Pay-Per-View: Alternative or a Necessity in Today’s Economy

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Pay-Per-View: Alternative or a Necessity in Today’s Economy

by Beth R. Bernhardt (Electronic Resources Librarian, Jackson Library, University of North Carolina at Greensboro, P. O. Box 26170, Greensboro, NC 27402; Phone: 336-256-1210) <beth.bernhardt@uncg.edu>

Wow, looking back I can’t believe my first talk on pay-per-view was back at the Charleston Conference in 2002. Back then, UNC Greensboro was one of the first schools to set up pay-per-view to provide access to articles from unsubscribed journals. We implemented pay-per-view because budget problems forced us to cancel high cost, low use science journals, and we needed an affordable alternative that allowed our active research faculty to have immediate access to those titles. Today’s budget cuts are forcing many schools into the same situation UNCG faced earlier in the decade, and librarians thinking more about purchasing just in time articles for patrons instead of subscribing to the journal.

To start this issue we have an article written by Patrick L. Carr, “Forcing the Moment to Its Crisis: Thoughts on Pay-Per-View and the Perpetual Access Ideal.” This article gives a great overall introduction to pay-per-view and why libraries are considering whether to leave the ideal of perpetual access for pay-per-view instead. He discusses why libraries are choosing this access model and the pros and cons for going this route. He concludes with a discussion on whether libraries should leave the perpetual access ideal for the access to an abundance of information.

Our next article “Getting our Feet Wet: One Library’s Experience with Transactional Access” by Ryan Weir and Ashley Ireland examines why Murray State decided to try a pay-per-option for their faculty. They discuss how a cut in their serials budget and lack of communication with departments on campus back in 2005 caused a public relations problem between the library and the faculty. To help fix this problem they researched several pay-per-view options and worked with the faculty to implement it across campus. This program has been successful and the librarians at Murray State want to encourage all publishers and vendors to provide more pay-per-view options in the future.

Pay-Per-Use Article Delivery at the University of Wisconsin-Stevens Point” by

If Rumors Were Horses

Happy New Year! Whew! What a whirlwind the past two months have been! This issue of Rumors is a mix of news that is exciting as well as bittersweet.

Yes! There was the 29th Charleston Conference where, despite the economy, we had 1029 registered attendees! Hooray! Many of the papers and powerpoints are loaded on the Conference Website! Can you believe that next year will be our 30th!? Put these dates on your calendar immediately. Wednesday, November 3 through Saturday, November 6, 2010. Make reservations at the Francis Marion hotel now! www.katina.info/conference

Moving right along, there are several big news items. The biggest Rumor this time for those of us in the book business is the sale of Blackwell Book Services (BNA US) to YBP/Baker & Taylor. Baker & Taylor Inc. has acquired Blackwell Book Services North America (BNA) and Blackwell’s Australia-based James Bennett Bookseller. Also as part of the deal, Blackwell U.K. will acquire Baker & Taylor’s Lindsay and Croft business in the U.K. In addition to the acquisitions, Baker & Taylor’s YBP Library Services and Blackwell U.K. have entered into a strategic sourcing agreement under which YBP Library Services will source all U.K.-published academic material from Blackwell U.K., and Blackwell U.K. will source all U.S.-published academic material from YBP Library Services. With this acquisition, Baker & Taylor’s YBP Library Services will continue to offer the collection development and workflow continued on page 6

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of the people I saw in Charleston! Hard to keep the memories straight.

The energetic and bouncy Cris Ferguson (Furman Electronic Resources/Serials Librarian) <cris.ferguson@furman.edu> and her husband John Larkin are expecting another baby in May. She says that she and John are looking forward to the arrival but they are not sure that Cullen, their son, knows what’s going on yet!

The 2009 Vicky Speck/ABC-CLIO Leadership Award went to the wonderfully creative and efficient Heather Miller. Associate Director, Library Systems and Technical Services at SUNY Albany University Library. The award was announced at the Charleston Conference during the morning plenary session on Thursday, November 5. Heather's steady hand has guided the Conference since it started oh so many – 29 – years ago! Thank you, Heather!

And Heather praised The Charleston Conference Observatory Project which was run by CIBER and Professor David Nicholas (Director of the Department of Information Studies, UCL Centre for Publishing and CIBER research group), Ian Rowlands, ebrary, YBP, and The Charleston Conference. Says Heather: “The Charleston Observatory is one of the best things to come out of the Charleston Conference...”

Speaking of The CIBER Global Library Survey, CIBER has just announced the availability of the final report which details trends, challenges, and best practices. To receive a free copy of the report, visit www.ebrary.com/corp/inforequest/survey2009.jsp.

And Dr. Allen McKel, Dean of Library and Media Services at Western Oregon University, will lead an interactive presentation of the final results at ALA Midwinter on Saturday, January 16, 2010, from 10:30am to 12pm at the Boston Park Plaza (Whittier Room) in Boston, MA. All are invited to discuss what the findings mean for libraries as well as possible responses and solutions. www.ebrary.com/corp/inforequest/alamw10survey.jsp.

Did you attend Boe Horton’s presentation in Charleston in 2009 on his research on Pay-Per-View: Alternative or... on page 26

Pay-Per-View: Alternative or ...

Mindy King and Aaron Nichols is another good article about how a library decides to provide this type of access. The article explains how they targeted high cost, low use journals and switched them over to the pay-per-view model. They also surveyed users and found that they valued the speed of delivery for pay-per-view over using print journals or interlibrary loan. Their pay-per-view program has been successful in providing access to more journal content in a timely manner.

The last article is written by Douglas LaFrenier of American Institute of Physics. Back in 2002 I approached Doug and asked him if AIP would be willing to provide UNC Greensboro with pay-per-view access to his journals. The reason was that our physics program had gone from a Master’s degree to a four-year degree so we didn’t need to subscribe to all the AIP journals anymore but we still wanted to provide our faculty with access. I remember telling him “we have to cut your journals so wouldn’t you rather get some money from us than none at all?” Doug said “yes,” and we entered into a beta test with AIP and today AIP provides pay-per-view for all types of customers. In his article “Pay-Per-View at the American Institute of Physics” Doug talks about how AIP started with credit card transactions and then started an article bundle program through deposit accounts. He also mentions how allowing Google to crawl their information has made their content more prominent and doubled their article sales. Doug also mentions that there is another pay-per-view company that has started a 24 hour rental service for articles called Deep Dyve.

Everyone needs to keep an eye on this company because it could be a significant player in research in the future.

As you will see from these articles, pay-per-view is something that is needed in today’s economy for all types of libraries and publishers. Since 2001 UNC Greensboro has been a strong supporter of pay-per-view and we will continue to advocate that more publishers and vendors provide this type of alternative access to their content.