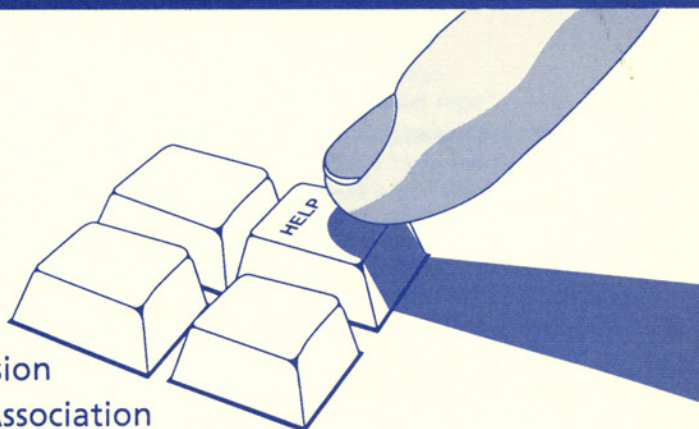# RASD-MARS Preconference

Atlanta Hilton and Towers
Atlanta, Georgia

June 28, 1991

The Electronic Library

*Linking People,
Information and Technology*

Sponsored by
Machine-Assisted
Reference Section
Reference and
Adult Services Division
American Library Association

PROGRAM SCHEDULE

Friday, June 28, 1991

8:00 - 9:00 a.m.
Registration
Grand Salon East
Coffee and pastries

9:00 a.m.
Welcoming remarks
Grand Salon East
Kathleen Kluegel, 1991 MARS
Chair

9:15 a.m.
Introductions
Jane Kleiner, Chair
MARS 1991 Preconference

9:30 a.m.
Keynote address
Ching-chih Chen
"Multimedia Information
Delivery: The Challenge to
Librarians in the Visual
Information Age"

Rest Break

10:30 a.m.

11:30 a.m. - 1:00 p.m.
Keynote address
Barbara Quint
"New Lamps for Old:
Substituting Online for
Traditional"

BREAK-OUT SESSIONS:
1:00 - 1:40 p.m.
Session I

Conference Luncheon
Grand Ballroom D

"Electronic Resource Sharing"
- Douglas
"Project Mercury" - Paulding
1:50 - 2:30 p.m.   "User Aspects of Electronic
Session II-   Services" - Dekalb
"IRIS: A Reference Information
Center" - Gwinnet

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Keynote Address

**Ching-chih Chen — "Multimedia Information Delivery:
The Challenge to Librarians in the Visual Information Age"**

In the last decade, there have been tremendous technological changes in every area of information technology—the advent of personal computers, worldwide packet networks, optical discs and other mass storage media and the array of technologies along with the growth, both in size and number, of massive public and private databases—bibliographic first, then numeric, and now multimedia. In this dynamic environment, information seekers are no longer satisfied with only print-based information. Today, advances in multimedia technologies make it possible for us to provide instant information access to all types of information—text, data, still image, motion picture, and sound. In order to do so, many different technologies are required to support integration. This paper will discuss what hypermedia is and the effect of new developments on applications in recent months. Examples of hypermedia applications and projects, specifically those of PROJECT EMPEROR-I, will be offered. The challenges and opportunities for library and information professionals will be discussed.

Ching-chih Chen, an international consultant on new technology applications for information management, is Professor and Associate Dean of the Graduate School of Library and Information Science, Simmons College, Boston. An author and editor of 22 books on information technology and management, she is also the founding Editor-in-Chief of *Microcomputers for Information Management.* An active researcher, she has directed many new information technology projects, including the internationally known interactive multimedia PROJECT EMPEROR-I, a project utilizing the cutting-edge hybrid microcomputer and optical technologies to enhance the understanding of humanities. Chen has served on the advisory board of many international conferences and high-tech journals including the *Electronic Library,* and is the Chief Conference Organizer of the First (Bangkok, 1987), Second (Singapore, May 1988), and Third (Guadalajara, Mexico 1990) *Conferences on New Information Technology.* Currently she is organizing NIT '91 to be held in Budapest, Hungary, August 26-28, 1991. She has received many awards and honors including the Outstanding Information Science Teacher Award of the American Society for Information Science, and the Library Information Technology Association's Award for Achievement in Library and Information Technology. She is a Fellow of the American Association for the Advancement of Science.