2009

People Profile: Ashley Ireland

Editor
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 our journals and your journals!” 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 first 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.