chapter on social network analysis tools and methods. This chapter may be overlooked by readers, but if you can make the intellectual connection between knowledge and information flows and social networks, then the power and usefulness of this technique to the LIS professional becomes plain. Similarly, the book provides strong foundations in evaluating the impact of social media, although sometimes the discussion can be a little untidy and confusing. For example, in his discussion evaluating social media, a regression equation appears that purports to show the relationship between expected followers, followers and status updates. The genesis of the equation in terms of the dataset from which it derives is not fully or lucidly explained. In the same section, charts that describe the Twitter activity of UK libraries are claimed to demonstrate positive association, but are missing R-squared values, a critical piece of interpretation when describing fit to the regression line.

Web Metrics for Library and Information Professionals concludes with a useful and insightful discussion of the future of web metrics and the idea of the web of data. In this chapter the reader encounters the first examples of code in the form of RDF/XML. Again, the approach is accessible and useful. Does *Web Metrics for Library and Information Professionals* provide a strong foundation for LIS professionals to explore the nature and potential of web metrics as a tool for building better web-based information services? The answer is unequivocally yes, and the book is recommended. If, however, analytics is your passion or need, you will need additional tools and resources to get

the learning outcomes you are looking for, which is not unreasonable given the complexity and breadth of the field of web metrics.

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Jessica L Lacher-Feldman, *Exhibits in Archives and Special Collections Libraries*, Society of American Archivists, Chicago, 2013. viii + 200 pp. ISBN 1 931666 64 4. USD\$55.95.

Having just enough experience in developing and putting together public displays of archival records to know that it is harder than it looks, I was most interested in Jessica Lacher-Feldman's *Exhibits in Archives and Special Collections Libraries*. With master degrees in history and library science, and a background in several special collections libraries in the United States, Lacher-Feldman has produced a comprehensive and readable manual that will be invaluable to those considering their first exhibition, while containing sufficient insight and originality to sustain the interest of those with experience in the area.

Lacher-Feldman makes a convincing argument for the value of exhibitions to archives and special collections libraries and their parent institutions. On the utilitarian end of the scale, a skilfully mounted exhibition can build audiences and repository usage, increase awareness of the significance of collections, dovetail with teaching and research programs and, importantly, assist in making the case for adequate funding. More broadly, the exhibition functions as a community service, providing opportunities for learning and general enjoyment. In fact, for Lacher-Feldman, exhibiting is a 'fundamental part of our professional mandate' (p. 8).

The author, however, is realistic enough to acknowledge that a less lofty motive for exhibiting is that 'we are asked (or told) we need to' (p. 9). While exhibit work is for some 'an absolute joy', for many others it is something 'that engenders dread, fear, uncertainty, and anxiety' (p. 1). With an upbeat and encouraging tone ('you *can* do this', p. 71), Lacher-Feldman provides us with a series of suggestions and skills to aid in the generation of ideas and assist in their realisation.

The core of Lacher-Feldman's book and perhaps her most useful contribution is what she calls the 'Exhibit Cycle', a holistic planning and practice model that encompasses the earliest stages of development through to dismantling and self-assessment. Chapter 2 is devoted to explaining the Exhibit Cycle with sections on crafting a core idea, research and selection, labels, design, layout testing, publicity and the actual construction of the exhibit. Even if not followed to the letter, this is a handy conceptual framework and, not least, serves to introduce the reader to the many details likely to be encountered in putting on a show. 'Administrivia' (p. 22) is expanded on in chapter 4, 'Tools for Effective Exhibit Planning', which includes an exhaustive checklist and ideas to aid staff collaboration, area workflows and other necessary administrative tasks.

In addition to the Exhibit Cycle, check lists and an ongoing ideas notebook or file, the other key tool suggested by Lacher-Feldman is the calendar. As a means of generating ideas for exhibitions, she suggests institutions tailor a calendar spanning three