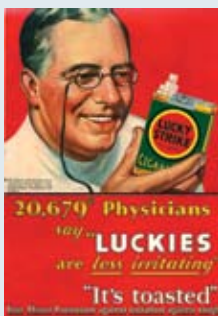


## “Not a Cough in a Carload”

*Images from the Tobacco Industry's Campaign to Hide the Hazards of Smoking*

Backed by pseudo-scientific reports, smoking ads from the 1920s through the 1950s were orchestrated to reassure the public that smoking was safe. Lane Library is hosting an exhibition of these provocative images through May. The exhibit is the product of the interdisciplinary collaboration of Robert Jackler, Professor and Chair of Otolaryngology Head and Neck Surgery and Professor of Neurosurgery and Surgery, Laurie Jackler, Artist, and Robert Proctor, Professor of History.



—See article on page 2...

## State of the Library—Looking Forward to 2007

In support of translational research, innovative education and advances in patient care at Stanford University Medical Center, the mission of Lane Library is to get the right knowledge, to the right person, at the right time, in the right context. Our strategic initiatives are to create the digital library, develop smart interfaces, develop a learning connection, and re-envision the library as place.

As we launch into 2007, it is a pleasure to report that we have made major strides toward all of these initiatives. Off-campus use is provided through a proxy server that verifies access with your SUNetID. Faculty on sabbatical in Paris or waiting in the airport, a resident at the VA or on vacation in Mexico, a student on rotation at Santa Clara or at home—all have full access to the digital library. 95% of our current journal titles are available digitally and what we don't have—the last mile—we can obtain for you via our digital

### LOOKING FORWARD TO 2007

- Test drive the LaneConnex website
- Enjoy the comprehensive digital library via LaneConnex
- Watch for more elearning and in person workshops
- Watch former journal stacks be transformed into flexible user spaces
- Locate Last Mile items via the DocXpress and Stanford buttons



article delivery service, DocXpress.

The DocXpress and FindIt request buttons are two of our smart interfaces built into the LaneConnex website and linked from PubMed and Google Scholar.

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## The Last Mile, or Who's Behind the Buttons?

A wealth of resources is at your fingertips in LaneConnex. Our aim is to make linking to a selection seem effortless. Actually, a lot of effort goes into making the magical connections between those buttons and hot links to the digital content.

Pictured here are some of the staff who license, acquire, create metadata, maintain links, troubleshoot access problems, and provide document delivery for what we can't provide instantly. These materials are typically delivered via web by our DocXpress service.

Lane now has over 3,784 periodical titles online with only 155 remaining in print only.

—Continued on page 3...



- FindIt@Stanford
- DocXpress
- Get Full text
- Email Lane
- View Impact Factor Trend Graph
- Request/Recall Items
- eJournals

Wen Chin Lee, Salina Lue, and Maryse Gascard filled over 10,000 DocXpress requests in 2006.

## The New Year Brings More Backfiles Online!

Complete eJournal backfiles for 1697 titles are now available! Check LaneConnex for the most current info. Recent additions are from PubMed Central, Sage, The American Psychological Association, and more!

American Psychologist, 1946-  
Anesthesia & Analgesia, 1957-  
Anesthesiology, 1940-  
Annals of Surgery, 1885-  
Clinical Nursing Research, 1992-  
Evaluation and the Health Professions, 1978-  
International Journal of Social Psychiatry, 1955-  
Journal of Abnormal Psychology, 1906-  
Journal of Anatomy, 1916-  
Journal of Anatomy and Physiology, 1866-  
Journal of Clinical Pharmacology, 1961-  
Journal of Comparative Psychology, 1921-  
Journal of Consulting and Clinical Psychology, 1937-  
Journal of Educational Psychology, 1910-  
Journal of Experimental Psychology, 1916-  
Journal of Personality and Social Psychology, 1965-  
Journal of the American Psychiatric Nurses Association, 1995-  
Medical Care Research and Review, 1977-  
Neuroscientist, 1996-  
Obstetrics & Gynecology, 1953-  
Psychobiology, 1917-  
Psychological Bulletin, 1904-  
Psychological Review, 1894-  
Transcultural Psychiatry, 1964-

Check the [eJournals](#)—LaneConnex pages for your favorite titles.

## State of the Library (cont.)

With its one-box searching, relevance ranking, and context-sensitive help, the LaneConnex website delivers pre-sorted search results for eJournals, eBooks, databases, biotools, medical calculators, and our FAQs. In 2007 we will continue to make enhancements to the functionality of our metasearch and content on LaneConnex. We will also embark on formal user assessment with LaneConnex test drives this quarter. Watch for enhanced content, including more customized portals and webcasts and tutorials of your favorite workshops and classes. All feedback is welcome and your Lane Liaison is available to come to your department, lab, or clinic to answer in depth questions and demonstrate the new features. Becoming a digital library is not just about leasing

access to the recent literature. For over one hundred years, Lane has been providing a comprehensive biomedical collection for researchers, students, and clinicians. In our efforts to create a digital library of the same caliber, over 1697 of our journal titles can be found online back to volume 1. So don't be surprised to find digital versions of articles from the *Journal of Pediatrics* back to 1932 or *Lancet* back to 1823. With the leap to provide online access to even historical volumes, we've been able to relocate over 67,000 volumes to Stanford's high-density preservation storage. All this is possible because of the work done behind the buttons (see "*The Last Mile, or Who's Behind the Buttons?*"). The rapid move toward creating digital access to our collections has freed up former journal

stack space that we will reclaim for people as we gear up for our extended stay in Lane and prototype library space needs for LKC2. Lane continues to be the go-to place for researchers, students, and clinicians to read, track down key references, write, reflect, and collaborate with others. We will also continue to host exhibits like the Jacklers' collection of provocative smoking advertisements. As we reinvent the library as place, we are already experiencing an increase in the use of library space for study and accessing resources via our public computers. Flexible furnishings, including patio furniture in the courtyard, electricity for laptops, and wireless access to the electronic resources we license combine to provide a variety of common spaces for collaboration and study.

## "More Doctors Smoke Camels"

Early in the last century, when questions about the health effects of smoking became a topic of widespread discussion, tobacco companies undertook a multi-faceted campaign to allay the public's fears. As terms like "smoker's cough" and "coffin nails" (referring to cigarettes) began to appear in the popular vernacular, tobacco marketers recognized the need to counter this threat to their livelihood.

One strategy was to use endorsements by healthy and vigorous appearing singers, Hollywood stars, and elite athletes. Another was to raise fears over weight gain: "Reach for a Lucky instead of a sweet." Among the more reprehensible tactics was

the utilization of the image of the noble and caring physician to sell cigarettes: doctors were depicted both as satisfied and enthusiastic partakers of the smoking habit ("More Doctors Smoke Camels"). Images of medical men (and a few token women) ap-



peared under soothing reassurances of the safety of smoking. Liberal use was also made of pseudo-scientific medical reports and surveys. Our

intention is to tell, principally through advertising images, the story of how, between the late 1920s and the early 1950s, tobacco companies used deceptive and often patently false claims in an effort to reassure the public of the safety of their products.

*Please join us for a reception to welcome the new exhibition on*

**MONDAY, FEBRUARY 12, 2007, 5-7 P.M.**

*We will have refreshments and a chance for all attendees to sign Lane's Centennial banners before they go into a time capsule for the next 100 years.*

## Standardized Patient Program Goes Digital



EdTech staff Chris McKay and Bindu Madhava demonstrate the digital video capabilities of the new Standardized Patient database system to Faculty member, Andrew Nevins.

Digital video has come to the Clinical Skills Center (Modular E) in support of the Standardized Patient Program. The program supports the clinical skills training of our medical students in their preclinical and clinical curriculum.

EdTech successfully completed the installation of the new WebSP (Standardized Patient) Digital Video system in December. This software allows faculty to view, remotely over the Web, standardized patient and other clinic exercises done in the clinical skills rooms. This technology

allows faculty members to view any exercise at a convenient time and location rather than having to be present during the exercise itself, and to bookmark spots (in playback) for later review with students. This allows greater flexibility in meeting the needs of direct observation of student performance and feedback to students.

For more information on the technical details of the system contact EdTech at

**723-6952**

For more information on using Standardized Patients in your educational program contact the program at

**498-5040**

## New Workshops for Winter 2007

### HOW TO DO BIOSTATISTICS:

In response to overwhelming demand for more training on biostatistics principles and applications, Lane is offering a three-part series of workshops entitled, "How to Do Biostatistics." Built around the statistical application R Commander ("R" plus a user-friendly graphical interface), the workshops are designed to enhance attendees' ability to work more effectively with biomedical data.

### A GUIDED SQL TOUR FOR BIOINFORMATICS DATABASES:

Many biological databases can be queried directly via the Structure Query Language (SQL), thus enabling serious data mining among other benefits. SQL is at the heart of biological databases as diverse as Ensembl, the Mouse Genome Database and BioWarehouse. This class will provide live querying examples using meaningful SQL queries, all focused on understanding relational databases by studying actual biological databases.

### APPLYING NETWORK ANALYSIS PRINCIPLES TO IDENTIFY KEY GENES FROM MICROARRAY DATA:

In this class, methods of network analysis from fields outside of the life sciences will be used to identify key genes. Networks created by the Ingenuity Pathways Analysis system will be analyzed, based on examples from the work of Stanford's Branimir Sikic and colleagues on identifying mechanisms of drug resistance in the treatment of glioblastomas.

Other classes offered this quarter include:

- EndNote
- Finding Funding
- Journal Impact Factors and Science Citation Index
- Improving Your Scientific Writing Skills
- Writing Grants and a lot more!

See Lane's classes page

<http://lane.stanford.edu/classes>

for more information.

## The Last Mile, or Who's Behind the Buttons? (cont.)



Some 1697 titles go back to volume one—41% of current subscriptions, but only 12% of our over 12,500 retrospective print titles. About 185K volumes are in remote storage, readily retrievable via more of that mostly invisible staff effort.

"The Last Mile" often describes the final obstacles to delivering a product to the consumer. The buttons and hot links in LaneConnex represent our staff's

efforts to overcome such obstacles, making delivery of content, both digital and traditional, as seamless and effortless as possible regardless of the location of our authenticated users.

*Fangfang Zhang, Mary Buttner, Judy Washburn, and Leslie Kennelly ensure that you reach our licensed content.*

Lane Medical Library  
Knowledge Management Center  
300 Pasteur Drive, L109  
Stanford, CA  
94305-5123

650.723.6831  
<http://lane.stanford.edu>



## Take LaneConnex for a Test Drive

For more information contact:  
Rick Zwies, Web Production Specialist  
[rzwies@stanford.edu](mailto:rzwies@stanford.edu)  
(650) 736-0334

### LaneConnex Test Drive & Usability Evaluation

Starting early this year the Lane Library will be conducting user “test drives” of the LaneConnex Web site. The Web Design Team will be seeking Stanford Medical School researchers, students

and clinicians as volunteers to participate in focused sessions that will help us evaluate the usability of our Web site and associated applications. If you are interested, please contact Rick Zwies, Web Pro-

duction Specialist at [rzwies@stanford.edu](mailto:rzwies@stanford.edu) or (650) 736-0334. The test drives will be part of a larger usability assessment that will include website surveys and analysis of Web usage. We also invite you to

participate in the surveys or use the “Feedback” link at the bottom of each LaneConnex page to make suggestions that will help us improve the site.

