2007

If Rumors Were Horses

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Ah, eBooks. The near demise of netLibrary a few years ago seemed to be the death rattle of the eBook industry, but that seems like long ago — the comeback in recent times has been very pronounced and remarkable. Various publishers such as Springer, Wiley, and Blackwells have recently released eBook collections, with Elsevier poised to follow suit. The development of Google Book Search (now including Spanish libraries), the Open Content Alliance, Amazon’s Search Inside the Book and Upgrade, the growth of aggregators such as EBL, ebrary, and Coutts MyLibrary, and the commitment of various university presses, all bear witness to the newfound acceptance of eBooks as a viable medium for scholarly communication and research for students and faculty. At conferences and workshops, in discussion groups and blogs, eBooks are a hot topic.

The eBook produces a gut reaction in people, and this ranges from skepticism and anxiety to guarded optimism and edgy excitement. Why? The eBook hearkens back to the core of the traditional library — the monograph collection — and challenges our assumptions, especially for those of us who entered the profession before eBooks ever existed. Even trying to define an eBook leads to controversy. The eBook is a touchstone for a wide spectrum of issues, such as: the economics of publishing models and the viability of print and online formats in different subject areas; the concept of leasing rather than ownership; the proliferation of licensing and access models; the preservation of eBooks and archival access (e.g., in relation to the mass digitization projects above); the measuring of usage and the critical need to assess value for money; the large impact on library workflows; new modes of collaboration between authors and readers; and student habits and learning issues. I expect a few years from now we will conceive of the term “author” and “book” in radically new ways, as scholarly communication evolves to meet new expectations and opportunities. And what is the future of sustained reading in a Web-dominant culture? These are large and slippery issues for which answers will hopefully emerge in the coming years. One

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From Your (accident-prone) Editor:

When I was a child my father always told me I was a bull in a china shop because I had frequent mishaps playing with my two brothers. And here I sit dying to talk to y’all. Instead I am relegated to punching with one hand on the keyboard because I just broke my RIGHT elbow (why not my left instead? beats me, go figure.) Guess there is no help for us klutzes!

Still this is a wonderful issue. I love it just like all of its predecessors. It has something special and unique. The theme is The Renaissance of the eBook: Transformations and Question Marks guest edited by Tony Horava. We have feature articles from Michael Levine-Clark, William Gee, Lorraine Busby, Aline Soules, Annis Lee Adams, Millie Jackson, and Barbara Williams.

Our interviews this issue are with Buzzy Basch, who has some hot news about Basch Subscriptions and Prenax, and the newly appointed CEO, Andrew Hutchings, talks about plans and products at Blackwell Book Services. And this issue is loaded with people profiles so you can really get to know our authors.

Can we integrate electronic resources into our allocation formulas? Well, you’ll have to read Matthew Ismail’s Op Ed to find out. And be sure to read about “Drama in the Library” by Bryan Carson in this issue’s Legally Speaking and about the “Brave New World” in Biz of Acq by Antje Mays and Audrey Fenner.

Plus we can’t tell you what we had to cut from this issue — okay, maybe just a little peek — look forward to many more reports from the 2006 Charleston Conference. There will also be a report on the Electronic Resources in Libraries Conference and “Making Friends Online: Library Use of Social Networking Services” a Technology Left Behind both submitted by Cris Ferguson. And we are holding a really offbeat “Little Red Herrings” from Mark Herring and an interview with Don Beagle. So ... have you renewed your subscription yet? It’s that time again and you don’t want to miss a single issue of ATG or any of those fantastic articles.

Just got a card from my Dad telling me to remember my Spartan background. Gotta run. no, better not, the klutz in me is settling down. See y’all in June!

Much Love, Yr. Ed.

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: Against the Grain, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the ATG Homepage at http://www.against-the-grain.com.

Dear Editor:

I just received a copy of the Feb. 2007 issue of ATG and it is fabulous. We are just starting a big consortial institutional repository project on behalf of our 12 member libraries. Would there be any way to get copies of this issue to distribute to our two IR committees?

Thanks for the consideration.

George Machovec <gmachove@coalliance.org>
Colorado Alliance of Research Libraries
www.coalliance.org

AGAINST THE GRAIN DEADLINES
VOLUME 19 — 2007-2008

2007 Events       Issue       Ad Reservation Camera-Ready
ALA Annual        June 2007  04/25/07  05/09/07
Reference Publishing September 2007  07/25/07  08/08/07
Charleston Conference November 2007  09/19/07  10/03/07
ALA Midwinter    Dec. 07/Jan. 08  11/21/07  12/05/07

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Toni Nix <justwrite@lowcountry.com>; Phone: 843-835-8604; Fax: 843-835-5892 or Edna Laughery <elaughrey@aol.com>; Phone: 734-429-1029; Fax: 734-429-1711
Address: 291 Tower Drive, Saline, MI 48176.

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in 1956 by Ralph and Jo Grimes of the Old Hickory Bookshop, Brinklow, MD, in order to recognize and stimulate the health sciences libraries’ interest in the history of medicine. Ramune says she remembers Elizabeth’s great presentation in Charleston several years ago about her off-shore medical school experience at Ross University School of Medicine on the Caribbean Island of Dominica. (Ramune even won a basket from the islands.) www.milanet.org/awards/awards_2007.html

Speaking of Ramune, we would like to thank her and her many ATG reporters who worked so hard reporting on the 2006 Charleston Conference. You can find many of the reports in our February issue (ATG v.19#1, p.60), but there are many more still to come. Unfortunately, we ran out of space in this issue, so you won’t find any here, but we will continue running the reports in upcoming issues until they have all been published.

On that same note, we apologize to Cris Ferguson who submitted a report on the Electronic Resources in Libraries Conference which we will also include in the next issue.

Just learned that the fantastic Jenny Buzbee (EBSCO) is pregnant with her second child. Due date is July. Jenny’s first boy is three years old. Gosh!

Was talking to Freddy Scott from RefWorks the other day. She has a son in the Army and was recently vacationing in the Isle of Palms. Freddy’s full name is Fredericka. Isn’t that a pretty name? Since I learned that the last queen of Greece (once upon a time) had that name, I have been partial to it.

And speaking of RefWorks, just met up with Linda Burns who did a fabulous training session for all of us in Charleston.

Gail Schlacter <findaid@aol.com> (Reference Service Press) has just been named Distinguished Alumna of the Year by the University of Wisconsin School of Library and Information Studies. (Last year Jim Retting got the award.) Congratulations, Gail! www.rspfunding.com

Also just learned that Dora Biblarz is really enjoying retirement and is in the process of buying land (in Payson, Arizona?), where she and her husband are going to build a house.

Recently wrote Daryl Rayner of Rumors from Paddington fame (see back ATG issues lying around your office) to see what she was up to. She tells me that she, Adam Hodgins and Tim Bruce started a new company 18 months ago called Exact Editions. They are putting magazines online for consumers and which are mainly UK titles right now but they have plans for US magazines in the future. Apparently, they are not distributing to libraries at this point but may offer the magazines to libraries eventually.

www.exacteditions.com

From Liblicense — How do researchers interact with academic libraries in the UK?

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<http://www.against-the-grain.com>
The report from the study carried out for the Research Information Network on the use of libraries by researchers in the UK is now published. Using empirical data and qualitative insights from over 2250 researchers and 300 librarians, the results should prove useful to inform the future development of academic libraries and the services that they provide to researchers.

http://www.rin.ac.uk/researchers-use-libraries

Recently met up with Char Booth, a good friend of the indispensable Melinda Scharstein (Pam Cenzer’s niece). Char just attended the ACRL conference in Baltimore a few weeks ago and sends glowing reports. Hope to get a full report from her in the June issue of TCR. In the meantime, there is a brief report in the current issue of The Charleston Report (v.11#5).

And speaking of The Charleston Report, the incredible Kristen DeVoe is the editor of TCR as well as a columnist for Against the Grain, see this issue, p. 88. Kristen is one of the featured speakers in the South Carolina Library Association’s College & University Section’s Workshop entitled “Keeping up with our Patrons: Adapting to User Expectations.” www.scla.org/CollegeAndUniversitySection/HomePage

Besides being pregnant and holding down a fulltime job, Kris Ferguson &<cris@furmans.edu> is working on the questions/surveys for the second eBook rollout which we will publish in our June issue. Watch for it! Coming up!

I can’t believe that Debbie Hodges (Showmaker) is her married name &<debora.hodges@pubcoquest.com> is retiring to the mountains of North Carolina. Not yet, but soon! Was talking to her the other day. She has a new darling little black puppy called Angel who besides chewing on stuff likes to get up early. Sounds like a good alarm clock for retired people!

Wasn’t many years ago that I had lunch with Don Beagle and his lovely wife. Heard recently that Don had just published a book called The Information Commons Handbook with contributions from Donald Russell Bailey and Barbara Tierney, Neal-Schuman, 2006. I haven’t seen it yet but am looking forward to it and see our upcoming interview with Don in a future issue of ATG.

“The past is a foreign country; they do things differently there.” — L. P. Barthartley

probably June! And did you know that Don used to work at the Charleston County Library and did a wonderful online city tour back when no one was doing such things. What an innovator!

Oklahoma State University (OSU) Library has chosen AquaBrowser Library to be implemented with their Endeavor Voyager Libraries for over 40 years. The Oklahoma A&M Library System is a coalition of twelve libraries, nine of which are governed by the Board of Regents for Oklahoma Agricultural and Mechanical Colleges (OSU/A&M).

http://www.library.okstate.edu/...
www.TLCdelivers.com/aquabrowser
www.TLCdelivers.com

It was in October 2003 that Michelle Flinchbaugh contacted Audrey Fenner about editing ATG’s “Biz of Acq” column. Can you believe that Audrey has been editing the column for nearly four years! And, I have to tell you confidentially that Audrey always turns in her columns way ahead of the deadline. Gosh! What a feat! And how time flies when we’re having fun! Anyway, Audrey is stepping down with the September, 2007 issue and we are looking for a new editor. If you are interested, please contact yours truly at <kstrauch@comcast.net>. Audrey says that editing the column has put her in contact with librarians all over the country, and allowed her to see projects and their plans from the inside. How can you turn this opportunity down? kstrauch@comcast.net

This tidbit from the awesome Helen Ivy (librarian, Marine Resources Library, Col...
“Conchita, you showed the audience your circulation speed by wanding twelve patrons through with 43 books in 24 seconds. Randy liked your outfit, thought you were “way fast,” but lacked “that soul thing.” Paula thought you were a lovely girl and would make a wonderful mother some day. And Simon, to him your performance was “amateurish at best, bordering on vulgar.”

“Finally, Mr. Terpid. Your display of spine repair left Randy feeling “sort of queasy inside” as if he had eaten a bad taco. Paula loved your big strong hands and the way you squeezed the glue out of its tube. Simon suggested that you not be allowed near tools or books ever again.”

“But the audience voted in record numbers. Thirty-seven callers jammed our phone lines. And the results... of our 2007 American Idle contest... for the best librarian in America... the most talented... the results... were... inconclusive. Oh yes I’m sorry everyone. They were all crank calls! Please come back next week, and for as many weeks as it takes. I promise we’ll come up with the 2007 American Idle, our favorite librarian, even if it kills us!”

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The incredible Charles Bailey sends word that Version 67 of the Scholarly Electronic Publishing Bibliography is now available from Digital Scholarship. This selective bibliography presents over 2,960 articles, books, and other printed and electronic sources that are useful in understanding scholarly electronic publishing efforts on the Internet. An article about the bibliography has been published in The Journal of Electronic Publishing. Whew! What a job it must be to maintain this bibliography! Thank you, Charles! www.press.umich.edu/jep/07-02/bailey.html

Was putting quotations on my answering machine and ran across this one by L.P. Barthaly: “The past is a foreign country; they do things differently there.” Seems to me that our society does not value old timers the way some other societies do. Read Rick Lugg’s and Ruth Fisher’s article, this issue, p.84, and tell us what you think.

Forgot to mention that Ingenta has merged with VISTA International to form a new business, Publishing Technology plc. The fantastic Doug Wright (Vice President, IngentaConnect) says that while the merger will not affect IngentaConnect directly, Ingenta is already benefiting from the strengthened organization. eyetoe.yinguem.com/library/

ProQuest CSA and the Early English Books Online (EEBO) Text Creation Partnership have announced the call for entries for the 2007 EEBO in Undergraduate Studies Essay Competition. The competition grants five prizes with cash awards totaling more than $2,500. The deadline for submitting essays is October 31, 2007. Winners will be announced in January 2008. The EEBO in Undergraduate Studies Essay Competition honors undergraduate research papers that rely on research conducted via the Early English continued on page 12

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Subscribe today at our discounted rate of only $75.00

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OCLC is piloting a new service that will allow libraries to combine the cooperative power of OCLC member libraries worldwide with the ability to customize WorldCat.org as a solution for local discovery and delivery services. The WorldCat Local pilot builds on WorldCat.org, which allows Web access to the OCLC database for discovery of materials held in libraries. The WorldCat Local pilot will test new functionality that allows users to place requests, gain online access, or request an interlibrary loan within WorldCat.org. Libraries and groups participating in the WorldCat Local pilot include: University of Washington; Peninsula Library System in California; Libraries in Illinois, including: University of Illinois Urbana-Champaign, Glenside Public Library District, CCS (Cooperative Computer Services) Consortium, Lincoln Library, Illinois State Museum, Illinois State Library, Hoopeston Public Library, Northeastern Illinois University; and others.

If you are interested in leading a discussion, acting as a moderator, coordinating a lively lunch, or would like to make sure we discuss a particular topic, please let us know. The Charleston Conference prides itself on creativity, innovation, flexibility, and informality. If there is something you are interested in doing, please try it out on us. We’ll probably love it...

The Conference Directors for the 2007 Charleston Conference include — Beth Bernhardt, Principal Director (UNC-Greensboro) <beth.bernhardt@uncg.edu>, Glenda Alvin <galvin@tntstate.edu>, Cris Ferguson (Furman University) <cris.ferguson@furman.edu>, David Goodman <dgoodman@liu.edu>, Chuck Hamaker <cambahake@email.unc.edu>, Heidi Hoerman <hoerman@sc.edu>, Ramune Kubilius (Northwestern Health Sciences Library) <rkubilius@northwestern.edu>, Heather Miller (SUNY-Albany) <hmiller@uamail.albany.edu>, Jack Montgomery (Western Kentucky University) <jmontgomery@wku.edu>, Audrey Powers (USF Tampa Library) <apowers@lib.usf.edu>, John Perry Smith (Total Information Inc.) <jps@totalinformation.com>, Anthony Watkinson (Consultant) < Anthony.watkinson@btopenworld.com>, Katina Strauch (College of Charleston) <kstrauch@comcast.net> or www.katina.info/conference. www.katina.info/conference...
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Iowa University, Mattoon Public Library, Champaign Central High School, Williamsville Senior High School. OCLC will test interoperability with systems used by participating pilot libraries, including Innovative Interfaces, SirsiDynix, and Ex Librari Voyager. www.oclc.org

More on OCLC. The OCLC Board of Trustees has appointed a special Governance Study Committee to conduct a study of OCLC’s governance structure. The Board will also retain a consulting firm to assist the Committee in the study. The Chair of the Governance Study Committee is William J. Crowe (University of Kansas). Members of the committee are: Brad Baker (North-eastern Illinois University); Berndt Dugall (Frankfurt University, Germany); Barbara A. B. Gubbin (Jacksonville Public Library); Vickie Hanawalt (Reed College Library); Marshall Keys (Keynoter at upcoming 2007 Charleston Conference, Nantucket, Massachusetts); Loretta Parham, (The Atlanta University Center); Jane Ryland (Internet2);

Innovative Interfaces and Swets have announced that the Wayne State University Libraries have achieved real-time acquisition of user statistics from within Innovative’s ERM. Using the Standardized Usage Statistics Harvesting Initiative (SUSHI) model, staff can now access cost-per-use analysis. www.swets.com www.iii.com

This from OCLC Abstracts, April 16, 2007 — A new study reveals that one in three Internet users make purchase decision based on social networking sites — Have you seen the last two issues of ATG? to learn more? — Yes indeed, the power of social networks appears to be growing. A new report from search engine marketing firm iProspect finds that: one in three Internet users make purchase decisions influenced by sites that contain social content. Amazon.com is the most influential of all. One in four adult Internet users regularly visit the most popular social networking sites, including MySpace, YouTube and Amazon.com. Visitors arrive at social networking sites primarily through direct navigation, Google search, Yahoo! search, and links in emails (in that order). Internet users visit social networking sites for a variety of reasons, including entertainment, defines a social networking site as one that allows Internet users to add user-generated content such as comments, reviews, feedback, ratings or their own dedicated pages. www.oclc.org/

I tell you what. I was fascinated reading this article in the Washington Post — “In the New Dating Scene, the Attraction Is a Beautiful Mind” by Anthony Faiola, April 16, 2007; A01. Gosh! Are we seeing the resurgence of “intellectualty?” According to this article, people in their 20s and 30s are going to movies and discos less and choosing to show up at the library for conversation and intellectual stimulation. You heard it here! Pretty awesome! www.washingtonpost.com/

Jeannie Mjoseh has been hired as the new public affairs officer of the Institute of Museum and Library Services. Ms. Mjoseh has worked with numerous publications and brings almost 20 years of journalism experience to her position. Prior to joining the Institute, Mjoseh worked for seven years in the communications office of the National Institute on Aging (NIA), National Institutes of Health. While at the NIA, Mjoseh directed Vital Visionaries, a museum-based project aimed at improving medical students’ attitudes towards older people. www.imls.gov

I can’t believe it. Do y’all remember the fantastic, awesome, and wonderful Keith Schmiedl? I knew you would. Well, Keith is now working for Coutts in England and we are looking forward to an article about, or concerning Keith! Gosh, I remember way back when Keith and some of his colleagues bought Coutts. I thought he’d be sitting on his millions, but he is back at Coutts! Can’t wait to hear all about how Keith has left the cold climes of Canada to settle at his old company. Stay tuned! This space. Coming up!

Have to tell you all that ATG is as of a few weeks ago now taking electronic transfers of funds, nationally and internationally. Just contact me and I give you all the information. This is a new service for ATG and should be interesting! Contact your editor, <kstrauch@comcast.net>.

Well. Take a breath. It was about now in Rumors that your klutz of an editor fell down and had an encounter with the asphalt. More strange but meaningful encounters occurred in which I learned that I had broken my right elbow. And boy does it hurt! Anyway I am sorry if I have left something important out. I am getting voice recognition software (see below) and Rumors will be even better in June.

And subsequently I had a one-finger email conversation with the ebullient Julie Gammon who I seem to recall had a broken arm several conferences ago and suggested voice recognition software! Gosh! What an idea. I put my people on it right away! And after all that we are sorry we couldn’t run Julie’s report on the Southern Publisher’s Association! But not to worry, it’ll be appearing in the June issue! By the way, have you renewed your subscription for 2007?

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thing is certain — many of us are investing a huge amount of time dealing with eBook licensing and acquisitions, and this needs to change. It is not sustainable in the long term, and efficiencies of scale and workflow need to be developed. The question of digital rights management bedevils us at every turn, and undermines our clients’ ability to use eBooks for research and learning. The fact that business approaches and access methods have not evolved towards a standard model, in contrast to ejournals, reflects the problematic state of the eBook industry for academia. eBooks are in catchup mode. We are in a period of rapid transformation that is rife with opportunities and bewildering with complications. I find it a fascinating time (although it can be equally frustrating, depending on the day!). Every day there are new questions to confront.

Being closely involved in eBook licensing and acquisitions, I was very happy to have the opportunity to develop an issue of Against the Grain devoted to the eBook, following on Cris Ferguson’s excellent vendor survey in the November 2006 issue. In this issue, our contributors examine the impact of eBooks on libraries from the frontlines. Public service issues, workflow integration, and the implications for collection development are raised. Michael Levine-Clark from the University of Denver assesses the challenges for integrating eBooks into approval plans. He notes that “It is not so clear that all publishers recognize the need to supply their books electronically in a way that makes them fit easily into the library acquisition process.” Annis Lee Adams from Cal State University at Manoa compares the content and functionality of four major eBook collections in medicine. She points out that “we need to communicate the strengths, weaknesses and desired innovations to the vendors at every opportunity, so that the vendors understand the features important to us.” Millie Jackson from Florida State University examines the issues of title by title eBook selection versus acquiring eBook collection packages. She observes that “there is an increased need for evaluation procedures and policies and for marketing the items we purchase.” Barbara Williams from the University of Arizona presents an analysis of engineering students’ use of an eBooks database versus printed sources. She observes that “Engaging in intellectual exchange paves the path to mutual understanding and informed decision-making.” William Gee from East Carolina University addresses the many challenges of eBooks for an interlibrary loans service, arguing that “Libraries and publishers simply must find methods either to truly loan eBooks or at the very least methods to cheaply and automatically rent them.” Lorraine Busby from the University of Western Ontario reflects on the complex issues of eBook acquisitions, pricing models, and access. She notes that “The lack of consistency and the variety of options at the point of purchase should give librarians cause to pause and consider workflow repercussions and how much staff effort is needed to manage a digital format.” Aline Soules from East Cal State University discusses the impact of licensing and acquisitions on the limitations of how eBooks are used. She observes that “The possibilities and permutations are only going to increase. Now is the time for acquisitions to devise ways to manage these new information sources and formats.”

Taken together these articles provide insights into many of the challenges we face in dealing with eBooks, and illustrate the complex landscape in which we are now living and working. 

EARLY LIFE: Lived in Montreal until I was eighteen, then moved to Ottawa.
FAMILY: Parents born in Czechoslovakia; emigrated after World War 2. Have two children, Malcolm and Adam, and wife Susan.
EDUCATION: BA in English & History (like many librarians!) in 1983; MLIS in 1987; MA (English Literature) in 1994.
FIRST JOB: Medical research startup company ... didn’t last too long.
PROFESSIONAL CAREER AND ACTIVITIES: Have worked at the University of Ottawa since 1987 ... Reference, Distance education, Document Delivery, Electronic resources, and Collection development.
IN MY SPARE TIME I LIKE TO: Play tennis (summer); cross-country ski (winter); sing in a community choir (good for the soul).
FAVORITE BOOKS: Blink by Malcolm Gladwell; The Future of Ideas by Lawrence Lessig.
PET PEEVES/WHA M MAD: Vendors who don’t listen to clients; new technologies that are smoke and mirrors.
PHILOSOPHY: Bring dedication and curiosity to your daily work, take risks, and try not to take yourself too seriously.
MOST MEANINGFUL CAREER ACHIEVEMENT: Co-developing the model license agreement for the Ontario Council of University Libraries.
GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Five years is a lifetime! I hope to be engaged in the effort to develop the library as a full partner in academia.
HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: If we can find simpler ways of presenting the gamut of quality resources to our clients, and integrating services and collections, we can raise the profile of the library. We need to become more sensitive to the expectations and needs of clients, and influencing vendors to provide scholarly content and intuitive interfaces. The emergence of new scholarly communication systems, and the debate over intellectual property/copyright issues, will loom large. We need to be at the forefront of this discourse to demonstrate how relevant we are to these issues.

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Speaking of email correspondence, heard recently from Tom the terrific Leonardt <thomasl@admin.stedwards.edu>. Tom is on the ALA Committee on Accreditation so he’s not spending much time in the exhibits, which is his usual hangout. He admits that he has been a delinquent contributor to ATG. He is reading galleys for a book he is editing for Haworth Press. (He didn’t give me the title, continued on page 22.
against the Grain / April 2007

The Conundrum of eBooks and Interlibrary Loan

by William Gee (Interlibrary Loan Librarian, East Carolina University) <GEEC@ecu.edu>

With the tremendous amount of material available on the open Internet and in research databases some of my friends, family, and even some librarians I have met seem surprised that interlibrary loan is still used as heavily as it is, especially to borrow books. While physical loans continue to represent over half of Joyner Library’s nearly 30,000 annual interlibrary loan requests, eBooks are emerging as a major library material type, with predictions that the eBook will be the leading format for nearly all new academic monographs by 2020. Little seems to have been written specifically on the relationship between eBooks and interlibrary loan, though. So, what exactly is this relationship? What could this relationship be in the future?

Benefits

On the positive side, eBooks certainly can reduce the demand for interlibrary loan services and quickly and cheaply satisfy patron needs. Distance education patrons, in particular, can have instant access to eBooks that in their print form would require nearly a week to arrive. Since many times academic patrons only need to read a section of a book, finding eBooks in institutional repositories, on Websites, and in Google’s or Microsoft’s book projects can save the delay and expense of traditional interlibrary loan for all patrons. Joyner Library’s interlibrary loan (ILL) borrowing service workflow takes this into consideration by checking for the availability of eBooks when we think the full text of a requested book would be online, usually for older works that fall outside copyright; if titles are found, we ask the patron if the eBook will suffice. Electronic dissertations and theses are especially useful to ILL departments because print copies of these documents are frequently difficult to borrow or copy.

Endnotes


5. Mark McQuillian, Director, Sales & Content Development, MyiLibrary, email to author, January 12, 2007.


7. Murphy.

8. For information on eBook pricing, see Cris Ferguson, “Technology Left Behind—eBook Rollout,” Against the Grain 18, no. 5 (Nov. 2006): insert.


15. Ibid.


22. Email from Zeoli.

Electronically Yours...
have a responsibility to make accessible what is purchased. Without further, dedicated research on electronic access from the users’ perspective, best practices will be slow to emerge. Experience so far suggests that users likely are quite willing to search content on Websites (either library or vendors’ Websites), rather than sifting through an OPAC for digital resources. Yet that approach works well only if all eBooks are accessible through one vendor platform or are locally loaded on an institutional server. Once available through a common interface or platform the potential for federated searching of digital books becomes a reality, a change in the OPAC. At this point there are significant limitations to federated searching but technological innovations are sure to overcome these problems in the foreseeable future. The alternative, namely to encourage users to search the OPAC and link out to specific titles of interest, clearly is not adequate either. When purchasing content in packages one or both options are possible. Purchasing on a title-by-title basis necessitates integration into the catalog. In the short term, both existing and new approaches will have to be considered adequate. In the long term, the role and function of our catalog need to be agreed upon. Clarity on this issue is missing and doesn’t appear to be on the horizon in the near future. Controversies over the design of next generation catalogs are equally divisive to some in the profession who worry that control and access is being sacrificed to expedience. Meanwhile our users Google and never think of searching a library catalog.

Sub-standard approaches are sub-standard only if users cannot find what they want and need. Technology should provide the capability to scoop relevant metadata from which to create catalog records with sufficient bibliographic detail to accurately identify and access the item. Combine this with digital Table of Contents (TOC) and the user has something to work with. Traditionally we have paid for TOC services as a catalog enrichment service, but why would we do so when the data is already part of the digital item in hand? Using technology to retrieve this data and import it into a record allows effective resource management, and is a process well suited to technological automation. From there the user can treat an eBook as comparable to a journal with separate chapters/articles. Surely libraries can manage this process without outsourcing and without human intervention. Control in this fashion requires contracting for eBooks to be locally hosted. Otherwise it requires librarians to contract with our eBook vendors, not for MARC records, but for relevant metadata to create sufficient access points to the electronic book entity being described. In time, if the standardization efforts and consensus evolve, the possibility of upgrading and conforming can be considered. A united voice is needed to make this happen. Perhaps our consortia can lead this initiative as part of contracting for eBook packages. But frankly, if our users are satisfied perhaps it is not an issue worth pursuing. The goal should be accessibility for the user. They search, they capture, and they print as needed.

In reviewing a recent Weblog by Lorcan Dempsey, he highlighted relevant points:
- Libraries are reducing investment in routine activities to focus on where they can most create value for the user. This leads to a focus on both ends of the value chain: use of resources and creation of resources.
- Cost and complexity need to be driven out of library activity. This drives an interest in standardization and consolidation.

From Dempsey's Weblog page it is possible to link to the DEFF Strategic Discussion Paper, which referenced the OCLC Pattern Recognition Scan from 2003. While neither source specifically deals with the issue of access to eBooks, the overall conclusions are relevant: shift the focus to the user and shift service from “what you see is what you get” to “what you need is what you get.” Librarians continue to learn what our users both want and need but the bottom line is that students see eBooks as must-haves. Libraries already are competing with free eBooks from Google and other search engines on the Internet; it behooves us to take a lesson from these digital leaders by adopting the obvious approaches available and modifying these approaches as users respond to them.

How can electronic book access be expedited compared to earlier efforts with journal Web pages? My biggest fear is that librarians will treat these resources as monographic series — a futile attempt to equate the serial-like nature of electronic content with the marketing and packaging of the content as a “book.” While there may have been legitimate reasons to manage these entities in the convoluted world of series, let’s not digitally replicate the confusion.

Despite the slow introduction to electronic books, the current proliferation of purchasing options is waiting to be embraced while progress in managing these resources has stagnated. Since staff comprises the largest component of operating budgets, good business practices suggest that designing workflow processes, which allocate minimal staff and time in handling resources, is to be desired provided that there is no negative impact on identification and access for users. It is up to library staff to ensure eBook access to users is successful to the extent that it matches users’ wants and needs. Expedient access options within, and outside of, the catalog must be widely shared and adopted with faith that the longer-term access issues can, and will, be resolved. So, let’s work together to set reasonable standards, focus on effective access, reduce the preoccupation with control, and better serve our users.

Congress was all in a lather about the danger to “musical creativity” and the dire risks taken by record companies in investing in “unknown artists and songwriters” or “to experiment with innovative musical forms.” Id. at 3.

Ah, the utter daring and profound creativity of the year 1984 will resound through the ages. How could we have lived without Electro-pop, Purple Rain, the theme song to Ghostbusters, and that deathless moment when Bob Geldorf gathered a swarm of rock giants to sing “Don’t They Know It’s Christmas?”

George Orwell was onto something about 1984. He just didn’t realize how grisly it would be.

When Congress extended the exception in 1988, the record included the incredible: “The legislative history of the enactment of the law in 1984 reveals that the specific problem addressed then was that consumers listen repeatedly to musical works, thus giving rise to the legitimate concern about displacement of sales.”

Yes, even then, BIG MUSIC was dreaming of recordings that self-destructed after one listening.

The Traditional Bargain Idea

Well that was certainly a shameful example of Congress pandering to commercial interests while in pursuit of campaign contributions. Doubtless, the court was as embarrassed as we are, because they declined to pande...