

1. Record Nr.	UNINA9910789322203321
Autore	Gross Julia
Titolo	Building your library career with Web 2.0 // Julia Gross
Pubbl/distr/stampa	Oxford, England : , : Chandos Publishing, , 2012 ©2012
ISBN	1-78063-289-4
Edizione	[1st edition]
Descrizione fisica	1 online resource (293 p.)
Collana	Chandos information professional series
Disciplina	020.23
Soggetti	Library science - Vocational guidance Information science - Vocational guidance Career development Job hunting Web 2.0
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Cover image; Title page; Table of Contents; Copyright; List of figures and tables; Preface; Acknowledgements; About the author; Chapter 1: Web 2.0 and your library career; Abstract;; Technology and the core business of libraries; Our technological past and future; What is Web 2.0?; Why should LIS professionals be interested in Web 2.0?; What are the key features of Web 2.0 that make it useful in careers?; What are the risks and pitfalls of Web 2.0?; Web 2.0 and the workplace generally; Cornerstones of career development; Conclusion; Chapter 2: Social networking sites and your library career Abstract:Social networking overview; What is social networking software?; What is social media?; The rise and rise of social networking; Drivers of social networking growth; What is so revolutionary about social networking software?; Why should librarians be interested in social networking?; What are the main issues or problems with social networking?; LinkedIn; Facebook; Twitter; Getting started on the social networking checklist; Conclusion; Chapter 3: Using Facebook, LinkedIn and Twitter for your career; Abstract;; Facebook; LinkedIn; Twitter; Chapter 4: Personal marketing for your career

Abstract:What is marketing and why do you need to know about it?; How do you apply marketing principles to your career?; How do you start to develop a personal brand?; Personal brand self-assessment checklist; Developing a personal brand as an early-career professional; Marketing: the four Cs; Web 2.0 tools for developing a personal brand; Web 2.0 tools for eportfolios; Importance and benefits of marketing; Conclusion; Chapter 5: Privacy, social networking and your career; Abstract:; Why is privacy important?; What has changed to make online privacy an issue now?

Are there generational differences in attitudes to privacy?Who is responsible for ensuring online privacy?; What is the history of privacy erosion in the online world?; Privacy and your career; Privacy and Facebook; Privacy and Google; Digital footprint; How to monitor your digital footprint; Google Alerts; FAQs and actions for online privacy; Government agencies providing support for privacy; Tracking privacy changes on social networking sites; Conclusion; Chapter 6: Lifelong learning and your career; Abstract:; Career paths and new roles in LIS; What is lifelong learning?

Lifelong learning and student graduate attributesStrategies for becoming a lifelong learner; RSS (Really Simple Syndication); RSS feed readers; Sources of RSS feeds; How to subscribe to RSS feeds; Managing your RSS feeds; Start pages; iGoogle start page; Web widgets and gadgets; Step by step: setting up iGoogle; Netvibes; Yahoo! Pipes; Conclusion; Chapter 7: Web 2.0 professional development for your library career; Abstract:; LIS professional organisations and professional development; New ways of delivering professional development; LIS conferences and their career advantages
Getting the most out of conference attendance

Sommario/riassunto

Many professionals in the Library and Information Services (LIS) area are using Web 2.0 to deliver content and reaching out to connect with library users. This book applies these technologies to help shape your own career development plan. Increased online connectivity has opened up new opportunities for professionals to network, learn and grow in their careers; in an online world, where many of us have a digital footprint already, new rules apply. This readable guide builds on the solid foundation of previous library career books. The social networking tools described will supplement the trad

2. Record Nr.	UNINA9910963680003321
Autore	Gardener Mark
Titolo	Beginning R : the statistical programming language // Mark Gardener
Pubbl/distr/stampa	Indianapolis, : John Wiley & Sons, 2012
ISBN	9786613661579 9781280684630 1280684631 9781118226162 111822616X
Edizione	[1st edition]
Descrizione fisica	1 online resource (507 p.)
Collana	Wrox programmer to programmer
Disciplina	519.50285536
Soggetti	R (Computer program language) Statistics - Data processing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Beginning R; Contents; Introduction; Who This Book Is For; What This Book Covers; How This Book Is Structured; What You Need to Use This Book; Conventions; Source Code; Errata; p2p.wrox.com; Chapter 1: Introducing R: What It Is and How to Get It; Getting the Hang of R; Running the R Program; Finding Your Way with R; Command Packages; Summary; Chapter 2: Starting Out: Becoming Familiar with R; Some Simple Math; Reading and Getting Data into R; Viewing Named Objects; Types of Data Items; The Structure of Data Items; Examining Data Structure; Working with History Commands; Saving Your Work in R SummaryChapter 3: Starting Out: Working; Manipulating Objects; Viewing Objects within Objects; Constructing Data Objects; Forms of Data Objects: Testing and Converting; Summary; Chapter 4: Data: Descriptive Statistics and Tabulation; Summary Commands; Summarizing Samples; Summary Tables; Summary; Chapter 5: Data: Distribution; Looking at the Distribution of Data; Summary; Chapter 6: Simple Hypothesis Testing; Using the Student's t-test; The Wilcoxon U-Test (Mann-Whitney); Paired t- and U-Tests; Correlation and Covariance; Tests for Association; Summary Chapter 7: Introduction to Graphical AnalysisBox-whisker Plots; Scatter

Plots; Pairs Plots (Multiple Correlation Plots); Line Charts; Pie Charts; Cleveland Dot Charts; Bar Charts; Copy Graphics to Other Applications; Summary; Chapter 8: Formula Notation and Complex Statistics; Examples of Using Formula Syntax for Basic Tests; Formula Notation in Graphics; Analysis of Variance (ANOVA); Summary; Chapter 9: Manipulating Data and Extracting Components; Creating Data for Complex Analysis; Summarizing Data; Summary; Chapter 10: Regression (Linear Modeling); Simple Linear Regression Multiple Regression Curvilinear Regression; Plotting Linear Models and Curve Fitting; Summarizing Regression Models; Summary; Chapter 11: More About Graphs; Adding Elements to Existing Plots; Matrix Plots (Multiple Series on One Graph); Multiple Plots in One Window; Exporting Graphs; Summary; Chapter 12: Writing Your Own Scripts: Beginning to Program; Copy and Paste Scripts; Creating Simple Functions; Making Source Code; Summary; Appendix: Answers to Exercises; Chapter 1; Chapter 2; Chapter 3; Chapter 4; Chapter 5; Chapter 6; Chapter 7; Chapter 8; Chapter 9; Chapter 10; Chapter 11; Chapter 12
IndexAdvertisement

Sommario/riassunto

Conquer the complexities of this open source statistical language R is fast becoming the de facto standard for statistical computing and analysis in science, business, engineering, and related fields. This book examines this complex language using simple statistical examples, showing how R operates in a user-friendly context. Both students and workers in fields that require extensive statistical analysis will find this book helpful as they learn to use R for simple summary statistics, hypothesis testing, creating graphs, regression, and much more. It covers formula notation, complex s
