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# Book Review: Information Privacy Fundamentals for Librarians and Information Professionals

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in the indexing and retrieval of information—and the evolution and resurgence of controlled vocabularies in the context of Linked Data. The authors stress that “the failure of full-blown ontologies has created a new opportunity for controlled vocabularies in the context of linked data.” (p. 136) LIS metadata practitioners will be elated to learn that computer professionals have finally come around to admitting the value of controlled vocabularies. Chapter 5 (“Enriching”) covers named-entity recognition (NER), the classification of text elements into predefined categories, such as the names of persons, organizations, or locations, and the best practices to enrich lengthy and unstructured data with Linked Data principles. Using Linked Data for library archives and museum metadata, NER services are an efficient way to both identify and disambiguate terms and entities within unstructured data. This chapter includes a discussion of the confusing differences between uniform resource identifiers (URIs), which identify resources, and uniform resource locators (URLs), which help find the resources by giving their network location.

Chapter 6 (“Publishing”) treats the value proposition of Linked Data as an open and cost-effective mechanism to exchange metadata over the Web. The chapter discusses the advantages and disadvantages of markup formats such as HTML (hypertext markup language), JSON (JavaScript Object Notation), and RDF (Resource Description Framework), systems for marking documents to indicate their logical structure, such as paragraphs, and how they should be laid out for electronic transmission and display. In the concluding chapter, the authors warn that the LIS community risks ceding control over much of our collective human heritage and knowledge to commercial interests if

we delay in embracing Linked Data. They appeal to the LIS community to “use their unique potential to stand up and launch a debate on these matters.” (p. 248)

Having read *Linked Data for Libraries, Archives and Museums*, I believe the LIS community would have adopted Linked Data much more rapidly had Tim Berners-Lee called it Linked Metadata. While this book may not provide a clear road map for the utopian Web powered by Linked Data, its message to the leaders, administrators, and practitioners of the library, archives, and museum communities is clear: our meticulous and standards-based institutional metadata codify rich representations and relationships about knowledge resources that must be shared more widely and publicly. Through Linked Data, we have an opportunity to exert our expertise and influence in transforming the current Web of documents into a Web of data. Our profession must start paying attention to Linked (Meta)Data!

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*Information Privacy Fundamentals for Librarians and Information Professionals*, Cherie L. Givens. Lanham, MD: Rowman & Littlefield, 2015. 127 pages. \$45.00 (ISBN 978-1-4422-2881-8)

*Information Privacy Fundamentals for Librarians and Information Professionals* raises questions about the proper balance between ensuring security and safeguarding liberty. For librarians and information professionals, a concern for protecting in-

tellectual freedom and civil liberties means taking privacy and personally identifiable information seriously. Author Cherie L. Givens argues that if information professionals do not fully embrace information privacy and our rights to confidentiality in both word and deed, outside institutional interests will impose privacy policies and practices on us. Givens is an attorney and certified information privacy professional with experience developing privacy policies and procedures for the Library Services and Content Management unit of the U.S. Government Publishing Office. This book provides an introduction to information privacy laws and practices and incorporates practical privacy information relevant to the workplace. In addition to librarians and information professionals, it will interest academic administrators, civil liberties organizations, political think tanks, policy makers, and national security personnel.

Givens understands that concerns about privacy are not new but that rapid changes in technology such as data mining and surveillance drones have increased the reach of governments, businesses, and individuals when tracking, monitoring, recording, spying, or stealing personal information. Such information includes medical health records (protected by the Health Insurance Portability and Accountability Act or HIPAA), personal finances, employment information, education history (protected by the Family Educational Rights and Privacy Act or FERPA), and online activities. Questions of unlawful, inaccurate, compromising, and unauthorized disclosure of personal data have become urgent. The frequent accounts in both popular media and professional venues of deceptive privacy policies, data breaches, secret collecting, and large-scale spying provide clear reasons to defend information privacy. As Givens notes, changes in

law and technology have made what was once unthinkable—pervasive surveillance of individuals—a reality. She warns that available technologies render even the most careful individuals vulnerable to breaches of private information, putting our privacy, professional reputations, and free exercise of civil liberties increasingly at risk.

Providing a foundation of privacy law and practice, Givens's book is also a clarion call—in an age of technological revolution and political fear and suspicion—for individuals to understand how to protect their privacy online. This can be accomplished in small ways, such as disabling cookies on a browser, questioning the terms and conditions for websites and smartphone apps, staying alert to phishing scams, or using caution when conducting online transactions. More broadly, protecting privacy online also includes pressing for more effective workplace policies and public legislation.

I highly recommend *Information Privacy Fundamentals for Librarians and Information Professionals*. It is a well-written, carefully organized, and insightful book on applying the laws, regulations, and best practices for managing personal data. It can be read cover to cover or dipped into for quick reference, consulting relevant chapters for specific areas of privacy law and practice. Cherie L. Givens joins other scholars who have written on this subject, such as Alan F. Westin (*Privacy and Freedom*, New York: Atheneum, 1967); Richard Sennett (*The Fall of Public Man*, New York: Knopf, 1976); Jeffrey Rosen (*The Unwanted Gaze: The Destruction of Privacy in America*, New York: Random House, 2000); Jonathan Zittrain (*The Future of the Internet and How to Stop It*, New Haven, CT: Yale University Press, 2008); Daniel J. Solove (*Understanding Privacy*, Cambridge, MA: Harvard Uni-

versity Press, 2008), and Jeffrey Rosen and Benjamin Wittes (*Constitution 3.0: Freedom and Technological Change*, Washington, DC: Brookings Institution Press, 2011). *Information Privacy Fundamentals for Librarians and Information Professionals* is a valuable contribution to our knowledge on privacy and moves the conversation in the right direction.

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*Our Enduring Values Revisited: Librarianship in an Ever-Changing World*, Michael Gorman. Chicago: American Library Association (ALA), 2015. 256 pages. \$45.00 (ISBN 978-0-8389-1300-0)

Michael Gorman's *Our Enduring Values Revisited: Librarianship in an Ever-Changing World* comes close to what I have been searching for, first as a student pursuing a masters of library and information science (MLIS) and then as an established librarian: an overview of libraries and librarianship that contextualizes and historicizes the profession, a book that helps readers see the big picture. In the fifteen years since Gorman wrote *Our Enduring Values: Librarianship in the 21st Century* (Chicago: ALA, 2000), we have seen new digital technologies become so entrenched that it is difficult to imagine a world without mobile devices such as iPods, Kindles, and smartphones; social media applications such as Facebook, Twitter, and YouTube; and crowd-sourced databases such as *Wikipedia* and the *Internet Movie Database* (IMDb).

Though much has changed in fifteen years, Gorman exhibits the same faith and commitments, writing, "Fifteen years ago, I

wondered if the world of libraries had been turned upside down and if the time had come for librarians to beat a retreat. I did not believe that then, and I do not believe that now . . . I believe that librarians have a duty, now more than ever, to organize convincing rebuttals to those arguments and to revisit the values that inform our profession." (p. xiii) In *Our Enduring Values Revisited*, Gorman considers what has changed and what persists and examines the values that have informed and continue to inform librarianship.

Gorman directly addresses stewardship, service, intellectual freedom, rationalism, literacy and learning, equity of access, privacy, and democracy. He shows the connections between libraries and similar institutions such as archives, museums, and galleries. He offers a useful introduction to major library thinkers and theorists such as Melvil Dewey, S. R. Ranganathan, and Jesse Hauk Shera, and he situates librarianship within a broader historical and philosophical context. At the core of Gorman's value system is a belief in the "greater good." Libraries, he says, "must be directed to benefit not only the communities we serve and the wider society, but also every single member of that community and the wider society; that is, the direction that should underlie all our activities and should be the principle—animated by our values—that guides everything we do in libraries." (p. 212)

In spite of the emphasis on "every single member" of our communities, the absence of any substantive discussion of diversity within libraries and librarianship is notable and problematic. Our communities and our profession have grown increasingly diverse, and this issue has been overlooked for too long in studies of libraries and librarianship. Examinations of the future must consider diversity